



### 3. LAND(E)SCAPE THE DISABILITIES – A LANDSCAPE FOR ALL

**Keywords:** cultural heritage; UNESCO site; landscape; accessibility; inclusiveness.

#### The aim of the project

The aim of the project was to make the UNESCO site Vineyard Landscape of Piedmont: Langhe-Roero and Monferrato accessible to all people interested into their values and into the different aspects that characterise the cultural landscape, according to the “accessibility chain” approach and universal and inclusive design.

**Partners:** Association for the Wine Landscapes of Langhe-Roero and Monferrato Heritage, Ministry of cultural heritage and activities and tourism (MIBACT - Ministero dei beni e delle attività culturali e del turismo); Association of Piedmont Banking Foundations (Associazione delle Fondazioni di Origine Bancaria del Piemonte).

**Project implementation time:** 2016-2018 (concluded)

**Budget:** € 200.000,00 (MIBACT DM\_02\_dicembre\_2016\_EF2016\_\_7305)

**Granted by:** MIBACT - Ministero dei beni e delle attività culturali e del turismo (Law 20 febbraio 2006 n. 77); Associazione delle Fondazioni di Origine Bancaria del Piemonte.

**Priority line/Specific objective:** enhancement of cultural and natural heritage (national frame); inclusive growth in tourism (cf. UNWTO frame).

#### Context:

Vineyard Landscape of Piedmont: Langhe-Roero and Monferrato is a UNESCO serial site that was inscribed into the World Heritage List in 2014 as the first cultural landscape and the fifteenth Italian site. Mainly characterised by the winegrowing areas, it represents the exceptional quality of the vineyard landscape of Piedmont region and of its deep and alive wine culture. The components were selected with a specific reference to the wine productions associated to the territories, to the importance at national and international level, to the need of fully represent the crucial places to produce wine (from cultivation to production, conservation, and distribution) and the historic settlement and architectural components (road networks, towns, villages, rural centres, castles, churches).

This UNESCO site is composed by six areas/components covering 12 hills, on 3 different provinces (Cuneo, Alessandria and Asti) and 29 municipalities. Components 1,3,4,5 are, therefore, representative of the four most relevant production systems of Piedmont, each generated by a specific bound between vine variety, terroir (soil and weather) and technique of vinification. The result of every system is a top-quality wine, protected by a specific registered designation of origin such as Barolo, Barbaresco, Barbera d’Asti, Asti Spumante. The site is characterized by a rich and diverse system of farmhouses, wine-producing holdings, wine industries, wine cooperatives, public and private wineries that sometimes are symbolic sites for the history and the development of viticulture and of national and international oenology (Grinzane Cavour Castle, component 2). The cycle of wine is completed by the presence of artifacts from the vernacular world such as the “Infernot” excavated from “Pietra da Cantoni”, devoted to the domestic storage of the finest wines (component 6).

#### Description:

The project "Land(e)scape the disabilities - A landscape for all" aims to make the UNESCO site accessible to all those who wish to know its values and enjoy the multiple aspects that characterize the cultural landscape,





following the approach of the "accessibility chain" and universal and inclusive design. Design for all (or universal design or inclusive design) aims to create environments, products and services that ensure the effective participation of each person in all activities on a fair basis. The conceptual reference is the definition of accessible tourism, which is understood as the tourism that allows any person, regardless of their characteristics, age, physical function, state of health, etc., to carry out all activities related to the tourist experience without obstacles, without difficulties, without exclusion and without discrimination. Access to the cultural landscape is developed considering the specific needs of different disabilities: physical-motor, sensory, intellectual and psychological. The project aims in particular to facilitate the access of residents and tourists to the cultural heritage and landscape, to promote tourism as a means of cultural exchange and therefore to make all the places of visit accessible in order to guarantee a satisfactory and pleasant experience for visitors and to facilitate contacts between visitors and host communities, with the intention of mutual understanding.

### Results:

The project outcomes are:

- The Exhibition "Sensory path of Langhe-Roero and Monferrato"

It is a multisensory project capable of communicating the values of the UNESCO site through a "for all" approach, that is, through objects that can be used and accessed even by people with specific needs. The set-up was also designed to be completely reversible and removable to allow and facilitate a periodic movement to the most representative places of the World Heritage Site. The path consists of completely accessible panels, through which it is possible, through reading or sound narration. The link to the audio guide: <https://youtu.be/maVeCcMdL8s>

- Coperniko, 360 ° landscapes

As part of the project, the first virtual tour of the Piedmont Wine Landscapes was created. The six components of the UNESCO site Langa del Barolo, Castle of Grinzane Cavour, Colline del Barbaresco, Nizza Monferrato and Barbera, Canelli and Asti Spumante and Monferrato degli Infernot are fully accessible through videos, 360 ° images of internal and external environments. developed through Experientia – Coperniko. The virtual tour: [Experientia Maps \(coperniko.com\)](http://Experientia Maps (coperniko.com))

- Guidelines for the accessibility of Piedmont wine landscapes

The monograph is part of the activities carried out and included within the "Land (e) scape the disabilities – A landscape for all" project, and was made possible through the collaboration with ISITT, the Italian Tourism Institute for All. This important tool represents a way to contribute to the diffusion of a concrete culture of "for all" design, which knows how to consider the different and diversified needs of the population in a constructive and creative way.

- A participative process of continuous knowledge-sharing

During the project, five conferences were organised to discuss different aspects of accessibility, listening to stakeholders and communicating the results through an open access publication.

**Success factors:** Since its foundation in 2011, the Association for the Wine Landscapes of Langhe-Roero and Monferrato Heritage is strongly engaged in promoting the knowledge of the cultural and landscape heritage of the site, especially through the rise of the awareness together with the search for a socio-economic integrated development of the area, consistent with the UNESCO values of the nomination. The Association is therefore the main representative for the multitude of actors involved in the nominated area and, in that





capacity, it is in charge with the implementation of the strategies and projects of the Management Plan and the related Monitoring Plan.

The Association interprets UNESCO site values in their broad sense and the inclusiveness was at first stake to build up a fair and open approach to communicate and live the site. Cultural tourism should always consider differences in tourists' abilities and the importance to go towards the limits of sensing, understanding and/or movement when a destination is promoted.

The Association has a great knowledge of all social, cultural, and economic aspects of the area, especially in the figure of its manager together with his collaborators. They have strongly believed in the nomination. In the UNIVR team's perceptions, they demonstrate to be part deeply involved in the co-creation and not only in the evaluation of the intangible value of the territory.

### **Limiting factors**

This "fair" approach to the territory and the attention for any type of visitor is demonstrating more an addition to the present course of tourism than an inspirational principle for any outdoor proposal in tourism, in the case study area but also elsewhere in Italy.

### **Applicability and upscaling:**

The guidelines for the accessibility of Piedmont wine landscapes should be a reference for other sites that are planning an application in UNESCO World Heritage List. This is evident looking at its primary objective that was to provide local administrators, operators, and the population with a reflection tool capable of proposing stimuli and suggestions to undertake a path of growth and improvement that aims at developing a more inclusive and aware territorial system, creating solutions and increasingly diversified, modular and adaptable proposals also to the specific needs of people with disabilities.

This publication is an operational tool useful for: companies or associations, public bodies and private foundations, managers of communication and marketing events for companies, suppliers of goods and services for events, managers of locations for events, curators of exhibitions and festivals as well as members of pro loco, cultural associations.

### **Others:**

- **Website:** About the project [Land\(e\)scape the disabilities - A landscape for all - Paesaggi Vitivinicoli di Langhe-Roero e Monferrato \(paesaggivitivinicoliunesco.it\)](https://www.paesaggivitivinicoliunesco.it/)
- **Website:** <https://www.paesaggivitivinicoliunesco.it/en/>
- **Youtube Channel:** <https://www.youtube.com/channel/UCtZp2rj6hiYakSABV6q4hjQ/playlists>

