

Storytelling for supporting tourism in the village of San Pellegrino in Alpe (Tuscany)

The Tuscan Pilot of the INCULTUM project, coordinated by the University of Pisa and set in the beautiful landscape of the Garfagnana in Tuscany, aims at developing innovative and community-involving tourism approaches to support territorial promotion. In this effort, last summer 2022 a [series of theatrical performances](#) was launched, that aim to relive the memory of this community and its territory through a storytelling approach, realized in collaboration with the local Ethnographic Museum. This is a play is entitled "*Un prete, due Santi, un confine e 4000 pezzi unici*" (a priest, two saints, a border and 4000 unique pieces) by actress Elisabetta Salvatori, telling the stories of old traditions in this heritage territory. The scope of this action is to reconnect the touristic offer of the location, that is mostly appreciated for the landscape and the possibilities of sports and trekking, with the peculiar aspects of the cultural and historic heritage of the community, that is well documented in the Ethnographic Museum.



On the occasion of the final event of the series on 28 August 2022, a institutional meeting took place at the Ethnographic Museum, involving local organizations to learn about INCULTUM project and progress. Led by prof. Enrica Lemmi and her colleagues Fosca Giannotti and Dino Pedreschi, the meeting engaged various stakeholders as represented by: the major of the town of Castiglione di Garfagnana Mr. Daniele Gaspari; the vicepresident of the Natural Park of Tuscan-Emilian Apennines, also representing the Union of Garfagnana Towns Ms. Raffaella Mariani; and the president of the Museums System of the Province of Lucca Mr. Alessandro Colombini.

Discover the INCULTUM Pilot set in Garfagnana: <https://incultum.eu/pilots/5-garfagnana/>