



TASCAPAN.COM

Aosta Valley excellences



MAISON BRUIL D'INTROD

Ethnographic Museum on the Aosta Valley Food Tradition

Aosta Valley: the smallest (130.000 inhabitants) and highest region in Italy



Autonomous Region

Alpine region

Cross-border culture

Cross border language
(Patois)

Enogastronomic influences
from neighboring regions

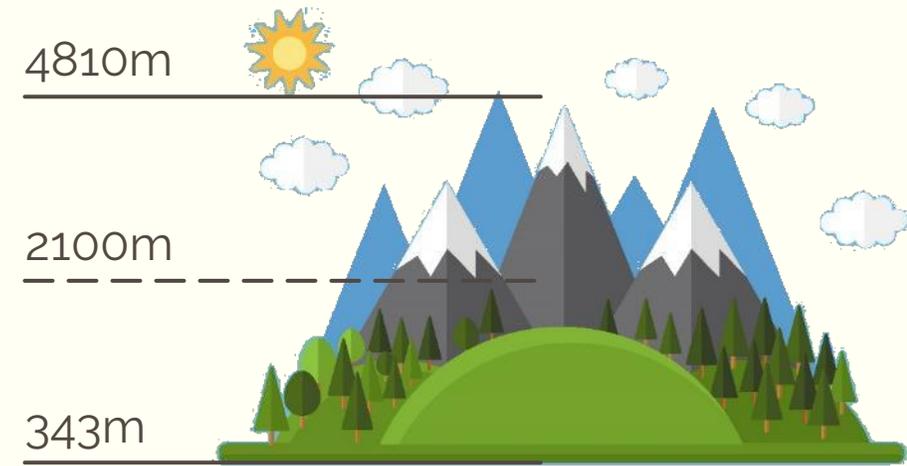
Many typicity related to
microclimate

History starting with the
Neolithic period

4810m

2100m

343m



A museum on methods of conservation, food tradition and alpine architecture related to the present!



An old rural house where all the spaces needed for survival are grouped under the same roof. The current shape is the result of an architectural evolution dating between 1683 and 1856. The three floor of the museum were renewed back to their original functions. Inside the visitor can experience the food tradition of the XVII century and its relation with the present.



Tascapan, the backpack of mountain people, arises from the idea of proposing a selection of Aosta Valley traditional products all in one e-commerce website where to shop consciously and create a network of producers. Its pool is currently composed of about 20 Aosta Valley producers, selected among the best traditional and family-driven firms/companies.



Working on the food tradition to promote today's products through the intangible cultural heritage



Mathieu Champretavy

Director of Tascapan.com
Manager of Maison Bruil

An example

Fontina: a cheese with the values of the past



- The first document of this cheese dates back to the 13th century
- Autochthonous cow
- In summer mountain pasture, in winter hay
- Production methods handed down from father to son
- Restrictive rules introduced in the 1996 with the DOP
- The collateral work done in the community (eg streams, maintenances, haymaking...)

How to transmit and work with the intangible culture?



- Through the voices?
- Through the land?
- Through the products?
- Through the producers?
- Through old people?
- Through architecture?
- Through e-commerce?
-

Use the voice of the producers to explain the products and their related ICH



- Work like in the past
- Promote the products
- Respect the tradition
- Explain the role of the community in their products
- ...

ICH, museums and diversity: the biggest challenge we encountered... ... put together the producers network and the museum



The network of producers



The museum



The presentations



The e-commerce



The tastings



Let the producers speak about their history and products to the visitor of the museum and let the customer understand the real value of the tradition / ICH in the present production



ICH, museums and diversity: win-wins?



Producers in the museum



Tasting with the producers



Understand and buy the products



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