Alessandra Micoli – coordinator at Ecomuseo Urbano Metropolitano Milano Nord (Metropolitan Ecomuseo of Northern Milan)

EUMM enhances the cultural, material and immaterial heritage of North Milan with the involvement of local communities. In particular, Eumm builds research paths, collective narratives and promotes the active protection of the territory.

The link Eumm has with ICH is strong and "diverse"

1. Eumm aims at being a key institution for the community, paying special attention to spreading knowledge about urban heritage as a key and meaningful practice to safeguard and promote ICH.

2. We focus on oral traditions and social practices. "Our" urban heritage: transformations of urban landscape, valorisation of all hidden histories regarding the ecomuseum area (and further). **Themes**: past industries, neighbourhood transformations, memories of World War II, practices of bottom up/official heritage valorisation.

M'Appare Milano (Mapping Milan)

Mapping Milan is a whole of activities dealing with maps and mapping practices as ways and instruments for promoting storytelling, spreading knowledge and new sensibility and engagement about urban ICH

> **place-making through mapping:**
> **construction | re-construction of senses of place**

a) places face continuous change → necessity to use languages and tools to represent it

b) "community" is an heterogeneous entity → design of trans-generational and transcultural maps, use of multiple languages fitting to different social, cultural and education backgrounds

ICH, museums and diversity: the biggest challenge we encountered…

In our practice **diversity is the biggest challenge**, because our work deals mainly with diversity of urban societies.

For an urban ecomuseum urbanity is the core element of its identity, mission, approach, and practices of public engagement.

Urbanity essentially means <u>diversity</u>, the main issue we need to focus on, dealing with ICH safeguard and practices.

The challenge of diversity concerns as well practices of participation: the engagement of communities is fundamental, but in a urban context community actually means **multiple and very diverse communities**.
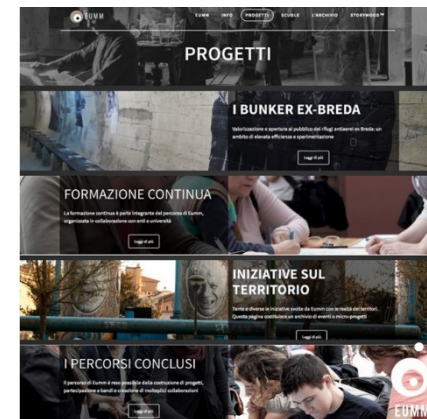
ICH, museums and diversity: win-wins?"

Two situations in which Eumm succeeded in addressing and involving several and very diverse spheres of citizens:

1. **Construction of Parish Map of Niguarda neighbourhood**. The group was internally very heterogeneous and willing to share their histories, photos and relationships with other key actors of the neighbourhood.
2. **Valorisation of air-raid shelters of former Breda steel industry**. Community participated both in project of crowdfunding and guided tours, in very diverse ways: with economical support, helping in spreading communication, telling and sharing their histories.

Nuove storie nei Bunker Breda
Sabato 16 settembre, ore 11:30

Keywords: **shared storytelling; cultural diversity; diverse public; public engagement**