



**Digitalising cultural heritage
of mountains:
the iALP experience**

www.mountainmuseums.org

iAlp

Interactive Alpine Museums

Duration of the project: 2017-2020 > from 2017-04-25 to 2020-11-24 > 43 months

Project partners: National Mountain Museum "Duca Degli Abruzzi" of Turin and Piedmont Region with Musée Alpin Chamonix-Mont-Blanc and Communauté de Communes de la Vallée de Chamonix Mont-Blanc

Project budget: 2.550 000,00 €

Country/ies: Italy and France

Goal: increase sustainable tourism in the Alcotra area > creation of an integrated system of knowledge of the cultural heritage, an instrument for its protection and the development of tourism marketing and digital tourism products of cultural heritage

Target: families, children, mountain professionals, tourists, local public, schools and cultural associations present on site.

Keywords: Mountain museums; Mountain cultural heritage; Cross-boarder cooperation; Western Alps; Mont Blanc; History; Territory; Tourism; Audience; Storytelling; Web catalog; Digital database; Mountains platform

Objectives of the action

1. To **conserve** and **promote** the heritage of the Museomontagna and the Musée Alpin of Chamonix as heritage of the Western Alps.
2. To help the **development of cultural tourism** in the Alps, linking Italy and France through the common area of Mont Blanc and its attractive power.
3. **To connect** two similar museums and their areas, creating a virtuous circle that link the two audiences but also the skills and the resources (collections, exhibitions set-ups, contacts etc.).
4. To create a **storytelling of the mountain** as rich and varied as possible through an attractive, intuitive and easy-to-navigate platform created for tourists as well as for operators in the sector (mountain guides, mountain hut managers, hoteliers, etc... also through the vast network of the CAI).
5. **To expand the audience** of users and interest new groups of visitors, especially young people through the access to the collections and the discovery of documents and objects of historical and artistic value, supported by the **new technologies**.

Activities...

1. **Cooperation and exchange** of resources and knowledge.
2. Three cross-border **exhibitions** of which a customized **digital project** was created each time.
3. Cataloging and digitization of about **30,000 items** (graphic materials, audiovisual products, manufactures, mountaineering and sports equipment) and publishing on the online catalogs (for the Italian museum CAISiDoc.cai.it).
4. Improvements to the **storage areas** by means of a **barcode system** that allow the computerized management of the structure > the storages become an integral part of the new digital museums favoring the full use of all Documentation.
5. Creation of an **integrated digital archive** and innovative three languages **web platform** (www.mountainmuseums.org) capable of collecting information from different museums and their catalogs (Clavis and Micromusée) and returning the **multi-level value** of the heritage (ecological, social, cultural and historical) and its evolution.



MANY COLLECTIONS,
ONE REPOSITORY

Communication and cultural dissemination operations were supported by an important cataloging work based on common criteria on both sides of the border (Italy-France) and aimed at contributing to the creation of a [large digital database on the mountain](#)

...and results

1. The web **platform mountainmuseums** collects in one container many mountain collections (over 8,000 items) and it can be **joined by other mountain Museums** > the platform is open and implementable (IMMA Alliance).
2. **Involvement** of sections of the **population and local tourist operators** in the enhancement of the collections and in the contents of cross-border exhibitions, through the **re-appropriation** of the history of their landscapes. The accesses: 17,795 for the platform launched in April 2020 and 4,223 for the new website (Turin) opened in the same period.
3. **Dissemination and promotion** of the collections to a vast and diversified audience thanks to the creation of innovative tools for accessing the heritage of museums that allow for a true "**virtual museum**" fully integrated with the "physical" structures and which will allow access to a great variety of cultural products.

Step by step

1. After cataloging and digitization of about [30,000 items selected](#) as representative of the museum's collections on the Western Alps, we choice the **material** through which to tell the **Alps as cultural heritage**: we chose [more than 30 taxonomies](#) which identify the Alps territory and its history for us. They are based on the understanding of both the history and current condition of the landscape and they represent the collections of both museums > the main galleries are related to Peoples, Ways, Places and Activities.

Showing the richness and the diversity of the mountain cultural heritage with a **strong link with the territory and its history**.

THEME-ORIENTED

GALLERIES

EXPERIENCING
MOUNTAINS
TRAVELLING THROUGH
THE ALPS
CONQUERING SUMMITS
WINTER PLEASURES
ALPINE PORTRAITS
ART GALLERY
LEGENDARY SUMMITS
NATURE'S OBSERVATORY

ATLAS

MONT BLANC
MOUNT ROSA
MOUNT MATTERHORN
MONVISO
ALPINE CARTOGRAPHY

CATALOG

SEARCH IN THE CATALOG

VIRTUAL TOURS

ALBERT SMITH
CINEMA AND THE
WESTERN ALPS
WHAT A FANTASTIC
WORLD HERE
THE COLLECTIONS OF THE
ALPINE MUSEUM IN 3D
MUSEOMONTAGNA
MULTIMEDIA
"CROSSED LOOKS"

INTERACTIVE AREA

PLAY WITH US
CREATE YOUR GALLERY
LOGIN / SIGN IN

2. Creation of a **simple and intuitive platform**, graphically attractive: a quick understanding and a simple overview; [easy search engine](#) with title, author and keyword.

Navigation is simple and it's organized into three macro areas: "Thematic Galleries" that identify the main and distinctive landscape characteristics; "Atlas", a sort of topography of the alpine landscape; "Virtual tours", the digitization of exhibitions and photographs of the collections with 3D and 360° technology.

By clicking on each you can explore the contents following a common thread. Thus, for example, we will discover the great protagonists of the history of mountaineering, from Horace-Bénédict de Saussure to the Duke of Abruzzi, from Gaston Rébuffat to Walter Bonatti: through paintings, photographs, objects, original diaries. But you can also find yourself on Mont Blanc, on the summit of the Mount Rosa or the Matterhorn, or on the Monviso wall, discovering the most interesting materials concerning them.



"LE MONTAGNE – COME LO SPORT, IL LAVORO E L'ARTE – DOVREBBERO SERVIRE SOLO COME MEZZO PER FAR CRESCERE L'UOMO CHE È IN NOI."

WALTER BONATTI



WALTER BONATTI

Ginnasta, operaio, alpinista, guida alpina e maestro di sci, esploratore, giornalista, fotografo e scrittore. Medaglia d'oro al valore civile e Cavaliere della Repubblica Italiana. Ufficiale dell'Ordine della Legion d'Onore in Francia. Laurea honoris causa in Scienze ambientali. Piolet d'or alla carriera.



GASTON RÉBUFFAT

Gaston Rébuffat (1921-1985) è uno dei più importanti alpinisti francesi del XX secolo. Diventa guida alpina nel 1942 e realizza diverse prime ascensioni nel massiccio del Monte Bianco, spesso con Lionel Terray, ma frequenta anche molti altri tra i più grandi alpinisti di quella generazione.



3. Involvement of the audience with the possibility of creating their own **thematic paths** through the galleries and **interactive games for younger audiences**.

mountainmuseums

Collaborative catalog of mountain heritages

[IT - FR - EN]



Simultaneously navigate in a vast selection of the most significant finds of the National Mountain Museum of Turin and the Chamonix-Mont-Blanc Alpine Museum to understand the past and present of the western Alps, and try to imagine their future.



4. Telling the collections and the Alpine heritage through [virtual tours](#) to the exhibitions and the interaction of games to acquire new knowledge about the shared heritage through play and fun.

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ALBERT SMITH

The three-year Interreg Alcotra "iAlp. Musei alpini interattivi" European project has provided some more in-depth details of its collections...

[read more](#)



CINEMA AND THE WESTERN ALPS

The three-year Interreg Alcotra "iAlp. Musei alpini interattivi" European project has provided some more in-depth details into its collections. An example is the cinema exhibit of the western Alps, a research project that...

[read more](#)



WHAT A FANTASTIC WORLD HERE

The last of the three exhibitions created by the Museomontagna as part of the Interreg Alcotra iAlp project, which since 2017 has seen the Museum collaborate with the Musée Alpin of Chamonix-Mont-Blanc in order to...

[read more](#)

Thank for your attention

MOUNTAIN CULTURE
SINCE 1874

