

# Realisation of technical and physical improvements of the sites

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<b>Work Package Title</b>	Valorisation and enhancement of cultural pilot sites
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## Summary

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## Municipality of Rovigo – Amber Hall

### Premises

The new layout of the Amber Room is placed at the beginning of the Museo dei Grandi Fiumi's exhibition itinerary and constitutes its premise in which the following themes emerge:

- Myth and Polesine
- The new archaeological discoveries and investigations that are currently underway in the territory.
- One of the most significant archaeological discoveries of the century: the amber processing site of Campestrin di Grignano Polesine.

Therefore, the exhibition route does not follow a chronological order rather it is thematically structured and *“responds to the need of creating a sort of introduction to the museum, first through the suggestions of myth and then of the archaeological realities of more recent acquisitions, demonstrating that the museum is a place of novelty and innovation. At the same time, it offers the opportunity to significantly improve the visibility and enjoyment of the current exhibition of artefacts from the Campestrin excavations”*. Through the new museum exhibition, around ninety finds are displayed and enhanced, divided between ceramic, bronze, stone, glass and amber materials.

### Layout, exhibition space and lighting

From an architectural point of view, the Amber Room is presented as a long corridor of about 24 meters overlooking one of the cloisters of the former monastery of the Olivetans, with ceiling and walls characterised by vaulting and lunettes.

To preserve the uniqueness and charm of this place rich in history, the exhibition design is developed mainly in the central space of the hall where the three exhibition tables are positioned, according to a perspective axis. This environment, essential and monumental at the same time, enhances each element of the set-up, also thanks to the chromatic contrast.

Dedicated general lighting has been planned for the layout, with a punctual and accent lighting at display cases, graphic panels and decorative elements. A system of tracks suspended from the ceiling is installed along the entire length of the corridor, using LED projectors and specific equipment for museum-type lighting.

## Visual of the exhibition design

The visual of the exhibition design and graphics is brought to life by the warm colours of the amber material, the protagonist of all the present narratives.

The selected colour palette contains basic colours (beiges and browns) and accent colours such as yellow and orange to create focal points and enhance the details. In the colour palette, working on the shades, the colour blue of the Museum's logo was included in order to integrate the visual to the institutional communication.

## Project and exhibition route

The museum's exhibition design was elaborated and developed at executive level together with the scientific curators (and contributions from the University of Ferrara) and led to the development of a narrative museum route that is set in clearly delineated spaces and clearly delineated areas:

### Multimedia room

Through the realisation of a plasterboard wall, which is harmonised with the architecture of the room, a 28 square metre space is created appropriately darkened and dedicated to an immersive projection with a strong emotional impact. This is the place that introduces the next exhibition room but also the Museum as a whole. In this 'ideal' context the origin of the logo of the Museum of Great Rivers, characterised by the stylised image of Phaeton, is recounted in a simple but meaningful way.

The video projection of about 5 minutes in fact has as its subject the description of the myth of the 'fall of Phaeton'. The basic material for the realisation of the film consists of sketches and images by the stage designer and artist from Rovigo, Gabbis Ferrari. His drawings represent "*myths from the Greek and Latin world connected to the Polesine territory, with particular reference to Phaeton, the Eridanus River and Amber*". This results in a videoclip, projected both on the barrel vault and on the curtain wall, of strong visual and emotional impact, accompanied by the narration of a theatre actor with texts by classical authors. Evocative phrases and in-depth content are present in the room through decorative wall graphics and a descriptive panel.

### Exhibition Hall

In this room of approximately 70 square metres, the exhibition design explores two themes related to:

1) New discoveries

The exhibition space is dedicated to hosting a number of “symbolic” finds that attest to discoveries from ongoing excavation campaigns. The layout is light and characterised by a display wall which contains a display case for the positioning of some small objects and a monitor where maps of the territory, ancient and recent, are displayed on a loop, showing features and changes that have occurred over time. In-depth information is provided by a special graphic panel in the source wall.

## 2) Campestrin in Grignano Polesine and amber beads with Tiryns-type decoration

In this second part of the exhibition, in order to provide a continuity as well as a unity of language and vision, an overall scenography and a specific design on three themes (daily life, myth value and exchange routes – amber, raw materials and artefacts) with three display tables that show the finds and transmit information through the integration of textual, multimedia and interactive apparatus.

The three display tables have a structure with a lacquered mdf top and base and contain built-in showcases, free-standing hat showcases and touch monitors with in-depth interactives, in addition to captions of various types and decorative graphics. The tables display respectively: ceramic finds, finds in materials such as fauna, bronze, stone and glass, and finally amber artefacts. This last table features an interactive exhibit called “talking objects” that illustrates – through the reproduction of tactile objects and videos – the various phases of amber processing, from the raw material to the finished product.

In-depth contents are available both on wall-installed graphic panels and on the two monitors, thanks to the possibility of selecting thematic topics that can be updated over time.

### **Accessibility, target audience and content communication methods**

All textual and multimedia elements of the exhibition are realised (with varying modalities) in Italian and English.

The design of the exhibition takes into account the fact the museum is a place intended for students of all ages, therefore the use of a simple language with the possibility of access to the various degrees of in-depth study is required.

This requirement is accompanied by the social purpose of transmitting the contents to the community and to open up to a general public, for which narrative models have been identified to present the contents in a clear and engaging way, also through the use of exhibits and multimedia.

The project for its formal characteristics and organisation of content lends itself to accommodating routes for users with disabilities. In addition to the visual language, the public is given the opportunity to touch tactile models (reproductions of finds), listen to narrations, sounds and noises.

In particular, all the textual apparatus has been realised through the use of the 'Easy Reading' font designed specifically for users with dyslexia and intellectual disabilities. It is a highly readable font that is perfectly visible (even from a distance) with texts that don't go below the 14 points. The colours used for the various media – panels, captions, decorative phrases – guarantee optimal contrasts for readability.

The exhibition design, both for the display systems and the communication graphics, is inspired by the basic principles of Universal Design. The display wall and the three central tables take into account, in their formal aspects and in the positioning within the space, the needs of users with movement disabilities, in particular with wheelchairs.

The design of the hall includes spaces for manoeuvring wheelchairs and easy access to all contents. The tables have for example a setback base and the monitors are positioned at an angle that allows their facilitated use. In addition, the heights of the display cases have been calibrated for the optimal visualisation of objects, as well as the positioning of captions and texts in the vertical graphic panels.

For each multimedia system in the Amber Room there is the possibility of reading the contents through subtitles in the two languages: Italian and English.

Particular importance is given to the possibility for visually impaired users to touch objects through the reconstruction of artefacts from the seven phases of the processing of amber (the objects are enlarged as the original finds are very small) and through the reproduction of an amber artefact of particular value, with original features and dimensions.









## Municipality of Rovigo – opening event

# LE AMBRE DI CAMPESTRIN

Una nuova esposizione racconta  
sorprendenti storie del Polesine

## Dal Mito alla Storia

**Sabato 10 Dicembre**

Ore 12.00 Inaugurazione - Sala Flumina  
Ore 13.00 Light brunch - Sale polivalenti

Ore 15.00-16.00 Visita guidata tematica *Riflessi d'ambra*, alla scoperta della via dell'ambra e dei siti di Frattesina e Campestrin

**Domenica 11 Dicembre**

Ore 10.00-17.00 Mercanti e mercanzie sulla Via dell'Ambrà - Esposizione e vendita di prodotti del territorio e di artigianato - sale polivalenti

Ore 10.00-11.00 e ore 15.00-16.00 Visita guidata tematica *Riflessi d'ambra*, alla scoperta della via dell'ambra e dei siti di Frattesina e Campestrin

Ore 16.00-17.00 Laboratorio didattico Sbalzi d'arte- Il logo del Maestro (per bambini dai 6 ai 13 anni) - aula didattica Museo dei Grandi Fiumi

Ore 11.00-18.00 Escursione in barca ROVIGO-ADRIA-ROVIGO con visita al MUSEO ARCHEOLOGICO NAZIONALE di Adria

Ore 11.00-11.45 Spostamento con mezzi propri dal Museo dei Grandi Fiumi all'interporto di Rovigo e imbarco

Ore 11.45-13.15 Navigazione verso Adria

Ore 13.15-15.00 Pausa pranzo

Ore 15.00-16.00 Visita guidata Memoria d'ambra al MAN di Adria alla scoperta dei tesori d'ambra del Museo

Ore 16.30-18.00 Navigazione verso Rovigo, in poesia e musica, con degustazione a cura delle Antiche Distillerie Mantovani di Pincara

**Informazioni e prenotazioni** Museo dei Grandi Fiumi - Piazzale San Bartolomeo 18, 45100 Rovigo - tel. +39 0425 1540440 - info@museograndifiumi.it

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**Sabato 17 Dicembre**

Ore 10.00-11.00 e ore 15.00-16.00 Visita guidata tematica *Riflessi d'ambra*, alla scoperta della via dell'ambra e dei siti di Frattesina e Campestrin

Ore 11.00-13.00 Dreaming Campestrin Biciclettata invernale Rovigo-Grignano Polesine-Rovigo di riscaldamento alla Fetonte Social Ride - In collaborazione con FIAB Amici della bici di Rovigo

Ore 11.15 Partenza in bicicletta dal Museo dei Grandi Fiumi

Ore 13.00 Rientro al Museo

**Domenica 18 Dicembre**

Ore 10.00-17.00 Mercanti e mercanzie sulla Via dell'Ambrà - Esposizione e vendita di prodotti del territorio e di artigianato - sale polivalenti

Ore 10.00-11.00 e ore 15.00-16.00 Visita guidata tematica *Riflessi d'ambra* alla scoperta della via dell'ambra e dei siti di Frattesina e Campestrin

Ore 11.30-16.00 Fetonte Social Ride Biciclettata invernale Rovigo- Crespino-Rovigo - In collaborazione con FIAB Amici della bici di Rovigo

Per ciclisti di tutti i livelli e abilità purché ben vestiti! Una corsa, come quella di Fetonte sul carro del Sole, una sfida contro il freddo e le paure più profonde dell'Uomo: le difficoltà della vita, la morte e l'aldilà. Un percorso, tra mito e realtà, fino al Grande Fiume che ne custodisce la storia.

Ore 11.30 Partenza in bicicletta dal Museo dei Grandi Fiumi

Ore 13.00 Pausa pranzo

14.30-15.00 Rientro al Museo

**Sabato 10 e 17 Dicembre e Domenica 11 e 18 Dicembre, i biglietti d'ingresso del Museo dei Grandi Fiumi, le visite guidate i laboratori legati alla via dell'ambra, e le escursioni in barca e bicicletta sono interamente gratuiti.**

Though subsequent to the end date of the project, a series of opening events for the new Amber Hall was organised in December 2022 by the Municipality of Rovigo, to promote the project results among the general public.

The events included the launching conference with representatives of the local authorities, the thematic visit to the Museum called *Reflexes of amber*, exhibitions on the theme of amber, didactic laboratories for children, guided tour of the Museum of Adria, biking tours to the sites of Campestrin and Crespino on the myth of Phaeton.