

PEOPLE PLACES STORIES

# «Tell me a Place» Placetelling: theory and practice

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UNIVERSITÀ  
DEL SALENTO  
*L'Ateneo tra i due mari*



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**DiSUS** DIPARTIMENTO DI  
Scienze Umane  
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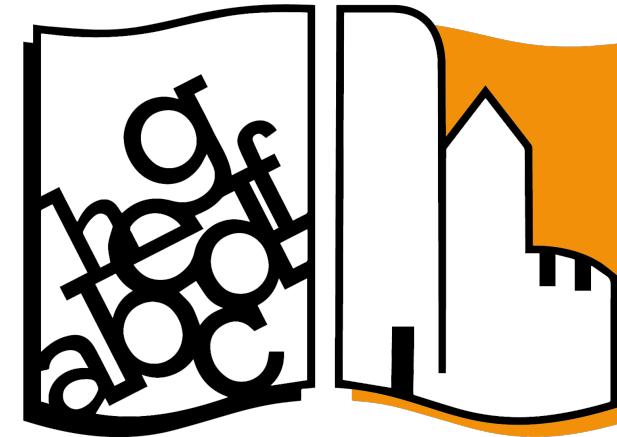
Corso di Laurea  
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CENTRO UNIVERSITARIO EUROPEO  
PER I BENI CULTURALI

Scuola di



place telling®

# WHAT WE HAVE DONE:

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- 4 TRAINING COURSES
- DISSEMINATION DURING THEMATIC CONFERENCES IN THE FIELD OF TOURISM
- CONTEST "NARRARE IL FARO"
- MEMBER OF THE NETWORK IT.A.CA' SALENTO
- A BOOK SERIES
- " NIGHT OF GEOGRAPHY» (2018;2019;2021;2022)
- ACADEMIC COURSES AND WORKSHOP
- A NATIONAL RESEARCH TEAM  
(<https://www.ageiweb.it/gruppi-di-lavoro/placetelling/>)
- GEOGRAPHY DAYS 2022

# FROM STORYTELLING...

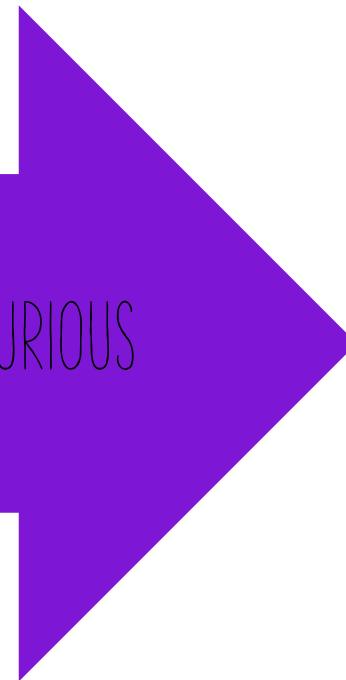
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The art of telling stories

GAIN THE  
ATTENTION

GIVE A MESSAGE

MAKE CURIOUS



# *...TO PLACETELLING*

## The OBJECT of PLACETELLING :

DIRECT OBJECT (tangible, visible):  
the PLACE

INDIRECT OBJECT (intangible,  
invisible): PLACENESS «composite  
emotion that tends to manifest an  
inclined feeling or behaviour for a  
space or a special physical  
setting»

# ...TO PLACETELLING

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Placetelling is a multidisciplinary method to 1) create and 2) assess place narratives, a strategic asset to support communication and promotional processes.

Identity-driven: it *tells* the places through their essence and their meaning, intended as a complex emotional attachment (Greiner, Dematteis, Lanza, 2014);

Endogenous: stems from the so-called *genetic traits of a territory*,

Bottom -up: It enables communities to elaborate narratives that have effects on territorial development in compliance with the principles of sustainability (Pollice, 2017).

# SO...WHO IS A PLACETELLER?

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- professionals in the field of place-oriented storytelling, able to enhance places through their peculiar identities
- Development of new immersive narrative techniques for place interpretation;
- place-oriented and place-based narrative skills among professionals in the field of information, communication and education, infotainment
- Analysis of existing narratives

make storytelling a powerful tool for the interpretation and enhancement of local heritage



# HOW MANY PLACE DISCOURSE?

DISCOURSE	PLAYER	TARGET	GOAL	OBJECT	GENERAL AIM
COMMUNITY ORIENTED	The community	The community	To improve/re-discover the sense of belonging		<ul style="list-style-type: none"> <li>• Resilience of local systems</li> </ul>
ATTRACTIVE	The community	The «other» (a temporary community fellow)	Development of new sustainable territorial marketing strategies	the whole territorial heritage, included everyday, hidden stories	<ul style="list-style-type: none"> <li>• improving of competitive performance</li> <li>• Improving of wealth levels among local community members.</li> </ul>
MAINSTREAM	Mainly big companies; external stakeholders	international stakeholders; (international, mainstream tourism)	projection of a local system's core business within the global scale	few, specific tangible/intangible assets deemed to meet supralocal taste/needs	PROFIT

# NOT JUST A MATTER OF STYLE (TRICK&THREATS OF PLACE NARRATIVES)

GLOBAL SCALE: post-colonial narratives;  
top-down narratives (ex n.1)

REGIONAL - LOCAL SCALE: Contested  
heritage (ex. N.2)

# CABO VERDE: MAINSTREAM NARRATIVES

**MUSIC**  
**peaks**  
**bays**  
**beaches**  
**islands**  
**constant**  
**windswept**  
**white**  
**framed**  
**island**  
**cultural**  
**people**  
**Crescent**  
**Cratere**  
**volcanic**  
**mountains**  
**landscapes**  
**dunes**  
**lakes**  
**valleys**  
**home**  
**hide**  
**sand**  
**offer**  
**come**  
**powdery**  
**clubs**  
**renowned**  
**sugar**  
**towering**  
**see**  
**beat**  
**piercing**  
**Brava**  
**Atlantic**  
**CaboVerde**  
**Enchantments**  
**Fogo**  
**seaside**  
**cane**  
**São Vicente**  
**morabeza**  
**capital**  
**sparkling**  
**stunning**  
**Sal**  
**Senegal**  
**blend**  
**craggy**  
**bars**  
**Maio**  
**Antao**  
**SantoAntao**  
**indigo-blue**  
**undulating**  
**beaches**  
**hikes**  
**villages**  
**unspoilt**  
**flowers**  
**epic green**

Lonely Planet

# World Travel Guide

# CABO VERDE: MAINSTREAM NARRATIVES

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**LEISURE**

music, hikes, bars, tour

**LANDSCAPE**

mountains, beaches,  
dunes, seaside, valleys

peaceful, unspoilt,  
framed

**SENSE OF THE EXOTIC**

abroad, foreign,  
travel

Q. Tutti

Immagini

Maps

Notizie

Video

Altro

Impostazioni

Strumenti

Raccolte

SafeSearch

tourists

santa maria

santo antão

travel

visitors

cape verdeans

verde islands

são vicente

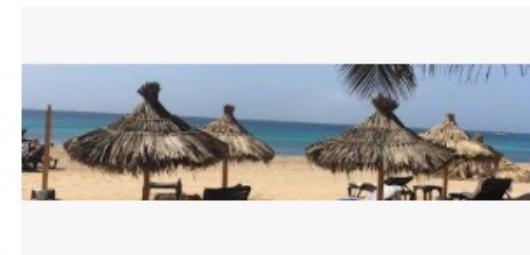
boa vista

destinations

tourist



10 reasons why Cape Verde is the most un...  
telegraph.co.uk



Cape Verde 2019: Best of Cape Verde Tourism - Tri...  
tripadvisor.com



15 Best Places to Visit in Cape Ver...  
thecrazytourist.com



Cape Verde receives more tourists in 2017 - Cape ...  
explore-cape-verde.com



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tourism-capeverde.weebly.com



Top 10 Most Beautiful Place to V...  
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explore-cape-verde.com



Cape Verde Islands | Tourist and Wedding Information  
capeverdetips.co.uk



Best Places To Visit - CAPE VERDE | Travel & To...  
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Holiday hotspot warning: Brits urged...  
dailystar.co.uk



Best time to visit Cape Verde | TUI  
tui.co.uk



Cape Verde Tourism on the Rise in 2017  
propertyshowrooms.com



Cape Verde - Island of Salt with capacity ...  
portugalinews.eu



10 reasons why Cape Verde is the most ...  
telegraph.co.uk



FIHA 2019: Cape Verde poised for tourism boom ...  
breakingtravelnews.com

- WHERE: Santiago e Santo Antão
- WHO: 20 participants each
- WHEN: April 2019, 3 days



# TWO TO-DO-LISTS

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10 Rules for tourists to fill from Santo Antão	10 Rules for tourists to fill from Santiago
<p>1 - Keep smiling;</p> <p>2 - Experience the daily life of Santo Antão;</p> <p>3 - Learn to cook Cachupa;</p> <p>4 - Go to Grogue factory participate in the trapiche;</p> <p>5 - Learn to dance contradança and mazurca;</p> <p>6 - Experience of seeing the handmade manufacture of violin and play it in Fontainhas village;</p> <p>7 - Sunset in Sinagoga;</p> <p>8 - To make tracks in the mountain vicinal paths;</p> <p>9 - To visit waterfalls in Paul and Caibros;</p> <p>10 - Make small-scale fishing with local fishermens.</p>	<p>1 - Visit Cidade Velha as birthplace of capeverdean nationality;</p> <p>2 - To Learn the typical dance from Santiago, Batuque and Funaná;</p> <p>3 - Live the daily experience of the rural world;</p> <p>4 -Take sea bath or rain shower;</p> <p>5 - Participate to the pilgrimage parties;</p> <p>6 - Participate to Tabanka party procession;</p> <p>7 - Participate to traditional music in the community;</p> <p>8 - Storytelling session of Santiago traditional stories;</p> <p>9 - To know the village of Rabelados;</p> <p>10 - Try Cachupa, traditional dish.</p>

# TARANTA: A CONTESTED HERITAGE IN SALENTO (APULIA, ITALY)

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# Tarantismo («pizzica»)

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Choreutic-musical technique of catharsis from psychic crises generated, according to peasant beliefs, by the bite of the taranta (spider)

1950s: anthropological and ethnomusicological investigations.  
(Ernesto de Martino, Diego Carpitella and Alan Lomax)

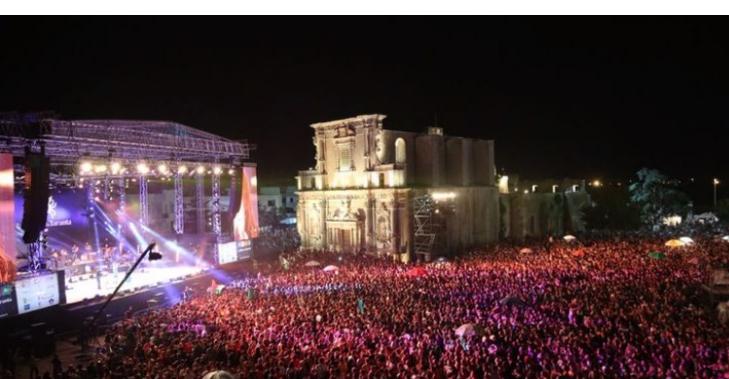




«pizzica»:



from a "relict" element to cultural sediment object of "hyperconnective" narrative





Luigi e Paolo Chiriatti  
a cura di

## TERRA ROSSA D'ARNEO

Le occupazioni del 1949-1951  
nelle voci dei protagonisti



20 Lyrics from worksongs and songs of protests were analyzed

Song = story (*lu cuntu*)



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# NOW IT'S YOUR TURN!

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- THINK TO THE PLACE WHERE YOU WORK/LIVE
- REFLECT ON HOW THIS PLACE IS USUALLY NARRATED  
(IS IT A COMMUNITY- ORIENTED NARRATIVE? AN ATTRACTIVE NARRATIVE? A MAINSTREAM NARRATIVE?  
WHY?)
- OUTLINE A NEW NARRATIVE ACCORDING TO A SPECIFIC TARGET AND A SPECIFIC DISCOURSE (COMMUNITY ORIENTED OR ATTRACTIVE)





PEOPLE PLACES STORIES



PLATO

Platform Opleiding, Onderwijs en  
Organisatie B.V.  
Universiteit Leiden



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