

ALTOUR-MED

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KA210-VET - Small-scale partnerships in vocational education and training



Good Practices: *[In Progress] [Italy]*



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Practice number	1
Name of the Practice	<i>MuMa - Museo del Mare Milazzo</i>
Category	<i>Ecotourism</i>
Type	<i>Case Study (tourism business or destination)</i>
Developer / initiator	<i>Carmelo Isgrò, biologist, founder and director. He has been collaborating with “In Progress” on several projects.</i>
Short description	<i>The MuMa - Museo del Mare Milazzo, located in the Castle of Milazzo, is a unique museum where science meets art. It was born from the tragic story of a sperm whale named “Siso”, who died due to an illegal fishing net. The museum offers an immersive experience through interactive educational videos, virtual reality, augmented reality, and multimedia art installations. The aim is to increase awareness of anthropic impacts and the need for a change in the man-sea relationship. The museum is dynamic with permanent and temporary installations, focusing on biology and understanding anthropic impacts. It’s not a classic museum with static panels, but a place of inspiration and regeneration, aiming to increase environmental sensitivity among visitors. The museum promises to become a reference point for scientists, a cultural exchange point, and a fun point for young people. It’s a place to meet and grow according to the principles of nature.</i>
Goal	<i>The aim is to increase awareness of anthropic impacts and the need for a change in the man-sea relationship.</i>
Detailed description	<p><i>The MuMa, Museo del Mare Milazzo, is located in the former Church in the Santa Maria Bastion, part of the monumental complex “Castle of Milazzo”. This vast fortified citadel, the largest in Sicily on over 7 hectares, dominates the landscape of Milazzo, representing a significant fortified complex in Europe. Founded on the Milazzo peninsula, it has extraordinary strategic value as a garrison of a natural roadstead essential for Sicily. The “Fortified Citadel” is a rare example of military architecture with defenses developed over ten centuries. In addition to its military value, it was part of a medieval village.</i></p> <p><i>The museum path inside the MuMa is hosted in the Central Hall, the former Church of Santa Maria, a versatile environment used for conferences, art exhibitions, and musical works. The museum hosts a</i></p>

	<p><i>variety of exhibitions, including the section dedicated to the Sperm Whale Siso, which offers a fascinating perspective on marine life.</i></p> <p><i>The museum path invites visitors to explore environmental themes, from devastation caused by man to the need to atone for sins in purgatory, where there is a sea library and a video library. Paradise, in the museum’s vision, is reached when man becomes aware of his actions and commits to protecting the environment.</i></p> <p><i>The MuMa is committed to scientific dissemination, environmental education, and sea protection. In addition to traditional exhibitions, the museum offers activities in virtual reality and augmented reality to engage the public in an innovative way. The MuMa’s educational approach also extends to guided tours and workshops for tourists, students, and groups of various ages, maintaining an ecological footprint as a “Plastic free” museum.</i></p> <p><i>The MuMa is open to host a diversified range of extra-museum activities, including scientific conferences, art exhibitions, musical performances, educational activities and every cultural initiative that are in line with the Museum's Manifesto.</i></p> <p><i>In addition, the MuMa is actively involved in research on cetaceans and sea turtles, contributing significantly to the Protected Marine Area of Capo Milazzo.</i></p> <p><i>Among the most relevant initiatives, the Beach Cleaning stands out, a collaboration with numerous volunteers for the safeguarding of the marine environment.</i></p>
<p>Innovativeness</p>	<p><i>The innovativeness of the MuMa lies in its dynamic nature, far from traditional static panels, proposing itself as a place of inspiration and regeneration. Focusing on biology and anthropic impacts, the museum sensitizes visitors and promotes a new form of interactive and participatory museology. The MuMa aims to become a reference point for scientists and a cultural and fun place for young people, offering an innovative approach that combines entertainment, knowledge, and environmental awareness.</i></p>
<p>Financial aspect</p>	<p>€ = Minimum Investment</p>
<p>Country</p>	<p>Italy</p>
<p>Transferability</p>	<p><i>The MuMa’s model can be adapted to other contexts tailoring the museum’s approach to local environmental challenges and</i></p>

	<p><i>architectural structures and collaborating with local entities. Innovative technologies like virtual reality can be used for public engagement. The museum's commitment to scientific dissemination and environmental education can serve as a blueprint for similar initiatives in different locations. The adaptation process requires careful consideration of local issues, community needs, and resources to ensure the relevance of the museum's message.</i></p>
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