Dive in the past:
the Chiozza starch factory in the agricultural area of Friuli - Italy

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Dive with me
We can discover evidence of a past
An industrial heritage immersed between earth and sky in the countryside of the lower Friuli area.
2019

- Factory
- Workers houses
- Office
- CEO villa

- Factory Archive
- Original products
- Employes memory
„HYGIENIGUS“
PASTA K ZEHLENÍ

nepřekonatelný prostředek dodávající látkám každého druhu opětně vzhledu nového.

L. CHIOZZA & Co
CERVIGNANO (PŘÍMOŘÍ)
experiential and emotional tourism
• Posizione tra 2 siti UNESCO
• Vicina a località balneari
• Ben collegata:
  • Autostrada A4
  • Aereoporto
  • Alta velocità
The attitude of the residents in relation to a future tourist development of their locality is very favorable, 85.3%, and 82.8% expresses the desire to increase the presence of tourists in the Municipality.

Sample of 300 respondents on a population of about 3000 inhabitants
MIT VOLLDAMPF

Lokalaufnahme und die Anfänge der Eisenbahn

Mit dem vollständigen Namen der Eisenbahnverbindung 
Georg Lux
Helmuth Weihseiblau

VERFALLEN & VERNICHTET
Lost Places in der Alpen-Adria-Region

ASSOCIAZIONE AMIDERIA CHIOZZA
Memory & emotion
How we can preserve the memory
AMIDA

Many of the last workers are still alive today, some belonging to families who have worked in the factory for generations. Their historical memory was collected in text and video and kept by the Association. Carlo Tolazzi, Udinese playwright, on behalf of the Association has collected such memories realizing a theatrical piece "Amida: two mothers a factory" produced and staged by the association in July 2016.
**INCONTRIAMOCI**

in **SOPRINTENDENZA**

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**Giovedì 12 aprile 2018, ore 17,00**

**Palazzo Clabassi, via Zanon 22, Udine**

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**Conservazione, valorizzazione e rigenerazione del patrimonio industriale. Studi e progetti per l'Amideria Chiozza a Ruda**

a cura di

Raffaele Antonio CALTABIANO,
Alessandra MARIN e
Sergio PRATALI MAFFE

Seguirà l'inaugurazione della mostra allestita con i progetti realizzati dagli studenti dei Corsi di Laurea in Architettura delle Università degli Studi di Trieste e di Udine.

La mostra resterà aperta con ingresso libero dal 12 aprile al 13 maggio 2018 dal lunedì al venerdì dalle ore 9,00 alle ore 14,00

INFORMAZIONI: Palazzo Clabassi, via Zanon 22, 33100 UDINE - Tel. +39 0432 504559 / 0432 511056 http://www.assoc.amicibenculturiali.it

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**ASSOCIAZIONE AMIDERIA CHIOZZA**
How we can save the emotion
A new restauration approach to preserve the emotional environment:

- Maintain the original status: tools, machinery, products as is
- Augmented virtual reality technology
- Add multimedia workers story in each department
Some results from 2015: 3 years of life of the Association

- 16 Summer meeting
- 7 representations of Amida
- 13,288 like in “the places in the heart” of FAI
- 150 Austrian visitors last year
- 200 participant at 17’ September 2017 memory and emotion day
The measures that will allow the realization of part of the projects:

- December 2016: The Friuli Venezia Giulia Region allocates €15,000
- July 2017: FAI assigns €26,000 to the project submitted
- September 2017: the Friuli Venezia Giulia Region allocates €135,000
- October 2017: the UTI Agroaquileinse allocates €300,000
- December 2017: CIPE on proposal of Minister Franceschini allocates 4.8 million €
- January 2018: MIBACT finances the safety of the Amideria with €1.8 Million
Recommendations:

- Create expectation
- Make the emotion live
- Telling stories
- Let the former workers speak
- Combine the material and the immaterial components of heritage
Future plans:

• MAC : Museum Amideria Chiozza
  • restored parts of factory open to the public
  • Build a laboratory to allow visitors to produce starch
  • Show some documents of Archive

• Organize exhibition in Brussels and Brno
Thank you