

**Media and Culture in the Archeological Field**  
**Enhancement and communication**  
**strategies of the MArTA**  
**(National Archaeological Museum of Taranto)**  
**in Promotion of Italian Cultural Heritage**

*Dr. Stella Falzone*  
**Director of MArTA**

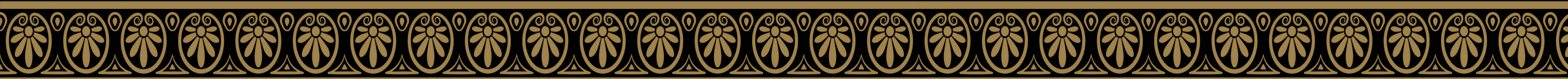
# ***A history rooted in the future***

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**The National Archaeological Museum of Taranto in the Italian museum scene**

**The Museum's actions and objectives**

**The new strategy in the communication and enhancement of the collection**



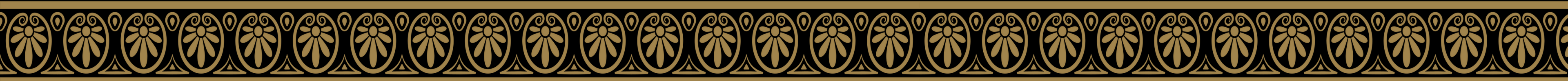
MARTA

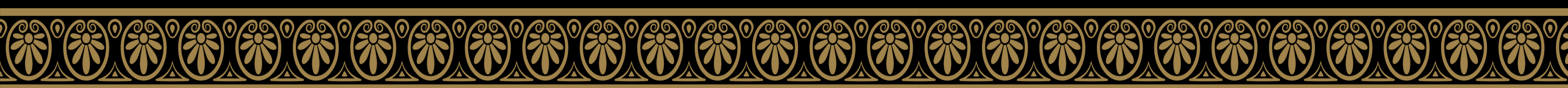
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[www.museotaranto.cultura.gov.it](http://www.museotaranto.cultura.gov.it)

In the definition of 'museum' in Italian law, which largely derives from ICOM's definition, confirms it: A museum is a permanent and not-for-profit institution serving society and its development. It is open to the public and carries out research on the material and immaterial evidences of humanity and its environment. It acquires, preserves, communicates and exhibits them for study, education and enjoyment, promoting knowledge and culture among the public and the scientific community (article no. 1 of Ministerial Decree 23<sup>th</sup> December 2014 or Organization and operation of National Museums). *for study, education and enjoyment, promoting knowledge and culture among*

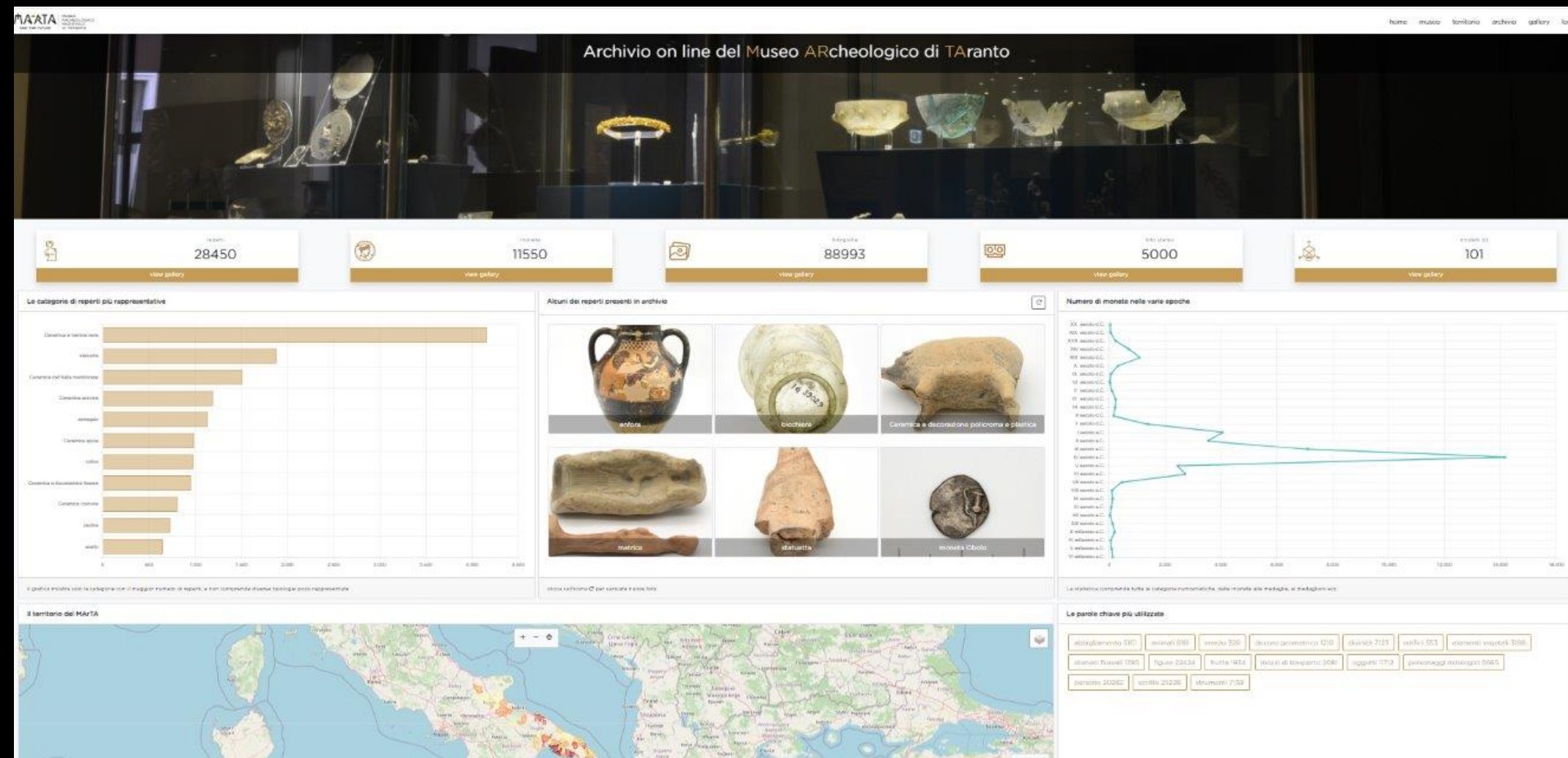
*the public and the scientific community (article no. 1 of Ministerial Decree 23<sup>th</sup> December 2014 or Organization and operation of National Museums).*





# Actions carried out by MArTA

- DIGITALIZATION of all material evidences with their information, on a free on-line platform called MArTA 3.0 which is currently under construction







# Actions carried out by MArTA

EXHIBITION of finds never displayed from the repositories through periodically-changing temporary arts in the entrance hall of the museum, or temporary exhibitions about archaeological treasures from the Apulian region



# Actions carried out by MArTA

- EDUCATION to archaeological heritage through workshops for schools on specific aspects of ancient cultures and archaeological issues overall



# Actions carried out by MArTA

- ACCESSIBILITY to disabled visitors of the archaeological heritage not only removing architectural barriers, but also designing specific tactile devices for blind visitors using, for example, 3D technology



## Actions carried out by MArTA

- EVENTS which can be held in certain rooms of the museum, such as concerts and performing arts, in order to attract visitors and spark their interest in visiting the museum.



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**Communication strategies**



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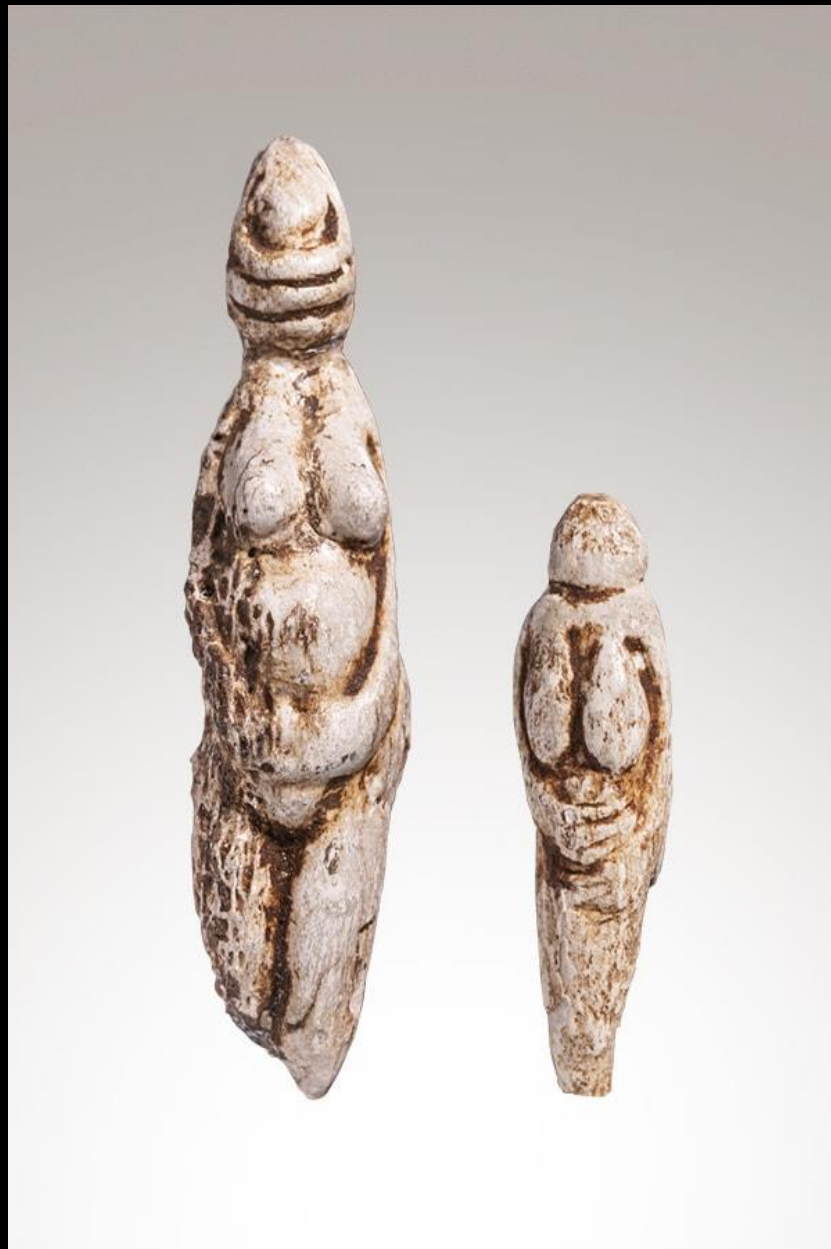
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    - ❖ A Concept for the MArTa
  - ❖ From the Lex Municipii to the Taranto of today
    - ❖ The explosion of the concept

# A contemporary archaeological museum



TROILO

∞  
IN THE NAME OF  
THE MOTHER

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# Communication priorities:

- Projecting the Museum and the city towards a new future
- Strengthening ties with the city of Taranto, the territories of the Italic peoples and the Mediterranean
- Building local and international collaborations
- Extend with firm roots in the city towards distant territories



# A contemporary archaeological museum



# MAR TA: the Archaeological Museum of Taranto and of Apulia



**MARtA:  
the Archaeological  
Museum of Taranto  
and of Apulia**

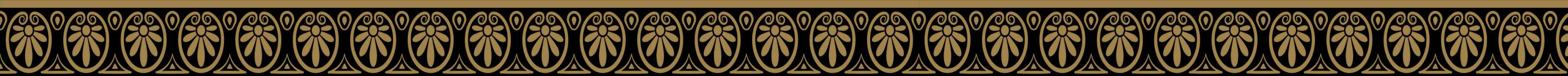


**MARtA**

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The National Archaeological Museum of Taranto acts as an ideal bridge between antiquity and the future, starting from the heart of a city that has played a central role in the Mediterranean as a crossroads of peoples, cultures and trade. Taranto, with its strategic position, contributed significantly to the birth and development of western civilisation thanks to its relations with the first civilisations of southern Italy



# The Museum: from container to creator of meaning



# The new positioning through the visual identity of the MArTA

equilibrium

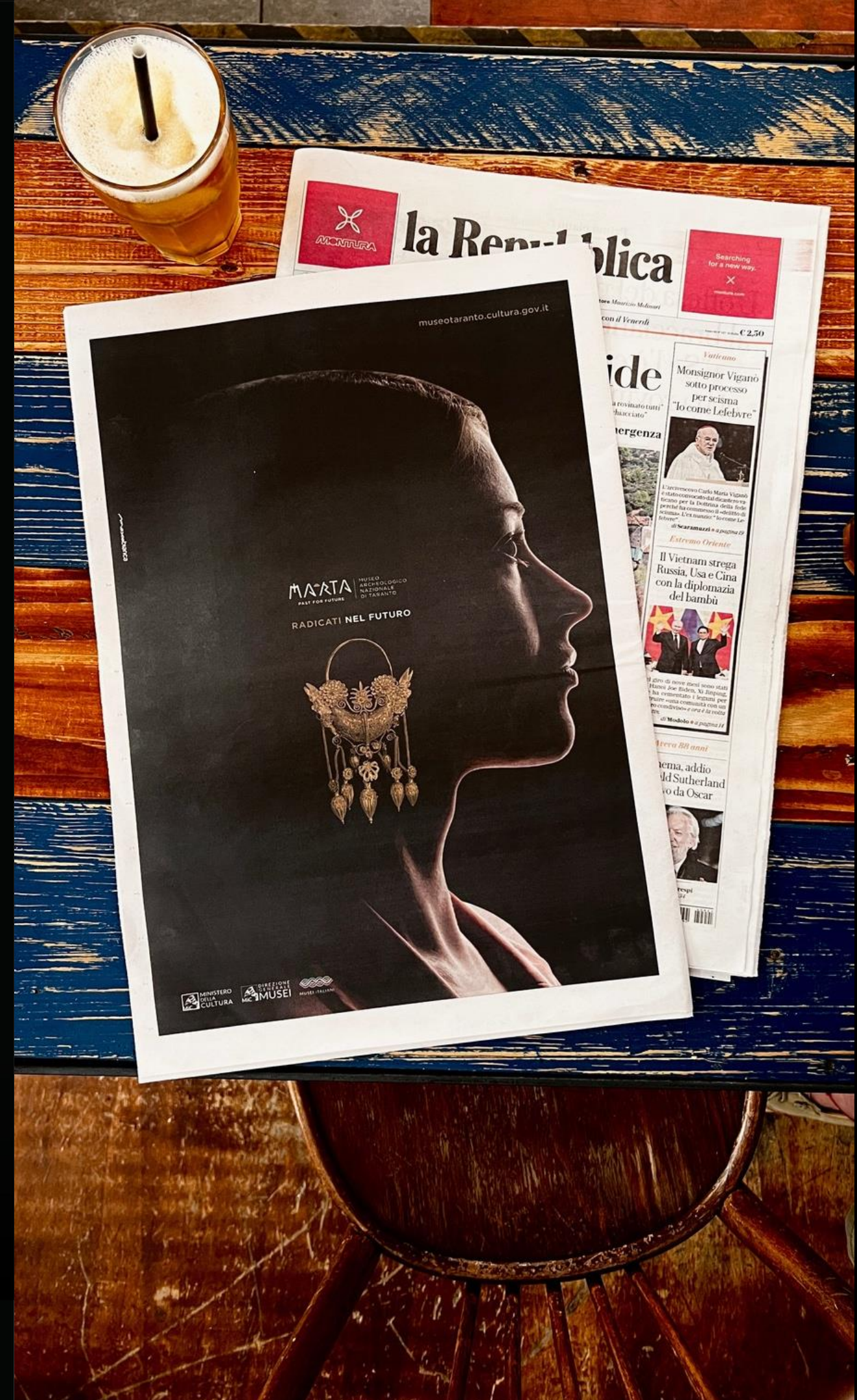
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**RADICATI NEL FUTURO  
ROOTED IN THE FUTURE**



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- Branding e Visual Identity
- Social Media Marketing (SMM)
- Content Marketing
- Instant Marketing
- Storytelling
- Digital Advertising (ADV)
- Reputation Management
- Experience Marketing
- Public Relations (PR)
- Below The Line (BTL)
- Above The Line (ATL)

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**THE IMPORTANCE OF A CONTEXT, THE RICHNESS OF  
KNOWING HOW TO TELL IT**

**A CAMPAIGN FOR TARANTO: FROM THE LEX MUNICIPII TO  
TODAY'S TARANTO**

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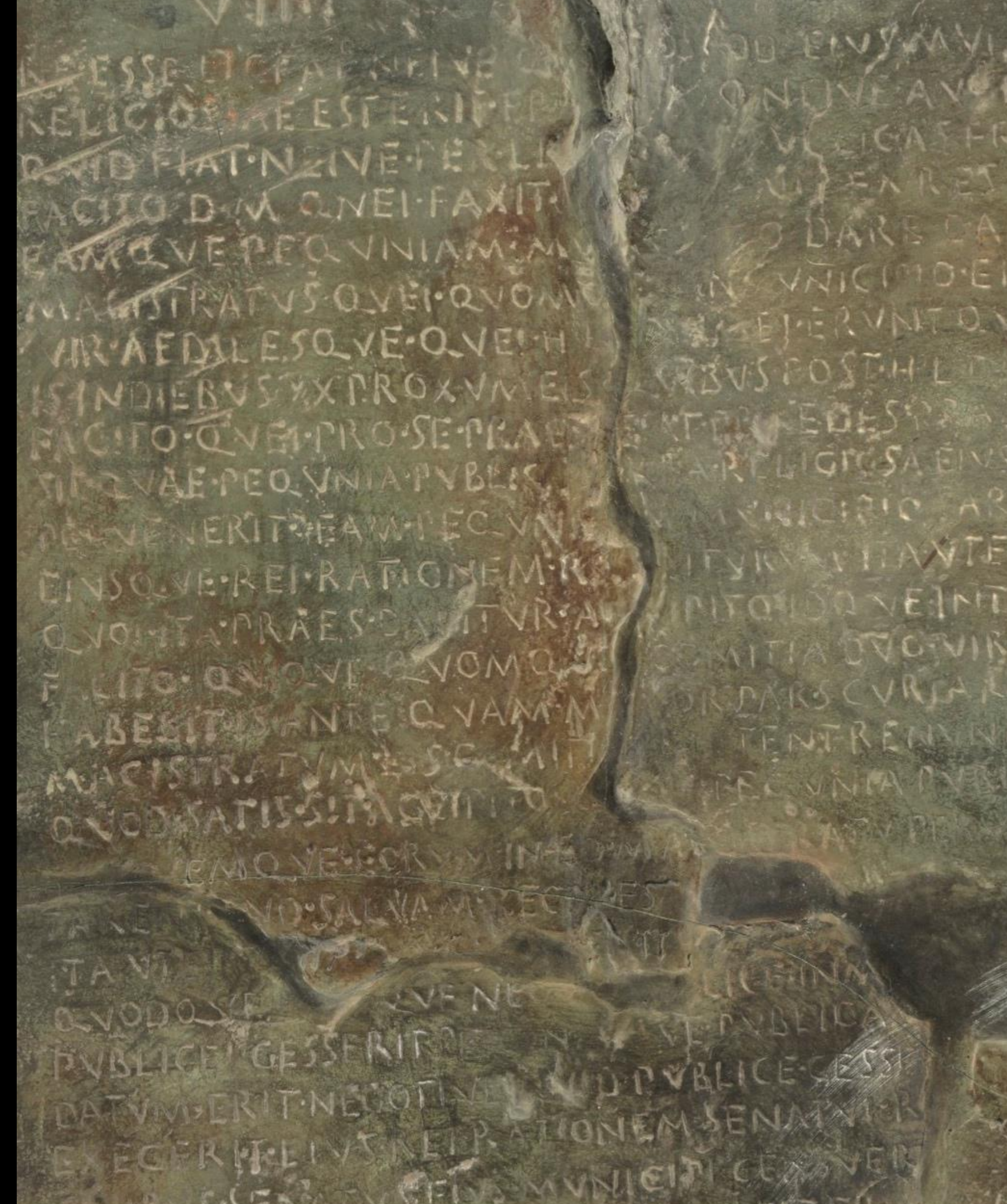
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**Lex Municipii**

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## Lex Municipii

vola Lex Municipii radiografia

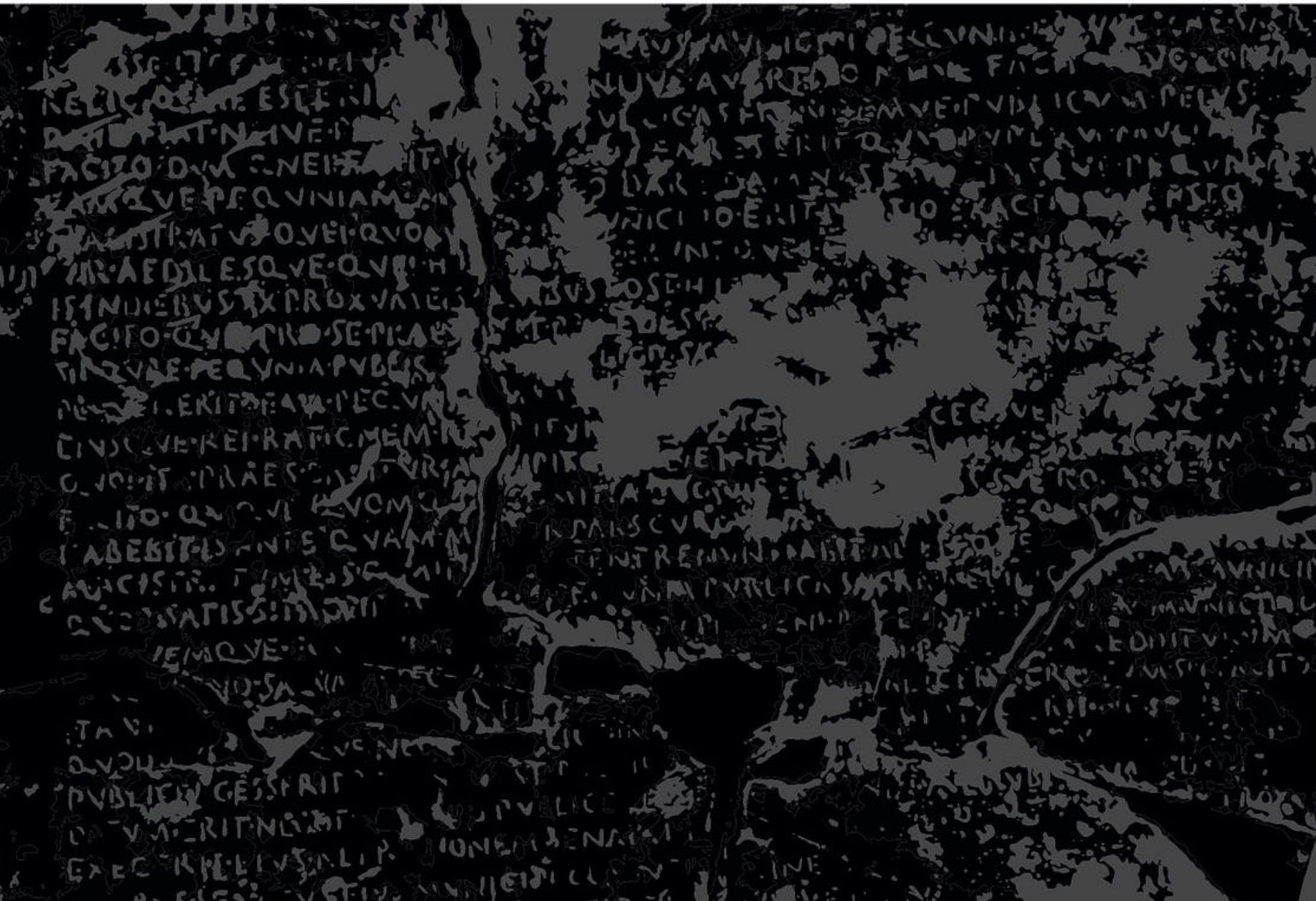
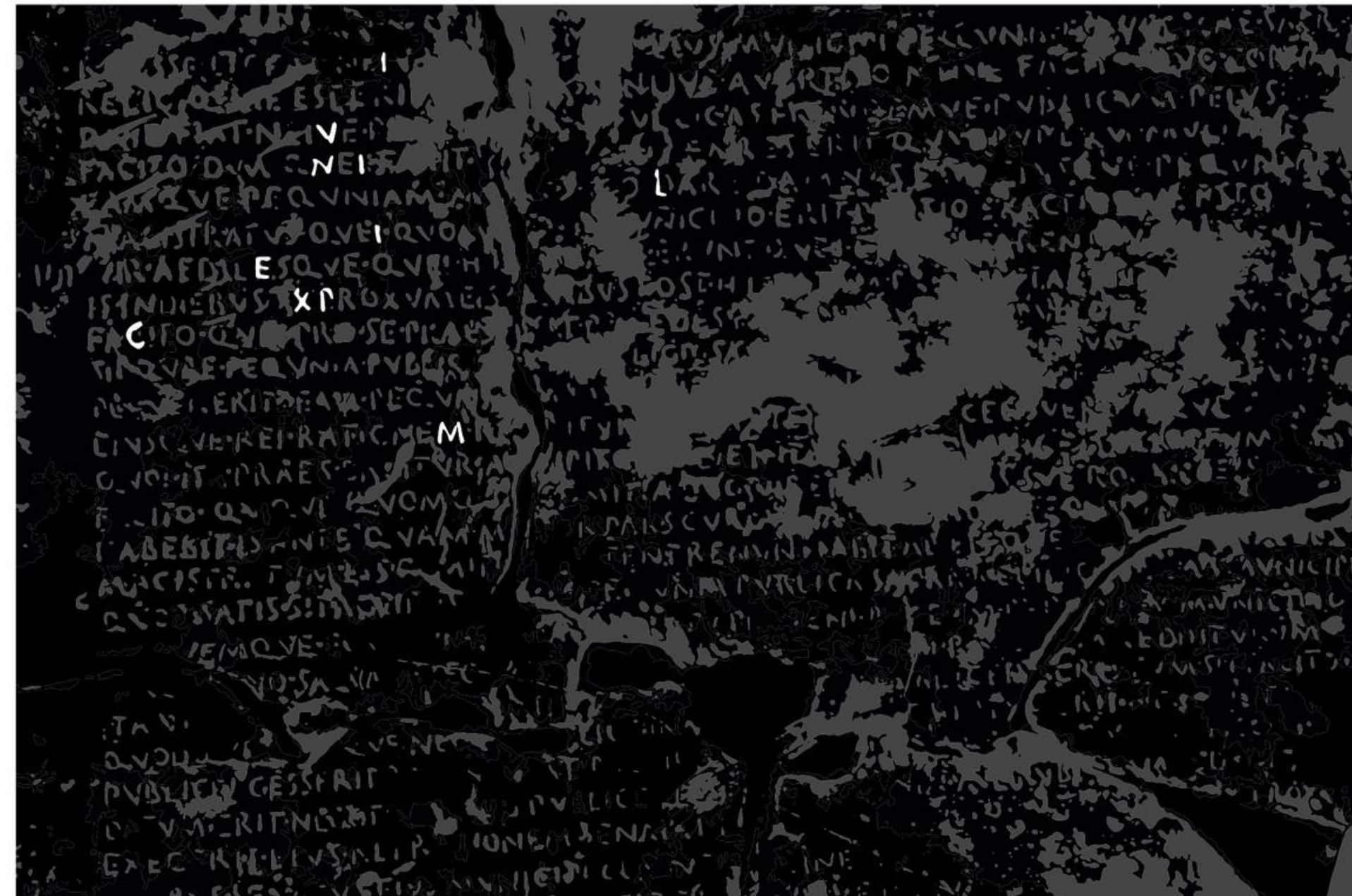


Tavola Lex Municipii radiografia - Individuazione lettering



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Lex Municipii

LEX M V N I C I P I I

LEX  
M V N I C I P I I

PROGETTARE  
LA CITTÀ

Dalla *Lex Municipii*  
alla Taranto di oggi

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## 3 MAIN ASSETS

- Contemporary language: a tale that starts in the past but rooted in the future
- Inclusive narration: everyone becomes the protagonist of the story without barriers, without exclusions
- Innovation and belonging: the synergy of tools and technologies that project the museum into the future

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## WORD TO THE ARCHAEOLOGISTS

In these short videos, the Archaeologists tell in the first person the functions of the object, retracing gestures from the daily routines of the ancients, very similar to our own habits

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*La conservazione degli alimenti  
nell'antica Taranto*

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Antiche routine di bellezza

Sapevate che in antichità  
le donne

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## TRAVELING FINDINGS

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**REPERTO  
IN VIAGGIO**

Museo dell'Ara Pacis, Roma  
TEATRO. Autori, attori, maschere della scena antica ↗

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**REPERTO  
IN VIAGGIO**

Atene, Benaki Museum  
Mostra "Art in gold. Jewellery in hellenistic times" ↗

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**REPERTO  
IN VIAGGIO**

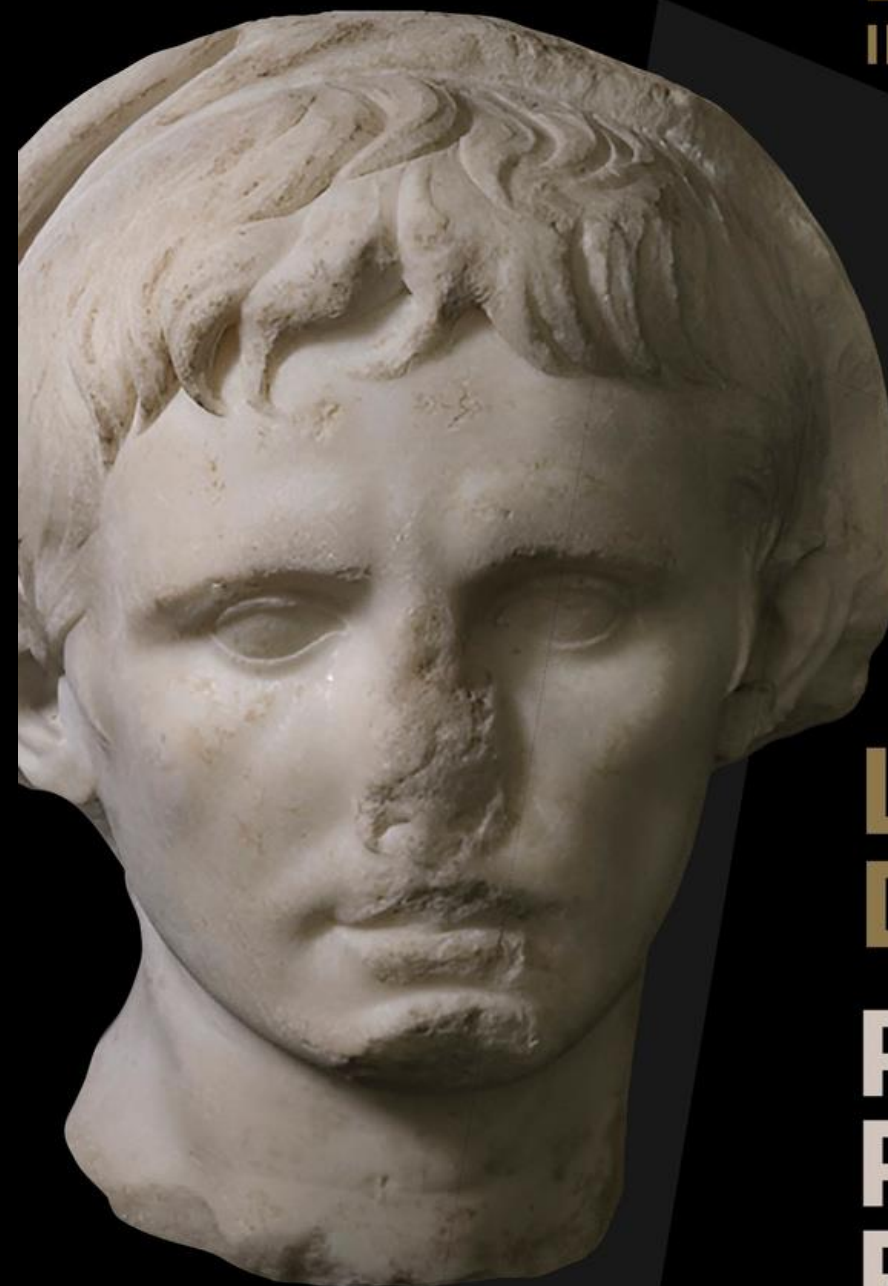
Museo dell'Ara Pacis, Roma  
TEATRO. Autori, attori, maschere della scena antica ↗

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IL MARTA DÀ IL  
BENVENUTO  
IN PUGLIA AL G7

THE CAMPAIGN FOR THE G7



**Augusto capite velato**

Riconosciuto come "Monumento testimone di una cultura di pace".

📍 Sala XIV, primo piano

L'ARTE  
DELLA  
PACE  
PEACE  
PAIX  
FRIEDEN  
平和

MARTA

MUSEO  
ARCHEOLOGICO  
NAZIONALE  
DI TARANTO

MARTA  
PAST FOR FUTURE  
MUSEO  
ARCHEOLOGICO  
NAZIONALE  
DI TARANTO

MIC  
MINISTERO  
DELLA  
CULTURA

MIC  
DIREZIONE  
GENERALE  
MUSEI

MUSEI ITALIANI





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NOVEMBER 25 CAMPAIGN

International Day for the  
Elimination of Violence Against Women

**25 Novembre**

Giornata internazionale per l'eliminazione  
della violenza contro le donne

Figura femminile  
in terracotta  
225 - 175 a.C.

**Chissà se  
qualcuno le ha  
chiesto come  
era vestita.**



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**WONDERFUL MONSTERS**

**MOSTRI MERAVIGLIOSI**

L'unicità non fa paura



**TEMPORARY ART**

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TEMPORARY ART / CHOSEN BY YOU



**SCELTO DA VOI**



**A** Piccola arula di forma rettangolare con due delfini nuotanti decorati a rilievo sulla parte anteriore



**B** Contenitore miniaturistico per medicinale (collirio)



**C** Balsamario in vetro di colore azzurro



**D** Vasetto miniaturistico in piombo per medicinali

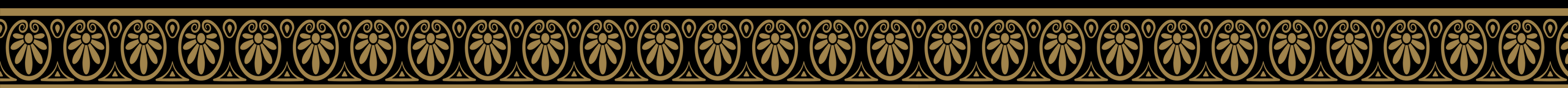
**SCELTO DA VOI**

con il 63% dei voti  
Balsamario in vetro  
I sec. d.C.



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GENS MARTA





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museotaranto.cultura.gov... e altri 2

Account seguito da **\_serenafortunato\_, polla\_ck, rosypaparella e altri 8**

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Martedì-domenica 8:30-19:30 (biglietteria aperta fino alle h. 19:00).

<https://museotaranto.cultura.gov.it/orari-e-tariffe/>

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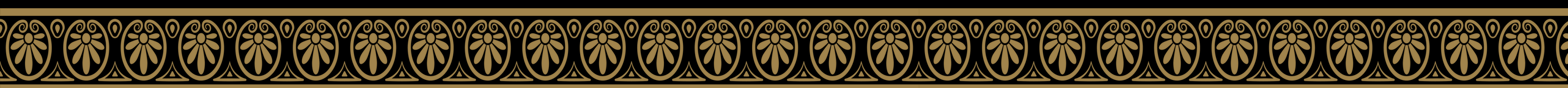
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