

«TELL ME A PLACE» PLACETELLING: THEORY AND PRACTICE

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**Short Term Joint Staff Training:
Facilitating Heritage Community Building**

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SUMMARY

- Telling stories, making places
- From STORYTELLING to PLACETELLING
- Who's the PLACETELLER? (the school of placetelling)
- The placeteller's digest
- Some CASE STUDIES

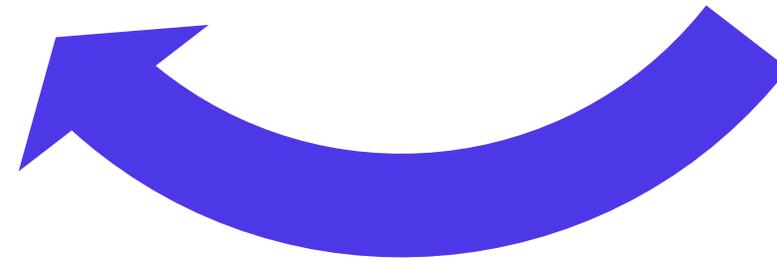
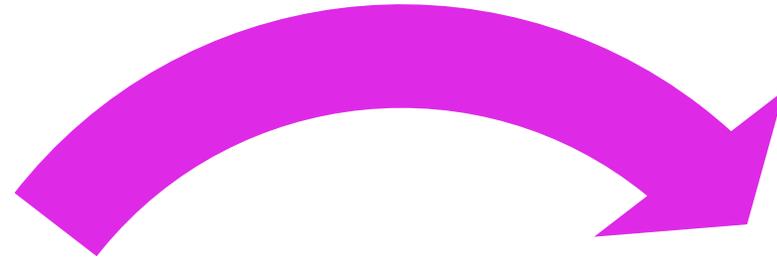


ONCE UPON A TIME...

STORIES HAVE A
SOCIAL FUNCTION

PLACES

PEOPLE



TO SHARE A STORY MEANS

- TO SHARE SKILLS AND KNOWLEDGE
- TO IMPROVE SENSE OF BELONGING, MUTUAL RECOGNITION
- TO SHARE THE EMOTIONS LINKED TO A STORY
- TO TRANSMIT SOCIAL NORMS (social control)

FROM STORYTELLING...

The art of telling stories

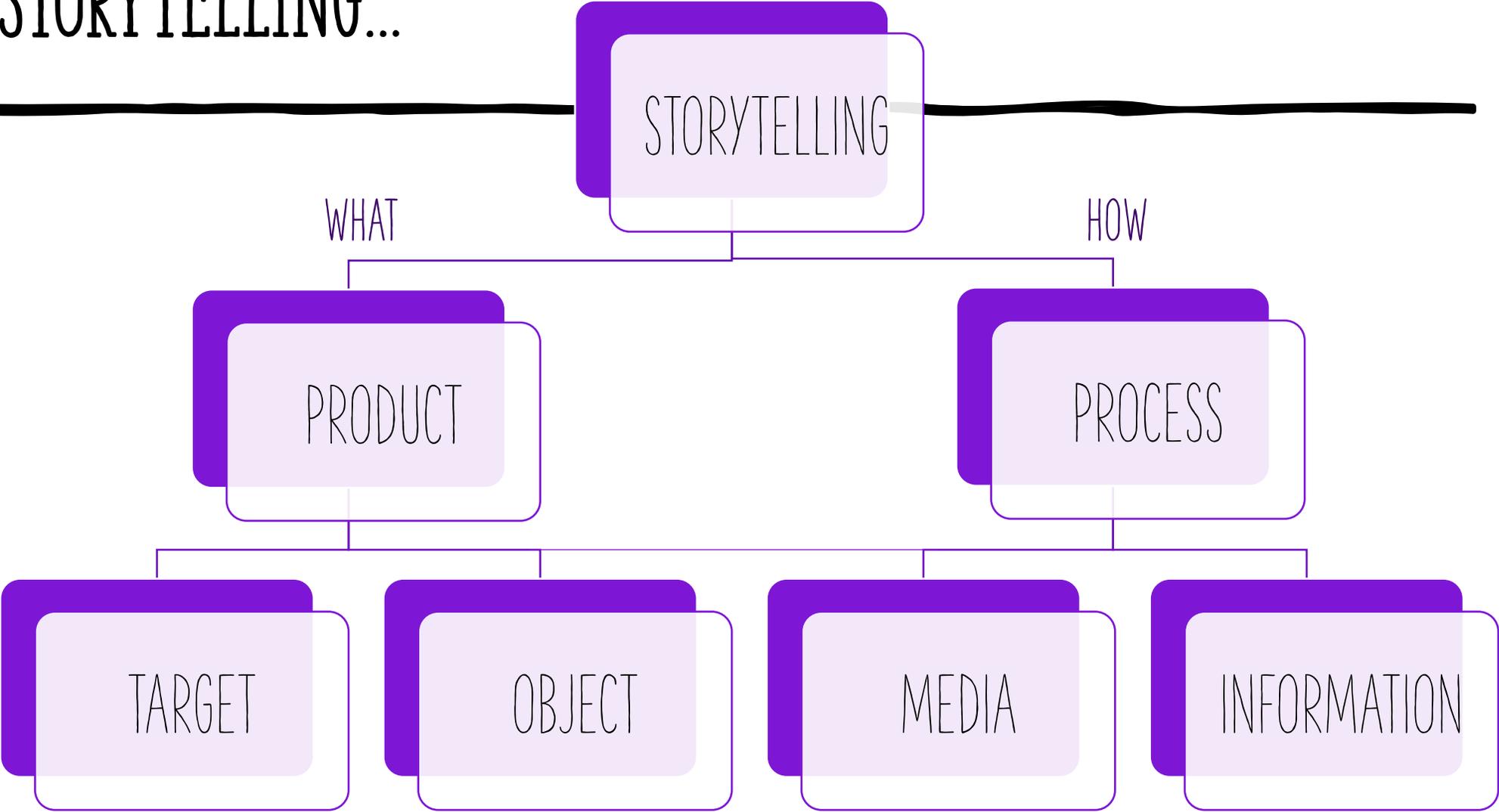


GAIN THE
ATTENTION

GIVE A MESSAGE

MAKE CURIOUS

FROM STORYTELLING...



*...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

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?

- 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	the whole territorial heritage, included everyday, hidden stories	<ul style="list-style-type: none"> • Resilience of local systems • improving of competitive performance • Improving of wealth levels among local community members.
ATTRACTIVE	The community	The «other» (a temporary community fellow)	Development of new sustainable territorial marketing strategies		
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)

NATIONAL SCALE: nationalism; top-down development strategies (ex.n 2 and 3)

REGIONAL - LOCAL SCALE: Contested heritage (ex. N.4)

LEISURE

music, hikes, bars, tour

LANDSCAPE

mountains, beaches,
dunes, seaside, valleys

peaceful, unspoilt,
framed

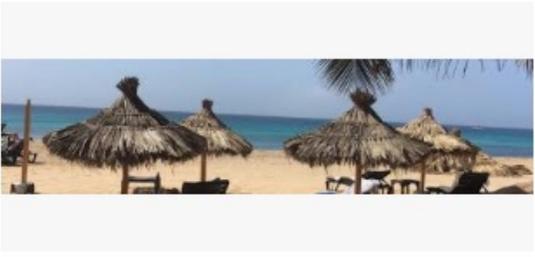
SENSE OF THE EXOTIC

abroad, foreign,
travel

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



Tourism in Cape Verde - Home
tourism-capeverde.weebly.com



Top 10 Most Beautiful Place to V...
youtube.com



Tourism in Cape Verde continues to increase - Ex...
explore-cape-verde.com



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



Best Places To Visit - CAPE VERDE | Travel & To...
youtube.com



Holiday hotspot warning: Brits urged...
dailystar.co.uk



Best time to visit Cape Verde I 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

10 Rules for tourists to fill from Santo Antão	10 Rules for tourists to fill from Santiago
<ol style="list-style-type: none">1 - Keep smiling;2 - Experience the daily life of Santo Antão;3 - Learn to cook Cachupa;4 - Go to Grogue factory participate in the trapiche;5 - Learn to dance contradança and mazurca;6 - Experience of seeing the handmade manufacture of violin and play it in Fontainhas village;7 - Sunset in Sinagoga;8 - To make tracks in the mountain vicinal paths;9 - To visit waterfalls in Paul and Caibros;10 - Make small-scale fishing with local fishermens.	<ol style="list-style-type: none">1 - Visit Cidade Velha as birthplace of capeverdean nationality;2 - To Learn the typical dance from Santiago, Batuque and Funaná;3 - Live the daily experience of the rural world;4 -Take sea bath or rain shower;5 - Participate to the pilgrimage parties;6 - Participate to Tabanka party procession;7 - Participate to traditional music in the community;8 - Storytelling session of Santiago traditional stories;9 - To know the village of Rabelados;10 - Try Cachupa, traditional dish.

PLACETELLING AS AN ANALYTIC TOOL

BICCARI:

AN UPSIDE-DOWN STORY

when «being a community» generates «cooperation»





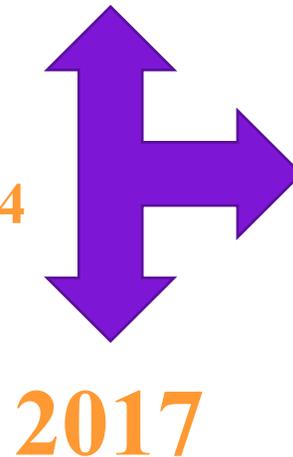
The community cooperative is one of the possible forms of civil economy enterprise and meets three requirements in particular:

- they are controlled by citizens
- they offer or manage common goods
- they guarantee non-discriminatory access to all residents

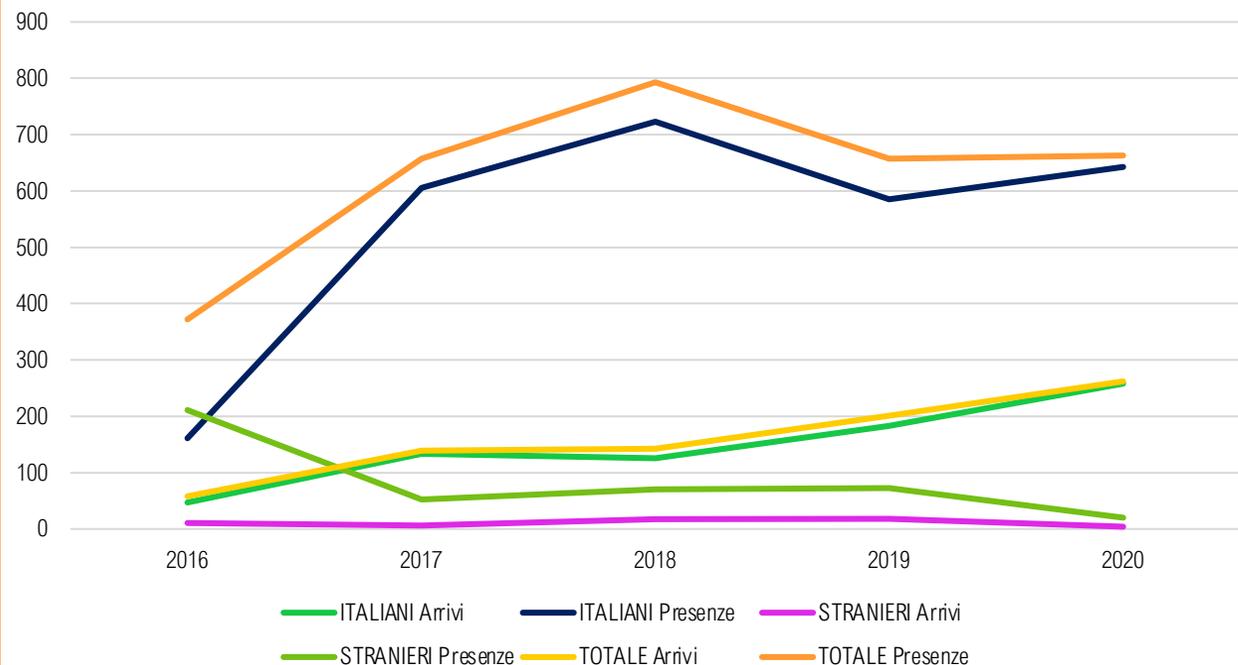
AIM

Improving the welfare levels of local communities through the production of site-specific benefits.

Puglia
L.R. n. 23/2014



Tourism flows



Anno	ITALIANI		STRANIERI		TOTALE	
	Arrivi	Presenze	Arrivi	Presenze	Arrivi	Presenze
2016	47	161	11	211	58	372
2020	258	643	4	20	262	663
Variazione %	448,93	299	-63	-90,52	351,72	78,22

Anno	ITALIANI		STRANIERI		TOTALE	
	Arrivi	Presenze	Arrivi	Presenze	Arrivi	Presenze
2016	47	161	11	211	58	372
2017	133	605	6	52	139	657
2018	125	723	17	70	142	793
2019	183	585	18	72	201	657
2020	258	643	4	20	262	663



Chiosco sul lago Pescara



Infopoint in Piazza Municipio





COOPERATIVA DI COMUNITA'
BICCARI

←
STRUTTURA

↓
RETI
E COLLABORAZIONI

→
BENESSERE DELLA COMUNITÀ

Biccari

Social Media Channels

BICCARI
NEL WORLD
WIDE WEB



www.comune.biccari.fg.it
www.coopbiccari.it
www.visitbiccari.it



@comunedibiccari
@cooperativadicomunitàdibiccari
@infopointbiccari



@biccariinfopoint
@cooperativabiccari



@Cooperativa di
Comunità di Biccari



inerari
www.visitbiccari.com

#WEAREINPUGLIA

NUMERI UTILI

Guardia Medica - Emergency (local unit)	0881591916
Pronto Intervento - Ambulance	118
Carabinieri - Police (local unit)	0881593010
Carabinieri - Police	112
Polizia di Stato - Police - Public Aid	113
Vigili del fuoco - Fire Brigade	115
Guardia di Finanza - Financial Police	117
Corpo Forestale - State Forest (local unit)	0881593238
Corpo Forestale - State Forest	1515
Comune di Biccari - Town Hall	0881591007
Comune di Biccari - Town Hall	0881591007

- Guida Braille
- Differenziata porta a porta
- Comune di Biccari
- Guide ed accompagnatori
- Ricarica auto elettriche e fibra
- Guardia medica
- WhatsBicc
- BiccariBot
- Numeri utili

Bagno pubblico / Public Toilet

a / Public Fountain

ygground

c-Nic area

sette sugli alberi

ness area

BICCARI

VIA SPOLETO

PARCO AVVENTURA

BOSCHETTO





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[Case a Biccari](#)

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ATTRAZIONI

Vieni a dormire sotto le stelle

Alloggia nella bubble room della Cooperativa di Comunità a due passi dal Lago Pescara

LEGGI TUTTO



Choose an experience



TASTE



LIVE



EXPLORE





04. «Going on adventure»



05. «Sleep on the trees»



24. «to attend the Piccola Scuola di Civiltà Contadina»



11. «eat pizza al forno aperto»



10. «To know the man who inspired (the) Ferrari»



39. «to stay in a human accommodation»

“Don’t ask where to go; ask who to meet”



- Home
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PROGETTO SPERIMENTALE

"Case a Biccari": il catalogo

Con il progetto "Case a Biccari" mostriamo le case nel centro storico a prezzi vantaggiosi

LEGGI TUTTO



NOW IT'S YOUR TURN!

- 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)

