

The MeLa Project

CONCEPT, STRUCTURE, APPROACHES | THE MELA CRITICAL ARCHIVE

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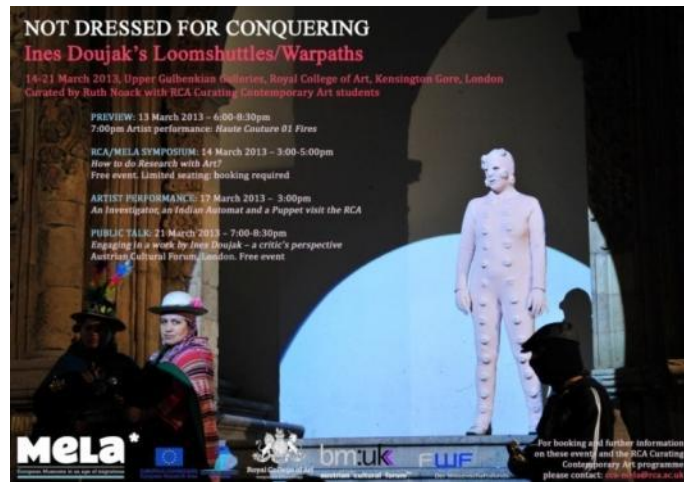
CULTURAL HERITAGE: RECALIBRATING RELATIONSHIPS.

Riches Project First International Conference. Pisa, 4 - 5 December 2014

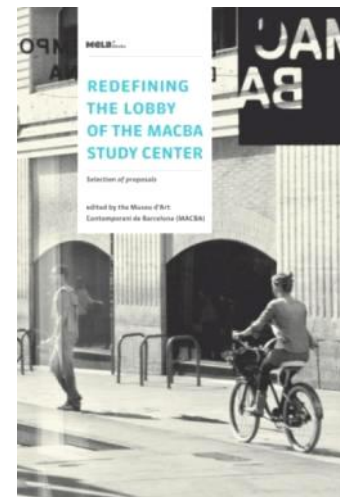
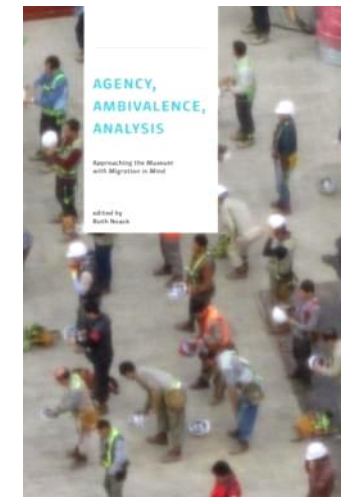
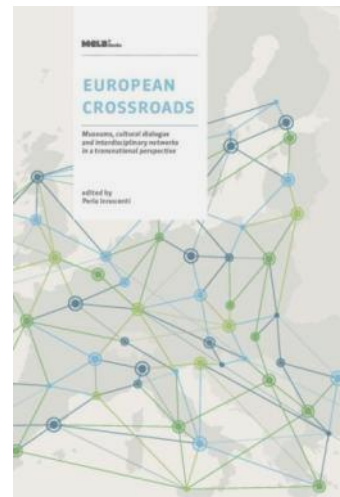
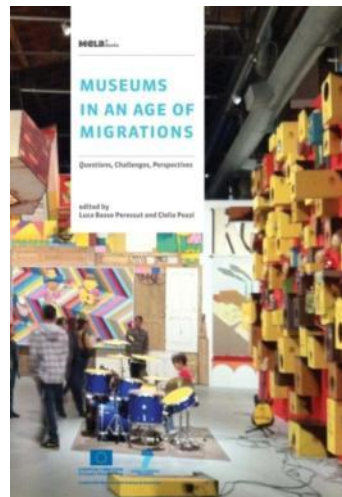


Adopting the notion of “migration” as a paradigm of the contemporary global and multi-cultural world, MeLa investigates the role of museums in 21st century Europe, and their ongoing evolution triggered by accelerated mobility, fluid circulation of information, ideas and cultures, and the consequent increase of cultural encounters, cross-fertilisation and hybridisation of societies and identities, as well as by the politic, economic and cultural processes pertaining to the creation and consolidation of the European Union. By analysing contemporary museums both as cultural spaces and physical places, MeLa aims at identifying innovative practices which may enhance their role in fostering mutual understanding, social cohesion, and a sharper awareness of an inclusive European identity.

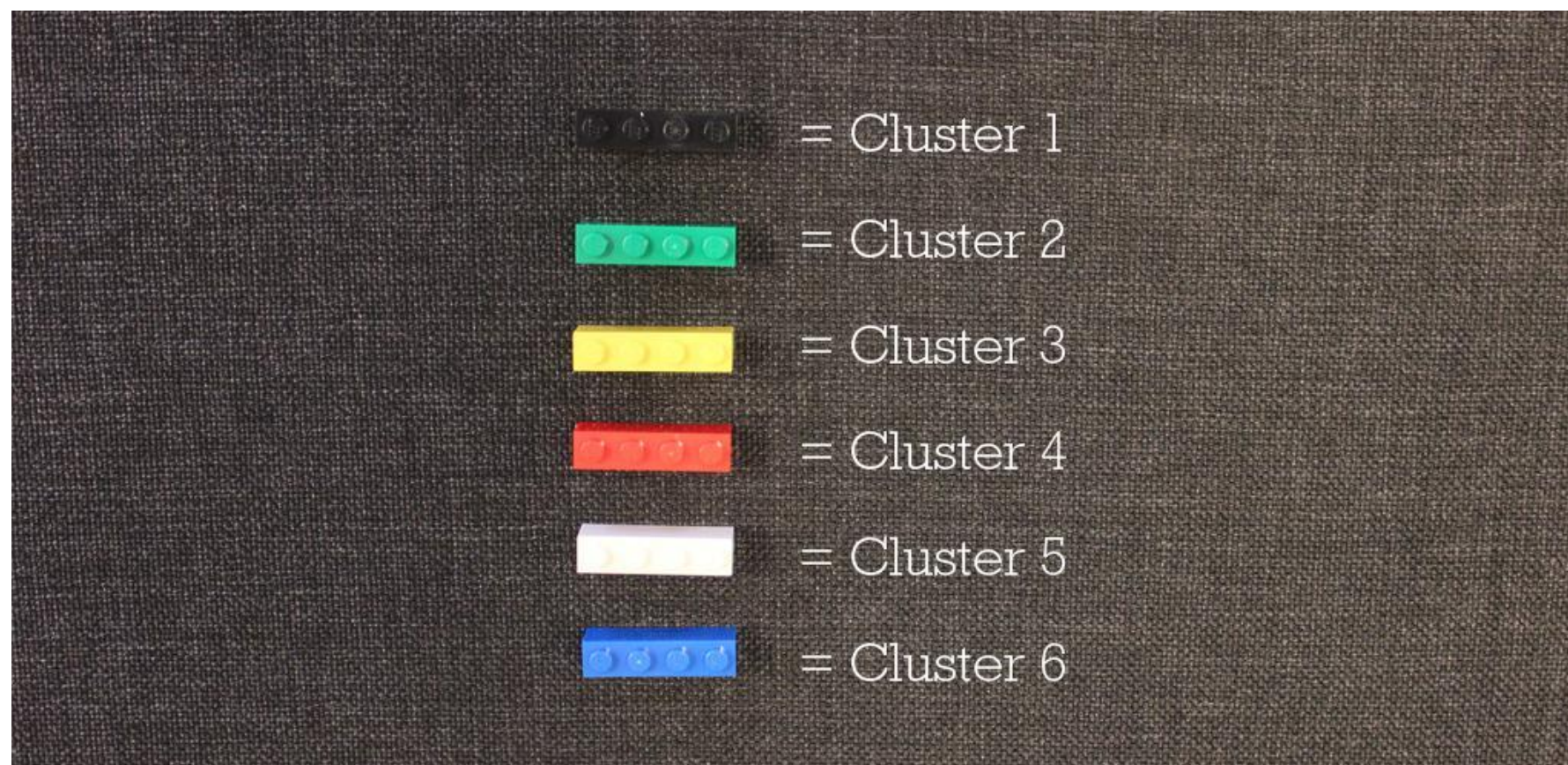
INNOVATIVE METHODOLOGY



INTERTWINING DISSEMINATION AND RESEARCH

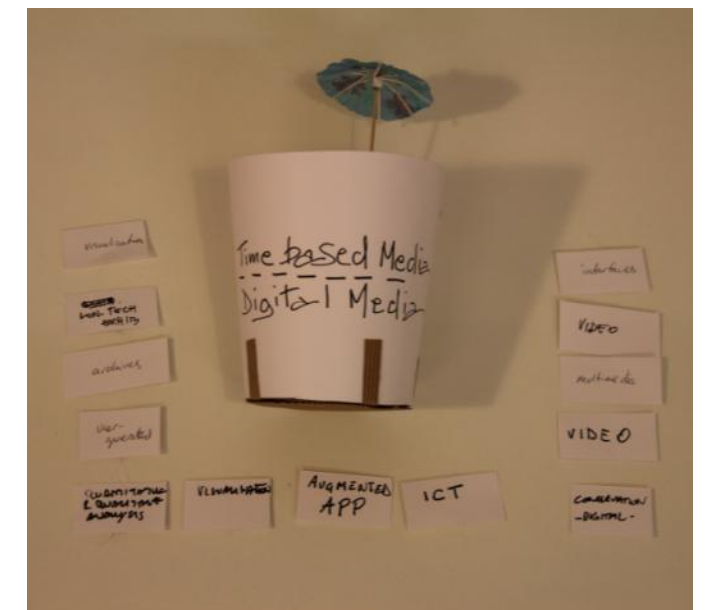
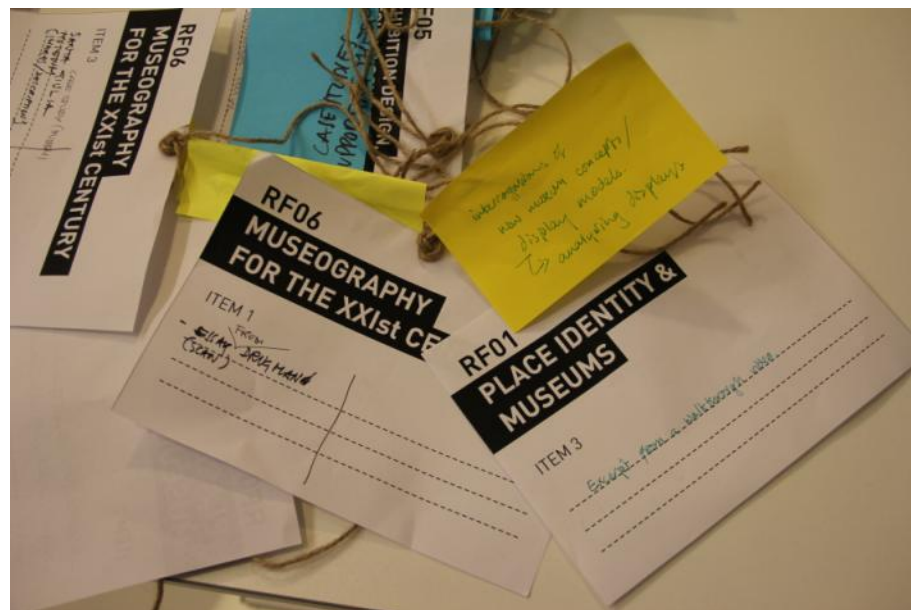


THE MELA CRITICAL ARCHIVE

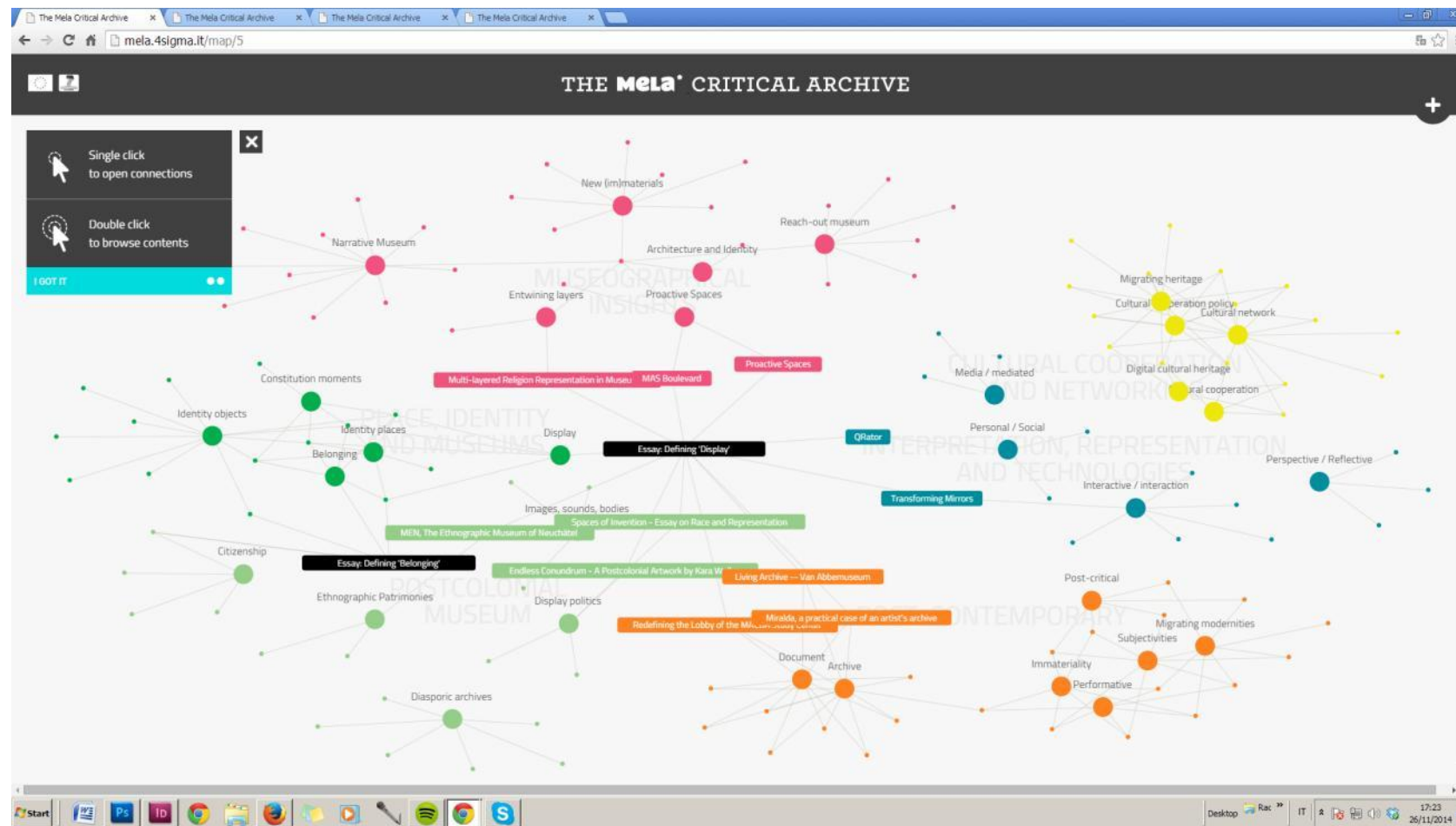


The MeLa Critical Archive is a digital platform aimed at cohering, conveying and sharing the main investigations developed within the MeLa Project through a critical post-reflection. It has not been conceived as a mere repository of the research outcomes, but rather as a multipurpose tool. As a communicative project, it aims at representing the complexity of the approaches developed by MeLa, and illustrating its findings as a unitary yet multifarious cultural proposal. As a research instrument, it has been implemented in order to enhance synergies among the different research activities and outcomes, fostering interdisciplinary cooperation and opening further perspectives. The design of the digital platform was developed to provide multiple possibilities in accessing its contents, which can be browsed through an index, or explored through the main interface. The latter exploits the metaphor of a sky map, and offers an unstructured navigation allowing the reconfiguration of contents. Due to its experimental nature, the Critical Archive is an in-progress tool which is supposed to continuously evolve along with the Project's advancement.

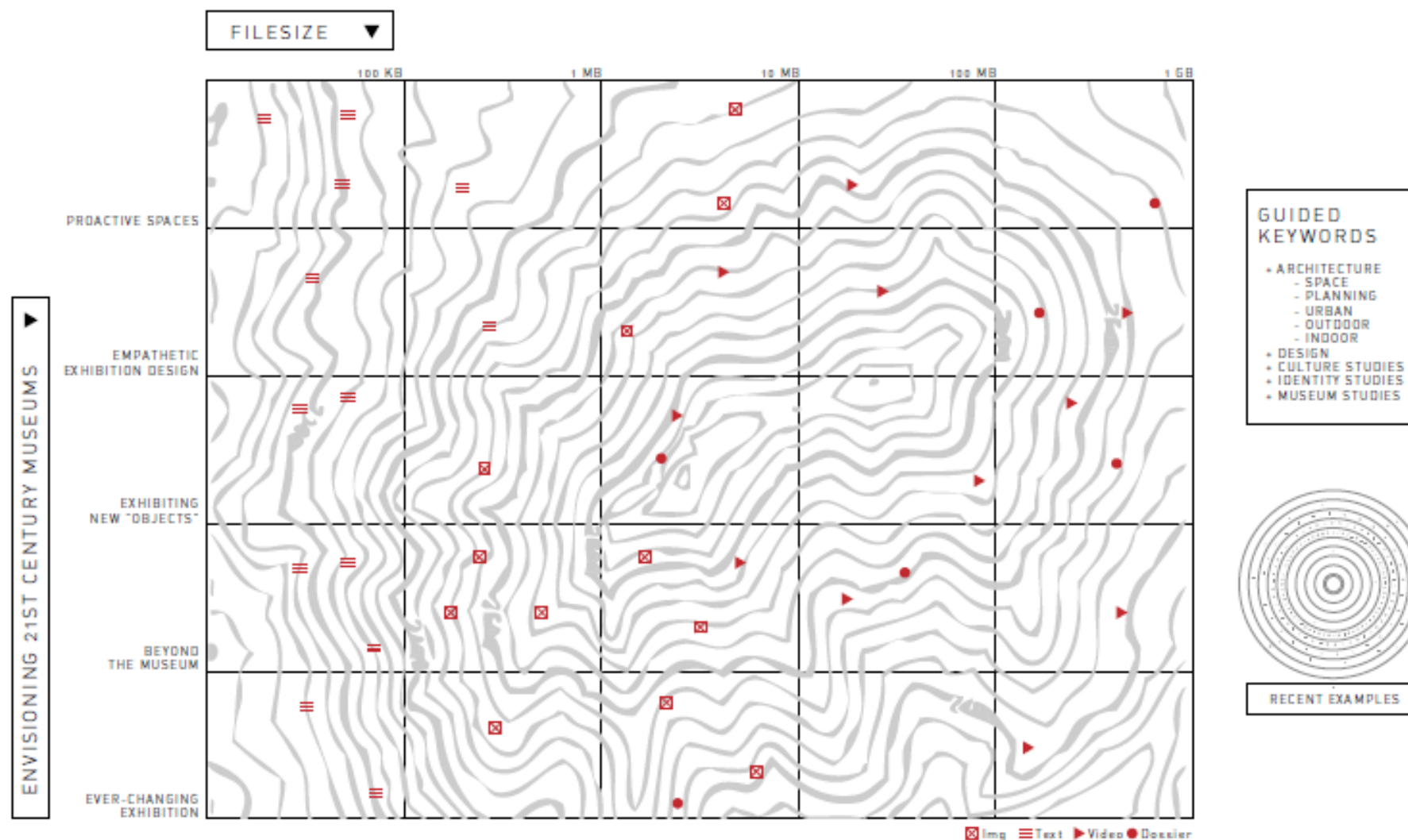
AN EXPERIMENTAL ACTION | concept design



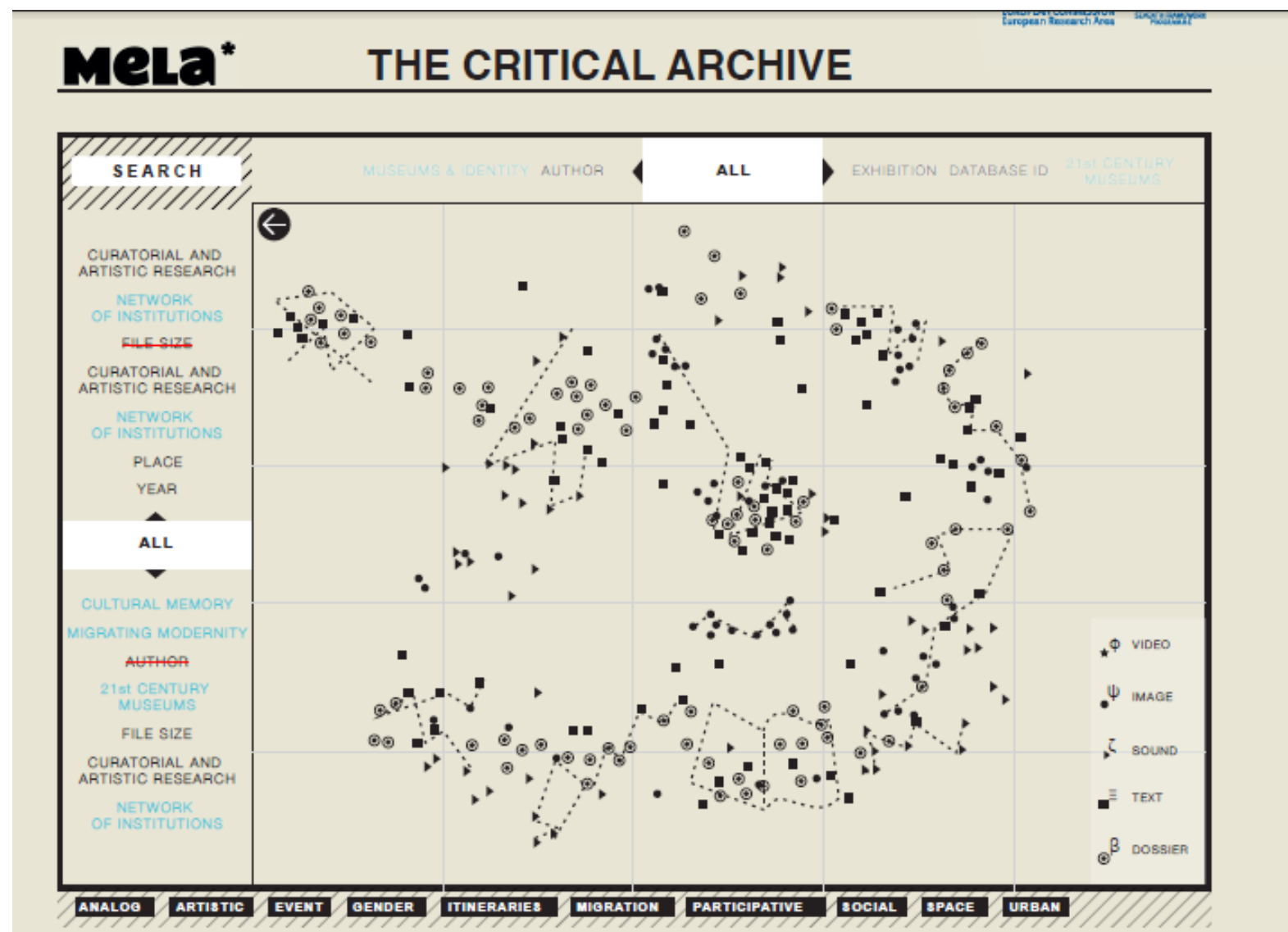
AN EXPERIMENTAL ACTION | dissemination tool & research tool



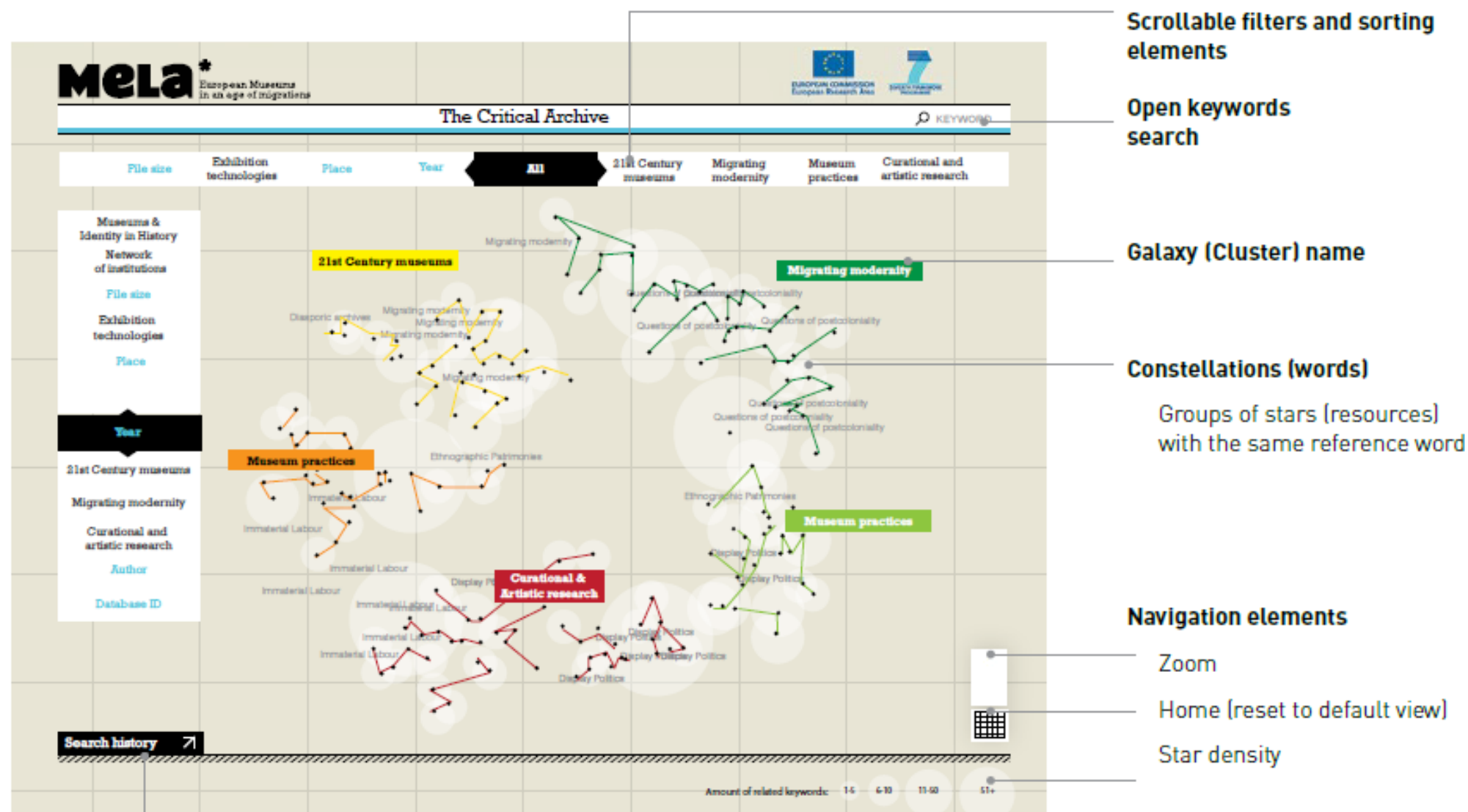
AN EXPERIMENTAL ACTION | graphic, communication and design



AN EXPERIMENTAL ACTION | graphic, communication and design



AN EXPERIMENTAL ACTION | graphic, communication and design





Thank you

<http://www.mela-project.eu>

<http://www.mela-archive.polimi.it>

<http://vimeo.com/88140054>.