



Vimercate - Italy, 31st December 2013

Press release

MUST – VIMERCATESE TERRITORY MUSEUM

MUST is a civic museum which narrates the history of the Vimercate area from the most ancient civilisations to the present. The museum collects, catalogues, conserves, and displays cultural relics - from archaeological finds to historical-artistic artefacts, from videos to oral traditions - in order to weave around these objects an evocative and scientifically valid narrative of the local history and its cultures. This narrative is the instrument by which complex contents, such as works of art and historical documentation, are translated into a language which is both popular and topical. The museum exhibition area is housed in the completely restored south wing of Villa Sottocasa, an important residential building which was rebuilt between the end of the 18th century and the beginning of the 19th century. The museum is situated on two floors and in total there are 14 rooms: the ground floor is organised chronologically which starts with the Roman Ages to the 19th Century while the first floor follows a more thematic order concentrating on contemporary history.

The planning of the museum started in 2004 and saw its completion in November 2010 with the opening to the public of a new and modern cultural service dedicated to history and local identity.

During these years, the MUST project office and its staff (Angelo Marchesi, Massimo Pesenti, Paola Striuli and since last year Gianenrico Salvoldi) have carried out very different and well-constructed work phases. The first of these consisted of identifying and analysing the research and studies published on the area, together with specialised training of the personnel involved by following masters or other relevant courses.

In order to identify the best type of museum model to adopt and to narrate an area like Vimercate, a benchmarking was carried out alongside a museological study, together with many visits to both Italian and European museums. As a result of the aforementioned a project was finalised along with the main themes.

Following approval of the project by the Local Council the research activities started, making use of experts from Lombard universities in order to study in detail and scientifically the themes to be developed in the museum tour. The following experts have collaborated with the museum: Mariavittoria Antico Gallina, (Topography of Ancient Italy, Università Cattolica di Milano); Giuseppe Maria Longoni (Contemporary History, Università Statale di Milano); Furio Sacchi e Francesca Bonzano (Archeology, Università

Comune di Vimercate
Must Museo del territorio vimercatese
Villa Sottocasa
Via Vittorio Emanuele II, 53
20871 VIMERCATE – MB

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Cattolica di Milano); Geoffrey Pizzorni (Modern History, Università degli studi di Milano-Bicocca); Elena Pontiggia (Story of Art, Accademia di Brera di Milano); Veronica Ronchi (Economic History, Università degli Studi di Milano); Graziano Alfredo Vergani (History of Medieval Art, Università degli Studi di Macerata).

In order to obtain design projects for the museographical aspects three museographers were invited to present their ideas. The design project chosen was submitted by the Studio Caliarì of Milan, run by Pierfederico Caliarì, professor of Museography at Politecnico di Milano.

The design project was prepared and integrated with the contents supplied by the scientific curators of the various sections. In parallel the collection was put together with the involvement of the local community and in collaboration with the regional offices of the Ministry of Arts and Cultural Activities.

The project's conclusion came with the opening of MUST in November 2010. There is now a democratic museum able to mediate complex scientific contents in a popular and direct language for non specialist citizens; a museum which is the mirror and the memory of a community, with its roots firmly in the past but living and operating in the present.

MUST by numbers

850 m² of the exhibition space
1.400 objects in the collection
5 permanent employees
36.000 visitors
400 group visits
350 school visits
1450 Facebook fans
7000 museum newsletter readers

Opening times

Wednesday – Thursday: 10.00 – 13.00

Friday - Saturday – Sunday: 10.00 – 13.00 15.00 – 19.00

The museum is also open mornings from Tuesday to Friday for groups and school classes by appointment

Entrance fee

Full price: € 3.00

Reduced: € 2.00

Other concessions: Free: Age 0-5, Disabled and Carers, Journalist, ICOM member

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Activities

Guided tours for groups
School visits and workshops
Special exhibitions
Lectures, panels, courses
Events (concerts, performances, films)

Facilities

Information desks
Fully accessible toilets
Baby changing facilities
Lifts
Cloakroom
Vending machines
Museumshop

Funding

The museum building renovation (€ 2,764,684) was funded in the following way:

Vimercate Municipality: € 1,972,568

Government Cabinet: € 206,582

Lombardy Region: € 435,534

CARIPLLO Foundation: € 150,000

The costs of the exhibition (€ 702,347) were funded in the following way:

Vimercate Municipality: € 640,647

Lombardy Region: € 10,000

Foundation of the Monza and Brianza Community: € 25,000

Monza and Brianza Province: € 26,700

Management

MUST is a museum managed by the Vimercate Municipality and all resources come from the local authority to which can be added other possible contributions from other bodies or through private sponsorship.

Annual costs (2011) are the following:

Staff expenses: € 265.459,00

General management expenses: € 69.200,00

General maintenance: € 19.150,00

Didactic activities: € 13.000,00

Management of the collections: € 18.850,00

Marketing and communication: € 20.500,00

Special events and exhibitions: € 48.300,00

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