



2022 TOP 100 GOOD PRACTICE STORY

Title of the Story: *Princess Isabel Open Air Museum*

Destination Name: *Orleans SC*

Country: Brazil

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Position: Coordenadora

Submission category: *(Please check one of the boxes that indicates the focus of your story)*

Please find detailed information for the categories below in the Top 100 training module 'Good Practice Story'.

- Governance, Reset & Recovery
- Nature & Scenery
- Environment & Climate
- Culture & Tradition
- Thriving Communities
- Business & Marketing

Find detailed instructions for submitting good practices in the Top 100 training module "Good Practice Story".

Should you have any questions on your submission please refer to our FAQ page or contact top100@greendestinations.org





DESCRIBE YOUR GOOD PRACTICE STORY

Address each aspect of your good practice story in the different sections being specific including relevant quantitative and qualitative information.

Issues faced

What was the problem/issue solved with the good practice?

The Princess Isabel Outdoors Museum, located in the town of Orleans, emerged from the need to preserve the cultural heritage of the southern region of Santa Catarina, southern Brazil. Before being emancipated (1913), the territory of Orleans and other towns belonged to the Marriage Dowry of Princess Isabel, Empress of Brazil. Since then (1882), several immigrants, mostly Europeans, settled in the region, creating several colonial centers, which were occupied by small landowners, who basically lived on agricultural production and small industries, powered by manual force, animal traction or by water wheels.

In 1974 a flood devastated the region, family industries, mills and houses that bordered the Tubarão River were washed away. At this time, Fr. João Dall'Alba already had the project "Family Industries of the Immigrants", which later became the Outdoors Museum, opened on August 30, 1980, installed in an area of 20,000m², the first museum of its kind in Latin America, which has buildings with traditional characteristics of small colonial industries used by immigrants, with various equipment that allowed the colonizers to manufacture objects for their needs. The museum has become the main cultural and tourist attraction of Orleans.

One of the problems of local tourism was concentrated on the need for specialized assistance and guidance. The actions are being recently structured, for the medium and long term, so that their continuity is guaranteed. On the other hand, short-term actions, mostly cause oscillations in what involves local tourism, focusing the involvement of the sector only in events already known and held in the town.

The "Outdoors" Museum remains open from Tuesday to Sunday, serving different audiences, in addition to guiding the local community and tourists about other local and regional attractions. It is a space that supports tourism, and its cultural and historical identification is positioned as a local and regional anchor attraction, currently contributing to the increase in tourist permanence – regionally.





Methods, steps and tools applied

How was the good practice implemented?

The Museum emerged with acquisitions of sheds, machinery, equipment and objects. Its construction was carried out by Mr. Altino Benedet with the carpentry work, following the traditions and customs of the region and of the ancestors. This also enabled the preservation of Knowing and Doing, building techniques and objects.

The museum has become a laboratory of good practices, demonstrating the possibilities of using renewable energy, which moves the water wheels and machinery, the pond is also used as an attraction where the visitor has an experience on the ferry ride. Its service also reflects on trade and other tourist activities in the municipality that are driven by the Museum. The professionals who work there help the tour guides with historical/cultural information, attractions, food, among others.

The Museum also serves the internal and external community with space for technical and cultural meetings. Thus, maintaining its integration with the local and regional community. These are actions that seek to instigate and encourage new local initiatives (tourism and culture) to develop good practice respecting the local material and immaterial heritage. The actions developed by the Museum, granted state and national recognition through its listing, as a space that preserves, exposes and communicates for the delight of tourists and the general public.

Key success factors

What helped you tackle the issues?

To save the cultural heritage of the colonizers from disappearing by demonstrating their techniques and their use is to safeguard the memory of this primitive industry, as one of the great cultural manifestations of the people of the entire region, together with its know-how, its technology and application of scientific facts.

In addition, the Museum has been encouraging tourism and raising awareness among the population about their belonging to the territory and their own history. The integrated work between cultural and artistic organizations and the city public power has been valuing the cultural heritage not only of Orleans, but of an entire region.





Lessons learned

While implementing the Good Practice what challenges were faced, and how were they overcome?

After so many hardships in finding support and resources for the implementation of the Outdoors Museum, the project was successful, entities and people began to realize its importance and made an effort to support it. Even today, the work carried out is constant, whether for fundraising, for the maintenance of structures and their collection. Constant activities such as educational and cultural activities, courses, lectures, guided tours are important to make people realize the value of this space that works for the community.

After 41 years of its opening, the museum continues to preserve the heritage of the people for the people, showing itself as a successful project. Its actions are aimed at the conscious awakening of the community, directing new perspectives on the existing heritage and attractions in the municipality, instigating new itineraries from the museum. Working for the maintenance and valuing of the history of the colonies of immigrants that settled in the south region of Santa Catarina, for the preservation and communication of the different ethnicities, seeking in the *Root Tourism* ways of using these, and also, for the development of new activities, attractions and tourist products.

Results, achievements and recognitions

What were the qualitative and quantitative results of the good practice?

The creation and implementation of the Outdoors Museum brought several benefits, not only to the town of Orleans, but at a state and national level, as a historical Brazilian cultural heritage, with this, thousands of visitors increased the recognition and participation of the South region in the developing of the Brazilian Nation, with its knowledge, customs and culture.

The Museum also encouraged the creation of the Graduate Course in Museology by the *Centro Universitário Barriga Verde* (UNIBAVE), the participation in national and international events, the holding of courses and workshops, the publication of books, magazines, academic works, theses, national agreements and international, such as the National Museum of Emigration in Genoa/Italy, in addition to cultural projects and actions involving the community. The same being used as sets for films, laboratory, educational, recreational and tourist space, in addition to receiving educational institutions, groups of different typologies and researchers from various regions. It is one of the main tourist attractions in Orleans and well regarded in history museums.





Additional references

Provide links to further information. Pictures and videos should be available for download either from YouTube, Vimeo or other Cloud-based (Google/ One Drive) download URL (not WeTransfer).

Title - Princess Isabel Open Air Museum

<https://www.youtube.com/watch?v=BiCNylmHVVk>

Title - Open-air Museum of Orleans receives title of Brazilian Cultural Heritage

<https://www.youtube.com/watch?v=iOAAC3DsGXw>

Title - Open Air Museum of Orleans (SC) is listed by IPHAN

https://www.youtube.com/watch?v=c3x_PHZRmcU

Title- Destination SC Summer: open-air museum portrays colonizers' challenges

<https://www.youtube.com/watch?v=FkeUCASoGls>

Title -Open Air Museum of Orleans is listed as a Brazilian cultural heritage

<https://globoplay.globo.com/v/7695065/>

Title - Open Air Museum is an option for a cultural tour in Orleans, in the south of the state

<https://www.youtube.com/watch?v=wXCIBfKjQUY>

Title- Descendants – the children of immigration

<https://www.youtube.com/watch?v=H3HxIDz2ixs>

Title -History of immigration: Agreement links the Open Air Museum of Orleans-SC to the ‘Museo Nazionale dell’Emigrazione Italiana’, in Genoa

<https://www.insieme.com.br/pb/imigracao-acordo-liga-museu-ao-ar-livre-de-orleans-sc-ao-museo-nazionale-dellemigrazione-italiana-de-genova/>

