

CulturalMENTE: Villa Alfieri residents discover archaeology

The Civico Museo Archeologico di Camaiore opens its doors to Alzheimer's sufferers at Villa Alfieri. The collaboration between Villa Alfieri and the Civico Museo Archeologico di Camaiore (CMAC) continues again this year. After two years of "digital" remote editions, the CulturalMENTE project resumed in autumn 2022 with a series of encounters at the museum and in the residence dedicated to residents suffering from Alzheimer's disease.

CulturalMENTE : the project for people with Alzheimer's disease

CulturalMENTE is a project that the Civico Museo Archeologico di Camaiore dedicates to people with Alzheimer's disease and their caregivers. The collaboration between Villa Alfieri and CMAC, born in 2019 to promote the accessibility of art to dependent people and those suffering from Alzheimer's disease, has resumed this year to offer two cycles of appointments. The first at the residence's seine and the other at the museum. CulturalMENTE is part of the Sistema Musei Toscani for Alzheimer's program, a network of museums that share the same principles of promoting activities dedicated to people with dementia and their caregivers.

Guests at the residence are divided into three groups to take part in encounters throughout the month of October, coordinated by Marcella Parisi, the museum's didactic operator, with the collaboration of professional educators from the Villa Alfieri residence.

During the initial meetings, Civic Museum operators will bring art and history into the residence, introducing our residents to the region's archaeological heritage with stimulating activities of an expressive-narrative and sometimes expressive-artistic nature.

Visiting the museum, meanwhile, will provide our seniors with new stimuli, emotions and moments of shared serenity immersed in the region's evocative artistic and archaeological heritage.

Une approche interactive

The Camaiore Civic Archaeological Museum aims to showcase the many archaeological and historical testimonies of this territory, from prehistory to the Middle Ages and the proto-industrial age.

And it achieves its objective with a didactic approach that allows all types of visitor to become emotionally and actively involved, thanks to the use of interactive tools and objects.

During the visit, the elderly were able to have direct contact with archaeology, thanks to technological and tactile experiments, which enabled them to touch numerous reproductions of archaeological materials; sound and olfactory experiences for complete sensory immersion; films, animations and digital stories dedicated to ancient techniques and the main archaeological sites in the region.