

CONCEPT PROPOSAL FOR MUSEUM DESIGN

MUSEO DEL MERCATO DI RIALTO

SENSORIUM

Storie dal mercato di Rialto

Venezia come centro di un'economia-mondo

Museum Concept and Design

The Proposal focuses on interpreting the market as a multidimensional space to be experienced through the 5 senses. Tackling its historical impact and development, the Museum will pose as a collective space in which to connect Past and Present.

Location

The upper floor of the Rialto fishmarket



Watching the market
from up above



The Museum : Practical Implications

- Museum Nature
- Partnership Agreements
- Offer: resources involved
- Governance
- Digital Presence

Potential Museum Stakeholders

Local Committees and Community Groups

City of Venice - Regione Veneto

Fondazione MUVE

Local Traders

Accademia di Belle Arti

Ca'Foscari e IUAV

Venice Soundmap

Target Audience

- Local Community
- International Tourism
- Families and Children
- School Groups and Learners
- Elders

The Distinct aura of a Market is conveyed by the 5 Senses

Smell

Sight

Hearing

Touch

Taste

What do you FEEL first?

The Renaissance Rialto

- Economic activities
 - Shops (e.g. spices, pigments, produce, jewellery, textiles, clothing, paintings)
 - Storage spaces
 - Trading
 - Workshops
 - Osterie



The Renaissance Rialto

- Banking
- Auctions
- Lotteries
- Insurance
- Silk *parangon*

in circa Le qual tutte robbe Joe ditte
spaliere, tapedi, et argenti furno im-
pegnati in ghetto p ducati quaranta
cinque p spender per la sua sepultura
come appar p il boletino sotto di 2/majo
1554/ apresso d m Tor di cadena/-
Tre boletini al lotto de li infrascritti n: uno



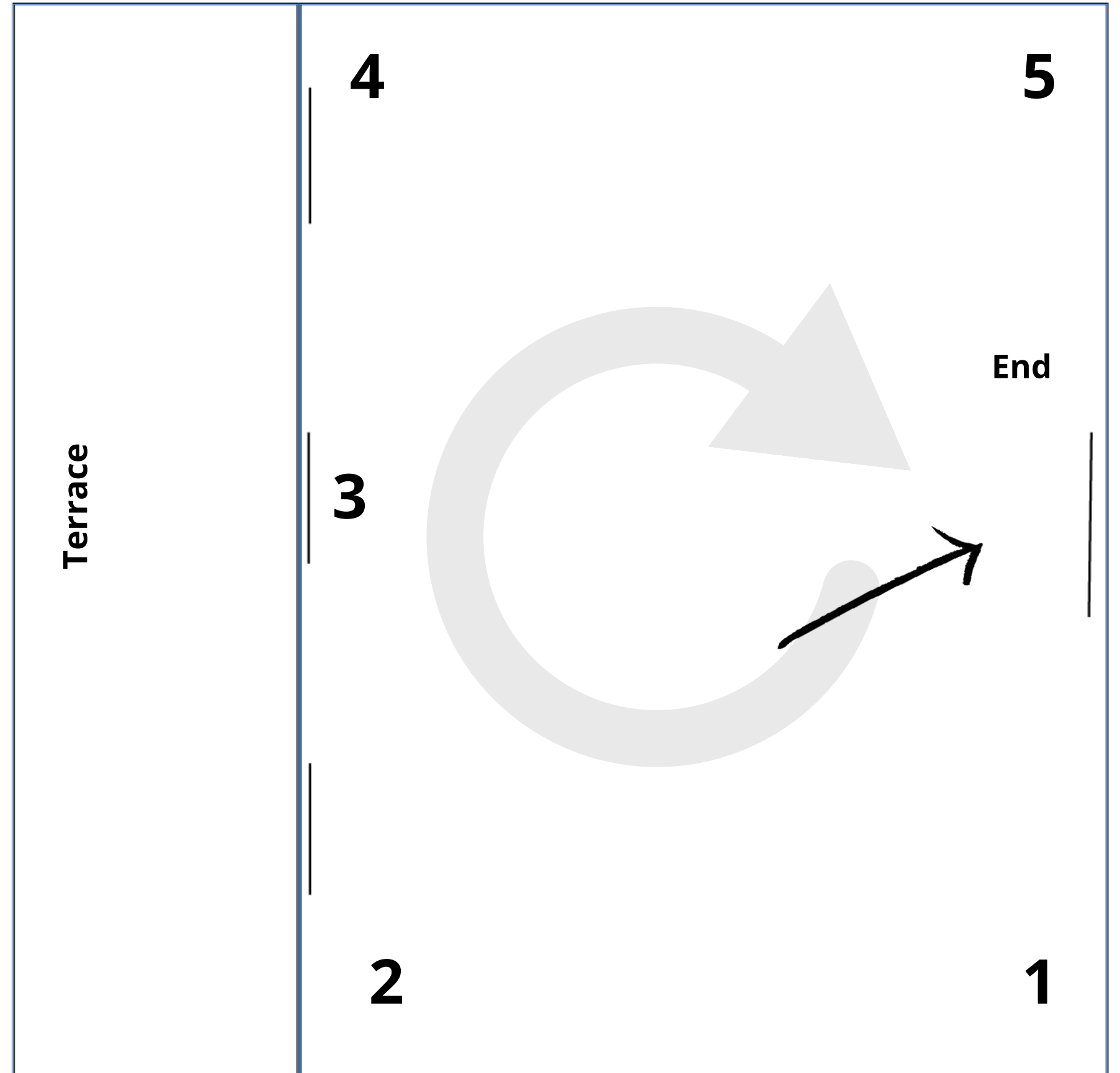
The Renaissance Rialto

- Pedlars
- Fruit, vegetable, fish stalls
- News hub
- Main walking axis across the city
- -> all of these activities creating an environment full of sensory stimulations





Upper floor of Rialto's
fish market
(draft floor plan)

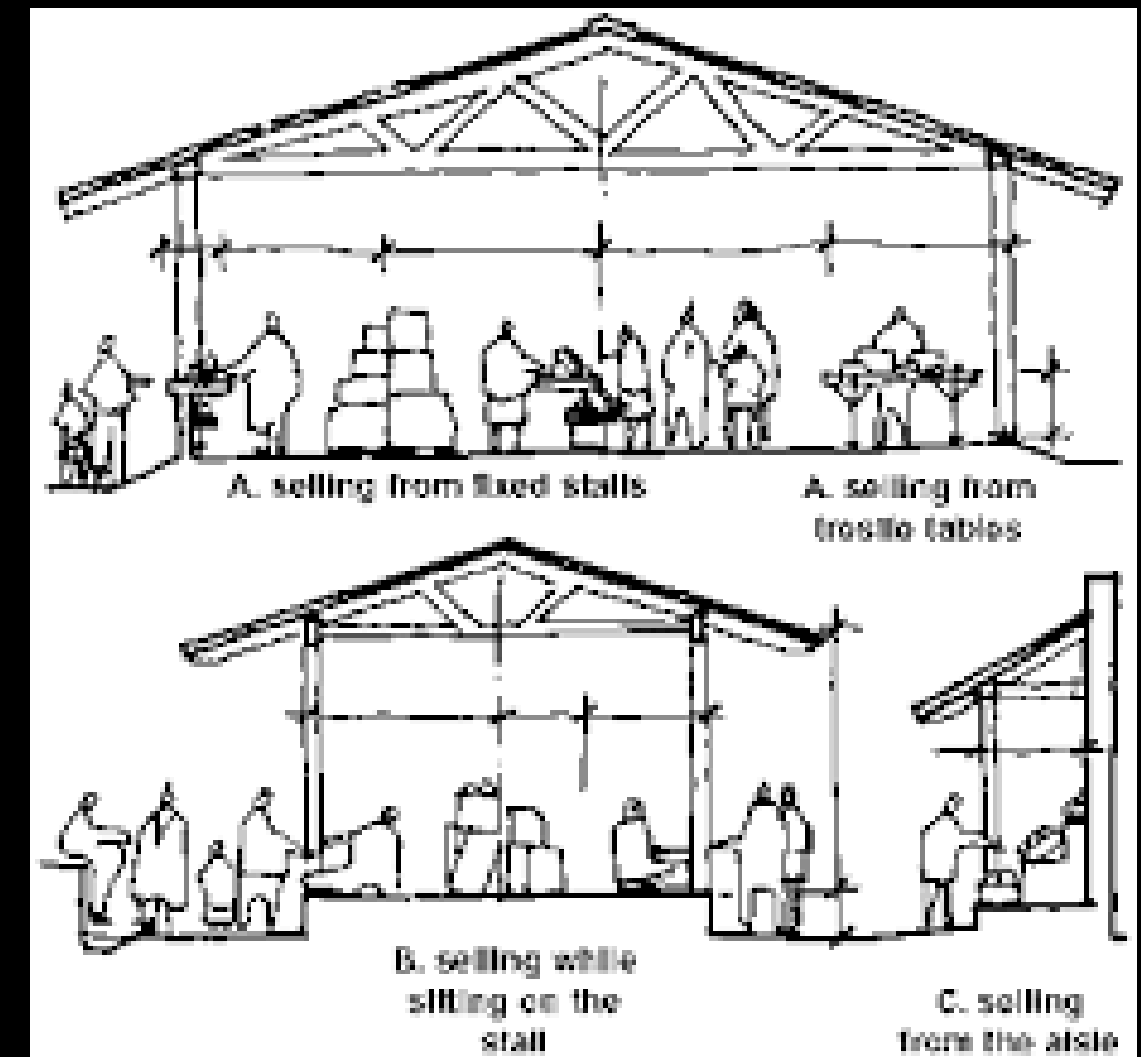
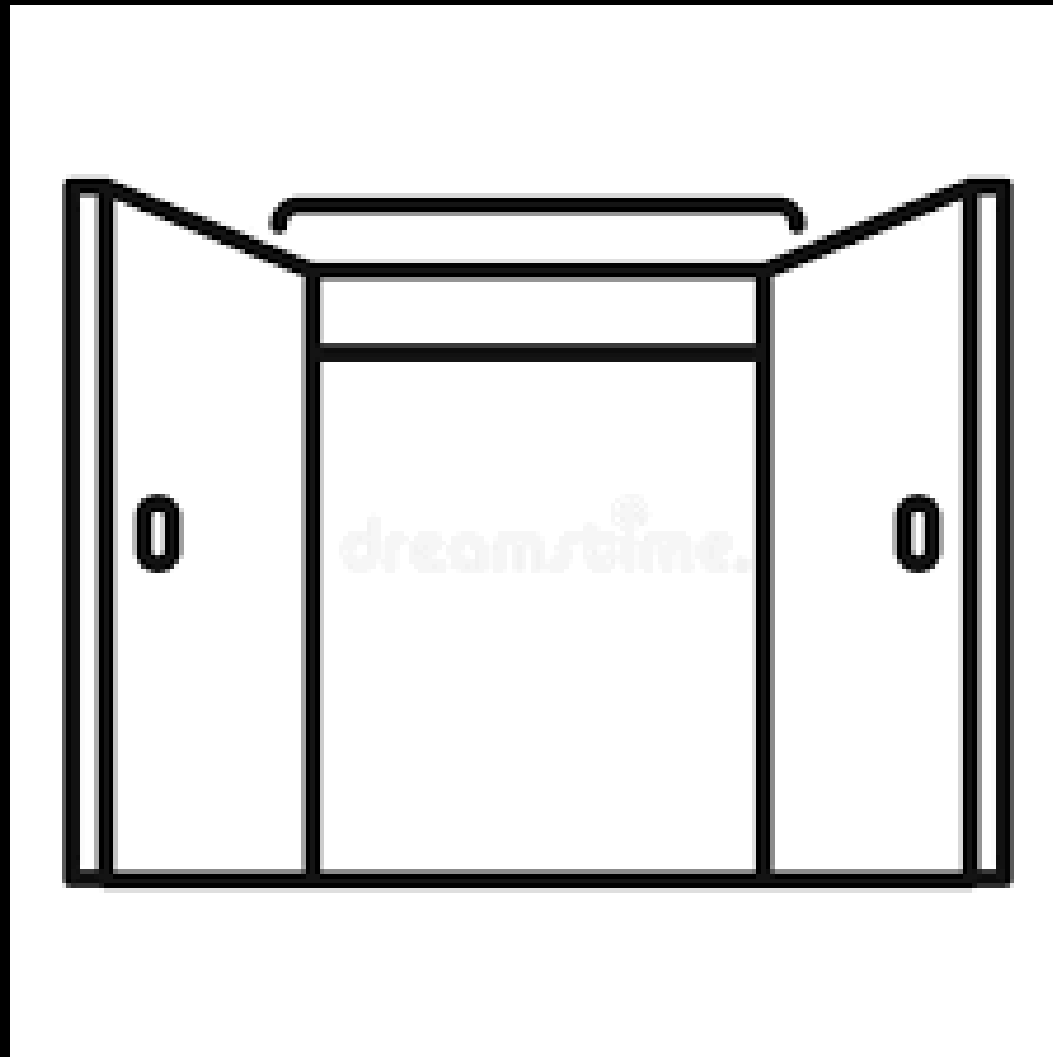


"Then the sky was momentarily obscured by the huge marble parenthesis of a bridge, and suddenly everything was flooded with light. "Rialto", she said in her normal voice"

Extract from 'Watermarks' by Iosif Brodskij

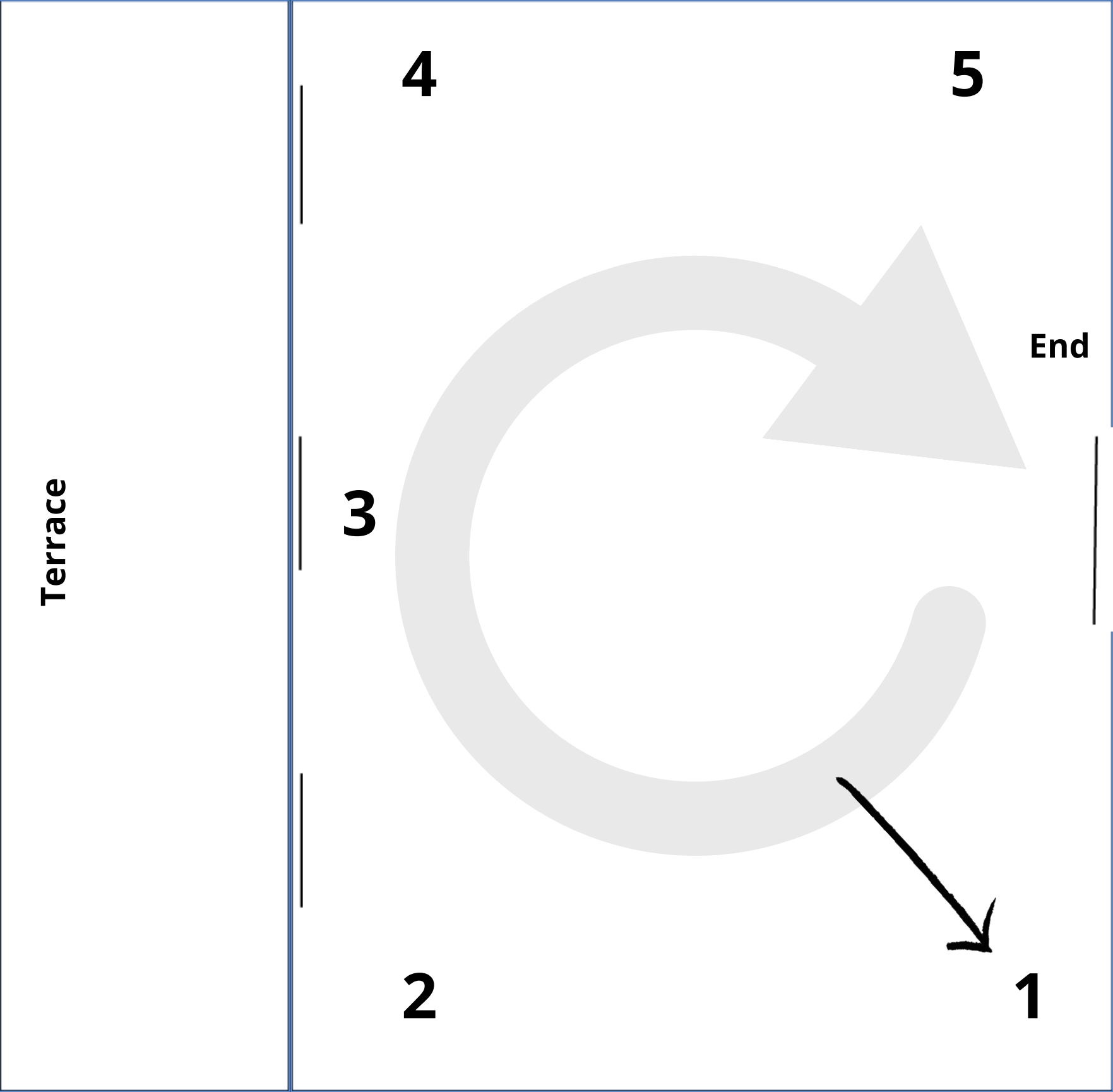
On entering the museum space, past and presents voices are heard through voiceovers, giving a sense of the core of Venice history and trading traditions

Entrance



Museum entrance resembling the structure of a **market stall**

Room with a video projection of the historical evolution of the Rialto Market, with audio tracks replicating the sounds of the Market and its evolution (evolution of the language, etc.)



Smell

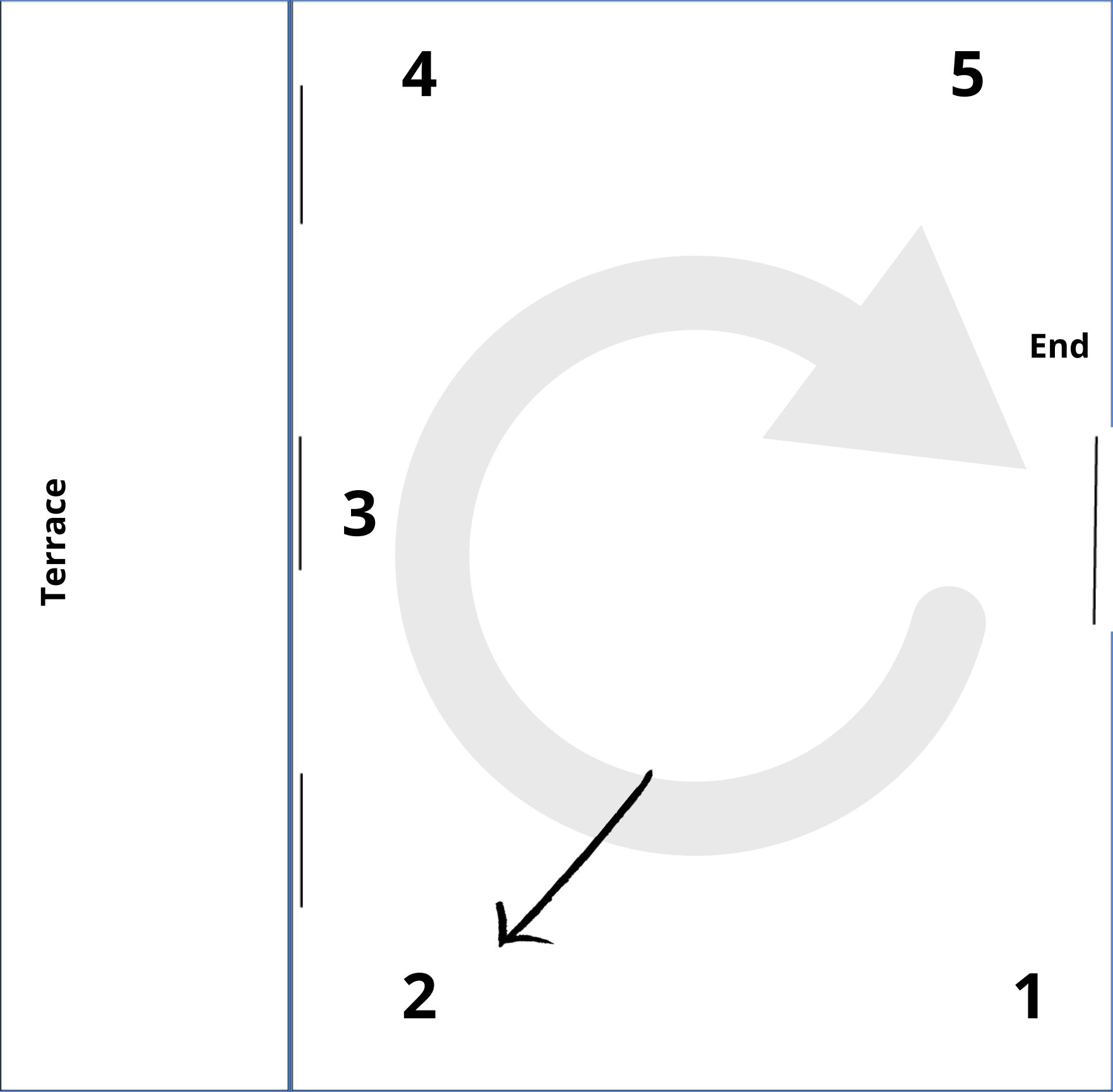


Focus

- Sensory museum design : an overview of the history of the trade and the history of traded goods (oriental spices, pigments, fish, related merchant stories...)

"Understanding scent's powerful connection to the limbic system in our brains that controls memories and emotions and harnessing that supremacy along with other sensory effects can transform a museum visitor from a passive passerby to an immersed participant."





Sight



Focus

Photo, Marco Capovila,
October 2020

- Comparison between the architectural structure of the market area in the past and today
- Comparison between changes in the trading traditions (coins, clothes...)



HOW



Archival and Collection
Displays

Digital Tools

Events and Talks
VoicePlatforms within Architecure



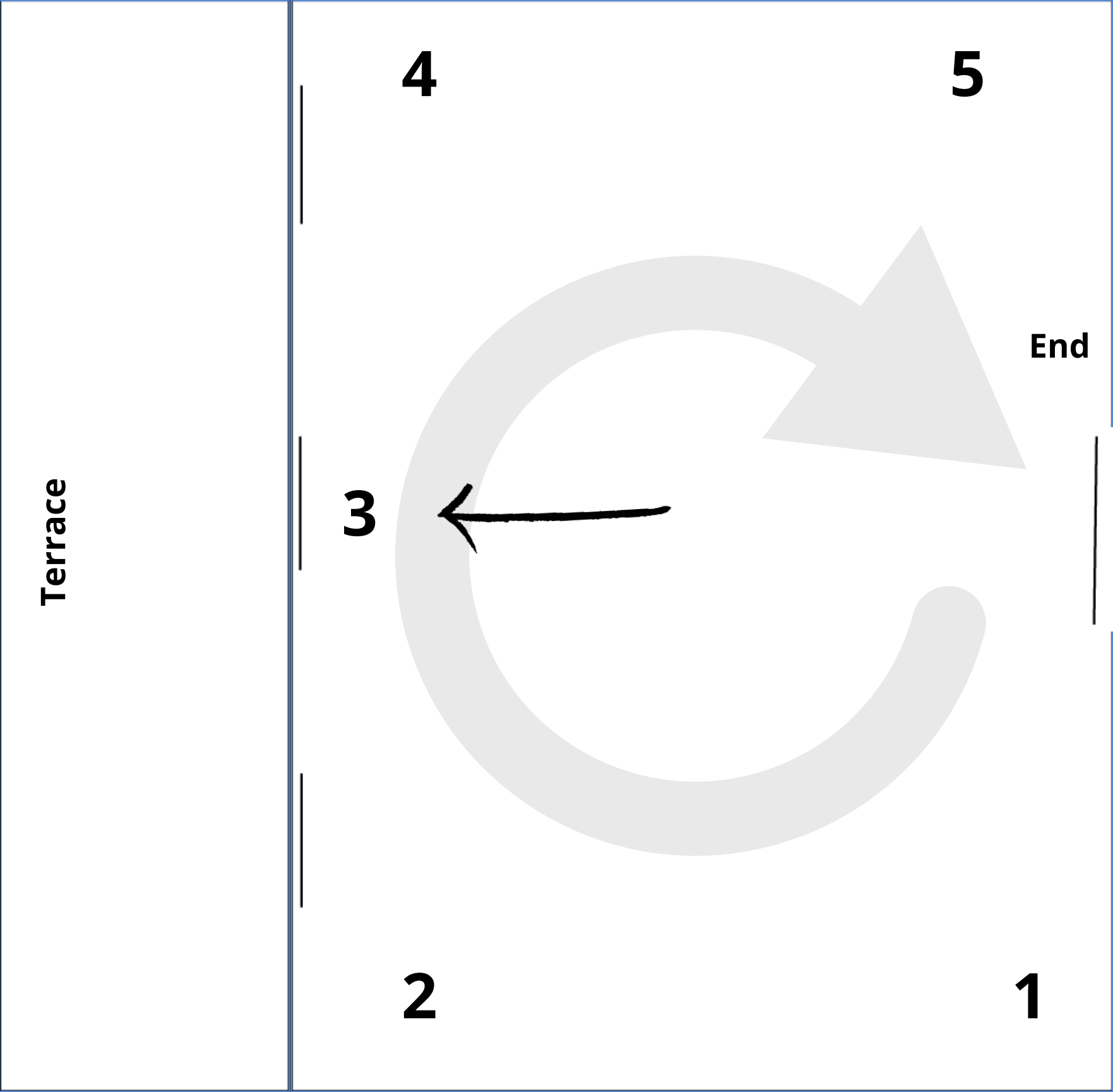
'Miracle of the Relic of the Cross at the Ponte di Rialto',
Vittore Carpaccio, c.1496



'The Rialto Bridge',
Francesco Guardi
c.1775



'The Rialto Fish Market'
Ettore Tito, 1887



Hearing



Focus

- Merchant Stories: creating a historical path linking stories from the past to stories of present days merchants

HOW →

Community archive books and collections

Live community readings, events,

Digital Platforms - site specific and remote, eg Film, Animation, Sound

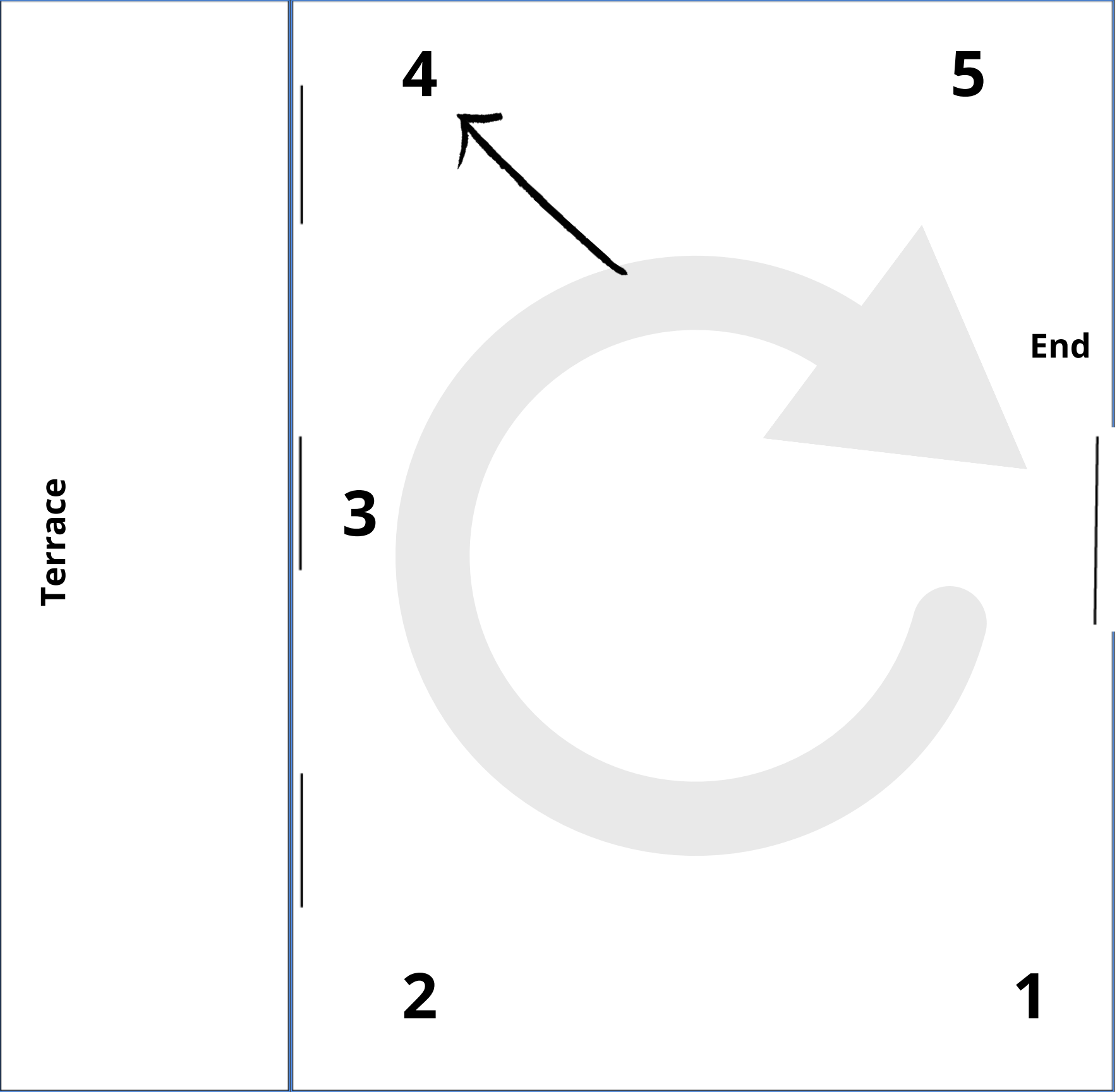
Creative residences and workshops



Tiziano Vecellio, Doge Andrea Gritti portrait, 1545



Albrecht Dürer, Self Portrait, 1498



Touch



Textile trade in Rialto

- A Letter from Isabella d'Este to Giorgio Brognolo (1496):

“Try and find a good fur lining for a cape; we wish you to buy eighty that are excellent and beautiful in every way, even if you have to search all of Venice [...] And beyond this, we wish you to send eight *braccia* of **the best crimson satin which you can find in Venice, and it should be from the *parangon***, because we want to use it to make the said cape”

Fragment of silk satin, Italy, 16th century, V&A: T755-1974

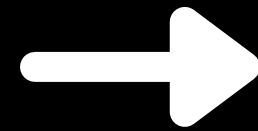


Focus

- The children's corner : what was there in the market?

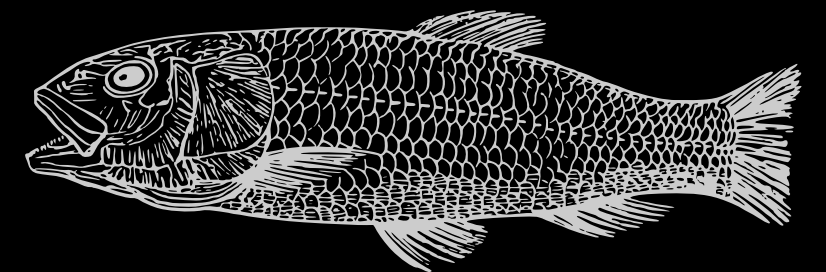
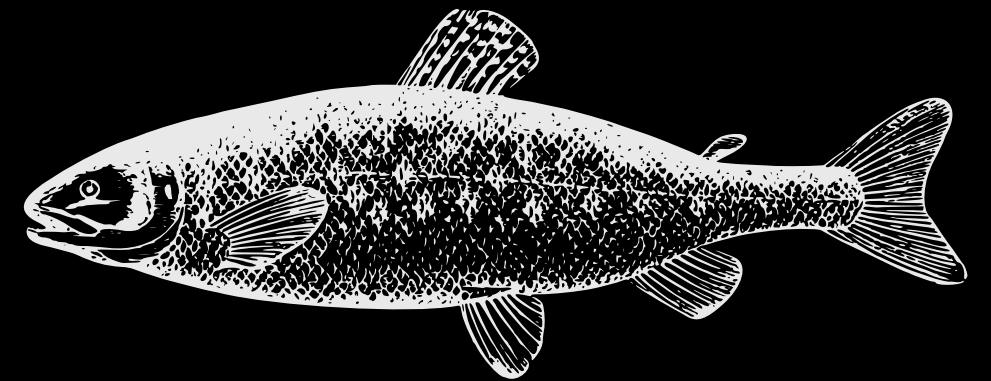


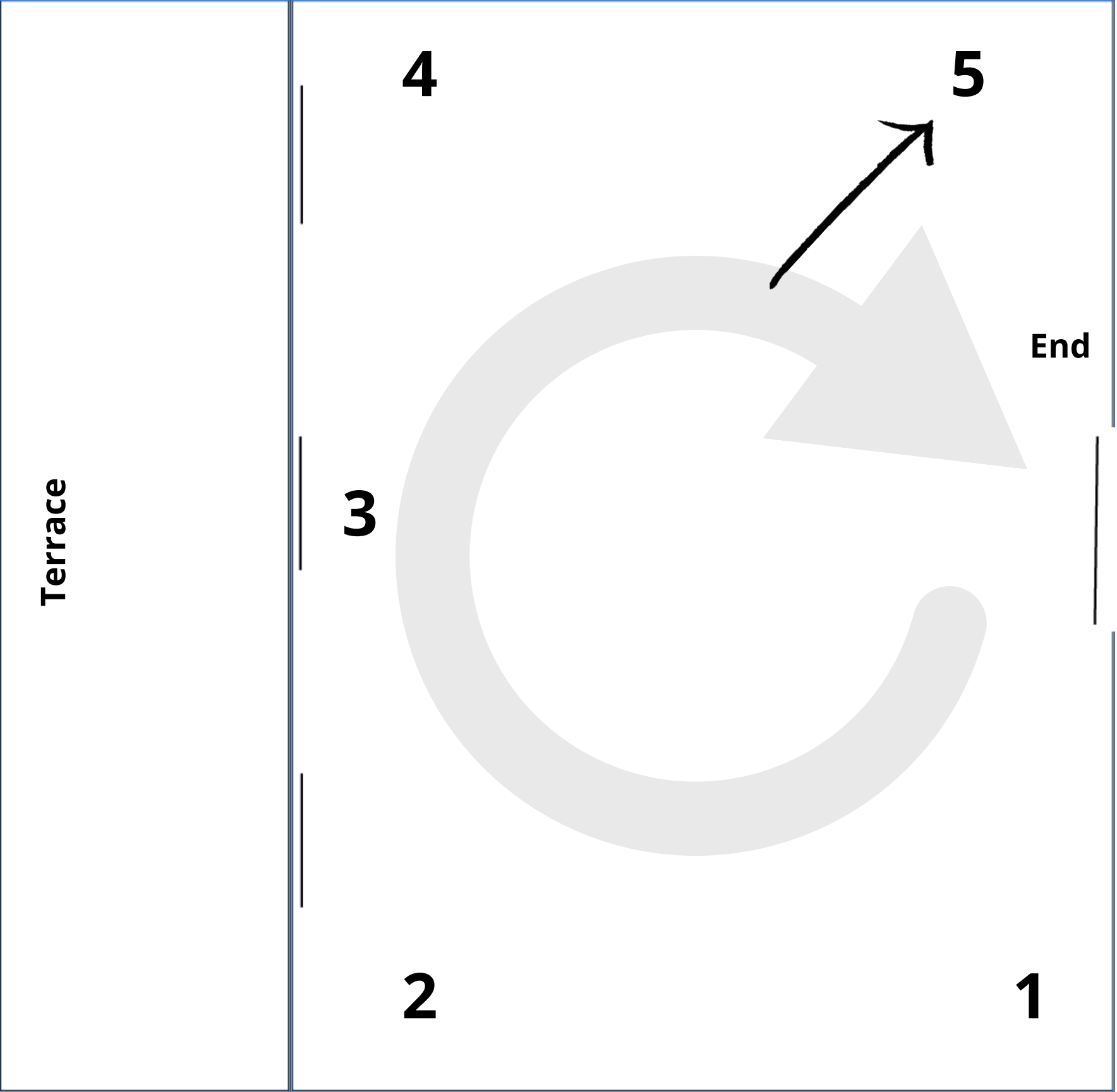
HOW



Play dress up (merchant/fisherman)

Workshops (connecting the museum to Rialto's world)





Taste

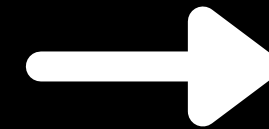


Focus

- Historical evolution of recipes:
Linking archival documents and
archaeological finds about fish/spice
trade and produce/eating to Venetian
recipes today



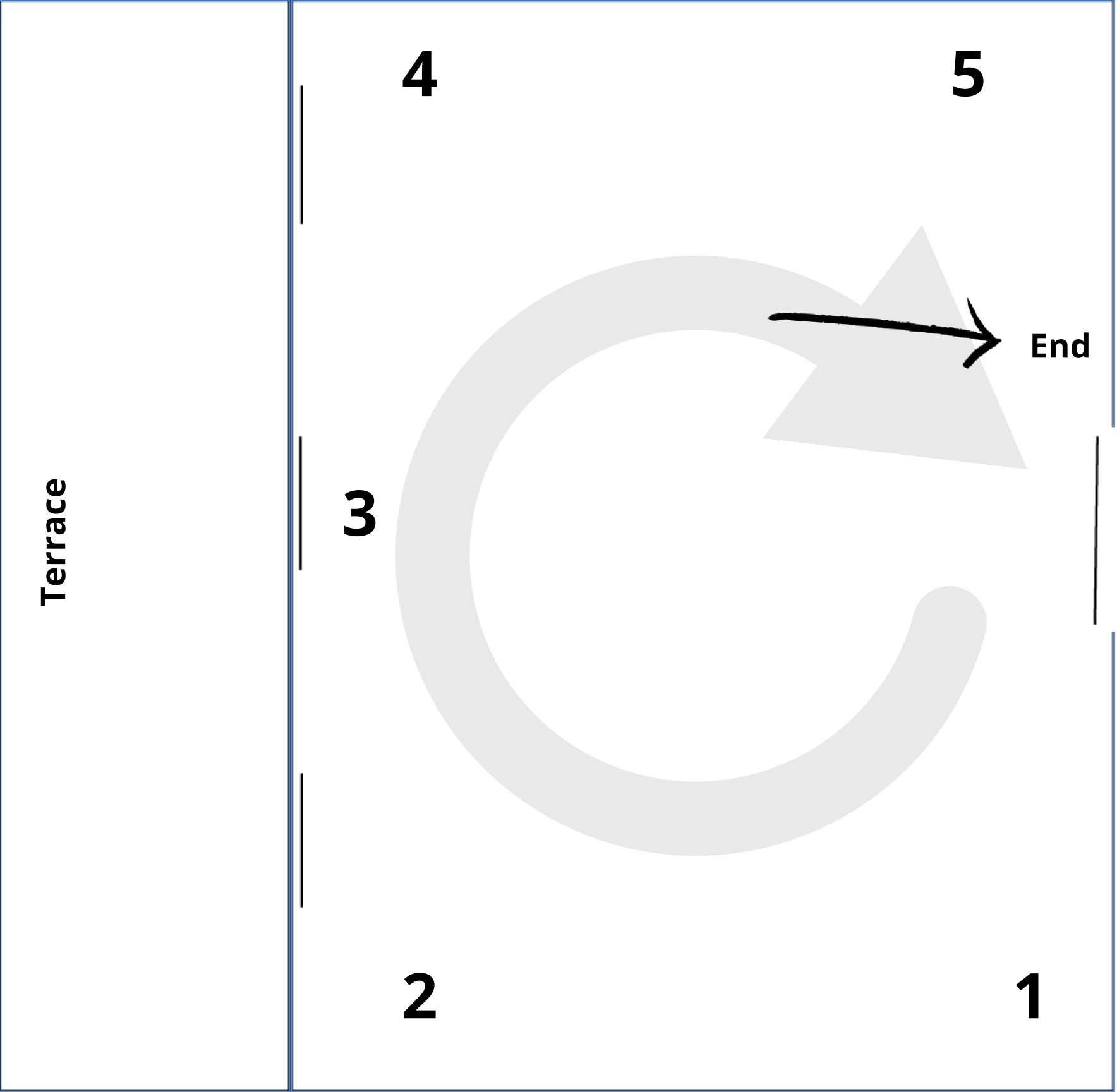
HOW



Display ancient cookbooks and archival
documents of traditional recipes

Display archaeological finds and artifacts
(tableware pottery, cooking tools...)

Animations, interactive tools and
educational activities



Conclusion

The five senses, the history and the traditions
that make Rialto Rialto.
How can we preserve its future?



If you are interested in learning more about our project, go check our Link Tree page, to find in-depth studies and more!

<https://linktr.ee/RialtoPresentation>



*All our knowledge begins with the **senses**, proceeds then to the understanding, and ends with reason.
There is nothing higher than reason.*

Immanuel Kant - Critique of Pure Reason