

CHIACCHIERE DI PORTINERIA

THE NEWS FROM RETE

The new Carta Sospesa - what makes it unique.

The yellow color is the one assigned to Carte Sospese. Just like in some bars in Naples, where even today it is possible to order a “caffè sospeso”. Certainly, a random person will come in to ask the bartender if a coffee is available. A free, kind action, without any purpose, other than that of recognizing themselves as belonging to the same community.

PAGE 3

The book on Community Concierges

The volume “We take care of communities” explores the concept of “community activation”, clarifying its meaning and applications through the experience of Community Concierges. Born from the experience of the Italian Network of Popular Culture, the text explores methods and tools for building relationships and collaborative processes with a view to community welfare and social innovation.

PAGE 6

The Community of Gift 2024 - The Game of Christmas.

Christmas is back and the Network of Community Concierges has prepared a special letter for girls and boys for this 2024. The Community of Gift is a simple but ambitious project, a legacy from the reaction to the pandemic that spread thanks to the Network of Community Concierges. A way to give voice to the individual wishes of girls and boys.

PAGE 7

The word Smartphone with J. Carlos De Martin Thursday, December 19 at 6:00 p.m.

Juan Carlos De Martin, full professor of computer engineering at the Polytechnic of Turin, analyzes the history, forms and consequences of the use of the smartphone, taking part in the review of “the Power of Words”.

PAGE 8



Rete italiana di cultura popolare IS BORN

“A project that sees the light from a proposal of the Teatro delle Forme, an association of young university students from Turin who, with the support of the Provinces of Turin and Cuneo, the Piedmont Region and the CRT Foundation, establish a Committee for the creation of the Italian Network of Popular Culture.” This is what a 2002 flyer says and which aims to tell the story of the genesis of a long

cultural journey, today a consolidated reality on the national and European territory.

Those were years in which the debate on the meaning of making

Why does a theatre association imagine another legal entity?

theatre was still very heated, where the dichotomy between entertainment and political and cultural commitment had not yet decreed a winner.

Fathers and mothers were sought outside the city, in the territories, to go beyond the experiences of the permanent theatres, of the children's theatre or that of the international avant-gardes, but also of the spasmodic recognition of the FUS, Fondo Unico-

dello Spettacolo, of the number of bordereaus, of the squares. They wanted to study the profound motivations of their actions. They immersed themselves in the province and in the lands of Carignano, Carmagnola, Bra and Savigliano, the first four municipalities that became a multidisciplinary residence.



Here there were spaces and opportunities to experiment, try to grow and differentiate points of view,

rediscover the theater in the ritual and celebration. They were years of research and falling in love with a forgotten calendar, or at most relegated to a phenomenon of the past. Thus the stories of the hemp farmers of Carmagnola came to light, the singing to the eggs (cantè j'eu) in the lower Piedmont and then, with the involvement of other territories and provinces, up to Lecce, for the Notte della Taranta with Ambrogio Sparagna. Forty Italian provincial bodies joined the Network, together with the UPI Union of the Provinces of Italy. Protagonists of the Festival delle Province, along the Italian backbone, starting from the Alps to cross the Apennines and arrive in the large islands of the south of the country. A journey, in the footsteps of Alan Lomax and Diego Carpitella, Alberto Cirese, Emilio Jona, Ernesto De Martino, Carlo Ginzburg and many others. There was an ancient road that, after the years of the folk revival, had not been traveled anymore, where theater, music and art in general were one of the moments in which to reclaim a history made of sociality and celebration, but also of poverty, oppression, injustice, rights, work, patriarchy. The rest were itinerant Chairs of popular culture hosted in Italian universities, laboratories in the stately squares of Turin, during the Festival dell'Oralità Popolare, which in 2025 will celebrate its twentieth edition with the name of Festival delle culture popolari. The squares of the center were invaded by cultural events, where you could meet the rice weeders of Medicina, those who had filmed the film "Riso amaro" with Silvana Mangano, Maestro Roberto De Simone and his Gatta Cenerentola, the popular singing of Giovanna Marini, the Opera dei Pupi of Turi Grasso, the masks of the Mamuthones and the Canto a Tenore from Sardinia, the tarantella of Gargano of the Cantori di Carpino or the Gruppo Spontaneo of Magliano Alfieri, all recognized as Witnesses of Popular Culture. Or you would set off in a rickety Panda towards Borbona, a small town in Upper Lazio, where a very young Vito Ventura, now Shade, would go to cross the words of his rap with

the ottava rima of the poets a braccio from Rieti.

This is the DNA of a Network that has often operated against the current, carrying with it a history of research and action, without which today we could not understand the many projects that look at multicultural complexities, new rites, new celebrations, a calendar that continues to change. Guess Who's Coming to Dinner?, which since 2011 has subverted the idea of hospitality, was the project that marked a fundamental step in the history of the Network, that of understanding the speed with which communities were transforming.

The first 20 years of the Rete

The first 20 years of the Network have seen the presence of great intellectuals, one of all Tullio De Mauro, who not only was a guide of the association - his intuition to use a different dictionary in the Portal of knowledge - but, together with his wife Silvia Ferreri, wanted to donate to the Network an important part of their book heritage, the one dedicated to dialects and minority languages, thus creating a Fund recognized by the MIC, Ministry of Culture. For some years now, Chiara Saraceno has been the president of the Network, who continues to enhance its history and at the same time innovate it with a focus on the way in which local contexts can crystallize inequalities, but also be points of aggregation of resources, human and social capital. A perspective that, in continuity with the original one of the Network, does not separate cultural work and social work, and at the same time requires leaving self-referentiality to cultivate cooperative practices, as happens in the Community Portinerie. Born during the pandemic period, the Community Portinerie continue to be inspired by what was learned in that first experience. Attention to the most fragile, to adolescents, to people in difficulty



has become an essential element, not in a charitable perspective and approach, but of involvement in cultural activities to discover together, not only the needs, but the respective skills. To this end, the Network has developed original community activation processes, tools such as the aforementioned Knowledge Portal and methods of participation and involvement that are once again making it cross the Apennines to the islands: this time no longer for a festival, but to spread the unique experience of the Community Portinerie Network.

On December 13th we will have a party,

at the headquarters of the Network and the De Mauro Fund, together with the families of “Guess who’s coming to dinner?”, with our friends of always and with the inhabitants of the Community Portinerie, with the institutions, the witnesses and with all those people who have been and are part of this story.

A special occasion to present the book on the Portinerie “We take care of the communities. Tools, experiences and methods on community activation” written by many hands and with different disciplinary styles and approaches, by scholars and operators in the field who have given voice to those processes that are at the basis of a paradigm shift in social intervention.

The Portale dei saperi, a community welfare platform, is transforming the intangible value of relationships, which are at the origin of the Community Portinerie®.

The work of building a sustainable model capable of activating networks has led us to protect the brand, as well as to draft an innovative social franchising contract, so that the replicability of the model is not a ready-made social marketing idea, but the transmission of specific knowledge, techniques and skills.

How will we celebrate?

PROGRAM FROM 11TH TO 20TH DECEMBER.

WEDNESDAY, DECEMBER 11

11.30 am

Presentation of the book on Portinerie di comunità to institutions, media and organizations, on the occasion of the 20th anniversary of the Network.

FRIDAY, DECEMBER 13

from 5.30 pm

- **Dona la voce** - record your voice— from 6.30 pm
- **Presentation of the book on Portinerie di comunità®** following
- **Aperitif and final toast with the “Guess Who’s Coming to Dinner?”** families from Morocco, China, Peru, Egypt, Somalia.

FROM MONDAY 16TH TO FRIDAY 20TH DECEMBER

- **Tradi Radio:** podcasts, popular music and meetings held in these 20 years broadcast on: www.tradiradio.org.

WEDNESDAY, DECEMBER 18

6.30 pm

State Archives of Turin - Piazza Castello 209

- **Scenic reading “The Dream of Benino”** dramaturgy and staging by Antonio Damasco and Maurizio Verna.



A “CARTA SOSPESA” for those who need it



THIS CARD IS A GIFT.

But this card is also much more, the yellow color is the one assigned to suspended cards. Just like in some bars in Naples, where even today it is possible to order a “suspended coffee”, with the certainty that a person, sooner or later, will come in asking the bartender if someone had left a coffee. A free, kind action, without any purpose, other than that of recognizing themselves as belonging to the same community.

So as soon as you want to activate this Card, we will be happy to donate another, suspended, to the many people who come to the community Portinerie every day, now for four years. They come to recharge their phone battery, because they do not have a home, to look for a job or simply because they do not want to be alone. But above all they enter the Portal of knowledge, to become part of an ecosystem that tells us what needs, skills and desires that Portineria will have to develop. If you come to visit us, we will tell you which services and projects you can participate in, who knows, maybe without you knowing, you will find yourself side by side with the person to whom you donated your “suspended”.

We are already waiting for you.

3 INNOVATIVE MODELS AND 6 EXISTING PORTINERIE: *trust the original.*

In 2024, the Concierge Network reached the number of 6 active places organized around 3 innovative welfare models, catalysts of needs, resources, stories and specific identities of each territory.

1. REGENERATED SPACES IN URBAN AND PERI-URBAN AREAS

a system of city places of integrated social and cultural services, with a low access threshold, between Porta Palazzo, Aurora and Borgo San Paolo;

2. INSIDE OUT SCHOOLS

a system of Inside out schools that dialogue between the school community and the neighborhood, expanding throughout Italy;

3. COMMUNITY CONCIERGE IN PUBLIC LIBRARIES

a socio-cultural infrastructure project in internal areas promoted by CISS 38, with the Passi Montani project which has 2 active locations.

The 6 Portinerie di comunità[®]:

The Portinerie di Comunità were born thanks to the strategic partnership with the CRT Foundation of Turin.

1. Porta Palazzo (Piazza della Repubblica 1/F) - the space of a former newsstand, now dedicated to low-threshold integrated services that acts as a hinge between heterogeneous social and cultural segments;

2. Inside out school I.S.S. Lagrange (inside the Lagrange Institute) - operates in an open school, dialoguing with the internal community and the neighborhood;

3. Borgo San Paolo (in Via Osasco 19/A) - the regenerated area of a former bowling alley to intercept needs, skills and desires in particular of families, schools, adolescents and single people.

In the **Internal Areas**, the Network of places has developed by reinventing itself in new paths, such as

4. 5. the Community Portinerie[®] of Cuorgnè and Pont Canavese, born inside Civic Libraries that try to promote integrated services and become a social infrastructure in mountain areas;

6. the Inside out school Committo – Valperga, Portineria, which, always inside

a school, promotes exchange with the internal community and the valorization of local potential.

Future prospects: job development and upcoming openings in 2025.

Taking care of communities, supporting live and nascent synergies, engaging in systematic monitoring and shared co-construction, carefully studying the sustainability of the project in all its parts, allows us to strengthen the Network of Community Concierges and extend its boundaries.

It is on these assumptions that Rete Italiana di Cultura Popolare has started and is carrying forward a dialogue with the entire national territory, from North to South of the boot.

The next development areas scheduled for 2025 include some neighborhoods in the cities of Milan, Palermo and new territories in the internal areas of Canavese and Valli di Lanzo.

In **Milan**, desired by the Cariplo Foundation and in dialogue with various municipal services and in particular with Municipio 4, the work of mapping, analysis and co-design has brought out complex themes and horizons. Aggregation for the youngest; sport and culture as drivers of change; the need to rethink the city in terms of free, accessible places with integrated activities; valorizing the common good to strengthen the sense of belonging and combat deviance and loneliness, are just some of the instances that, through the possible development of the Network of Community Concierges, we are trying to translate into concrete, synergic and sustainable actions.

In **Palermo**, the planning energy this time comes from the public policies of the municipality, which involved the management bodies of the SAI, Reception and Integration System, and various interlocutors in the territory. The idea of an infrastructure that, thanks to the model of the Community Concierges and above all to the use of its Knowledge Portal, can give life to

common, monitored and more effective actions, returns.

2025 will see the growth of the Portinerie di Comunità infrastructure in the internal areas of Canavese, which after Pont, Cuorgnè and Valperga, and thanks to a cross-border project, the Metropolitan City of Turin has decided to develop. In collaboration with the two social-welfare Consortia: C.I.S. Ciriè and In.Re.Te. Consortium.

DISCOVER MORE

www.portineriedicomunita.eu



THE SCHOOL OF PORTINERIE DI COMUNITÀ – *traveling welfare chairs*

Turin, Milan, Canavese and Valli di Lanzo, Palermo and Agrigento. These are just some of the territories that have already applied for the “Scuola delle Portinerie di Comunità”. The Italian Network launches a new project with the idea of creating a network between the north and south of Italy to train operators who work in close contact with local communities.

A tested model, capable of integrating public, private and third sector actors, to build an ecosystem of relationships. The Portale dei Saperi, the community welfare platform that collects and shares skills, needs and desires of a place, will be the tool that will unite and not only ideally the territories, a laboratory in motion from Palermo to Milan, up to the cross-border valleys between the Piedmontese and French mountains.



The spread of portinerie di comunità.

LEARN MORE

If you are also a Municipality, entity or institution interested in the school, write to: info@retepop.org

- REQUESTS RECEIVED
- ACTIVE AND DEPARTING Portinerie

THEY ARE ‘INSPIRED’ BY US

After almost five years since the opening of the first Portineria di comunità® in Turin and seven years of research and study to model processes and tools, we inaugurate the column They are “inspired” by us.

The Portineria Chiacchiere will help us spread the results of an observatory created to monitor how, from the Canton of Ticino to Battipaglia, the realities that have drawn, let’s say, “inspiration” from our Community Portinerie have multiplied. Maybe changing the name a bit: neighborhood, solidarity, proximity, social or even using military terms, such as outpost.

Almost all the promoting bodies have participated in webinars, individual meetings, some have come directly to visit us at our offices to ask for collaboration. Unfortunately, in the majority of cases these are counter offices, CAF, bars, commercial establishments, information offices, buildings with a few chairs in front.

The latest in chronological order have been spotted in Verona and in a well-known square in Naples. The most daring in Tuscany, between Siena and

Prato, in this case thought of directly naming the enterprise “Rete delle Portinerie di comunità Toscane”, winning a regional tender and involving unaware municipalities, but omitting that it was a registered trademark*.

But then how is it possible to replicate the Portinerie model without betraying it with forms of misappropriation?

As it is already having in Milan, Palermo, in many Piedmont territories and the many requests not only in Italy. But if we want the replicas of the Portinerie di comunità not to become just the shell or a pret-a-porter social marketing idea (with the sole purpose of winning some tender), we must safeguard the work of building a sustainable model, capable of activating networks and building impact. The creation of a superficial copy risks having a negative impact on the perception of the original

This was the reason that led us to register the Portinerie di comunità® trademark, create a School of Community Portinerie and study a very original social franchising contract with the Polytechnic of Milan and a lawyer.

This will allow us not only to transfer knowledge, methods, processes and tools such as the Portale dei Saperi, but also, through networking, to become a more effective interlocutor towards national and European decision makers. Helping to generate a third sector capable of recognizing tested processes and know-how and working in a network where projects already exist, so as to strengthen its credibility, reputation and role on an institutional and formal level.

*The Italian Network of Popular Culture is the owner of the “Portineria di Comunità” trademark, registered with the Office of the Ministry of Business and Made in Italy, General Directorate for the Protection of Industrial Property - Uibm with no. 302022000108370 and of the Portale dei saperi trademark, registered and granted by the Office of the Ministry of Economic Development, General Directorate for the Protection of Industrial Property, Italian Trademark and Patent Office with no. 302022000108370.

The book on PORTINERIE DI COMUNITÀ

“Community Activation”: a terminology that needs to be clarified.

The Rete Italiana di Cultura Popolare defines its action in terms of community activation, an expression that is as widespread in social work as it is taken for granted in its meaning and purpose. The two terms that constitute it, activation and community, are however only apparently self-evident. On the contrary, they can lend themselves to ambiguities and misunderstandings both in discursive use and in concrete practices. Ambiguities and misunderstandings that therefore need to be resolved and clarified.”

From the introduction by Chiara Saraceno, President of the Italian Network of Popular Culture.

We take care of communities

is the first volume on the Community Concierges, born in Turin, and become a national social franchising, published in the year in which the Italian Network turns 20. A turning point, an opportunity to be able to tell the work done in

recent years with local communities, public bodies, the third sector, people, in building complex processes and enhancing the greatest asset we have: relationships. A text created by many hands and with different styles, by sociologists, anthropologists, economists, urban planners, philosophers and social innovators who have given voice to those processes that are at the basis of a paradigm shift in social intervention.

Without a process of caring for human relationships, even urban regeneration risks being a pure exercise in style.

There is a need for time, alliances and lasting processes of community activation and mutual listening, which enhance the knowledge and points of view of each and at the same time build processes of common, documentable and transmittable knowledge. It is from this awareness, matured over the years with fieldwork that the Italian Cultural Network has developed its own method and work tools in giving life to the Community Portinerie®: physical places of individual and inter-institutional meetings and collaborations, public spaces in which forms of sociality are cooperatively built and emergent needs are responded to. This small volume gives an account of this work, of the principles that inform it, of the importance of the community welfare platform - the Portal of knowledge - which constitutes its knowledge base, of the conditions that are necessary to reproduce it in different contexts in the form of social franchi-

ing: to avoid using an attractive label, without taking care of the method and skills required to make a Community Portineria® an effective and sustainable tool for social and cultural action.

We would like it to be a Christmas read for those in the sector but above all for those who are not, to feel touched and not excluded by those collective processes that generate places like the Portinerie, in which the added value is the people and individual stories, a piece and resource of a community.



THE CHRISTMAS GAME:

participate and donate too.

The community of giving, like every year, brings with it new things, which in reality are nothing more than the mirror of the communities that are changing. Christmas is also a time for reflection and for receiving letters, wishes, and donor participation in the Portinerie, which help us understand what happened this year. What reactions and consequences have conflicts in Europe, Africa, and the Middle East had on us? And the effects of climate change? The growth of absolute poverty in Italy?

We know we have a privileged observatory, that of boys and girls, who write us letters that are never banal and without mediation, and this is what has pushed us to organize a Christmas initiative that is even less consumerist, more inclusive and sustainable, in which to express one's immaterial wishes and spend the days of Christmas together.

It is called "the Christmas game": a fishing for gifts where every girl and boy, boy and girl writes a special letter in the community Portinerie.

The collection of letters takes place from December 9 to 14 in Turin, but for the first time this year the Community Portineria of Cuorgnè has also joined. As has been happening since 2020, it remains an opportunity to dialogue with families and go beyond the material gift, to understand their needs, their unexpressed needs, to return to listening. Gifts will not stop wars or climate change, but they will give us the opportunity once again to look each other in the eye and feel a little less alone.

How does it work?

- The boys and girls go directly to the Portineria to fill out a letter designed just for them.
- The names and ages of the boys and girls are collected, but above all the meaning of Christmas 2024.
- The number of gifts to buy for each age group and a specific fundraising campaign are spread.
- Everyone receives a surprise gift without gender discrimination.
- Purchases are made at commercial activities, which have joined the "proximity currency" of the Network of Community Portinerias;
- This period, beyond one's religious belief, remains an important moment for everyone to be together: The distribution of gifts, through "The Christmas Game" takes place on December 20th in the Community Portineria of Cuorgnè, in the Civic Library and on December 23rd in Piazza della Repubblica in Turin.



What can YOU do?

- A monetary donation (Satispay, Paypal, bank transfer, cash)
- Become a Portinerie volunteer to go shopping and wrap together from December 16 to 20;
- Participate in the Christmas game: on December 20 in the Cuorgnè community Portineria, in the Civic Library from 4:30 pm to 6:00 pm and on December 23 in the Porta Palazzo community Portineria from 4:30 pm to 6:30 pm.

INFO AND DONATIONS

www.portineriedicomunita.eu/comunita-del-dono/
info@portinerie.it

THE POWER OF WORDS:

the 2025 events

The Power of Words is the monthly review of the Tullio de Mauro Fund that collects the legacy of the professor, reflecting on the meaning of words and their use. The guests of these meetings are invited to take care of a word that is inserted in a special dictionary: the Dictionary that takes care of words.

A useful tool to free your thoughts,

express yourself and learn words that are often abused and distorted in everyday media language.

The review, which began in 2018, today has 65 guests and episodes of a podcast that is an open editorial team that meets at the Fondo De Mauro, on the Terrazza delle parole and in the Portinerie di comunità on the last Thursdays of the month from November to July.

Words that are curated in an imaginative hospital of words where a large wall hosts the signatures of those who have joined the appeal, including: Gianrico Carofiglio, Franco Lorenzoni, Domenico Quirico, Bruno Segre, Francesco Remotti, Gian Enrico Rusconi. Words such as adoption, parenthood, well-being but also living, suburbs, civil economy and smartphones form the series of the first four volumes.

RASSEGNA 2024/2025 IL POTERE DELLE PAROLE



BENESSERE

21 2024 GIOVEDÌ
NOVEMBRE

NORMA DE PICCOLI

SMARTPHONE

19 2024 GIOVEDÌ
DICEMBRE

J. CARLOS DE MARTIN

ABITARE

30 2025 GIOVEDÌ
GENNAIO

GIOVANNI SEMI

PERIFERIE

27 2025 GIOVEDÌ
MARZO

FEDERICA VERONA

GENTORIALITÀ

24 2025 GIOVEDÌ
APRILE

DANIELA DEL BOCA

ADOZIONE

22 2025 GIOVEDÌ
MAGGIO

FRIDA TONIZZO

PENSIONE

12 2025 GIOVEDÌ
GIUGNO

ELSA FORNERO

ECONOMIA CIVILE

5 2025 SABTO
LUGLIO

STEFANO ZAMAGNI

YOU CAN LISTEN TO THE PODCAST HERE
www.tradiradio.org/portfolio-articoli/il-potere-delle-parole/

HERE YOU CAN FIND THE FIRST 3 VOLUMES:
www.reteitalianaculturapopolare.org/il-potere-delle-parole/