

MODERN ETHNO-ANTHROPOLOGICAL MUSEUMS IN SARDINIA

The article addresses the current state of ethno-anthropological museums in Sardinia, which has not received coverage in scientific discourse. Paradoxically, this region is one of the leaders in Italy and Europe both in terms of the number of museums (including ethno-anthropological ones) and the pace of ongoing museification, but at the same time it has the lowest index of museum visits, both by “internal” and “external” tourists. In an effort to explain this phenomenon, the authors, relying on various sources, including their own field experience, turn to the historical, socio-cultural, psychological, economic, and political realities of Sardinia. Interest in the region’s history and culture is growing, but at the same time, identity politics are becoming more radicalized, declarations of ethnic exclusivity are becoming more emphatic, history is being rewritten, traditions are being invented, cultural myths are being created, and cultural heritage is being commercialized with the development of tourism as a factor in improving living standards. Referring to individual examples of ethno-anthropological museums, the authors consider various approaches to Sardinian museum business (scientific and commercial) as reflections of social processes.

Keywords: *Sardinia, ethno-anthropological museums, intrinsic motivation of museification, tourism development, new museum strategies*

Authors Info: **Maxia, Armando A.** — Ph.D. in Demoanthropology, Director, Ethnographic Museum of Sardinian Mountain Culture (Parco Comunale Pastissu, 08031 Aritzo (Nuoro), Italy). E-mail: maxiaarmando@tiscali.it ORCID ID: <https://orcid.org/0000-0002-2920-6921>

Zhuravleva, Aleksandra V. — Ph.D. Student, Center for European Studies, the Russian Academy of Sciences N. N. Miklouho-Maklay Institute of Ethnology and Anthropology (Moscow, Russian Federation). E-mail: zhuravleva.alex@gmail.com ORCID ID: <https://orcid.org/0009-0008-4451-2426>

For citation: Maxia, A., and A. Zhuravleva. 2025. Modern Ethno-Anthropological Museums in Sardinia. *Herald of Anthropology (Vestnik Antropologii)* 3: 65–81.

References

- Alziator, F. 1978. *Il folclore sardo* [The Sardinian Folklore]. Sassari: Dessi. 270 p.
- Atzori, M. 2002. I beni culturali etnografici. Alcune esperienze museali in Sardegna [Ethnographic Cultural Heritage. Some Museum Experiences in Sardinia]. In *Museo e Cultura* [Museums and Culture], ed. by J. Cuisenier, J. Vibaek. Palermo: Sellerio. P. 299–311.
- Borgioli, C. 2013. Musei e sistemi nelle politiche regionali della Sardegna (1950–2008) [Museums and Systems in the Regional Policies of Sardinia (1950–2008)]. In *Sistemi museali e musei in Sicilia e in Sardegna. Politiche ed esperienze* [Museum Systems and Museums in Sicily and Sardinia. Policies and Experiences], ed. by C. Borgioli, D. La Monica, E. Stinco. Pisa: Felici. P. 9–109.
- Buttitta, A. 2002. Preliminari alla museologia etnoantropologica [Preliminaries to Ethnoanthropological Museology]. In *Museo e Cultura* [Museum and Culture], ed. by J. Cuisenier, J. Vibaek. Palermo: Sellerio. P. 35–41.

- Cirese, A. M. 1968. I Musei del mondo popolare: collezioni o centri di propulsione della ricerca? [The Museums of the Popular World: Collections or Research Propulsion Centers?]. In *Museografia e Folklore. Atti del seminario di studi* [Museography and Folklore. Proceedings of a Research Seminar], ed. by Pirrone G. Architetti di Sicilia (Special issue dedicated to the proceedings of the Seminar on "Museography and Folklore", Palermo 21–23 November 1967). 17/18: 13–21.
- Cirese, A. M. 1977. *Oggetti, segni, musei* [Objects, Signs, Museums]. Torino: Einaudi. 130 p.
- Clemente, P. 2002. Estetica e comunicazione di massa nella museologia antropologica [Aesthetics and Mass Communication In Anthropological Museology]. In *Museo e Cultura* [Museum and Culture], ed. by J. Cuisenier, J. Vibaek. Palermo: Sellerio. P. 53–68.
- Fais, O. D. 2004. Evtanaziia v traditsionnoi kul'ture (institut sa akkabadora v Sardinii) [Euthanasia in Traditional Culture (the Sa Accabador Institute in Sardinia)]. *Etnograficheskoe obozrenie* 1: 89–101.
- Febvre, L. 1949. *La terre et l'évolution humaine introduction géographique à l'histoire* [A Geographical Introduction to History]. Paris: Michel. 475 p.
- Figari, C. 2003. Ma dove sono finiti i visitatori dei musei. *La Nuova Sardegna*: 27.11. P. 18.
- Forin, G. 2002. Origine e tipologia dei musei entnoantropologici e analisi dell'evoluzione degli interessi del pubblico come utente [Origin and Typology of Ethnoanthropological Museums and Analysis of the Evolution of the Interests of the Public as a User]. In *Museo e Cultura* [Museum and Culture], ed. by J. Cuisenier, J. Vibaek. Palermo: Sellerio. P. 167–199.
- Gallini, C. 1973. *Dono e malocchio* [Gift and Evil Eye]. Palermo: Flaccovio. 185 p.
- Lilliu, C. 1997. *Guida alla visita dei musei e delle collezioni della Sardegna* [Guide to Visit the Museums and Collections of Sardinia]. Cagliari: Assessorato della pubblica istruzione, beni culturali Regione autonoma della Sardegna. 297 p.
- Lilliu, G. 2002. *La costante resistenziale sarda* [The Sardinian Resistance Constant]. Nuoro: Illiso. 456 p.
- Mameli, F. 2024. I differenti valori del "patrimonio culturale" sardo. Definizioni, significato e impatto sociale ed economico [The Different Values of Sardinian "Cultural Heritage". Definitions, Meaning and Social and Economic Impact]. In *Logu e Logos. Questione sarda e discorso decoloniale* [Logu and Logos. Sardinian Question and Decolonial Discourse], ed. by G. Cherci, F. Pau. Milano: Meltemi. P. 131–202.
- Mannia, S. 2017. Al gran galà delle maschere. Considerazione sulle pratiche carnevalesche nella Sardegna contemporanea [At the Grand Gala of Masks. Consideration on Carnival Practices in Contemporary Sardinia]. In *Oltre Carnevale: maschere, travestimenti, inversioni* [Beyond Carnival: Masks, Disguises, Inversions], ed. by S. Mannia. Palermo: Fondazione I. Buttitta. P. 119–151.
- Maxia, C. 2013. Note sul pastoralismo in Sardegna [Notes on Pastoralism in Sardinia]. In *Pastori e comunità a Fonni. Un museo per la storia della cultura pastorale* [Shepherds and Communities in Fonni. A Museum for the History of Pastoral Culture], ed. by G. Murru Corrigan. Fonni: Scuola Sarda. P. 46–55.
- Miceli, S. 1973. Ricerca deduttiva per un museo critico del mondo popolare [Deductive Research for a Critical Museum of the Popular World]. *Uomo&Cultura* VI(11–12): 245–251.
- Mondardini Morelli, G. 1998. *Pesca e pescatori in Sardegna. Mestieri del mare e delle acque interne* [Fishing and Fishermen in Sardinia. Crafts of the Sea and Inland Waters]. Cinisello Balsamo: Silvana. 256 p.
- Mongili, A. 2015. *Topologie postcoloniali. Innovazione e modernizzazione in Sardegna* [Postcolonial Topologies: Innovation and Modernization in Sardinia]. Cagliari: Condaghes. 320 p.
- Murgia, G. 2018. Sardegna tra leggenda e realtà: "Sa femmina accabadora", colei che dà la buona morte, nelle immagini e nelle parole di alcuni autori sardi [Sardinia Between Legend and Reality "Sa femmina accabadora", the One Who Gives the Good Death, in the Images and Words of Some Sardinian authors]. *Italianistica Debrececiensis* 24: 77–84.
- Paffi, M. 2020. La gestione del sistema museale di Mamoiada [The Management of the Museum System of Mamoiada]. *Dialoghi Mediterranei* 44. <https://www.istitutoeuroarabo.it/DM/la-gestione-del-sistema-museale-di-mamoiada/>
- Rudas, N. 1999. L'interazione arcana. All'origine della creatività dei sardi [The Arcan Interaction: At the Origin of the Sardinian Creativity]. In *L'ora dei sardi* [The Sardinian hour], by S. Cubeddu. Cagliari: Fondazione Sardinia. P. 255–292.