

“THE RIGHT TO THE MUSEUM”: BAMBERG MUSEUM OF MARKET GARDENERS AND WINE-GROWERS AS A PLACE OF HERITAGE AND CONFRONTATION

The article, based on extensive fieldwork and archival research, focuses on a small regional museum dedicated to the professional group of market gardeners and wine-growers in Bamberg. The author attempts to answer the following questions: if the museum as an institution preserves and exhibits objects of the distant past, how does it relate to a still active professional group? How do the gardeners and winegrowers use “their own” museum? Is it theirs indeed? The Market Gardeners’ and Wine-Growers’ Museum was created thanks to the initiatives and possibilities of certain individuals who had the necessary expertise and administrative resources. When two concepts and expositions — the initial one from the 1970s and the new one from 2011 — were compared, it was revealed that the museum exists in two modes. The first of them preserves and exhibits heritage, and the second one is practical: the museum serves as a meeting house for the professional association. An analysis of the gardeners’ community’s reactions to the 2011 re-exposure, in the context of the city’s and professional group’s changed cultural status, revealed conflicts over the right to the museum. While the previous rhetoric that the museum belonged to them maintained, the Bamberg market gardeners were actually pushed to peripheral and honorary positions, but lost the governing role they used to play before.

Keywords: Market Gardeners, museum, heritage display, City of Bamberg, intangible cultural heritage

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