

EXHIBITION GUIDE THE CITY: LOCAL AND GLOBAL

The museum has always chosen innovative and audacious museographies that sometimes provoked visitors to tell us that, although there are nice things, they are difficult to understand. With this guide we would like to provide you with some information to have a profitable visit. You will see that behind the form there is content!

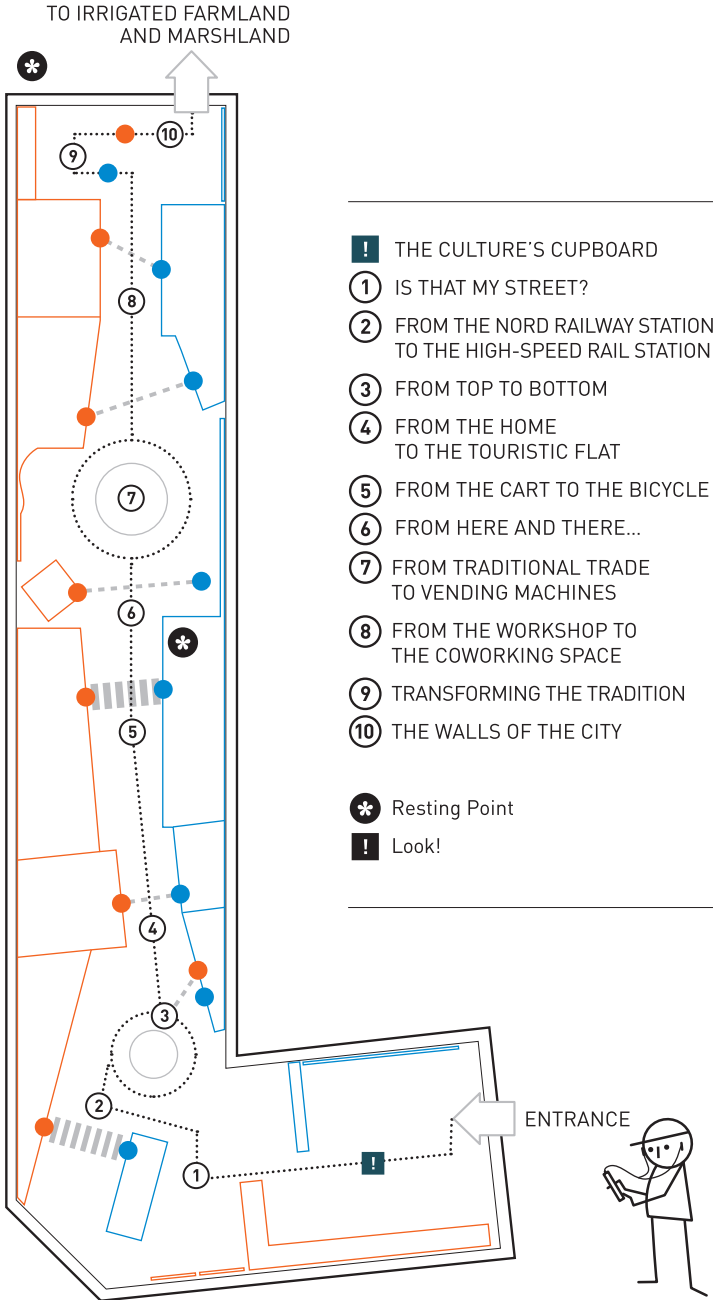
The main idea of THE CITY is to reflect on the changes that globalisation causes in the Valencian cities. There are many, but here we present a selection of them. On the left of the hall we show you some aspects of the traditional city, and on the right you will see their transformations.



Museu Valencià d'Etnologia



EXHIBITION PLAN

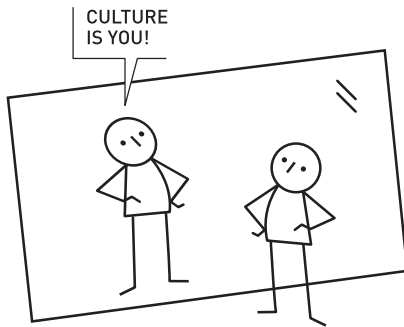
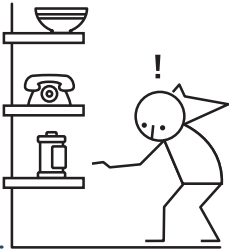


THE CULTURE'S CUPBOARD



The drawing you have in front of you has been done using objects from the museum's collection. There are a lot of more than ploughs and hoes!

On the left you can see the *Culture Cupboard*, that hidden place in which we store all that we think that represents us, that speaks about us.



On the right you are reflected in a calligram. With this we want to symbolise that the museum shows objects but, in the end, talks about people. The culture is you.

A GLOCAL pot.

Mickey Mouse, a universal icon – GLObal – used to decorate a traditional ceramic object from the 40s made in the Valencian village of l'Alcora– loCAL–.

Globalisation started earlier than we thought!



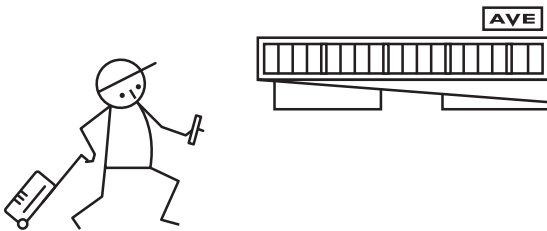
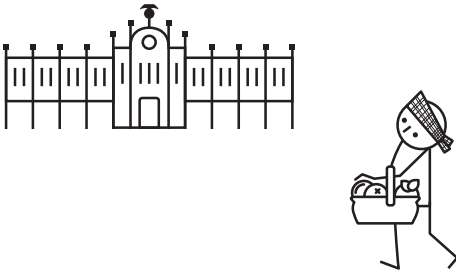
Did you know that...?

The requirements to consider a settlement as a city depend on different criteria as how many inhabitants it has.

In Spain the minimum number of inhabitants is 10,000. However, in Canada it is only 1,000 people.

Compare.

The North train station is a symbol of the city of València. In addition to the architectonic quality and the historical events happened there, its decoration is a collection of the Valencian imaginary: flowers, oranges, *falleras* and the shield of the city.

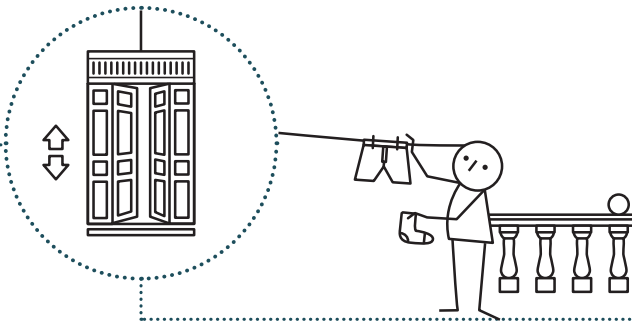


Now, look at the High-Speed rail train station. It could be located in any city of the world; nothing links it with València, besides the name: Joaquín Sorolla (a renowned Valencian painter).

Did you know that...?

In 1903, the first lift was installed in a building in the city centre of Alicante.

Since then, this building was known as the House of the Lift.



New ways of inhabiting old spaces. With these two drawings we want to show some of the changes regarding the way of inhabiting over the last decades.

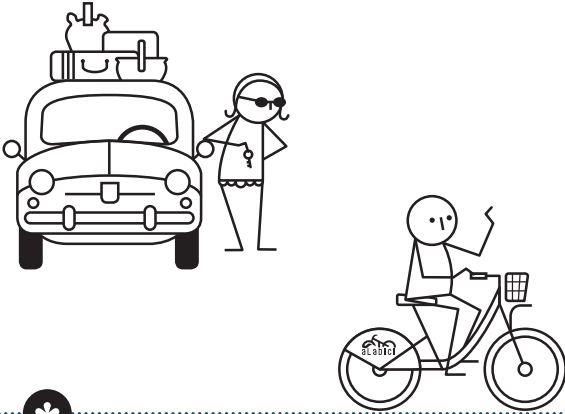
The Peris family lives now in a private village in Bétera (a village 30 km far from València). The flat where they lived in the city centre of València, have been renovated and is now rented to tourists.



This home, full of memories and lived objects, accumulated by several generations, is now an impersonal place temporarily inhabited by people who come from any part of the world.

Did you know that...?

The first SEAT 600 was made in 1957. Its price was 65,000 pesetas (the currency in Spain before the Euro) which nowadays would be around 18,000 Euros.



You can sit at the bus stop.

On the screen you have old images of the streets in which some of the current urban bus lines pass.



The phone box is an endangered species.

You can get in and pick up the phone; you will listen to immigrant people in València.

Besides the Valencian and Spanish languages, more and more different languages live together in our cities.

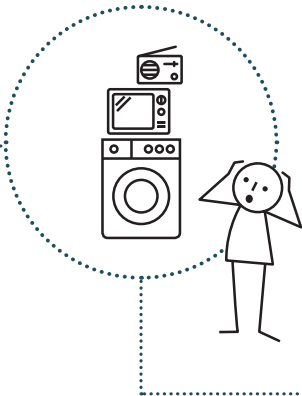


We have prepared this table with food products to represent the most numerous immigrant groups present in our city. You wouldn't imagine that we live together with such a large number of Italian people!

By the way, note that we, Valencian people, have also been, and still are, immigrants.

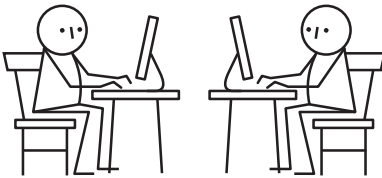
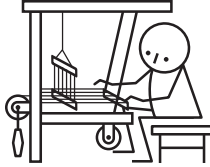
The tower reminds us when the city was a place where novelties used to arrive first; the modernity is represented here by devices that changed the domestic life.

The urban shops were attraction poles. Phrases like “*we are going shopping to... Castelló, Alacant, València*”, (and other big cities in our territory) were commonly heard in our villages.



The vending machine represents new ways of commerce, in which personal contact has disappeared.

In the old days, the urban artisan used to work in a house-workshop, this is to say, buildings which shared the home with the workspace. The workshops used to be located in the basements although they were also on higher floors, as is the case of this loom.



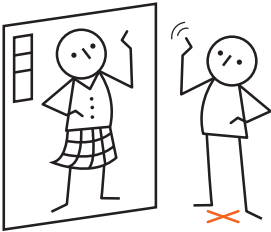
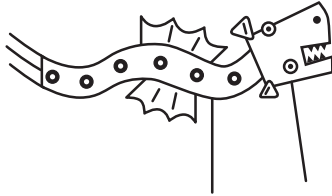
Did you know that...?

In the 18th century there were 3,500 looms in the city of València, from which 900 were devoted to manufacturing velvet.

Did you know that...?

The celebration of the Carnival was very important in València until it was banned in 1939 under the Franco dictatorship.

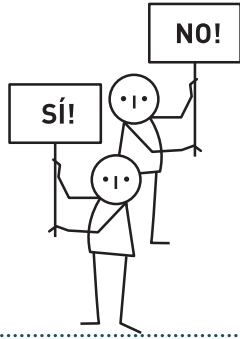
In costume houses such as Casa Insa, hundreds of dresses were rented every year to celebrate the Carnival.



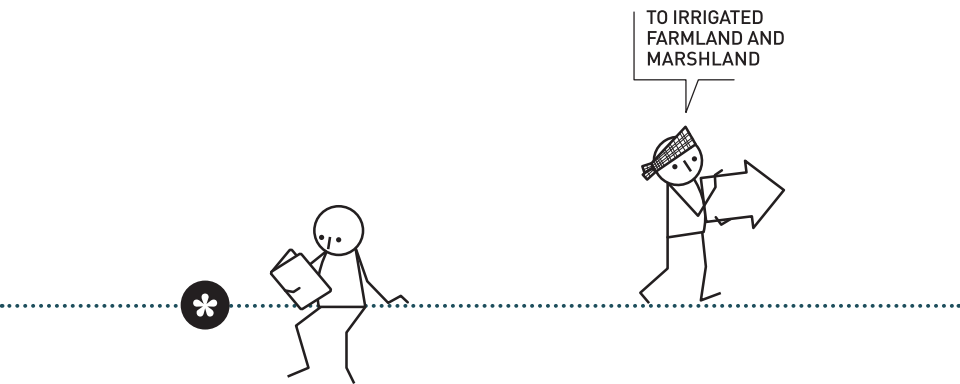
In the “virtual changing room” you can try on some of the thousands of clothes from Casa Insa’s (a traditional costume house in València) collection owned by the museum. They were dresses which were rented for celebrations, parades, the theatre or variety shows.

Did you know that...?

In 2019 there were more than 40,000 people over 64 living alone in the city of València. Among them, 7 out of 10 were women.



The walls separate and close, but they are also the support for every sort of individual and collective expressions: the graffiti, political and social demands, advertisements of sport and cultural events...



Now we will know some aspects of the Valencian irrigated farmlands and the marshlands. We leave the city and we are already in the irrigated farmland, with no transition.

Exactly as it is in reality in the city of València, it has the irrigated farmland situated within, an exceptional case in Europe.