

EXHIBITION GUIDE DRYLAND AND MOUNTAIN: THE INVISIBILITIES

For a majority of us, metropolitan people by obligation or by devotion, the drylands and the mountains are a sort of idealised spaces. Picturesque villages, “authentic” people, healthy eating, forests, fountains, grapevines, carob trees, and sheep and goat herds. An ideal territory to spend the weekends or the holidays as it is the antithesis of the city.

Here we want you to pay attention to other realities of the Valencian territory which are not well known but do exist; such as the industrial cities, the depopulation, the migration or the exploitation of natural resources.



Museu Valencià d'Etnologia

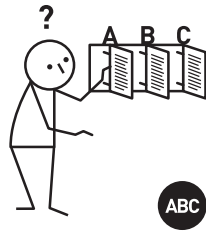


THERE IT IS, BUT IT IS NOT VISIBLE

1

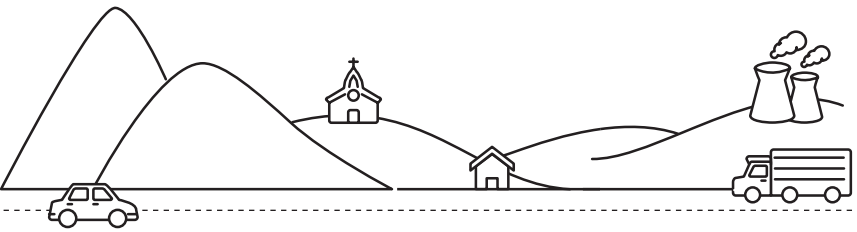
There is a glossary hanging on the wall with the definitions of concepts which belong to the drylands and mountain regions.

They are very interesting, so if you feel like practising Valencian or Spanish, go for it!



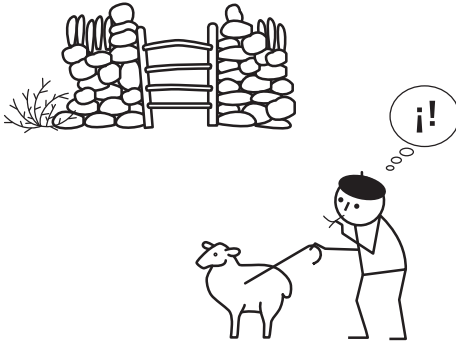
A DEMOGRAPHIC DESERT

2



You have entered a big map. You may think that this is merely a scenographic resource or an excessive museography, but indeed it makes sense.

We want you to notice the extraordinary extension of these territories. Pay attention to the topographic profiles. Although most of the population live in the seashore plains, we are a mountainous territory.



These stones on pallets have been brought from Villafranca, a village in land of Castellón, which is considered the paradise of dry-stone.

The stones are an example of the modern use of an ancient technique. Now the stone is sold already cut, in ready-to-use pieces to build walls or decorate façades.



The pictures on the left show some of the typical dwellings of the inland territory.

Did you know that...?

Besides the *masies* (country houses), *cases-torre* (towered houses), houses with a feature named *riu-rau* (a construction attached to the house to dry the raisins), or the *heretats* (country estates) in the Valencian drylands and mountains you will also find industrial colonies, spa towns, apartments for workers, and Art Nouveau buildings as *La Casa del Pavo* (the house of the turkey) in Alcoi.



The sewing machine and the reading lamp are the set of tools used by thousands of women who have worked and still work at home making clothes or sewing the different pieces of leather of shoes.

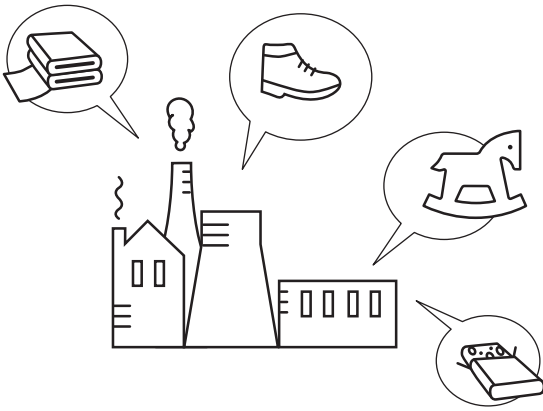


Did you know that...?

In April 2018, the women who sew at home the different leather pieces of the shoes founded an association in the city of Elx. They declared:

“...From today on, we stop being invisible”.

The industrial production of the inland territory is wide and diverse. Here we present only some representative products of the most traditional sectors.



Did you know that...?

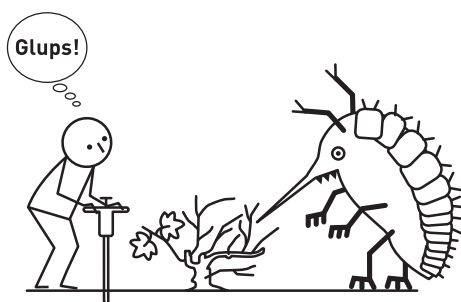
Luddism was a form of labour protest that spread throughout Europe in the 19th century. Workers protested braking the factory machines because they felt they were taking away their jobs. In 1821 the valencian city of Alcoi saw the first episode of luddism in Spain.

This wall full of grapevines represents the importance that the viticulture has had in our territory.

Along the centuries it has been one of the main economic activities of the inland territory.

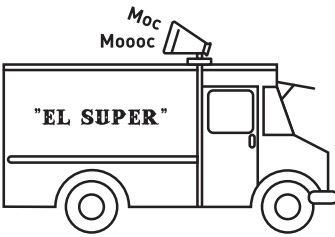
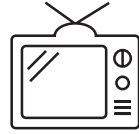
Did you know that...?

The phylloxera is an insect which attacks the grapevine. It is one of the biggest agricultural plagues in history. It destroyed 80% of the Valencian grapevines between 1904 and 1909.



A cart full of televisions!

This is a tribute to the muleteering and a metaphor referring to an activity which for centuries has connected the inland and coastal territories. Products and news used to travel in carts like this one.

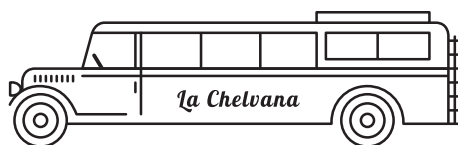


Did you know that...?

Each spring, the muleteers of Benassal, in Castelló, travelled around to sell locally manufactured wool products. They even reached Portugal, and came back home for Christmas with their revenues and the carts full of products from those foreign territories.

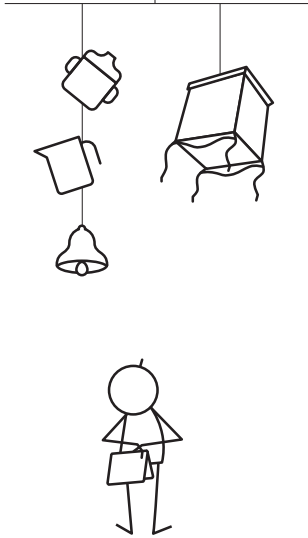
In every carnival the *Festa de la Tea* is celebrated to remember this fact.

The circular showcase represents two sides of the same coin. In one we see the suitcase of a woman who is leaving her village to work in the city. On the other side there is the suitcase of her return with more money, fashionable clothes and ...new ideas.



Did you know that...?

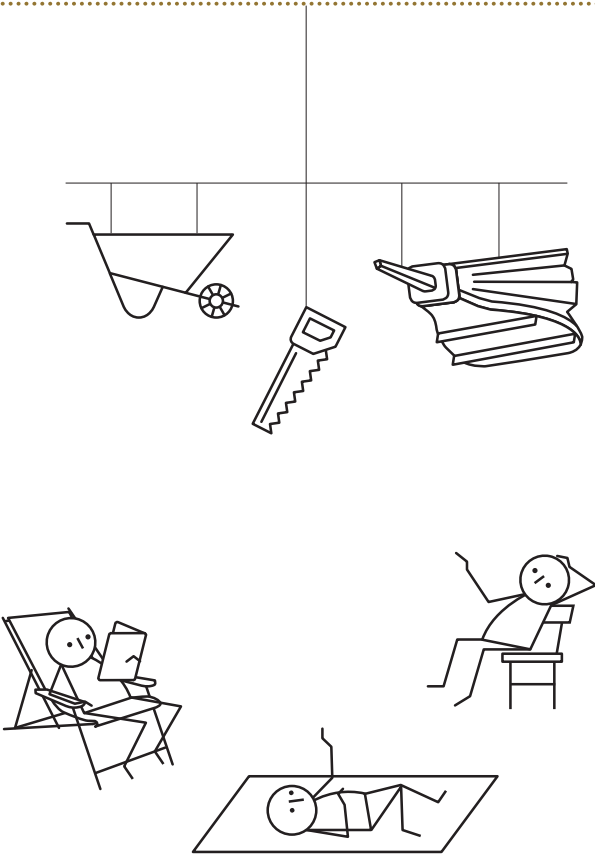
At the beginning of the 30s of the XX century, 12% of the housemaids in the city of Barcelona were from the Valencian territory.



Objects hanging from the ceiling.

Most of the objects you see here remain in the andanas of the houses (the storage area under the roof), and in the memory.

Ah! At the Ikea Museum you can also find furniture hanging on the ceiling. Look how modern we are!



We would like to invite you to take a seat and look at them from this unusual point of view.

On the side walls you can see the main work done to exploit the natural resources in the inland and mountain territories. On the screens, we also display videos about some of these activities.

AND IF YOU
ARE WILLING
TO SEE AND
KNOW MORE...



Now we would like to invite you to explore and know our territory and visit some local museums, in which you will have the opportunity to deepen your knowledge about some of the issues we have presented here. We are sure that you will enjoy learning new things about us!

This is the end of the exhibition. We hope that you have enjoyed it