

I Musei Bersano

Bersano

The History of Our Wine

How we started

“The idea of collecting the tools that the farmers used for the work in the vineyard, in the cellar, in the field and in general for the life of a farm, came around 1950. For some time I had been persuading, through personal experience, that how much the peasants had created to work the land, to live, to hope, was disappearing ... ”

So Arturo Bersano, winemaker, scholar, poet. His anxiety of research, patient and cautious, dictated by a deep passion for the land and for work, has been able to condense in the Collections and in the Museum of the Peasants, the most suffered and joyful testimonies of the wine-peasant civilization.

Everything here has the good smell of Piedmontese land and the rough harmony of many centuries of love for the countryside. There is no criterion for visiting: it is nice to get around freely and stop in front of those tools that, bringing to mind the ancient humility of our ancestors, make us rediscover the deep meaning of the earth.

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The museum is open air because the life of the farmers and their daily work took place there. Between the masters, the brente, the scythes and the farm carts the elegance of the presses emerges. Like their few other artifacts, their majestic simplicity recreates the conjunction of the art of wine from the ancient Romans to the present day.

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The Museum of Contadinerie

Beautiful specimens of the '700 with descending lives, those called "Genoese" and other smaller for family use.

The wonderful peasant art is also appreciated in the approximate finish of the pieces, in the cutting boards, mortars, pots, barrels and "barlet" barrels for the wine that the farmer paid homage to brokers and carters.

In the containers there is the history of the drinking civilization. Piedmontese peasant culture lives with glasses and goblets of coarse glass, a guarantee of durability over time, but above all of extraordinary pints and quarters of brenta blown in the dark glass of Poirino.

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Collection of Prints

The Collections date from a more recent era than the Contadinerie and tell four centuries of rare prints and labels. There is a different refinement in this collection that proposes the elaborate and refined spirit of engravings and print works.

We find edicts that regulate the wine and its marketing. Labels written by hand or printed in elaborate characters, convivial scenes, caricatures, parchments and advertising posters that compete for space with geographical maps, landscapes and collections of ancient menus.

The engraving of Callot from 1635, the images of drinkers of the nineteenth century French caricaturists and the "Pomona" by Giorgio Gallesio, precious and very rare volume of 1817 dedicated to the countless varieties of vine that man has cultivated over the centuries, is admirable.

Everywhere you recognize the most inaccessible soul of this land and you can taste the history of the eras that have followed in the adventure of everyday life.

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