

# PANORAMA AND ITALIAN RURAL CULTURAL HERITAGE IMAGE IN HISTORICAL CINEMA

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The study investigates the Italian landscape employment of villages and small cities in cinema history. Sometimes Italian landscape tells the history of our country, as in the film *Nothing left to do but cry* (*Non ci resta che piangere*, Italy 1985), or it changes signification and becomes other than the self as with Matera's rocks in "The Passion" of Gibson (*The Passion*, USA 2004).

This study inquires into the uses and reuses of Italian rural landscape which are not new throughout cinema history, such as in the Brancaleone saga (*L'armata Brancaleone*, Italy 1966, known in English-speaking countries as *For Love and Gold* or *The Incredible Army of Brancaleone*; *Brancaleone alle crociate*, Italy 1970 known as *Brancaleone at the Crusades*) or in *The profession of Arms* (*Il mestiere delle armi*, Italia 2001) or in *The year one thousand* (*L'anno mille*, Italia 2008).

So use of the landscape that goes beyond its role within scenography as it becomes a real actor on the scene: a place that carries symbols and history.

Even when it is used as an instrument, shown as something different from itself, it is still contaminated with essential references related to historical and cultural Italian reality: a landscape is never neutral, but always combined with culturally relevant elements.

These rural architectures scattered throughout the territory inevitably tell about their history and the history of the place. Even where the landscape is rebuilt ad hoc, in its architecture, it still refers to the real one.

Italian landscape is non described by a tautological or didactic perspective but rather we suggest its idea and atmosphere. An image that runs through the centuries, through the layers of history and stories in a way not dissimilar to the landscape artist painting approach, in which cultural heritage in some ways becomes the central catalyst of the eye and of attention.

In this sense, the proposed work shows how cinema can be a vehicle to increase awareness on rural and architectural landscape as a patrimony to safeguard and as a historical and cultural artefact to valorise.