



Múses

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Le Terre dei Savoia

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Le Terre dei Savoia





Le Terre dei Savoia

Le Terre dei Savoia is a recognized association of Piedmontese municipalities based at the Castle of Racconigi. It operates in the area between Turin, Cuneo and Asti: a hinge territory with a strong historical, cultural, agri-food and environmental identity.

Thanks to solid partnerships in most European countries and direct and indirect EU calls for proposals, the Association has carried out projects in the cultural, tourist, scientific, artistic, agri-food and agricultural sectors.



MÚSES

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The role of the Association is to reflect the development of the territory also from a **scientific and socio-economic point of view**. In fact, accounting for 30% of the Italian GDP, Piedmont is the leading national producer in the field of aromatic plants: many of the projects of Terre dei Savoia tend to enhance this sector.

The first step was the MÚSES, a living museum designed to celebrate the tradition and production in the field of aromatic plants, where **contemporary art, history and science** offer visitors a unique experience. Conceived by Terre dei Savoia, it is equipped with a sensory education room where ateliers dedicated to cosmetics and the world of perfumes are organized.



ESSICA LAB

MÚSES also hosts the **ESSICA Lab**: equipped with state-of-the-art machinery, it is a place of **exchange and debate**, open to local producers and dedicated to high-profile experimentation in the field of **aromatic plants, agri-food and cosmetics**.

The laboratory is open to all businesses that can take advantage of its technology and machinery for small productions, ad-hoc processing, experimentation and in general for the transformation of products.