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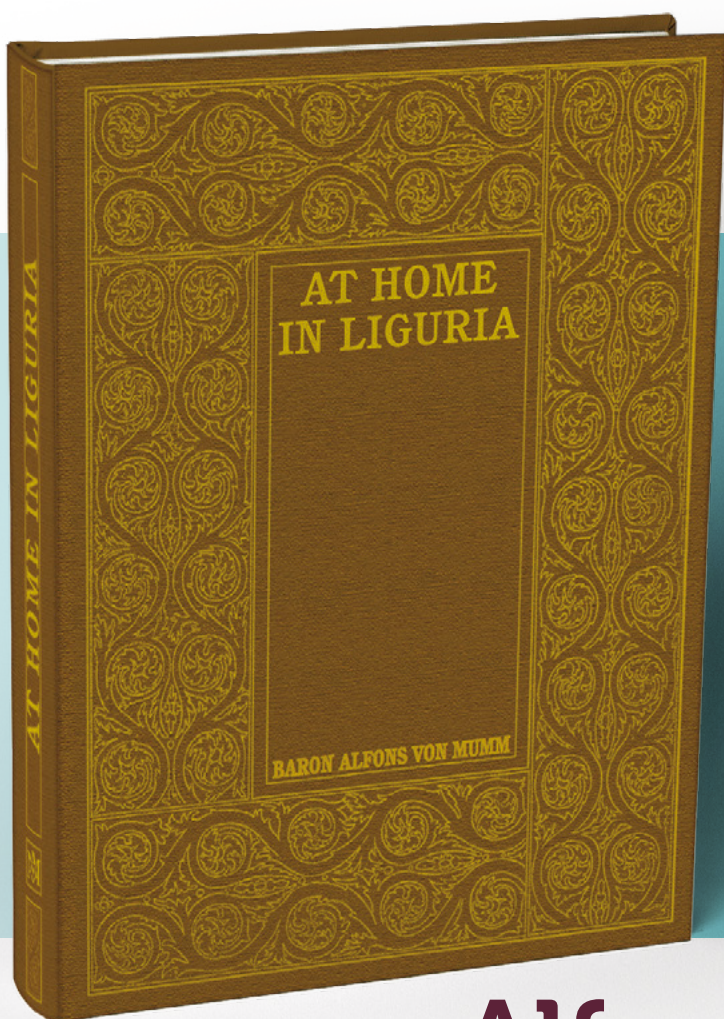
LIMITED EDITION

A text forgotten
for more than a century

An unexpected discovery
in an antiquarian bookshop
in Cologne

THE FIRST TOURIST GUIDE TO PORTOFINO

discovered
translated
republished



Alfons von Mumm AT HOME IN LIGURIA

The graphics recapture the original layout
of the edition first published in Berlin in 1915

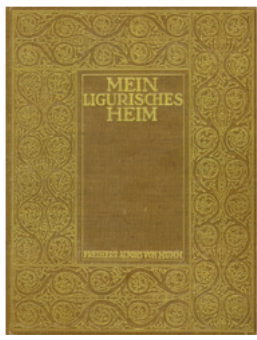
The result of a *project* on the retrieval of
historical memory and the appreciation
of **cultural tourism**

Understanding the *very roots* of
the **hard work** and **human riches**
of an era and a culture

OFFICIAL PRESENTATION during SUMMER 2016

Alfons von Mumm AT HOME IN LIGURIA

ONE HUNDRED YEARS after its original publication in Berlin in 1915, this is **the first English version** of this historical work introducing Portofino to the world, as well as promoting the entire Tigullio district.



A tourist guide written at the beginning of the twentieth century 'with friends, for friends', this is the account of a great observer, a diplomatic official, who travelled the world. Told through knowledgeable and admiring eyes that fell in love with the landscape, fascinated by its characteristics, yet always objective and sometimes even critical. A cultured and well educated fellow, able to enrich his descriptions with interesting historical, financial and literary insights, compelling in all their glorious depth and detail. The entire work is documented with extremely valuable, high-quality photographs. A contribution that really captures the essence of the land in a patchwork tapestry of history, tradition, economics and beauty.



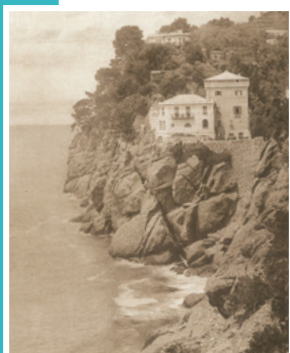
AT HOME IN LIGURIA

Created with friends,
for friends and
illustrated with
pictures taken by
Baron Alfons
von Mumm

CHAPTER 1

The Pearl of Liguria

The Baron presents the 'pearl of Liguria' with a historical and literary overview mingled with descriptions of the landscapes. He writes about the habits and customs of the population, describing the plant life and the village itself, the houses and the land. He shares with the reader his decision to purchase the castle and move to Portofino after retiring. He presents the castle through its history, gardens and views. His profound admiration for the beauty of the undulating landscape by the sea moves him to describe the orogeny of the mountains, then later the history of Portofino, its name and its origins. He mentions the very first Ligurian peoples, quoting Pliny the Elder, but also other more recent sources and indulges in an intriguing historical tour, which deals with places and traditions, history and literature. The historical contribution concludes with the visit of the Kaiser on 6 May 1914, richly documen-



ted with images, anecdotes and descriptions. Later we delve into economy-related matters: fishing, oil, wine, chestnuts and lace. All is described in colourful detail with specific facts and figures, methods and customs, historical outlines, the evolution of traditions and their effects, and personal observations. The Ligurian flora also deserves a closer look as regards its origins; every "typical" plant, in reality, comes from another country. The first chapter concludes with an in-depth analysis of the character of Saint George and the associated festivities that take place during the month of April. The whole text is accompanied by, and documented with, photographs.

CHAPTER 2

Villa Carnarvon, La Maddonetta, Portofino Kulm, San Fruttuoso of Camogli

In between the literary quotes and the accurate, detailed and always fascinating historical overviews, the description broadens out to focus on the land that includes trails and roads leading to various small towns. The narrative is complemented by descriptions of the landscape and world of nature with photographs and anecdotes, thorough research and traditions. From Villa Carnarvon to La Madonnetta, Kulm and San Fruttuoso, reliving the battles against Pisa, the attacks on Rapallo and the Doria family, as well as going even further back in time as far as Charlemagne to describe the characteristics of the land and of its strategic resources. Tales of Saints and traditions, of prestigious figures and guests.

CHAPTER 3

San Martino, Sant'Antonio, Paraggi, La Cervara, Santa Margherita, San Michele di Pagana, Rapallo

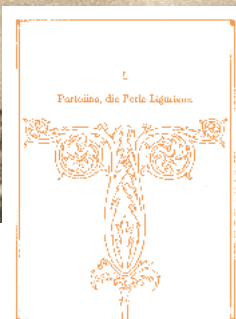
Consistency of style is maintained and the text continues with detailed descriptions of the landscape,



FROM THE TRANSLATOR TO THE READER

I have very much appreciated the guidance given by Don Alessandro Giosso (Pastor of Portofino) and Elisa Lanata, the translator of the book from German into Italian. Thanks are also due to my Munich colleagues, Andrea Balzer for seeing the invitation to tender for the work, and Caterina Buratin for her comments on the Italian in the Mayor's rousing speech to the Portofinians. In March 2016 I had the opportunity to read an extract of my then draft translation to the Munich Translators' Forum (www.muenchner-uebersetzer-forum.de) and there was a lot of interest from colleagues in the forthcoming book. Warmest thanks to my meticulous proofer and reader, Imogen Taylor, my colleague from the New Books in German Emerging Translators Programme back in 2011. We wanted to retain the distinctive 'voice' of the gentlemanly diplomat, writing in 1915 about an area he loved so well and had chosen for his retirement after a life travelling the world representing his country. I decided to retain his idiosyncratic and, at times, inconsistent renderings, foccaccio, for example but at others to change them; for example, his varied rendering of the spelling of Apennines has been standardised. Where there is a plethora of foreign words on the page, I have reproduced them in italics for ease of identification in reading. Where there are one or two, I have simply used inverted commas. It has meant a lot to me to translate this book, and for two reasons. Firstly, my husband and I had the opportunity to live and work in north Italy in the late 1980s. We were, with our baby son, regular visitors to Liguria, in particular to the Cinque Terre, Portofino and Camogli. This is the moment, then, to thank my husband for his tireless interest in my translation work and for his valuable opinions. Secondly, references have been found to a rather touching incident during World War Two, involving the writer's widow. The Wehrmacht intended bombarding the town to prevent it from falling into the hands of the allies. However, their commander responded positively to 'the pleas of an elderly German noblewoman who begged him to spare the village'. This was indeed the widow of German diplomat, hobby writer and photographer, Alfons von Mumm.

Deborah Langton
Munich, May 2016



paths, fortresses, buildings, churches, traditions, the economy and art. Amongst the photographs, images and descriptions enriched by anecdotes, historical overviews and literary quotes, the Baron presents detailed information and ideas that offer a full picture of the land that is Liguria. Tales of artists, scholars, famous figures, as well as ordinary people, Saints and local administrators. Everything is based on research and confirmed by the accompanying images.

CHAPTER 4

From Rapallo to Sestri Levante.

In the final chapter the detailed description of all that Portofino has to offer comes to an end. The Gulf of Tigullio is portrayed with reference to exact dates and in-depth, at times technical, accounts. Yet these are always absorbing thanks to the well-placed descriptions, anecdotes and historical and literary input. The author concludes on arrival in Sestri, having taken us on a journey through Rapallo, Zoagli and Chiavari, leaving no stone unturned, and finally returning, the sun setting over the sea, to be once again at home in Liguria.




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LIMITED EDITION



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DIOCESE OF CHIAVARI

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CULTURAL ECOLOGY

“Together with the patrimony of nature, there is also an historic, artistic and cultural patrimony which is likewise under threat. This patrimony is a part of the shared identity of each place and a foundation upon which to build a habitable city. It is not a matter of tearing down and building new cities, supposedly more respectful of the environment yet not always more attractive to live in. Rather, there is a need to incorporate the history, culture and architecture of each place, thus preserving its original identity. Ecology, then, also involves protecting the cultural treasures of humanity in the broadest sense. More specifically, it calls for greater attention to local cultures when studying environmental problems, favouring a dialogue between scientific-technical language and the language of the people. Culture is more than what we have inherited from the past; it is also, and above all, a living, dynamic and participatory present reality, which cannot be excluded as we rethink the relationship between human beings and the environment”.

POPE FRANCIS, encyclical letter *Laudato Si'*, §143



ALFONS BARON MUMM VON SCHWARZENSTEIN

(19 March 1859 Frankfurt am Main; † 10 July 1924 Portofino)



was one of the major exponents of German diplomacy in the early twentieth century. He served in London, Washington D.C., Bucharest, Rome, Luxemburg and China. Before leaving for his last trip to Japan, where he served as an ambassador, he fell in love with Portofino. It was for this very reason that he decided to purchase a property there, the place where he would live out his retirement. During his time in Portofino, much like on his numerous professional trips abroad, he decided to dedicate himself to his passion, photography. And this is how this work came to be, created with friends, for friends.