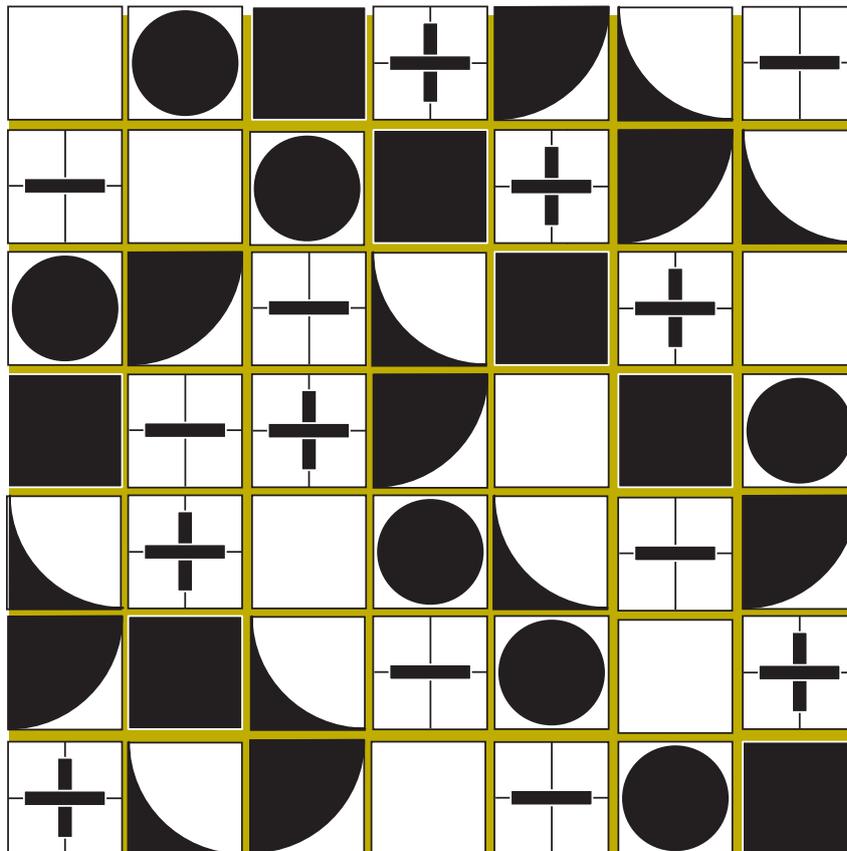


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Le Vie dei Mercanti | X Forum Internazionale di Studi

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Carmine Gambardella



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Less More Architecture Design Landscape
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Carmine GAMBARDELLA



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Caterina Cristina Fiorentino
Manuela Piscitelli

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Piazza Santa Maria degli Angeli, 1
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Telefono e Fax +39 081 7646814

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www.scuoladipitagora.it
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Conference report 220 abstracts received from:

Algeria, Brazil, Bulgaria, China, Cuba, Denmark, Egypt, Estonia, France, Germany, Greece, Holland, India, Indonesia, Iran, Italy, Japan, Jordan, Kosovo, Malaysia, Malta, Mexico, Netherlands, New Zeland, Poland, Portugal, Puerto Rico, Russia, Saudi Arabia, Spain, Taiwan, Turkey, United Arab Emirates, United Kingdom, USA

More than 350 authors involved.

163 papers published.

Preface

Less, often leads us to reducing considerations and its linguistic application, generally, characterizes a condition of inferiority, decay or deprivation. If we make reference to the scope of our researchers, Architecture, Industrial Design, Landscape and to their deeper meanings, and if we use “less” before them we might involve a critic situation, or homologate a century.

An example is from the historical period we are living in, where Western economies are generically dealing with their budgets by cutting down on expenses rather than investing on their own heritage in order to create richness and workplaces.

On the contrary, our Researchers, Scholars, Businessmen and Civil Services Representatives want to use less to promote a shareable cultural reflection about the reduction of the waste of goods (raw materials, human resources, assets). That's why we are going to arrange the X International Forum “Le Vie dei Mercanti”. In this perspective Less does not mean less investments or cuts, but to identify a hierarchy of relevant sustainable investment funds based on the search for the know-how.

Less in Architecture, Less in Industrial Design, Less in Landscape subsumes more if we are able to supply regenerative models based on integrated system visions.

Consequently, More research in Architecture, More research in Industrial Design, More research in

Landscape if Local Human Resources are set up to create an efficient training education to be involved in the management, protection and regeneration of raw materials and human needs.

All along the past editions of the Forum I have drawn people's attention on our heritage as expression of "actual developing" (modernity).

Modernity, in fact, is an integrating part of history, an inexhaustible mine supplying raw materials to the Factory of Know-how which, as mentioned above, must get the same local physical geometric connotation as the generative humus about the production of fascinating items for Architecture, Industrial production, Landscape.

The projects our Faculty has dealt with, "Pompei Fabbrica della Conoscenza 0079/2013" or "l'Atlante del Cilento", witness as by sizing tangible and intangible heritage we can give rise to a productive factory aiming at art works and competitive Cultivated products and services.

So, scientific contributions aiming at collecting and spreading out the best practices and paradigmatic sustainable projects about system activities and elaborated in an assembly International dimension, are expected. Such contributions must be useful at enhancing an increasing Research process characterized by a constant learning and a great Know-how passion.

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Ahmed ABU AL HAIJA , Franca GIANNINI
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- p. 1396 **ID 201**
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Gabriella ABATE
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Fatih RIFKI
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- p. 1446 **ID 217**
Contribut of technological innovation to reinforce the multidimensional knowledge of environment and direct its development.
Lina ABATEGIOVANNI
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LANDesign: from "Orto di San Lorenzo ad Septimum" to "Smart Garden".
Andrea BUONDONNO, Sabina MARTUSCIELLO, Maria Dolores MORELLI

Less/More Architecture, Design, Landscape

Carmine GAMBARDELLA

ARV Architettura Luigi Vanvitelli, Seconda Università di Napoli, Italy
carmine.gambardella@unina2.it

The “Le Vie dei Mercanti” Forum is now in its tenth edition. I would like to recall the reasons for the title, chosen the first time ten years ago to address the climate of cultural fervor that during the Renaissance, through its calculations, inventions and economics managed to define a new way *ante litteram* to combine scientific research and business. The merchants, in the middle of the fifteenth century, at the margin of international trade, united research and training in new ways, realising the value of the territory as a resource, promoting the redevelopment and reclamation of wasteland. [1]

Luca Pacioli, a versatile figure and best known as author of the essay *De Divine Proportione*, as tutor to the Venetian family of merchants, Rompiasi, invented the double entry in order to not only create a language to be shared by both researchers and the outside world but also to produce wealth and assets by applying the concepts of proportion and proportionality to economic development. [2-3]



Fig. 1: *Pacioli e Leonardo alla corte di Ludovico Sforza.*
Fresco by Nicola Cianfarelli, 1841.

Humanism succeeded in integrating good governance and knowledge that, in the declination in physicality, took shape in the City and Renaissance Architecture. A global project of society that led to the *Res Publica* of statesmen such as Coluccio Salutati and Leonardo Bruni, the mathematician Paolo dal Pozzo Toscanelli, to name a few, Leon Battista Alberti, who reminds Paolo of the ancient lesson, with innovation not only being of *homo renatus* but also *homo civis* in a single consideration that goes from *De Re Aedificatoria* to the *Libri dell'Economia*.

The conference venue, the island of Capri, is the same as where the first “Conference of the Landscape” was held 90 years ago, in July 1922, organized by the Municipality of Capri, with the then mayor being the engineer and writer Edwin Cerio. The politician Giovanni Rosadi, undersecretary of Fine Arts, and promoter of the law in defense of Antiquities and Fine Arts dated June 20, 1909, inspired the Congress as well as supported the work of the Cerium,

The “Conference of the Landscape” was the most important cultural event held on the island of Capri in the first half of the twentieth century, and was attended by eminent speakers such as the Deputy Director General of Fine Arts, Luigi Parpagliolo, the Secretary to the Prime Minister Giovanni Porzio, as well as Filippo Tomaso Marinetti, author of the famous Futurist Manifesto. [4]

The conference ended with the approval, unanimously, of several orders of the day. One of these, presented by Filippo Tomaso Marinetti, and Luigi Parpagliolo, condemning the continuous disfigurement of the Italian landscape, expressed the commitment, while recognizing the needs of modern life, that the use of new materials and construction methods respected the environment and were in harmony the local landscape.

Another appealed to the Ministry of Education to study the possibility “of a least weekly propaganda” that, beginning in elementary school and continued into the middle schools, spread “the cult of heritage of the beauty of Italy”.



Fig. 2: Ruins of the Certosa in Capri. From: E. Cerio, *La casa nel paesaggio di Capri*, Ed. Alfieri e Lacroix, Roma 1922.

These are cultural references which the Forum recalls, as denounced 90 years ago by the First Congress of Landscape, with the resolutions that were unanimously approved having been completely disregarded. They can still be considered targets of primary importance both with regard to the fight against the disfigurement of the environment as well as the need for public education, starting at school, and respect the protection of the landscape and the environment at all levels.

In the current era characterized by the economy of knowledge, the cultural identity of places is an essential asset in the learning process in order to raise human capital as well as render the territory competitive and attractive. The identity of places is the result of the memory of ancient traditions and knowledge as well as the material evidence of the past that has shaped its physical form.

In order to preserve historical continuity, guaranteeing man a better living environment, a balance between the spaces of the past and present needs should be created, offering innovative solutions to meet the different needs in terms of sustainability.

The historical centres, monuments and even the degraded landscapes are the raw material of our investigation, the *hardware* on which the consideration and integration of the competencies act like a *software* to develop a repertoire of solutions appropriate to return to those areas of the community through a protective regenerative action.

In this context, international confrontation is vital so as to share virtuous examples of the protection and management of monuments, sites and historic environments, in which conservation and development coexist in positive role models and that can be exported to other contexts.

Hence the reasons for the choice of the theme of this year's Forum, *Less/More Architecture, Design, Landscape*.

Less, almost always leads to reductive considerations and its very linguistic application, for the most part, characterizes a state of inferiority, degradation or loss. In fact, when referring to the areas of interest, Architecture, Industrial Design, Landscape and other categories that include these terms, *less* could mean a state of crisis, or approval to an era, like the one we are experiencing, in which the economies of Western countries are aimed at readjusting their budgets by cutting their expenses, rather than investing in its assets to create wealth and jobs.

With *less*, however, we want to foster a common consideration of academics, researchers, entrepreneurs and representatives of the Public Administration on the creation of a development based on the reduced waste of Assets (raw materials, human capital, resources). In fact, *Less* does not mean less investment or general cuts, but rather the identification of a hierarchy of significant investments supported by knowledge.

From *Less is More*, Mies van der Rohe's motto and rationalist architecture, we take the idea of an architecture based on material honesty and structural integrity, but expanded, assuming the idea of an honesty in investments as well as in the realization of objectives truly capable of being the driving force for local development, and above all integrity in design ethics.

We also agree with his idea of shortening the distance between professional and research activities, and his words on architecture as a tool to educate young people. "The aim of architecture is to educate architects with the necessary knowledge, but also to train man educating him, and enabling him to make the right use of the knowledge acquired. Thus, teaching is aimed at a practical purpose, while education aims at values. In fact, the meaning of education is to train and mobilize, it must counter those personal opinions that do not undertake the obligation of exact knowledge, it must lead from the sphere of the arbitrary and random balance to that of clarity of a spiritual order".[5]

From the more recent, *More with Less*, reworking the motto of Mies by the Spanish designer Campo Baeza, to emphasize his research on essentiality through a subtraction of material and addition of significance, we take the idea of rigor, to avoid the excessive and ephemeral in favour of truly innovative solutions that can meet the needs of man and enter into a relationship with his environment and culture.

More with Less also deals with the issues of sustainability, where living spaces, designer goods, orchards and gardens, introduce new ways of behaving in search of a balance between man and nature, demand and resources, in a time when everyone is becoming aware of the environmental, economic and ethical unsustainability of the lifestyle that has characterized the West over recent years.

Attention should therefore be directed to the great mines that surrounds us, the raw materials of the *Knowledge Factory* that are the resources of the territory in which we live and work which, if crossed by

knowledge, can produce attractive products as well as a competitive global marketplace, guaranteeing work and quality of life.

The *governance* of the production cycle, understood in its regenerative and modifying action of the infrastructures, landscapes and products can only be substantiated if the complexity of the values of our identity are discretized and measured by knowledge, in their dual activities of multidimensional knowledge of the physical produced and to be produced, and returned as a heritage to citizens and stakeholders of the territory to take up economic activities at different scales of sustainable investment. This results in products that will be more valuable, the higher the degree of knowledge that can be transferred to any part of the production cycle is.

The city of the future, therefore, is characterized more and more by the city of the present, as the town planner Italo Insolera recalled, [6] in a future that has an ancient heart, where the roots of the genetic heritage of our sites are the reassuring refuge and fertile soil to envisage innovation that does not transform it actually changes, sharing the organic, natural and evolutionary culture, and therefore always contemporary, which, against every transplant of predetermined patterns, accompanies a regenerative stem cell function, because it is removed from our own identity.

Less in Architecture, Less in Industrial Design, Less in Landscape, includes the *More* if we are able to provide regenerative models, based on integrated visions as well as the system.

Therefore, *More research in Architecture, More research in Industrial Design, More research in Landscape*, means preparing the Human Capital of the Territory through effective training in order to be included in the management, protection and regeneration of the raw materials as well as the needs of those who live in Cities and Territories.

Since I strongly believe in the importance of training, the students of the Faculty have been involved with these issues throughout 2012, through a series of meetings, national and international, with planners, designers and landscape architects. The aim of these meetings was to avoid any academic self-referentiality, offering students the opportunity to meet with those working in architecture, industrial design, landscape, as well as explore different points of view and experiences.

Even the choice of hosting the first day of the Forum at the Faculty, intended as the final event of this year of reflection and research on the theme of *Less/More*, aimed to involve our young people and open them up to the experiences presented by researchers from around the world.



Fig. 3: Some of the meetings organized about Less/More Architecture.

Fig. 4-5 (next pages): Some of the meetings organized about Less/More Design and Less/More Landscape.



+ less more design

yes you can

Aversa 26 gennaio 2012 | ore 12.00 | aula S1

saluti
Prof. Arch. **CARMINE GAMBARDIELLA**
Presidente della Facoltà di Architettura Luigi Vanvitelli

relazione
LUIGI SANDORO
Presidente Accademico presso l'Università di Scienze della Terra e della Foresta
Architettura Luigi Vanvitelli

"Be Inspired"

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Autore Prof. Arch. **Claudio Gambardella**

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Design Mexico & Italia
Puente Cultural

Aversa 12-23 marzo 2012

Workshop Internazionale di Alta Formazione con gli Allievi del Tecnológico de Monterrey

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GIORGIO FINOZZO
Presidente Tecnológico de Monterrey
ANTONIO APICELLA
Presidente del Corso di Studi in Design
Design & Comunicazione - Design per la Moda

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Presidente del Corso di Studi in Design
Design & Comunicazione - Design per la Moda
CLAUDIO GAMBARDIELLA
Presidente del Corso di Studi in Design
Design & Comunicazione - Design per la Moda
ALESSANDRA CROFFO
Laboratorio di Grafica

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ANTONIO APICELLA
Presidente del Corso di Studi in Design
Design & Comunicazione - Design per la Moda

Interviene
ROBERT EDSON SWAIN
Presidente del Corso di Studi in Design
Design & Comunicazione - Design per la Moda
CARMINE GAMBARDIELLA
Presidente della Facoltà di Architettura Luigi Vanvitelli
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Presidente del Corso di Studi in Design
Design & Comunicazione - Design per la Moda
JOYANDA CAPRIGLIONE
Docente di Storia

Interviene
JAMILA AROUS AYOUB
Consulente di Carrière
Tappeti tunisini tra tessiture e gioco di colore

Corso di Culture materiali del Medio Oriente
Autore Prof. Arch. **Claudio Gambardella**

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Incontro con Stefano Andreani
Re-cognition of space: wayfinding design for healthcare architectures

Aversa, 18 Aprile 2012 | h 12.00 | aula P9

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Presidente della Facoltà di Architettura Luigi Vanvitelli
CLAUDIO GAMBARDIELLA
Presidente del Corso di Studi in Design
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Interviene
STEFANO ANDREANI
Architetto, Engineer, MSc in Technology
Harvard University | Graduate School of Design

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DESIGN FOR SUSTAINABILITY

Aversa, 16 aprile 2012 | h 11.00 | aula S1

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Presidente della Facoltà di Architettura Luigi Vanvitelli

Introducono
ANTONIO APICELLA
Presidente del Corso di Studi in Design per l'Innovazione

Interviene
ROBERT EDSON SWAIN
Presidente del Corso di Studi in Design
Design & Comunicazione - Design per la Moda
CHINA: SUSTAINABLE CITIES

Corso di Studi in Design per l'Innovazione
Metodologia del Design Sostenibile
Autore Prof. Arch. **Claudio Gambardella**

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Aversa 31 gennaio 2012 | ore 10.30 | aula S3

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Prof. **CARMINE GAMBARDIELLA**
Presidente della Facoltà di Architettura Luigi Vanvitelli

Introducono
Prof. ANTONIO APICELLA
Prof. RAFFAELLA AVERSA

Interviene
BUKIONIA EKHISUWA
"Designing the styling. Buki fashion stylist"

Corso di Smart materials & Materials per il Design
Autore Prof. Arch. **Claudio Gambardella**

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Napoli, 13 aprile 2012 | h 16.00 | Rettorato SUN | Sala Conferenze | Costantinopoli 104

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Introducono
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Design & Comunicazione - Design per la Moda
CLAUDIO GAMBARDIELLA
Presidente del Corso di Studi in Design
Design & Comunicazione - Design per la Moda

presenta
Josyane Franc
Direttore della Relazione Internazionali della City di Design di Saint-Etienne
La Biennale Internazionale di Design di Saint-Etienne
VIII Edizione 14-21 marzo 2013

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SHORT WORKSHOP

Aversa, 22 marzo 2012 | ore 12.00 | aula S1

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Introducono
ORNELLA ZERLENGA
Presidente del Corso di Studi in Design
Design & Comunicazione - Design per la Moda

Interviene
ANNA MARIA PUOLIESE
La memoria come strumento di coscienza creativa *

* Master Architecture Education di Napoli | 13 marzo - 18 aprile 2012

Corso di "Identificazione del Design" - Design per la Moda
Autore Prof. Arch. **Claudio Gambardella**

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Aversa 15 marzo 2012 | ore 12:00 | aula S1

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Presidente del Corso di Studio Aggregato
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interviene
MARIO PAGLIARO
"Semplice... non facile!"

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anno di corso 2008

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DESIGN DOCUMENTS

Aversa, 18 aprile 2012 | ore 14:20 | aula S1

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interviene
PAOLO JORDI
"Mistero del Espacio" San Giacomo (Cuneo), 20 marzo - 28 giugno 2012
DIANA NEGRI
"Mistero del Espacio" San Giacomo (Cuneo), 20 marzo - 28 giugno 2012

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Aversa, 26 aprile 2012 | h 10.00 | aula S1

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introduce
FRANCESCO PERRICE
"Orti e Design"

**Gli orti della vita
un sentiero da viaggiare**

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Laboratorio di Multimedia Graphics
Prof. Antonella Zerlenga
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Prof. Sabina Martusciello
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Aversa, 11 maggio 2012 | h 15.00 | aula P9

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FEDERICA ZANCO FEHLBAUM
Direttore della Barragan Foundation, Uta

vitra.

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Prof. Sabina Martusciello
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presenta
ALESSANDRA CIRAFICI
"Materia" di Alessandra Cirafici

interviene
GABRIELE RIVOLI
"Materia" di Alessandra Cirafici

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LUCIANA PENNINO

le gioie di marisol | aula S3

Aversa, 24 maggio 2012 | h 09.30 | aula S3

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CARMINE GAMBARELLA
Presidente della Facoltà di Architettura Luigi Vanvitelli

introduce
ANTONELLA VENEZIA
"Design del Gioiello"

presenta
LUCIANA PENNINO
"le gioie di marisol" Gioielli in materiale alternativo

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LANDesign royal scampia

Napoli, 2 aprile 2012 | h 18.30
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Apertura
Giuseppina Picone
CEO Royal Group Parks & Resorts
Carmine Gambarella
Presidente della Facoltà di Architettura Luigi Vanvitelli
Giuseppina Tomasielli
Assessora alla Piani Urbanistici Comune di Napoli

Incubatore Scampia
Riccardo Roccasalva
"Design Services Integrati Comune di Napoli"

LABDesign (royal scampia)
Sabina Martusciello
"Responsabile scientifico del Progetto" | Architettura SUN

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L'Orto | Laboratorio artigianale ecologico
La Bottega Dell'Arte | Laboratorio artigianale artistico
Sylvia Hadj | Laboratorio artistico
Cad Art | Laboratorio artistico
La Ricerca | Laboratorio artistico

Progetti
degli studenti del CdI Design per la Moda
Prof. Sabina Martusciello | Prof. Maria Cosima Mariani

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+less more architecture design landscape

less planning

TERRITORI DELL'URBANISTICA

Aversa, 3 febbraio 2012 - Aula S1 - Ore 11:30

salvo
CARMINE GAMBARELLA
Presidente della Facoltà di Architettura Luigi Vanvitelli

presenta
GIUSEPPE GUIDA
ENRICO FORMATO
Facoltà di Architettura Luigi Vanvitelli

interviene
PAOLA VIGANO
IRUB - Istituto Universitario Architettura Venezia

giornale di studi sull'urbanistica contemporanea

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**LESS SECTORIAL:
MATERIALI PER UN NUOVO PROGETTO URBANISTICO**

Aversa, 10 febbraio 2012 - Aula S1 - Ore 11:30

salvo
CARMINE GAMBARELLA
Presidente della Facoltà di Architettura Luigi Vanvitelli

presenta
GIUSEPPE GUIDA
ENRICO FORMATO
Facoltà di Architettura Luigi Vanvitelli

interviene
MICHELANGELO RUSSO
Università Federico II di Napoli - Facoltà di architettura

giornale di studi sull'urbanistica contemporanea

Facoltà di Architettura Luigi Vanvitelli
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Fig. 6: Some of the meetings organized about Less/More Landscape.

As for the practical experience, the example of the projects carried out by our Faculty, “Pompeii Knowledge Factory 0079/2013” or the Atlas of the Cilento, show that starting from a measurement of the tangible and intangible heritage of the places, it is possible to transform the environmental resources of an economic income into sources of environmentally sustainable development, not only in relation to the knowledge of the potential within the territory, but also in stimulating the competitiveness of values between territories. [7]

The studies, analyses, measurements and projects on the city of Pompeii carried out by research groups from different subject areas in constant synergy under my supervision, analysing the territory according to multiple perspectives, will shortly be published in the Atlas of Pompeii. In the realization of these volumes, I have interpreted the word Atlas in its broadest sense, as a “complete and orderly collection of information relating to a particular science, bound in one volume”, configuring it as an “Atlas of Knowledge”, which analyzes and integrates knowledge, multidisciplinary research and studies in order to produce a reading of the territory as a whole.

The territory, in the case of Pompeii, is not only the enclosed archaeological site, but rather the whole city, the carrier of critical elements, with an enormous potential to expose and valorise it. It has a huge touristic and cultural value (2.5 million tourists a year visit the archaeological excavations, and 4,000,000 pilgrims a year visit the shrine of Our Lady of Pompeii), but burdened by severe problems arising from the current form of tourism, that in the absence of sustainable planning has damaged the heritage and local identity, without bringing wealth and prosperity to the local inhabitants.

Thus, a vast and diversified territory was analysed, on which even to study only the geometric and morphological aspects, it was necessary to use different methods and technologies, each in the context in which it was more appropriate: from the archaeological area to the monumental buildings, from the urban centres to the suburbs.

The research was carried out as if a test on the integrated use of experimental measuring techniques and equipment, a field laboratory to develop a validated integrated multidimensional and multi-scalar digital methodology that can be used in other contexts .

These investigations were supported by the contribution of the other specific areas: for example, historical research and archives, which have allowed us to formulate novel hypotheses on the evolution of the territory of Pompeii before the first archaeological excavations were carried out, monitoring of the environmental and noise pollution and the designing of soundscapes; structural investigations on different types of building to design environmentally friendly design protocols for the recovery and rehabilitation of historic buildings; investigations on the seismic safety levels; the study of an integrated sustainable transport system and the

generation of electricity (from art greenhouses and solar parks) for a better use of the cultural and tourist area of the excavations.

The studies can be of great use for the protection of the site. The collapses that have repeatedly affected the archaeological area of Pompeii in the last months have sparked much debate on how to protect one of the most important sites in the world, a UNESCO World Heritage Site.

The call for projects for the Great Pompeii Project has finally been published, with the intention of being an integrated regional development project which, apart from the necessary protection and enhancement of the archaeological site, is an attempt to attract a growing tourist demand as well as business initiatives to the area.

Our group has already been working for several years on research in this direction and has carried out an aerial scanning of the area with a Daedalus AA3500 sensor, which has allowed us to detect and map the presence of water on the surface, obtaining an accurate representation of the conditions of the site on the days when the collapse occurred in the House of the Moralist.

Faced with the deterioration of many cultural and natural sites of our country, we should begin to discuss less and do more.



Fig. 7: Fly over Pompeii excavations on November 19th 2010.



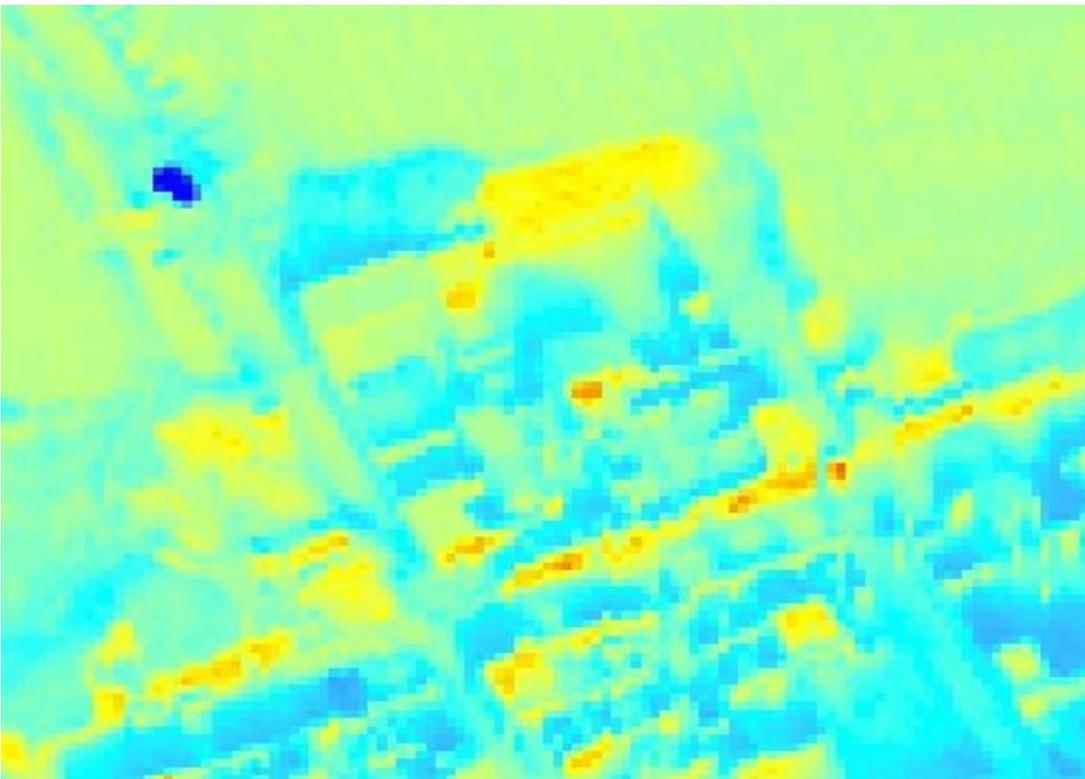


Fig. 8-9: Fly over Pompeii excavations on November 19th 2010. Detail of the *Moralist Domus* and view in false color.



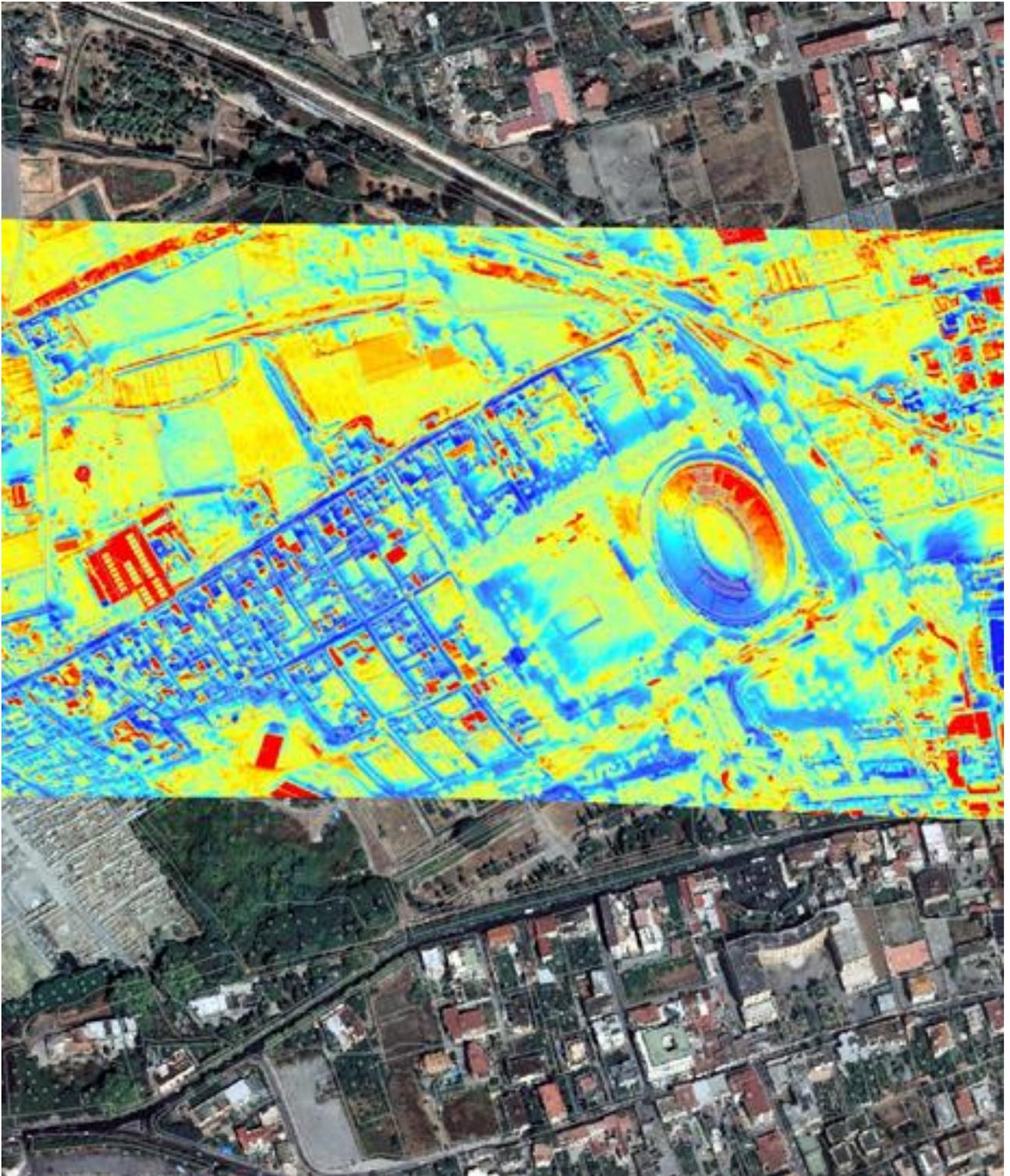


Fig. 10: Multisensory dates about Pompeii excavations.



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