



# Good Health, Quality Education, Sustainable Communities, Human Rights

The scientific contribution of Italian UNESCO Chairs  
and partners to SDGs 2030

edited by

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## World Heritage and Legacy: the *best practices* of Pompeii and Caserta of the UNESCO Chair at the BENECON University Consortium

*Carmine Gambardella, Rosaria Parente, Alessandro Ciambrone*

### ABSTRACT

The paper focuses on the scientific activities of Carmine Gambardella, UNESCO Chair-holder on Landscape, Cultural Heritage and Territorial Governance at the BENECON University Consortium. The research activities and operative international projects based on a multidisciplinary and multi-scale methodology which, on the basis of the scientific and disciplinary competences of all the Professors and Researchers of the Universities' Consortium, uses technologies of high innovative value for the measurement and capitalization of land resources and the natural and built environment. The complex equipment, belonging to the BENECON University Consortium, nonetheless, is characterized as technological prosthesis used by Researchers for the applications of theories and experiments carried out in order to implement protocols and methodological processes realized in progress and constituting the value of BENECON's intellectual property. The 'best practices' of Pompeii and the Royal Palace of Caserta, UNESCO World Heritage properties are presented. The BENECON University Research Consortium is equipped in its laboratory with innovative technologies and software, and is able to support the scientific and methodological corpus of surveying at all scales, from the historical built to the territory, to the marine environment with sensors terrestrial, airborne and marine; the ownership of a TECNAM P2006 Special Mission airplane, suitably configured with hatches to house the airborne sensors, completes the scenario of the relevant equipment available.

### Keywords

Knowledge Factory, Complex Representation, Survey, Innovative Technologies, Hyperspectral and Thermal Sensors.

## Introduction

As UNESCO Chair-holder on Landscape, Cultural Heritage and Territorial Governance at the BENECON University Consortium, I developed research activities and operative international projects based on a multidisciplinary and multi-scale methodology which, on the basis of the scientific and disciplinary competences of all the Professors of the Universities' Consortium, uses technologies of high innovative value for the measurement and capitalization of land resources and the natural and built environment.

In fact, the measured data assume the value of a real safe-box of knowledge, which hoards complex information for the protection and enhancement of the Landscape, even that attacked by degradation.

A heritage that can be used for a «Knowledge Factory» aimed at creating a high level training of the human capital of the territories, work with art and quality of life.

The complex equipment, belonging to the BENECON University Consortium, nonetheless, is characterized as technological prosthesis used by Researchers for the applications of theories and experiments carried out in order to implement protocols and methodological processes realized in progress and constituting the value of BENECON's intellectual property. Some examples given below, such as Pompeii (Fig. 1,2,3) and the Royal Palace of Caserta (Fig. 4,5,6), are demonstrations of the research carried out and characterized by the application paradigm of the integration between knowledge and technologies, and most of all, the integration of disciplinary competences as critical foundation of representation and the utilization and technological prostheses.

### **Pompeii, Knowledge Factory: Regiones and Ragiones for the Measurement, Survey and Regeneration of Historical and Environmental Heritage**

The first archaeological traces already present in the historical cartographies of the fifteenth and sixteenth centuries make Pompeii unique in its historical development. In fact, the historical stratification is characterized by two phases that we could call of foundation: the first date from the Bourbon program downstream of the eighteenth-century excavations of the ancient city, the second with the creation of the City of Bartolo Longo centered on the Sanctuary of the Madonna del Rosary; a real city bordered by administrative borders established over 90 years ago.

Currently, a third phase is developing with a planning promoted by the Great Pompeii Project, financed by the European Community, which is able to heal that vulnus also represented in the recent past by two opposing fences between the Ancient City and the Contemporary City. Such

fences have also determined the lack of belonging and the non-recognition of citizens with the ancient city.

Probably among the determining causes we can consider this detachment how the birth of the City was formalized as a territorial aggregation of the outskirts of the neighboring Municipalities compared to the two polarities of the Ancient city and the Sanctuary.

The *Urbis* form of the City suffers from an absence of identity due to the lack of a unitary design of diachronic evolution. The metaphysical municipal boundaries delimited *ex legem*, have produced a contrast between the parts also in the social evolution of the inhabitants; the result, forced by purely administrative requirements, formally clashes because the image of the city has not been regenerated by promoting a natural evolution based on the desire to make contemporary what does not have the same date.

Therefore, the territory, that we could define as the buffer zone of Pompeii and the city itself, needs a systematic activity, based on the survey of material values and on the re-appropriation of the intangible heritage, understood as a system of relations between nodes of a network architectural and landscape to recover the unity of the vast area that includes the ancient city and the contemporary city.

The critical issues were measured, measured and turned into opportunities for the assumed model of land development. The ancient city of archaeological excavations no longer enclosed but creative engine to dialogue with the potential resources or raw materials present in the metropolitan area and to generate that sense of community that knows how to manage a heritage to be protected and transmitted to the future and, above all, that provides job opportunities with Art and quality of life at the base of a healthy and consolidated economic development.

Where could we start the survey activity aimed at a systematized knowledge of planning and planning to constitute a real unity between parts of cities that are still today heterogeneous and divided? I believe that the beginning can be given by Giuseppe Fiorelli, first Inspector in 1847 and then Director of the Excavations from 1860 to 1875. Evidently at that time the new city had not yet been conceived but if it is believed that the relevant activity should be conducted in a layered reality as a discovery of the design that underlies the modification of the territory in question, comforts me to think of following a methodology like a conceptual archaeological excavation.

If reality is presented as disaggregated and disordered, then we can order the activity as the first Director of the excavations wrote in the text «Description of Pompeii» If so far there have been disjointed overlaps in the way of proceeding to give form and unitary contents for the future development of the city, Fiorelli's quotation remains appropriate when it says «it appears, that out of any scientific concept, my predecessors wandered in choosing the places to return to light, and that the only purpose of the research was to find more copies of ancient objects».

So that to the *Regiones*, identified by Fiorelli as the ordering method to proceed scientifically with the discovery of the values of the Ancient City, we can substitute the *Ragiones* or (Reasons) underlying the scientific activity of Survey, in light of a renewed Humanism which, using technological prostheses at the service of the investigator, creates a conjunction always governed by the thought of the surveyor that works for knowing and changing.

In this direction, I participated in the Benecon University Research Consortium, location of the UNESCO Chair on Landscape, Cultural Heritage and Territorial Governance, as scientific director of the survey section and webgis, having been placed as an indeterminate time with the qualification senior researcher with the title of Ph.D and responsible for the modeling in BIM Heritage and of historical history through the use of Autodesk's Revit software.

In fact, the Benecon University Research Consortium is equipped in its laboratory with innovative technologies and software, and is able to support the scientific and methodological corpus of surveying at all scales, from the historical built to the territory, to the marine environment with sensors terrestrial, airborne and marine; the ownership of a TECNAM P2006 Special Mission airplane, suitably configured with hatches to house the airborne sensors, completes the scenario of the relevant equipment available. Over the years, with the international comparison of theoretical and applicative contributions compared with over 6000 researchers from the world in the past sixteen annual editions of the International Forum of Capri and with the attendance of the next seventeenth to be held in early June 2019, Benecon has capitalized drawings and complex representations as well as integrated research activities and applications in different disciplinary areas – the Statute of the Research Center allows to use the scientific competences of all the Professor of the Universities constituting the Consortium, realizing an interesting synergistic humus between researchers and technological prostheses -; good experimental research practices to demonstrate that human thought manages to govern technology, measuring dimensions with the corresponding knowledge, using innovative technologies that allow to enter the body of the artifacts, to memorize experiences through data coming from reading of the phenomena on the historical axis to entrust them as a patrimony of knowledge to the Institutions to expertly govern the modification of the territory and the protection of architectural and monumental assets.

I have chosen the images of this paper from the repertoire of scientific activities of the Benecon University Consortium; I have given my contribution both in the elaboration of critical and application contents of these.

Among these we highlight the complex representations of the Amphitheater and Tower 11 of *Mercury* inside the enclosure of the ancient

city, of the *Villa dei Misteri*, an ancient suburban villa, a drawing from the 'high survey by hyperspectral sensors for the creation of the contextual technological platform to investigate both the phenomena on the surface and the presence of agents modifying the historical fabric below the terrain line.

In conclusion, this contribution that traces completed research activities, in fact intends to define the essential role that can be detected beyond the visible, as indeed is beyond the visible, if not represented, the thought of the investigator who generates protocols and methodologies of investigations that determine a new condition of the Survey Design *in itinere*, I dare say cinematic, as is the evolution of the Landscape and its material and immaterial elements over time.

Fig. 1

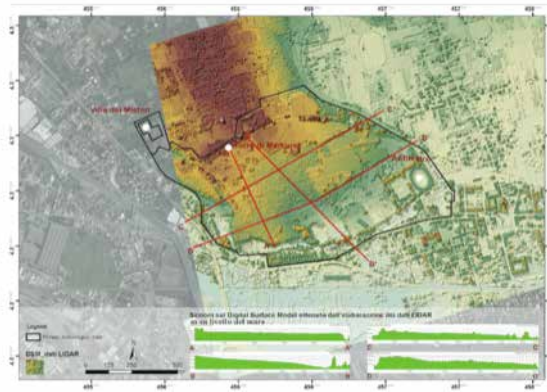


Fig. 2

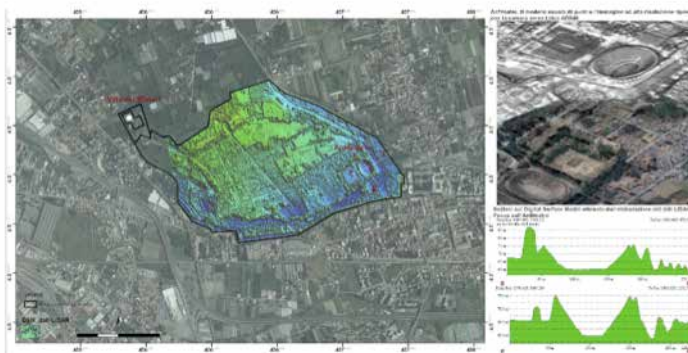


Fig. 3



### **The Management Plan of the 18th-Century Royal Palace at Caserta with the Park, the Aqueduct of Vanvitelli, and the San Leucio Complex**

The UNESCO Site Management Plan is based on a telemetric concept that manages the complexity of data coming from the measurement and governance of the resources of the investigated areas. In fact, the regenerative protection of the territories, and in particular of the World Heritage Properties, cannot disregard the use of data taken from the knowledge activity. The data, if properly inserted in a technological platform, such as a dynamic information system, will be able to produce a scenario in progress, easily implementable, which can be continuously updated to the needs of modification, and not of transformation. These need rapid and concrete activities, which are more effective if they are supported by a wise coordination of professionalism and skills developed by the human capital of the territory. Therefore, the objective that the synergy between the BENECON and the Superintendence of Caserta achieves with the Management Plan is to place an architecture of system useful to Citizens, Scientific Community and Institutional Bodies responsible for the protection and enhancement of Cultural Heritage, Landscape and Territory. A «smart» system where the resources of the territory, measured quantitatively and qualitatively, crossed by knowledge, integrated through a codified multidimensional approach, can represent the reference heritage to create value. The resources declined by competent actors such as lots of an economic account, managed only according to the responses to the needs of the community, in a correct and ethical public-private partnership, will create not only economic value but above all social value. Our methodological approach considers that the administrative and geographical boundaries of the Communities must delimit the Factories of Knowledge. The University, the Enterprise, the Public Administration need a great collective project of preservation of the existing structures as a reference for a new program of heritage's enhancement, which is coherent with the generative matrix of the

identity and roots of places. The measure of the territorial resources made by a high human capital generates the favorable humus to raise talents, to create the conditions of Work with Art, to produce goods and services, to improve the quality of life and habitats of people.

In this direction the Management Plan of the Caserta UNESCO Property coordinated by Carmine Gambardella, is open to new perspectives which include other cultural resources such as the Real Site of Carditello for its relevance within the Province of Caserta. The Management Plan is part of the project for the realization of a network that allows the unified management of the World Heritage Properties of Campania [Naples, Pompeii, Caserta, Amalfi Coast, Cilento, Benevento (Italy Langobardorum)], at the base of a Memorandum of Understanding signed between the BENECON University Consortium – Institutional Partner of the UNESCO University and Heritage Forum – and the UNESCO World Heritage Center, on May 28<sup>th</sup>, 2009. The Management Plan aims to define an integrated management system for natural, cultural and intangible heritage at different territorial scales (regional, provincial, municipal) through a multi-dimension and multidisciplinary methodological approach that includes the following disciplines: complex representation, history component, protection of environment and structures, territorial governance, landscape management and cultural economy.

The multidimensional methodology finds in Campania an ideal laboratory and location for experimentation for the richness and diversity of the natural and historical heritage. Six UNESCO World Heritage Properties are located in the region, making the area one of the administrative jurisdictions with the largest number of such sites in the world. These properties are listed for different typological characteristics in the World Heritage List: from the cultural landscape heritage of the Caserta site, consisting of the Royal Palace, the Royal Gardens, the Belvedere of San Leucio and the Carolino Aqueduct, to the Historical Center of Naples, to the archaeological area of Pompeii, Herculaneum and Torre Annunziata, to the cultural landscapes of the Amalfi Coast, and of the National Park of Cilento and Vallo di Diano, with the archaeological sites of Velia and Paestum and the Certosa di Padula, ending with the Church of Santa Sofia in Benevento part of the national network *Italia Langobardorum*. Additionally, the two Man and Biosphere UNESCOs of the Vesuvius and Cilento National Park and the Procida, Ischia and Capri islands must be included in the regional network. But this enormous patrimony is in danger and little valued. In fact, although the Campania Region is one of the richest regions in the world for natural, cultural and artistic heritage, and Italy with 54 UNESCO Properties is the nation with the highest number of such sites included in the World Heritage List, the number of visitors linked to cultural tourism in the region is limited if compared to other Italian regions. Furthermore, the tourist flows are concentrated on the coastal strips of the provinces of Naples and Salerno in the summer period. This leads to

an inevitable anthropic pressure on the regional coastal strip as well as a discriminating distribution of economic income linked to cultural tourism between the five provinces of Campania.

On a regional scale, the project plans to create a unified management system for the six UNESCO sites located in the regional territory. This proposal aims to: 1) coordinate tourist flows; 2) promote more effectively the immense cultural, natural and intangible regional heritage. 3) propose a unified Management Plan for UNESCO sites in Campania. The project allows to rebalance the tourist and economic flows between the five Provinces and to promote the territory and its extraordinary cultural, landscape and intangible assets, through the 'Campania, UNESCO World Heritage Region' brand and its international visibility.

On a provincial scale, the project proposes the creation of six «cultural districts», one for each World Heritage property, included in the regional network of UNESCO sites, in a Management System that links the so-called local «minor» heritage to the World Heritage. The UNESCO sites and the properties of the network then become the ordering elements of reference for the management of the territory and the landscape. They acquire the value of «nodes and interchanges of the cultural network», which extends to the entire regional territory. The idea of linking the Management Plan of the UNESCO Property including it in a wider territorial area is also encouraged by the strategies of the Italian Ministry of Cultural Heritage and Activities. The UNESCO site of Caserta, even if it is well known all around the world, cannot disregard the inclusion in a cultural network, which transcends its physical boundaries and therefore extends to the provincial and the regional territories. Only in this way it can be promoted on the international tourism market, increasingly competitive and in search of authentic experiences. In defining the «Cultural District of the Province of Caserta» around its own UNESCO site – the main node and interchange junction of the cultural network on a provincial scale – the project envisages the enhancement of its rural landscape as an experimental laboratory in progress, with reference to its signs historic signs, which have so extraordinarily characterized it. In fact, the geographical limits defined for the World Heritage Property and its buffer zone, as specified in the nomination file that allowed its inclusion on the World Heritage list, are not altered in the Management Plan, which concerns the properties of the Belvedere of San Leucio and the crossed Municipalities of the Carolino Aqueduct. These are included in the cultural assets such as the Real Site of Carditello, which thanks to the fame of the UNESCO brand, can be restored and promoted in a network of «excellence». The cultural district, linked to the UNESCO brand, can give back to the territory and its architecture, monuments, and cultural landscapes the Outstanding Universal Value currently lost, but inherent in their historical matrices.



Fig. 4

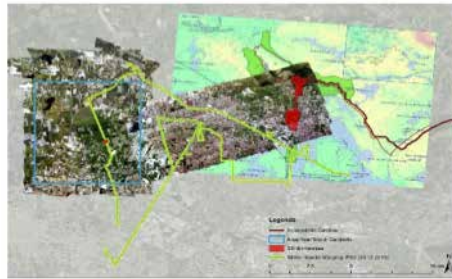
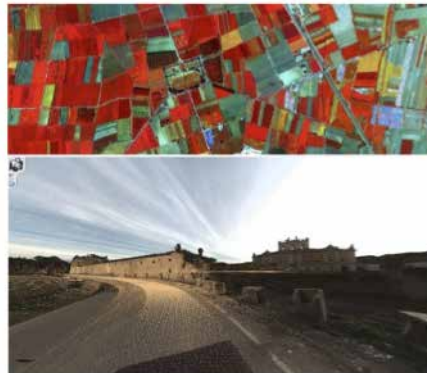


Fig. 5



Fig. 6



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