DEVELOPMENT AND PRESERVATION IN LARGE CITIES
an international perspective
edition 2013

Edited by:
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Chicago, The Bean, cover photo by **Chiara Ferrari**

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Carmine Gambardella
David Listokin

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LARGE CITIES:
AN INTERNATIONAL PERSPECTIVE**

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Arizona-Tumacacori Mission, photo by Chiara Ferrari

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Arizona - Grand Canyon, photo by Chiara Ferrari

Preface

Carmine Gambardella

Director of the
Department of
Architecture and
Industrial Design SUN
President BENECON

The second edition of the seminar series in 2013 called the Development and Preservation in Large Cities: An International Perspective organised by the Department of Architecture and Industrial Design Luigi Vanvitelli of the Second University of Naples, the Regional Centre of Expertise on Culture, Ecology and Economy (BENECON) – an institutional member of Forum UNESCO University and Heritage – and the Edward J. Blustein School of Planning and Public Policy at Rutgers, the State University of New Jersey, as for the first edition in 2012, has been an extraordinary success, with 56 participants including professors and lecturers, research fellows as well as doctorate and graduate students and students from partner institutions, which have all received a joint participation certificate. The themes of the historical and contemporary development of the city in both Italy and the United States have been addressed by multi-disciplinary teams that have developed, within a logic of a comparative analysis between the two countries, insights and proposals in the following subject areas: representation, protection and safety of the environment and structures, governance of the territory, urban planning and legislation, landscape and cultural heritage, cultural economics, history of architecture and communication design. More importantly, there is the wealth of scientific expertise and human resources that should not be limited to just five months of the year (from January to May 2013) and continuous information exchanges between Italian and American researchers and students. The partnership is projected towards future joint projects, that have already drawn up and signed, including the third edition of the seminar series in 2014, the development of joint international projects as well as the participation of David Listokin, responsible at Rutgers, in the eleventh and twelfth International Forum "Le Vie dei Mercanti" in 2013 and 2014, sponsored by the

US – Italy Fulbright Commission. This experience is part of a virtuous internationalization process that is being carried out with institutions, universities and U.S. multinationals which, in addition to Rutgers, includes the Massachusetts Institute of Technology (Mobile Experience Laboratory), the University of California at Berkeley (Department of Landscape Architecture and Environmental Planning), Harvard University (School of Design) and Topcon Positioning Systems, a global leader in complex surveying technological equipment.
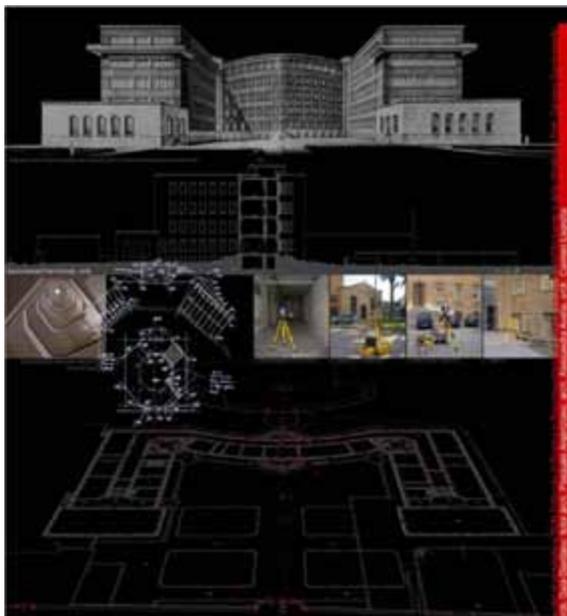
Preface

David Listokin

Co-director of the Center for Urban Policy Research - Edward J. Bloustein School of Planning and Public Policy, Rutgers University, USA

This class considered the subject of development and preservation in large cities and examined this interaction from an international perspective, considering case studies in the United States (with an emphasis on New York City) and Italy (discussion of Naples, Pompeii and larger Campania region). New York City has some of the leading cases in the United States of development triumphing over preservation (e.g., demolition of Penn Central Station) as well as opposite situations (e.g., preservation of Grand Central Station). The same is true in Italy, including Naples and the larger Campania region. This class electronically linked Rutgers University in New Jersey and the School of Architecture at the Second University of Naples (SUN) and the Region Centre for Cultural Heritage, Ecology and Economy (BENECON). To foster cross-national dialogue and understanding, students in the class worked as joint teams (encompassing both Naples and Rutgers students) to study historic preservation topics of mutual interest. For each topic, the analysis (1) summarized the existing preservation thinking/application in each country (Italy and the United States), (2) compared and contrasted the section one findings, and (3) discussed how each country could learn from one another on the given preservation subject. The follow topics were examined by the student cross-national study teams.

Topic 1: New York City and Naples – Examples of Restoration and Adaptive Reuse of Historic Properties

Topic 2: Italy the U.S. – Heritage Tourism – Magnitude, Profile, Economic Contribution, Promotion and Challenges

Topic 3: Italy and the U.S. – Financial Mechanisms for Preservation

Topic 4: Italy and the U.S. – Preservation Regulatory Mechanisms, Survey, Listing, Regulatory Review

Topic 5: Italy and the U.S. – Preserving Sacred Structures – Special Issues in Preserving Historic Churches and Similar Resources The highlights of the class from the U.S. perspective including learning about the justly world famous Italian historic resources, comparing and contrasting the regulatory and financial preservation mechanism in both countries, learning more about the advanced technologies being used in Italy for preservation purposes, (in applications ranging from remote sensing to seismic protection), and interacting at least electronically with an esteemed group of Italian professors and students. The Italian students and faculty learned of the regulatory framework for preservation in the U.S., were exposed to the American financial support for preservation (with much interested in the U.S. federal historic tax credit) and had good interaction and camaraderie with their U.S. counterparts. There is indeed much to learn from one another!

California, Santa Monica, photo by Chiara Ferrari

USA, Yellowstone National Park, photo by Chiara Ferrari

Forward

Deborah Guido O' Grady

Public Affairs Officer
Console all'Ufficio Stampa,
Cultura e Relazioni Esterne
U.S. Consulate Naples

As millions of American tourists discover every year, Italy is a treasure trove of Western history. But much would be lost without the dedication and steadfast pursuit of architectural excellence and preservation exhibited by the Department of Architecture and Industrial Design at the Second University of Naples (SUN) in cooperation with American partners such asRutgers University and the California State University at Chico, among others. In this volume, Professor Carmine Gambardella turns his attention to research and commentary in "Pompeii: Knowledge Factory," a collection which promises to make an important contribution to the renewal and preservation of this great city of yesteryear. The US Consulate General in Naples is very pleased to be associated with this collaboration that we hope will continue to flourish.

Benevento - Chiesa di Santa Sofia, photo by Ludovico Mascia

Forward

Paola Sartorio

Executive Director
US-Italy Fulbright
Commission

Cultural and academic exchanges are essential in protecting natural and cultural heritage. This understanding is one of the key drivers behind the initiatives in the area of development and historic preservation carried by the Department of Architecture and Industrial Design at the Second University of Naples. For this reason, the US-Italy Fulbright Commission has supported and participated in these initiatives of the Second University of Naples for several years.

The Fulbright Program in Italy, a binational program funded by both the U.S. and Italian Governments, promotes cultural and academic exchanges between Italy and the United States through scholarships to Italian and U.S. citizens for study, research and lecturing.

I am pleased to renew the Commission's contribution to the efforts of the Second University of Naples in bringing together Fulbright alumni to address the needs of the preservation of Italian culture.

Introduction

Carmine Gambardella

Director of the
Department of
Architecture and
Industrial Design SUN
President BENECON

The seminar series Development and Preservation in Large Cities: An International Perspective aims to promote a debate on local and international experience relating to the issues of the conservation and management of cultural, architectural, archaeological, landscape and environmental heritage. This is particularly relevant in Italy, responsible for housing the world's largest number of UNESCO world heritage sites, with it also having a natural and landscape heritage of great variety and beauty. These issues will also be addressed during the course of the XII International Forum Le Vie dei Mercanti (Aversa and Capri, June 2014), entitled Best practices in heritage conservation and management. From the world to Pompeii, chaired by the undersigned and sponsored by the Forum UNESCO University and Heritage, the National Commission for UNESCO and the US – Italy Fulbright Commission. This publication contains the summaries of the seminars held by 12 professors as well as 44 papers by Italian and American researchers, doctorate and graduate students. My contribution on complex representation refers to the project "Pompeii Knowledge Factory" paradigmatic of the cognitive multi-criteria approach, developed thanks to the international partnership that includes the University, the administration of Pompeii, the Guardia di Finanza and Topcon (Toshiba group), a world leader in mobile mapping. The results of the analyses, extended to the whole municipality, have been allocated to a single technological platform, a geo-referenced information system capable of organically handling the multi-dimensionality of the environment. Jolanda Capriglione in Landscape as cultural heritage traces the Italian and international conceptual framework of the definition of the landscape, as defined in the European Convention of Florence. Paolo Giordano in The Albergo dei Poveri and the East area of Naples analyses the problems of

a critical reading of architecture through the use of software that simultaneously processes drawings, photographs and iconographic documents. Elena Manzo in "Monumental presences, vernacular architecture and urban plots in the Ager Campanus. Territorial transformation and reuse of a historical and cultural heritage to be preserved" highlights the extraordinary architectural and landscapes heritage of the province of Caserta. Alessandra Cirafici in "Communication design for cultural heritage" addresses the contemporary issues related to the communication of heritage with particular attention to the establishment of correct relational practices between heritage and use. Nicola Pisacane in "Complex representation. Case studies in Campania" presents the findings of research and complex surveys carried out in numerous locations in the Campania region, from the Cilento to Castel Volturno, thanks to the innovative technological tools supplied by Benecon. Fabiana Forte in "Fiscal incentives for heritage conservation and urban regeneration" analyses, through a set of tax incentive tools, the possible strategies of economic and urban development. Marco Calabrò in Renewable energy infrastructures location: between environmental preservation and landscape emergencies hypothesizes installing renewable energy infrastructures in order to determine the sustainable and economic development of several territories. Cristina Miglionico in The analytic network process (ANP): structure and use explains how this methodology is able to help in the choice of territorial governance and modification of the urban environment. Octavia Gambardella in The Complex of Sant'Andrea delle Dame in Naples gives a historical overview of the architectural complex in the historical centre of Naples, home to some of the departments of the SUN (Eye Clinic, Obstetrics, Pathology, Physiology, Pharmacology, Biological Chemistry and the university library). Alessandro

Ciambrone in Innovation and tourism for the management of cultural and landscape heritage argues that cultural tourism is a viable way for the economic development of areas that have a strong international appeal thanks to their historical patrimony. The series of lectures held by David Listokin have integrated and expanded to the U.S. context this path of multidisciplinary knowledge shared through the comparative analysis and study of best practices in the management of natural and cultural heritage.

Introduction

David Listokin

Co-director of the Center for Urban Policy Research - Edward J. Bloustein School of Planning and Public Policy, Rutgers University, USA

The Financing and Economic Contributions of Historic Preservation

In our collaboration with the Italian students and faculty in the class Development and Preservation in Large Cities: An International Perspective, much interest was voiced in best practices to finance historic preservation and to document preservation's economic contributions. This is a reflection of the challenging economic times confronting both Italy and the United States (and indeed the global economy).

Our Italian colleagues were most interested in the leading American financial subsidy for historic preservation – the federal government's historic tax credit (HTC). To further the international dialogue, we summarize the HTC's provisions and economic contributions. The federal HTC provides a 20% credit on the historic rehabilitation outlay in an income-producing historic building (commercial or rental housing, but not an owner-occupied home). For example, a $1 million rehabilitation of a historic rental apartment house would qualify for a $200,000 credit which investors could deduct dollar for dollar against their federal income tax liability.To date, from 1978 through 2012 about $106 billion of historic rehabilitation in the U.S. (adjusted for inflation and expressed in 2012 dollars) in a total of about 43,000 projects has benefited from the federal HTC. In addition, this credit has involved the rehabilitation or adaptive reuse of 466,000 housing units, including 128,000 units affordable to low- and moderate-income families. Besides the preservation and housing benefits of the HTC, the construction activity that it supports generates considerable total (direct and secondary effect) economic impacts. Using sophisticated input-output models of the U.S. economy, Rutgers research documents the following: The cumulative 1978-2012, $106 billion in HTC - related rehabili-

tation created cumulatively 2.4 million jobs nationally, $121 billion in gross domestic product (the best measure of wealth creations) and $89 billion in income. This cumulative economic activity additionally generated $36 billion in all government taxes, including $26 billion yielded to the federal government. The latter, in fact, exceeded the $21 billion federal cost of the HTC, implying no net federal cost of the program. Further details on the economic impact measures and economic effects from the federal HTC are contained below. So one solution to the economic malaise challenging both Italy and the U.S. is enhanced historic preservation activity (e.g., construction and heritage tourism) incentivized by such mechanisms as a preservation tax credit.

Economic Impact Measures:

JOBS: Employment, both part- and full-time, by place of work, estimated using the typical job characteristics of each industry. INCOME: "Earned" or labor income; specifically, wages, salaries, and proprietor income.

WEALTH: Value-added—the sub-national equivalent of gross domestic product (GDP). At the state level, this is called gross state product (GSP).

OUTPUT: The value of shipments, as reported in the Economic Census.

TAXES: Tax revenues generated by the activity, which include taxes to the federal government and to state and local governments.

The following table summarizes the impacts of the HTC for each of these economic measures for cumulative period FY 1978-2012 and FY 2012.

National economic impacts

	Federal HTC-assisted Rehabilitation	
	$106.1 billion CUMULATIVE (FY 1978-2012) historic rehabilitation expenditures results in:	$3.5 billion in ANNUAL FY 2012 historic expenditures results in:
Jobs (person-years, in thousands)	2,351.3	57.8
Income ($ billion)	89.1	2.5
Output ($ billion)	245.7	6.6
GDP ($ billion)	121.2	3.4
Taxes ($ billion)	35.5	0.9
Federal ($ billion)	25.9	0.6
State ($ billion)	4.9	0.2
Local ($ billion)	4.8	0.1

New York, photo by Chiara Ferrari

Syllabus

Course Objective and Framework

This class will consider the subject of development and preservation in large cities (and other places) and will examine this interaction from an international perspective, considering case studies in the United States (with an emphasis on New York City) and Italy (with discussion of Naples and Pompeii). New York City has some of the leading cases in the United States of development triumphing over preservation (e.g., demolition of Penn Central Station) as well as opposite situations (e.g., preservation of Grand Central Station). The same is true in Italy, including Naples and Pompeii. The class will electronically link (via Skype/other means) Rutgers University in New Jersey and the school of Architecture at the Second University of Naples (SUN) and the Region Centre for Cultural Heritage, Ecology and Economy (BENECON). The class will be taught in parallel by David Listokin (Rutgers) and faculty from SUN and BENECON.

The class will present:

Why – What are the forces respectfully driving development and preservation and what is the larger historical framework of these two forces.

How – What is the regulatory framework for development (e.g., zoning, and subdivision codes) and preservation (e.g., landmark designation, transfer of development rights, and tax credits), with a focus on the latter.

"Historic" cases – These are notable past examples of development and preservation cases. Two examples for New York City include:

Penn Central and Grand Central Stations – two iconic structures with contrasting development/ preservation outcomes. St. Bartholomew's Church – landmarking of religious structure upheld and stopped planned demolition, but fostered a counteraction against restraining religious entities.

"Current" cases -- Ongoing preservation versus development situations. Potential examples in New York City include Atlantic Yards (Brooklyn) and Saint Vincent's Hospital (Manhattan). Future Policy and Planning – Based on the historic and current cases, what planning and preservation policies and mechanisms can better synthesize development and preservation. To foster cross-national dialogue and understanding, students in this class will work as joint teams (encompassing both Naples and Rutgers students) to study historic preservation topics of mutual interest. For each topic, the student analysis will: (1) summarize the existing preservation thinking/ application in each country (Italy and the United States), (2) compare and contrast section (1) findings, and (3) discuss how each country can learn from one another on the given preservation subject. (See page 7 in this syllabus for more details on the joint student research.)

Lectures and topics 2013

January 28	Course overview (Prof. D. Listokin)
February 4	An historical overview of preservation in the United States (U.S.) (Prof. D. Listokin)
February 11	U.S. federal (and other) government preservation programs (Prof. D. Listokin)
February 18	U.S. state government preservation tax incentive programs and U.S. local government historic preservation in the nation and New York City (Prof. D. Listokin)
February 25	U.S. federal government financial preservation programs (e.g., tax incentives and grants) (Prof. D. Listokin)
March 4	U.S. property rights and development-preservation tensions in the nation and New York City. Also, housing, economic development, and social impacts (Prof. D. Listokin)
March 11	Representation (Prof. C. Gambardella) and GIS (Prof. N. Piasacane)
March 18	No Class – Rutgers Spring Break, Note:
March 25	Territorial Governance (Prof. C. De Biase) and Legislation (Prof. M. Calabro)
April 1	Community Case Study Draft Presentations (Rutgers class only)
April 8	Design (Prof. P. Giordano) and Communication Design (Prof. A. Cirafici)
April 15	Landscape (Prof. J. Capriglione) and Economic Evaluation (Prof. F. Forte)
April 22	History of Architecture (Prof. E. Manzo) and Analytic Network Process (Prof. M.C. Miglionico)
April 29	Urban Design (Arch. O. Gambardella) and Cultural Heritage (Arch. A. Ciambrone)
May 6	Cross-national student team presentations (Naples and Rutgers)

Modules and biographies

Carmine Gambardella
David Listokin
Jolanda Capriglione
Paolo Giordano
Elena Manzo
Alessandra Cirafici
Nicola Pisacane
Fabiana Forte
Marco Calabrò
Claudia De Biase
M.Cristina Miglionico
Ottavia Gambardella
Alessando Ciambrone

Castel Volturno, photo by Jolanda Capriglione

LANDASCAPE AS
CULTURAL HERITAGE

Jolanda Capriglione

Department of
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As Richard Sennett wrote some time ago, the more or less cultured man's glance is an integral part of the landscape.

Landscape can then be viewed as a sort of context to use or contemplate, safeguard or protect or, more frequently, destroy and modify in connection with its so-called beauty, or in connection with its functionality for a project that does not allow for the very nature of the sites. This short preface entails a question that, for over a millennium, has been pervading philosophy on the one hand, and what we could define as "philosophy of landscape" on the other hand.

Through this definition the landscape leaves its dimension of something extraneous to man to become the main character of a sophìa, of a dialectically arranged and above all diachronic knowledge going through time. Actually nature becomes landscape when, remaining itself or changing as result of artifices, gets into the man's time. The quaestio is not insignificant to architects (and not only to them), as it leads us to a level of debate that since Aristotle onwards has been providing conflicting answers; is it possible to talk about an ethics of the environment and landscape? In other words, can or does an ethics of the so-called non-human beings exist? Clearly enough the question is part of the world of architecture, philosophy, sciences of life, law; this is proven by the many studies conducted in the U.S. mainly, and that only recently started to be covered by European and Italian writers of treatises that recently focused their attention again on this problem within the epistemology framework (without any theoretical impact). However, nowadays a term such as 'bio-architecture' is no longer a "linguistic peculiarity", rather the target of the most advanced research works focused on the values of the bios itself, waiting to become a normal dimension of the tout-court architecture. We do not have to be surprised by this delay, by this epistemological slowness that

has to cope with millennial stratifications. The point is that our idea of nature, our idea of landscape stems, with all its millennial superimpositions, from the Jewish and above all Greek culture; specifically it stems from Aristotle who, with is powerful theoretical framework, imposed an a/noetic dimension of the landscape and environment, a dimension that is still part of our knowledge, of our Weltanschaung, of our view of space and world. Aristotle has not doubts as to hierarchies in the man-nature relationship. In his Politics he writes "It is evident then that we can conclude of those things that are, that plants are created for the sake of animals, and animals for the sake of men; the tame for our use and provision; the wild, at least the greater part, for our provision also, or for some other advantageous purpose, as furnishing us with clothes, and the like. As nature therefore makes nothing either imperfect or in vain, it necessarily follows that she has made all these things for men" (1256 b). From now onwards, the anthropocentric finalism will dominate the scene of ethics; consequently, for architects and town planners, politicians landscape will only be a more or less dialectical context for the project. As an example I can mention the greatest artifice of the so-called "English garden" that re-writes the natural landscape so as to make it looking "more natural" through a game of extreme mìmesis that, as Verdénius maintains, is not so much a tout court imitation but rather the interpretation of the essence of the world around us. However, after 14 centuries, we might also wonder whether it makes any sense for a landscape scholar to keep on talking about Aristotle or Vitruvius. This reference is not only the sterile need felt by a learned person, as confirmed by the dangerous "Aristotelian" stand taken by one of the major fathers of the modern ethics, Emanuele Kant who in his Critique of the practical reason writes:" Respect applies to persons only – not to things.

THE ALBERGO DEI POVERI
AND THE EAST AREA OF NAPLES

Paolo Giordano

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The overlap between what was, what is and what will be, is a necessary precondition of any problem that arises, as its objective, the modification of a critical place natural or artificial. The consolidated urban sites, for example, represent the best sedimentation and accumulation of those transformative actions - on top of each other - that, over time and as a whole, helped to configure the relevant characters of identity. The comparison with the specificity of the places, the knowledge of the different sedimentary layers, the recognition of the values of witnesses, the distinction between relevant and irrelevant represent, as a whole, the conceptual assumptions for the construction of a new architectural design and urban reality. In this sense, a cognitive approach and amending type of graph, based on the representation of overlap, is essential to identify those necessary measures to redefine the lost harmony of the natural by the consumer society. The twenty-first century is presented, in fact, with a network of crisis proposing an "immediate present" chaotic, messy, contradictory and conflicting determine, in the specific field of urban and regional change, a qualitative degeneration of open spaces and contexts are constructed, the latter, regardless of atopic places peripheral or historically established tissues. Degeneration also attributable to an uninhibited use of new techniques of representation related to the recent digital revolution produced by computer modeling: a system generated by complex algorithms capable of developing extraordinary complexity formal, more often than not, it has lead its applications into real formalisms. With their graphic design being totally dissociated from the reality of places. Creativity against reason, subjectivity against objectivity, dramatically against the measure, against the exception to the rule: these are the main cultural antithesis of the contemporary design depicting a revolution involution that has alienated, more and more,

Napoli, Albergo dei Poveri

the tradition detect and draw the architecture of those principles which, historically, had guaranteed the modification of the territory in relation to it and not against it. Virtuality and the ideals of architecture, in connection with certain digital programs (such as the Adobe Photoshop software specialized in processing of photographs, photo editing and, more generally, digital images) can, conversely, help to prepare hypothesis being able to bring out the continuity of the historical layers superimposed temporal homogeneous growth that has characterized most of the historically established places of Western cities. The study, in this perspective, explores the issues relating to a possible critical review of the architectural construction tools with the help of software that can process simultaneously drawings, photographs and iconographic documents through the overlap of more manageable levels separately or unitarily depending on the needs required by the type representative of the virtual graph to be processed. Digital images in tune with the real characteristics of the identity of places but also with virtual ones, iconographic, ideality architectural and urban graphics drawn from the documents of the past. A trial application of this working hypothesis is proposed through a series of digital images relating to the architecture interrupted the Albergo dei Poveri made in Naples by Ferdinando Fuga in the second half of the eighteenth century.

Alvignano, Il Tuffatore by Felix Policastro, photo by Jolanda Capriglione

MONUMENTAL PRESENCE, VERNACULAR ARCHITECTURE AND URBAN PLOTS IN THE AGER CAMPANUS. SPATIAL TRANSFORMATIONS AND REUSE OF A HISTORICAL HERITAGE PRESERVE.

Elena Manzo

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The Ager Campanus, the large portion territory of the Campania region (Italy) with strong social and cultural contrasts, extends from the northern slopes of Monte Massico through to Campi Flegrei and the limits of Vesuviana area (1) . Cultured and dignified of stratification, which dates back to the time of Imperial Rome, builds its story without interruption until modern times, whilst it is enriched by important Renaissance and Baroque buildings. By the eighteenth century to the Unity of Italy, with the advent of the reign of Charles of Bourbon is reconstituted exceptional architectural fulcrums around as the Royal Palace of Caserta, the Royal hunting lodge of Carditello, the aqueduct of Vanvitelli, San Leucio manufacturing utopian with its silks. A social history, artistic and cultural, that matured, relating the natural landscape and its more radical peculiarities, however, clashes today with a progressive and constant degradation, initiated by the urban planning law No 1150 of 1942 and accelerated by a distorted interpretation of housing needs, which were not stopped even by Galasso law 1984 Today, frequently at the center of the Chronicles for the many events related to trafficking, to tipping, the thorny issue of toxic wastes, illegal immigration, many clans of the camorra, is an urban continuum between Naples and Caserta, the two capitals-politics, the first and the second administrative. Looks like a "Middle-ground", suspended between them, consisting of urban fragments, nebulae suburbs and urban patterns, industrial development areas, large infrastructural interventions that overlap the old paths. Here it is put into practice an idea of uncontrolled centrifugal city, which today is put into practice but, now, has to deal with the signs of his defeat. More than elsewhere, contamination has accumulated in a disadvantaged area. The great mobility of individuals within the territory and the speed of their movements seem to have reversed the relationship between the Centre and suburbs returning a gaping metro-

politan scenario, in which there is no longer any real distinction between city and countryside. In its native complexity in continuous movement growing and dynamic structure still neighborhoods analysis of "dense networks of interactions", described by Doreen Massey (2). At the same time, expressing that no investigation according to a unified standpoint, as expressed by Manuel Castells, Edward Soja Sksia Sassen, or Michael Dear, just to name a few (3). It's the "exploded metropolis" theorized by Hall in 1998 (4) which can decode as characterized by the "transitivity", which allows the ancient anthropological roots in the distant past to permeate, as Walter Benjamin wrote in 1924 after his visit to Naples (5). Thus, both the natural landscape as well as the historical and artistic man-made environment, characterized by unique monumental emergencies as well as by a widespread presence of vernacular architecture, linked to the rural vocation of the territory, are more and more in a state of neglect, or even more so, they are choked by uncontrolled construction and high population density(6). In the last two decades, however, the oldest and most prestigious abandoned monumental complexes, mostly convents, were the subject of functional reuse aimed at a progressive redevelopment. An important driving force has been the establishment of the Second University of Naples, which has triggered a fruitful process of territorial development and new economic revenues, creating a University system-network. The abbey of St. Lorenzo and the complex of the Annunziata in Aversa, the Bourbon prison in St. Maria Capua Vetere, the convent of the Dame Monache in Capua, S. Leucio are just a few examples of the assets recovered. In this perspective, the Faculty of Architecture, since its establishment, has carried out detailed studies of unpublished archival materials, cataloging and inventory, converged in numerous publications (7).

(1) St. Quilici Gigli, Sulle vie che ricalcano gli antichi assi centuriati, in G. Franciosi (ed.), Ager Campanus, atti del convegno internazionale "La storia dell'Ager Campanus, i problemi della limitatio e sua lettura attuale", (Real sito di San Leucio, 8-9 giugno 2001), Jovene, Napoli 2002, pp. 95-113; St. St. Quilici Gigli, Ager Campanus, in M. Guaitoli (ed.), Lo sguardo di Icaro. Le collezioni dell'Aerofototeca Nazionale per la conoscenza del territorio, Campisano, Roma 2003.
(2) D. Massey, Cities in the World, in D. Massey, J. Allen, S. Pile (eds.), City World, Routledge, London 1999, p. 160.
(3) M. Castells, La question urbaine, F. Maspero, Paris 1975, It. transl., La questione urbana, Marsilio, Venezia 1975; S. Sassen, Cities in a World Economy, Pine Forge, London 1994, It. transl. Le città nell'economia globale, Il Mulino, Bologna, 2003; E. Soja, Postmetropolis, Blacwell, Oxford 2000; M. Dear, The Postmodern Urban Condition, in M. Featherstone, S. Lash (ed.), Space of Culture, Sage, London 1999.
(4) P. Hall, Cities in Civilization, Weidenfeld & Nicolson, London 1998.
(5) W. Benjamin, Ursprung des deutschen Trauerspiels, Suhrkamp, Frankfurt am Main 1963, It. transl. Il dramma barocco tedesco, Einaudi, Torino 1977.
(6) R. Serraglio, Ricerche sull'architettura rurale in Terra di Lavoro, ESI, Napoli 2007.
(7) See for all A. Gambardella (ed.), Ager Campanus. Ricerche di architettura, ESI, Napoli 2002.

COMUNICATION DESIGN FOR CULTURAL HERITAGE

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The history of cultural heritage is also and mainly the history of the relationship that this heritage is able to create with its users over time. It is the history of the characteristics of this relationship and of the ways it interprets different levels of communications and forms of intense dialogue. Such an observation allows to look at the cultural assets and at the strategies to enhance them from a new "point of view". A new idea is starting to rise according to which a new model, purely based on a cultural asset considered as a tourism-related economic resource may possibly produce a cultural economy based on the „revenue" and at the same time it pays little attention to the essential role that heritage can have in terms of identity as the English word "heritage" well explains when referred to a people's culture.

A new question is then arising: is there another way according to which the protection of cultural heritage can be a factor of development?

Provare a dare risposta a questo interrogativo significa interpretare le istanze che emergono nel dibattito contemporaneo in merito alla dimensione identitaria che il patrimonio culturale va assumendo e che ne sottolinea ben oltre quello economico, il valore di heritage con tutto il senso di profonda responsabilità che il termine porta con sé. In questa nuova accezione il valore culturale del bene non è rappresentato dall'oggetto nella sua estrinsecazione fisica e nemmeno è più racchiuso nella sua dimensione autoreferenziale legata a un giudizio di valore assegnato in senso assoluto. Non a caso c'è chi propone un definitivo abbandono del termine „bene culturale" a vantaggio della definizione di „bene colto" definizione con cui si intende sottolineare come il valore del bene vada restituito alla dimensione relazionale del consumo di cultura, perchè valore condiviso attorno a cui si crea sviluppo intellettuale e si definisce l'identità collettiva.

NewYork - The High Line, photo by Chiara Ferrari
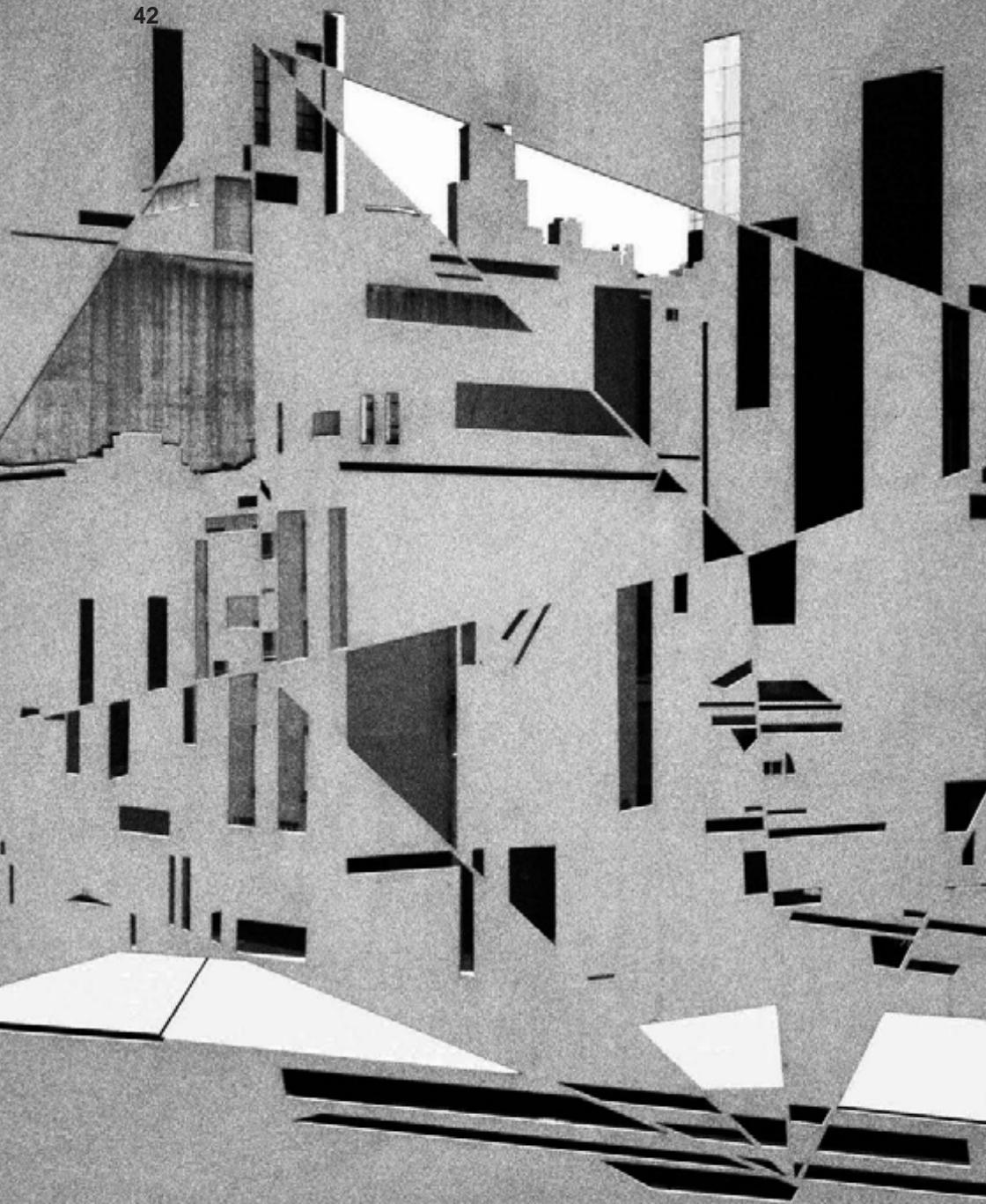
Costruire senso di appartenenza e di identificazione; incentivare la richiesta di consumo di cultura da parte di un mercato, per così dire, interno; trasformare l'idea „autoreferenziale" del bene culturale in un'idea „relazionale"; creare le condizioni per cui si determini quell'intreccio fondamentale tra relazioni conoscitive e relazioni emotive, sono gli obiettivi di una politica culturale – ancora praticamente agli esordi nel contesto italiano - il cui scopo non può limitarsi alla valorizzazione economica, ma deve tendere all'ampliamento, attraverso il rapporto con il patrimonio, dello "spazio mentale" dei cittadini, cioè di quella condizione indispensabile perché si costruisca una società realmente orientata alla produzione di conoscenze. Il compito più difficile di una simile cultura del patrimonio è quello di riuscire a trasmettere l'idea che la cultura possa concretamente rappresentare „un pezzo della nostra quotidianità", l'idea che quel patrimonio sia „accessibile" nel senso che Rifkin attribuisce all'idea di accessibilità e cioè di „esperienza possibile" [1]. La domanda ricorrente nelle società evolute dei prossimi anni non sarà "che cosa posso possedere che ancora non posseggo?", ma piuttosto " quale esperienza posso compiere che io già non abbia compiuto?". Le nuove economie dell"esperienza con ogni probabilità soppianteranno quelle della conoscenza e la „società cognitiva" dovrà confrontarsi con una nuova „società emotiva". Gli studiosi francesi del patrimonio hanno coniato un termine per racchiudere questo nuovo significato, parlano di „emozioni patrimoniali" intendendo l'intreccio di relazioni conoscitive ed emotive che presiede ad un'esperienza del patrimonio che nel suo attuarsi torna ad assomigliare all'idea del „viaggio" nell'accezione più ampia del termine - come „esperienza" di conoscenza e di comunicazione. Ebbene, questo spostamento del „punto di vista" sulla fruizione del patrimonio culturale, impone qualche riflessione ulteriore

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import dato sensore
termico

restituzione ed elaborazione
immagine IR

27 aprile '12
Sala Consiliare, Comune di Pompei

Workshop interdisciplinare

i/Pompei
le giornate dell'innovazione
per i beni culturali

COMPLEX REPRESENTATION.
CASE STUDIES IN CAMPANIA

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The preservation, conservation and enhancement of a cultural site constitutes a tool for long-term and sustainable development. In fact, an economic process based on local resources ensures a higher multiplicative effect on income. In turn, wealth and well-being create the conditions for further growth and preservation. From this perspective, tourism is an industry that is not only undergoing constant growth but also has a significant share of world trade. In recent years, the increased focus on the theme of sustainable development has provided new strategic opportunities for places which, until only a few years ago, played a marginal, if not inexistent, role in the tourism market. This has naturally attracted the interest of scholars and economic operators to the relationship between the decisions regarding local governance and the mechanisms of competition. It is therefore necessary to identify the means by which an economic sector as complex as the local tourist industry can be run, so that the resource represented by the tourist attraction can provide adequate long-term returns in economic, environmental and social terms for the local population. These are the objectives of urban ecotourism and heritage tourism in the sectors of sustainable tourism which are currently the most advanced. More importantly, in order to be sustainable, tourism should be compatible with the identity of the local community, encouraging mechanisms of integration between the symbolic and cognitive aspects that a local area is capable of evoking with more strictly social and economic ones. At a time when distances are being reduced and even geography itself seems to be disappearing, the term "local" is acquiring a significance that is both very different from the past and extremely important: from this viewpoint, places should be considered not so much as naturally different but strategically different. In Italy, there has recently been a rediscovery of the local system, in

in its various human, cultural and landscape components, as a factor that constitutes an economic advantage.

The most recent economic theories have identified the "local regional system" as the explanatory variable of development, as well as the basis for defining appropriate economic policies.

In the spread of exchanges, the tourist sector therefore has certain unusual characteristics: the knowledge that the society destined to have a tourist function is not just required to open up its frontiers and residences to foreign visitors but also to begin an extremely special form of commerce, since it involves bringing culture, heritage, traditions, identity itself and even certain categories of the local population into the sphere of economic exchange.

The past, history and memory are considered "deposits of authenticity" to be taken advantage of, while ethnicity is regarded as a resource to exploit and safeguard. The method that needs to be used is a local competitive strategy that views resources, skills and internal capacities as a source of competitive advantage, features which are difficult to imitate and can be used immediately. For tourism, competition involves creating an image: the image of a tourist resort is strongly influenced by the existence of a local identity and that of the individuals that identify with it. It is the result of a specific combination of social, cultural, human and environmental capital and institutions which give value to a local area.

This combination gives rise to a chain of influence which can be defined as the perceived attractiveness of local identity: identification with a specific group is motivated by the need to strengthen self-esteem through positive feedback, with membership to a group reflecting upon the individual's concept of self.

FISCAL INCENTIVES FOR
HERITAGE CONSERVATION AND
URBAN REGENERATION

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Italy has developed a decentralized system for heritage con-
servation with the direct involvement of local authorities. At
a national level, the Ministry for Heritage and Cultural Ac-
tivities (MiBAC) manages the cultural policies including the
conservation of historic assets. The MiBAC administers the
heritage conservation policies through its local administra-
tive branches (Soprintendenze) specializing in various as-
pects of cultural heritage. Article 9 of the Italian Constitution
establishes the country's obligation to protect and preserve
the landscape as well as the historical and artistic national
heritage. Legislative Decree No. 42, Code of the Cultural and
Landscape Heritage, was passed in 2004 as the principal
legislation governing heritage conservation and "economic
valorization"; Article 30 of the Decree (Conservative Obliga-
tion) sets out that the private owners of cultural assets are
obliged to guarantee their conservation. Considering the
wide incidence of the expenses for the conservation and,
in the same time, the scarcity of public resources assigned
to the conservation (specially in the last years) in Italy, the
fiscal incentives, as in many other countries, represent an
efficacy measure to stimulate preservation interventions. In
this perspective, different forms of fiscal incentives for the
owners of historical assets are considered; they concern fis-
cal facility for the personal income tax; the allowance for
property owners to deduct from their taxable income the
expenditure incurred in the maintenance, conservation and
restoration of their "listed" buildings; fiscal deduction of reg-
ister tax (imposta di registro) for the transfers of historical
buildings. Finally, the new property tax "IMU" (Imposta Mu-
nicipale Propria), replacing the previous "ICI" tax (Imposta
Comunale sugli Immobili), is reduced by 50% in the case of
listed buildings, even if the amount is now calculated on the
basis of the "real" cadastral rental value. Furthermore, some

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NewYork - Financial District, photo by Chiara Ferrari

economic incentives have been introduced by the Italian government for buildings renovation; Specifically, the Finance Act 2008 allows home owners to deduct 36 or 50 percent of expenses incurred in "restructuring" a home and common areas of a residential building. This benefit is available for each property renovated and is paid out over a period of up to ten years. The level of VAT for "restoration" on properties is only 10% of the value of the work done, instead of the actual 22%. Finally, in the last years, the strategic importance of the "integrated urban regeneration" (as in the Toledo Declaration, 2010) has been recognized in Italy as well as the safeguard and revitalization of historical heritage. With a specific law proposal (Norme per il contenimento dell'uso di suolo e la rigenerazione urbana) several measures have been proposed for urban regeneration, as equalization and compensation through urban planning tools and financial and tax incentives for private enterprises, trying to increase the involvement of private property and financial agents and other urban actors in urban regeneration. A specific measure introduced by this law proposal is the contribution for the land safeguarding and urban regeneration, additional to the building permit fees, introduced by law n.10 as long ago as 1977 ("oneri concessori"). This contribution is for each urban and building transformation intervention which determine soil consumption; the revenues from this contribution (or fees) are destined to a "fund" for the realization of several activities, such as the recovery and requalification of the historical heritage. With specific reference to Naples (Campania Region), an example of good practice of urban fabric renewal based on fiscal incentives is the Programme to Restore Common Parts of Buildings in the Old Town Areas and outskirts, the "Sirena Project", managed by a "joint stock consortium" between public and private shareholders.

Sessa Aurunca, photo by Gino Spera

RENEWABLE ENERGY INFRASTRUCTURES LOCATION BETWEEN ENVIRONMENTAL PRESERVATION AND LANDSCAPE EMERGENCIES

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When a production facility is realized, there is generally a conflict between the environment and landscape Constitutional interests, and the economic and occupational requirement of the territory. This statement finds a huge exception in the case of the installation of renewable energy infrastructures: this type of facility, in fact – as well as determining the economic growth of an area – gives a significant contribution to the achievement of the environmental conservation of national and international targets. On the other hand, there is still the "landscape emergency", coming from the installation of such infrastructures (e.g. wind turbines), in terms of visual and acoustic impact, as well as possible harmful effects on ecosystems, agricultural landscapes and historical settlement. In other words, there is a change of point of view: from a model where environmental and landscape preservation, together, deal with productive demands, there is a shift to a new context, in which the human factor (energy production) contributes to environmental conservation, in conflict with landscape preservation. This change of perspective inevitably affects public choices concerning the location of energy infrastructures, imposing the selection of procedural models suitable for assuring the equitable balancing of interests involved. Thus, the traditional static conception of landscape (absolute intangibility) has to be replaced by a dynamic vision of landscape, as constantly changing trace, left on the territory by natural phenomena and human activities. Therefore, a renewable facility, projected and realized paying attention to the context specificity, could not only integrate itself in the landscape, but also cooperate to its own redefinition. From a procedural point of view, the choice of location has to be the result of a participatory decision-making process, involving the local communities concerned. It has been shown that a public intervention in landscape/environmental fields

imposed from the "top-down", upon which the citizens are in no way required to participate, is transposed from the latter with an attitude of substantial hostility and, consequently, boycotted, considerably affecting the timing and costs of the public action. If this is true, it is mainly due to the fact that the citizen is given the opportunity to intervene only in the implementation phase of a project, whereas on the contrary involvement at a programmatic level would allow for the formation of a real awareness of the consequences, both positive and negative, of a public intervention. The doctrine that deals with studying the processes aimed at the localization of production facilities for renewable energy - also in order to avoid the establishment of an ideological conflict between citizens and local governments - has sought to identify alternative approaches based on the development of consensus, procedural transparency and maximum participation. What is highlighted is, on the one hand, the importance of the "moment" of the involvement, which must start since the beginning of the procedure and secured in the various stages. While on the other, the preference for an informal intervention, including through public inquiries.In conclusion, the issue of the correct siting of renewable energy infrastructures - in the light of the peculiar balancing of interests that it requires - seems to be an ideal platform to experiment with new and more effective decision-making. These has to be aimed at establishing a virtuous circle, on the basis of which, on the one hand, public administrations will show their readiness to constructively accommodate the requests from the citizens as a result of the investigation and, on the other, the latters consider the public administration not to be an "enemy" to fight, but rather an "ally" with whom more satisfactory results in the field of environmental protection can be obtained.

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THE ANALYTIC NETWORK PROCESS (ANP) STRUCTURE AND USE

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Modern society is a complex system, where the transformations of the urban environment are characterized by a growing interdependence of the parts.This interdependence leads to the need to simultaneously solve a multitude of problems. These social, economic or political problems cannot be understood using a classical approach, for example, a sectorial approach is u in particular, thanks to its dynamic approach, is able to systematically manage all types of dependence without the need of specify levels. The ANP approach results the most promising tool available in the field of strategic decisions. It can be considered a technique capable of grasping and reflecting correctly not only the multi-dimensional profile of the problem of choice, but also the complexity inherent to real problems. Multi-criteria analysis is a tool to support this integrated approach capable of inserting the points of view of different stakeholders. The space, where these problems are developed, is not static but dynamic. In this context, multi-criteria analysis constitutes a powerful tool to improve the procedural rationality, underlying complex decision problems, ensuring an integrated multidisciplinary and transparency to the entire evaluation process. The ANP, thanks to its dynamic approach, is capable of systematically managing all types of dependence without the need to specify levels. The ANP approach results the most promising tool, available in the field of strategic decisions. It can be considered a technique capable of grasping and reflecting correctly not only the multi-dimensional profile of the problem of choice, but also the complexity inherent to real problems. Multi-criteria analysis is a tool to support this integrated approach capable of inserting the points of view of the different stakeholders. This tool is capable, in the development processes, of improving the procedural rationality in the context of assessments and decisions concerning complex systems. It therefore plays a

New York - shopping windows, photo by Chiara Ferrari

role fundamental importance in the path towards sustainability.The Analytic Network Process is a multi-criteria technique of decision system designed by T. L. Saaty. This technique is well known as the implementation of the best-known Analysis of Hierarchy (AHP), in order to overcome the linear structure of traditional evaluation methods. Using the ANP approach, every decision problem is structured as a network of elements, arranged in groups, according to multiple relations of influence. This configuration makes it possible to implement a structure capable of incorporating interdependencies and feedbacks, both within each group of elements and between various groups of elements. By considering the existence of feedback, in fact, not only the alternatives depend on the criteria, such as in a hierarchy, but also all the factors taken into consideration. The network structure is the base of an ANP model and is defined as a set of components (cluster) and elements (nodes), linked together by a relationship network. Such interactions can occur between both elements belonging to different clusters, and by elements belonging to the same cluster. Furthermore, this type of relationship allows for the existence of feedback mechanisms between network elements. Depending on the examined case, there are two different types of model: the "simple" and "complex" structures. The first consists of a network of relationships which develop between clusters and within the same cluster, with each cluster consisting of a number of specific elements and with a cluster reserved for alternatives of choice. The "complex" structure, presupposes the existence of a hierarchy of control that gives rise to sub-networks, each organized according to the "simple" structure. This structure contains groups, elements and alternatives.

Napoli, Sant'Andrea delle Dame

THE COMPLEX OF
SANT'ANDREA DELLE DAME

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di Napoli
Federico II

The complex of Sant'Andrea delle Dame is located in Sant'Andrea delle Dame Square in Naples. The structure is composed of a church, a monastery and a cloister, and was realized in 1587. Four ladies, daughters of the notary Andrea Palescandolo, after having taken vows in 1580, founded the convent of the Augustinian Order and dedicated it to Saint Andrew, by then called "of the Ladies". The project was entrusted to Don Marco Parascandolo, brother of the founders, and Marco Pagano. The church was built on the original Greek acropolis area, and later several other complexes and convents were built, forming a citadel. The church was originally located inside the structure, but now there is a direct access from the street. The cloister was completed in the seventeenth century, and it was built with pillars and arches of piperno made to support the imposing structure of the dormitory. On the external facade faux columns and arches were painted, decorated by the Flemish painter Peter Mennes. The monastery was suppressed during the French occupation of Naples in 1884 and the annexed church was closed to worship. Bombing in the Second World War damaged the complex, but nevertheless, it preserves its original Renaissance features thanks to the following restorations. In 1891, the structure became a teaching hospital and then it became the seat of the University of Medicine of the Second University of Naples after its constitution of 1991, and until now. The complex of S. Andrea delle Dame hosts the Eye Clinic, the Department of Obstetrics, the Cabinet of General Pathology, the Institute of Physiology, the Institute of Pharmacology, and that of Biological Chemistry. It also houses the university library. The church, after the restoration of 2004, now houses one large classroom. The Second University of Naples chose this ancient complex because it was in the center of the University's area of the city, where other head-

quarters of the Medicine University were located. Afterwards natural disasters, such as earthquakes, and political events forced the other headquarters in various interruptions of their activities and continuous displacements, but the function of the S. Andrea delle Dame Complex remained unchanged.
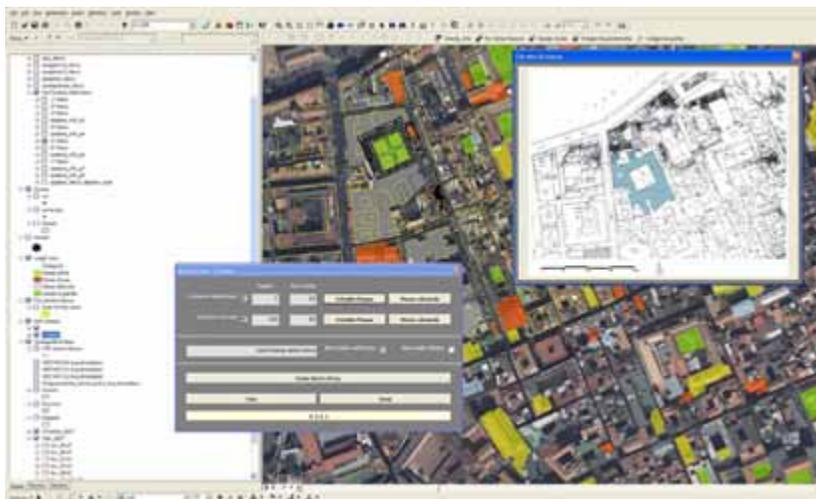
Naples - elaborated by BENECON

INNOVATION AND TOURISM FOR THE MANAGEMENT OF CULTURAL AND LANDSCAPE HERITAGE

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Cultural tourism can be an option, although not the only one, for the cultural and economic development of territories with strong international appeal, precisely because they are guardians of significant historical presences. These have marked evolution, traditions and defined the landscape, always if carefully integrated within planning strategies and management of the natural and built as well as intangible assets. Cities and whole regions in Europe and North America as well as emerging countries are developing strategies to promote tourism for their economic development. The impact of culture on local communities is not limited only to tourism but extends to other activities. In an increasingly globalized society, the protection and enhancement of cultural heritage can become a powerful tool for social, religious, ethnic and economic integration within communities, as well as contribute to a more equitable and sustainable development. The United Nations World Tourism Organization and UNESCO, as confirmed by statistical data, identified tourism as one of the fastest growing business sectors, with very marked attention to the cultural one. The latter is particularly interested in the rediscovery of the local traditions and authenticity of places. In this logic, countries that have special historic, architectural and landscape assets, are vigilant in preserving their cultural heritage, focusing on cultural tourism, for its ability to attract visitors, in order to obtain economic and social benefits for the local people and territories. Tourism is one of the most important sectors for the world economy with about three trillion economic income worldwide and an expansion, on average, of five per cent per annum. It can generate a set of benefits including the development of economic opportunities through both the increase in jobs as well as the creation of local and regional markets. It can also ensure the protection of cultural and natural heritage through

Castel Volturno, Borgo San Castrese, photo by Gino Spera

the provision of interpretive and educational values associated with the valence and historic significance of places, in addition to contributing to the development of research by studying the best practices for environmental protection. It can also contribute to improving the quality of life through the development of an infrastructure system for the territory of reference, or it helps the cross-cultural understanding within a community. It is also true that, if it is not integrated into a careful planning strategy and properly managed, tourism can irreversibly alter the state, integrity and authenticity of places, for example, through the creation of services not integrated into the landscape, including parking, shops, hotels, roads and airports. Among the physical and environmental impacts, it is worth highlighting the acceleration of erosion, pollution and the gradual, partial or total degeneration of the ecosystem. Among the social impacts, mass tourism may reduce the quality of life of local communities and create tension in everyday relations between visitors and residents. The main goal for who is involved in the heritage management, therefore, is to plan a balance between protection and promotion, including local knowledge, open to the widest audience possible, and protect assets from excessive and unsustainable human pressure, which might alter, as often happens, the authenticity of those places.

If the local people do not feel the landscape, the city, the natural context in which they live, as their own, not only in the cultural and identification aspects, but also as the place where they can live their lives with dignity, then it is difficult to feel involved in a collective project. A participatory process, shared by the local community, is a key factor of best practices worldwide for the protection and enhancement of heritage.

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New York – Financial District –Brooklyn Bridge, photo by Chiara Ferrari

Biography

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Yellowstone, National Park, photo by Chiara Ferrari

Aversa, Abazia di San Lorenzo ad Septimum, photo by Ludovico Mascia

TOPIC 1_ New York City and Naples: Examples of Restoration and Adaptive Reuse of Historic Properties

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Danilo Santoro

Mariangela Villalunga

Gilda Emanuele

Francesco Maiolino

Merisa Gilman

Aversa, photo by Jolanda Capriglione

THE SECOND UNIVERSITY OF NAPLES: LIMITS AND POTENTIALS

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Seconda Università
di Napoli

The Second University of Naples (SUN) was founded on March 25th, 1991 with a Ministerial Decree in order to decrease the number of enrollments at the University of Naples "Federico II". Its Departments, Libraries, Museums, Research Centres, and PhD Schools are located between the Provinces of Naples and Caserta, which are two of the five Provinces of the Campania Region. The other three are Benevento, Avellino, and Salerno. In order of founding, the SUN is the fifth University in Naples after Federico II, Orientale, Suor Orsola Benincasa, and Parthenope. The Campania Region has seven Universities. The other two are the Universities of Benevento and Salerno, located in the respective Provinces. The SUN officially started on November 1st, 1992 with nearly nineteen thousand students and eight departments. Currently, the SUN has thirty thousand students, one thousand professors and researchers, eighteen hundred administrative staff, and ten Departments and Schools. One of the most significant features of the SUN – not yet fully developed – is that it is divided over six locations, not very far from each other, in historical and architectural buildings within "art cities". The most important are Caserta and Naples. In particular, the five cities in the Province of Caserta are Aversa, Capua, Santa Maria Capua Vetere, and Caserta, which is an important tourist destination as well as a World Heritage property, with its Royal Palace and Gardens, the historical village of San Leucio and the Vanvitelli Aqueduct. In addition, the historical centre of Naples, with the Rectorate, the Departments of Medicine and Surgery, Libraries and Museums, is included in the World Heritage list. In fact, Naples has been part of UNESO since 1995 because "it is one of the most ancient cities in Europe, whose contemporary urban fabric preserves the elements of its long and eventful history. Its setting on the Bay of Naples gives it an outstanding universal

value which has had a profound influence in many parts of Europe and beyond." The university buildings in the historical centre are located in the first Polyclinic of the city as well as in the ancient complexes of Sant'Andrea delle Dame and Santa Patrizia. Caserta, included in the World Heritage list since 1997, "is exceptional for the broad sweep of its design, incorporating not only an imposing palace and park, but also much of the surrounding natural landscape and an ambitious new town laid out according to the urban planning precepts of its time. The industrial complex of the Belvedere, designed to produce silk, is also of outstanding interest because of the idealistic principles that underlay its original conception and management." In Caserta, there are other offices of the Rectorate in the Royal Palace, and the more modern Departments of Environmental Sciences, Psychology, Mathematics-Physics, and Natural Sciences as well as the Department of Political Sciences. In Aversa, there are the Departments of Architecture and Industrial Design in the Middle Age monumental complex of San Lorenzo ad Septimum, and the Department of Engineering in the historical complex of the Real Casa dell'Annunziata. The city was the first Norman county of southern Italy, and the Episcopalian centre of the diocese of Aversa in 1053. It is also famous for the production of buffalo mozzarella and Asprinio wine. In Capua, the Department of Economics is located in the complex of Santa Maria delle Dame Monache, a Benedictine monastery founded in the ninth or tenth century. The historic centre of the city, which lies on the bend of the river Volturno, once occupied by the ancient Casilinum, founded by the Romans, is rich in historical monuments and buildings.In Santa Maria Capua Vetere, there are the Department of Literature, in the medieval monastery of San Francesco, and the Department of Law in Palazzo Melzi of the XVII century.

THE DEPARTMENT
OF ECONOMICS IN CAPUA

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The Department of Economics stands in the ex-convent of Santa Maria delle Dame Monache, later called "Barrack Ettore Fieramosca", and is in Capua, a city situated 30 km north of Naples. A few parts of the building are dated from IX-X century a.C. The building was founded in the 943 a.C., when the Convent of Santa Maria in Cingla (in the near town Alife) was destroyed. During the XVI and the XVII centuries, a lot of artists and architects worked on the building. It was enlarged and became a monastery, designed by the architect Benvenuto Tortelli. During the XVII and the XVIII centuries the building underwent a lot of changes, in fact the Church inside the building was renovated in Baroque style. After the promulgation of the Regio Decreto on the 17th of September in 1812, the convent was transformed into a barracks, and it was called "Barracks Ettore Fieramosca". It remained active until 1970. Regarding to the renovation of this structure, the PRG of Capua (General Urban Plan) -ratified from the LUN (National Urban Law)- and the Recovery Plan (a more detailed plan), provided its use as a socio-economic and cultural engine, along with other abandoned structures in the city. The choice by the Municipality to locate a university in the former Convent was founded by the presence, near the building, of roads connecting with the neighboring cities, as well as space for the installation of parking. To insert this function, following the guidelines set out in the Recovery Plan, the former barracks underwent a process of "Conservative restoration" as governed by Law n. 457/1978. Some of the interventions were: consolidation with injections of reinforced concrete, insert steel rods, construction of concrete curbs, construction of laminated wood trusses, shooting stucco, moldings and decorations, insertion of windows covered with wood, laying in the work of paving etc. The works lasted from 2000 to 2007, using public funding. The stakeholders

Capua, teatro Ricciardi e cupola della ss. Annunziata, Cucciardi fotografi Capua

involved were public such as "soprintendenza archeologica and soprintendenza ai beni culturali".

Next to the former barracks Fieramosca, there is a second monastery, founded by the Benedictines in the 900 a.C. It was used as a convent by the Jesuits, and then it was turned into barracks and finally in a military hospital. This building was acquired from the Capua council in order to create low-cost public housing, receiving funds from the Campania Region, with which, however, it was only provided to the consolidation of the foundation structures.

Recently, in August of 2008, the town council launched a competition called "Renovation and restoration of the monumental building, Jesuit College, with hostel and university forestry".

The outcome of the competition was published on 02.16.2012. After that they started renovation works: it supposed to be lasted just 24 months but the works are still in progress. Finally, students could enjoy 30 furnished mini-apartments.

The renovation of the building led to the creation of a micro-economy around it. Various shops were opened such as bookshops, bars, etc. They are located outside the building and they offer services for the students. Inside the building a bar/canteen was built; it is placed on the ground floor of one of several open spaces that characterize the building.

¬The former Barracks has not only classrooms but also student's office and the Presidency. There are also some offices that deal with the activities linked to the department. Part of the central administration offices of the Second University of Naples are located in Caserta, a city near Capua.

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Aversa, Abazia di San Lorenzo ad Septimum, photo by Ludovico Mascia

THE DEPARTMENT OF ARCHITECTURE IN AVERSA

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The Department of Architecture is located in Aversa, in an ancient religious complex. It had a very long history and different uses over the centuries. We have to consider that in the site where there is now the complex, there was a necropolis in about III century b.C as archaeological excavations showed in 1986. About the XI century, on the ancient necropolis a benedictine monastery (now a church) was built and was called "San Lorenzo ad Septimum" ("ad septimum because it was located at the seventh mile of an important communication routes that linked Capua with the port of Naples). In the XIV century, the originally abbey was made bigger, with a bell tower and two cloisters being built, following the Florence Renaissance style. One of these, nowadays, is an important part of the department, with a canteen, and classrooms, and considered an important "social point" for the students. From the 1807, different functions take place in the complex. It was no longer a monastery, it became an orphanage and then a school. From the beginning of 1900 until 1979, the complex did not have a function e and was abandoned and degraded.

The public administration and the Campania region wanted to re-use a lot of cultural heritage in Campania About 1980, they started consolidation works on the Aversa religious complex. In 1990, the Second University of Naples was founded in order to create an important university. The public administration thought that complexes in Campania could house departments. They wanted to create a departments network and they decided Aversa as place for the Department of Architecture. Renovation works were started and it took long period to readapt the religious complex to a modern department of Architecture. The works were structural consolidations, reconstruction plaster, roof rebuilt, insert steel rods, construction of concrete curbs.

All of this consolidation and renovation works were carried out to change the function and role that the complex had before readapting to a new function.

The renovation works lasted 15 years. The long period depended on the cultural and historic importance of the site together with archaeological excavations that allowed for the discovery of important objects buried under the complex. The renovation was made slower by funding problems: the funding system was entirely public (state funding and the Campania region. The stakeholders involved were public such as "soprintendenza archeologica and soprintendenza ai beni culturali".

There are no halls of residence for the students in the complex. It was a monastery before so readapting the structure to house halls of residence was difficult and required lots of money, with the works possibly having been massive and dangerous for the ancient structure.

The department created a micro-economy, above all in Aversa. Lots of commercial activities live and make money such as stationery shop, café, shop that sell specific materials for the students. The Department of Architecture revitalizes the area around it, in a social and economic way.

The complex include classrooms, laboratories, a canteen as well as part of the administrative offices. For the activities linked to teaching, the administrative office in the department can meet the needs of the students. Other administrative offices such as part of administrative international office are in Caserta, a city near Aversa.

PALAZZO MELZI.
DEPARTMENT OF LAW

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The Department of Law of the Second University of Naples has been in the heart of historical centre of Santa Maria Capua Vetere since 1992, in the setting of "Palazzo Melzi".

The newly renovated building was built next to the cathedral of "Santa Maria Maggiore", around 1640 by Cardinal Camillo Melzi in order to receive the Archbishop's revenue.

A detailed report dating back to the nineteenth century reveals the presence of a large number of "bassi" used as stables, mills, warehouses, barns and kitchens that opened onto the courtyard. The garden could be reached through the colonnaded entrance hall. The upper floor was reached by a staircase with arches, posts and polls with the coat of arms of the Archbishop. There were private rooms on this floor. The circular chapel faced the garden. The last floor was reached by a spiral staircase, with it being reserved for the servants.

After the administrative reorganization of the French government and the establishment of the Province of "Terra di Lavoro" in August 1806, the hamlet of "Santa Maria Maggiore" became the seat of the Superintendency and Provincial Council. In 1808, the New Provincial Court of primary jurisdiction was established in the city of Santa Maria Capua Vetere.

The transformation of the building to suit new functions was carried out by the architect Peter Tramunto. On the ground floor, the old "bassi" were adapted to new functions: archives, rooms for guards, kitchens, cloakrooms.

Upstairs, the hall was used as a waiting room, the other rooms were used as offices, courtrooms, library, conference halls, rooms of Attorney. The second floor was used as the archive.

Santa Maria Capua Vetere, Anfiteatro, Cucciardi fotografi Capua.

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The new Court was inaugurated on 7 January 1809, but the work continued for a few more years. In April of the same year, the prison cells, infirmary, chapel for the prisoners and the rooms for guards were made. In August, the rooms of the ground floor were reorganized and a new side entrance was opened. In May 1812, the Director of the Royal Corps of Bridges and Roads, Pietro Colletta, commissioned Giuseppe Giordano to go to Santa Maria Capua Vetere for reconnaissance work. His detailed report makes it possible to reconstruct the progress of the works: on the ground floor, openings on the street and the square had been realised, due the "bassi" next to the Church having been converted into a chapel and the old garden used as a space for the prisoners. On the first floor, the two new rooms on the loggia were completed to preserve the actions of the Criminal Regal Attorney and the Regal Substitute Attorney. Two new adjacent rooms were used for the witnesses. On the last floor, the rooms dedicated to the archive were reorganized. In May 1814, the chief engineer of the Royal Corps of Bridge and Roads, Bartolomeo Grasso, was commissioned to expand the floor with the closing of the loggia, but the work was suspended. In February of 1818, when the building was sold to the State Property, the yard was re-opened due to the archive of the Court not being big enough and it was still without another room for interviews. Between 1825 and 1828, the facades were redesigned, the closing of the loggia was completed and four new rooms were completed according to the projects of the engineers Tenore and Parascandolo. In 1845, a part of the garden next to the church was sold to the Curia. From the second half of 1800, the presence of the Courts in Santa Maria channeled an increasing number of judges, lawyers, clerks and traders.

THE REMAINS AND RE-USE OF THE CHURCH OF SAN GAUDIOSO

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In a small alley called San Gaudioso, on the edge of the rich and vibrant city center of Naples, next to a modern building, now home of the Dental and Stomatology Branches of the Faculty of Medicine and Surgery of the Second University of Naples, stand the remains of a large staircase, an arch and a perimeter wall referring to the past through ups and downs that have characterized and marked this site: the Church of San Gaudioso.

History

This complex has an ancient history originating from the fifth century when Settimo Celio Gaudioso, Bishop of Abitinia, arrived in Naples along with other African bishops to escape from the persecution of the Vandals. The first proof dating back to this period is the foundation of a monastery and a church on the hill of Caponapoli.

In the eighth century, Stephen II, Duke and Bishop of Naples, started some renovation works and it was on this occasion that the existing church was enlarged where the nuns, sisters admitted to the Order of Hermits of St. Augustine, received worshippers. Over the centuries, the Augustinian Order further consolidated its presence in the Caponapoli area through the construction of many churches and monasteries.

In 1506, in the church of San Gaudioso, which was built in a space delimited by the Church of S. Aniello, the convents of S. Andrea, Santa Maria delle Grazie and Regina Coeli, construction of a new church began. In the context of its renovation, the perspective and accessibility of the site was changed. A staircase was built orienting the entrance on the opposite side of the existing alley, Settimo Cielo, to the Church of St. Aniello. This enlarged the church entrance and brought it closer to the city.

This is the period of greatest prestige and splendor of the

structure, where the renovation went on for several years not only for the expansion of the church and the construction of the staircase, but it also incorporated the reconstruction of the church of Santa Fortunata and the construction of a sacristy.

In 1640, Cosimo Fanzago, Italian architect and sculptor, replaced the sixteenth century staircase realizing a double ramp with steps in piperno rock and, at the top, an arch of white marble supported by Doric columns which is still visible.

Between 1688 and 1694 further renovations were carried out as a result of seismic activity in the area that severely damaged several elements including the cover.

The last phase of the church's expansion was in 1731 when, with the acquisition of the adjacent Filangieri building, the nuns had permission to build an open space within the garden, enlarging the gallery of the church and building a dome.

In 1799, in the fervor of Neapolitan revolutionary movements, the site was burned, looted of its treasures and its relics were lost.

During the 1800's, the monastery changed forever its intended use becoming Real Cerusico Medical College. The premises and the garden of the church of San Gaudioso were completely transformed and adapted to the needs of students and teachers.

With the unification of Italy, the complex officially became the University Hospital. In 1920, the structure, now old and dilapidated, was demolished and rebuilt, and, after being used as a hospital by French troops during the Second World War, became the Dental and Stomatology Branches of the Faculty of Medicine and Surgery of the Second University of Naples.

THE WOOLWORTH BUILDING

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The Woolworth Building is located at 233 Broadway in Manhattan, New York (Tax Map Block 123, Lot 22). It was built between 1911 and 1913 by the architect Cass Gilbert and became the tallest inhabited building in the world until 1930. The building is 900,000 square feet, 57 stories, and 700 feet tall. The Reverend S. Parkes Cadman called it "The Cathedral of Commerce." The lobby was treated as a monumental civic space, was decorated in great detail, mostly with Gothic inspiration. Frank Winfield Woolworth was the proprietor of a multi-million dollar international chain of stores called the 5 and 10 and the Woolworth building was the headquarters. Also, from the start, the building was intended to be the headquarters for the Irving National Bank, today the Irving Trust Company. On April 12, 1983 the building was added to the New York City Landmarks Preservation Commission Designation List 164, and remains of the city's and the country's major architectural monuments (Source 1). The building was acquired by Steven C. Witkoff in 1998, who plans to turn the tower portion of the building, floors 29 through 57, into residential units, which would total 140,000 square feet of rentable or salable space.

There are also plans to devote 20,000 square feet of below-ground space to spa and swimming pool. Another portion of the building is used for office space (Source 2), which brings the building back to its original use and its historic features and original building materials are being preserved for the future in accordance with the Secretary of the Interior's Guidelines (Source 3).

The remainder of the building is rented by New York University (NYU). In 2002 NYU signed a 15 year lease for 94,000 square feet of space in building in order to accommodate its growing School of Continuing and Professional Studies

Québec, Montreal - Downtown, photo by Chiara Ferrari

NYU converted the second, third and fourth floors to class-room and conference space and has its own entrance on the South side of Barclay Street. NYU chose the location to help contribute to the revitalization of the City Hall area, to attract students from boroughs outside of Manhattan and from New Jersey, and to give the university a presence in a part of the city where many continuing studies students were already working (Source 2).

Source1:http://www.google.com/url?sa=t&rct=j&q=&esrc=s&source=web&cd=1&cad=rja&ved=0CDMQFjAA&url=http%3A%2F%2Fwww.neighbor-hoodpreservationcenter.org%2Fdb%2Fbb_files%2FWoolworth-Building.pdf&ei=-KBPUabLMMnA4AP1woCwAQ&usg=AFQjCNEVHW46mwLb-9Op-BYvTerYrA7LrYw&bvm=bv.44158598,d.dmg

Source2:http://www.nytimes.com/2002/11/20/business/20WOOL.html

Benevento, chiesa di Santa Sofia photo by Ludovico Mascia

Topic 2_Italy - U.S. - Heritage Tourism – Magnitude, Profile, Economic Contribution, Promotion and Challenges

Manuela Piscitelli

Alessandro Ciambrone

Lina Abategiovanni

Rosaria Parente

Teresa dell'Aversana

Agrippino Graniero

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Grace Vinokur

Catherine Aust

Capua, Chiesa della Santella, Cucciardi fotografi Capua

THE ROLE OF GRAPHIC COMMUNICATION IN THE PROMOTION OF HERITAGE TOURISM

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Cultural tourism is one of the widest market segments of European tourism, and is constantly evolving; however, the main risk of this kind of tourism is to propose similar cultural products in different areas, thus making the destinations neither typical nor innovating.   In recent years there has been an evolution of cultural tourism, from traditional forms, based on visits to museums and monuments, towards a more dynamic and participative kind of visit, such as territory tourism, landscape tourism, urban tourism and training tourism. At the same time, there has been an evolution of the concept of cultural heritage, that is not only a single site or monument, but also includes intangible dimensions of culture, so it is necessary to satisfy a cultural demand more varied and specific, including cultural landscapes, art cities, artistic production, craftsmanship, traditions, styles and habits of local populations. It is essential to offer to these new tourists, who are also interested in the culture and image of the territories, a high level of quality at all stages of their travel, as well as investing in information services to make known the potentialities and itineraries suitable for the specific needs of these categories. That is why it is important to rely on the identity of a territory suggesting an innovating enjoyment.

A lasting development of tourism can only be achieved by identifying and implementing models focusing on the territory and its resources. The impacts that can result from tourism at the environmental, social and economic level impose a profound cultural and project revolution involving operators, visitors and hosting communities. In particular, in Italy there is no sense in trying to apply the American model of sponsorship to isolated "emergency" cases as attractors of tourist and consumer flows: our museums, churches, works of art, are incardinated into the territory, the landscape and the city, being essential elements of continuity, not severable and not

to be understood outside of their context.

In our country, the cultural heritage, both inside and outside museums, must be considered as a whole, within which it is a mistake to focus on ephemeral and spectacular events.

The complexity of a place and its proposals can become a tourist attraction if properly communicated through an information infrastructure that makes it usable, putting subjects in conditions of differentiate their experience, customize the paths and build a dynamic identity.

Is the information that builds a territory, representing the material and cultural resources that constitute its specificity, as well as the user, choosing between different options, builds and expresses its identity. For cities therefore becomes important to try to root somehow their cultural events, to make them irreproducible in other contexts. Basically that means thinking in terms of building a site instead of marketing it.

The role of graphics and communication is essential, and the branding is now used with increasing frequency for promoting locations, cities, architectures or events.

The communication in this case aims to highlight the difference between a place and the other, to promote an identity and create interest, in order to attract visitors. The place becomes a product to promote associating a strong identity, as part of a more general trend motivated by analysis according to which the products that will prosper in the future will be those that will be presented not as goods but as concepts: the brand as culture, as experience, as lifestyle.

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THE SECOND UNIVERSITY OF NAPLES TOWARD AN INTERNATIONAL CAMPUS

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One of the most significant features of the SUN is that it is composed of ten Departments located in historical complexes within "art cities". These are Naples, Caserta, Aversa, Santa Maria Capua Vetere, and Capua. They are not very far each other, being within a 30 kilometre radius. Due to the lack of connections between the Departments as well as the regional heritage, the Department of Architecture and Industrial Design at the Second University of Naples and the Regional Centre of Excellence for Cultural Heritage, Ecology and Economy (Benecon) – institutional member of Forum Unesco University and Heritage – are developing a project to establish a cultural district extended over the entire territory of the Campania Region. This includes its six World Heritage properties (Caserta, Naples, Pompeii, Amalfi, Cilento, and Benevento) as well as other important cultural, natural and intangible assets such as the three islands of Capri, Ischia and Procida. The project is at the base of a Memorandum of Understanding, signed on May 2009, with the World Heritage Centre. The main objective of this proposal is to promote Campania as a World Heritage Region and its territory as a Research Centre for studies related to the integrated management of cultural heritage and landscape. Along this line, Architecture SUN – Benecon in partnership with institutional, commercial, and international organizations worldwide are carrying out projects of international cooperation with the United States (Atlantis), South America (Alfa III), East Europe and Asia (Tempus IV), Africa and Mediterranean countries (HeriMed) as well as summer schools and seminars on these topics. Even though the number of international students and researchers has increased over the last years, thanks also to the Erasmus and Leonardo programs, the lack of an efficient public transport system and university residences are preventing the SUN from establishing itself as

Maddaloni, photo by Jolanda Capriglione

itself as a model of excellence and true university campus. In fact, international students generally stay in the main city – Naples – because there are more cultural and leisure activities. Moreover, Naples is very well connected with other historical localities. In this sense, the cities of Caserta, Aversa, Santa Maria Capua Vetere, and Capua due to the poor public transport systems do not offer many cultural opportunities for international visitors, even though the area is incredibly rich in cultural and natural assets. The extended territory upon which the SUN insists includes two World Heritage properties, Naples and Caserta, as well as thousands of archeological sites, monasteries, museums, historical buildings and natural protected parks preserved through international tools, such as the Oasis of Variconi, which is preserved by the Ramsar Convention. In line with article 12 of the World Heritage Convention, all this heritage can be enhanced at the same level of a UNESCO site, and can be included in the project to establish a World Heritage Region described above. To reach this objective, Architecture SUN – Benecon is looking for both national and international funding in order to create a sustainable transport system, which connects the Department of the SUN and the art cities, as well as create university residences. The idea is to restore historical buildings as was initially done for the realization of the Departments. For examples, within the Province of Caserta, the Royal Site of Carditello could be restored, which was realized by the Bourbon in the XVIII century with the Royal Palace of Caserta and the ancient village of San Leucio. Carditello was not included, as the other two monuments, in the World Heritage property due to its poor state. Its rehabilitation could allow for, in the future, its inclusion in the UNESCO list.

Aversa, San Lorenzo ad Septimum
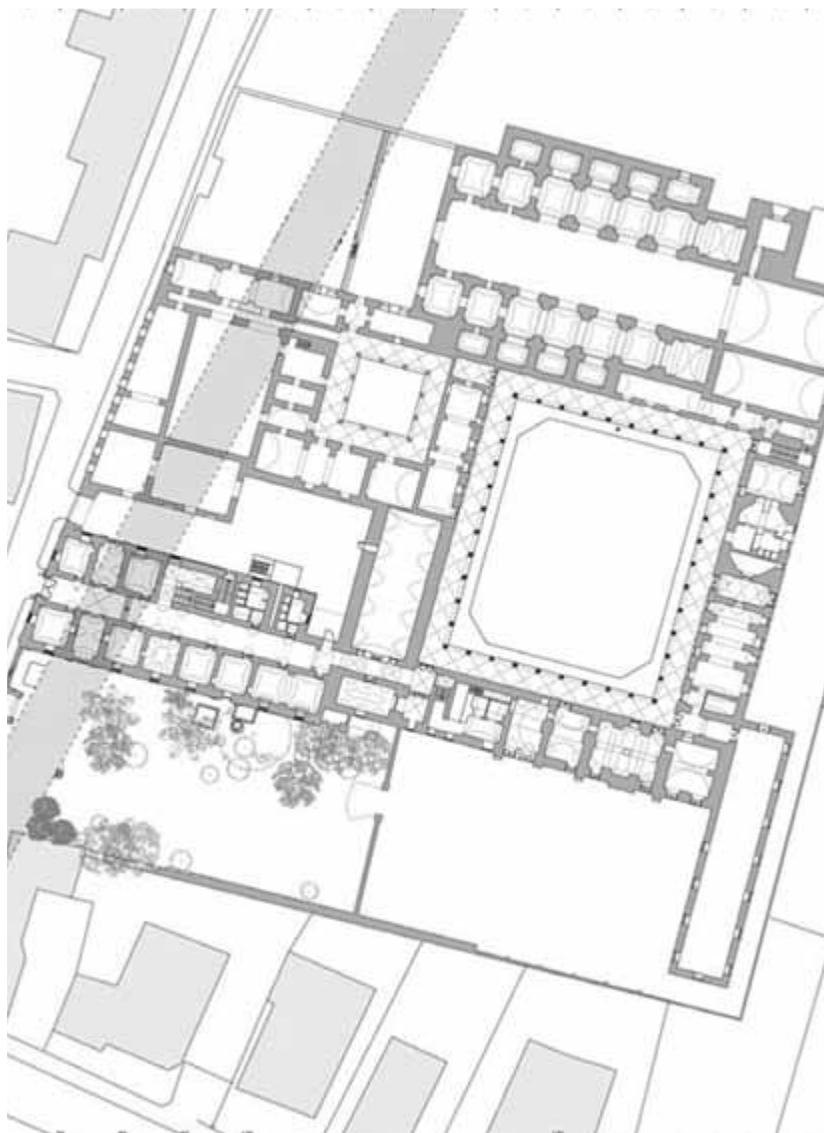
DEVELOPMENT STRATEGIES FOR THE CULTURAL AND IMMATERIAL HERITAGE OF THE DEPARTMENT OF ARCHITECTURE AND INDUSTRIAL DESIGN "LUIGI VANVITELLI" OF THE SUN

LINA ABATEGIOVANNI

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The Second University of Naples, known as SUN, was established in 1991 and currently has ten departments, located in five local centers in the provinces of Naples and Caserta. Among them, the Department of Architecture and Industrial Design "Luigi Vanvitelli" is located in the historic Monumental Complex of San Lorenzo ad Septimum, in Aversa, a town that already took on characters of great interest in those days, on the ancient consular Campana ad Septimum road, that is, the seventh mile from the city of Capua. The monumental complex is built around the beautiful sixteenth-century Courtyard, made available by the Faculty through aloan for use agreement signed between the University and the Parish of San Lorenzo. The University students, that are about 30.000, come almost entirely from the Campania Region (28.059). Moreover, regarding Erasmus students, there is an increase in the number of incoming students, almost quadrupled, from 42 to 137 in the academic year 2011/12. If the university, then, is a resource for this area, it can only be the starting point to broaden its horizons, in an international dimension covering all the various activities of the university itself. The opening of the international dimension is a source of socio-cultural and economic development, because the integration of the university centers can and should contribute to the development of the production system.

In a region where many universities insist on a consumer base that is often coincident or contiguous, creating a competition in the recruitment process of the student population, more and more demanding and careful not only to the training plan but also to university facilities and available services, it is necessary to implement measures aimed at territorial redevelopment, restructuring not only disused the historical-monumental complex as it was initially made for the creation of the Department in question, but also housing units or resi-

idential complexes for the students and made available by the local authorities.

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Aversa, Abazia di San Lorenzo ad Septimum, photo by Ludovico Mascia

LAW DEPARTMENT

TERESA DELL'AVERSANA

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Santa Maria Capua Vetere built originally with the name of Santa Maria Maggiore in 1806, undertook its current name with the Italian Unification. Earlier it was just a suburb of the Commune of Capua with the name of Villa Santa Maria Maggiore (Villa Sanctae Mariae Maioris), formed by a peasant village developed in the surroundings of the Santa Maria Maggiore church, from which it took its name. The city, site of ancient Capua, is provided with a very rich artistic patrimony, ruins and intact temples from the Roman age, Early Christian churches and eighteenth-century palaces, commemorative monuments and beautiful gardens, forteenth-century frescos and Renaissance blades. Among these, the most important is the campano amphitheater which was built between the I and the II centuries A.D. with four levels of arches of the Doric order, it combined the magnitude of the architecture to the splendour of the sculptural decoration, few parts of which survived due to its use as a fortress and then as a quarry .

 In Santa Maria Capua Vetere city are located two of the ten universities of SUN (Seconda Università degli studi di Napoli). Literature: It is located in the medieval Monastery of San Francesco di Paola. At the beginning of the seventeenth century the building was occupied by the friars order of the Minims, until, in 1738 were housed soldiers of the regiment of Bourbon Rosciglione. After the Royal Decree of 6 February del1807 the monastery was intended to prison. Jurisprudence/Law: It is located in the historic center, in Palazzo melzi, modernised by Archbishop Camillo Melzi in the seventeenth century to serve as the seat of the Archbishop Mensa. In 1808 it became the seat of the Courts, which imposed a renovation of the building accomplished by the engineer Peter Tramunto. Since then numerous renovations fellowed, until 1924.

Capua, Parco delle Fortificazioni, Cucciardi fotografi Capua

The municipality of Santa Maria Capua Vetere has prepared the project executive-final of restructuring the S. Teresa Compound, designed by architect M. Rendina.

Significant commitment and availability shown by the city of St. Maria C. V for the University mean that the realization of the residences fits within the broader process of internationalization of the University. The structure would be used not only by the students from S. Maria C.V itself, but also by those non-resident students enrolled in other Faculties of the University and, more importantly by foreign students of the Erasmus project and by teachers visiting the University.

The building consist of 84 beds, rooms with 3-5 beds each, and public areas to allow study activities and human relationships. The municipality has already suggested two blocks of parking lots at the motorway exit, with the possibility of reaching the recidences by bicycles, motorcycles or shuttles that will be made available by the municipality itself.

Sant'Agata dei Goti, photo by Alessandro Ciambrone

THE DEPARTMENT OF ECONOMICS AT SUN IDEAS FOR AN UNIVERSITY CAMPUS

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One of the ten departments of the SUN, the Second University of Naples, is Economics in Capua. It is not very popular with Erasmus and Socrates program students. Records show a downward trend: in the Academic Year 2005/2006, there were ten students from abroad with a decrease in the Academic Year. 2007/2008 to a single student. In 2011/2012, three students chose Capua for a learning experience abroad. There are many reasons, but the absence of student residences, capable of catering for the cultural tourism already widely developed in other countries due to the presence of large international campuses, is one of the main reasons. In the case of Capua, failing in its "religious-monastic" role and then as a military city, it had to become a city of studies. As hoped by Giulio Pane, a famous Italian architect, it is essential that it starts to be << a university town which would find space – in restored ancient religious structures - libraries, places of study, university residences of which a small number of faculties and departments would need >>.

The Department of Economics satisfies Giulio Pane's desire as a venue because it has one of the most interesting convents of Capua: "Santa Maria delle Dame Monache". It is a positive signal for the salvation of architectural heritage and represents the first step towards a comprehensive redevelopment as a whole of convents-barracks existing in Capua. The restructuring of "Santa Maria delle Dame" remains an isolated case; Capua is full of convents-barracks whose recovery would ensure the creation of a large campus so as to compete with the international ones with the additional feature of having a rich history. Capua has an important cultural heritage made up of old buildings, as is the case of the complex of the Jesuit College. There is a Motion for a resolution of the City Council about this building. It is affected by a recovery intervention funded by the Region, approved

8Statistical data processed and kindly granted by Section ERASMUS SUN;

Giusepe Centore, Capua: history of a metropolis p.149

(Arrigo Jacobitti, Paolo Di Martino, and existing historical University's new Faculty of Business Administration in Complex of Santa Maria delle Dame Nuns in Capua page 5) (C.Robotti, Contributions seminar International Studies December 4, 2004, The Architecture of Fortifications Innovations and reuse in the Mediterranean cities, p. 135)

by the council and the Municipal Superintendent cultural and environmental heritage of Italy and included in the three-year program of public works.

The presence of the Faculty of Economics and Commerce of SUN whose headquarters are housed in the adjacent building complex had assumed for the remaining part of the building complex new functions as a key university guesthouse.

As of today, however, it is still only a phase of the project and has come to the conclusion that the only purpose of it becoming university residences would not allow more funds to be invested.

The lack of funds, unfortunately, leads to the closure of many structures in the city of Capua and not only. The emblem of abandonment itself is represented by the Palace of Card- itello. It would lend itself to the new function of university campus with adjoining residences, study rooms, classrooms conferences.

The multiple factors that throw this complex into total decay should overcome, the territory of our province has in it all the qualities that could bring tourism, and mostly a cultural one, the springboard for the economy.

We should investigate the intangible values that have determined the inherited wealth that today's man is called to protect and preserve, by assigning an appropriate function to ensure its future beyond its value as a cultural asset.

A genuine commitment on the part of the political-administrative class is hoped to upgrade the many scattered resources on our territory.

Another call for proposals was issued for the recovery and restoration of the monumental complex of the Jesuit College in the 2008.

HERITAGE TOURISM:
AN INDUSTRY FOR DEVELOPMENT

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Heritage tourism is a particularly important phenomenon, which in recent years has offered numerous opportunities for development, especially in those cities and areas with cultural resources and assets that have yet to be fully exploited. The management of cultural tourism, however, requires an innovative methodology which, overcoming the passive approach based on conservation, is able to determine responsible and multiple uses of existing assets. Tourism and culture, on the one hand, offer important opportunities for growth and development, while on the other, create problems in relation to the other management and interpretation issues. It is necessary to understand that not all resources can be turned into tourist attractors and that whole city cannot be a tourist city. Tourism, channeled and managed properly, can be used to determine the multi-functionality of the historic towns. An innovative strategy for the conservation and management of cultural heritage must necessarily consider new and more appropriate solutions and infrastructures, physical and virtual, that exceed the current policy, now obsolete, of increasing tourism in an area, to promote and encourage the opening of hotels, restaurants or souvenir shops. The heritage of knowledge associated with the use of technology helps to improve the methods of evaluation and selection criteria. Through representation and knowledge, it is possible identify the potentialities of the land and manage resources for the development and growth of the complex system.

Culture and, more generally, the area of heritage and cultural services, can be considered a productive sector. In 2010, the Italian cultural industry exceeded € 68 billion and in 2011, Italy was in first place in the Country Brand Index for attractiveness connected to culture. Models of marketing mix applied to cultural tourism aim to create precise lines of action for the management and development of the cultural industry. The

use of modern communication tools, such as mobile internet, smart phone applications, interactive audio guides and the use of advanced technologies such as laser scanners, software for the information management, aim to improve the tourist offer through a more detailed and increased dissemination of knowledge of existing assets, a new and better use by a more extensive and distinguished public, and a more rational management of the assets.

Consulting the data provided by Federculture, in 2011, the most popular tourists destinations in Italy were the places of historical and artistic interest and that 36% of the total arrivals were registered in art cities. In the same year, foreign travelers in Italy spent 30.891 billion euro, of these approximately 33 % were for holidays in the art cities. In recent years, tourism aimed at so-called intangible heritage, such as gastronomic heritage, craft heritage, folkloristic heritage is also becoming increasingly important, each highly distinctive cities and regions of the peninsula, a tourism made of more dynamic forms of cultural consumption.

Therefore, on the one hand, through new systems of analysis and the use of advanced technologies, we can detect, protect and improve local identities, the historical sites and monuments of existing cities, while on the other, we can devise new and more effective management strategies for cities of the future, define lines of innovative development for the fruition and use of resources that create the system with the individual opportunities available. Advanced technologies and knowledge allow to manage, with a multidimensional approach, complex realities according to models of development and control aimed at the protection, regeneration and enhancement of cultural, environmental, landscape and industrial heritage.

Dimensional comunicative structure, design by Ludovico Mascia

COUNTRY BRAND INDEX 2012-13
THE FUTURE BRAND AND ITS
ADVERTISING. SWITZERLAND IN FIRST
PLACE, ITALY DROPS FIVE PLACES,
THE U.S. EMERGES IN THE "NEXT 15"

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"Si possono conoscere gli ideali di una nazione attraverso la sua pubblicità".
Norman Douglas, Vento del Sud, 1917

In the context of global trends on the promotion and enhance-ment of the local tourist facilities production trend, there is a ranking based on the macro generative activities carried out by each country. The study on the basis of this figure relates to the actions of each individual situation with respect to the development of individual mass that the draft global growth. In this case, compared to what the overall evaluation of last year was, Italy has dropped five places, coming in 15th place in the Country Brand Index, the annual list compiled by the marketing agency International Future Brand released yesterday, while the neighboring Switzerland goes up to 1st place, displacing Canada. Even the United States, which lost some of its appeal (and soft power) went down to 8th place. While the Scandinavian countries are well positioned, which confirms their virtuous reputation. In general, there have been significant changes in the image and reputation of many countries over the last year. The Country Brand Index, now in its eighth edition, examines the brand of 118 coun-tries in the world and analyzes the perception against a set of indicators of quality of life, the environment, economic and cultural framework, through interviews conducted on 3,600 opinion leaders in 18 countries. The first novelty of the 2012-2013 report covers just the top of the standings, with the rise of Switzerland from second to first place: to foster its image of economic stability, cultural and social development that the country shall, in addition to the freedom, transparency and attention to the environment. Remaining at the top, in second place, Canada (twice first in the standings), also believed to

be able to promote the economy holding together legality, tolerance and respect for the environment. The responsiveness of Japan (3rd place) was appreciated, which after the disasters of last year was able to resume the reins of a course characterized by great economic dynamism, strengthening social cohesion at a time of difficulty. Remaining among the top ten are theScandinavian countries such as Sweden (4th) , Finland (9th) and Norway (10) as well as the Anglo-Saxon ones, such as New Zealand (5th) and Australia (6th), despite a slight decline . It highlights the negative performance of the United States , which drops two positions (8th place): from "leading country brand " in 2009, when they were first in the standings, it has been penalized by a succession of financial scandals considered at the base of the crisis global , which weighed in corroding the authority . After the analysis of the main brand- country and their characteristics, the 2012-13 edition of the Country Brand Index presents "The next fifteen! , the new and interesting list of the 15 brand- country that will transform the global landscape from the point of view economic, political and cultural in the coming years . In the first place, there are the United Arab Emirates , who make the summit for the ability to manage brilliantly abundance of natural resources and to govern with foresight investments for future economic development . To follow, in the top ten there are, in order, Chile (where you can understand the ability of government and human capital), Malaysia (for years referred to as an emerging economic power in Southeast Asia) , Qatar , Estonia (more capable other European countries to react to the crisis by focusing on investment and environmental sustainability) , China , Iceland (recovering from financial collapse with a strengthening of democracy and institutions) and then the emerging Mexico, Brazil and Turkey.

HERITAGE TOURISM IN THE UNITED STATES AND NEW YORK CITY

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Tourism is a very large industry in the United States, playing a critical role in the nation's economy. In 2010, tourism and travel contributed $759 billion to the United States economy. In 2011, travel and tourism was one of America's largest employers, employing more than 7.5 million people and creating a payroll income of $194.5 billion, and $124 billion in tax revenues for federal, state and local governments. In 2011, travel was among the top ten industries in 48 states and D.C. in terms of employment. In addition to creating new jobs, new business and higher property values, well-managed tourism improves the quality of life and builds community pride.

According to a 2009 national research study on U.S. Cultural and Heritage Travel by Mandela Research, 78% of all U.S. leisure travelers participate in cultural and/or heritage activities while traveling, translating to 118.3 million adults each year. The National Trust for Historic Preservation in the United States defines heritage tourism as "traveling to experience the places, artifacts and activities that authentically represent the stories and people of the past," and heritage tourism can include cultural, historic and natural resources. According to data from the Travel Industry Association of America (TIA) and Rutgers University state studies, when compared to the average leisure traveler in the United States, heritage tourists are generally "somewhat older, less likely to be married, exhibit a smaller household size, disproportionately female, better educated, more likely to be in a managerial/professional occupation and earn higher incomes".

Cultural and heritage visitors spend, on average, $994 per trip compared to $611 for all U.S. travelers. Cultural/heritage tourism generates millions of dollars for destination communities in spending on shopping, food, lodging, and other expenses. Perhaps the biggest benefits of cultural heritage tourism are diversification of local economies and preser-

Yellowstone National Park, photo by Chiara Ferrari

vation of a community's unique character. A good heritage tourism program improves the quality of life for residents as well as serving visitors. Heritage tourism helps make historic preservation economically viable by using historic structures and landscapes to attract and serve travelers. Heritage tourism can also be an attractive economic revitalization strategy, especially as studies have consistently shown that heritage travelers stay longer and spend more money than other kinds of travelers. Despite its many benefits, heritage tourism does present some challenges. One challenge is ensuring that tourism does not destroy the very culture/heritage that is most attractive to visitors and residents in the first place. While heritage tourism is a clean industry (i.e. no smokestacks, etc.), it can put heavy demands on infrastructure—roads, airports, and public services like police and fire protection.The Doors Open concept is becoming popular around the country for many reasons. In addition to the obvious economic benefits, local organizers in cities, regions, and states are realizing that giving residents a chance to experience their local resources in new ways and to think of them as assets allows them to connect with those assets in ways that ensure their long-term viability. This makes residents more likely to become advocates or stewards for the preservation and conservation of these resources. Emotionally connecting with a place during a site visit can prompt residents to join the supporting organization or volunteer at the site. Turning residents into tourists in their own backyards also enables communities to benefit from local money being spent in the local economy.

Doors Open events capitalize on the connections that shared experiences create between people and place to turn citizens and leaders into advocates for the protection and care of local cultural, historic and recreational resources.

Aversa, Abazia di San Lorenzo ad Septimum, photo by Ludovico Mascia

Topic 3_Preservation Regulatory Mechanisms, Survey, Listing, Regulatory Review

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Maria Carmen Cacciapuoti

Antonella Di Santo

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Aqueduct of Vanvitelli, photo by Alessandro Ciambrone

TERRITORIAL GOVERNANCE

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The function of preservation, as configured in the Italian legislation in force to this day, is essentially static and is linked to a concept of "assets" of cultural heritage. The profiles related to the enhancement and enjoyment of the same were in fact neglected. The reasons for this lies in the fact that the fundamental issue, which requires a legal response, is the relationship between the interests of private owners and public interests, relating to the protection and preservation of the national cultural heritage. The most significant regulatory effort is the creation of administrative powers and, correlatively, of private guarantee instruments.

What are the essential characteristics of private ownership in Italy and the ways to limit this right in case of public interest? Art. 42 of the Italian Constitution disciplines the exercise of right of ownership and its limits: public administration can acquire private areas, through a complex procedure called expropriation, on the base of specific conditions, such as the pursuit of a general interest aim and the payment of an adequate compensation. Urban planning does not always require the expropriation of private areas, but can be carried on also putting limits to the exercise of the private ownership right.

We can find the whole Italian discipline of expropriation procedure in one law, the d.p.r. n. 327/2001, called Expropriation consolidate law. There are the several subjects involved in the procedure: the dispossessed; the expropriating authority, which can be a national or local administration, and is mostly represented by the Municipality; the beneficiary, who can be the expropriating authority itself. State and Ecclesiastic property cannot be expropriated.

The public administration has several ways of placing expropriating constraints on an area. Generally, we can find them in city planning, or into specific measures entailing

zoning variance. The constraint has to be linked to the following realization of public works aimed, as stated before, at general interest fulfillment. When it is intended to place a constraint, the expropriating authority has to communicate to the interested parties (owner and possessor) the procedure's commencement; once the constraint has been placed, the authority has five years to declare the eminent domain. After this time, the constraint forfeits. In this case, it does not imply the free exercising of the right of building, because the law establishes that the area becomes a so called "white zone" and the law assigns them a very low buildability index.

he public administration to manage that areas to pursue general interests at best? Italy can be considered a federal State, where both the State and the Regions have the legislative competence.

One of the specificities of the Campania regional law (l. n. 16/2004) is that it is expressively inspired by the sustainable development principle, which requires that development has to meet the need of the present without compromising the ability of future generations to meet their own needs.

In Campania, and generally in Italy, areas free of building represent a very little percentage; so urban planning has to operate first of all on built-up areas, trying to rationalize them. Another peculiar aspect of our territory is the need to pay specific attention to land safety, most of all because of the volcano. Finally, we always have to remember that each planning choice has to consider the environmental and heritage enhancement, also aiming at increasing tourism.

Regional plans do not contain specific urban transformation choices, but rather give the principles and directives concerning relevant transformations that must be respected by provinces and municipalities in the adoption of their respective plans.

LANDSCAPE PLAN

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The concept of landscape is defined as the ensemble of natural and human ecosystems evolving; explicit, not only the laws that govern the natural turn, but also the material causes cultural, social, guiding the result of human activity.

In the urban scope, the landscape plan is a plan of compulsory sector, drawn up by the region in collaboration with the Ministry of Heritage and Cultural Activities.

It is a strong control tool that aims to prevent intervention of urban and building planning affect the landscape and is governed by Legislative Decree n. 42, January 22, 2004, "Code of the cultural heritage and landscape."

The Constitutional Court, with some sentences in 1982, has contributed to the evolution of the concept of "landscape's tutelage", which until then was considered only as the protection of the set of natural beauty, introducing for the first, the distinction between this issue and the urban planning and environmental safeguard.

In 1985, the complex and problematic rapport between the tutelage of the landscape and territory government is conceived in a dynamic manner, "taking into account the needs posed by the socio-economic development of the country" that may affect the territory and the environment.

On this point, the "Galasso Law" (Law 431/1985) has determined that the protection of the landscape based on the integrity and totality of the entire national territory is completely separated from the town planning.

According to the law, in fact, the spatial plans of landscape prevail over planning tools, in the interests for the safeguard of the environment and landscape than the protection reserved for other needs of life and development. Urban planning, therefore, has to adapt to the landscape plans and are considered illegitimate urban forecasts that are in conflict with the latter.

Capua, vista dal fiume Volturno, Cucciardi fotografi Capua
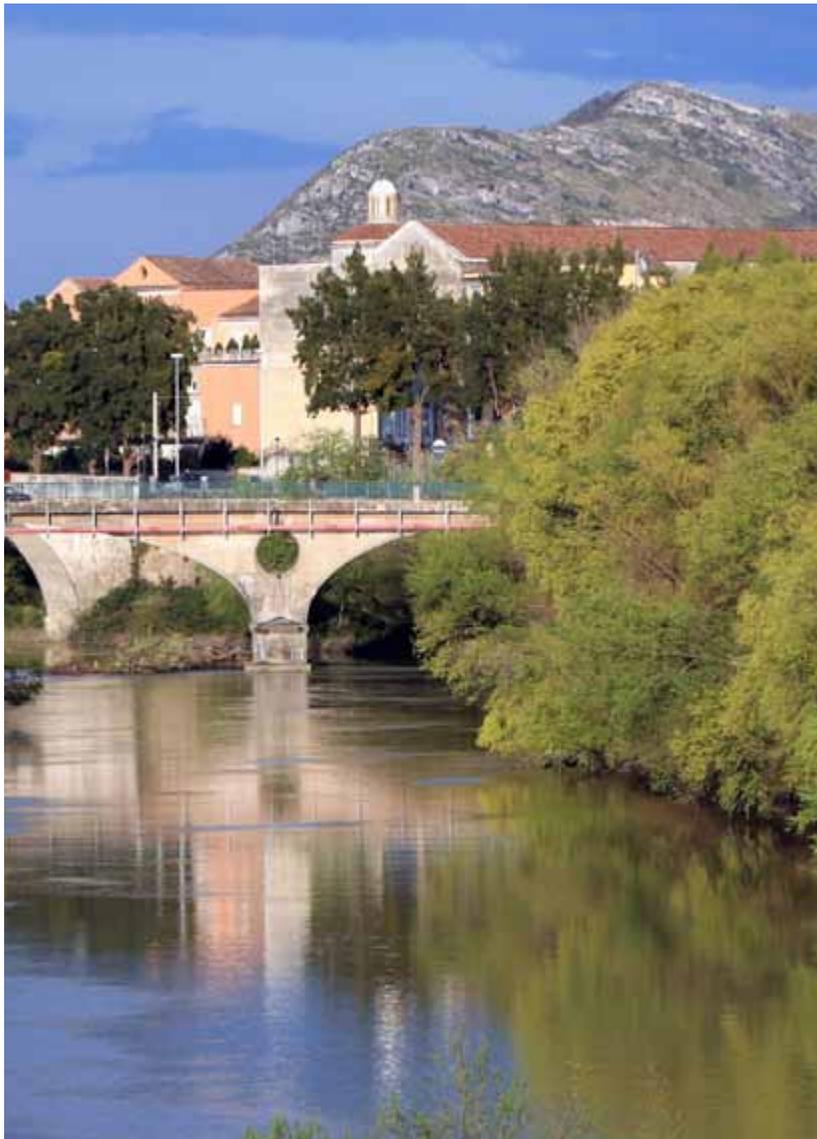
The distinction between the urban matter and environmental and landscape is recognized by the administrative judge that, however, affirms the need for coordination between them on the basis of loyal cooperation's principle, this collaborative principle can also be expressed in the obligation for the adaptation of planning's instruments to the predictions of landscape plans, according to a principle of proportionality and reasonableness. The landscape plan is therefore a means of operation of safeguards activities and is placed as the primary instrument for the implementation of the protection of natural beauty, according to the constitution of landscape protection. In summary, the landscape plan must include:

- Recognition of the territory, of the buildings and areas declared to be of notable public interest;
- Analysis of the dynamics of transformation of the territory;
- Identification of recovery's interventions and redevelopment;
- Identification about intervention's measures necessary to achieve a sustainable development;
- The quality objectives

It is noted, that for l. n. 1497 of 1939, the application of the plan is a phase only possible and not necessary , because the bond is validly imposed even without the contextual approval of the landscape plan. The content of the plan is tied to some points with the instruments of urban planning as the building code and the manufacturing program. However, the landscape plan can not completely perform the urban functions, in fact, the intended uses of the areas of urban expansion and the criteria remain the exclusive matter of the general plan and the manufacturing program. The function of the landscape plan is therefore to ensure the compatibility of the building intervention with the preservation of the beauty protected.

Amalfi Coast, source: World Heritage Centre

PARK PLANNING

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Since 1800, we started talking about protection of areas of singular "beauty" and at the end of the century, the 1st National Park in North America was founded; Thus, the idea of combining the conservation of habitat, the study of flora and fauna and the controlled use of man was born.

In Italy, only in the 1920s, 4 Parks and rules about preservation were established; in 1939 new laws were drawn up that guarantee the preservation of goods "essential" and heritage of the community, so we talk about preservation of environment, configured by the Constitutional Court, firstly as a "fundamental human right and fundamental interests of society" then as "intangible asset unit, not the subject of a situation subjective and appropriative".

In Italy there is a considerable presence of protected territory, so it is important to understand how the L.Q.(L394/91) operates. Firstly, it establishes that the preservation and the management of the protected natural areas rests to the State, the Regions and Local Authorities; also organizes the relationship between the park plan and territorial planning instruments.

The task of the PP is to establish the criteria for interventions on flora, fauna and natural environment in general; In fact it will put the prohibitions and restrictions on human activity, and to provide services and equipment necessary to the enjoyment of the protected area.

Since most of the Italian Parks are significantly large, it can be considered that the PP assumes the functions of a large area tools. In fact, the LQ states that it may replace the plans of any level and therefore can enter into the merits of specific information and detail typical of a PRG.

For the preparation of a PP, there are different stages:

Predisposition of Plan by the Park

Approval of the plan by Consiglio Direttivo and transmission

to the Region for adoption within 90 days.

Publication at the offices of Municipalities, Mountain Communities and Regions concerned Deposition of the Plan for 40 days to examine it and draw copy Emanation of approval of the Plan by the Region at 120 days

Publication on the Official Gazette and the Bulletin of the Region concerned In the article 2 of L.Q., there is a classification of protected areas:

National and Regional Parks

State and regional natural reserves

Marine areas

In the planning of the National Parks, the L.Q. in title II, indicates the contents and establishes provisions for the preparation and approval of the PP.

Article 12, c.2, includes the organization of the internal road network to the Park and system of community facilities, and criteria for interventions on flora and fauna, there also is a "zoning" for protection strips; 4 areas are indicated:

Integral Reserves: the natural environment is preserved in its integrity.

General Aim Reserves: allowed the construction of infrastructure strictly necessary, maintenance of existing works, and active management of natural resources by the E.P. and it is forbidden to build new building works, expand existing ones and make the area.

Protection Areas: economic handicraft and agro-forestry-pastoral activities are permitted, as long as existing in the Park, are permitted works for ordinary and extraordinary maintenance, restoration and preservation.

Protection Social Economic Areas: allowed economic "compatible" activities, involved in the process of human settlement.

SPONSORSHIP OF CULTURAL HERITAGE

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The Ministry of National Heritage and Culture has established with the Decree of December 19, 2012 the technical standards and guidelines to apply to sponsorship contracts. It is an atypical, consensual and onerous contract, based on a special relationship of public-private partnership, in which the company associates its name, image and logo to the goods, in order to provide resources for the protection and promotion of cultural heritage (sponsor-sponsee). This has led to growing interest from both the public administration and the lenders; the former, because able, in this way, to get the right services and resources to be devoted to the pursuit of its institutional purposes; the latter because they get a promotional benefit, (using their own products).

In 2004, the laws that regulate the cooperation between the two have been enacted, thanks to the legislative decree of 22 January 2004, 40, referred to in Articles 26 and 27 of the Public Contracts Code. They are based on: economy, effectiveness, impartiality, equal treatment, transparency, proportionality.

Finally, Article 199-bis in the "Rules of procedures for the selection of sponsors"- introduced in the Public Contracts Code, Decree Law 9 February 2012, n. 5, bearing "Urgent provisions for simplification and development," converted then with amendments by Law 4 April 2012, n. 35, defines a clear and precise admin path, to give certainty of legitimacy to the work of the administration and private companies, that have an interest in contributing to the protection of cultural heritage, by entering into sponsorship contracts.

Article 61, paragraph 1, of Decree Law no. 5 of 2012, instructed the Minister for Heritage and Cultural Activities to be responsible for approving the "technical standards and guidelines applying the provisions of Article 199-bis of Legislative Decree 12 April 2006, no. 163 and subsequent modifi-

Pompeii, photo by Alessandro Ciambrone

cations concerning promotional messages on the scaffolding and other temporary site buildings and the sale of advertising space or concession by privates.

As regards the legal value, the technical standards are distinguished by the guidelines, to clarify the act of costraining. The former relate to the protection of cultural heritage, which aim is to maintain compatibility with the sponsorship of artistic, historical and decorum aspect of cultural property, with the actions of protection or enhancement. The latter indicate the rules for the contract concluded between the government and private sectors, to determine the relations of public-private partnerships.

Then, they are examined and explained in detail the ways in which the administration stipulates the contract.

There are three different types of sponsorship contracts for interventions on cultural heritage:

- "technical" sponsorship, in which the sponsor is responsible for all or part of the costs of the intervention. In addition to the work, the services provided by the sponsor will consist also in services and instrumental deliveries;

- "pure" sponsorship, in which the sponsor just finances the interventions;

- "mixed" sponsorship, that is a combination of the first two.

Finally, some profiles are considered problematic, such as the chance to establish partnership relations with third sector members.

However, these rules are not applied in the intervention of Pompeii and all the archaeological heritage of Naples.

An example of sponsorship of cultural heritage is happening in the Capital. In fact, there is a contract between the City of Rome and the company Tod's, to sponsor the renovation of the Colosseum.

Amalfi, source: World Heritage Centre

GEO INTELLIGENCE AS AN INTERNATIONAL HERITAGE OF KNOWLEDGE TO ENFORCE TAX LAW

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The legislation ruling the territory consists of a complex set of technical, administrative, environmental and fiscal laws. The government operator needs the support of the most advanced scientific research knowledge in order to enforce administrative, criminal and taxation laws. Tax legislation extends its field of application to environmental legislation and must be considered a suitable instrument to anticipate and maybe avoid the complex criminal case of environmental disaster. The trio of science, technology and taxation can be a solution: a background of knowledge generated by the synoptic representation of high density and multidimensional data should be established. A shared, total and diachronic knowledge of a territory allows for an effective management and sustainability of its own exploitation. Scientific and governmental interlocutors in the survey, knowledge, analysis, representation, defense and requalification of the territory should be a triple point for all human beings. The scientific knowledge, law enforcement and repressive powers, should converge to outline standard discretization procedures in order to glean individual contributions as well as integrate them into a complex and upgradeable platform of extended knowledge. This multidimensional and multiple layer 'cornucopia' has to be at disposal of all of society as well as the legal system, forever, as our heritage to the generations that will come. Fiscal law can be also enforced with airborne remote sensing technology: the knowledge of our territory and its modifications has to be something that our government and police must know, control and dominate every day, everywhere, seamlessly. High density and multidimensional data acquired through the activities of airborne remote sensing technology conducted by economic and financial police may be established as a basis for an activity of geo intelligence. The information, essential to control the territory and for the application of tax

law, are aimed at providing essential elements to the operator of the tax and criminal police enforcement activity. For example, a national geo-intelligence awareness offered by remote sensing police aircrafts may constitute a strong boost to contrast systematic and large-scale illegal housing: scans acquired by financial police equipped with airplanes in configuration Airborne Remote Sensing could also overcome all the difficulties in the application of the fiscal federalism laws due to local governments fragmentary actions. An in-depth knowledge of the urban fabric, in the first place, allows to contrast criminal organizations: those criminal realities acquire power and acclaim on the full knowledge and control of their territory. They exert that control in the forms of 'ownership', imposing themselves as an alternative to the power of the State. This systematic scanning of portions of the territory allows for the creation of spatial database, whose data can also be used for scientific research and police investigations. The creation of digital and multidimensional maps establishes the correct pattern to create and implement geo-information databases, a fundamental tool for all the citizens and the daily activities of the national institutions. The famous social network Facebook has revolutionized the Web so as to have paired and connected the personal data to one or more digital images, binding a huge and widespread amount of textual data in possession of the various national, regional and local government in a single map database, georeferenced and always implementable, spread new intelligence frontiers with geo-economic law enforcement purposes. Effective policing financial enforcement is a 'condicio sine qua non' for the achievement of the fundamental principles of tax fairness and tax progressivity: that goals would significantly meet the justice expectations of the majority of taxpayers who contribute with their income to the survival of the nation.

REGULATORY SYSTEM FOR
HISTORIC PLACES IN THE UNITED STATES

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The United States regulatory system does not focus with overall planning of an area and historic sites. Instead the regulatory system to protect historic sites is based on a reactionary process. If an historic site is may be potentially damaged by construction, then the United States determines if that site is worthy to be protected. Although it is a reactionary system, it has been efficient in impeding the destruction of historic places and creating a list of historic places. On the federal level in the United States, there are laws that govern the preservation regulatory mechanisms, which include surveying and listing historic sites. The first legislation regarding historic preservation was the Antiquities Act of 1906. During the late nineteenth century, archaeological sites in the Southwest were being heavily looted and damaged due to amateur archaeologists. The destruction of archaeological sites led to the passing of the Antiquities Act of 1906. The legislation made it a federal crime to loot or destroy an archaeological site. This act also gave the President the authority to create national monuments that contained historic sites on federal lands. These national monuments were then to be managed and preserved for future generations to appreciate. An example of a national monument was Mesa Verde in Colorado, which was a Native American archaeological site that had been heavily looted prior to the passing of the act. The Antiquities Act of 1906 was the first time the United States government partially acknowledged that it was the government's responsibility to preserve historic sites. Although the Antiquities Act of 1906 was monumental for its time, the legislation soon became obsolete in terms of protecting historic sites. The Antiquities Act of 1906 did not create a proper regulatory system for the preservation of historic sites, but the government took another step forward in the 1930's with the passage of the Historic Sites Act of 1935. The legislation was the govern-

Yellowstone National Park, photo by Chiara Ferrari

1935. The legislation was the government's fruitful attempt at surveying and cataloging historic sites. Through this legislation, the Historic American Building Survey was established to assess the historic sites throughout the United States. The National Historic Landmark was also established through this legislation. If a building was determined to possess historical significance, the structure would be deemed a National Historic Landmark. The Landmark would then be managed and preserved by the National Park Service. It was the first time the government began to catalogue historical sites on a nationwide level. In addition, important historical sites were recognized for their historical significance. Lastly, this legislation was the first the government full acknowledgment that it was their responsibility to preserve and protect historical sites.

Even though there were still programs in place to survey and list historic sites in the United States, it did provide protection to those historic sites from destruction. After World War II, the United States experienced significant urban expansion, including highways, housing developments, and commercial shopping centers. During the construction of these highways and shopping malls, historic sites and structures were obliterated. Through lobbying efforts of the National Historic Trust, the United States Congress passed the National Historic Preservation Act of 1966 (NHPA) to impede the destruction of historic sites.

New York, photo by Chiara Ferrari

PHILADELPHIA: A CASE STUDY IN HISTORIC PRESERVATION AND POLICY

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Philadelphia is one of the country's earliest cities to be established and also a leader in the historic preservation movement. The city is connected with many important historical events and its residents have worked to preserve many these historical sites. These include:
Independence Hall
Penn family home (The Solitude House)
Exhibition halls from the Centennial Exhibition in 1876

Philadelphia historic preservation movements started as informal campaigns in the nineteenth century and become a governmental institution in 1955 with the establishment of the Philadelphia Historical Commission. This organization, along with City Archives and nonprofits such as the Preservation Alliance, the Historical Society of Pennsylvania, and the Library Company, work to preserve the city's heritage. This preservation work is carried out through Philadelphia Historic Preservation Ordinance and the Philadelphia Register of Historic Places. The local law works in conjunction with the state and national regulations on historic preservation.
Funding for historic preservation ventures comes from a variety of sources on the local, state, and federal level. These include:
Certified Local Government Grants
Keystone Historic Preservation Grants
Pennsylvania Historic Tax Credit (starting in 2013)
Federal rehabilitation Investment Tax Credits
Non-profit grants

The city has grown from small settlement along a river in the seventeenth century to a city of over 1.5 million people in the twenty-first century, and continues to work to preserve the past while building for the future.

Philadelphia is a unique city with its own quirks and charms that one learns while exploring its corridors. It is a city that has a long history of occupation. This city was founded in the early colonial times of American History and has continued to thrive and grow in modern times. It is the site of some of the nation's most important historical events such as the signing of the Declaration of Independence and acting as the new nation's first capital. It is also the site of tragedy with the likes of the Yellow Fever epidemic in 1793. Philadelphia was an important port city and this function allowed for its growth and prosperity. Philadelphia is of one of larger cities in the United States in regards to both size and population but while it has grown, it has kept part of its historical integrity. Mixed with the modern skyscrapers and paved roads a visitor can find the small alleyways and homes dating back hundreds of years and even a small street that still has wood pavers (in Center City, South Camac St). Many of its historical residences have been turned into historic house museums with the collections of letters and photos from these places now available to researchers. Philadelphia takes pride is its historic past, but this does not mean that every part of it is saved. It is well known that the original house of Ben Franklin no longer exists. Also no longer in existence are the mansions of the city's early 20th century millionaires. These large opulent homes are where many of the city's philanthropists and museum donors lived. It is here where some of the museum collections were first displayed in private collections, but these homes, part of the city's social history, have since been destroyed. Philadelphia is a city rich in history; old mixes with new, as some historic structures have been preserved while others are left to the fickle hand of time.

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Yellowstone National Park, photo by Chiara Ferrari

Topic 4_Preserving Sacred Structures— Special Issues in Preserving Historic Churches and Similar Resources

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Vincenzo Pollini

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Mondragone, IDAC factory

FROM THE INTEGRATED DIGITAL SURVEY TO THE RESTORATION AND ADAPTIVE REUSE IN INDUSTRIAL ARCHEOLOGY THE DISUSED 'IDAC' FACTORY IN MONDRAGONE

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This paper focuses on the integrated digital survey that was performed on the disused factory 'IDAC' in Mondragone (province of Caserta) in order to develop a project for the restoration and adaptive reuse of the industrial building. This research aims to carry out the project of the restoration and adaptive reuse of the 'IDAC' through a knowledge activity that not only performs the metric survey of the architecture, but extends the analysis to the urban context to which it belongs: the Litorale Domitio . The complex shape of the Domitio territory is the result of the perturbative activity, natural and/or anthropomorphic, that is stratified in time and space and has generated de-contextualized fragments, deprived of their primitive semantic value. The diachronic analysis of the domitio coasts through the comparison of archive images highlights the sudden and chaotic process of modification of the coastal landscape, which becomes the result of the physical, social and economic situation of its hinterland. In the early Sixties, the first landfills and numerous industrial and commercial production sites were widespread in the Domitio territory. They altered the perception of the landscape and had a negative effect on it. The disused factory 'IDAC' (Dehydration Systems Agro Campano) in the territory of Mondragone can be easily identified on the waterfront due to the tower of dehydration, an 80m totem. The role of signal is primarily due to the vertical/horizontal antinomy. In fact, the tower stands out as a vertical element isolated in opposition to the horizontality of the other perceived forms in the domitio landscape, both via sea and land. In addition, the view from above gives the same perception. The 'IDAC', built in the early Sixties, can be counted among the buildings of industrial archeology to the innovative nature of the structural typology and of the manufacturing process, although traditionally the chronological range of industrial ar-

cheology buildings is between the nineteenth century and the beginning of the twentieth century. The buildings of industrial archeology, along with other presences of the past, are unable to deliver to the collective memory a precious historical testimony . For this reason, there is the need to identify the disused industries in the Domitio territory and place them within the designed network project: a masterplan that aims at networking the information that not only characterizes the urban memory of the territory, but drives the development of the area under study. The disused industrial or underused architecture is already equipped with the necessary urbanization works and located near transportation lines and fittings. This condition makes it the restoration and the adaptive reuse of the disused factory advantageous due to economic and environmental reasons. In order to develop the project of the restoration and adaptive reuse of the industrial building 'IDAC', the multidimensional survey was executed with the most advanced digital technologies through the discretization and measurement of the n dimensions that constitute the complexity of the architectural objects. The investigation was performed through the design and realization of direct and instrumental survey . The topographic data and the three-dimensional discrete model, which reproduces in the digital environment the size and morphology of the architecture at 1:1 scale, have been returned in the WGS84 system and linked to the GNSS network. The 3D digital model not only allows for the construction of an archive of historical memory of the 'IDAC', but is also a fundamental background in the restoration and adaptive reuse of the disused factory. The industrial building due to the singularity morphological and strategic location plays a key role in the process of conversion and development of the domitio landscape.

THE RARE CASE OF SANTA CHIARA IN NAPLES

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The society we live in is significantly characterized by communication through images. The widespread diffusion of photographic sensors and display devices, the ease of acquisition, the reduced production and reproduction costs, the immediacy of the global sharing, on the one hand all enhance the expressive power of iconography, while on the other, are gradually emptying the image's documentary, thus implying a crystallization of a real phenomenon. When "manufacturing" an image (graphic, pictorial or photo) and its diffusion were more demanding, more expensive, more technically complex, as well as the choice of imaging technique, of viewpoint, the instant depiction were proportional to the relevance of the subject, with this resulting in its potential diffusion and image success. Landscape painting was founded in Italy in the second half of the seventeenth century and reached its peak in the second half of the eighteenth century with the discovery (or rediscovery) of the archaeological ruins. It was not a simple landscape painting created by the inspiration of isolated artists but rather an identitarian cultural movement and was immediately regarded as an objective witness to the reality portrayed. The photograph was born in the first half of the nineteenth century with controversial coincidences in France and England, and (as with landscape painting) was soon affirmed as an objective documentary medium of reality, more widespread than the first, for the revolutionary simplicity of image reproduction.Venice, Rome, Naples, Sicily of Magna Grecia were the preferred destinations of the Grand Tour, and consequently they were the most frequently played and most requested by the elite market of landscape painting and photography. Thus, we can easily appreciate thousands of pictures of landscapes, natural wonders, classical ruins, royal monuments, whereas the urban views of the most hidden areas are rare.

NAPOLI — S.CHIARA

PLANIMETRIA GENERALE
DEL COMPLESSO CONVENTUALE

LEGENDA

① CHIESA DI S.CHIARA

② MONASTERO DELLE CLARISSE

③ CHIOSTRO MAIOLICATO

④ CHIOSTRO DI S.FRANCESCO

⑤ CONVENTO DEI FRATI MINORI

⑥ CHIOSTRO DEI FRATI MINORI

⑦ CHIOSTRI DI SERVIZIO
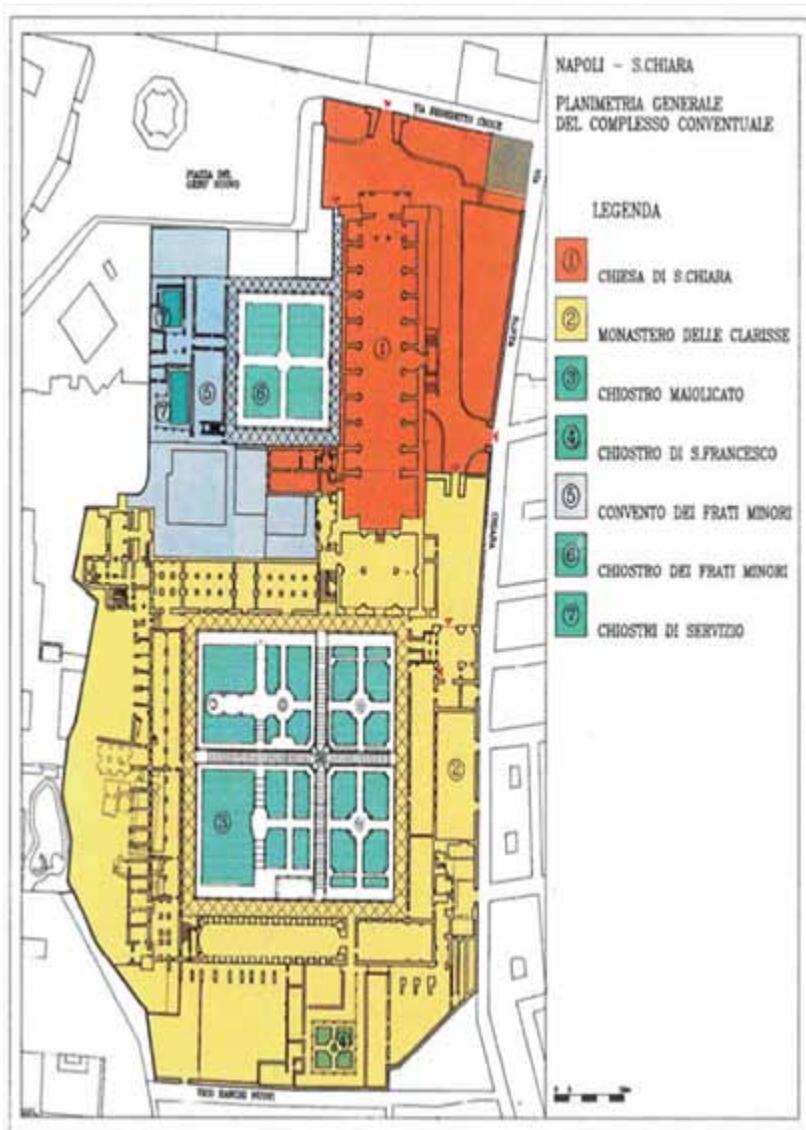
Within the city of Naples, the painters and photographers privileged the city gates, the market squares, the architectural symbols of royal power to the disadvantage of many monuments of historical and artistic value due to the mere fact that they were "hidden" in the urban fabric of ancient Naples. For these reasons, images of the Church of Santa Chiara are of particular importance: the documentary value of the iconography is added to graphics, paintings as well as the rarity of photographs. In "Vue de l'Eglise du cidevant Jesus qui est vis a vis du Convent de St. Claire", Etienne Giraud (c. XVIII) gives greater emphasis to the stonework of the facade of the Church of Gesù Nuovo, however, he records the location of the bell tower of Santa Chiara with it being integral to the urban fabric of Via S. Biagio dei Librai (Spaccanapoli), along with the essential geometry of the main facade. The bell tower and entrance porch are respectively the focal subject and the frame of the rare view by Giacinto Gigante (1806 - 1876) entitled "Campanile e cortile di Santa Chiara". The photograph by Alinari – closer than the painting by Benoist – has the spire in the foreground and in the background, the Chruch of Gesu Nuovo as well as the "Palazzo delle Congregazioni". The images by Alinari of the interior of the Church of Santa Chiara Church are of greater documentary value, thanks to a series of images from 1920-30, in which we can appreciate the beauty of the interior of the church along with the "Sepolcro di Roberto I d'Angiò" destroyed during the Second World War. Digital photography, cross-media communication apps, geographical websites could integrate historical images with contemporary ones, spreading everywhere an offhand photo shoot, that fuses the objective value of the portrait to the significant subjectivity of the author.

Napoli, Museo di Capodimonte, source: World Heritage Centre

THE STRUCTURAL TRANSFORMATIONS OF SANTA CHIARA CHURCH IN NAPLES THE ROOF

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The Minors Complex of Santa Chiara in Naples started in 1313 with the installation of the basilica hall. It was flanked by chapels and covered by trusses with exterior yellow tuff. The convent was also enlarged. In 1742, Vaccaro, Buonocore and Del Gaizo transformed the hall into the French Rococo style. During the war, a bombardment hit the complex, resulting in the burning of the wooden parts. Therefore, missing the eighteenth century traits, it was decided to restore the structure, recovering the fourteenth century essence (by Roberto Pane). It was the beginning of an accurate research work on the original structures (restoration repair). The late baroque structures untouched by the bombing were demolished. The assays revealed tuff piers of the nave and raised the ancient chapels configuration with ogival mullioned windows and their vaults. It addressed the reconstruction issue of the roof. In 1945, a roof with exposed trusses was proposed. The project provided fifty wood trusses in Angevin style, but twenty-six of them were proposed in reinforced concrete, subsequently to be covered in wood. During the writing of project, it was advised to use only reinforced concrete because it would provide the different elastic behavior of the materials. In 1947, during the contract competition it was prescribed to use only wood. The winning company placed twenty-five wooden trusses on a reinforced concrete beam and between the bays of roof were drawn reinforced concrete purlins and a reinforced concrete plateau to support the brick surface. The Santa Chiara Church had an eighteenth century style but after the ruin it was rebuilt like a Gothic Angevin church. Several schools of historical thought discussed, for a long time, on which could be the best choice to follow. Some historians would have preferred to see a ruin rather than the church reborn with a fourteenth-century appearance.

Napoli, photo by Archizoom

PRESERVING SACRED STRUCTURES _ 'SANTA CHIARA' RESTORATION PROJECT
HISTORY OF THE SANTA CHIARA CHURCH

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The painting known as Tavola Strozzi depicts the Aragonese fleet victorious in the port of Naples after its victory in the summer of 1465 off the coast of Ischia against the pretender to the throne Giovanni D'Anjou. This work is considered the most beautiful urban representation dating from the fifteenth and despite being the subject of continuous studies since being found, unfortunately, its author and the exact year still remain unknown [1]. To create the view, a difficult design technique was adopted, which provides not only the actual point of view but also a dummy point of view that has misled the major scholars in the field. The technique of the fictitious point of view was used to paint scenes with an aerial bird's eye view when not having access to a high ground from which to fully observe the view from the right distance. In this case, a tall building is part of the same scene (a tower, a roof, a bell tower, a lighthouse, etc..) and in a second phase of the work, it was artificially inserted into the same view by placing it in the foreground or to the side. With this trick, it is possible to obtain a very realistic picture, as if a bird in flight, that gives the impression of having an aerial view, with it not actually existing. The Strozzi Tavola is a part of the numerous works housed in the Monastery of Santa Chiara, with the Monastery playing a key role among the sacred structures of Naples.

The citadel of Santa Chiara with its Church and Monastery were among the first religious monuments built in Naples. The construction dates back to 1310, during the time of Robert d'Anjou and his second wife, Sancia di Maiorca. The church and the impressive dome were built in the Provencal gothic style, with it resembling a fortress. The Francescan citadel was made by building two monasteries, one for the cloistered nuns and the other for the Francescan Friars. This particular concession was stipulated in 1317, due to the very good relationship between the Angiovin Monarchy and

Pope Clemente V. Between 1328 and 1333, Giotto was in Naples and he painted the Francescan church with frescos representing the Apocalypse and tales fom the Old and New Testaments. Unfortunately, there are only some portions left in the Choir, representing the Cross. The monastery was finished in 1340 and in the same year, the Church was consecrated. In 1343, Pacio and Giovanni Bertini sculpted one of the masterpieces of 14th-century Italian sculpture: Roberto D'Angio's tomb, visible at the end of the Basilica. Up to 1700, the monastery looked like a gothic construction. During the years 1740/1769, there was a restyling. The church, in fact, turned into a sumptuous Baroque building. In fact, Vaccaro – one of the Neapolitan interpreters of the Baroque style was able to go from painting to architecture to sculpture – began the transformation of the nun's cloister into what it is today. It is characterized by broad paths with octagonal pillars and majolica seats. During the Allies' bombings, on August 4, 1943, some bombs fell on the Church of Santa Chiara, burning all the baroque wooden materials. The reconstruction lasted 10 years, with it being reopened on August 4 1953, in its gothic style. Between 1986 and 2001, the cloister was restored. On May 27, 1995, the museum was opened. Inside its rooms, there are various archaeological artefacts that tell the history of Naples, from the Roman Empire to the 1800s. Some reliquaries are exhibited, highly valuable pieces, including the Fregio di Santa Caterina by the Bertini brothers and the Ecce Homo by Giovanni di Nola, one of the most important Neapolitan sculptors of the 16th century. On December 15, 1998, an agreement was stipulated by the Minister of the Interior in conjunction with Churches' Fund in order to identify the one single monumental area named Santa Chiara Museum. [2] Through this agreement, the path was enlarged with it being possible to visit the Cloisters and Nativity Room.

SANTA CHIARA IN NAPLES. RESTORATION AND STYLISTIC STRATIFICATION

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Santa Chiara is a cloistered citadel that rises in the heart of the old town centre of Naples, marked by the lower Decumano 'Spaccanapoli'.The Church, previously known as 'Chiesa Santo Corpo di Cristo' or 'Ostia Sacra', which commemorated the miracle of Bolsena, was dedicated to Santa Chiara as a tribute to the nuns. The monumental complex of Santa Chiara, built by the royal Angevin: Roberto D'Anjou and his second wife Sancha of Majorca, devoted to the Franciscan Order, began in 1313 in the northern area of the garden Donnalbina. The works were carried out under the direction of Gagliardo Primario and Lionardo di Vito. Consecrated a royal Church in 1340, it was opened for worship. By decree of the sovereign, it soon became the headquarters of for the meetings of the kingdom as well as important ceremonies. The Franciscan citadel consists of two Franciscan religious buildings that are adjacent but separate: a convent, intended to accommodate the Poor Clares, and a monastery, the home of the Franciscan Minor Friars. This original conformation of "double monastery" was made possible by papal approval obtained in 1317. The Basilica of Santa Chiara is a Franciscan church made from yellow tuff. It consists of a single nave 46 meters high, lined with 10 chapels on each side. The simple façade of the church is animated by the moderate brightness of the rose window (eight meters in diameter), decorated with an elegant marble tunnel. The Entrance of the church over the pronaos realized in gray piperno is marked by 3 groin arches, its intrados is decorated by vague Islamic inspireds elements and high piers; the portal, decorated with red and yellow marble, shows the Sancha coat of arms. Not far from the church, there is the belfry, with its construction beginning in 1328. Following the disastrous earthquake of 1456, the belfry collapsed, leaving the lower dado intact and two late-sixteenth century levels grafted.

Napoli, chiostro della Chiesa di Santa Chiara, source: World Heritage Centre
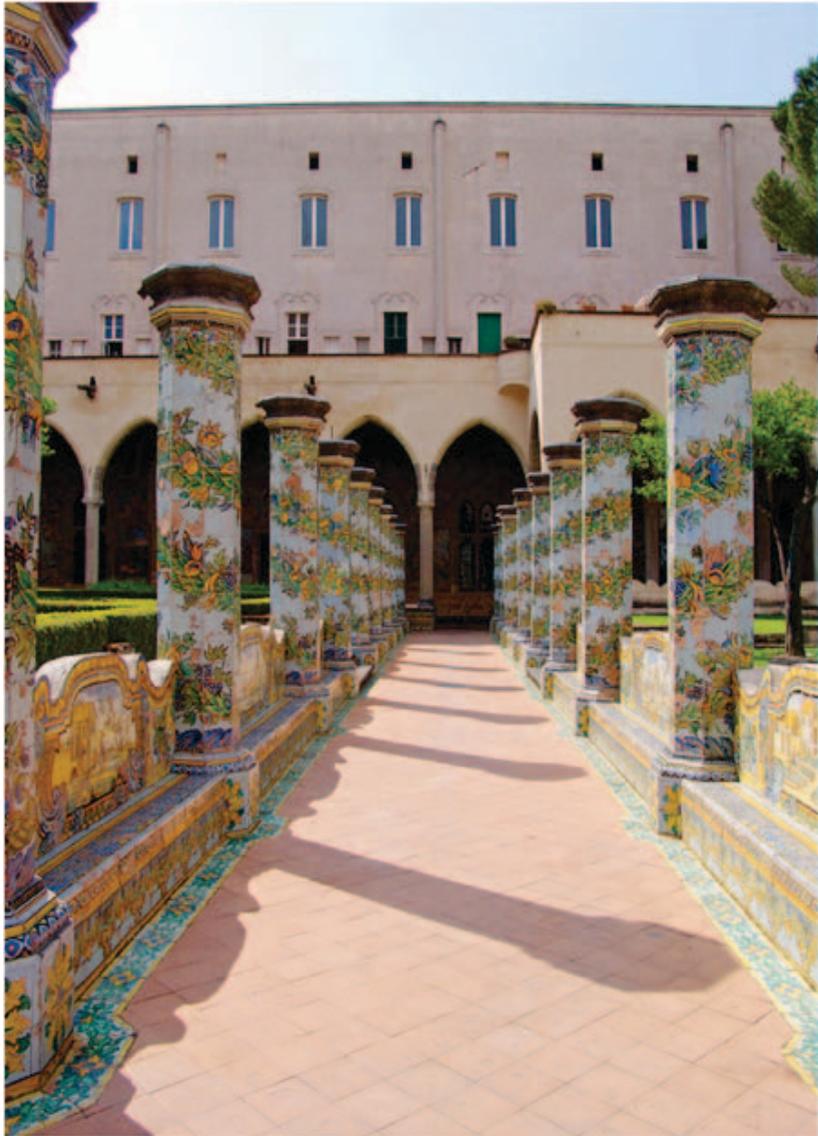
the church and the former choir of the Poor Clares. Regarding the reconstruction of the coverage, the choice was not simple. Rebuilding the coverage was the most delicate work. Gino Chierici, Superintendent of Monuments in Naples, proposed reproducing the original hedge, i.e. 'incavallatura ad incannucciata' ,composed of 50 trusses (of which : 26 eighteenth-century, the lowest; and 24 Angevin, the highest), thus sticking to the drawings of G.Mongiello, sketched in the 1927. In 1943, the Superintendent proposed 50 Angevin regular trusses, of which : 26 in reinforced concrete and 24 in wood, but in 1947-48, it was decided to use concrete only. In 1951, the side facades were restored, in particular the left one was cleared of the house, making it continuous and marked by buttresses. The entire eighteenth-century exterior walkway was demolished and Baroque stuccos were scraped off. The floor by F. Fuga was restored. The tomb of Robert of Anjou was renovated but not moved from its original site.

Following the discovery of a piece of red glass, the Superintendent accepted Zampino proposal: to realize glass wall and windows to reduce the entry of light into the church. the Pane's attempts to dissuade them from this proposal because the tradition to realize windows did not belong to the fourteenth century rules were futile. According to Roberto Pane, it was an unforgivable mistake. The original medieval structure of the portico was preserved, while the garden completely changed with the opening of the two crossed avenues. The majolicas of the benches show scenes of eighteenth-century life, city life and of a bucolic world of countryside, while those of the pillars, with a unique octagonal shape, represent vines which wrap up spiral even the capital, made in piperno .
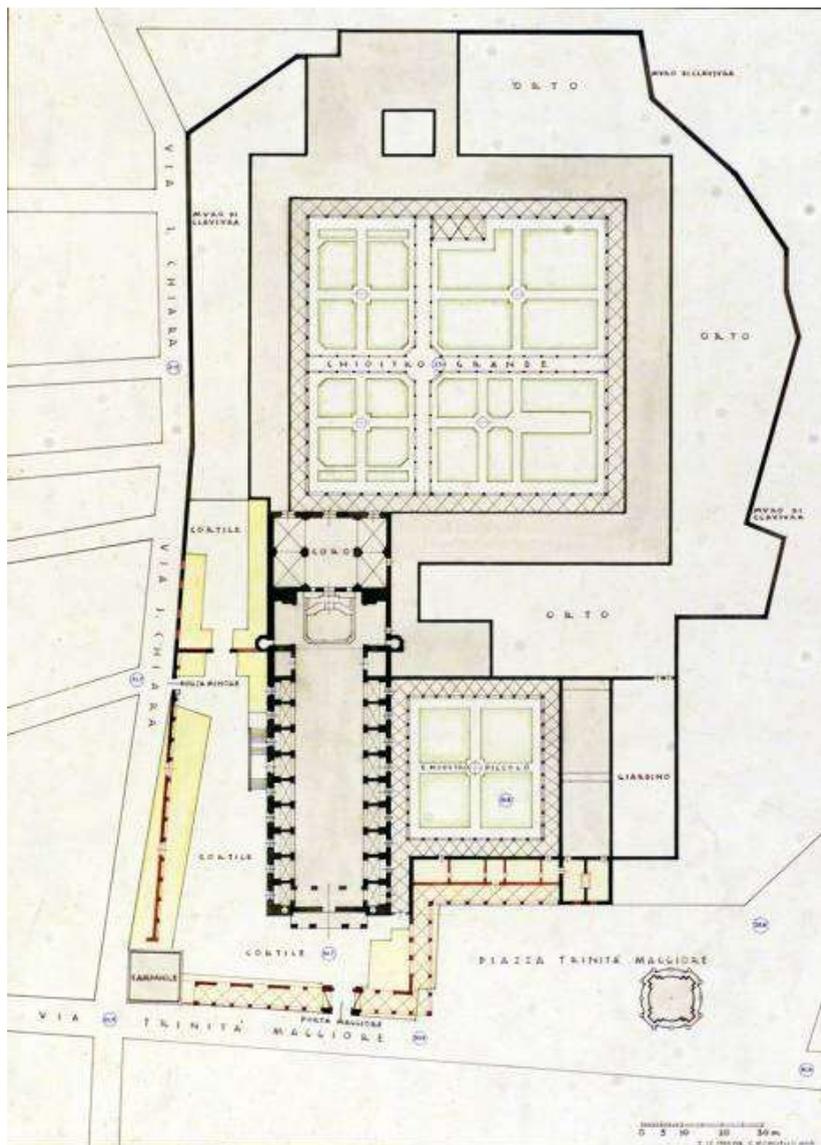
PRESERVING SACRED STRUCTURES _ 'SANTA CHIARA' RESTORATION PROJECT
THE DEVELOPMENT PROJECT OF "INSULA" OF SANTA CHIARA CHURCH IN NAPLES

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From the 1920-40s, Santa Chiara Church in Naples was the object of numerous urban development projects about the "insula" in which it is collocated. This paper focuses on the chronology of these projects. Since the pre-war years, the city administration had planned the isolation of the Angevin basilica. Subsequently, the protection bureau, in 1939, drew up a project signed by Giovanni Mongiello for the demolition of the building facades facing the streets, surrogated by low volume porches at the Trinità Maggiore square and a blank wall punctuated by buttresses along via S . Chiara. During the Second World War, more buildings were demolished and the "Soprintendenza" (The Superintendency in Italy is the peripheral organ of the Ministry of Heritage and Culture (MIBAC), regulated by Legislative Decree 22 January 2004, n. 42, on "Code of Cultural Heritage and Landscape" with territorial tasks in the field of cultural heritage, landscape, museums, archives and similar), decided to take advantage of the situation to implement the measure. However, the attempt to continue the demolition was in vain because some building structures were rebuilt. To make sure that further reconstruction took place, the Technical Services Department of the City of Naples in 1952 highlighted a number of buildings to be expropriated. In 1954, another project by Camillo Guerra was presented: it reiterated the solution envisaged by the city master plan of 1939, which opened a road between Dante Square and the Trinità Maggiore Square. It was freed on the left side of the Gesù Nuovo Church, and unified Gesù Square the churchyard of Santa Chiara, opening a single large space. This project aroused in 1957, the censorship of the superintendent of the time, Riccardo Pacini, who did not agree with the estimate made by the local administration about the lack of historical and artistic interest and the precarious structural resistance of the buildings to be

demolished and suggested not distorting the space in front of Piazza del Gesù. Another project that recalls the idea of isolating the church is A. Siani, Soprintendente ai monumenti della Campania in 1963. the square, which granted the chapter house. Meanwhile, the urban planning of the monastic insula became the subject of a heated academic debate involving Giulio De Luca and Marcello Canino. He published a book and picked up his proposal for the isolation of 1964, widely supported by the local conservative journalism, arousing the reaction of Pane. The proposal of isolation found in Armando Dillon, new superintendent and companion of G. De Luca and M. Canino, a supporter. This fact at the end of 1968, with the obvious way to delegitimize the solution of Pane, organized an exhibition of projects on the theme of urban arrangement, which the Neapolitan scholar refusing to participate. The exhibition held in January 1969 received projects from Marcello Canino, Giulio de Luca, Camillo Guerra, Roberto Mango, Gian Marco Jacobitti, Mario De Cunzo, Margherita Asso and M. Lucariello. These aroused some interest in the project by G. De Luca, clearly supported by Dillon. Despite the aversion to the proposal by Pane, in 1970 the City Councillor for Public Works Luigi Locoratolo asked the Neapolitan scholar processing in collaboration with Roberto Di Stefano, a variant of the plan. The variant was approved in May 1971 by the Local Council and reviewed by the Supreme Council of Antiquities and Fine Arts by the superintendent Mario Zampino and approved by the administrator to the public works in the following October.

PRESERVATION OF CULTURAL HERITAGE
A CASE STUDY

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All historic towns have their own cultural heritage, characterized by precious treasures that belong not only to the city, but also to all humanity. As a result of historical changes and the influence of human activities, many cultural assets have suffered degradation due to time and the damage caused by man, with the preservation of cultural heritage being necessary, and means applying an extremely complex process that requires a more dynamic than any other discipline and an interdisciplinary approach. Italian cultural heritage is particularly rich in historical religious buildings, which require special conservation measures. This paper aims to report on actions for consolidating the base section of the Chapel of the Holy Shroud in Turin and the underlying structures (Crypt, the longitudinal walls of the Cathedral) for the structural rehabilitation. The Chapel of the Holy Shroud was built to keep the cloth of the Holy Shroud by the ducal Savoy family.

The areas of intervention covered by the draft structural rehabilitation relate to the walls below the floor plan of the Chapel of the Holy Shroud and the brickwork of the Chapel up to an altitude of 15 meters from the zero reference. The intervention is limited to those walls that were inadequate in resisting the combined action of permanent loads as well as earthquakes. For all the remaining walls, only a careful inspection is expected and any stilature or restoration of the premises where necessary. The consolidation of the walls in the project proposals were selected following either a careful and extensive observation of the most recent cases of international importance, or as a result of direct observation of the most recent experiments in the field. The results of the diagnostic tests have allowed us to substantially increase the knowledge on the walls of the lower part of the Chapel. The cores confirmed the presence of two different types of masonry in all the structural elements: an outer wall, well

Cattedrale di Caserta, photo by Gino Spera
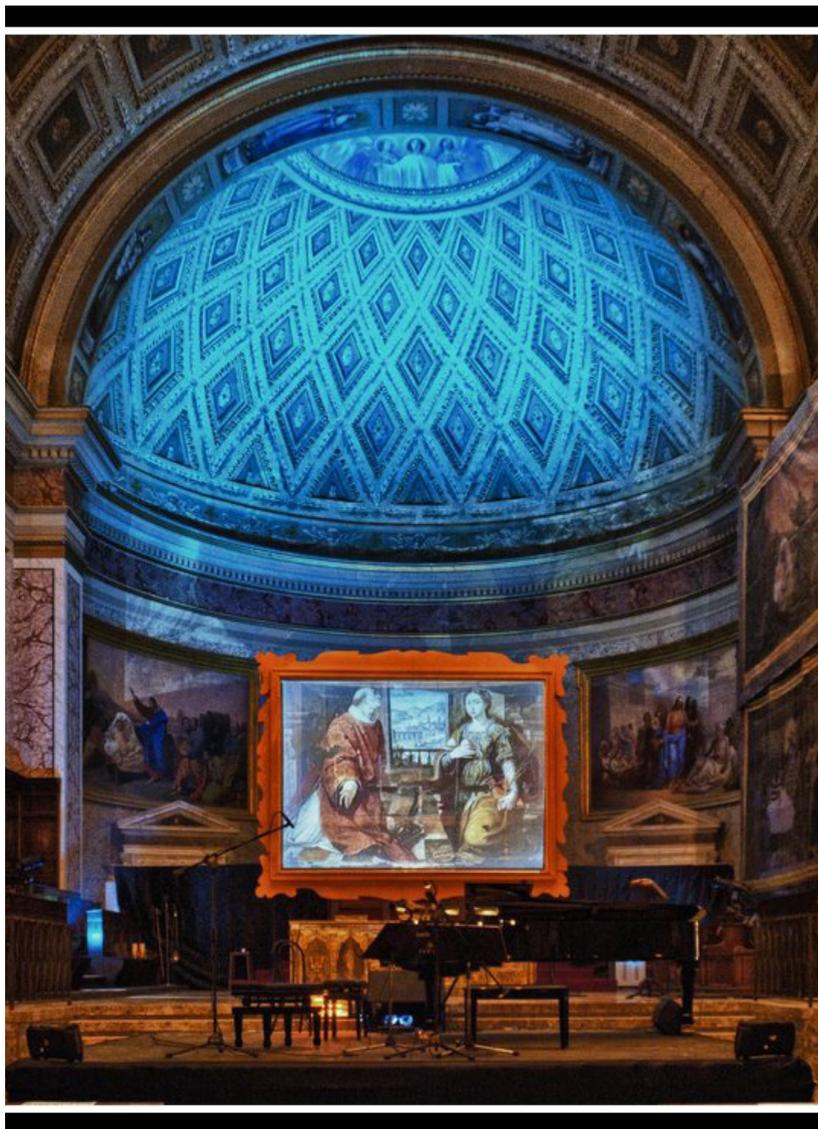
executed, with mortar and bricks of reasonable quality, and an internal masonry, filling, very heterogeneous materials of lesser quality and set out in a disorganized manner.

As for the walls North, East and South of the Chapel above the height of the floor, the tension states were calculated by taking account of an overall suitability of the sturdy marble facings.

The problem encountered is the different stratification of the vertical walls due to the interventions that have been made over the years. The best design solution is to inject a mixture of lime, along with the positioning of anchor chains.

Two different techniques were adopted for the sub-horizontal and sub-vertical injections. The first allowed for the consolidation of volumes of masonry accessible by one or two vertical walls, and the second reached the deep areas of the foundations and their parts in contact with the ground. In some cases, this operation was necessary to bring the foundation walls up to at least the same mechanical characteristics of the underlying soil or sides.

Subsequently the ability of the head restraint key inserted in the walls was tested by measuring ex-ante and ex-post evaluation of the stress states of the same.

After positioning the heads of anchor chains, we proceeded with the replacement of the blocks and putting them under loads (using flat jacks) and finally the sealing by injection of grout shrinkage compensated for sulphate resistant.

Tucson, Arizona - Downtown, photo by Chiara Ferrari
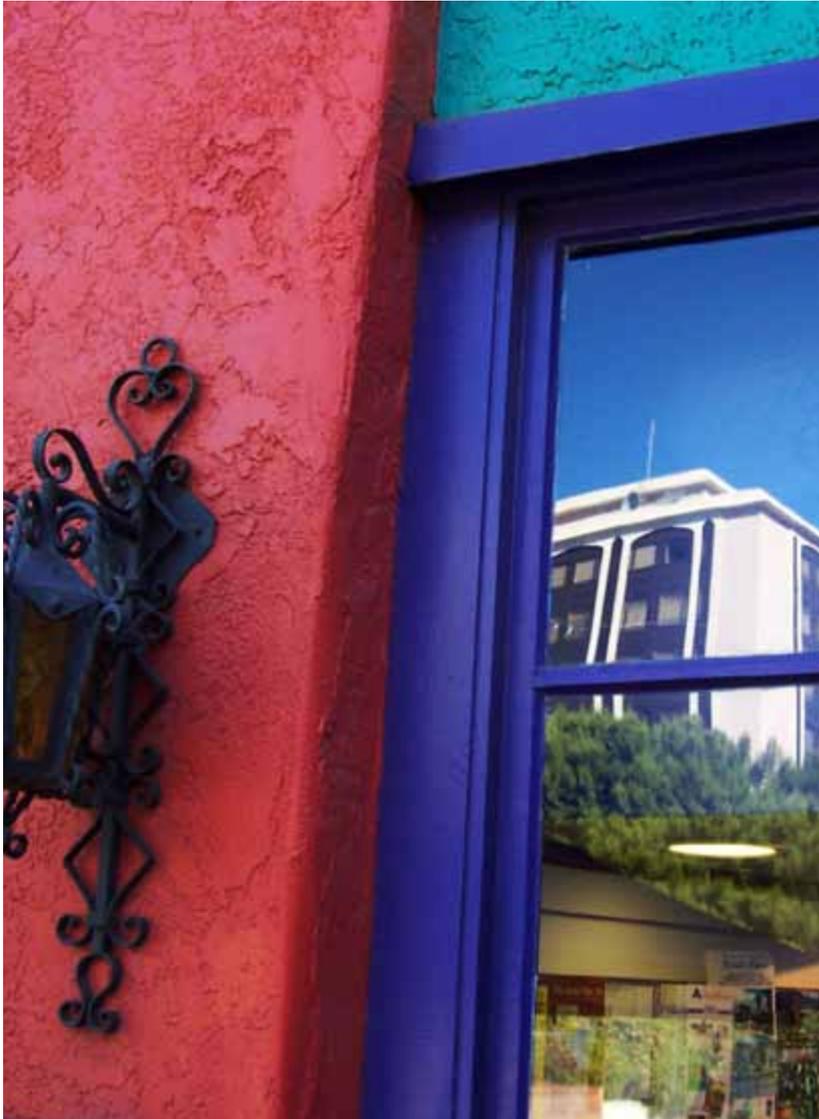
PRESERVATION OF SACRED SPACES IN INDIA

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The Indian subcontinent, a region also known as South Asia, consists of the nation-states of India, Pakistan, Bangladesh, Nepal, Bhutan, Sikkim and Sri Lanka. These boundaries are however, a construct of the modern era and were extremely fluid in ancient times. The Indian subcontinent runs from the snow-capped peaks of the Himalayas in the north to the waters of the Indian Ocean in the south. When compared to the west it has often been postulated that the region is roughly the size of Europe minus Russia and is characterized by as much diversity, if not more, in terms of terrain, culture, ethnicity, art, architecture and even linguistics. India derives its name from the river Indus, also the seat of one of the earliest civilizations of the world. Having been inhabited for over twenty centuries, this land where rivers are considered holy and mountains pure, boasts of many layers of heritage. While it abounds in structural remnants of the past, its diversity lends it a mine of intangible heritage, making it truly unique in all respects. The Indian subcontinent was home to three major world religions of Hinduism, Buddhism and Jainism, each enriching the landscape with their unique and exquisite religious monuments. Apart from these Islam made inroads into India as early as the ninth century and became well-entrenched by the thirteenth century, the Delhi Sultanate followed by other Muslim dynasties ruling almost the entire subcontinent from time to time. This chapter of Indian history witnessed the construction of major Islamic mosques and mausoleums, the most famous being the Taj Mahal. Christianity and Sikhism also added to the collage of diversity characterizing India. India was established as a secular, federal, constitutional republic after it won independence from British rule on 15th August, 1947. As a young nation, struggling to progress and establish its identity, India's heritage contributed to its national image and its preservation was thus woven

into the constitution which although adopted in 1949 was put into effect in 1950. At present India comprises of 28 states and 7 union territories. It houses 17.5 % of the world population and at the current rate of growth of 1.41%, it is projected to be the world's most populous country by 2025. As far as religious demographics are concerned, Hindus comprise of 80.5 % of the total population, Muslims 13.4%, Christians 2.3%, Sikhs 1.9%, Buddhists 0.8%, Jains 0.4% and Others 0.6%.1 As already reiterated, India's heritage comprises of a rich and complex mix of tangible structures such as imperial pillars, stupas, temples, palaces, mosques, gardens, madrasas, cemeteries, step wells to name a few. Equally important is the intangible heritage created by the diverse communities interacting with their environment while inhabiting the vastly differentiated terrain of the subcontinent. This is characterized by their culture, beliefs, values and practices giving rise to varied crafts, music, songs, dances, cuisine, attire and so on. These factors impart a distinct complexity to heritage in India.

While the importance of intangible heritage is now being recognized worldwide, preserving tangible heritage in itself in the case of India, is a daunting task. The intense pressures of a growing population and urban development, along with the lack of public awareness, peculiar interaction of religion and politics and finally, an extreme paucity of resources, render the task even more difficult. However, even as a young nation, India did make small advances in the matter and the fact that preservation was woven into the constitution itself was a very significant factor. In fact it was clearly stated in sections three and four (articles 49, 25-28 resp.) that it was the obligation of the state to protect every monument or place or object of artistic or historic interest, declared by or under law made by Parliament to be of national importance.

EXAMPLE OF A SACRED SITE CURRENTLY IN NEED OF PRESERVATION: 1898 METHODIST CHURCH NORWALK, CT

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Founded in 1888, the American Society of Church History's (ASCH) fundamental purpose is to promote scholarly study of the history of Christianity through means of public awareness. ASCH creates pamphlets, gives out awards to outstanding parishes, and promotes research support in order to encourage the Christian faith. Working in close collaboration with the American Historical Association (a non-for-profit organization founded in 1889 that promotes historical studies), the American Society of Church History hold joint annual meetings in which they decided on what to do with localities in need. There is also a non-denominational alliance, Partners for Sacred Places that attempts to bring together individuals of all religious denominations that understand the value of faith and community. Partners for Scared Places is the only national advocate for sound stewardship and calls for active community use of older religious properties. They hope to instill the responsibility in everyone to advocate for the future of America's sacred places. PSP offers training in how to partner up with other organizations to preserve sacred spaces, hold workshops and conferences, and also publish books highlighting their advocacy initiatives. The Romanesque style Methodist church in Norwalk, Connecticut is a prime example of the preservation issues discussed above. Louis Comfort Tiffany designed the church in 1898; the architect M. H. Hubbard of Utica, New York designed the current yellow brick and white marble building. The large window facing West Avenue bears the likeness of John Wesley, the founder of Methodism. This is one of the few, if perhaps the only, stained glass window in this country completely dedicated to the founder of Methodism. This Methodists Church is known for its history with the Founders of American Methodism. Methodism was first introduced to Norwalk in 1787. Reverend Jesse Lee arrived in 1789 and started

Provincia di Caserta - Torcino, photo by Jolanda Capriglione

the first Methodist society in Norwalk, which was also the first Methodist society in New England. The church served as a Methodists congregation until 2008 when it was shut down due to lack of attendance. The building has been on the real estate market since that time. Given its prominence and pedigree in the community there is a huge debate as to whether or not the church should even be allowed to be sold to private investors for new development. A majority of the public in Norwalk contents that it should, while historic preservationists argue that it should be renovated and maintained in its original form. Since the Methodist church has been put on the market, the non-for-profit, statewide organization, Connecticut Trust for Historic Preservation, has been called in to aid in the gathering of monies for the preservation project. The Connecticut Trust for Historic Preservation assists in providing non-profit groups and municipalities with hands-on preservation services geared towards the specific community and its needs. It awards grants for preservation and hold seminars to raise awareness. There is currently no indication that they are fully invested in the Methodist Church project however.

Alife, photo by Ludovico Mascia

Topic 5_Italy and the U.S – Historic Preservation and Energy Conservation – Synthesis and Challenges

Mattia Celiento

Enrico Cacciapuoti

Esmeralda López García

Ludovico Mascia

Material dream, design by Ludovico Mascia

ENERGY SAVING:
THERMAL INSULATION

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The price of energy has rapidly increased in the last ten years. Due to the consumption of fossil fuels, any possible form of pollution, from the environmental to the electromagnetic has affected the Earth. Traditional energetic sources are running out, therefore, planning for the future through the use of sustainable raw materials is a crucial point, since they represent the only future, the sustainable one, that combines the fulfilling of energy demands along with the environmental preservation and human health.The aim of thermal insulation is that of keeping the sense of well being, protecting the internal rooms from climate variability and change. The setting of the insulating material marks the boundary between the external and internal thermal regime. Nevertheless, there are two possible solutions for the existing buildings: the first is the exterior insulation and finishing system, the second one is the internal wall lining insulation Noticeably, the first one by covering all the exchange surfaces would alter the feature of the building. That change could be proposed to a recent building construction, which does not have any ''quality-value''. The second one, instead, should be used for historical buildings or in other buildings with important elements of value inside as well as other decorative elements. The minimum insulation thickness required is the same, with the ''exterior insulation and finishing system'' not occupying any internal room space like lining insulation. In this case, it is better to use some other materials with a reduced thickness. Furthermore, the choice of one of the systems above, could work in a different way in terms of thermal values, with the thermal inertia of the first system being higher than the second. For example, if we start to heat two ''cold'' buildings, (covered with the two different thermal insulation systems cited above), it could be noticed that the in first, the heat would be slowly absorbed by the perimetral and internal mass construction

and by the air in the atmosphere; while in the second one, it would be rapidly absorbed by the internal septa (while the perimetral septa are lined) and also by the air except for the floor slab and the ceiling. At the end of the heating process, the first building would lose less thermic energy then the second one. (the first building would cool down slowly, while in the second one the heat would be wasted). Critical points concerning both the thermal insulation systems could be the different types of windows and some passages, which required an accurate intervention on the frame.

ENERGY SAVING: ENERGY CONSUMPTION AND FEATURES IMPROVEMENT IN THE HISTORIC BUILDINGS THROUGH THERMAL INSULATION

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An important branch that affects 40% of energy consumption is housing. It is a critical branch, where the most part of energy is used to heat and cool the location and it generates about 30% of waste. Our goal is to limit the waste of energy, thus ''energy saving'' is pivotal. In fact, energy saving depends on the improvement of the features that belong to the historical buildings, concerning the industrial plants and especially the efficiency of the building enclosure which provides the well-being and conservation of the comfort condition while the temperatures change during the seasons.

We want to show some possible scenarios in order to work on those buildings which, due to the current price of the fossil fuels, are no longer efficient and need an extraordinary intervention through the only possible way: the heat insulation of the parts of the buildings. 1) Illumination = 4%
2) Household electrical appliances = 9%
3) Hot water = 10%
4) heating = 79%

The table underlines that, the energy consumption especially in residential buildings concerns heating and cooling.

Thus, we should work on this. The first intervention should be on the efficiency and control of the building enclosure concerning the terms of dispersion and, according to this, evaluate the efficiency of the machinery as well as the tightness of doors and windows. Therefore, in order to economize on the heating and cooling expenses, it is necessary to improve the features of the building enclosure, and then increase the heating conservation capacity.

That is possible only through heat insulation. On one hand, this intervention for the improvement of the structure could probably be costly, but on the other hand, there will be a lot of advantages such as:

Material sign, design by Ludovico Mascia
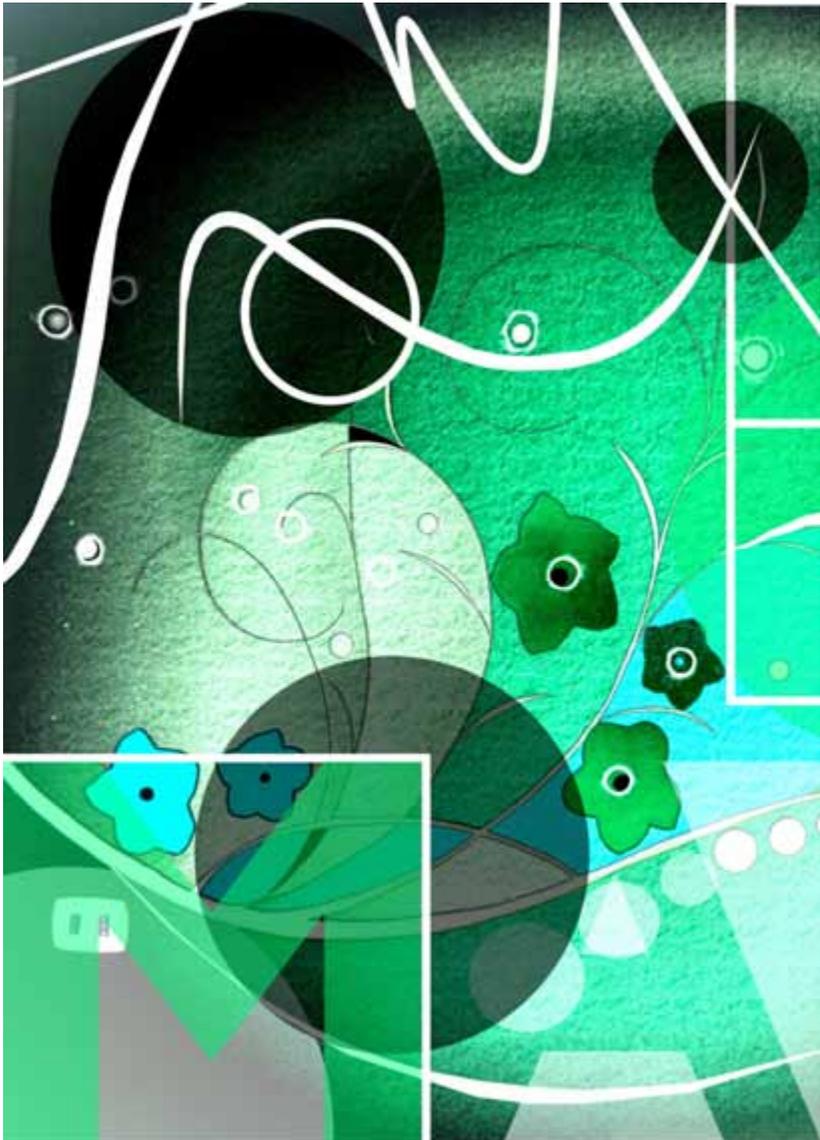
1 LOW ENVIRONMENTAL IMPACT
In fact, it will cut down on C02 gasses, the worst enemy of the environment and the principal
cause of the greenhouse-effect.

2 ECONOMIC ADVANTAGES
A DIRECT ADVANTAGE FOR THE CONSUMER: it means lower bills. In fact, a correct use of the thermal insulation will reduce the operating costs. For instance, in winter it could avoid the spreading of mold, so it would not be necessary to buy heaters or dehumidifiers, this way money can be easily saved.
In summer, instead, air-conditioners would not be needed and this could actually avoid the waste of electricity. It is already known that the conspicuous consumption of electricity during the last years brought about many blackout. Thus, all this problems can be solved OR even better avoided just using thermal insulation correctly. It is also recommended to optimize the ventilation and solar exposure by studying the winds and solar tacking to the area of the study building.

3 COMFORT ADVANTAGES
Thermal insulation could at the same time rise the inner surface temperature and guarantee a hygrometric control within the building, finally producing an immediate sense of well being.

Thermography allows to verify the advantages of a thermal insulation.

Vietri, source: World Heritage Centre

THE HISTORIC MACHINE

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The idea of Sustainability and Energy Conservation is an inherent characteristic of historic preservation. Historic preservation is supposed to preserve well-designed and well-constructed principles of a building. The problem is the fact that with the time, we are forgetting these principles, and historic buildings are being targeted for modern weatherization improvements that are very often expensive and unnecessary. If the 'concept' of the building is preserved, we will not have to add other components to complete the 'machine'. In fact, so many research has prove that in most of case historic buildings are as energy efficient as new ones preserving their historic character. On the one hand, when we think about energy efficiency on historic buildings, we do not always tend to preserve historic character. It is really important to proceed totally different as in a new building, and select products and treatments that are reversible and do not require many structural or material changes. The fact is that if we do not understand the way every single element of the building works, we will not be able to improve building's energy efficiency. Nowadays, when some changes are done, they usually cover the original building design's intention. The protection of historic materials and features should be taken into consideration. So, a project in a historic building should balance the goals of energy efficiency with the least impact to the historic building. Energy conservation in buildings in something humankind has always deal with, due to fuel supplies changes and the need of adapting buildings to them. The problem is that cheap energy is over, so people are trying to make their buildings more energy efficient. We have take notice that the way we have been acting in the last fifty years has caused a terrible effect on the planet, resulting in climate change. How buildings perform should be rethought, and maybe the way to deal with the effects of greenhouse gases could be take

care about Historic buildings type of construction, site orientation, climate and surrounding landscape. The first thing to think about a building is where it is located, because better the building adapts to the climate, more energy efficient it will be. As Glenn Murcutt said 'Architecture has to be an answer, not an imposition'. It is important to take into account the energy efficient solutions in historic building based on the climate. For example, the windows size and the percentage of openings change to preserve heat in cold climates or to provide ventilation in hot ones. The wall width is also a really important parameter in historic buildings capable of regulate the quantity of heat which cross the wall; it is used as a modern air-conditioner, with the advantage that it does not waist energy thanks to their high thermal inertia. Another important element that most of ancient buildings consider is the court and the spaces bordering it. The court should not be covered, should make the sun come on in winter and on the contrary, stop it in summer; and preserve the possibility of ventilation thought it. And the isolation chamber should not lose their function. If one of this parameters (and other ones) changes, 'The historic machine' will not work as it was think for. We can see many examples of Energy Conservation, from Roman era to today. For instance, Pompeian houses were absolutely efficient, they were a climate machine; they use the court as a natural mechanism of climate regulation, cisterns for humidifying the atmosphere or cross-ventilation to guarantee a comfortable temperature and air exchange. [01] (Example: Vettii House Pompei) In conclusion, Energy Conservation does not mean to adapt Historic buildings to new technologies and modern weatherization improvements, if not to try to preserve the climate conditions of the original characteristics.

Italy - U.S. SUMMARY OF
EXPERIMENTAL EXAMPLES FOR
ENERGY SAVINGS THROUGH THE USE OF
ALTERNATIVE SOURCES

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"C'è una forza motrice più forte del vapore, dell'elettricità e dell'energia atomica: la volontà." A.Einstein

In terms of energy saving, the obligatory reference to evaluate both the specificity of the projects in support of the measures to obtain them, the reference directed us to consider the Energy Service Companies (ESCOs), business realities (for the most part established as joint stock companies) involved in the implementation of energy efficiency measures (i.e. actions aimed at achieving a reduction in consumption in end-use by users). Given the main task of the ESCO (implementation of measures for increasing energy efficiency), it is worth noting that the added value of these companies is to provide a single point of reference for the implementation of measures that require a variety of skills, directly employees (beyond the stage of auditing that seems, in truth, the most typed) object of redevelopment energy. We propose two good examples of experimental synthesis on energy saving through the use of alternative sources: To support the development of these activities, the DOE has been awarded a grant from the University of Maine for 4 million dollars. Although more expensive, many experts believe the offshore systems are more productive, in the long term, compared to the traditional ones, due to the winds that blow in a more massive and constant. In this scenario, the leading country is the UK and in late 2012, it added an additional 854 MW of offshore wind, which is going to add up to the total of 2,093 MW. In the United States , the development of an off-shore seems the most logical step: the classic offshore turbines are installed, usually, less than 30 meters deep, while the floats could be installed at a greater depth, which would ensure significantly higher efficiency than current wind output systems. Panorama Giustinelli_Luogo_Trieste Italia_Progettisti: Laz-

Wind power

zari Luciano, Fassi Alessandro_ Anno 2012 In an exclusive area of the city, with breathtaking views of the bay, there is a residential complex , which for technological excellence combined with a meticulous attention to detail and to work , is unparalleled . The care of the project and its execution make way for a new living. The history meets innovation . The main idea of Panorama Giustinelli is the realization of a residential building that apply the results of advanced research on energy efficiency and the structural novelty . The project provides for the maintenance of the ancient main facade of an old building in Via Giustinelli , behind which was created an architectural complex of six floors, built entirely of wood. In ancient Greek culture is no single expression that combines "beauty " and " good" : it expresses the aesthetic excellence and ethics. This may represent a new quality , current and light , which supplants the luxurious splendor to show off , heavy and no longer credible . You can consider excellence plenty of space to make the common parts or the large airy livable garden or interior space dedicated to health with pool, gym and saunas. In addition to the environmental impact content and energy self-sufficiency , in the project were considered to be of central importance also aspects related to good living and the need to integrate aesthetic harmony with the building's architecture in the urban context . Another element that makes Panorama Giustinelli a project "good" is the decision , not easy , to build a cutting-edge building in an area of Trieste already populated by applying the idea of reuse and redevelopment of the area : the project enhances the ' need for defense and protection of the environment that prevents the invasion of new natural spaces .

The development of the walls, ceilings and floors have been the subject of specific projects to achieve maximum effectiveness in thermal insulation and sound.

NewYork - View from the High Line, photo by Chiara Ferrari

Topic 6_Italy and the U.S. – Preservation as Applied in Two Major Cities (one Italy and one U.S.)

Marco Carusone

Pasqualina Luongo

Susanna Polihros

Morgan Farrow

Napoli, Palazzo dello Spagnuolo, photo by Jolanda Capriglione

PLANNING REGULATIONS
IN NAPLES, A BRIEF OVERVIEW

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"California pays particular attention to the rules for the development of the coast […] through laws and regulations it gives great importance to the balance between the preservation of environmental heritage and the fulfillment of infrastructures of public utility". Arch Alessandro Ciambrone, states in the introduction of his work about Economic development of the less industrialized areas of Italy. In summary, what has happened in Italy is a problem, certainly something different, not much in laws adopted, as probably in the execution of these ones, neglecting deliberately the important balance between already done and what to do, between inherited past and present to inherit, between nature and speculation. In fact, since the beginning of century, there are studies that have focused on the themes of protection and preservation: "Property is declared subject to special protection and their preservation present a considerable public interest due to their natural beauty" or even "Scenic beauties are protected, considered as natural pictures as well as viewpoints accessible to the public, from which you can enjoy the spectacle of those beauties". This, however, has not been the case.

Whether at a national level, it has been impossible pacify this frenzy realization, or at a regional level, an important testimony is Naples. "Laws and regulations are good things that, in Naples, more than somewhere else seem to be created specifically for giving satisfaction to smart man and influent people in ignoring and avoiding them. The only interesting aid to the history of the hill area of Naples is cartography. Comparing the current cartography of Naples with land surveys of early twentieth-century, it is easy and at the same time mortifying to notice dimensional differences. The difficulty of imagining a Naples surrounded by green until a few generations ago arises natural, as well as the hope that this environmental mortification is only on paper. It is not so.

Naples unconsciously has sold its exceptional natural land-scape over time. The discrepancy between the current plan, that of 1939, and the building code of 1935, is one of the main causes of the disorder in Naples. In the proposed plan of 1958, not approved, now everything has changed, the great speculation got the better, the urban area has been enlarged by climbing the slopes.

The new plan adopted by the municipality in 1969, approved by the Ministry of Public Works in 1972, and still in force to-day, appears to lag behind any possibility of coordination for the hilly areas and seems more as if destruction occurred.

The vortex of actions that constitute the contemporaries and daily facts is still poorly perceived.

We do not   realize the passing of the years and looking among the fragments of wills and lacunars cause, that at the same time have passed from the sphere of the news to that of the history, that poor perception was actually a poor fore-cast or likely taking into account the events contextualized, was simply an obvious negative forecast.

"The term landscape is defined as an area or a territory which is perceived by the locals or visitors, whose appearance and character are derived from natural and anthropogenic fac-tors[…]landscapes evolve over time, due to natural force and for the action of human beings[..]the landscape forms a whole, whose natural and cultural elements are considered simultaneously" .

I am not saying Naples changing is ugly. Naples is as beauti-ful as ever. If anything , it has increased the unconventional character of her beauty .

THE GREAT PROGRAM OF THE HISTORIC CENTRE OF NAPLES

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The original nucleus of the city of Naples is its historic center. This is the largest historical center in Europe, extending over an area of 1700 hectares and encompassing 27 centuries of history. For this reason, it is the part of the city that is covered by the mostly preservation laws. A UNESCO World Heritage Site sicne 1995, it has been included in the list of assets to be preserved. Its particular uniqueness is the almost total preservation and the use of the ancient Greek road network. It is worth considering that the site is of exceptional value. It is one of the most ancient cities in Europe, whose contemporary urban fabric preserves the elements of its long and eventful history. Its setting on the Bay of Naples gives it an outstanding universal value which has had a profound influence in many parts of Europe and beyond. The Great Program for the Historic Centre of Naples Heritage by UNESCO, aims to achieve development and significantly improve the environment and quality of life of the inhabitants. Not only the restoration of itsmonuments and historical building fabric, but a complex series of interventions on the 'physics' of the old town (by technological systems to underground street furniture) and 'intangibles' aspects (from the safety actions to internal policies inclusion.) The ability to achieve this goal is related to the quality of the different projects to be put in place and, above all, their organic integration. To this end, the development of the program was accompanied by some agreed definition of Additional Protocols, for access to other financing measures on specific sectors: tourism, health and welfare, security, transport, entrepreneurship, student, etc..

The Great Program consists in two acts developed under the Control Office set up for the implementation of the Agreement between: Campania Region, City of Naples, the Regional Ministry of Culture and Archdiocese of Naples:

1_ The document Strategic Orientation (DOS)
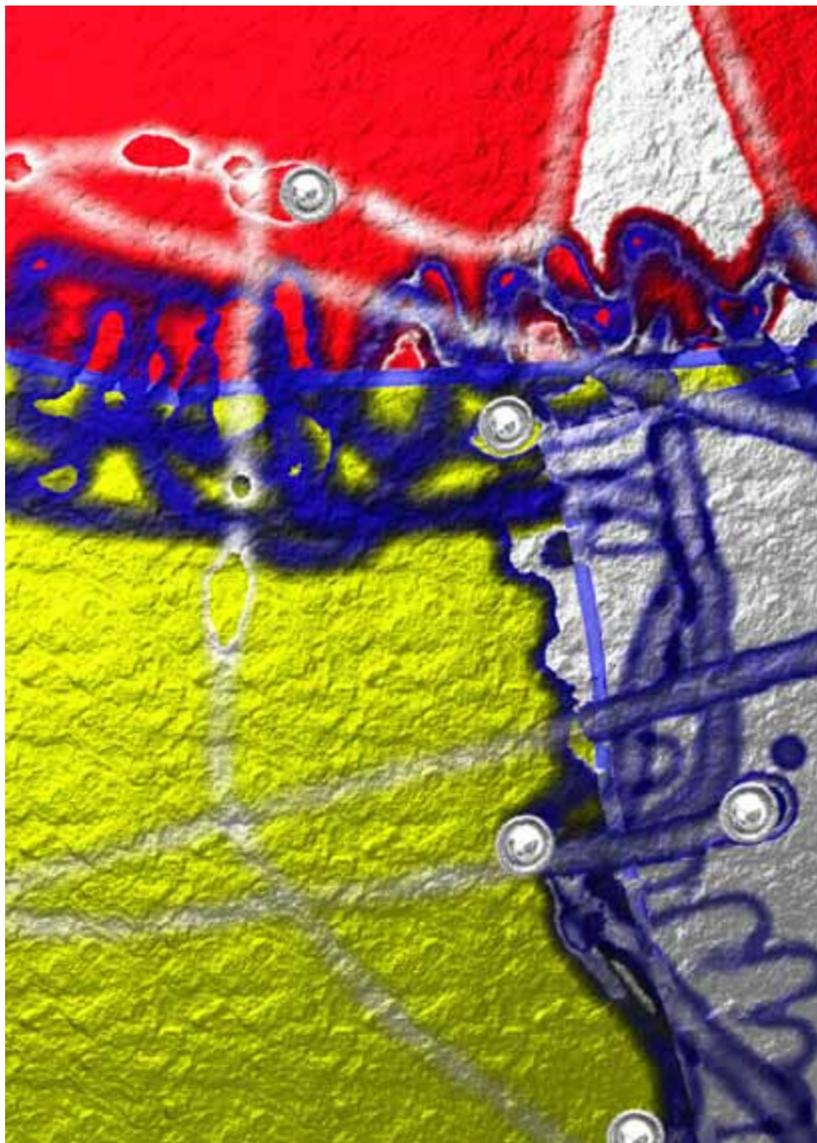
The gold of Naples, design by Ludovico Mascia

2_ The Integrated Program Urban Naples (PIU)
The DOS take as a reference all the area bounded in 1995 as a UNESCO World Heritage Site (coinciding with the territory classified as Old Town by the General Plan in 1972 with the addition of monumental parks) and identifies a large number of monuments, groups of buildings and urban areas deserving of intervention and "intangible" initiatives for a total estimated of 570 million. The P.I.U. of Naples, which is within the limits of funding of approximately €240 million, relating Operational Objective 6.2 of the ROP - ERDF 2007-2013, restricts the intervention area of Neapolis, the town of foundation and the coastline that from Piazza Mercato arrives at Piazza Municipio. The first and second action are organically related to the initiatives of the Additional Protocols, in a unified vision that draws a kind of mosaic of the whole program. Along the coast, in fact, the MOST Naples integrates with other measures of European funds (NIOP) which continues with the revitalization of the waterfront, to the Borgo Marinari and the acropolis of Monte Echia, connecting to a pilot intervention on Quartieri Spagnoli, the "Bassi project" developed by S.I.RE.NA. and the recovery of the former Military Hospital.

California, Santa Monica, photo by Chiara Ferrari

SURVEY LOS ANGELES

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Historic Preservation in Los Angeles occurs within the Department of City Planning and its own Office of Historic Resources (OHR). Their website, www.preservation.la.city.org, is specifically designed as an organized compilation of all resources pertinent to implementing historic preservation in the city's planning. The City of Los Angeles Cultural Heritage Ordinance began in 1926 and is responsible for identifying significant buildings and sites located in the city. To date, Los Angeles has more than 1,000 Historic Cultural Monuments. This ordinance represents "one of the earliest pieces of historic preservation legislation in a major urban center, predating by three years the 1965 passage of New York City's renowned Landmarks Preservation Law." The Cultural Heritage Commission is comprised of five members, appointed by the mayor, who all are responsible for promoting historic preservation within Los Angeles. Their mission is to "designate as Historic Cultural Monuments any building, structure, or site important to the development and preservation of the history of Los Angeles, the state, and the nation." Historic preservation in Los Angeles is roughly new because until recently, historic preservation occurred minimally as the city "did not have in place all of the elements of a truly comprehensive municipal historic preservation program." The Cultural Heritage Commission was developed early in 2004 and expanded in 2006 and currently changing to meet the growing concerns of the city. The review process for nominating historic buildings in Los Angeles requires involvement from both the Cultural Heritage Commission and the community. The Commission collaborate its efforts with the Historic Preservation Overlay Zone Board (HPOZ), which plays an equally important role in promoting the safeguarding of Los Angeles' cultural heritage. This is exhibited in the requirements for selection on the Board. The HPOZ Board

"consists of five members, at least three of whom must be renters or owners of property within an HPOZ. All members should have knowledge of and interest in the culture, structures, sites, history and architecture of the HPOZ area, and if possible, experience in historic preservation." These specifications show that experiences, as either a property owner or renter, are necessary for members because their familiarity with historic preservation systems will encourage strategies for improved city involvement. By securing a member has prior knowledge of, as well as, a general interest in cultural history, as with membership in the New York City Landmarks Preservation Commission, further makes their inclusion on the HPOZ Board an important factor for consideration.

Additional requirements for inclusion on the HPOZ Board demonstrate the desire for diversity as well as community outreach among its members. These requirements are crucial in selecting members as the purpose of serving on the HPOZ Board is to help the city grow while maintaining its past. Such details include the following: "One member is appointed by the Mayor and must have extensive real estate or construction experience. One member who must be an owner or renter of property in the HPOZ is appointed by the City Council member representing the area. Two members, one of whom must be a licensed architect, are appointed by the City's Cultural Heritage Commission. The final member is selected at large by a majority vote of the initial four members, with input from the Certified Neighborhood Council representing the neighborhood. Board members normally serve a term of four years, although the initial terms are staggered to prevent a complete turnover of the Board at any one time. Appointed members may be removed or replaced by the appointing authority prior to the expiration or their term."

Office of Historic Resources, Los Angeles Department of City Planning, www.preservation.la.city.org.

Office of Historic Resources, Los Angeles Department of City Planning, www.preservation.la.city.org.
"The HPOZ Board Review Process," Office of Historic Resources, Los Angeles Department of City Planning, www.preservation.lacity.org/node/51.

"The HPOZ Board Review Process," Office of Historic Resources, Los Angeles Department of City Planning, www.preservation.lacity.org/node/51.

PRESERVATION AS APPLIED
IN LOS ANGELES, CA

MORGAN FARROW

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The city of Los Angeles in the state of California covers approximately 468 square miles and has an estimated population of 3.8 million. Located between the coast and the mountains, Los Angeles is a dense city and also a thriving port, home to the nation's largest container port. While the city contains a variety of natural sites and scenic views, Los Angeles also contains many cultural and historical sites that reflect the area's development over time. Today, the city works to preserve all of its historical, cultural, and natural resources for its residents and visitors.

Spanish settlers established El Pueblo de la Reina de Los Angeles in 1781, as part of a Franciscan mission initiative in the Californias. Prior, the land was inhabited by Native Americans. Selected for its agricultural richness, the pueblo produced bountiful harvests and began Los Angeles' successful period of agricultural production that continued through the Mexican Period and into California's years of early statehood. The discovery of gold, oil, and the establishment of railway connection to Los Angeles further increased the agricultural production of the area and also led to an increase in the city's population size.

Los Angeles transitioned towards urbanization in the first decade of the twentieth century, as the film industry was established and the city subsequently became a popular tourist destination. In the transition, Los Angeles more than doubled its land area as it acquired smaller communities and the San Fernando Valley. Foreign immigration accelerated the urbanization process as well, as Japanese, African-American, Mexican, and Jewish peoples added to the city's growing population. During the 1930s, the Depression brought a wave of internal of immigration as many Americans headed West seeking prosperity. In the following decades, car cultural heavily influenced the development of the city and led to

Run, design by Ludovico Mascia

Los Angeles becoming the metropolis it is today.

Amongst the modern forms that dominate the city, small fragments of Los Angeles' early beginnings are still present. These fragments include the second mission of San Fernando Rey de España, built in 1797, and El Pueblo de Los Angeles Historic Monument, which preserves the city's Mexican heritage. While only the second mission of San Fernando Rey de España continues its original function, both sites importantly represent the city's early history.

Urban Evolution, last 60-70 years:

Post World War II, Los Angeles continued shifting towards urbanization as highway construction began under the 1947 Master Plan of Metropolitan Los Angeles Freeways, commercial industry grew, and urban renewal razed historic areas of the city. Reacting to this great change, the first preservation initiatives took shape and aimed to save historic monuments from modern development. These early initiatives paved the way and play a great role in the historic preservation activities in Los Angeles today.

The redevelopment of Los Angeles' Bunker Hill neighborhood, in which over 7,000 housing units were destroyed with federal funds from the Housing Act of 1949, was one of the most influential regulations in the city's history. The Housing Act sought to rid American cities of impoverished areas after the Depression. However, the Victorian mansions that characterized the Bunker Hill neighborhood were not in complete poverty or squalor. The area did need improvements, as it struggled to adjust to the influx of residents in the city, but it was rather hastily razed and replaced by Modernist style commercial real estate. While this modern architecture generates tourism today, Los Angeles lost valuable historical resources in the process of urban renewal.

Canada, Vancouver, photo by Chiara Ferrari

Topic 7_ Italy and the U.S. Cruise Ships in Historic Ports

Luigi Corniello
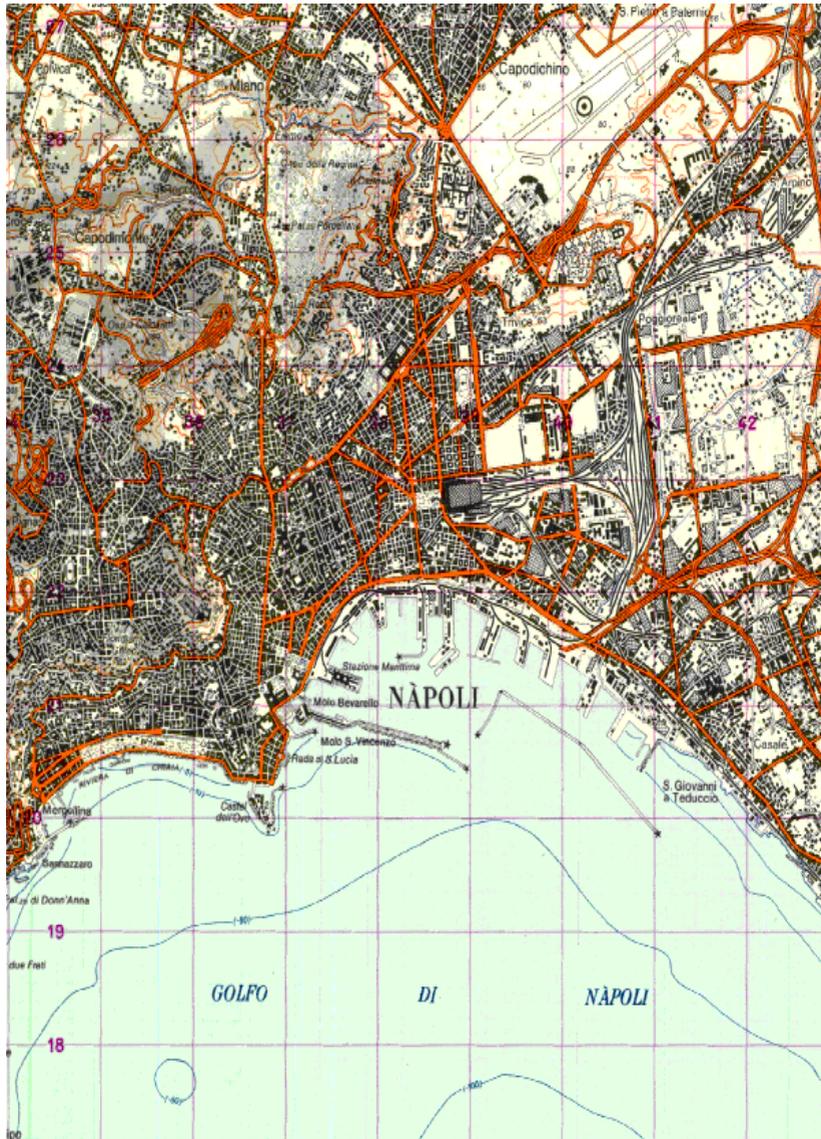
Vincenzo Puca

THE REPRESENTATION
OF THE PORT OF NAPLES

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Among the major ports of Europe, that of Naples, is inserted a north of the Gulf and extends for several kilometers that surround the ancient and modern urban framework. Founded in the Greek, the maximum development of the port occurred around 420 BC, a time when, with the decline of the influence of Athens, became one of the most important in the Mediterranean, producing an urban development which remained unchanged until the middle of the first century BC From airport mainly from the Roman military, then the Port of Naples opened more and more to the trade of the Mediterranean basin. In Norman, the port enjoyed a period of splendor with military and commercial successes. With the subsequent Angioino sovereignty, in the second half of the thirteenth century, the port was expanded, it was enriched by new buildings together with the development of the city, now among the most populous in Europe. In this period was built the new pier at the Castel Nuovo. The fortification of the port and the construction of warehouses, deposits and military factories continued under Aragonese rule and in the period of the Spanish viceroy. During the sovereignty of the Bourbons, the port was expanded further by stating its peculiarities military and commercial. The Arsenal, next to the Angevin castle, becomes a large shipyard, and in 1818 it launched the first steamship in the Mediterranean called the Real Ferdinand I. The Unification of Italy marked the degradation of port facilities and decreased trafficking and reduce the sidelines. The decline lasted until the early '900. In 1911 was born the shipyard docks and Scali Napoletani still active today and called Cantieri del Mediterraneo. The fascist government called a Naples port for colonial possessions, equipping of infrastructure and the Maritime Station, designed in 1932 and completed in 1936 by Cesare Bazzani. The port of Naples is the second after that of Hong Kong port for passengers. Most of the traffic pass-

ing through the docks called "Angioino" intended landing of cruise ships, with the famous Stazione Marittima (the largest of the globe with its 12 kilometers of area and 10 calls for ships of large and medium tonnage) and "Beverello", where ferries and hydrofoils that connect Naples and the islands that surround the Gulf of Naples (Capri, Ischia, Procida).

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Napoli, source: World Heritage Centre

THE RAPPRESENTATION OF VENICE LAGOON AND ITS PORTS

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The three entry into the lagoon basin are accessing sites mooring of boats. The particular setting of the lagoon protected from the sea from the inlets allows for commercial and tourist. Through a multidimensional knowledge based of discretization and measurement of assets inherited from the ancient world, we get a multidimensional representation, in which each component, material and immaterial returns the territory as a dynamic entity in constant evolution. The methodological system is not given by the sum of the individual single knowledge, by an integral of knowledge, in which data is integrating into complex knowledge of that and only that point. Each point is described by a variety of information derived from the studies conducted in several disciplines, which analyze the characteristics of tangible and intangible triggering an approach that allows ecogeometric systems, therefore, to "measure the complexity", to recognize the basic characteristics of the local identity through the reading of the signs of the lagoon. The Venetian lagoon has a surface of 549 km2, including the areas of water, salt marshes, islands and lands emerging, and is separated from the open sea by a sandbar discontinuous, formed by islands and islands elongated and flat seeds, debris flood and ablations dating back and therefore of recent geological formation. The rivers Tagliamento, Livenza, Piave, Sile, Bacchiglione, Brenta, Adige and Po, with variants of estuaries and river deposits, have changed over the centuries chorography the coast from Aquileia to Ravenna, creating hundreds of small islands, all of equal origin and consistency. The lagoon opens to the sea from the three ports and are: the port of Lido, the port of Malamocco and the port of Chioggia. The main one is that of Lido, the oldest one of Malamocco, once of the Byzantine sovereignty, while that of Chioggia is the most recent. The recent three long parallel piers, which, from the open sea, start

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the flow through the three ports. The pairs of dams or docks of the Lido inlet were built in sec. XIX, those of Malamocco in the nineteenth century and those of the mouth of Chioggia between 1911. As for the ports is to remember that the first cards and news on the lagoon of Venice is noted that there were nine of its mouths, then reduced to three existing natural events and artificial interventions work and activities to defend and fix the lagoon. Today came to Venice, thanks to excavations carried out and extension of the Canale dei Petroli linking Porto Marghera at the harbor mouth of Pellestrina, in the historical center, the Maritime Station, dock instead of taking a ferry to Greece and the large cruise ships. There are 3 docks for ferries and 5 docks for cruise ships. Long ships can dock no more than 315 meters, while in the area of San Basilio are 3 berths for cruise ships of 200 meters; always in the historical center, along the shore of the Sette Martiri, are mooring rather large private yachts and occasionally cruise ships and military units in the lagoon area of the ancient arsenal. The port is strongly interrelated with the industrial area of Marghera, in its basin are also many yards of construction and repair, which are present in Marghera, Venice and Pellestrina. Finally, place of business of the Italian Navy with the presence of the former Naval Arsenal,now the headquarters of the Institute for Military Studies Maritime and Naval History Museum, and the School naval Francesco Morosini. It is accessed through the two inlets Lido and Malamocco: the first directly connected to the historic city, the second connected with the artificial channel of Petroleum towards the industrial area. The mouthpieces are currently undergoing massive reconfiguration within the Mose project, the creation of new dams to reduce the effects of high water, these structures will allow the traffic even at times when the sluice gates are in operation.

San Francisco Museum of Modern Art (MoMa) photo by Chiara Ferrari

Topic 8_Italy and the U.S. – Cross National Comparative topic

Rossella Bicco

Provincia di Caserta - Fontegreca, photo by Jolanda Capriglione
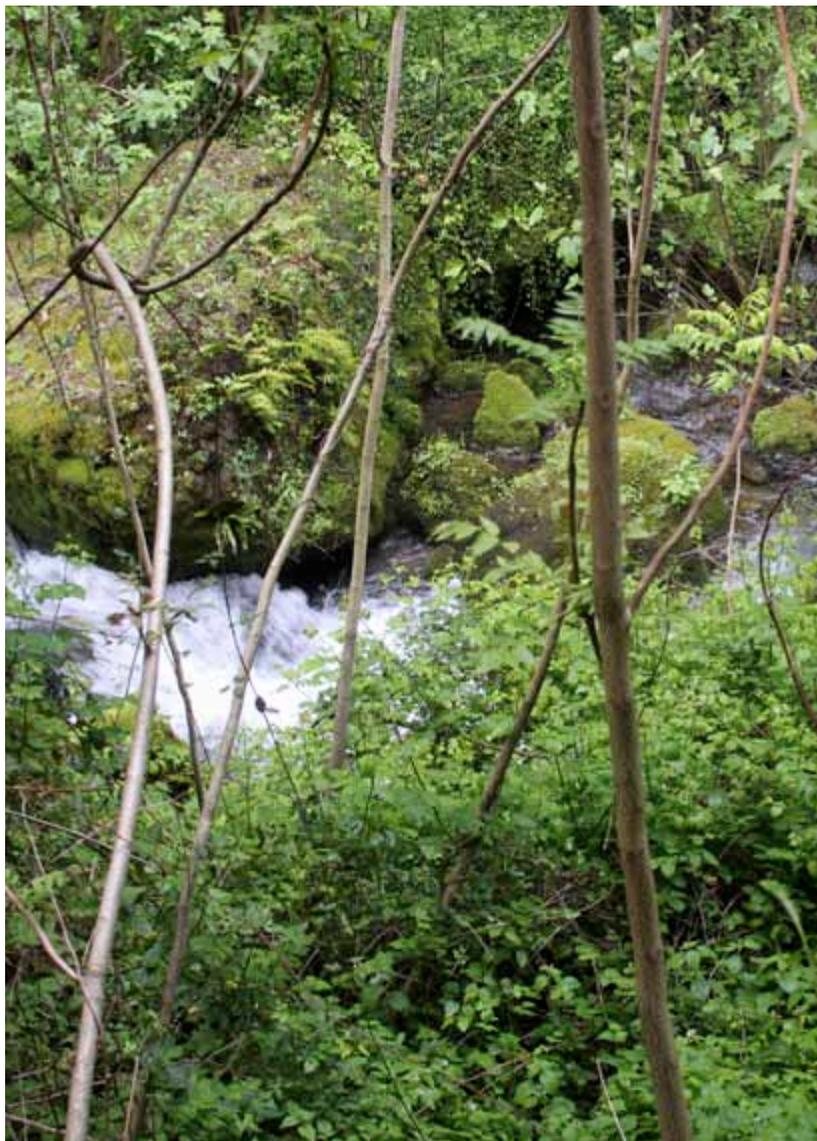
ARCHEWORKS
EAT YOUR ARCHITECTURE

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It is no coincidence that the Expo Milan 2015 will be centered ground the theme of three structures: Agriculture, Food, Architecture "Feeding the Planet, Energy for Life", areas that will reflect a sustainable future, where our choices will have strategic importance without measure. In the heart of the North River in Chicago, where the skyscrapers look like baobab trees of steel and cement, there is a green heart beating: Archeworks. Archeworks, school of design was established in 1993 from an idea of Stanley Tigerman and Eva Maddox, their intention was to create a social meeting place for students and professionals who wanted to create and understand objects and projects that were innovative and used eco-compatible materials. The project analyzed is "Eat your architecture" that promotes a sustainable lifestyle focusing on a healthy diet. In the United States, obesity afflicts 70% of Americans. The problem is linked directly to the rigid climate of North America that impedes the production of most harvests except corn, asparagus and spinach that however are "helped" with chemical incentives such as G.M.U.'s. All the products arrive from a distance of at least 5000 Km and this makes the cost of the base products such as tomatoes and lettuce too expensive for the average family. For years Archeworks produces and promotes "homemade" cultivations, incentivizing citizens and above all children. However, there is a low percentage of Americans who purchase greens "on demand" which come from local counties, thought the program C.S.A. (Community Supported Agriculture) which is similar to our G.A.S. (fair trade group) and only during the summer, the products arrive locally. With 28 dollars a week an American can purchase about 2 Kg of "greens" that are not G.M.O.'s or imported from Asia. Inspections of industrial products are minimal and the quality of the products is not guaranteed considering that on the label of most packaged

food the 1st ingredient is "Corn Syrup", which is an extract of corn used to enrich the taste and thicken the product.1 The harvest is dictated by the climate which is bad for eleven months of the year and makes it very difficult to handle the harvest and for this reason the same products are cultivated, such as asparagus and spinach but in very limited quantities. It is worth noting at least three fast-food and pasty shops on every block and no "vegetables stores". Archeworks resolved this problem by creating a "train" that transports only greens by selling them on the road. In Italy, we have mother nature on our side. However, we are destroying her potential. We are allowing cement and steel to overrun our landscapes and laziness is a forma mentis (state of mind) more than a physical state. In Chicago, the formula "From Farm to the Fork" is still inserted in a complex system and is very articulated, while a few kilometers north, in the State of Wisconsin, and in the city of Milwaukee, a group of citizens has come together in an alternative way of assisted cultivation. I am referring to Sweet Water, an innovative method for small and large cultivations nourished by naturally fertilized water tanks that have containers positioned on top. Through a system of water pumps, the water is canalized from the aquariums to the water tanks and with "Grow Lights" the growth is simulated. Basically, this system is not so different to our "green-houses" except for the necessity of the grow lights due to the lock of natural light. The company proposes domestic solutions for smaller needs directly connected to daily usage, for example, the cultivation of aromatic plants and herbs.Maybe one day because of the climatic changes that are taking place so quickly, even here in Italy, we will need to invent something like this, but for now I will worry about preserving and diffusing our culture, better yet, our "Archicultura" above all let's not forget our Mediterranean Diet.

1Contributo arch. Nicoletta Di Vincenzo, tesi di laurea in Architettura "Archicoltura: L'orto di San Lorenzo della Facolta' di Architettura Abbazia di San Lorenzo Aversa"

Canada, Vancouver, photo by Chiara Ferrari

Canada Vancouver, photo by Chiara Ferrari

The second edition of the seminar series in 2013 called the Development and Preservation in Large Cities: An International Perspective organised by the Department of Architecture and Industrial Design Luigi Vanvitelli of the Second University of Naples, the Regional Centre of Expertise on Culture, Ecology and Economy (BENECON) – an institutional member of Forum UNESCO University and Heritage – and the Edward J. Blustein School of Planning and Public Policy at Rutgers, the State University of New Jersey, as for the first edition in 2012, has been an extraordinary success, with 56 participants including professors and lecturers, research fellows as well as doctorate and graduate students and students from partner institutions, which have all received a joint participation certificate.

Carmine Gambardella

This class considered the subject of development and preservation in large cities and examined this interaction from an international perspective, considering case studies in the United States (with an emphasis on New York City) and Italy (discussion of Naples, Pompeii and larger Campania region). New York City has some of the leading cases in the United States of development triumphing over preservation (e.g., demolition of Penn Central Station) as well as opposite situations (e.g., preservation of Grand Central Station). The same is true in Italy, including Naples and the larger Campania region.

David Listokin