

ARCHITECTURE HERITAGE and DESIGN

Carmine Gambardella

XIX INTERNATIONAL FORUM

Le Vie dei  
Mercanti



# World Heritage and Design for Health

ARCHITECTURE|CULTURE|HEALTH|LANDSCAPE|DESIGN|  
ENVIRONMENT|AGRICULTURE|ECONOMY|TERRITORIAL GOVERNANCE|  
ARCHAEOLOGY|SURVEY|HERITAGE|e-LEARNING



GANGEMI EDITORE®  
INTERNATIONAL

Carmine Gambardella  
WORLD HERITAGE and DESIGN FOR HEALTH  
Le Vie dei Mercanti  
XIX International Forum

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**ARCHITECTURE HERITAGE and DESIGN | 8**  
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# **WORLD HERITAGE and DESIGN FOR HEALTH**

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Naples | Capri

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#### Peer review

Scholars has been invited to submit researches on theoretical and methodological aspects related to Smart Design, Planning and Technologies, and show real applications and experiences carried out on this themes. Based on blind peer review, abstracts has been accepted, conditionally accepted, or rejected. Authors of accepted and conditionally accepted papers has been invited to submit full papers. These has been again peer-reviewed and selected for the oral session and publication, or only for the publication in the conference proceedings.

#### Conference report

300 abstracts and 550 authors from 40 countries:

Albania, Arizona, Australia, Belgium, Bosnia and Herzegovina, Brasil, Bulgaria, California, Chile, China, Cipro, Cuba, Egypt, France, Germany, Greece, India, Italy, Japan, Jordan, Lebanon, Malta, Massachusetts, Michigan, Montenegro, Montserrat, New Jersey, New York, New Zealand, Poland, Portugal, Russian Federation, Serbia, Slovakia, Spain, Switzerland, Texas, Tunisia, Turkey, United Kingdom.

## **WORLD HERITAGE and DESIGN for HEALTH**

*The innocent eye sees nothing (Ernst Gombrich)*

In this particular time characterized by a pandemic due to the expansion of the Covid-19 virus throughout a globalized world, the destinies of everybody have suddenly changed behavior, lifestyles, interpersonal relationships, production methods as well as the governing of the territory; the priority of investing in the healthcare sector has become increasingly urgent and indifferent with reference to a political management of the communities that prevents and does not suffer, as unprepared, the emergencies that increasingly afflict the community. Furthermore, in these months of “quarantine”, the Planet has shown a Resilience that makes us hope for the future. A response to the Culture of Emergency, which finds its generative ground not only in the healthcare sector but also in the governance of the territory, relates to the hydrogeological aspects, pollution of soils, air, water, illegal construction, the exploitation of energy resources faced with the use of the integral of scientific and managerial skills based on meritocracy. The XIX International Forum of Study ‘World Heritage and Design for Health’ addresses the issues related to the global pandemic in a multidisciplinary and systemic logic, as indicated by the UNESCO and the United Nations 2030 Agenda for the definition of projects and concrete actions that include the Welfare and Health of the Community. Therefore, the Forum aims to create a transversal critical dialogue, open to cultural contamination and ‘without limits’, in a logic of integration between skills that extends, and is not limited to, the following disciplines: Architecture, Culture, Environment, Agriculture, Health, Landscape, Design, Territorial Governance, Archeology, Economy, History, Sociology, Security, e-Learning. The Scientific Community of the Forum is composed of about seven thousand Professors and Researchers from one hundred Universities and Research Centers in the world, from institutional representatives, from the business sector and from the representatives of the 830 UNESCO Chairs (UNITWIN Program) thanks to the WebGIS created and managed by the UNESCO Chair at the Benecon University Consortium. The location of the Forum is of excellence. Campania Region with six World Heritage Properties, two Unesco Man and Biospheres, three assets registered on the Intangible Heritage List is one of the richest Regions in the world for cultural and landscape heritage, particularly ‘contaminated’ by Mediterranean cultures. No coincidence that the Forum takes place in Naples and Capri, with site visits and presentations of scientific research and operational projects by the Benecon University

Consortium, consisting of five Italian Universities, head office of my UNESCO Chair on Landscape, Cultural Heritage and Territorial Governance. The papers, selected by the Forum's Scientific Committee, will be published in the Proceedings of international relevance (candidate to be indexed Isi Web of Science). Furthermore, the most innovative research and projects will be published in the 'Quaderni' of the A Class international magazine 'Abitare la Terra / Dwelling on Earth'.

Prof. Carmine Gambardella  
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President and CEO of the Benecon University Consortium  
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and Territorial Governance



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## XIX INTERNATIONAL FORUM

Naples 17 - Capri 18 | 19 June 2021

### **The regeneration of peripheral spaces. The case of Borgo La Martella in Matera**

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#### **Session: Cultural Heritage**

#### **Abstract**

By 2030, almost 60% of the world's population will live in urban areas and this fact, which in itself contains many other facets, shows that urbanization underway is one of the transformative trends of our century. The regeneration of the suburbs is an urban "challenge", but above all a social and environmental one. The theme of suburbs and their living becomes central again because they often represent the "city within the city" and travel at different speeds from consolidated urban centers, often representing places where numerous resources are wasted or not adequately exploited. Regenerating these spaces means re-establishing a social and environmental balance, giving value to those "urban voids" waiting to be at the service of the community and which unfortunately are associated with degradation and discrimination. An integrated and no longer sectoral vision of the qualities of spaces burst forcefully into the current scientific debate. Regenerating these places can be, as they have been in some cases in the past, an opportunity to offer the city new spaces for relationships, involving the citizen more and more and proposing a policy of positive reuse and transformation rather than land consumption. and uncontrolled urbanization. The working group will bring to attention the case study on the "Borgo la Martella" of Matera with the "aim of grasping the positive values of peasant civilization and inserting them into a reformist process of development".

**Keywords:** inclusiveness, integration, regeneration.

## **1. Matera. Towards an integrated and sustainable city**

by Domenico Passarelli

The city and the man-made territory, in industrialized countries, represent the result of an economic model that in the last 100 years has had an immeasurable growth in the consumption of energy, materials, non-renewable resources and land but also waste, producing environmental pollution of all kinds. It will be necessary in every field to reverse the course, bringing every action back into its own territories within the culture of sustainability. The city, therefore, needs to be rethought and redesigned according to a new scientific and cultural approach. It is widely believed that contemporary urban planning must face problems and different needs from the past in order to give immediate responses to the changes taking place: social, economic, disintegration and widespread poverty by placing the common welfare on the profit of the individual as a priority in the name of future generations. Today we need a new awareness, a new responsibility, a new urban culture. A new way of planning the territory in defense of the common welfare, which first of all means preserving the historical and cultural heritage, guaranteeing the equitable distribution of human rights and evaluating the consequences of transformation interventions on the territory. Hence the need to elaborate an idea of the contemporary, of how we want to re-build, re-generate the cities of the future and protect the landscapes and how a new design culture can become the road and the engine of this vision. In a contemporary world, objective indicators of well-being are no longer sufficient to express people's well-being, which increasingly depends on non-monetary elements: living in a healthy environment, ensuring proper movement, living healthy and so on. In compliance with these objectives it is necessary to satisfy the qualitative development of a Community which is essentially an improvement in the quality of life, protection of the ecological balance for all the "subjects" of the ecosystem and, search for the satisfaction of specifically "post-materialistic" needs or of a spiritual order. The above leads to particular attention to the general criteria with which we can evaluate "quality": we move from a neoclassical approach in which the value of an asset was determined by its market value (total economic value) to the notion of the quality of life and at the level of satisfaction of needs (Complex Social Value) in which a plurality of conditions are satisfied. An asset intrinsically possesses a value that cannot be traced back only to the economic sphere.

## **2. Agenda 2030. Sustainable Cities and Communities**

by Ferdinando Verardi

The eleventh goal of the 2030 Agenda aims to make cities and communities sustainable. Although it highlights the situation of cities that now welcome about 60% of the world population, this goal is broadened to extend access to essential services to all, a sustainable and resilient home in a green environment, the safeguarding of cultural heritage, protection from disasters. Understanding how the city is or how it must be organized, to respond to which social needs, with respect to which set of values and meanings, constitutes one of the main objectives of public policies and support research. The future of studies on the quality of urban life is therefore strongly linked to the possibility of combining the principles highlighted above from a methodological point of view. Just as degradation generates degradation, favoring attitudes of neglect or worse vandalism in people, so the presence of well-kept and decent environments not only contributes to improving the quality of life, but also generates behavior of responsibility and collective care. National and international environmental policies, and especially the European Landscape Convention, increasingly recognize the strategic importance of urban and peri-urban spaces, capable of generating jobs, attracting investments and increasing the quality of life of European citizens. It should be remembered that regeneration represents, first and foremost, an opportunity to solve problems such as the identity of a neighbourhood and the lack of public spaces whose objectives are attributable to: the safety, maintenance and regeneration of the building heritage public and private; the drastic reduction of land consumption and waste of buildings, energy and water; the revaluation of public spaces, urban green areas, neighbourhood services, the rationalization of urban mobility and the waste cycle. Urban regeneration, therefore, as a new intervention strategy on the existing city that concerns not only interventions on individual buildings, but parts of the city, on degraded or underused "urban fabrics".



### 3. Urban planning changes, the Company changes

by Ivana Carbone

<<It is precisely in the cities, in fact, more than elsewhere, that the differences of society are diluted and amalgamated and the diversities coexist until they become values<sup>1</sup>>>. And the evolution of the city is inevitably a reflection of society and an expression of its changes over time. Some important questions emerge that intend to deepen both the relationship between urban space and user, and the role of technology in the "passage" between the contemporary and historical city, such as: can the city still be understood as a mirror of humanity? How much technology favours the nature of places and how much is the urban balance bending to market rules and the emerging virtual needs of the community, rather than solving their real and priority ones? The evolution of the city then could not fail to be configured as an entity open to communication, capable of creating connections and sharing, constituting, in fact, a "system". Recent US studies on the happy habitat highlight how social connections actually increase the appreciation of an urban space, underlining a preference for places crowded or populated with gazes, because they are perceived as safer. Other researches highlight how the psychologically reassuring characteristics, despite being able to promote well-being and generate in the user a sense of security that leads to rediscovery, remain linked to exquisitely contextual aspects, intrinsic to the physical consistency and identity of the city. The enhancement of the "materiality" of the contemporary city is in tune with the results of Richard Florida's<sup>2</sup> theory that, in *Who's Your City ?*, puts a physical place in relationship with the personality of its inhabitants. In fact, the creative economy is making "where to live" the decisive choice, strictly influenced by lifestyle, together with the offer of services and infrastructures, and aesthetics. According to Jan Gehl, for example, urban architects should take care of people first<sup>3</sup>. The latter, directing his research and his work in the direction of the attractive city on a human scale, promotes a positive relationship between the inhabitants and the urban context, starting from the belief that the structure of the city has an impact on the life of those who live there. The working method starts from a collection of data, where empirical experience most of the time gives surprising results. Urban planning should therefore always start from the needs of man. The real user of the space, the inhabitant with his "anthropological roots" and attitudes, could find a central role in the design choices<sup>4</sup>, especially in the light of a European culture that should possess the << gift of understanding the complexity of things<sup>5</sup>>>, with a history full of stratifications and beauty.

### 4. Matera and the Borgo "La Martella". Perspectives for sustainable development

by Luigi Acito, Ferruccio Lione

It is history that Matera in the fifties of the twentieth century becomes the center of elaboration of proposals in the field of urban planning, architecture and agricultural economy, which go beyond the boundaries of the local situation and invest, with all possible contradictions, the most general question of the southern peasant world and the prospects of redemption from underdevelopment. The attempt to shape a new "modern" city was not only a utopia but, in part, a prototype of a "city of the fifties" as was Olivetti's Ivrea. The city, pointed out by Togliatti (1948) and De Gasperi (1950) as "national shame", opens up to contributions from scholars and external specialists gathered in Matera by that "great inspirer" who is the engineer from Ivrea and assisted by referents inaugurating a season of great ideal tension and interdisciplinary work that will mark the development and modern history of the city. The presence in Matera and in the province of personalities such as Ettore Stella and Rocco Scotellaro and of external scholars such as Frederick Friedmann<sup>6</sup> and Nallo Mazzocchi-Alemanni<sup>7</sup>,

<sup>1</sup> PIANO R., DE SANTIS R. (2014), "Piano. E ricordate che noi italiani portiamo bellezza". In la Repubblica, n. 29.

<sup>2</sup> FLORIDA R. (2009), *Who's Your City? : How the Creative Economy is Making Where to Live the Most important Decision of Your Life*. Newark, New Jersey, USA: Audible Studios

<sup>3</sup> GHEL J. (1987), *Life between buildings: Using public space*, Van Nostrand Reinhold, New York/tr. It. 1991 *Vita in città: spazio urbano e relazioni sociali*. Milano, Maggioli Editore.

<sup>4</sup> CARBONE I. (2017), *40° N sole e contesto nella progettazione di spazi urbani mediterranei*, Roma, Aracne editrice.

<sup>5</sup> PIANO R., DE SANTIS R. (2014), "Piano. E ricordate che noi italiani portiamo bellezza". In la Repubblica, n. 29.

<sup>6</sup> FRIEDRICH GEORGE FRIEDMANN (1912-2008), born in Augsburg, of Jewish origin, took refuge in the United States during the Nazi period. After the war, he obtained a scholarship for Italy under the Marshall Plan. It is Carlo Levi, whom Friedmann had met through reading "Christ", who directed him to Basilicata and directly to Rocco Scotellaro, mayor of Tricarico.

lead Olivetti to choose this city to extend the community and planning experiences already started in the Canavese to the South. It is precisely the agricultural economics studies conducted by Mazzocchi-Alemanni that set the basic conditions for realistically thinking about the rehabilitation of the Sassi, providing for the displacement of its inhabitants in the Matera countryside, in new residential villages, unlike what is indicated by the Reformation Authority which strongly supports scattered settlements. In May 1950 Olivetti was in Matera together with J.D.Zellerbach, delegate of the United Nations and High Commissioner for refugees, to start the construction program of 200 housing for the homeless, financed by the ERP (European Recovery Program) and managed by the American mission ECA (Economic Cooperation Administration) as part of the Marshal Plan. Olivetti met Stella, the "modern" architect of Matera, and announced to him the assignment of the design of the two hundred apartments, to be built outside the city and in a short time to fully and quickly implement the Sassi decongestion program . In a short time Stella set up the urban plan of the new village according to the community intentions advocated by Olivetti, but the premature death of the young architect, which took place on 10 February 1951, interrupts the work of defining the project. From this moment on, the urban and architectural history of La Martella took another path. In fact, the urgency to start building the houses requires a diversion of the design assignment of the new village to two Roman urban planners who are already working in the Lucanian area: Federico Gorio and Ludovico Quaroni. Built a few kilometers from Matera, the village condenses in its articulated urban structure and in the reinterpretation of the "neighbourhood unit" the ideal of a new urban and social structure that is to be similar to that of the Sassi: a peasant village within a structure urban planning with a popular but in some innovative way, which exploits the concept and the Anglo-Saxon theories of the Neighbourhood Unit. In the heart of a rural reality in southern Italy, an attempt is being made to apply, according to Olivetti's wish, a North American model derived from the experiences of the Tennessee Valley Authority. The resulting urban layout focuses on the collective services with the dominant church and the civic center, and the houses arranged along winding streets which, following the orography of the place, determine a rich articulation of the neighbourhood-spaces. Among the rows of houses, large free spaces constitute the system of gardens connected directly to the houses to be assigned to individual families. The housing units, contained in rectangular cells, in their arrangement alternately along the long side of the rectangle or the short side, determine a rich articulation of the elevations and external spaces. The yard in front of the house is both a private space and a space for relationships. The Church is the most important collective building from a symbolic and representative point of view. It has a single hall, with no apse or bell tower. It is the rural landscape and the simplicity of peasant life that suggest the composition of an architecture and a human interior space, elementary and essential, which has the property of speaking directly, of immediately arousing sensations and feelings.

## 5. Return to "La Martella"

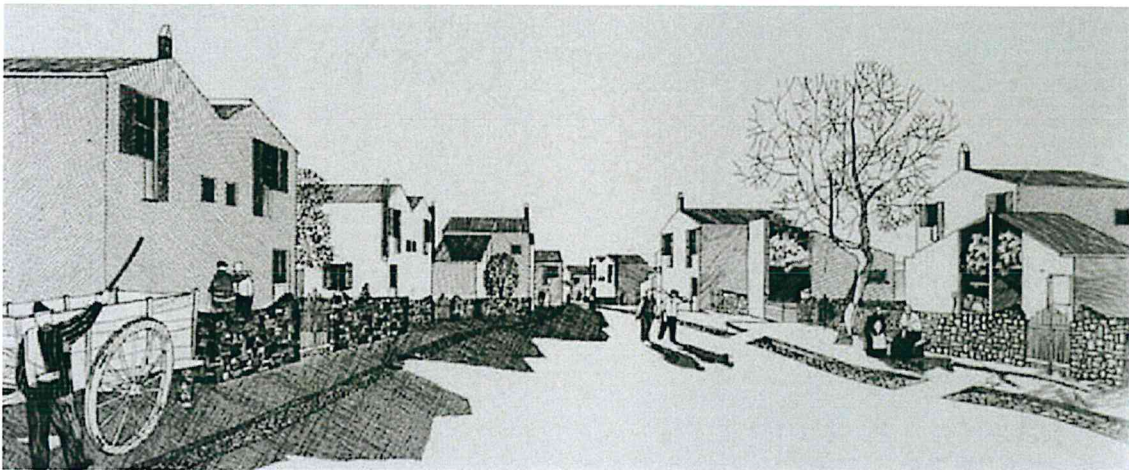
by Luigi Acito, Ferruccio Lione

Today, renovation and conservative restoration works are being carried out in the civic centre of La Martella, financed by the *"Urban development contract of the National Plan for the Cities. A "return to La Martella"* of the urban community of Matera, 60 years after the *memorable 1952*, this time on the basis of a *recognition of value* that is inscribed in the more general process of redemption and enhancement of the historical-cultural quality of the city, today the European capital of culture. We return to La Martella therefore, with a very different soul from that which has characterized the use of the structures of the Borgo, and its "civic center", in recent decades: an often improper use, if not a non-use (abandonment ), the result of the overt "failure" of the Olivetti utopia of the *"Community"* that should have animated those structures. This new approach to revitalizing the Borgo aims above all to recognize its value as a *significant historical testimony* of the rich and Beyond the historical significance of the urban-cultural and social process that led to the construction of Borgo La Martella to welcome the farmers of the Sassi di Matera, the buildings of the Borgo must be recognized with a high architectural, technical and aesthetic value, as well as documentary, to be safeguarded. through an operation of "restoration" and reuse compatible with their survival. There is more: *Borgo La Martella is still happily inhabited*, and its inhabitants are clamoring for the use of collective architecture, which in this case are the square, the cinema, the theater, the library, that is the *" collective themes "* of an agora today subject to phenomena of decay and obsolescence. The project envisages, among other things, the recovery of the original library, of the open-air cinema, a precious testimony of a type of space for film projections, now obsolete, but very widespread in the 40s of the last century for the

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<sup>7</sup> NALLO MAZZOCCHI ALEMANNI, agricultural economist receives from the Consorzio di Bonifica di Bradano and Metaponto the task of studying a general plan of interventions for Matera, included in the context of a healthy agrarian reform for the whole South

"all 'open' of the seventh art: a typology that could be re-proposed today by making its originality a distinctive factor among the summer film arenas. The revitalization project of the civic and community center of La Martella can be completed only when all the publicly owned buildings including the village theater return to full availability and use that the Quaroni group assigned them: only then can we say that we are, knowingly and definitively, "back to La Martella". And this is certainly the primary objective of the project that the municipal administration is carrying out with the aim of *"restoring architectural and urban quality to the vital center of Borgo La Martella, and with it, to the entire urban reality of La Martella, over the years profoundly changed compared to the conditions that had guided the original choices of the Olivetti group"*. A complex operation of "urban regeneration" that will be able to culturally revive the Borgo de La Martella, today << withered flower of Italian urban planning<sup>8</sup> >>, and project it into a much broader dimension of enhancement of its identity, in the bed of the initiatives worthy of the European Capital of Culture 2019. ried production of *"modern architecture"* that characterized Italy before and after the Second World War.



**Fig. 1:** "Borgo La Martella", design by L. Quaroni

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