CIVVIH Mediterranean Sub Committee Meeting 2014 "Fortified Port cities in the Mediterranean of 21 century: Sites, values and genius loci"

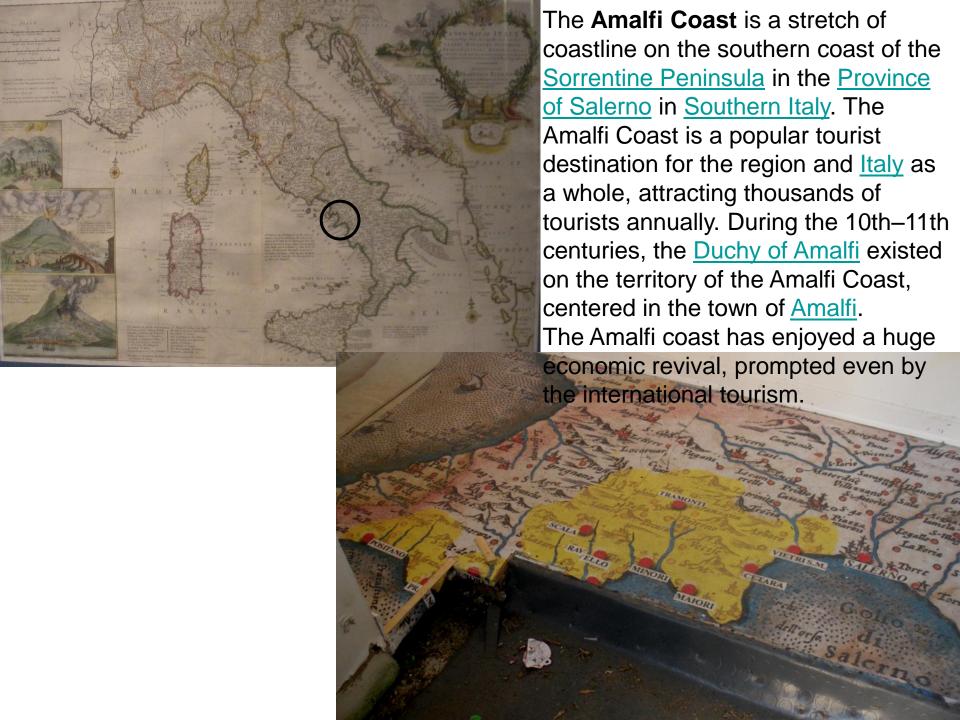
02-03 May 2014 / Alanya, Turkey

TERESA COLLETTA

 The fortified port-city of Amalfi in the world heritage site of "Costiera Amalfitana". The historical cultural landscape preservation from the tourism pressure in the years two thousand.

Abstract

- In this Presentation I would like to speak about Amalfi a Medieval fortified Mediterranean port-city in the Costiera Amalfitana, UNESCO world Heritage site and its urban heritage preservation policy. Particularly the effort by the Municipality in the safeguard of the Medieval genius loci and the exceptional Mediterranean historical cultural landscape from the mass tourism pressure.
- The creativity in safeguarding the ancient port-city are today visible in the today interventions through a new role of the historical port-infracstrures as City Museum and in the rivitalization of the Medieval pedestrian itineraries from the other centers of the *Ducato of Amalfi*, as Chiunsi, Ravello, Scala, Pogerola, etc..in the hill to the port and the sea.



Costiera Amalfitana is an outstanding example of a Mediterranean landscape, with exceptional cultural and natural scenic values resulting from its dramatic topography and historical evolution.

The area covers 11,231 ha in 15 [16?]communes in the Province of Salerno. Its natural boundary is **the southern slope of the peninsula formed by the Lattari hills** which, stretching from the Picentini hills to the Tyrrhenian Sea, separate the Gulf of Naples from the Gulf of Salerno. It consists of four main stretches of coast (Amalfi, Atrani, Reginna Maior, Reginna Minor) with some minor ones (Positano, Praiano, Certaria, Hercle), with the mountain villages of Scala, Tramonti and Ravello and hamlets of Conca and Furore behind and above them.

There are many small streams which in places drop over impressive waterfalls. There is an immense diversity of landscapes, ranging from the coastal settlements through the intensively cultivated lower slopes and large areas of open pastoral land to the dramatic high mountains.



The exceptional natural landscape of the Amalfi coast

- Inland the steep slopes rising from the coast are covered with terraces, revetted with drystone walling and used for the cultivation of citrus and other fruits, olives, vines and vegetables of all kinds.
- Further inland the hillsides are given over to dairy farming, whose roots are ancient in the area, based on sheep, goats, cattle and buffalo.
- In some parts of the Costiera the natural landscape survives intact, with little, if any, human intervention. It supports the traditional Mediterranean flora of myrtle, lentisk, broom, euphorbia, etc.
- Elsewhere there are stands of trees such as holm oak, alder, beech and chestnut. Other biotopes shelter pantropical ferns, butterwort, dwarf palms and endemic carnivorous species. The Costiera is also rich in wildlife.

UNESCO AMALFI COAST in W.H.L in the 1997

- Justification for Inscription
- The Committee decided to inscribe this site on the basis of criteria (ii): interchange of values,
- (iv): significance in human history
- and (v): traditional human settlement
- considering that the Costiera Amalfitana is an outstanding example of a Mediterranean landscape, with exceptional cultural and natural scenic values resulting from its dramatic topography and historical evolution.

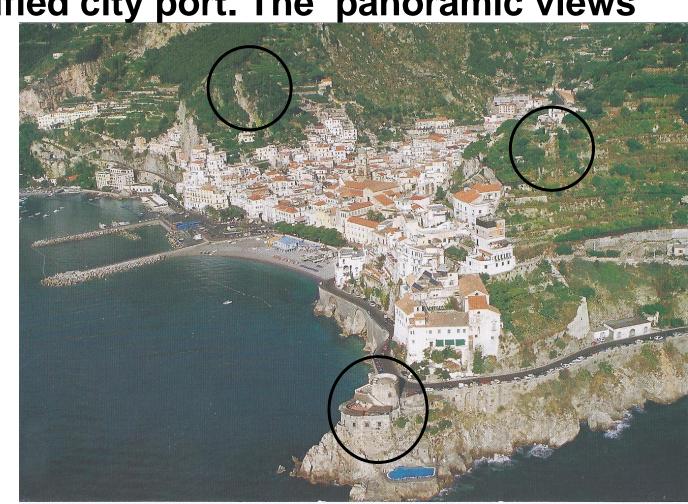
UNESCO Amalfi coast world heritage site

- Costiera Amalfitana has been included among "Cultural Landscapes" that Unesco considers "World Heritage" because it represents an outstanding example of mediterannean landscape with exceptional cultural and natural scenic values resulting from its dramatic topography and historical evolution occurred by the community, a brilliant example of a clever use of resources".
- The universal value of Costiera does not derive from what it was but
- from how man "adapted" it. .Nowadays is it possible to allow that the adaption carries on without compromising the document of what it has been done by generations who have come before us?
- "Cultural Landscapes" and particularly the one of Costiera Amalfitana are the result
 of continuous transformations, always with the objective of obtaining an advantage (farmers
 who in XI century realized the terraced gardens, did it to gain farmable land) but always
 compatible and characterized by a clever exploitation of local resources.
- As following necessity there is the need to preserve the territory with very strict ties.
- The Amalfi coast is an area of great physical beauty and natural diversity. It has been intensively settled by human communities since the early Middle Ages. There are a number of towns such as Amalfi and Ravello with architectural and artistic works of great significance. But also Atrani, Cetara, Positano Vietri, Scala and Pogerola...The rural areas show the
- versatility of the inhabitants in adapting their use of the land to the diverse nature of the terrain, which ranges from terraced vineyards and orchards on the lower slopes to wide upland pastures.



AMALFI fortified city port. The panoramic views

from the sea and from an aerial view with the defensive towers located in the strategic points in the hills



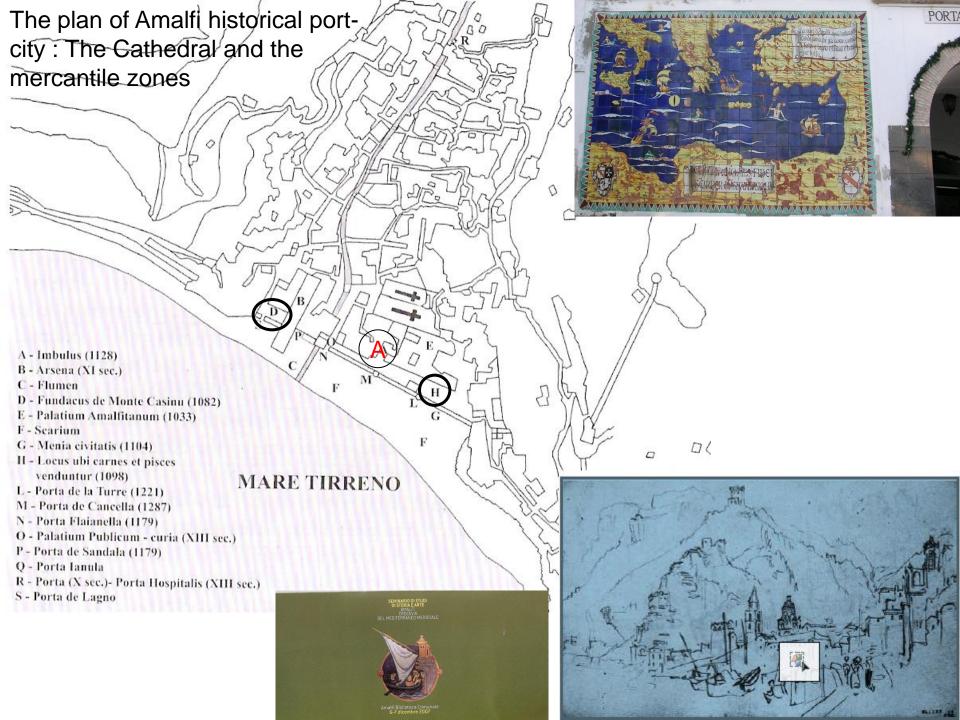


Amalfi.

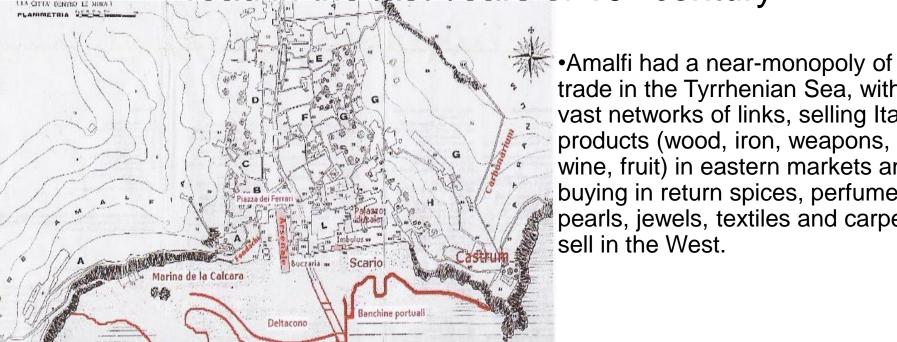
The historical cultural and natural landscape of the Medieval fortified port-city Into the Lattari Mountains and the local circular towers in the top of the singular rock in the righ side and in the left side.

The defensive layout of the plan of the historical centre in the valley between the



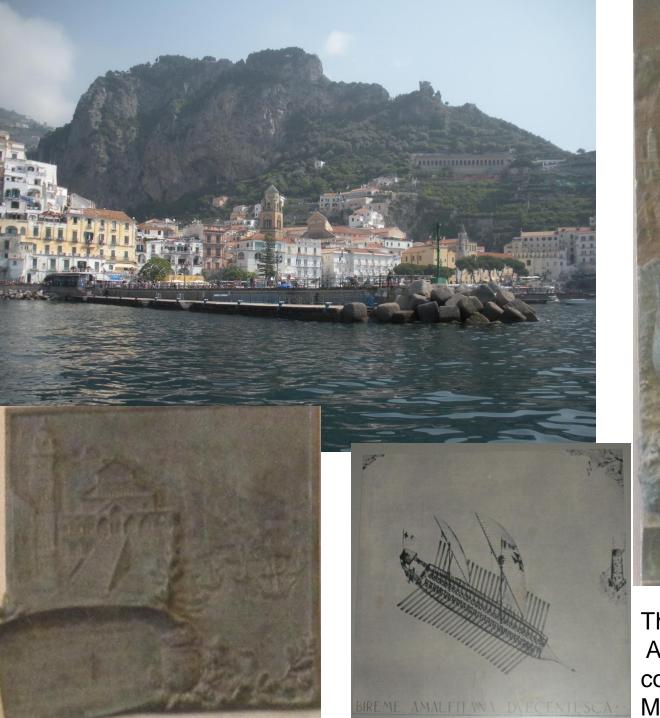


The Amalfi port relevance in the long urban history and the continue transformations with the new coast road in the last vears of 19° century



trade in the Tyrrhenian Sea, with vast networks of links, selling Italian products (wood, iron, weapons, wine, fruit) in eastern markets and buying in return spices, perfumes, pearls, jewels, textiles and carpets to

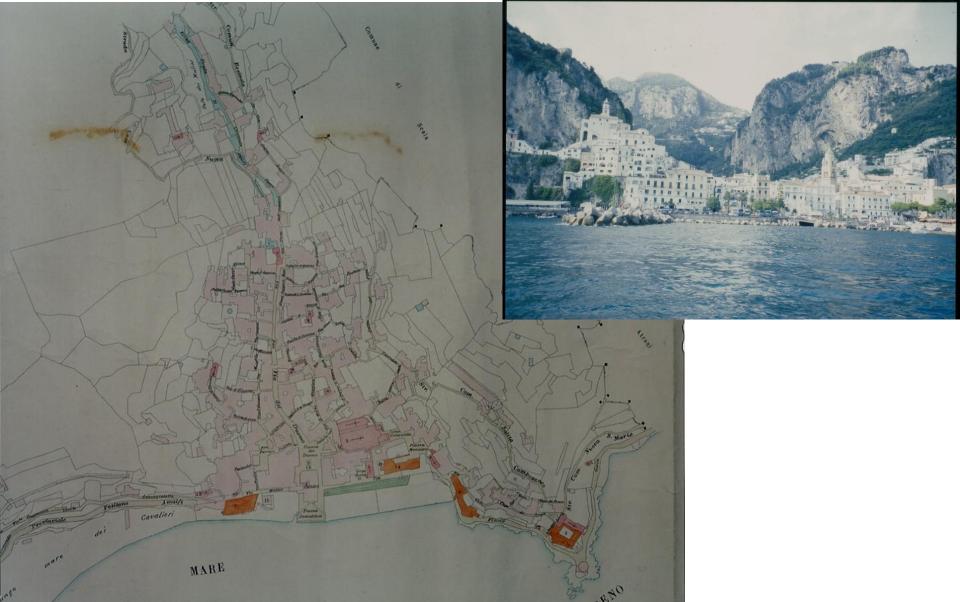
•The layout of the settlements showed eastern influence: the closely spaced houses climbing up the steep hillsides, connected by a maze of alleys and stairs, are reminiscent of the souks of the Levant. The Labyrintic plan





The famous "galee" of the Amalfitani maritime trade commercial trafic in the Mediterranean sea

The plan of Amalfi port-city in 1938, before the construnction of the coast-road-the National road to Sorrento- every connection from Amalfi was only by boats



The touristic succes of the costiera. Amalfi and Costiera is a touristic actraction since the 17° century untill today.

- The Costiera has attracted tourists, Tom the grandees who followed the Grand Tour from the Renaissance to the thousands of more humble visitors of the late 20th century.
- Many literary visitors have written eulogies of its qualities and generations of artists have depicted it in different media.
- They have been brought there to see its architecture, its natural beauties (such as the magical Grotta della Smeraldo, the deep fjord of Furore, and the tine beaches)
- But the really actraction are the small historical centres of Ducato near the sea and priority the Amalfi Medieval town.
- There is thus an immense diversity of landscapes, ranging from the coastal settlements through the intensively cultivated lower slopes and large areas of open pastoral land to the dramatic high mountains. In addition, there are "micro-landscapes" of great scientific interest resulting from topographical and climatic variations, and striking natural formations in the limestone karst at both sea level and above.

The today Mass Tourism pressures and the "risk" of Cultural Heritage preservation put in evidence these CRITICAL POINTS:

- 1. Boarding and disembarking of tourists or passengers
- Not for the cruisers, in Amalfi we doesn't have cruiser tourism
- but we have big Bus tourism and many problem of the parking and the
- obstruction of the traffic in the narrow coast road Salerno-Amalfi
- 2. the flowering of new big hotels of luxury with every activity into the structure and consequently without connection with the local inhabitants
- 3. the abandonment of the rural activities and the countrisides to work into the tourism sector.
- 4. the continuous demand to transform the ancient buildings of the historical centre in bars and restaurants
- 5. the tourism only near the coast and not in the hills
- 6. the risk of the strong "valorization" of the intangible values only for the tourists...etc
- 7. The loss of the local hand made products for asiatic new handicraft etc...
- PROBLEMS AND NEEDS to resolve in these last years:
- 1.The Problems arising from the coexistence of the above uses the possible solutions are to find in the
- Town 2. a direct contact of the city to the sea and 3. Use of free space near the waterfront.
- 4. Fundamental moreover is to Preserve the character of the historical waterfront built
- in a long urban history of port-town.

The MANAGEMENT PLAN of the Amalfitana coast in the 2007

- The Management Plan of Unesco site "Costiera Amalfitana" (PdG) which Soprintendenza ai Beni Ambientali e Paesaggistici of Salerno and Avellino (SoBAP) and Centro Universitario Europeo per i Beni Culturali of Ravello (CUEBC) are drawing up – is inspired to an underlying criterion:
- to make evolutive compatible and clever the transformation process which has generated the Costiera. On the Basis of the Italian Law 20° February 2006 for the UNESCO Italian sites
- This implies to preserve the territory not so much with further ties but with
- re-establishment of "transformation rules", which have generated its beauty.
- This re-establishment is only possible recovering: the spread knowledge of the territory, as well as the generated effects both by past transformations and by those which are intended to be carried on today.

Re-activating today the ancient process of compatible and clever transformation, however, requires a technical- scientific structure able to collect information, re-hand them out to all actors of the system and to external users and to supply them with supposable effects on the territory.

- A New Body to support the Decisions ("Struttura di Supporto alla Decisione") (SSD)
 which replaces the spread know-.how which has generated the landscape and that,
- without interfering with specific competences of existing bodies, help to monitoring the system evolution. Before, during and after actions realization.

The MANAGEMENT PLAN of the Amalfitana coast in the 2007 The Projects of the Surintendence and CUEBEC of Ravello

Thanks to a specific financing supplied by Ministero dei Beni e delle Attività Culturali (MiBac) the SoBAp and CUEBC have therefore built up this portal, which represents the embryo of SSD and that above all, is useful to trial its efficiency and utility. In Unesco Amalfi Coast it is possible to find information used in PdG production, ancient transformation documents (with special regard to the least known), the proposed actions to generate development without compromising – on the contrary enriching – the landscape.

- The name of the PROJECT- PROGRAMME:
- "Toward the ancient coast. Restoration and Valorization of the roules that produced the cultural landscape of the Amalfitana coast in the history"
- In order that it results an efficient instrument to spread knowledge it is in fact as much important that it can receive other information from citizens, bodies and institutions and that
- it can re-spread them to the external (after check).
- Present information and proposals in each section are not exhaustive, above all they represent an example for those who want to integrate them with further information and proposals: similar, pertinent, different and conflicting.

The content (and utility) of Unesco Amalfi Coast depend on who will use it. And how.

The objective of the PROGRAMME
is that the TOURISM doesn't became only
a tool for the territory consumation
but toward a Tourism of Culture
on the basis of a sustainability of the UNESCO site
in this line the 2007 Project is

"Toward the ancient coast. Restoration and Valorization of the roules that produced the cultural landscape of the Amalfitana coast in the history. For a NEW Tourism: that is the old"

These interventions aimed at the city's sustainable development, the improvement of the quality of life, as well as the highlighting of all the elements composing its character, its value and the quality of the historic ensembles.

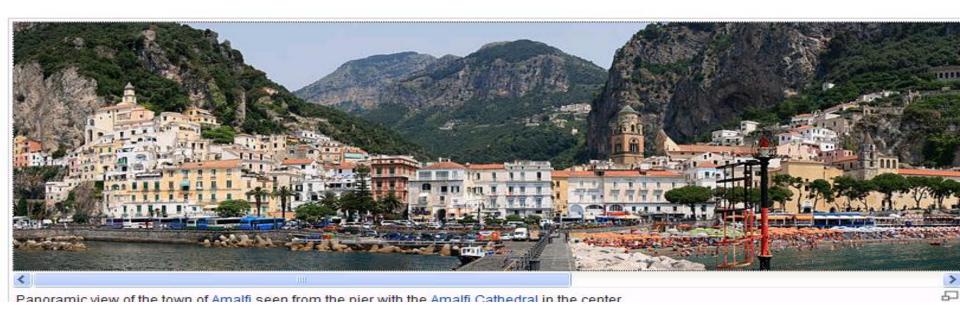
To make this PROGRAMME it is now create in activity the support action of **THE STRATEGIC STRUCTURE of SUPPORT** that will work together with the Managment subject of the UNESCO site: *Ente Parco dei Monti Lattari*The objective is to coordinate the activities in the territory.

The Best practices and the Guide Lines to promote a tourism of quality

with the Managment of the UNESCO site

- 1. The knowdlege of the territory with the singular historical towns of the ancient Ducato di Amalfi.
- 2. The rebuilt of the abandoned houses and traditional buildings -rural buildings – bed&breakfast for the ospitality diffusion in the hills
- 3. The safeguard of the inhabitants in their territories and historical centres
- 4. The promotion of the ancient pedestrian itineraries and walking paths
- 5. The web site of the Catalogue of the elements of quality and value
- and promotion in the schools Human Heritage- Our Heritage (PAUPAN)
- 6. The innovation of the *Portale* is an instrument in evolution in favour of the territory' people and visitors
- 7. Promotion of cultural events and traditional festivities
- 8. From the circulation knowledges to the diffusion of knowledges(SaDifSa), New Cultural Centres
- 9. The reabilitation of the traditional ancient crafts and in building activities and maritime trade(as the arsenal) or of the ancient workmanships(as the paper mills) and also Creative historical activities.
- 10. The COURSE for OPERATORS of Emotional Tourism in Amalfi Coast (Course OTE) at CUEBEC in Ravello: TOURANT Project.

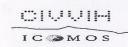
Amalfi can be considered creative



the municipal policy has a significant role in city land use and development, in order to preserve the rich urban heritage tangible and intangible or mixed use nature of neighborhoods'.

I would like to put in evidence the Good practices, opportunities, innovations, new ideas.









I have exposed this important question about the safeguard of the urban heritage and the promotion of a new cultural Tourism in the JOINT MEETING of ICOMOS International Cultural Tourism Committee & International Committee on Historic Towns & Villages

where we have a Round Table Expert Meeting
the 10th - 11th March 2014 in Palazzo Coppini - Florence - Italy
about the theme:

"Creative Cities as World Heritage Tourist Destinations Reflections on policies, principles & practice in the 21st century ICOMOS International Cultural Tourism Charter & Valetta Principles

with a Presentation with the title:

Knowledge is Catalyst of Creativity Urban Heritage and Creative cities

"Report" Now in the CIVVIH Web site

The risk of a lot of historical towns-the well known "Art's-Towns"to became a wonderful museum-city, but these are much closed
to innovative knowledges of our time.
It is necessary to renewal and
too modernize the urban cultural



FLORENS 2012

Creatività nel territorio

with a new very Creativity

L'industria legata al patrimonio culturale, ai media, alla moda e alla gastronomia è un motore potente che favorisce la crescita

di Walter Santagata

n nuovo paradigma sta emergendo nel mondo contemporaneo. Questo paradigma lega l'economia con la cultura e propone una nuova visione una fuello sviluppo, sia a livello micro e macroeconomico.
Al centro del nuovo paradigma si trova la nozione delle industrie creative e culturali, un macroesttore in cui la creatività, la conoscenza e il valore simbolico

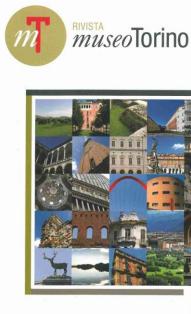
di beni e servizi sono sempre più ricono-

sciuti come potenti motori che favoriscono la crescita economica e promuovono



BIENNALE La seconda edizione di Florens 2012, la Biennale internazionale dei Beni culturali e ambientali presieduta da Giovanni Gentile, si svolgerà a Firenze dal 3 all'11 novembre e avrà come tema la qualità della vita Il programma prevede oltre 40 tra convegni e tavole rotonde, mostre, eventi e installazioni urbane. La direzione culturale è a cura di Mauro Agnoletti, esper di pianificazione del territorio e paesaggio, dell'archeologo Andrea Carandini e dell'economista Walter Santagata di cui pubblichiamo in





TORINO: STORIA DI UNA CITTÀ

ISSN 2008-4068 | Marze 2011 www.museotorine.if

The importance of the cultural use of the Tourism:

"Creativity contributes to building open, inclusive and pluralistic societies. Both heritage and creativity lay the foundations for vibrant, innovative and prosperous knowledge societies." UNESCO 2013

The urban cultural tourism can carry out a role of diffusion of knowledge of the historical towns, as a cultural resource and not only as consumption or marketing of the heritage

For these raisons we organized to debate these questions

in Ravello with Italian ICOMOS CIVVIH in the March 2012

Il Seminario vuole centrare l'interesse sull'eccezionale patrimonio urbano dell'Italia e sulla rilevanza dei suoi paesaggi storici culturali, non sufficientemente promossi dai circuiti del turismo culturale. Esiste, come si può constatare, un grande divario tra la ricchezza e la complessità delle città storiche e la ignoranza della specificità di questi "valori" da parte delle comunità locali, come dei "visitatori"e dei turisti, orientati unicamente a "visitare" le emergenze monumentali, con tutte le specificità di cui oggi ci impone la conservazione integrata. Proprio per diffondere la conoscenza della complessa stratificazione dei suoi antichi nuclei urbani e favorire una loro promozione adeguata nei circuiti turistici nazionali ed internazionali il Workshop intende attuare un confronto operativo per dibattere le proposizioni di scientifica informazione promozione del patrimonio urbano per attivare una reale promozione dei luoghi urbani storici, tramite l'innovazione tecnologica dei mezzi di diffusione ed anche i nuovi sistemi multimediali. L'informazione difatti risulta l'unica reale possibilità di comunicazione tra gli operatori turistici e gli esperti di patrimonio. Il confronto tra realtà ed esperienze diverse messe in campo per diffondere la conoscenza del patrimonio urbano e stimolare la qualità nell'esperienza turistica, che sia di vera cultura e non solamente di marketing urbano è l'obiettivo che per attuare una reale promozione di turismo di cultura per le città storiche.





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Storia e tradizioni in onda su Sky

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URBAN CREATIVE INITIATIVES: The example of the Italian Region Marche in the Central Italy slogan is: FARE BUSINESS CON LA CUTURA



a gentiti da progiliti repaint, rati a comunis museani, il portiare unico si contiguira comini una portico di scossorio unitaria rii grando di officia una discripziazione conditirata della museliformia variatta dell'inche improtoppari, facialitativa una chegli sere portional del funtamo coltoniale della regione.



That is: Make business with the culture And LIVE forever HAPPY KNOWLEDGE IS CATALIST OF CREATIVITY. Urban Heritage and Creative cities

Meglio in bici e in autobus

L'egemonia dell'auto sta per finire, racconta Taras Grenscoe citando il caso estremo di Los Angeles. Nuovi modelli virtuosi di trasporto a Bogotà, Copenhagen e Tokyo

di Ermanno Bencivenga

scorso. Los Angeles era la quinta città più popolosa degli Stati Uniti e quella che occupava l'area più vasta al mondo. Tutta questa gente dispersa per uno spazio così enorme era servita da un'efficiente rete tramviaria. Raggiungendo velocità di oltre novanta chilometril'ora, i Red Cars (come venivano chiamati) congiungevano quattro contee e cinquanta diverse comunità; insieme con gli Yellow Cars, localizzati in centro, costituivano, con più di 2.500 chilometri di binari, il più complesso e ramificato sistema di trasporti pubblici esistente. Il film Chi ha incastrato Roger Rabbit racconta, in modo un po' fantastico ma non troppo, come andò a finire. Depurati de la caricaturale enfasi cinematografica, i fatt sono questi. La General Motors, la Firestone la Standard Oil e la Mack Truck acquistaron un'oscura compagnia di autobus del Midwe e la ribattezzarono National City Lines; ne 1944, National City Lines acquistò gli Yellov Cars e li sostituì con degli autobus; nel frattem po, i tram incontravano difficoltà crescenti manovrare nel traffico automobilistico e l qualità del loro servizio peggiorava. Si saret bero potuti creare speciali percorsi per facil tarli, ma si decise invece di crearli per le ma chine: strade apposta per loro, sopraeleva se era il caso, costruite senza alcun rispet per il tessuto urbano o per l'integrità del terr torio: le freeways, L'ultima corsa tramvia dellazona funel 1961; oggi Los Angeles è la p

egli anni Trenta del secolo congestionata e inquinata città d'America. L'episodio è narrato in Straphanger, di Taras Grescoe, un libro dedicato a dimostrare che 1) l'automobile ha gravemente danneggiato la nostra salute e le nostre strutture sociali edeconomiche ma 2) la sua egemonia volge al termine: il minacciato esaurimento delle risorse petrolifere e i vari cataclismi finanziari stanno convincendoci a sostituirla con mezzi di trasporto meno malefici. Per documentare la sua tesi Grescoe, che si dichiara un devoto straphanger - il termine si riferisce a quanti si appendono (hang) alle cinghie (straps) sospese in un autobus o in una metropolitana per



la gente non dove conviene fare una pista ciclabile ma dove la gente vuole andare (in centro, per esempio), facendo della bicicletta il principale mezzo di trasporto di quasi metà degli abitanti (in un clima, ricordiamo, scandinavo). La metropolitana di Tokyo, dove i passeggeri (43 milioni al giorno) non timbrano biglietti ma passano davanti a dei lettori che identificano le loro tessere magnetiche, i treni sono i più frequenti, quieti e veloci del pianeta, le linee arrivano dappertutto e le coincidenze funzionano a perfezione.

Qual è il segreto di questi esempi? Secondo Grescoe, per competere con la capillarità dell'automobile (che può andare da ogni punto a ogni punto) è necessario un coordinamento generale e pubblico dei progetti: generale perché si tratta di servire un intero territorio, pubblico perché i privati abbandoneranno inevitabilmente le linee poco utilizzate concentrandosi su dove guadagnano di più. Quel che è necessario, fortunatamente, sembra possibile, purché ce ne sia la volontà politica: anche negli Stati Uniti, dopo decenni di fuga verso le aree suburbane, città da New York a Portland, da San Francisco a Filadelfia stanno accantonando la c\ostruzione di nuove autostrade e riscoprendo la vita vibrante e attiva dei loro centri, delle loro strades piazze. Dappertutto nel mondo si sta cer-

The promotion of the 44 W.H.L Italian sites bycicle-pedal tour Idea by Italian Association WHL sites

CICLOTURISMO

Grand Pedal Tour dei 44 siti Unesco

Il viaggio in Italia su due ruote di sette ragazzi che ora mettono a disposizione mappe e consigli

di Camilla Tagliabue

nisse ora in Italia, il Goethe del XXI secolo opterebbe forse per il Grand ciclo-Tour, pedalando da Nord a Sud, in montagna o in pianura, tra natura e cultura: tappe del viaggio i siti nazionali «patrimonio dell'umanità». È il felice progetto di cicloturismo «Unesco in bici», ideato da Alessandro Cristofoletti, ventotto anni e una laurea in Beni culturali «poco spendibile sul mercato»: «Non trovando un impiego, ho provato a fare delle mie passioni un lavoro, a creare un business a partire da ciò che amo: bici, natura, arte e cinema. L'idea mi è venuta nel 2009, dopo la promozione delle Dolomiti, la mia terra». Dalla Val Camonica ai trulli di Alberobello, dai Sacri Monti di Piemonte e Lombardia alia pagana Villa Adriana a Tivoli, «per concentrazione e quantità di siti siamo il primo paese al mondo, Impossibile fare una graduatoria: le mete più care sono nell'olimpo musicale. Di curiosità in citaziostate le Cinque Terre e la campagna valdorciana, e pure la Campania, con la sua brulicante Napoli e il selvaggio Cilento»

meta. E, soprattutto, è eco-sostenibile»

Che la cultura faccia rima con natura lo cre deva già Dino Buzzati: «A costo di apparir ridicola, salpa ancora, in un fresco mattino di maggio, via per le antiche strade dell'Italia. Noi viaggeremo per lo più in treno-razzo, allora, la forza atomica ci risparmierà le minime fatiche, saremo potentissimi e civili. Tu non badarci, bicicletta. Vola, tu, con le tue piccole energie». È una delle citazioni di Attenzione ciclisti in giro, appena pubblicato da ediciclo, che raccoglie testi di giornalisti, artisti, sportivi e scrittori su ciclismo e dintorni: un omaggio, più che ai miti di questa disciplina, ai suoi cronisti. Si scopre così che la cronaca sportiva ha lanciato molti nel mondo delle lettere, o forse sono stati gli intellettuali ad aver nobilitato la volgar competizione: il catalogo è lungo, da Pasolini a Malaparte, da Campanile a Gatto, e poi Pratolini, Testori, Ortese - allo sport della maglia rosa non poteva mancare la sua guota rosa.

Il libro, a cura di Marco Pastonesi e Fernanda Pessolano, con firme come Gianni Murae Tiziano Scarpa (per citare i più famosi), sembra insomma un'agiografia di scrittori, un applauso a chi prende appunti, più che a chi suda. Icastico aneddoto: ultimata La scoperta di Milano, Giovanni Guareschi si ritrovò ingrassato di 15 chili. Decise allora di darsi alle due ruote: «Farò 1,200 chilometri in biciclettal», scrisse alla moglie. Aldo Borelli, direttore del «Corriere», approfittò della vacanza dimagrante del suo collaboratore: così il genio confezionò, da una dieta a pedali, un reportage d'autore. Altri invece, Paolo Conte o Jovanotti, ma pure quel Marco Pantani che compose una canzone per Sanremo, hanno parcheggiato la bici ne, zigzagando tra le arti e gli eroi del sellino, tra spettacoli teatrali e consigli per ciclo-



TAPPA SICILIANA Samuele Pellegrini, uno

disincanto di quella contessa milanese, raccontata da Gianni Brera, che, da nobildonna, noteva permettersi di non filosofare sul rapporto tra uomo e natura, e alle Belle Lettere preferiva il dialetto. Quando vide per la prima volta una bicicletta esclamò: «In mezz ai me gamb, de rob che stan minga in pée de per lor ghe ne ven minga!».

Aa. Vv., Attenzione, ciclisti in giro, Ediciclo, Portogruaro, pagg. 272, €13,00; www.unescoinbici.it Su www.llsole24ore.com/domenica turisti, è facile perdersi. Meglio affidarsi al una fotogallery del viaggio

GIRO D'ITALIA IN 108 GIORNI **O** VALLE CAMONICA 10 NAPOLI 1 Trulli
TORINO L'Arte Rupestre Il Centro Storico CRESPI D'ADDA Il Cenacolo di Leonardo da Vinci in Santa Le Residenze della Casa Reale di Savoia L'insediamento industriale E SIENA Maria delle Grazie Il Centro Storico 'Orto Botanice PORTOVENERE La città storica (B) FERRARA FIRENZE rinascimentale e il suo Delta del Po Le cinque terre e Isole di Palmaria, Tino, PIENZA Il Centro Storico PISA I Centro Storico AGRIGENTO La Piazza del Duomo

VENEZIA E LA SUA LAGUNA

SAN GIMIGNANO (ANDRIA L'area archeologica MODENA Castel del Monte La Cattedrale, la Torre Civica e Piazza RAVENNA Il Centro Storico AMALF! MATERA La Costiera Amalfitana I Sassi O VICENZA POMPEI, ERCOLANO E TORRE ANNUNZIATA La città e le ville palladiane BARUMINI Il villaggio nuragico "Su Nuraxi" D PIAZZA ARMERINA La Villa Romana del Casale CASERTA La Reggia, il Parco, San Leucio e l'acquedot to Vanvitelliano 1 CILENTO Il Parco Nazionale e il Vallo di Diano. Paestum, Velia e la Certosa di Padula D URBINO II Centro Storico ED VERONA aquileia L'Area Archeologica e la Basilica Patriarcale TIVOLI La Basilica di San Francesco e altri siti Villa Adriana Francescani ISOLE EOLIE TIVOLI Lipari, Vulcano, Salina, Stromboli, Filicudi, Villa d'Este Le città Tardo Barocche SACRI MONTI DEL PIEMONTE E DELLA LOMBARDIA VAL D'ORCIA CERVETERI F TAROUINIA Le necropoli etrusche SIRACUSA Le Necropoli rupestri di Pantalica @ GENOVA Le Strade Nuove e il Sistema dei Palazzi dei Rolli LA FERROVIA RETICA nei paesaggi di Albula e Bernina MANTOVA E SABBIONETA ALE DOLOMITI IL MONTE SAN GIORGIO SITI PALAFITTICOLI PREISTORICI NELL'ARCO ALPINO **■ IL POTERE LONGOBARDO IN ITALIA**

Much of the current debate on how we should preserve our cultural heritage revolves around urban sites, historic districts, historical towns, but especially in the historical core of the big cities. Old cries conservation are much more difficult than the restoration of individual historical monuments, not only because of the quantity of physical structures to be rehabilitated, but mainly because cities are living organisms, with a complexity of human and functional, social and economical aspects. The cultural urban heritage is not made of built entities only. It may encompass crafts, art works, traditional trade and religious activities and may be intangible: a diversified population that is sometimes fragile often ill known inhabits old cities. All this complexity contributes to the peculiarity of historical old cities as a whole. The central question of the debate is: are there any actual examples from urban heritage sites worldwide to demonstrate key issues and best practices in the integrated conservation of the urban heritage of historical cities' core and their urban historic landscape today?

The book offers a comprehensive overview of the intellectual development in urban conservation in the 21 century on the basis of the evolution and operational context of urban management and the development of local urban conservation policies and practices by ICOMOS (International Council of Monuments and Sites) "experts".

The book collects the papers presented at the International Symposium of the ICOMOS - CIVVIII (International Scientific Committee in Historical Towns and Villages) in Naples in the September 2012 and focus on the integrated conservation and on the managing of urban historical landscape heritage through case histories of good practices in different countries of the world. In this way we have the possibility to study the creativity in the safeguard and rehabilitation of the historical towns and what an opportunity cultural tourism is for the historical towns sustainable development.

Teresa Colletta Associate professor of Urban History at University of Naples "Federico II", Vice-president of ICOMOS Scientific Committee of CIVVIH and General Secretary of ICOMOS Italy. Since 1987 is scientific responsible of the review Storia dell'Urbanistical/Campania. Since 1998 is Correspondent for the "Evaluation Report" of UNESCO-WH-LL: She is autor more than 150 publications. The most significant: Piezzeforti di Appoli e Sicilia (1981): Italiari di città del Cinquecento (1984): Napoli. La cartografia pre-catastale (1985); Capri. Atlante storico delle città italiane (1990): Napoli città portuale e mercantile. La crità bassa il porto ed il mercato (2006); Città portuali del Mediterrane. I luoghi dello scambio commerciale e le colonie dei mercanti stranieri (ed. by) (2012); Città storiche e turismo culturale (2013).



€ 00.00 ₪



FRANCOANGELI/Urbanistica

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- T. Colletta (edited by) - THE ROLE OF THE INTEGRATED CONSERVATION OF CULTURAL HERITAGE FOR CREATIVE, RESILIENT AND SUSTAINABLE CITY

The role of the integrated conservation of cultural heritage for a creative, resilient and sustainable city

ACTA of the ICOMOS - CIVVIH Symposium, Naples 2012

edited by Teresa Colletta



The ICOMOS International Committee on Historic Towns and Villages (CIVVIH) in its conclusions of the International Symposium and Annual Meeting, held on 5 September 2012, in the Church of San Demetrio and Bonifacio, Great Hall of the Faculty of Architecture of the University "Federico II" in Naples, the representatives of numerous national and international institutions,

.

Creativity in the preservation and valorization of historic towns; The opportunity of cultural tourism for sustainable development of historic towns;.....

•Acknowledging that all the papers presented at the Symposium unanimously agreed that the value of the urban environment of historic towns is essentially made up of the conservation of the identity and authenticity of sites and surrounding areas, through the enhancement of the historic stratification, the protection of the cultural continuity, the preservation of the material and immaterial complexity of the most valuable sites, all this based on sustainable tourism and respect for the historic urban landscape,

From the RESOLUTIONS OF THE NAPLES' CIVVIH MEETING Naples, Italy 4-6 September 2012

The innovative actions related to the Managment Plan of Costiera (2007)

- Many of the features ascribed to the creative city constitute main features of the historical city.
- but also
- The concept of the "creative city", can fuel a creative approach and innovative ways for the integrated conservation and rehabilitation of the historical cities.
- The creativity in safeguarding the ancient port-city are today visible in the new interventions through a new role of the historical port-infracstrures as City Museum and the Museum of ancien traditional manifactures and also in the rivitalization of the Medieval pedestrian itineraries in the town and in the hills.

THE PROPOSALS of The innovative actions related to the Managment Plan of Costiera (2007)

- High quality in the old town environment,
- Cultural tradition and Traditional activities,
- Contemporary cultural activity, Big number of public and private
- Museums, Galleries and Theatre Studies, Cultural Centres and clubs, Libraries, Art galleries,
- Hotels of high aesthetics and renovation of ancient abandoned religious buildings,
- Small-scale recreational and tourism units, Taverns Mediterranean-Amalfitan delicacies, Uniquely decorated bars
- Renovated open public spaces and small squares,
- Gift and fashion shops about the Maritime products,
- Trekking in the particular territory's morphology,
- Reabilitation of the rural buildings and creation of points of interest in the rural territory as cultural "smaller" elements (Management POI) for the ospitality diffusion extra hotel,
- Rural buildings restored by the owners,
- Call center for reservation, web-GIS base with new thechologies GSM/GPRS etc.

Special decrees PROPOSED for Amalfi old town:

- (a) Preservation of the ancient traditional Medieval urban plan
- (b) Survey and Classification of the historical buildings and elements of the old town
- (c) Safeguard of all the small Pedestrian numerous streets and stairs,
- (d) Specification of a building regulations and use transformation.
- (e) Limitations governing the placement of signs and the private

expansions into public open space

Innovative ideas and actions

2000 - 2010

Creation of a Museum of the City

as dynamic cultural pole utilizing the new technologies.

Highlighting of cultural poles and recreational areas and open spaces in the old town and promotion of all cultural features and natural beauty of the surrounding area.

Promotion of the Amalfi Coast Knowledge and the town

By the ACTIVITIES of the Cultural Centre of the Amalfi History





La ricerca archeologica in territorio amalfitano e Oltremare

Siti ed emergenze intra ed extra moenia: esiti recenti, metodologie, nuovi spazi d'indagine



The Cultural Activities and Cutural Promotional of history knowledge by the Centro di Cultura e Storia Amalfitana since the year '80 !!



Convegno Internazionale di Studi





Il Castello-Villaggio rudere di Pino (Pimonte). la chiesa



Amalfi Coast S.M.I.L.E. (Special Meetings - International Lab for Events)

Centro di Cultura e Storia Amalfitana

Supportico S. Andrea, 3 - 84011 Amalfi (SA) Tel. 089.871170 - Fax 089.873143 ccsa@amalficoast.it - www.centrodiculturaestoriaamalfitana.it

Centro di Cultura e Storia Amalfitana

Sabato 4 maggio 2013

Amalfi Arsenale della Repubblica



info: Centro di Cultura e Storia Amalfitana oupportico S. Andrea, 3 - 84011 Amalfi (SA) fel. 089-871170 - Fax 089-873143





2-3 Giugno 2012

The survey of the particular tissue of Amalfi core and the different pedestrian and cover street and stairs by the Tokio University of Hosey

(coord. prof.Hidenobu Jinnay)

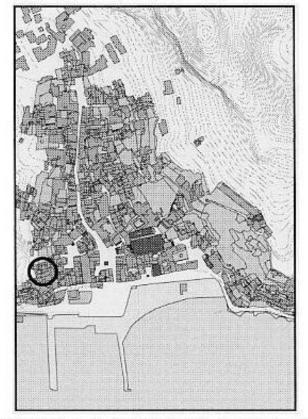


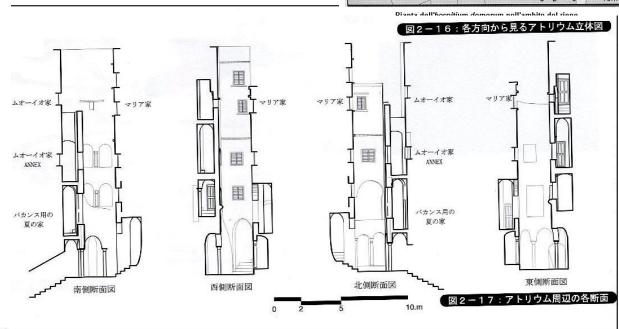




The historical researches and studies of urban complex heritage and the survey of

every singular house of the particular tissue of Amalfi cor by the Tokio University of Hosey (coord. prof.Hidenobu Jinnay)









The re-use of the ancient house as small hotels and bed&breakfat and also the rehabilitation of many open public spaces for touristic use



G.SOMMER ,19° century

The new use (2009) of the Medieval Monastery of Cappuccini as luxury Hoand the ancient cloister as public garden

The Project "TURANT" for a "new" Tourism: the Ancient Tourism. The emotional Tourism 2013

- To oppose a new line in contrast with the critical points that we have enumerated one of the recent action of the Managment plan of the Amalfitana Costiera is the project named
- "TURANT. For a "new" Tourism: that is the Ancient Tourism". The objective is to promote a Tourism of quality and Tourism of Culture

The principal objective of this Project "TURANT" is to organize cultural training to produce specialized operators

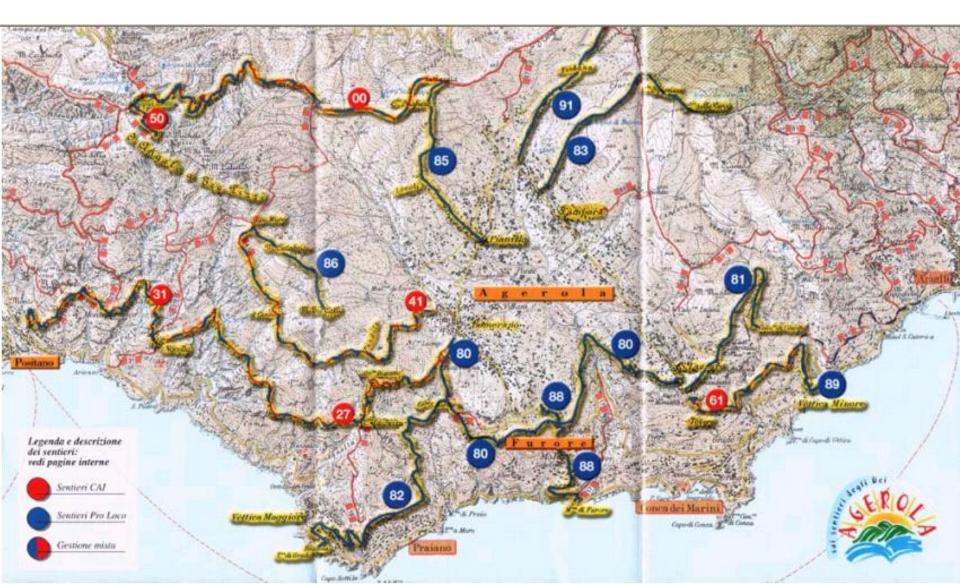
In the touristic activities with a an authentic contact with the local inhabitants-amalfitani people- as the ancient use of the Gran Tour visitors and less distorted of Today tourists.

In this line the CUEBEC and the Surintendence has organized a **COURSE for OPERATORS** of Emotional Tourism in Amalfi Coast (Course OTE) in Ravello the November 2012.

With the valorization of "Smaller" Cultural Heritage (knowledges and professions, trekking and walking tours, courses of local gastronomy, etc..) with "learning by doing" to promote a new vision of the touristic offer as PROPOSALS of TE (Emotional Tourism).

The local response has been a very success with 42 young partecipants very interested to touristic new activities in the Amalfi coast.

The reabilitation and valorization of the paths and mule tracks as pedestrian itineraries in the Amalfitana coast and the hills of Monti Lattari for touristic use





The renovation of the exceptional walking path of the "strada maestra dei villaggi" from Amalfi to Conca dei Marini and Furore, now restored to move in security.



The ancient *percorso gradonato* from Ravello to Amalfi





The Valorization of the walking paths and the pedestrian itineraries in the Amalfitana coast and the hills of Monti Lattari

•The higher mountain areas are noteworthy for the characteristic mule tracks (mulattiere).





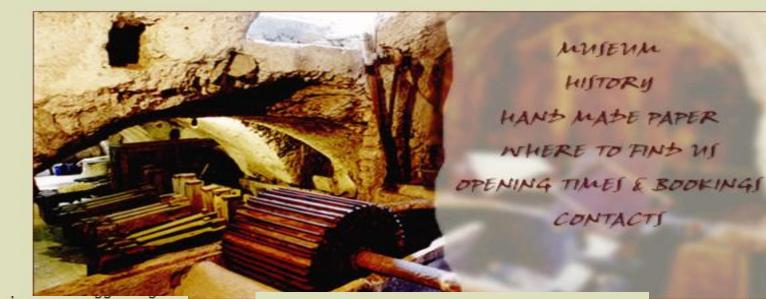




The innovative idea of the Paper Mill Museum MUSEUM OF THE HANDMADE PAPER

- The bird of the innovative idea begin in the 1971 by the cartaro Nicola Milano. Today the Museum is a concrete reality with many visitors and It is realized the objective of the historical heritage conservation and the renovation of the ancient artcraft as the production of the hand-made paper (Amatruda production)
- Our visit at the **Paper Mill Museum begins inside the mill.** It's here where the history begins of a very old art; hand made paper, which has helped people to multiplicity their expressions during the centuries.
- Tickets in the entrance
- It is possible to see : 1. The system of the canals and the feeding towers (Il sistema di canali e le torri di alimentazioni)
 - 2. The paper Mill of the 13° century (La cartiera del XIII sec.)
 - 3. The room of the Masters in arte cartarum (La sala dei Magistri in arte cartarum)
 - 4. The Library (La biblioteca "Nicola Milano")

Museo della Carta - Amalfi Vai alla versione italiana





Pile a magli

mio mi lino

girar la ruota

nci tagli ozzati

all'acqua

in fogl

a i foltr

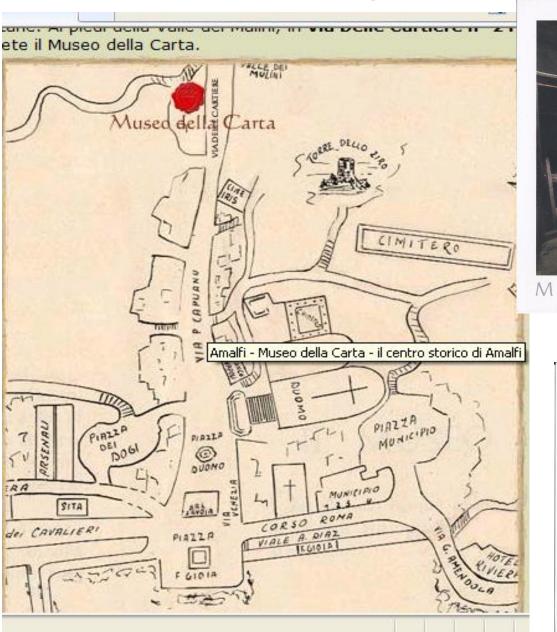


PAPER MILLS in AMALFI from 13°° century to 19° century In the Valle dei Mulini one of the most important Paper Manifactures. The "Congress of Cartari" in the 17° century

The "Congrega of Cartari" in the 17° century

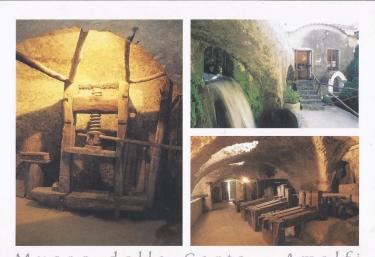
- The complex and strong vicissitudes from historical, political and social point of view and even more important the upcoming industrialisation struck hard to this specific and other small paper mills in the Amalfi Coast. They were not able to maintain.
- There are several causes due to the slow but progressive decline: the location of the small and narrow Valle dei Mulini implied a lack of easy ways to communicate, due to the poor infrastructure, roads and railways. This caused also problems for the supply of prime materials and for delivery of the products.
- From this critical and difficult condition several employees write a petition to the King to ask for help. He replayed: "The tears of our children of our people have reached us Many machines which human usurp and had invented are the same ones which steal the bread out of the mouth of our loyal residents of our Kingdom".
- In spite of all difficulties, the papermakers of Amalfi continued their production with respect for the tradition. From generation to generation, from father to son meanwhile conserving the enterprise inherent in their character. The last and tremendous attack to the paper industry had been caused by a flood in **november 1954**.
- This flood had destroyed most paper mills. From the sixteen paper mills in the area only
 three remained. The Amalfi paper mills have never been and could have never been a huge or
 middle size industry but has from the beginning the artisan character which has remained till
 today.

The localization of the PAPER MILLS Museum in an Historical PAPER MILL restored in the top of the *Valle delle Cartiere* near the river.





Museo della Carta - Amalfi

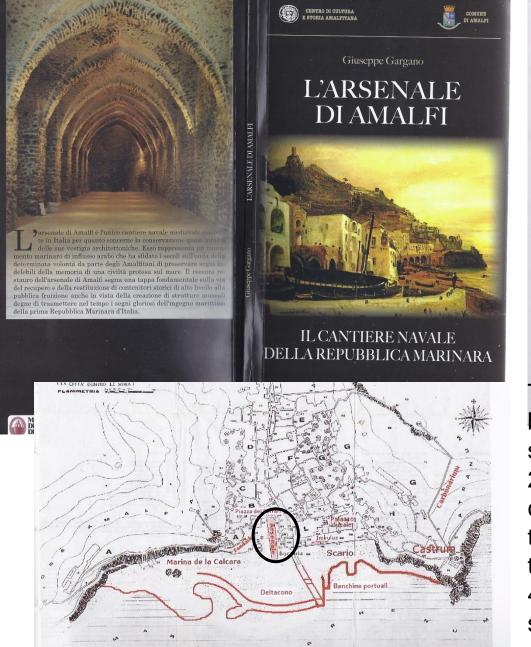


Museo della Carta - Amalfi

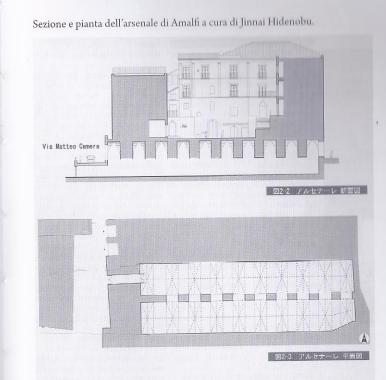
The new generation contributes its innovative ideas

Rehabilitation and reuse of an old Medieval Arsenal to use as City port Museum connected online with historic libraries in Amalfi and Salerno archives. The creativity in safeguarding the ancient portcity are today visible in the new interventions through a new role of the historical



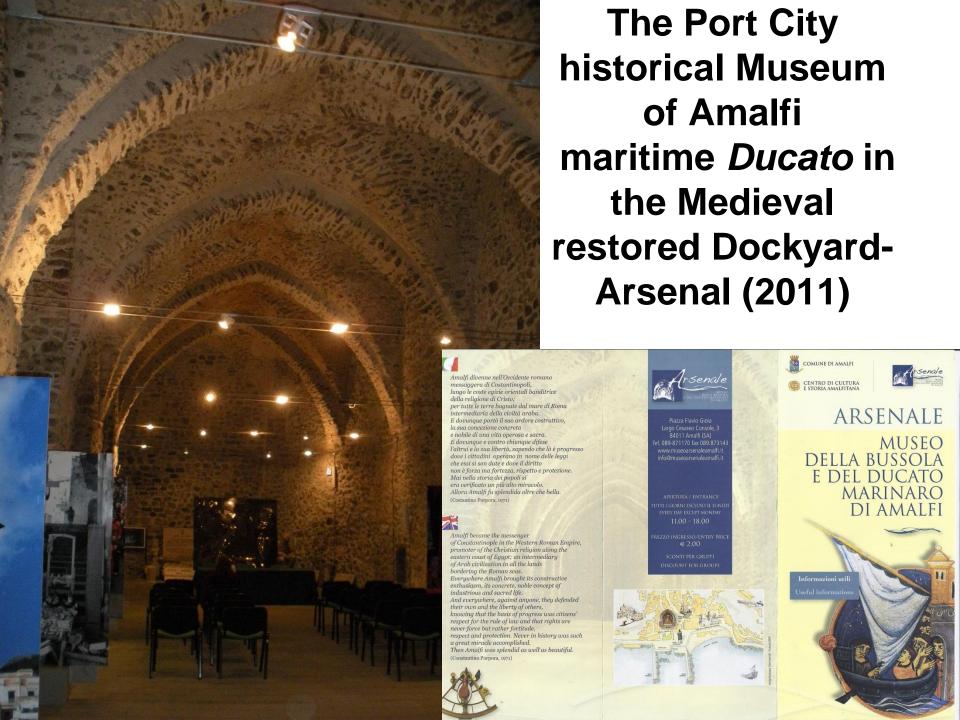


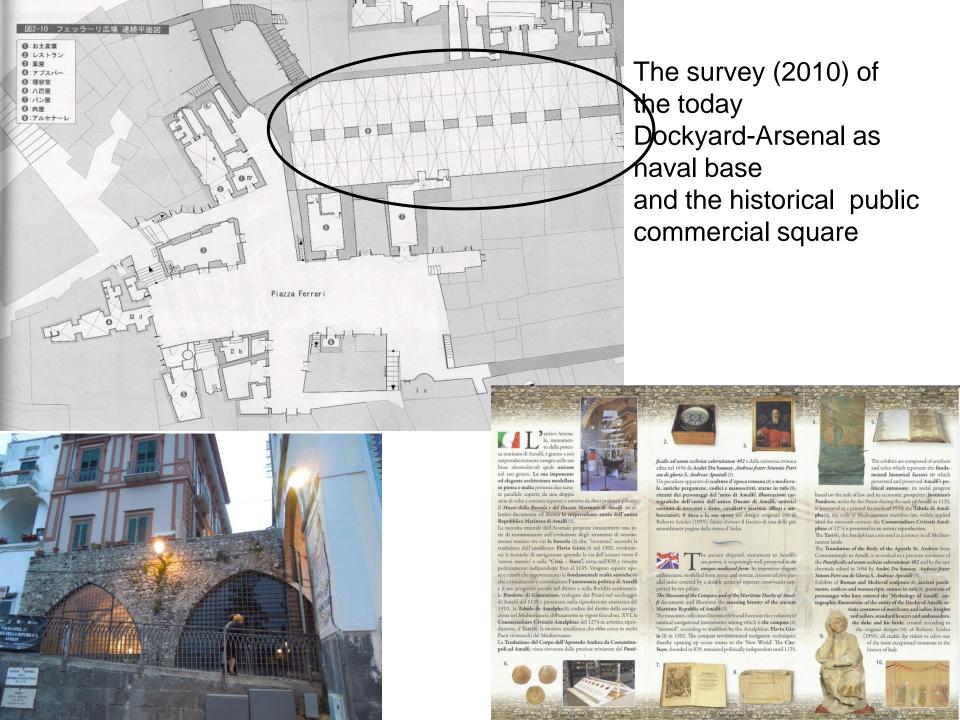
Area marittima di Amalfi medievale. Ricostruzione grafica di Giovanna Gargano.



The Amalfi Dockyard- Arsenal as naval base (existent since 1059 and 1080-90) subdivided, in the last 13°cent., by 20-22 pilars in mansonry with the campate covered by crucer ogival voutes. The two long wards(for two galee) surviving today of the Medieval structure are long 44.60m x larg.6,65m) and are subdivided by 10 pilars 1.95x1.40 m.) and the distance between is 2,65 m.: the high is 10 m.









Teresa Colletta (a cura di)

Città portuali del Mediterraneo

Luoghi dello scambio commerciale e colonie di mercanti stranieri tra Medioevo ed età moderna



The first colonia of
The Amalfitani in the
Mediterranean bacin is
In the historical peninsula
of Istanbul in 9th-10th
century

Amalfi "Republic"
and the numerous *Amalfitanie*Colonies in the Mediterranean bacin into the Dockyard-Arsenal City

Museum



The last innovative idea: The research of an appropriate Brand to revitalize the towns with creativity. The new "brand" for Amalfi port city with the reconstructed ancient cost of arms in the March 2014 after a long historical research to modify the existent





 THANKS FOR YOUR ATTENTIO 	•	THANKS	FOR	YOUR AT	[TENTIO	N
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