

Syntesis of the Activities of the CIVVIH Sub-Committee Mediterranean cities

by the President: prof.arch. Teresa Colletta

- Organization with ICOMOS CIVVIH, CIVVIH Sub-Committee Mediterranean Cities,
- Italian ICOMOS Committee on historic towns
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of the workshop:

“ URBAN COMMUNICATION FOR A QUALIFIED CULTURAL TOURISM IN HISTORICAL CITIES. EXPERIENCES OF URBAN SIGNAG
in Florence, Palazzo Coppini, head office of the “Fondazione Romualdo Del Bianco”
March 3-4, 2016,

Proposer: Prof. arch. Teresa Colletta

Vice-President of ICOMOS CIVVIH

Scientific organization: proff.arch. NUR AKIN and OLIMPIA NIGLIO

AIMS OF THE WORKSHOP

Much of the current debate on the cultural tourism in the historical cities focused its interest on the outstanding existing urban assets in Europe, Asia and Latin America, an heritage not sufficiently promoted by the tourist circuits.

A big gap exists between the richness and the complexity of the historical city, living organism, human and functional, social and economic, and **the ignorance of these "values" both by the local community and by the "visitors" and tourists.**

These tourists are uniquely geared to "visit" the monumental emergencies, with all the specificity that today requires us the integrated conservation.



- ICOMOS ITALIA- Comitato per le città storiche
- CIVVIH-Mediterranean Historical Cities Sub-Committee
- *Workshop/Seminario/Dibattito*
- **URBAN COMUNICATION FOR A QUALIFIED CULTURAL TOURISM IN HISTORICAL CITIES: EXPERIENCES OF URBAN SIGNAGE**
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- Palazzo Coppini, Florence, March 3-4, 2016

- **Ano Syròs (Grece).The Medieval
Urban signage: the pavement**
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CULTURAL TOURISM in Historic Cities

The communication in the history of the city and the awareness of its urban values are absolutely necessary for the promotion of cultural tourism, not only marketing but also necessary for increasing awareness to the local community.

The issue of the communication of urban history is a subject closely linked to urban tourism more extensively informed and trained, that cannot be reduced to activities of urban design, and therefore must be "scientifically" organized and realized. **The Workshop involved projects and proposals made on this issue in the historical Mediterranean cities and to compare them and best practices .**

The finality is to make the public aware of the visitors the urban history and the values of the architectural and urban heritage that are not always well marked, with references to historical and contemporary maps with the aim to understand the transformations of various areas of the city.

The Signage, as it is commonly called, is often absent in comparison with the information on the works of art and the architectural monuments. The topic involves a problem of knowledge of urban history and of management of urban spaces as well as of the infrastructure that are available for to make the communication.

The urban signage and new technologies

The Workshop organized by the ICOMOS International Committee in historic towns and villages (CIVVIH) and by ICOMOS CIVVIH Subcommittee Mediterranean cities and by ICOMOS Italy in Palazzo Coppini (branch of *Fondazione Romualdo del Bianco*) in Florence (March 3-4, 2016) and **has analyzed the issue of the communication in the history of the city in the heart of urban centers**, namely the information to a wide audience about the successive transformations of the streets, squares, walls, markets, castles, monasteries, palaces, etc., but also vistas, strategic viewpoints, environments, cultural landscapes etc. in the site of their current location, compared with the "ancient".

The topic of Urban Communication or Urban Signage already was analyzed in the Seminar of the Italian Committee ICOMOS CIVVIH that took place in Ravello in March 2012 at the European Centre for Cultural Heritage.

After three years, with the advent of the technological innovation and of the knowledge always more specialized, there are new possibilities, new experiences and *best* practices that are very important to know and to share

RESULTS of the WORKSHOP

The Papers presented at the workshop (more of 32 Presentations by colleagues from Europe, Asia and Latin America) focus on the different forms of information and promotion of urban heritage, **with the aim of spreading knowledge of the complex stratification of historical urban centers** and promote their adequate promotion in national and international tourist circuits. The Presentation have put in evidence a comprehensive overview and a comparison regarding the different forms of information and promotion of urban heritage, **with the aim of spreading knowledge of the complex stratification of historical urban centers and promote the activation of innovative technologies and multimedia systems (ICT)** for a correct and adequate urban signage. In fact the information is the only real possibility of communication between tour operators and heritage experts to get a cultural tourism "informed" for an adequate promotion in national and international tourist circuits. Now we are publishing the ACTA of this very interesting Florence workshop in a VOLUME by Franco Angeli Italian Editor with the title:

For a qualified cultural tourism in the historical cities. The urban signage and the technological innovation.

NEXT MEETING of The CIVVIH Sub-Committee Mediterranean cities

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- I would like to inform you that the next meeting of the ICOMOS CIVVIH Sub-Committee in Mediterranean cities will be **in Tunis. The colleague arch. FAIKA BEJAOUI** , now President of ICOMOS Tunisie informed that it is possible after the Municipality Elections in the spring of 2017.
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