URBAN COMMUNICATION FOR A QUALIFIED CULTURAL TOURISM IN HISTORICAL CITIES: EXPERIENCES OF URBAN SIGNAGE

REDEVELOPMENT STRATEGIES FOR URBAN LANDSCAPES IN DANGER

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REDEVELOPMENT BY TRADITION
Urban Renewal in World Heritage Cities

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Redevelopment versus (World) Heritage?

Urban Planning: Research & Project management
How can Urban Planning lead to a piece-by-piece redevelopment by which historic characteristics in physical properties and social composition of neighbourhoods are preserved?

Contents:

1. Italian Traditions
2. Heritage in danger
3. District branding
4. Struggle for housing
5. Historic Landscapes
6. Conclusions
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1/. Italy: Research and Creativity on *Genius Loci*

Genova & Venezia: re-use of the Arsenals for cultural tourism
1/. Italy: Flexibility of the Users generates surprising solutions

Firenze & Perugia: new infrastructures in historic properties and cities
2/. Heritage (still) in Danger
3/. Holland: Signage remembering the Past

The Hague Ghetto: Urban Signage and reality (CBD and Highway)
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Urban Renewal in World Heritage Cities

3/. Holland: Sinage by ‘faith’

The Hague New Centre: CBD ‘signage’ with new skylines (100m)
Amsterdam Nieuwmarkt: protests against clearance for infrastructure
4/. Holland: Signage towards new Monuments

Amsterdam School: tourist attraction outside the Historic Centre
5/. Randstad Holland: around a Landscape

Green Heart of Holland: ‘Central Park’ (1.000 km2) or Suburbia?
Amsterdam Defence Line: new Housing referring to fortresses
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Urban Renewal in World Heritage Cities

5/. Holland: Signage by Contrast

Defence Line: station/business park with Sight Axis to Aalsmeer
6/. Conclusions:

a. Strong Urban Planning (‘signage’) supports even “bad” Architecture; Good Architecture gets lost in Urban Chaos;

b. Sustainable assets (following Vitruvius: structure + functionality + aesthetics) can promote ‘heritage’ status

c. Strategic Signage: tourist routes + planned urbanisation can stimulate investments in conservation of heritage