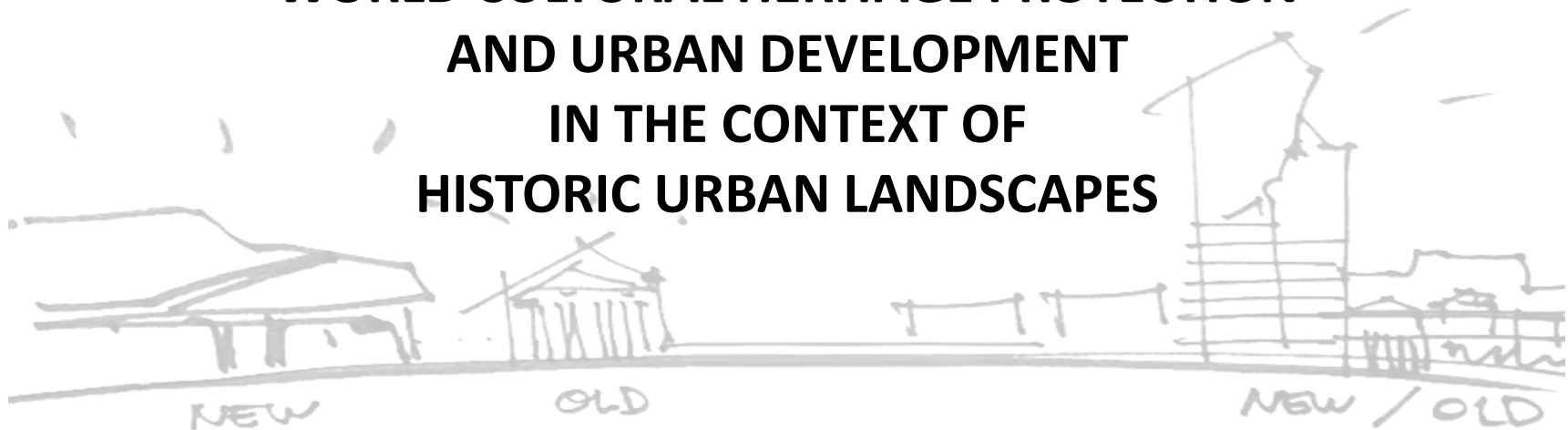
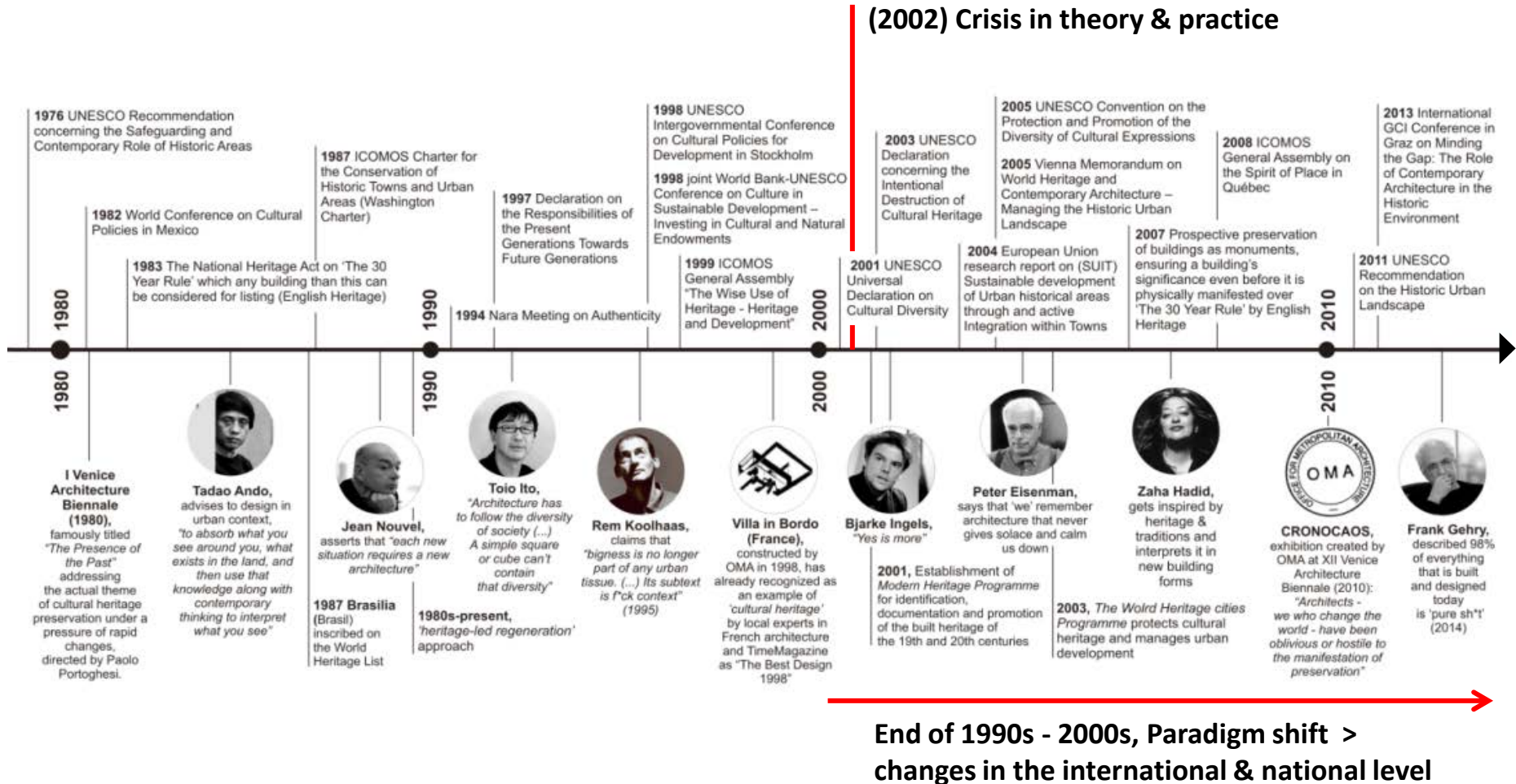


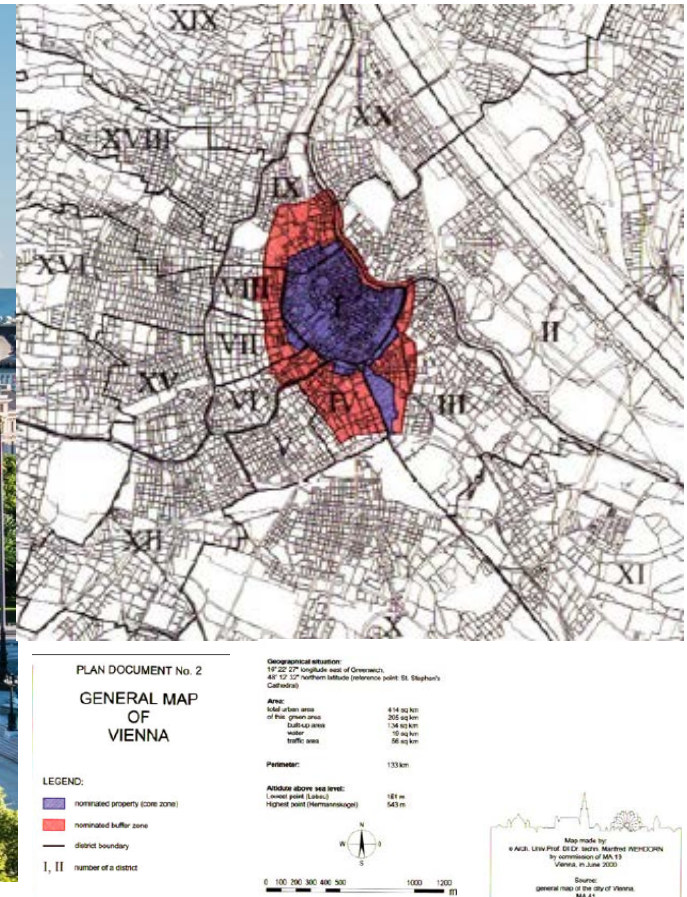
# CONFLICT-SOLVING STRATEGIES ON WORLD CULTURAL HERITAGE PROTECTION AND URBAN DEVELOPMENT IN THE CONTEXT OF HISTORIC URBAN LANDSCAPES



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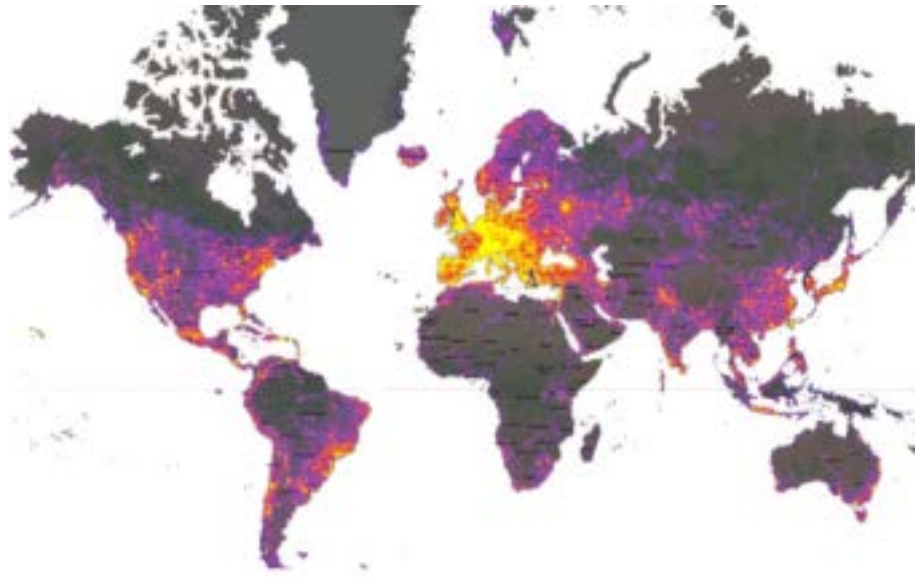
FLORENCE, MARCH, 3-4 , 2016





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

**People choice:**  
Most popular places by taking photos



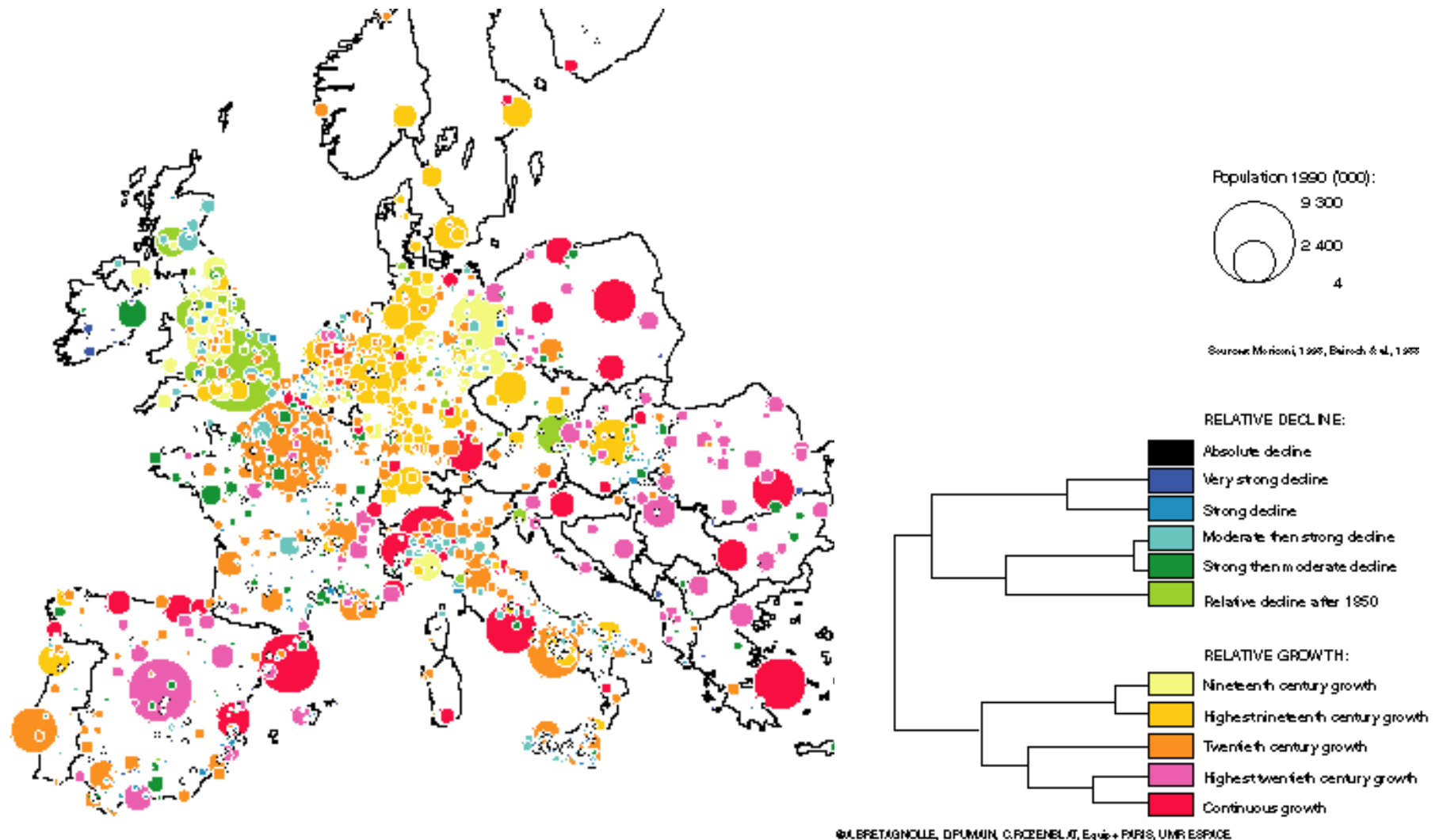
*\* The most popular countries and places by taking photos*  
source: [www.world-statistics.org](http://www.world-statistics.org)

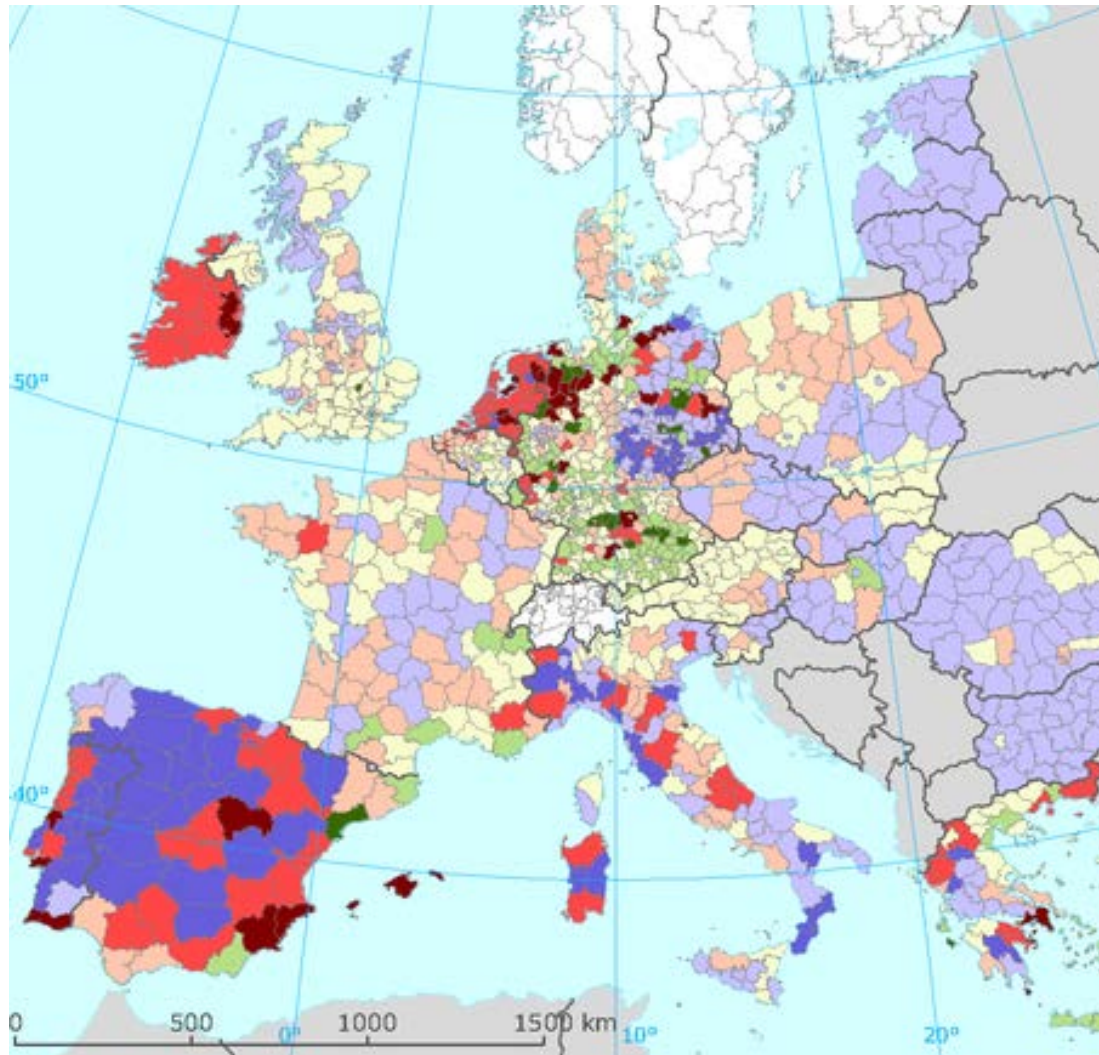
**Professional choice:**  
Protected Heritage by UNESCO



◆ Cultural Heritage    ◆ Mixed    ◆ CH in danger  
◆ Natural Heritage    ◆ NH in danger

*\* 2015: 1031 properties, 802 cultural heritage*





**Urban growth and population development 1990-2000**

Decrease of population density

- Population + < Urban +
- Population + < Urban ++
- Population ++ < Urban ++
- Population - < Urban +
- Population -- < Urban ++

Increase of population density

- Population + > Urban +
- Population ++ > Urban +
- Population ++ > Urban ++
- No data
- Outside data coverage

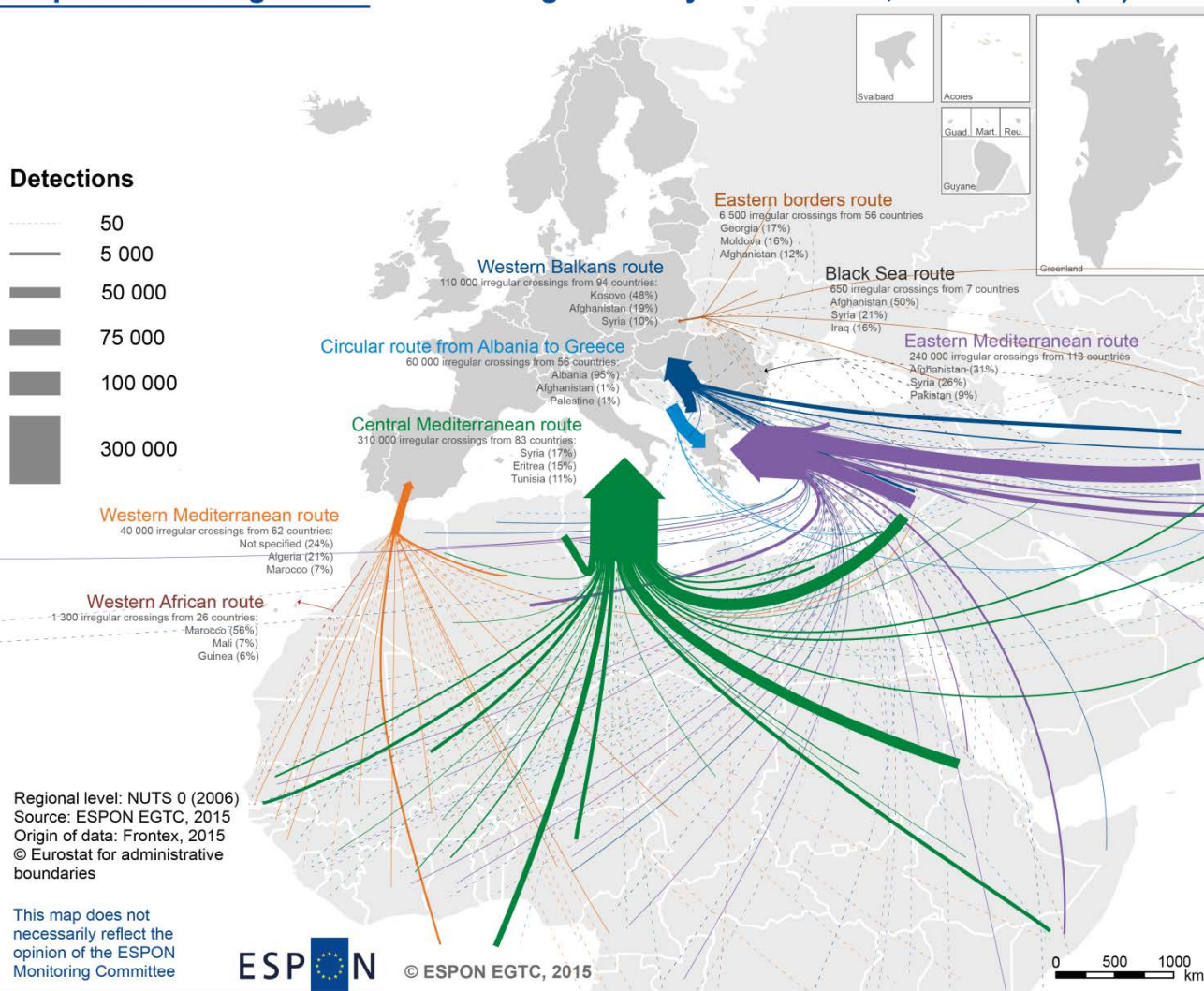
+ Increase to below 10 %

++ Increase 10 % and more

- Decrease to below 10 %

-- Decrease 10 % and more

Map 1 - Main irregular border crossing routes by nationalities, 2010 - 2015 (Q1)

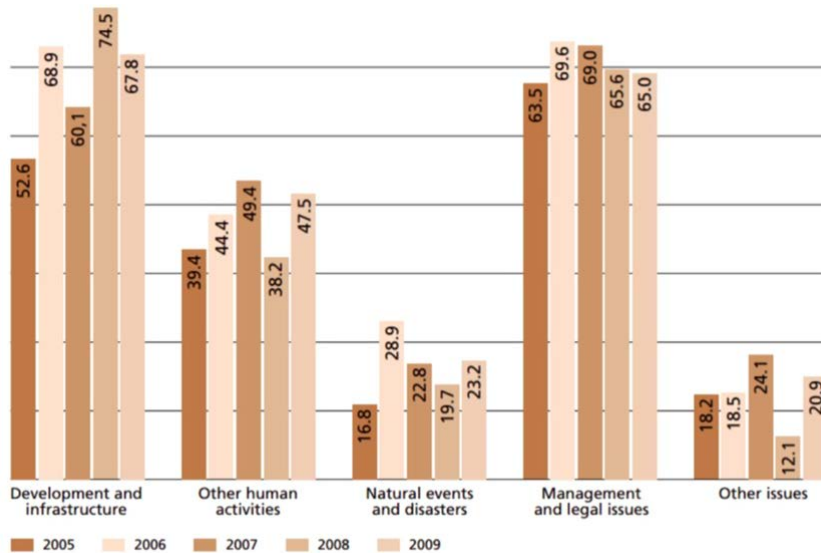


General implications as a result of population growth (immigrants and natural increase):

Numbers of citizens will **double by 2050**, and **triple by 2100** (Angel, 2012).

Urban population is growing by nearly **60 million every year** (WHO, 2014).

Will the immigrants with different cultures and values understand the European cultural heritage?



**Diagram: Percentage of World Heritage properties affected each group of threats (2005-2009)**

- over 10 million people (Mexico, Shanghai, Istanbul, Tokyo, Seoul, Delhi, Buenos Aires, Moscow, etc.)
- 5 - 10 million people (New York, Beijing, Jakarta, Peru, Cairo, Rio de Janeiro, Hong Kong, Bogota, etc.)
- 3 - 5 million people (Singapore, Los Angeles, Sydney, Berlin, Pusan, Xian, Yangon, Ankara, Chengdu, etc.)

**Evaluation criteria for cultural heritage**



**'length'**



**'width'**



**'height'**

**+**



**'time'**

process of urban changes

**Authenticity, Integrity & OUV**

defined by UNESCO Convention (1972)

By UNESCO Recommendation on HUL (2011). Valetta Principals (2011)

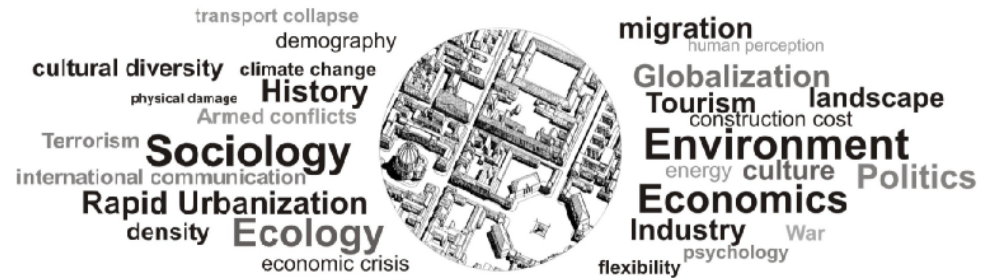
## General factors affected on Historic Urban Landscape:

- (1) realization / self-actualization/ ego:  
**Authority**
- (2) reproduction / sexual instinct:  
**Human survival**
- (3) safety / nourishment / self-preservation instinct: **Life**

## (1) Fundamental aspects of human-being (By Z.Freud):



## (2) External and internal impact factors on urban development:

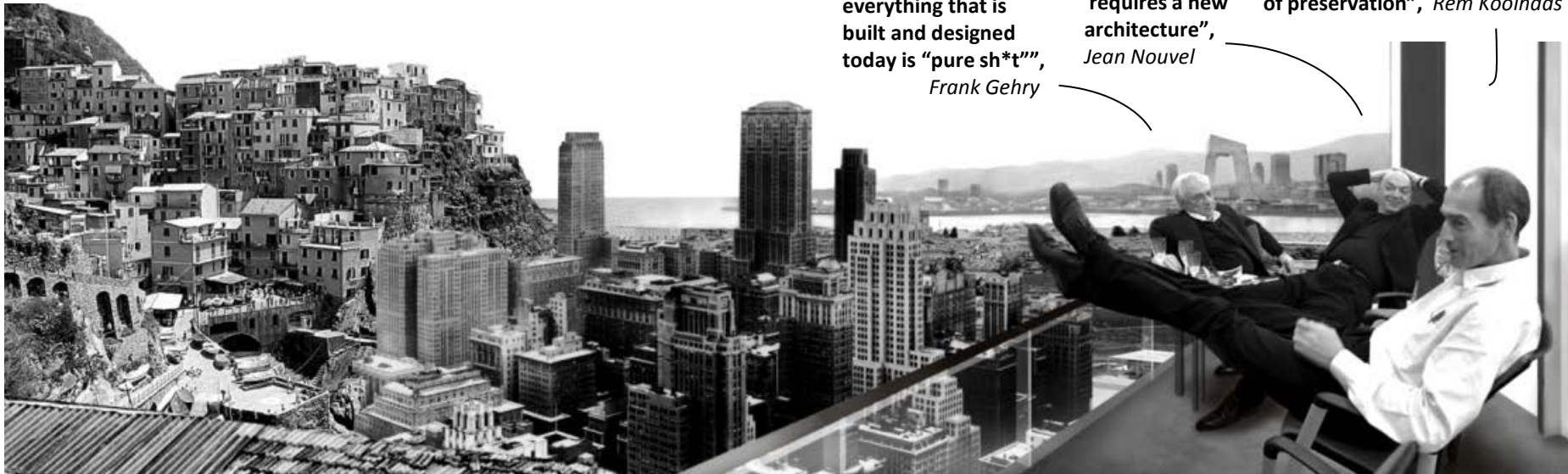


## (3) Personal vision, memory, values and interpretation

“98% of everything that is built and designed today is “pure sh\*t””,  
*Frank Gehry*

“Each new situation requires a new architecture”,  
*Jean Nouvel*

“Architects – we who change the world – have been oblivious of hostile to the manifestations of preservation”, *Rem Koolhaas*



**“ Is a PROTECTION of urban heritage a contemporary UTOPIA?”,**  
(Bandarin & Van Oers, 2012).

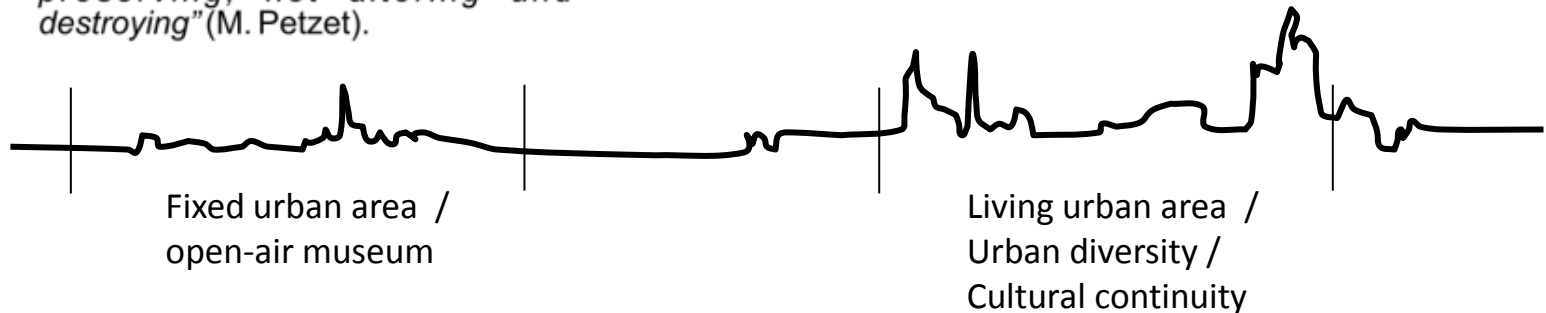
### Protectors

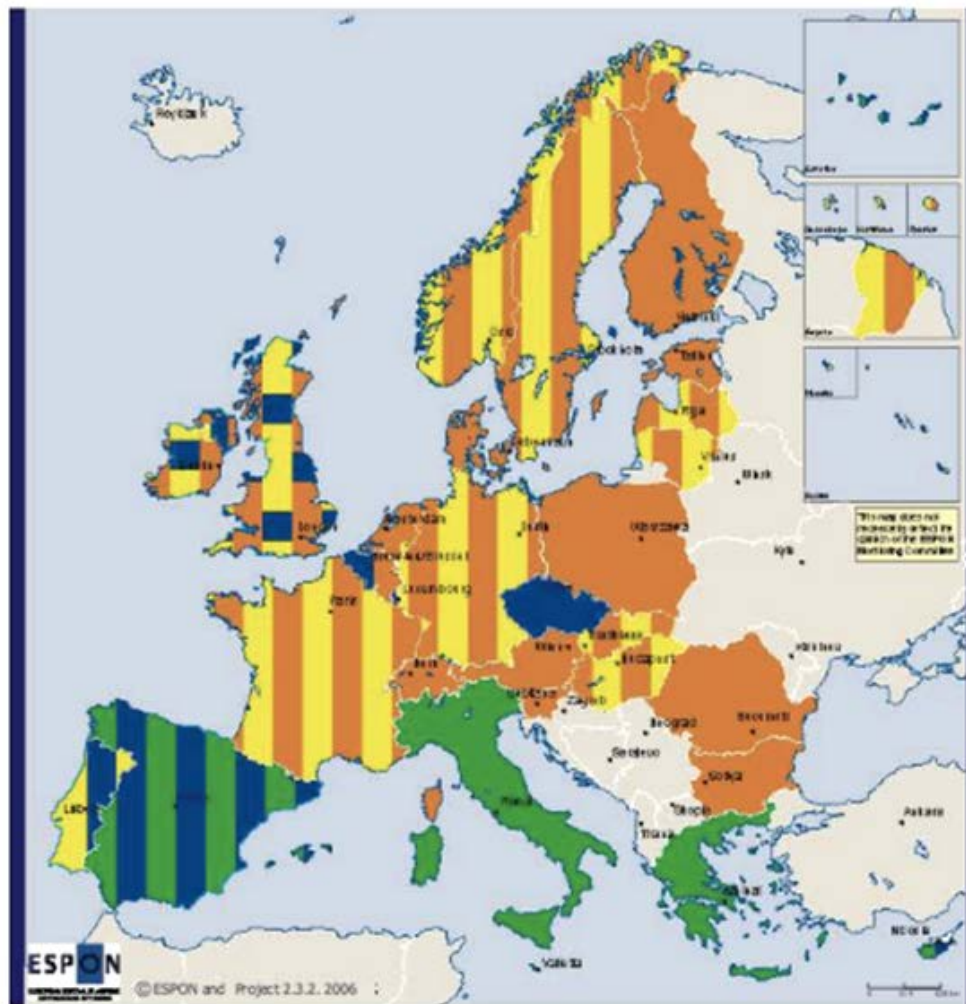
/

### Developers

Some experts critically underlined the position that *“conservation is management of change”* the core ideology of the World Heritage Convention – namely to protect and preserve monuments and sites as unchanged as possible – is being counteracted. For conservation does not mean “managing change”, but preserving – preserving, not altering and destroying” (M. Petzet).

However, the opposite group of experts has admitted a *“paradigm shift”* and a fact that the large amount of historic cities around the world has already lost considerable proportion of their traditional urban typology and morphology, or they are on the way to modifications due to urban redevelopment of nowadays.





- Comprehensive Integrated approach
- Regional Economic approach
- Land Use planning
- Urbanism tradition

© EuroGeographics Association for the administrative boundaries  
Regional level: NUTS 0

Source: ESPON 2.3.2. National Overviews

**By general principles of UNESCO:** a) to foster the protection, management, cooperation;  
b) to evaluate and assess; 3) monitoring.

**By general principles of ICOMOS:**

a) to understand and know;  
b) to evaluate; c) to promote and communicate.

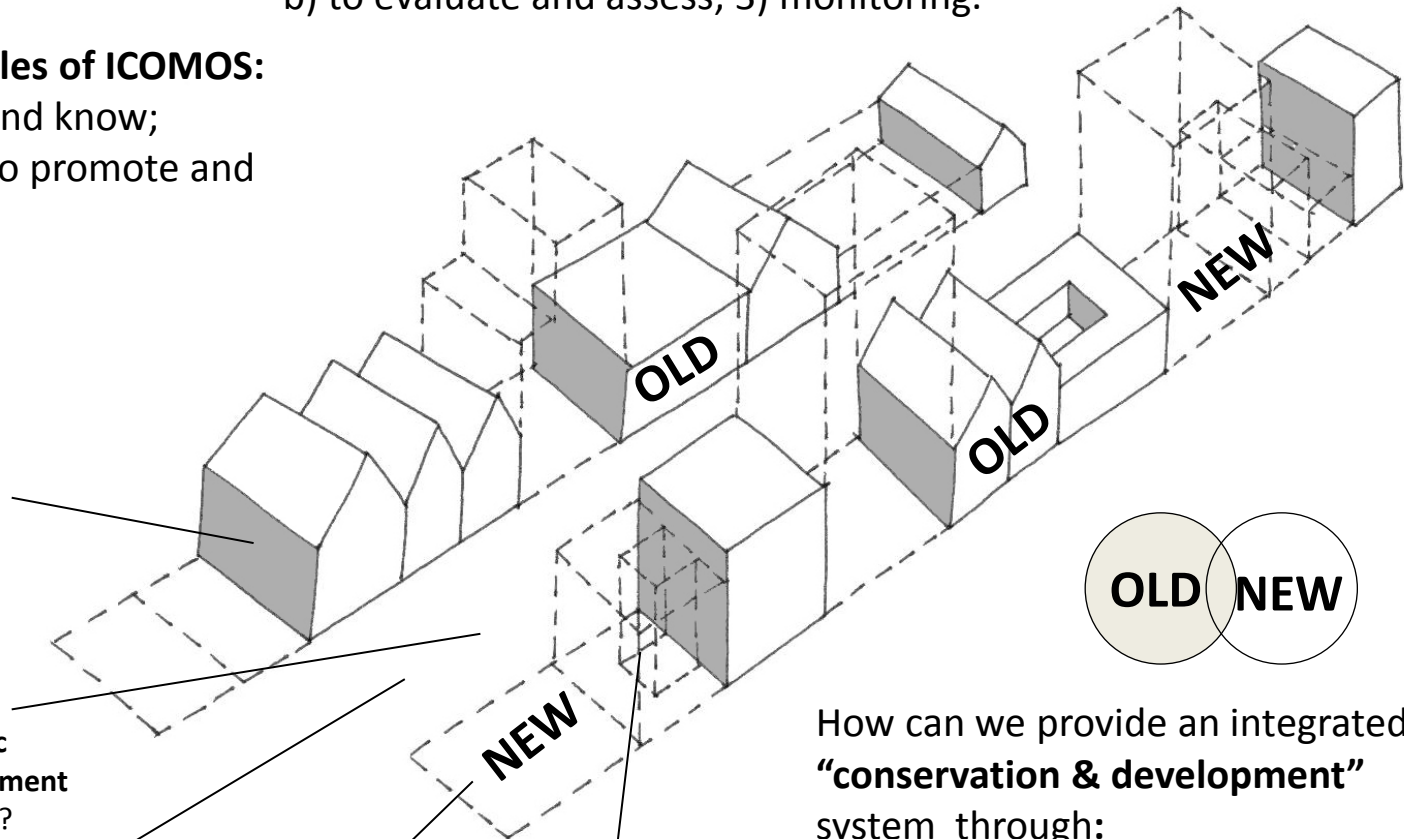
What is a **value** of the **cultural heritage** for all **immigrants** and **current citizens**?

Do the citizens feel a **mental** and **physical connection** with **historic** and **new urban environment** expressed in *genius loci*?

How the **external** and **internal tourism** impact on **cultural heritage** and **urban development**?

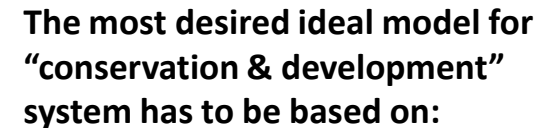
Do the urban environment qualify **cultural, social and economic needs**?

How predict and prevent **uncontrolled urban changes** affected to **cultural heritage**?



How can we provide an integrated “**conservation & development**” system through:

- **cultural and architectural diversity;**
- **cultural heritage protection;**
- **resilience and sustainable urban development?**



- Research on tolerance of change within property's boundaries and its surroundings respecting the principles of integrity (including visual integrity) & authenticity, and management of "*limits for acceptable changes*" by mapping high and less protected zones;
- Awareness of the values and interpretations for historic urban landscape included historic / contemporary planning structure and properties as components of sustainable urban development;
- Study on City Master Plan, land use, monitoring & management.

Integrated “conservation & development” approach in the framework of HUL may go beyond traditional concepts of cultural heritage preservation, but can be considered as a multilevel conflict-solving approach towards the **protection** and **development**, using tools of Heritage Impact Assessment (HIA), management, implementation & monitoring systems, and strategic planning for obtaining sustainable urban development, predominantly trying to prevent a loss of property’s visual and structural integrity and rapid uncontrolled changes of morphological and typological characteristics of surrounding historic urban landscapes providing a historic & cultural continuity and urban diversity expressed in the past, present and future values.

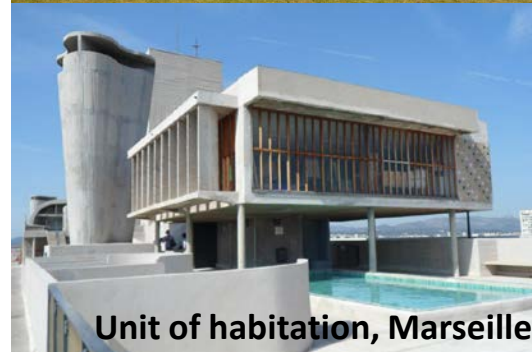


Such diversity and uniqueness of the cultural heritage in the historic urban landscapes should be based on balanced evaluation criteria considering such aspects as «historical», «aesthetic» and other available values under a «time» phenomenon, and the urban heritage should be formed by:

a) **values of the PAST** (cultural heritage as current monuments and sites);



b) **the PRESENT values** (revealing valuable property that pretend to be a world cultural heritage monument or site in the near future);



c) **the FUTURE values** (architectural structures, which afterwards could be able to claim the title of relevant property or cultural heritage monuments and sites).



**Thank you!**  
**Grazie!**