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Can the architectural project offer new ways of interpreting, reading, and understanding heritage and the patrimonialization process?

What are the investigation tools and design actions useful for strengthening the relationships between heritage and context?

How can heritage sites best be valorized, while defining ways to sustainably use heritage and actions for its protection?

Starting from an idea of heritage seen as a *sense of time and a sense of place*, this book poses a hypothesis: that the perspective of the project, at architectural, urban and landscape scales, can be taken as an interpretative key through which to analyse potential and critical issues related to the tourist valorization of heritage.

ISBN 978-88-6242-673-2

Between Sense of Time and Sense of Place

Between Sense of Time and Sense of Place

edited by
Mauro Marzo
Viviana Ferrario
Viola Bertini

DHTL

02

DESIGNING
HERITAGE
TOURISM
LANDSCAPES

LetteraVentidue

Designing
Heritage
Tourism
Landscapes

The series brings together a number of studies dedicated to the phenomenon of heritage tourism. A driving force for territorial regeneration processes and, at the same time, a factor in the alteration of the nature of places, this particular form of tourism represents a field of investigation for a vast number of disciplines.
Open to dialogue with different fields of knowledge, the essays of the series present research focused on the relationship between heritage, landscape and architecture.
In this framework, the analysis of contexts and the project's cross-scale perspective are assumed as lenses through which to read the potentialities and the critical issues related to the touristic use of material and immaterial assets. Can architectural design offer new ways of knowledge and interpretation of heritage? What are the analytical tools and the design methodologies useful for establishing a dialogue with that sense of past and sense of place proper to the concept of heritage itself?
The series answers these questions by illustrating the results of research, teaching experimentations and design explorations which, in light of the complex problems posed by tourism, address the study of the relationship between architecture and the historical city, the transformation of landscapes, and the delicate balance between protection and the use of heritage.

Brazil, *Rio de Janeiro from the Corcovado viewing platform*, 1934. Fondazione Mazzotti photographic archive c/o FAST – Foto Archivio Storico Trevigiano della Provincia di Treviso

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ISBN 978-88-6242-673-2

First edition October 2022

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Book design: Francesco Trovato
Layout: Gaetano Salemi, Alberto Scalia

LetteraVentidue Edizioni Srl
Via Luigi Spagna 50 P
96100 Siracusa, Italy

www.letteraventidue.com

BETWEEN SENSE OF TIME AND SENSE OF PLACE

DESIGNING HERITAGE TOURISM

edited by
Mauro Marzo
Viviana Ferrario
Viola Bertini

LetteraVentidue

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Cities

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Cities have been historically cultural destinations in their role of built contexts with a whole intertwined set of historical and geographical layers. Currently we can point out that many heritage cities can be included in a new category of city, the *city of tourism*, a city configured on an instrumentalized and publicized sense of place and past related to the ways of perceiving, communicating and apprehending each place.

Tourism is generating a cartography of cities worldwide and also a cartography of cultural and heritage places in the context of each city that, as it will be seen, is susceptible to critical discussion. The design of these maps offers many and complex readings, which can be linked with the overmodernity phenomenon defined by french sociologist Marc Augé in his book *Le temps en ruines*, as 'the combined effect of the acceleration of history, a retraction of space and an individualization of destinations'.[1]

Some authors believe that the idea of heritage deals with the ability to put contemporary human signs into an historical perspective, in order to develop a sense of place, based on its value and significance. The concept of heritage results therefore from both that idea of material and its intangible meaning and historical and social conventions, being therefore the result of an interpretation and the collective recognition between cultural and identitary values. These values are, naturally, sometimes accepted or not. Therefore, any significant change in the perception of these values implies their renegotiation, particularly in the context of *Cities*, these ones from medium size to metropolis scale. This idea is related to what Salvatore Settis mentioned as 'theatre of democracy'. In his book, *Architecture and Democracy. Landscape, city, civil rights,* Settis attributes to architecture the responsibility and ethics to unify the perception of history within a contemporary thought.[2]

The eight contributions included in this section are focused on case studies and common problems which appear in cultural contexts as diverse as the European, Latin American, and Asian ones. The authors offer a kaleidoscopic view of the problematic associated with over-tourism by analysing both programmatic and project issues. A relevant number of the contributions deal with urban problems emerging in historical sites of great value, as UNESCO's World Heritage historical cities, so they are supposed to preserve high-level cultural values, becoming typical and current destinations for mass tourism.

Nevertheless, the relationship between tourism and heritage in these cities is not always satisfactory or sustainable, not only because of the over-tourism phenomenon but also of the poor effectiveness of some implemented actions and interventions. The need for mobility and accessibility to urban heritage, for decentralization and empowerment of resources in order to avoid a selective view of the memory of the city, the commitment to a scalar and holistic approach, the reflection on authenticity and integrity derived from the emptying of contents and meanings of urban and built heritage, the simulations in architectural reconstruction, the

application of new communication technologies and the commitment to the inclusion of a functional and social debate in urban renewal projects, are some of the issues tackled. Some of these themes can be summarized in the following topics.

City's heritage needs a *scalar approach* by linking both the city center with their peripheries and the city with its territory. In this sense, the contribution by Dereck Moore, *Beyond the Taj Mahal. A Framework for Enhanced Visitation of the City of Agra*, reveals the possibility of decentralizing the tourist traditional polarizations by designing new centralities and connection networks between them in order to avoid a fragmentary view of the city's memory. Moore highlights a planning and conservation strategy developed with Skidmore, Owings & Merrill, in the context of several tourism initiatives. The project by SOM has consisted in an itinerant and connective infrastructure of mobility to enhance the apprehension of the sense of place by connecting distant resources, reaching, in that way, not only a new relation between different heritage flows but also the improvement of the local economy with new uses. In the same theoretical context, Laura María Lázaro's *The memory of the territory. The case of the precolonial city of Maní, Yucatán, México*, analyzes the historical layers juxtaposed on Maní's urban landscape the same that the previous recovery of what she calls the 'memory of the territory', and the traces printed in the landscape.
The *culture of the city* (imaginary, representations), intangible or representational aspects, can affect both the way of understanding tourism consumption and the planning and design criteria of the city itself in the frame of urban and conservation projects, feeding back by its own urban memory.

The management of *urban memory*, the consideration that cities are *dynamic and evolving organisms*, implies to write a palimpsest which is sometimes susceptible to collide with the destruction of the city's *identity*, related to the concept of *authenticity*. The cases of Venice or Naples are paradigmatic examples. In this sense, a review of UNESCO's management plans is found in Paolo Gasparoli, Francesco Trovò, Katia Basili and Fabiana Pianezze´s *Venice, Venices. Readings and strategies between the picturesque and contemporary consumption towards the search for new significance*. The authors introduce a comprehensive methodology to the city analysis which also aims to be a lever for an integrated project of sustainable development in the post-Covid era.

The text by Orfina Fatigato and Maria Luna Nobile, *Transitory vs Permanent. Cultural explorations in Naples' heritage*, analyses the development of an intermingled view of the different and synchronous urban renewal processes on course affecting the built heritage, in parallel to the worrying process of gentrification that the historic center of Naples is experiencing.

The discussion on the stratigraphy of history leads to the question: What should be the relation between memory and history in urban plans and projects? How to balance the weight of the past and the weight of oblivion?. The question of

simulacrum arises. Elena Longhin and Luis Martin in their contribution *Heritage and capital in contemporary China. Strategies and approaches in the case of Suzhou*, analyse the problematic of the old town of Suzhou in China, a thousand years-old site which has presented several transformations across its historical existence, with a great impact on both its urban morphology and in the Chinese imaginaries, in different ways. It is important to introduce the debate on the relativity of the term authenticity depending on each cultural context, as seen in the Chinese´approach, that focuses more on the intangibility values than in the materiality itself. The issue of simulations in architectural conservation which arises from tourist consumption in cities has, however, large methodological gaps at both the landscape and at urban heritage level. Francesco Caneschi´s *Touristocracy, the death and life of great tourist-historic cities* refers to the polemic theme of the tourist´s cities as non-places, by adopting the term advanced by Marc Augé. Caneschi does a critical reflection on the cities´ conversion into museums with a problematic exposure to tourism. Caneschi shows therefore the failure of the concept of integrated rehabilitation in all historic centers, linked to the processes of gentrification associated with tourism.

Inhabiting historical cities raises a disjunctive problem in the cities where inhabiting is not only tackled in a functional sense, but also in a symbolic sense of coexistence with the past by the local community, facing the global phenomena or manipulations of identity which comes from the transformations related to the attraction of tourism. If the landscape heritage is a cultural construction, which results from the individual and social perceptions as a whole, the final goal of landscape assessment should be the community, which includes residents, builders and managers as important agents in the urban heritage management process. The bottom-up experiences must be considered, as many of the contributions show.

The knowledge of David Lowenthal to promote the participatory and creative attitude of citizens in relation to their landscapes, the management policies of cities from the local and social identity are therefore considered to be important, when they are based not only on the exploration of their growing economic value but also in the statement of its affective dimension in the collective memory. In this context, the contribution of Gasparoli, Trovò, Basili and Pianezze about Venice promotes the processes of empowerment of citizens in the integrated enhancement of territory, increasing the *sense of identity* of the community through the valuation of their own heritage, which can contribute to the awareness of its conservation.

In the same way, Orfina Fatigato and Maria Luna Nobile highlight the question of a renewed idea of *habitability*, regarding Naples´ historic centre protected by UNESCO. Not only the physical heritage should be the aim of conservation measures, but also the residents, since the life of a city depends on the use of its spaces, including the public and residential ones, currently transgressed everywhere by the Airbnb's real estate market. Then a question arises, do the inhabitants have the right to live and experience their own city? Reflections on movements in favor of 'having right to the city', and innovative experiences in order to achieve new forms of hospitality for both tourists and residents are provided here.

Innovation. Most of the contributions deal with the proposition of future solutions in which the SDGs and the post-pandemic crisis are taken into account. Cultural tourism in all its dimensions can also offer alternatives to reinvent cities in a more creative or sustainable way. Designing the essence of the place in both topographic and historical terms in an innovative way is displayed in the contribution by Ettore Vadini, Monica dell´Aglio, Mariafara Favia and Paolo Gianaandrea, *Matera, Water and Tourism: heritage in balance.* Climate change, natural resources like water, 2030 Agenda for Sustainable Development Goals, are introduced.
Maria Grazia Turco in her text *UNESCO Historic Centres. Experiences and synergies between ideal cities and consolidated realities*, proposes, on the one hand, how to apply sustainability and reversibility in heritage interventions, and, on the other hand, the updating of instruments to give significance to monuments and archaeological urban areas which present lack of integrity. Urban acupuncture projects and the great possibilities offered by new technologies such as augmented reality and 3D reproduction, specifically multimedia and virtual restoration have been recently applied in the reconstruction of the archaeological areas of Rome.

In conclusion we can highlight the methodological value and the critical and innovative approach in all the contributions on the aim to rethink the city as a polysemic interweaving of elements stratified in time, providing in this sense new sustainable formulas for the age of the post- pandemic crisis.

Bibliography
Texts, essays and reference books are cited in the notes.

Notes
1. M. Augé, *Le temps en ruines*, Éditions Galilée, Paris, 2003.
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