RESILIENCE OF INNER AREAS
Regeneration and enhancement strategies in small towns

Alessandra **Battisti**

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PART II - Strategies and case studies

Acknowledgements

Being away from home really gives you a privileged point of view on the places where you live your everyday life and you may appreciate and evaluate more clearly what you have been working at for a long time. This is what happened to me once I came back from Munich, my second home after Italy, where I had been invited as visiting professor at the Chair of Building Technology and Climate Responsive Design, directed by Thomas Auer.

My time in Munich between 2019 and 2020, just before the outbreak of the pandemic, gave me the chance to look from a certain distance at all the work I have been carrying out during the past years in Italy regarding small historic centers. I have undertaken this research both through my academic research both through the 2nd level master Program in Valorisation and Management of the Minor Historical Centers – Environment Culture Territory Integrated Actions ACT, of which I have been in charge of for several years.

Throughout these months in Munich, I have had the opportunity to discuss with professors and researchers of the Chair of Building Technology and Climate Responsive Design. They have given me advices, suggestions and have stimulated me on topics I hadn't thought of before. It is in this rich environment that this book came to light, outcome of a process that has marked my academic life for a considerable period of time.

First of all I must thank Thomas Auer since he encouraged me to write the book, colleague with whom I have had the opportunity to confront myself several times due to his great critical sense.

Introduction

Thomas Auer

We are living in a unique time, in which countries around the world are working together to prevent the spread of Covid-19. The pandemic has affected every place on the planet and every aspect of society, unleashing a nearly unprecedented humanitarian crisis (rivalled only by the Spanish flu crisis of 1918), accompanied also by widespread economic disruption. At this time, as architects, designers, and technologists, we find ourselves on uncharted territory: certainties on existing dwelling and urban planning strategies have collapsed in the face of the current health troubles, in which the determinants of health and well-being have wavered, clearly exposing all the fault lines in the Western lifestyle.

Hence the demands from the market that urges us to quickly adapt our long-standing models of designing how to live in metropolises and large cities, places that have always been tasked with concentrating people and business, and with adopting all the measures needed to combat crises of such proportions. Many architects have seen the lifestyle in Europe's small historic towns and hailed it as one for recovering a healthy form of human relationships and for setting limits on density and excessive size. Shifting the reflection to time and lifestyles, "slow living" is seen as one of the possible responses not for supposing a pre-Covid "normality," but for actually proposing new dwelling models able to combat not just Covid, but also and above all what is and continues to be our millennium's true challenge: mitigation of and adaptation to climate change. Alessandra Battisti's book – which took shape during the months when she was a guest under my professorship in Munich thanks to

MIUR (Ministry of Education, University and Research) DAAD funding – interprets historic small towns and European inner areas not as an anchor of salvation in this sense (an operation that would be improper and utopian from a great many perspectives), so much, rather, as a resource to be rediscovered and managed through comprehensive, systematic European policies that network the territory of inner areas through the strategic nodes marked by small cities. The book illustrates many projects and good practices already carried out through European funding, for a rich heritage of locally developed experiences; above all, it proposes technological and design experimentation carried out under her scientific responsibility, focusing on IT innovations, creativity, human solidarity, use of renewable energies, innovative technologies, and strategies of sustainable mobility. All these examples allow us to reinterpret, in a nutshell, the process for a new urban planning in the third millennium, conceived for places that are home to one half of Europe's population: settlements spatially distant from large cities and insufficiently served by infrastructures, low in population density, marked by progressive rarefaction of the public urban weave and by abandoned areas and voids comingling with points of concentration and fragments of agriculture. To date, these rural and natural landscapes – succumbing to depopulation, a dearth of jobs, a lack of maintenance, and the ecological disasters associated with climate change – have still maintained a persistent "vocation for beauty."

The book tasks our technological discipline – one linked to a sustainable Responsive Climate Design, supplemented by other, equally important disciplines like urban planning and computer engineering, but also those in the arts and communications – with translating into concrete terms the practices that can articulate general interests and guarantee the permanence of beauty in the landscape and territory, while transforming these dwelling models and allowing them to evolve, and at the same time reinterpreting them as a common good for all.

The text casts light on development and protection actions that can respond to social, environmental, and economic

needs through an innovative use of the cultural and scenic heritage of inner areas, with constant attention to the result, while at all times seeking to rediscover a linkage between technological innovation, tradition and design, public interest, and an aspiration for the tangible, between public policies and programmes promoted for the use of investment funds, pointing to a new public/private partnership. On this narrative, the book unravels the relationship between past and future, tradition and innovation, space and time – without ever losing sight of local physical and intangible realities, but by making the stories of each place the strength of the account, and of design.

PART I
Spaces and places

1. Living in inner areas to experience both past and present

Abstract

In the current global economic system, Europe's minor historic towns – the pulsing heart of the very meaning of Europe – are gradually losing their attractiveness due to the trend of the population's growing concentration in large cities. In fact, small- and medium-sized towns located in peripheral areas appear incapable today of undertaking a prospect for development. The problem has gradually exacerbated the gap between large cities and small towns, although the latter offer greater liveability and quality of life.

For inner areas, the need to provide a response to the challenges raised by climate change, pandemics, and the current economic and structural situation appears to offer new opportunities for development. These opportunities can make them socially and economically competitive, confirming their vocation by innovating it and cross-breeding it with other sectors like tourism, culture, and technology, while valorizing the benefits of the small size, human capital, and innate capacity for hospitality present within the communities settled there.

1.1 Past and present

It is difficult to fully understand and comprehend the present and future of historic inner areas without noting that they combine two approaches to the past: on the one hand, a break, on the other, a mediation [1]. We must leave behind our firmly entrenched modes of consumption and

methods of production, our energy-intensive systems of mobility, and yet we have an opportunity to arrive at a new concept of life and society built upon the fabric of these small, slow-paced population centres, whose remove from disruptive economic forces has preserved them as storehouses of memory and cultural artefacts, as repositories of narrative and myth [2] – as was convincingly demonstrated by the exposition "Countryside, The Future"([1]), which ventured that the future of humanity cannot do without a return of non-urban areas to a role of central importance, though pluralism and cultural diversity must also be defended, seeing that the essence of inner areas shall either be plural, or part of a territorial network [3], or it shall not be at all [4]. Thus the need for innovative technologies, clean systems for the production of energy, and processes that optimise constructed resources, so as to stop the exponential growth of metropolitan areas and cities while pursuing new methods of production and consumption, in order to "resume" living, consuming, producing and moving, but in a different way, at a slower pace, and therefore lower levels of consumption and reduced quantities of every type of polluting emission.

Such concepts are clearly illustrated in Jean-Pierre Le Goff's book "La fin du village", a study carried out by spending a number of years immersed in the day-to-day lives of the inhabitants of a town in the Luberon area, many of whom were interviewed. In addition, archives were consulted and a range of documentary evidence was collected, in order to look beyond the customary clichés or idealised visions of life in Provence. The resulting portrait shows a village whose older residents consider themselves to be the last representatives of a dying culture and collective memory, in the midst of an age of unemployment and disengagement that sets the lifestyles of the rural, and neo-rural, populations in stark contrast to the phenomenon of mass tourism. In inner areas, the social fractures combine with cultural fractures, bringing into play different conceptions of individual and collective life, in a microcosm that lays bare the angst of the global world [5]. For while the village, the burgh, the historic core of a small town are responsi-

ble for preserving ties with unchanging, slower, highly stratified ways of life, they must also deal with the speed of internet connections and innovative "smart" technology, solemn guardians of the value of physical and cultural distance from "the other" [6], and – in this recent period of pandemic – of the fear of drawing near the other.

Both outlooks test and enrich themselves through the other: demands for independence need to avoid the trap of a fundamentalism of identity, while the mediation must avoid becoming nothing more than a passive recording of the existing balance of forces [7].

1.2 Definition of inner areas: the ability to network as a complex element of the notion of contemporaneity

One of the chief shared characteristics of Europe's inner areas is their reduced accessibility and connectivity, which affects their potential for development, and therefore their quality of life. In France, such places are referred to as "contextes territoriaux contrastés": "sensitive" settings that suffer from relative isolation, neglect and widespread deterioration [8], being unsuited for traditional economic activity but, at the same time, incapable of benefiting from globalisation [9].

The enhancement of these territories, along with the renewal of their settlements, will be a focal point for forthcoming financial programs and national and international policies [10]. However, inner areas are hard to define, potentially including different kinds of settlements (rural villages, small historical centers etc.) and, with regard to cultural heritage, a number of possible situations in terms of surroundings, legislation, dimension, even the possibility of transformation.

Thus, starting from the definition of rural and marginal areas, and then drawing on a variety of additional disciplinary approaches (economic, social, urban planning etc.), this text aims at considering, on the one hand, what the sustainable valorisation of local cultural heritage can produce in terms of the enhancement of inner areas and, on the other hand, how the example of inner areas can provide

best practices for the establishment of a more general European framework for the management of cultural assets.

In fact, the study of inner areas implies recognition of recurring patterns that can create a connection between similar areas in different countries, providing the base for supporting and planning international, but specific, policies for their development.

The European report Inner peripheries [11], identifies three main concepts of inner peripherality, each characterised by its own drivers and impacts and, therefore, by its own possibilities for intervention.
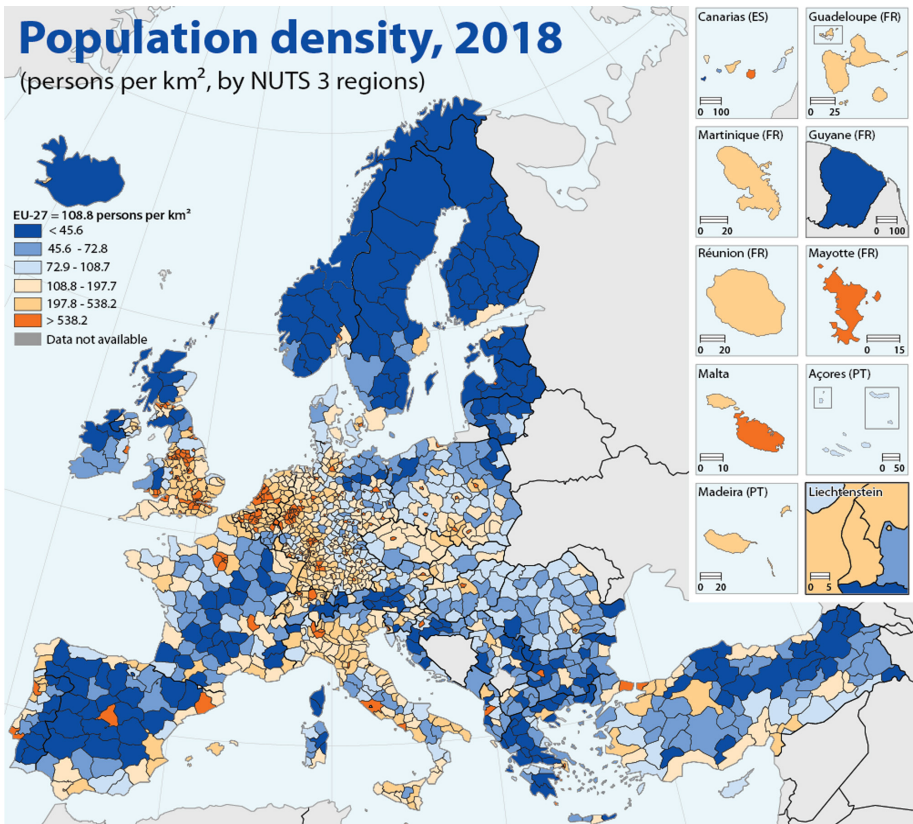
Fig 1.1 Population density map 2018 (source: Eurostat)

In enclaves of low economic potential (IP1), the con¬nectivity gap is the long travel-time to centres of economic activity, leading to low "economic potential". Responses need to consider improving connections to main transport networks through conventional infrastructure improvements, logistics systems or reductions in travel costs.

In areas with poor access to services of general interest (IP2), the emphasis is on intra-regional service delivery/access, potentially incorporating novel IT-based solutions. Restructuring administrative areas in search of economies of scale may cause or worsen this type of IP.

In areas lacking relational proximity (IP3), the emphasis is on non-spatial factors and processes leading to low levels of socio-economic performance. Interventions point to the benefits of strengthening interaction among local actors [12].

Before reflecting on concepts of accessibility and connectivity of inner areas, the work delves into the way in which programs and projects of recent years have interpreted the roles, the ties to the current cultural debate and the respective positions, in terms of space and time, of tradition and innovation, proposing scenarios based on new equilibriums of localisation, structures and services that inevitably affect the way land is used, especially as regards the make-up of city and country landscapes [13]. Throughout the work, the inevitable rhetorical flourishes are "weeded out" while making sure, at the same time, to identify unseen objectives amidst the interwoven array of protagonists and stakeholders, in order to arrive at an assessment of the outcomes of programs and projects.

In the accounts found in the literature of similar experiences of varying success undertaken in Italy, originally with outside resources, and in recent decades through EU co-financing, a major underlying theme is the dialectic conflict, or the contradictory but simultaneous presence, of both integrated strategies for the revival of historic territories and scenarios that strongly favour restrictive, distinctively mercantile interpretations of "valorisation".

The work, having formulated the three theoretical types of inner areas mentioned above, a necessary first step to

more precisely focussing the study, moves on to an analysis entailing a dialectic examination of the juxtaposition of tradition and innovation, of the landscape, rural life and tourism, so as to develop responses that constitute environmentally sustainable initiatives.

Seen in this light, the dynamic territorial network approach plays a critical role, with its stress on focus, which favours operations involving a variety of scales and disciplines, resulting in a "regeneration project" that requires a further reduction in scope, a key factor in distinguishing initiatives of mere "defence and preservation" from projects that specifically contrast climate change, land consumption and social disadvantage, all in order to valorise inherited resources in such a way that technological culture expands its confines, permitting infusions of other disciplines, such as urban planning, design, medicine, economics, anthropology, sociology [14], environmental psychology, climatology and human geography. At first glance, it might appear that the technological-environmental quality of inner areas is the result of a series of isolated, self-contained initiatives, whereas the approach taken to this complex problem is clearly systematic, as shown by the Environment, Health and Wellbeing Nexus report published by the European Environmental Agency [15].

With this in mind, the work addresses project initiatives involving inner areas as "complex systems", while the methodological analysis presents a series of joint actions ranging from an initial gauging of resources, constraints and data on climate to a subsequent confirmation of conditions of feasibility [16]; from determination of forecast objectives and results to the formulation of phases and timing for implementation; from the selection of focussed strategies to the preparation of activities of evaluation before, during and after the event.

The result is a vast array of interdisciplinary objectives that, through the involvement of a varied set of protagonists and stakeholders within a complex system, make necessary an integrated, flexible approach able to incorporate existing values while adjusting to changing conditions [17, 18].

The resulting methodological process, with its unquestionably innovative features, refers, first and foremost, to the environmental and cultural context, to the contamination and integration of various technologies [19], of real and virtual systems, natural and artificial components, with these juxtapositions, together with observations on the experimentation underway, pointing to a trend that is anything but uniform when it comes how it moves forward, also involving the establishment of new linguistic codes able to translate into a planning process driven by instances of dialectic exchange and dialogue an opportunity for expression that portrays the transformation of an inner area through its anthropic, biophysical and bioclimatic features, producing a substantive narrative of the place, the territory and the landscape [20].

Notes

[1] The exhibition "Countryside, The Future", which opened in February 2020 at New York's Solomon R. Guggenheim Museum, was curated by Troy Conrad Therrien, head of the Guggenheim's architecture department, and Dutch architect Rem Koolhaas.
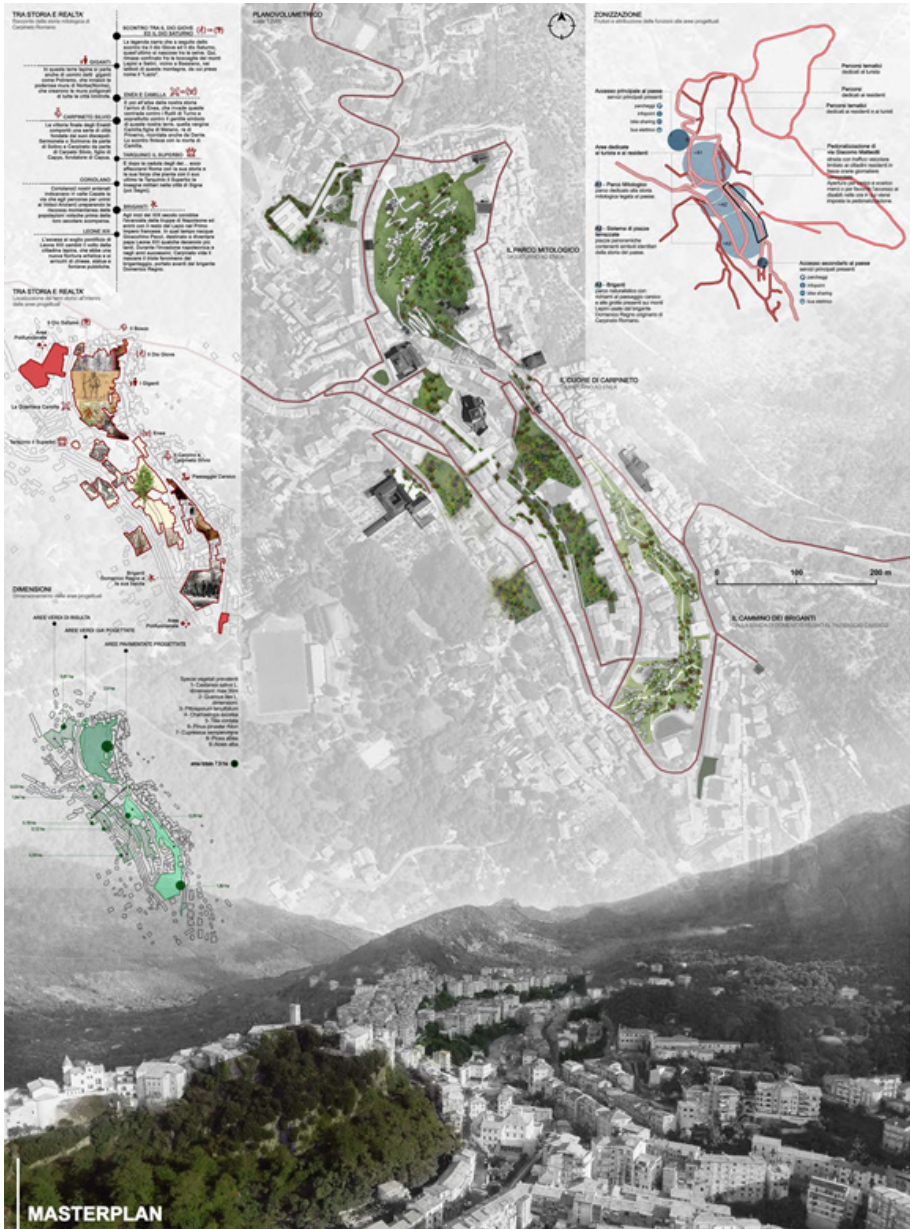
Fig 1.2 Myth and History in Carpineto Romano, Monti Lepini, Lazio, Italy (Research carried out by Alessandra Battisti and Jlenia Ruggiero)

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2. Cultural debate between tradition and technological innovation Rurality, landscaping, tourism and sustainable development

Abstract

New attention has been focussed on the marginality of some rural and urban phenomena, part of a depopulation process, in the current debate on forms of living that can respond to the problems posed by climate change, dwindling resources, sustainability, globalization, etc. As specifically regards the presence and management of manifestations of the cultural heritage, these approaches can offer examples of use in understanding how the valorisation and generation of economic value have to be balanced by the need to preserve the integrity of the site and the local human ecosystem, activating a process of exchange and participation rather than one of consumption.

Thus, starting from the definition of rural and inner areas, and bringing into play a variety of disciplinary approaches (economic, social, urban planning etc.), this proposal sets out to consider, on the one hand, what the sustainable valorisation of manifestations of the local cultural heritage can produce in terms of the enhancement of inner areas and, on the other hand, how the example of inner areas can provide best practices able to define a more general European framework for the management of our cultural heritage.

Keywords
Legacy, Local development, Sustainable tourism

2.1 The teaching of time

The "2030 Agenda for Sustainable Development" identifies 17 SDGs as objectives SDGs [1], implicitly formulating a j'accuse of the current model of world growth and

evolution from an environmental, economic and social standpoint of view. In fact, moving beyond the idea that sustainability is only an environmental issue, the 169 goals that the signatory countries have committed themselves to achieving by 2030 constitute an integrated vision of the various dimensions of development [2]. Furthermore, according to recent contributions to research and opinions, we must look to the past, to spontaneous, rural, pre-industrial villages, in order to write a future in which some of the signs and values they preserve as a perennial and lasting heritage can be used to regulate the management of the economy and territorial concerns [3]. A legacy that emerges in a highly diversified way in terms of the landscape and territory [4], with pluri-millennial biophysical processes having produced differences in exposure to the sun, winds, humidity, temperature, vegetation and species, while centuries of anthropic processes have produced a stratification of signs, meanings, cultures, "an attraction for the permanent settlement of the most varied ethnic groups and a conservation and regeneration of their cultures, the diversity of languages, attitudes, food, music and gestures" [5].

The comes the time of "narrated history", according to the definition given by the historian Le Goff, dominated by the "infinitely human" [6], an experience that leaves its traces in unofficial sources. In this history, time and culture are not the idealistic and disenchanted Geist of an era, but rather translate into storytelling, myth, story, and architecture, with the constructed environment containing dreams and hopes produced by the encounter-clash of the individual and the collective, of the subordinate and dominant classes.

A first step towards recovering the "teaching of time" of rural realities, their material surfaces, images and contexts, is to ask what initiatives can be taken in public-heritage policy today with reference to issues of climate change, land use, environmental risks and slow tourism [7]. What criteria can influence these policies? The search for temporary constraints with a short-term return or the definition of long-term, organic strategies? Or should we instead es-

tablish a culture of redevelopment and enhancement that foresees forms of organization centred on models of "collective intelligence" [8]?

What is needed is a spontaneous intelligence that definitively exorcises every sterile reduction of the complex problems we are tasked with addressing, providing the underpinnings of resilient strategies based on anthropic interventions that pay attention to the constructed environment [9], but also to processes of deterioration and the resulting transformations over time, delivering as output narratives and inventions of a landscape, a territorial and local heritage, of a certain type. In such situations, the relationship between "innovation-experimentation", on the one hand, and "protection-conservation", on the other, is equally problematic. It would clearly be inconceivable to address this heritage of values without considering the aspects of technology and experimentation: culture always places the roots of its possible development in knowledge [10].

In this context, two dimensions overlap: on the broader scale, the objectives of "protection", and, on a more detailed scale, the "transformative" needs; the supra-temporal dimension of the diachronic continuity of meanings and places, and the more meticulous one of the needs and functional needs subject to a succession of events in which "the chronicle produces history in its permanent evolution" [11].

A regeneration process that must, therefore, be configured as an internal concentration of the history and evolution of inhabitants and settlements [12], understood as places of knowledge, presence, value, the result of the human and intangible resources that this history has contributed to writing [13]; situations in which it emerges that it is no longer enough to recover individual buildings within areas that are becoming depopulated, but initiatives must be taken involving the landscape, extensive hamlets and hubs, public and private assets, in order to engage in a new semiotics of landscape and architecture tied to other policies in specific sectors [14].

2.2 Rurality, landscaping, tourism

At present, approximately 28% of the EU population lives primarily in rural inner areas, while 31.6% reside in small cities or suburban districts (intermediate areas), and the remaining 40.4% are concentrated in larger cities [15]. Throughout the world, the trend towards urbanisation appears inexorable. By 2050, city dwellers are forecast to

Predominantly urban regions (rural population is less then 20% of the total population)

Intermediate regions (rural population is between 20% and 50% of the total population)

Predominantly rural population (rural population is 50% or more of the total population)

Data not available
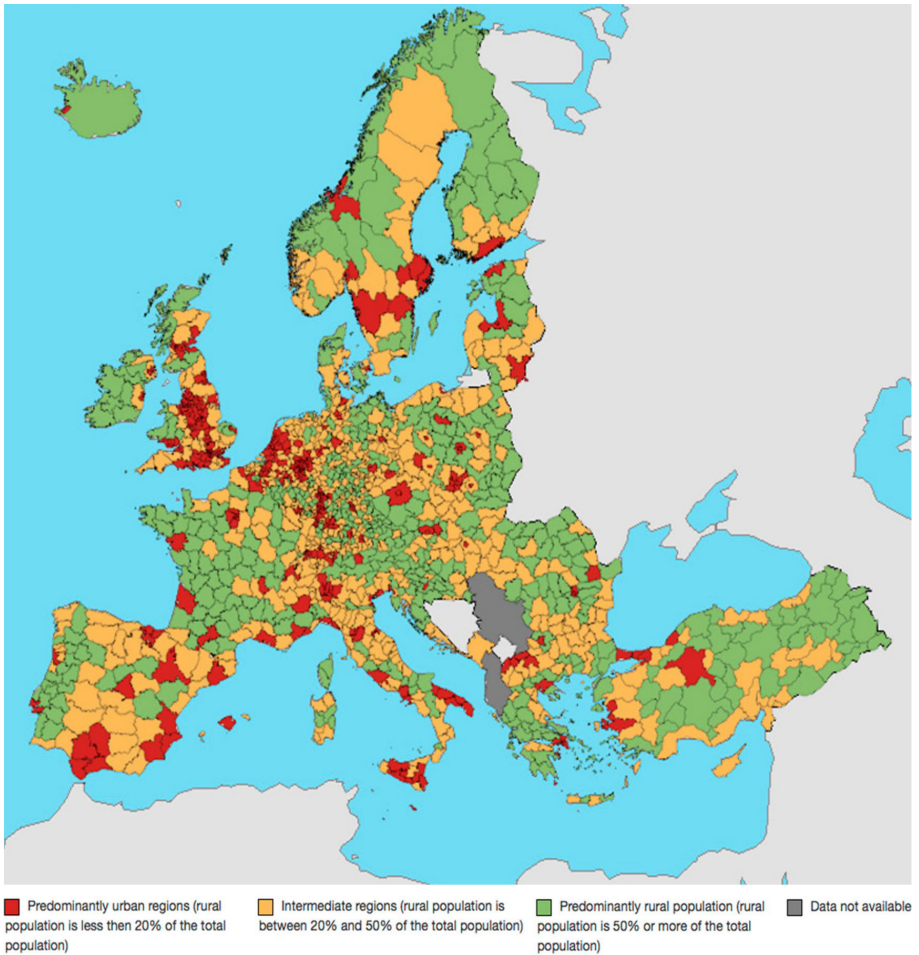
Fig 2.1 Urban rural tipology map 2017 (source: Eurostat 2017)

increase by 24.1 million, while the population of predominantly rural areas will fall by 7.9 million [16]. In the decades to come, depopulation will occur in European inner areas in Spain, France, Germany, Poland, Slovenia, Romania, the Czech Republic, Greece and Italy [17], mainly due to two factors: emigration of the working-age population to big cities, plus the ongoing ageing of the population in inner areas, something generally accompanied by a low birth rate [18].

Though depopulation is normally viewed as a symptom rather than a cause of rural decline, which depends primarily to low levels of accessibility and economic opportunity [19], it still constitutes one of the chief factors to be addressed in managing the complex changes taking place in inner areas, which have led to the emergence of new political visions that, at least in their declarations of intent, increasingly shift their focus from "agriculture" to "rural development", a focus of policies of tourism and regeneration. In a far more incisive way than other forms of planning, that drawn up for inner areas tends to present itself as a generalised approach to change in society [20] and to the overall framework of life, capable of analysing points of diversity and proposing "custom-tailored sites" in the communities of residence [21].

In reviewing a number of the European strategies, it can be noted that the operating instruments used in France for inner areas take the form of "Contracts of Reciprocity", under which cities and their surrounding countrysides agree to improve the sustainability of rural services, economic development and the environment. A different approach is followed by Belgium's "Service Design" strategy for Western Flanders, which focusses more closely on improving transport and mobility in towns, while involving citizens in decision-making processes [22].

In Sweden, emphasis is placed on increasing services in inner and rural areas by supporting initiatives designed to heighten accessibility to them, meaning both public and private services. Spanish policies for sustainable rural development are enacted through an integrated approach supporting rural infrastructures, and utilising and imple-

menting ICT, together with a wide range of rural services, with efforts including incentives for economic development to counter depopulation[1].

In Italy, an integrated national strategy of socio-economic development has been formulated in recent years, involving approximately 13 million citizens and including four specific pilot initiatives geared towards supporting innovations in local services.

Taking a closer look at the Italian situation, the first thing to note is that its inner areas are typically characterised by the unused territorial capital left behind following economic decline and emigration, in the form of "abandoned landscapes": semi-natural (agro-forest) systems that are no longer used, decommissioned building stock, traditional knowledge no longer put to use.

A second point meriting attention are the social costs generated by processes of production and consumption, pointing to the need to acknowledge the existence of dynamic relations between the use of natural resources, environmental quality, health and wellness, and then forsake compartmentalised approaches based solely on risk evaluation, in favour of more integrated, eco-systemic perspectives that focus, in formulating meaningful policies, on prevention, heightening awareness, and overall wellbeing [23].

Seen in this light, hydrogeological imbalances, inadequate maintenance, loss of biodiversity, deterioration of human countrysides and loss of traditional know-how appear to be top-priority areas of intervention.

The third vitally important consideration is the social disadvantage tied to the shortage of basic services: education, healthcare, mobility and connectivity. This shortcoming is traceable, in part, to the low population density of these territories, which makes it difficult to organise efficient production of services [24].

What is needed is a scenario capable of interpreting an evolving territorial system by addressing topics of space, economics, social and environmental concerns, tracing their future paths of development, in order to identify prospective initiatives which should be judged in terms of:

• Defence of the territory and local communities;
• Valorisation of natural and cultural resources, and sustainable tourism;
• Systems of agro-food production and local development;
• Energy savings and local renewable-energy production facilities;
• Know-how and crafts skills.

When this perspective – endorsed by many authors – is used to view the various projects being implemented under national and regional strategies promoting the valorisation of historic minor population centres, as well as the revival of rural services and the quality of life, systemic strategic guidelines can be identified on multiple scales, both horizontal and vertical, for the purpose of:

1. conceiving of a model of regional governance with operating objectives and long-term resources, commitment and leadership, active on various scales, from local to regional, and in inter-municipal cooperation, with contributions from both public and private stakeholders;

2. valorising minor historic population centres and meaningful distinguishing features of historic rural landscapes, through a process that reinterprets as potential the complexity, and the multiple manifestations, of the value of inner areas with respect to history, identity and rural life;

3. improving relations between historic settlements (historic towns, burghs, villages) and their surrounding territories by establishing principles and criteria capable of improving and guaranteeing the wellbeing of the landscape and the territorial environment;

4. developing and confirming a functional role for the historic resources of minor population centres through the dissemination of good practices for the transformation, as well as the preservation, of rural architecture and the landscape, with positive repercussions for the environment as well;

5. economic diversification, in order to promote local resilience, focussed on the endogenous management of resources and, whenever possible, initiatives designed to encourage businesses to establish operations in inner, rural areas;

6. active involvement of the established communities in determining the actions and initiatives of the public authorities whose decisions have a direct or indirect effect on landscape considerations in the territory they govern, in particular as regards regional, provincial, municipal and sector-based planning;

7. use of European Community funds to transform, preserve and valorise the historic landscape while reinforcing synergies between policies regarding the environment, the landscape, urban planning, architecture, culture and rural areas, with respect to topics of resilience and the defence of the landscape and the environment;

8. strategic, multi-settlement planning through the identification of accessible services shared by different locales, making possible the establishment of multifunctional service hubs, so as to optimise resources while maximising the impact of ICTs for the public;

9. the creation of broadband infrastructures and the introduction of e-learning, smart-working, e-commerce, tele-medicine and tele-work, with educational propagation of digital opportunities through courses for both citizens and business operators, plus the organisation of pilot cases;

10. the promotion and creation of a monitoring system through the application of indicators capable of controlling the territorial transformations of inner areas, minor historic population centres and rural landscapes, as well as the effectiveness of the initiatives proposed.

2.3 Tourism and sustainable development

In Italy, on the strength of these policies, new alternative tourism practices have grown more rapidly in the last decade than traditional mass operations, thanks to the implementation of integrated systems of strategic planning, monitoring and participatory initiatives within the territory. These operations have generated new attention for the lesser known inner places and landscapes, promoting an experiential, multi-season form of tourism [25]. This transition of tourism [26] finds travellers more aware of the importance of preserving ecosystems, and natural and cultural resources, and more conscious of their expec-

tations, a development favoured by the widespread use of websites that are leading to a reformulation and reorganisation of the entire tourist industry. To valorise these offerings, and make them eco-touristic, good practices in the environmentally sustainable construction and management of tourist products should be favoured, along with reinforcement of the professional skills of companies in the sector, plus encouragement of a network approach among

VILLETTA BARREA
sup: 20,52 kmq
altezza s.l.m.: 990 m
numero abitanti: 677
densità: 32,99 ab/kmq

ROCCA PIA
sup: 45,00 kmq
altezza s.l.m.: 1.181 m
numero abitanti:171
densità: 3,8 ab/kmq

PESCOCOSTANZO
sup: 52,16 kmq
altezza s.l.m.: 1.395 m
numero abitanti: 1.179
densità: 22,6 ab/kmq

RIVISONDOLI
sup: 31,51 kmq
altezza s.l.m.: 1.320 m
numero abitanti: 688
densità: 21,77 ab/kmq

ROCCARASO
sup: 50,00 kmq
altezza s.l.m.: 1.236 m
numero abitanti: 1.677
densità: 33.54 ab/kmq

ATELETA
sup: 41,62 kmq
altezza s.l.m.: 760 m
numero abitanti: 1.174
densità: 28,21 ab/kmq

CASTEL DI SANGRO
sup: 83,98 kmq
altezza s.l.m.: 793m
numero abitanti: 6.525
densità: 77,7 ab/kmq

SCONTRONE
sup: 21,40 kmq
altezza s.l.m.: 1.038 m
numero abitanti: 585
densità: 27,34 ab/kmq

BARREA
sup: 87,05 kmq
altezza s.l.m.: 1060 m
numero abitanti: 750
densità: 8,62 ab/kmq

L'AQUILA

ABRUZZO

AVEZZANO

FIUGGI

SORA

FROSINONE

ISERNIA

MOLISE

LAZIO

PESCASSEROLI
sup: 92,35 kmq
altezza s.l.m.: 1167 m
numero abitanti: 2271
densità: 24,59 ab/kmq

OPI
sup: 49,46 kmq
altezza s.l.m.: 1250 m
numero abitanti: 441
densità: 8,92 ab/kmq

CIVITELLA ALFEDENA
sup: 29,47 kmq
altezza s.l.m.: 1123 m
numero abitanti: 315
densità: 10,69 ab/kmq

ALFEDENA
sup: 40,34kmq
altezza s.l.m.: 914 m
numero abitanti: 785
densità: 19,46 ab/kmq

comuni del parco
comuni (<5.000 ab.) vicino al parco
comuni con più di 5.000 ab.
altri comuni
confine parco nazionale d'Abruzzo

Fig 2.2 Alto Sangro GAL Abruzzo, Italy (Image from 2.2 to 2.4 research carried out by Alessandra Battisti and Silvia Cimini)

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the companies.

These processes are capable of establishing a type of tourism that, in harmony with the territory, attempts to resolve the principal problems tied to tourist mobility, resilience in the face of anthropic pressure and the load on the territory (land use, deterioration of the landscape, biodiversity, the tourism activities themselves), consumption of energy and water, waste management, social, cultural and economic development [27]. Furthermore, in the wake of COVID 19 [28], there will be a new mode of consuming tourism, based on changes in the models of demand [29], given the increasing influence of a yearning for security, and a wish to escape from mass living, in favour of an up-close tourism that is partial to inner areas.

A further important operation consists of asking how the question of legacy cultural heritage is implemented in other public policies, in particular under the pressure of issues such as those related to land consumption and urban regeneration factors. Which criteria most influence public decisions: the search for partial, temporary solutions, or mere constraints, but which prove capable of ensuring an immediate political return, or the definition of organic strategies? Under these new visions, rural spaces are no longer associated purely with agricultural commodity production, but are seen as locations for the stimulation of innovative socioeconomic activity [30].

Some strategies and pilot projects related to the rural landscape and slow-tourism can be identified in certain EU Member States, combined with the characteristics of intelligent villages that aim to combat the main problems of inner areas. In this sense, the wide range of multidisciplinary contributions present in current research in Europe has proven to be valuable, capable of evaluating and analysing by means of tools borrowed from the experience of different professions [31].

The first challenge essentially concerns the possibility of 'reading' this intertwining of social, economic, engineering and design dynamics within a unitary framework that identifies rural depopulation, plus the strategies with which to combat demographic bleeding and the loss of young peo-

ple in rural areas. With this in mind, an integrated national strategy for the socioeconomic development of inner areas in Italy has been formulated, offering to about 13 million people who live rather far from larger urban centers a rich array of services. In particular, the pilot strategies focus on activities that support the innovation of local services.

In light of the need to discern the interweaving of multidimensional dynamics that amalgamates the context of the inner areas within a single framework, another important challenge concerns the promotion of the digital transformation of rural areas. These strategies aim, in particular, at creating broadband infrastructures and improving the utilisation of digital opportunities through rural digital hubs, co-working centres and training courses for both citizens and entrepreneurs. Some of the most promising strategies support pilot digital innovations regarding specific services.

In this respect, the topic of cooperation among the subjects of the supply chain arises, constituting an interesting and, at the same time, urgent reference scenario [32]. In other words, a culture of environmental redevelopment of inner areas is outlined, allowing us to envisage forms of economic, social and spatial organization centred around collective intelligence and the enhancement of human beings in all their variety. A universally distributed intelligence that is continuously upgraded, coordinated in real time, leading to a profound mobilization of resources while definitively exorcising every sterile reduction of the complex problems that we are called upon to answer, and which becomes the background, the fertile substratum of the resilient city, based on the listening cycle that pays attention not only to one's own surrounding environment, but also to oneself and one's own internal truth: a listening that consists of bringing out the myriad ideas, myths, facts, evaluations, inventions and relationships that weave together the social - the social complex – at its most obscure depth.

Equally problematic is the relationship between the promotion of the development of culture and research and that of the protection of the natural, historical and artistic heritage. It is quite clear that cultural development

divorced from a contextual development of scientific and technological research is inconceivable, and it is equally evident that culture plants the roots of its possible growth in knowledge and, therefore, in the enhancement and protection of the entire environmental, historical and artistic heritage, which represents the true "cultural essence", rooted for centuries, of the Nation. In this logical framework, two dimensions overlap: the vast scale defined by basic needs, by the objectives of protection and transformation, by the geographical and territorial dimension and the punctual scale given by the fruitful and functional spatialised needs that lead to a profound transformation of the living experience, and of territorial management, inherited from the past. Objectively, the first intervention strategies that insist on the processes of geographic organization are undeniably ascribable to the second, meaning the strategies that put the accent on the measure, on the aims, on the uses.

Fig 2.3 Alto Sangro GAL seasonal tourism
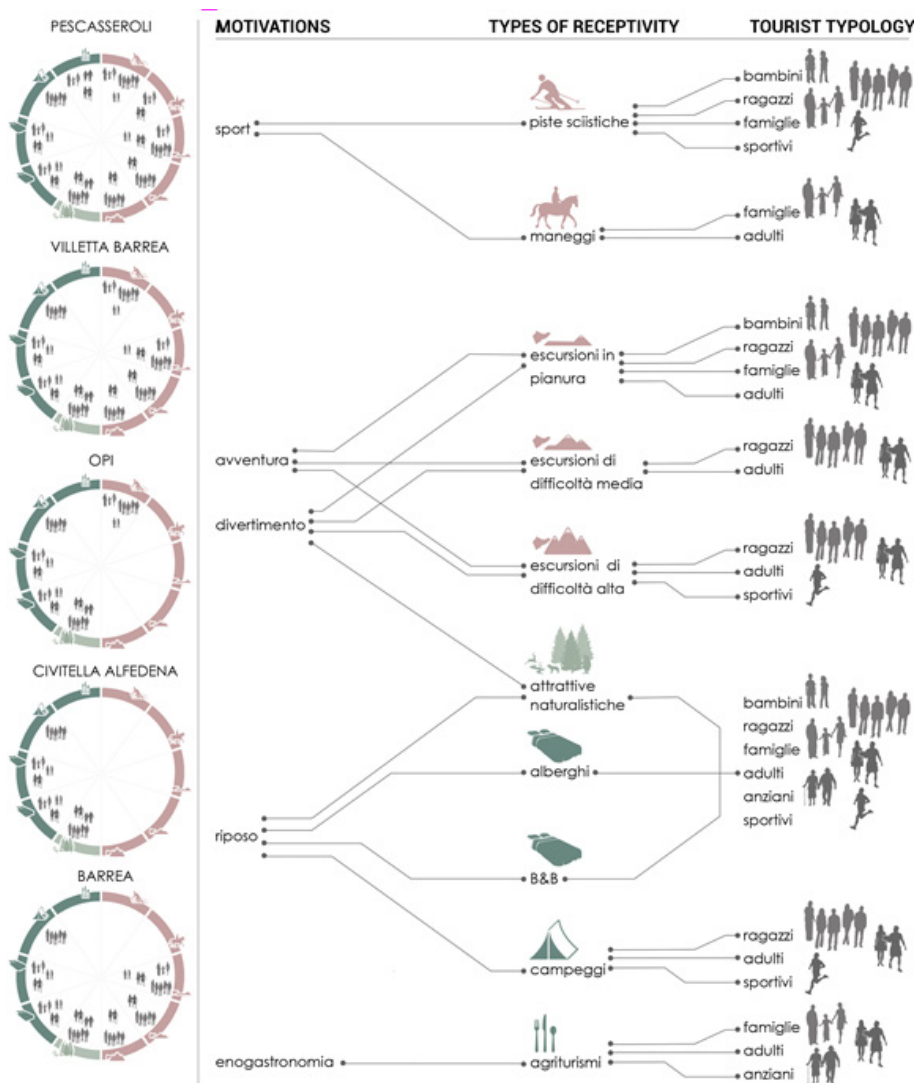
Fig 2.4 Alto Sangro GAL tipology of tourism

Faced with this scenario, the renewal of governance tools becomes a priority action for consolidating regeneration practices and triggering circular economy dynamics, as well as processes of dialogue and consultation, within which technical skills can also contribute to the construction of the social transformation of the territory.

Notes

[1] More than 90 strategies and over 100 projects were identified in 2017: https://enrd.ec.europa.eu/sites/enrd/files/tg_smart-villages_scoping-work-plan_draft.pdf

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3. Dynamic territorial networks
Digital infrastructure and technology for the reactivation of marginal settlements

Abstract

The dynamics of global contemporary urbanization are producing excessive growth of metropolitan areas, concentrating essential services (like education, health, mobility, etc.) in the cities and generating centripetal fluxes of people. As a consequence, this process left behind inner areas that suffer from abandonment and the rapid population decline.

However, considering the distribution of the cultural heritage, both in its tangible and intangible forms, these areas assume a new priority, hosting historical small towns that have created a particular relationship with the natural context and the landscape, but also integrating these tangible aspects with practices, memories and knowledge produced and maintained by the local community and transmitted from generation to generation.

This particular condition requires reconsideration of the strategic role, in terms of sustainability and socio-economic development, of marginal areas, starting from the value of their cultural heritage.

In fact, renewed attention is being paid to this marginality in the current debate about forms of living that can respond to the problems brought about by climate change, lack of resources, sustainability, globalization, etc. Furthermore, as specifically regards the presence and management of the cultural heritage, they can offer relevant examples to understanding how the valorisation and the generation of economic value has to be balanced by the need to preserve the integrity of the site and the local human ecosystem, activating an exchange and a participatory process, rather than one of consumption.

3.1 Models of reality

Nowadays, digital tools, based on algorithms of automatic analysis, machine-learning and deep-learning, make it possible to create increasingly accurate models of reality, in order to analyse the present, and even study future scenarios [1, 2].

Their primary application has been connected to the study of urban phenomena, but when applied to other complex systems, like inner areas, in which the cultural heritage is the result of the integration of human artefacts, intangible practices and nature, they can reveal patterns and recurring instances, but also provide an instrument for managing and integrating multiple and heterogeneous data sources [3].

This infrastructure, and its capacity to recognize and classify similarities between different contexts, can produce an abacus of solutions that can be applied to different heritage sites, encouraging cooperation between local administrations while establishing a stock of shared knowledge on the management of common changes and dynamics [4, 5].

In fact, the global changes due to migration, lack of resources, (un)sustainable development have their strongest and most rapid impact on the most sensitive areas, and they can irremediably affect the defence of the cultural heritage, both the tangible portion (deterioration of buildings and artefacts, irreversible landscape changes, etc.) and the intangible part (migration of the youngest generations of local communities, interference with inter-generational traditions of knowledge etc.) [6, 7, 8].

Thus, it is necessary to activate quick and effective strategies to avoid the risk of a permanent lost of heritage; however, consideration has to be given to the limited resources available to the local administration for cultural heritage sites, compared to the number and variety of initiatives that must be taken to safeguard these collective resources [9].

For this reason, it is urgently important, on the one hand, to encourage the development of an international synergy between European stakeholders, both public and private, and, on the other, to implement tools and strategies that can make the actions more effective [10].

The effort to create a European methodology to identify and classify the cultural heritage in marginal areas, considering the presence, the state, and the possible development of the settlement, as well as the type of natural/rural context, the interactions with the local community and the type of administration, becomes a fundamental
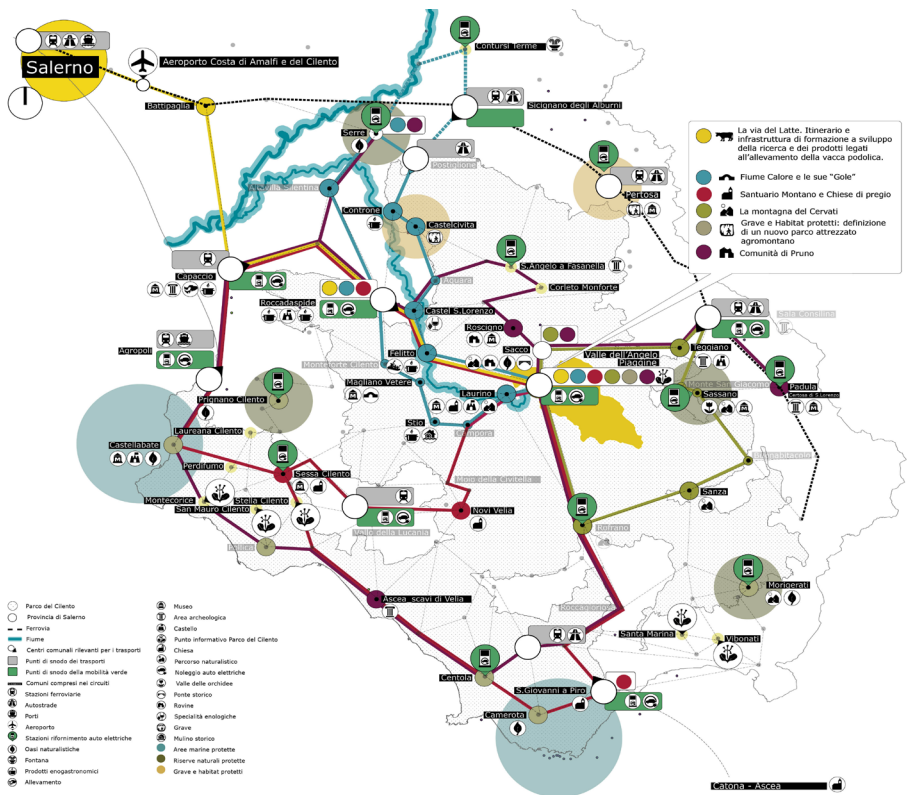
Fig 3.1 The Cilento biophysic system (Image from 3.1 to 3.11 "Regeneration and valorization of Cilento innner areas". Research carried out by Alessandra Battisti and Maria Valese)

factor in determining patterns and models of occupancy of open sectors, in order to investigate new forms of living and more ethical and ecological ways of utilising natural resources [11].

Furthermore, the reading of rural patterns is closely connected to the evaluation of the landscape as an important part of the natural and cultural heritage to be protected and, at the same time, as a driving force for the coherent development of inner areas [12]. Digital technologies can provide many tools and methodologies to manage the complexity of marginal areas, but it is necessary, in order to build up a framework and classification system that can be shared, to clearly define the workflow [13].

It is important to encourage a comparative approach, probably the wiser way to integrate digital technologies and the natural or urban environment [14]. The representation of any kind of human activity has to be analysed through a complex lens, therefore we need to introduce a clear perspective or point of view to generate the closest possible model to reality. If, on the one hand, "Modelling" creates an abstraction, a representation of reality, at the same time the opportunity to represent it and to read the relations, the connections, the visible and invisible elements on the same platform, allows us to analyse the processes and their consequences, making it possible to obtain a digital copy of reality with which to experiment and compare different economic, social, sustainable scenarios [15, 16].

3.2 Using GIS

In particular, the use of a GIS platform to collect, store and integrate different types of data (physical, statistical, but also cultural and related to landscape) helps to produce a new type of cartography [17].

Furthermore, the classification of the sites is grounded, in terms of methodological references, both in an analysis of the different systems (anthropic, natural, of accessibility) that constitute the structure of marginal settlements (REFERENCE) and, at the same time, in the European INSPIRE protocol [18], as the main reference for the representation of spatial ontologies in digital cartography.

But, on these bases, it will be essential to create a proper dataset, with specific typologies and ontologies, to define the main characteristics of inner areas, cultural heritage sites, rural settlements, in terms of symbolic representation, shapes, topological and geometrical relations, in order to define a specific vocabulary, supporting the establishment of a European abacus of the "inner cultural heritage sites" and their models.

The first survey will involve: type of heritage, relationship with the urban/natural context, morphology, accessibility, form of administration, integration in the practices of the local community. The collection of data will produce an initial database, to be combined with satellite images and remote sensing systems, with which it will be possible to elaborate machine learning and neural network algorithms to generate an AI for pattern recognition and imagery analysis. The reading of landscape and marginal settlement through imagery brings to the formulation of specific parameters to define the level of change, the quality of the greenery and the agricultural possibilities, in support of the creation of development scenarios.

In this way, applying automatic systems of analysis, it can be possible to recognize recurrent morphologies of cultural heritage [19] sites in marginal areas, at different scales, taking into consideration the typology of the buildings, but also the pattern of the settlement and its relationship with its surroundings.

The recurring elements and patterns of the abacus can be used to develop strategies of renovation that are well suited to different contexts with similar dynamics. Strategies that, thanks to the possibility of managing multiple scales and multiple types of data, can regard the physical modifications to the buildings (like the energy improvement), but also urban planning or the creation of interurban/territorial synergies.

In fact, this infrastructure can be the foundation for the development of a "digital twin", on which to experiment and study solutions and scenarios, and even forecast new models of land occupancy, bringing to rural and marginal areas a system already used in the urban context.

La via del latte

Battipaglia
40min 28km
30min 20km
Capaccio
Roccadaspide
50min 32km
Piaggine
Valle dell'Angelo
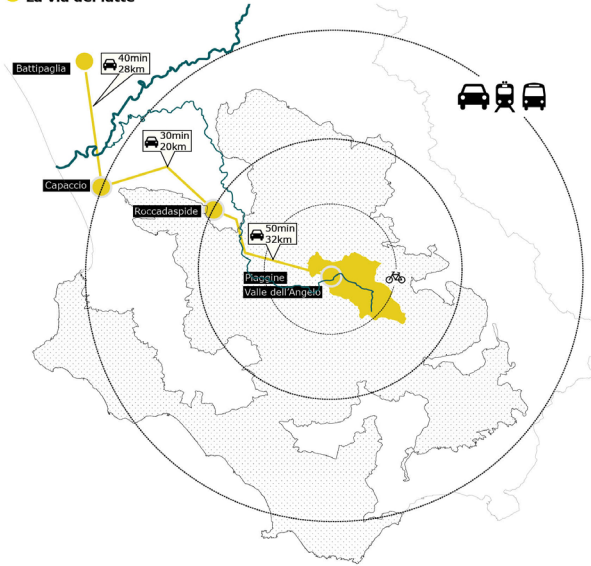
Centri coinvolti	4
Distanza	65km
Giorni	3

Servizi:

Attrazioni:

Descrizione:

L'itinerario del latte e delle sue trasformazioni crea una connessione tra sistemi rurali diversi: la piana del Sele, le colline del Cilento interno, e il sistema dei monti Alburni e del Cervati. Si propone da un lato la valorizzazione del territorio attraverso la conoscenza delle tecniche locali di produzione e la degustazione dei prodotti tipici caseari, dall'altro di sviluppo economico promuovendo un sistema di formazione professione e centri di ricerca a tema a sostegno dello sviluppo del settore zootecnico.

Partner:

PAT, IGP, Slow food

La via dei pellegrini

Rocca d'Aspide
52min 32km
60min 50km
Piaggine
Laurino
Sessa Cilento
52min 28km
25min 13km
Novi Velia
100min 54km
60min 57km
S. Giovanni a Piro
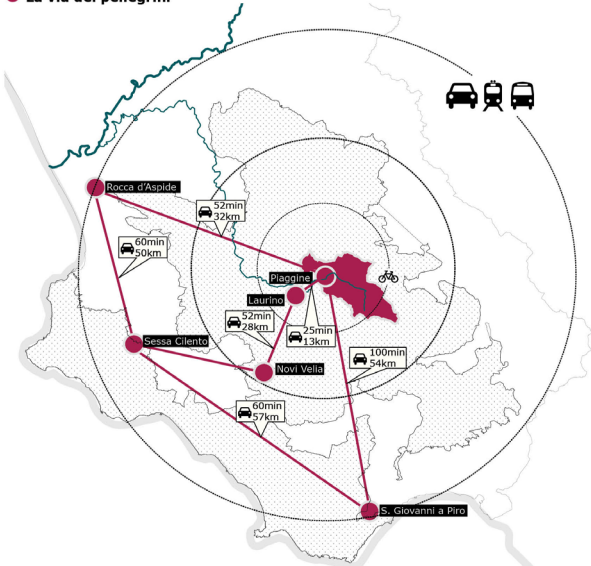
Centri coinvolti	6
Distanza	224km
Giorni	10

Servizi:

Attrazioni:

Descrizione:

Il Cilento è una terra costellata di antiche chiese e santuari. In particolare risulta particolarmente vivo il culto Mariano che alimenta tuttora veri e propri pellegrinaggi verso i Santuari Mariani, spesso collocati in cima dei monti più alti. Mettere a sistema gli itinerari dei pellegrini può significare promuovere questi itinerari non solo come esperienze religiose, ma percorsi dal valore storico - culturale anche per i non credenti nello stesso modo di altre esperienze europee. In questo senso è opportuno definire delle tappe precise e un'infrastrutturazione che consenta soste più o meno lunghe per un target interessato ad un turismo di tipo lento e naturalistico.

Nuovi servizi e attrezzature

- Strutture ricettive
- Strutture ricettive invernali
- Centri di formazione superiore
- Istituti scolastici
- Nuove strutture per servizi
- Nuove infrastrutture ciclabili
- Nuova rete di trasporto intercomunale
- Centro polivalente
- Servizi commerciali
- Servizi di ristorazione

Fig 3.2 The Cilento slow tourism paths

La via del Cervati
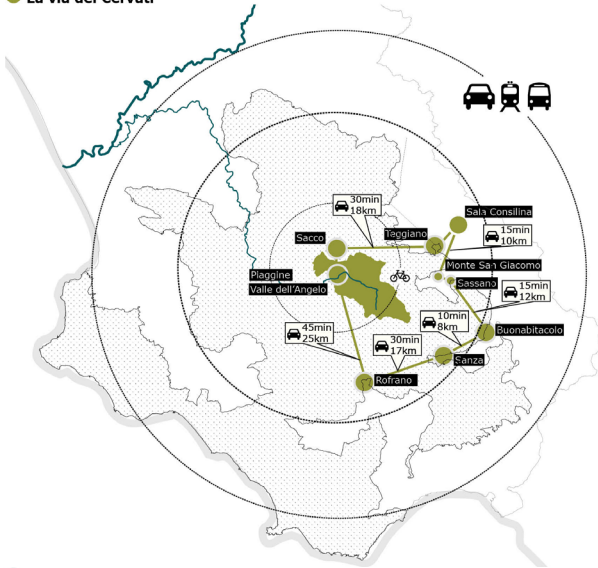
Centri coinvolti	8
Distanza	134km
Giorni	7

Servizi:

Attrazioni:

Descrizione:

Il monte Cervati è la vetta più alta della Campania con i suoi 1898 mt e può rappresentare l'elemento di connessione per borghi appartenenti a diverse aree del Cilento, sia da un punto di vista ambientale che economico. La creazione di un circuito Cervati sviluppa dunque una serie di di attività e infrastrutture differenziate per la stagione invernale ed estiva, che consentano l'ottimizzazione e la promozione del turismo di montagna in questa area. Da un punto di vista più territoriale, il circuito con la configurazione in particolare di un parco montano nel territorio comunale di Piaggine si inserisce in un itinerario più vasto che collega l'oasi della diga Alento, l'oasi di Morigerati e l'oasi fluviale delle Gole del Calore.

Map labels (La via del Cervati):
- 30min 18km
- Sala Consilina
- 15min 10km
- Taggiano
- Sacco
- Monte San Giacomo
- Piaggine Valle dell'Angelo
- Sassano
- 15min 12km
- 10min 8km
- 45min 25km
- Buonabitacolo
- 30min 17km
- Sanza
- Rofrano

La via del fiume
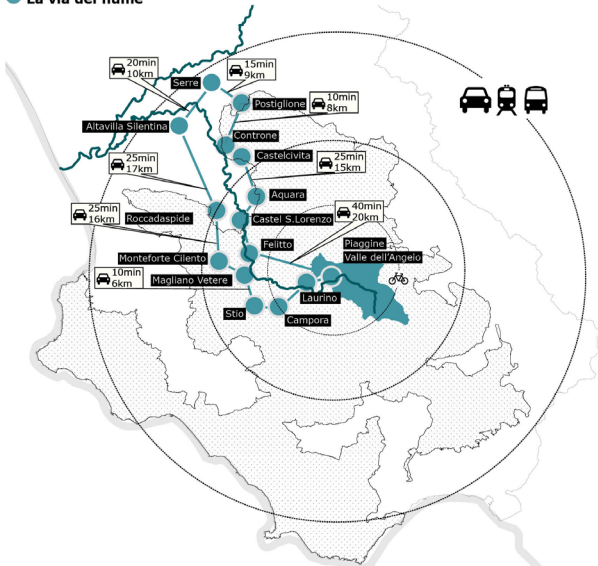
Centri coinvolti	15
Distanza	240km
Giorni	15

Servizi:

Attrazioni:

Descrizione:

Il Calore Lucano Sgorga sulle pendici settentrionali del Monte Cervati, da alcune grosse polle ai piedi di un'alta parete rocciosa, all'interno di un'estesa faggeta, in una località chiamata Festole, non lontana dall'area forestale di Pruno. Il suo corso si svolge interamente nella provincia di Salerno, all'interno del Cilento, per una lunghezza di 63 chilometri, facendosi strada in un bacino caratterizzato, soprattutto nella parte alta, da località impervie e di difficile accesso, caratterizzate dalla presenze di alte pareti rocciose che danno vita al caratteristico scenario delle Gole del Calore. Il percorso tortuoso del Calore è in alcune aree navigabile e per questo è anche stato sede dei campionati nazionali di rafting.

Map labels (La via del fiume):
- 20min 10km
- Serre
- 15min 9km
- Postiglione
- 10min 8km
- Altavilla Silentina
- Controne
- Castelcivita
- 25min 17km
- 25min 15km
- Aquara
- 25min 16km
- Roccadaspide
- Castel S.Lorenzo
- 40min 20km
- Felitto
- Monteforte Cilento
- Piaggine Valle dell'Angelo
- 10min 6km
- Magliano Vetere
- Laurino
- Stio
- Campora

Nuovi servizi e attrezzature

- Strutture ricettive
- Strutture ricettive invernali
- Centri di formazione superiore
- Istituti scolastici
- Nuove strutture per servizi
- Nuove infrastrutture ciclabili
- Nuova rete di trasporto intercomunale
- Centro polivalente
- Servizi commerciali
- Servizi di ristorazione

Fig 3.3 The Cilento slow tourism path

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La via golosa

Caciocavallo Pod...
Mozzarella con la...
Fico bianco del C...
Vino Castel San...
Vino Cilento DOC...

Soppressata e salsiccia del Vallo di Diano
Carciofo bianco

Centri coinvolti	11 (+6)
Distanza	200km
Giorni	10

Servizi:

Attrazioni:

Descrizione:

La presenza di produzioni di eccellenze locali diffuse su tutto il territorio cilentano suggerisce la presenza di centri di coordinamento per la tutela e la promozione dei prodotti locali e centri di formazione a sostegno di professionalità legate all'enogastronomia. L'identificazione e la mappatura delle aziende e dei borghi costruisce un itinerario turistico e allo stesso tempo una rete commerciale di distribuzione e promozione dei prodotti locali. Il cibo non appartiene soltanto all'ambito della sfera culturale, ma struttura fortemente anche il paesaggio, conservandone un'immagine tipica e fortemente caratterizzata.

35min 24km — 25min 17km — Fagiolo di Controne — 45min 28km
Carciofo tondo di Paestum
30min 20km — Marrone di Roccadaspide — Grano Carosella — 30min 18km
30min 16km — Fusillo di Felitto — Soppressata e salsiccia del Vallo di Diano
Coce di Ciceralle — Oliva Salella Ammaccata — Soppressata e salsiccia del Vallo di Diano
Oliva Salella Ammaccata — 60min 35km — Soppressata di Gioi
10min 5km — Cipolla di Vatolla
45min 35km
Oliva Salella Ammaccata
Alici Menaica
Marecuccio di Lentiscosa

La via della pietra

Serre
25min 17km
20min 14km
Capaccio
45min 30km — S. Angelo a Fasanella — 45min 32km
20min 11km — Roscigno — Padula
Sacco
Piaggine — Valle dell'Angelo
55min 52km — 90min 52km
Ascea-Scavi di Velia
45min 30km
S. Severino di Centola

Centri coinvolti	8
Distanza	260km
Giorni	15

Servizi:

Attrazioni:

Descrizione:

La via della pietra_archeologia, monumenti, villaggi abbandonati
Il Cilento è la zona della provincia che custodisce la maggior parte dei villaggi disabitati, nati all'ombra di roccaforti medievali o antichi monasteri, che oggi definiscono un nuovo tema turistico che è quello dei paesi fantasma. L'idea di poter collegare tra loro gli antichi insediamenti per rafforzare e custodire l'immagine di una cultura rurale che ha definito la struttura territoriale e sistemica dei borghi.

Nuovi servizi e attrezzature

Strutture ricettive
Strutture ricettive invernali
Centri di formazione superiore

Istituti scolastici
Nuove strutture per servizi
Nuove infrastrutture ciclabili
Nuova rete di trasporto intercomunale
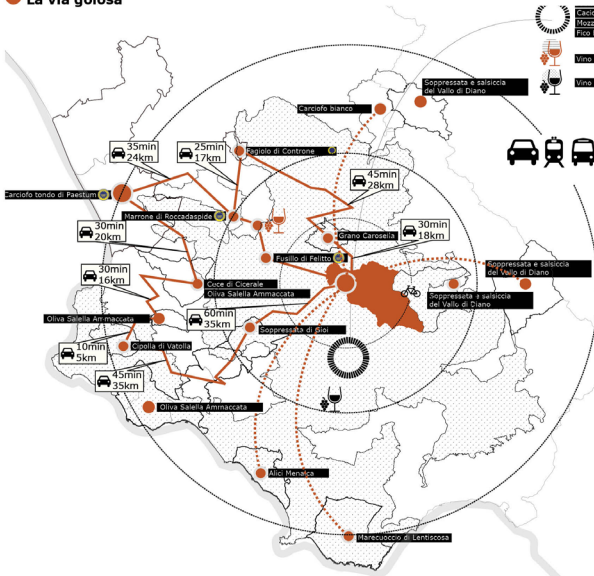
Centro polivalente
Servizi commerciali
Servizi di ristorazione

Fig 3.4. The Cilento slow tourism paths

Risorse ambientali_Ambito paesaggistico

Valle del Calore Salernitano

Il contesto normativo

— Fiume Sele
— Fiume Calore
○ Comuni attraversati dal Calore
○ Bassa Valle del Calore
○ Media Valle del Calore
○ Alta Valle del Calore

○ SIC_Sele e Calore
○ SIC_Montano-Collinari
● SIC_Umido-fluviali
⊖ Comunità montana del Calore

○ Piano Paesistico-Gebison Cervati
ZPS_Sele e Calore
ZPS_Montano-Collinari
○ Area comuni del Calore

Risorse Economiche_Consorzi_Partnership e strategie di sviluppo pianificate

Valle del Calore Salernitano

Il contesto normativo

○ Comuni della Valle del Calore esterni al Parco del Cilento

Regioni economiche:
○ Campagna semi-industrializzata
○ Cilento interno

Zone altimetriche:
⊕ Collina interna
⊙ Montagna interna
○ Area Valle del Calore

○ STS A2_Alto Calore
⊖ GAL Cilento Regeneratio
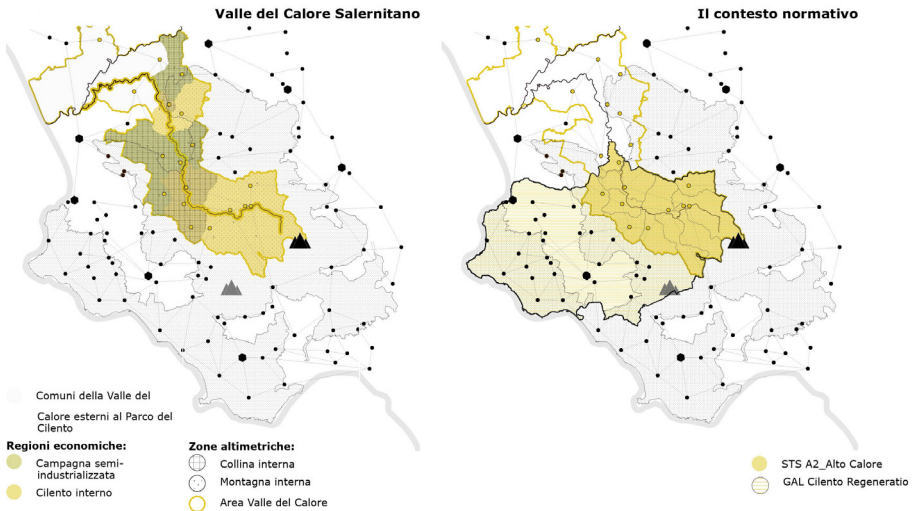
Fig 3.5 Cilento resources

3.3 Development of scenarios

The Digital twin infrastructure will be structured in different thematic boxes, in order to investigate specific topics for each case study and generate multiple results that can be reassembled in a matrix able to host a complex representation and calculate parameters through a multi-criteria analysis. However, particularly in the complex systems of marginal areas, the digital infrastructure cannot constitute a top-down tool imposed on local communities, but needs to be part of a bottom-up strategy that integrates research, policies and community [20]. Thus, the methodology has to be based on a constant integration of physical and digital studies, in order to reflect the complexity of rural and marginal settlements through an approach both quantitative and qualitative. Thus, the idea would be to turn inner areas
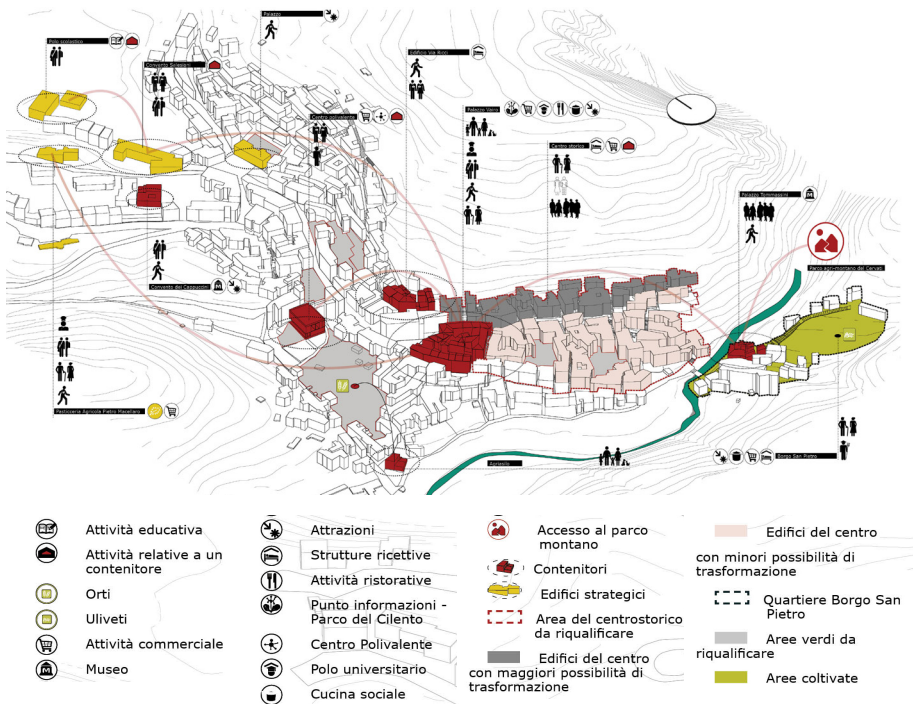
Fig 3.6 Piaggine, Cilento, Italy, urban fabric

into smart hubs/living labs, in which each citizen (using a specific app developed for the case study) is able to read and communicate his/her needs, quantify/visualize his/her consumption, monitor and produce data about his/her use of the village, in a sort of Relational Data Ecosystem [21], in which research and technological developmentis part of an ethical and participatory practice.
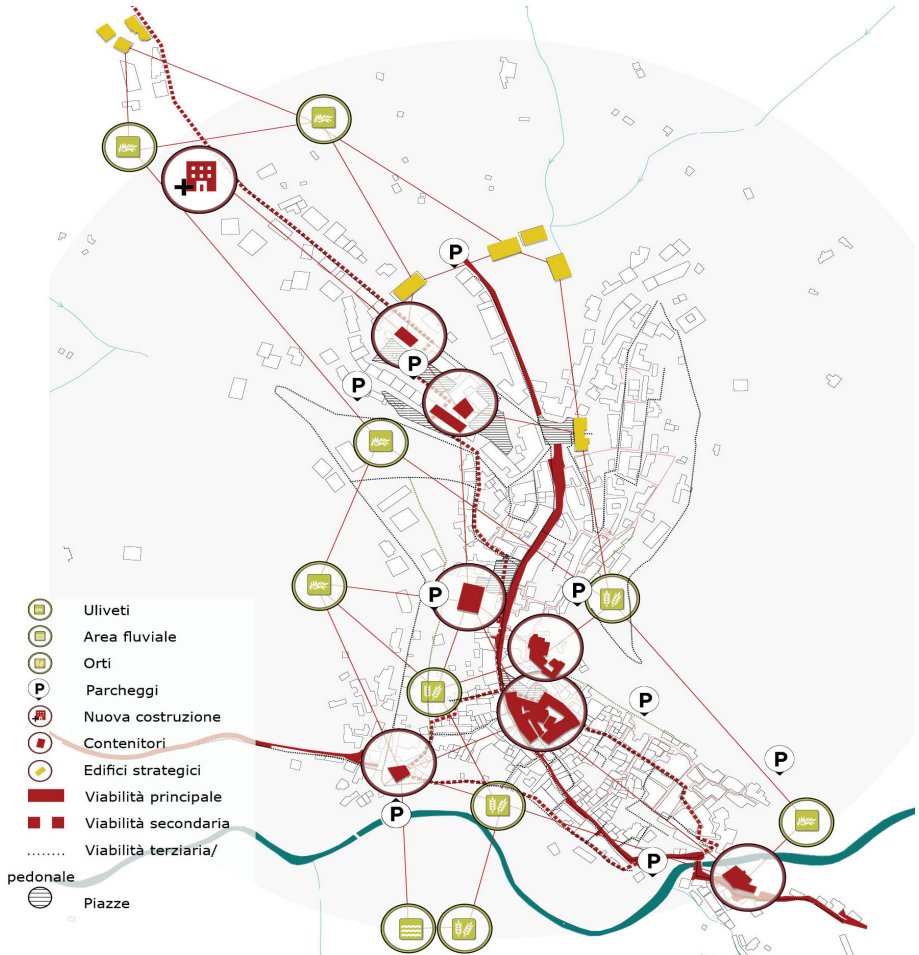
Fig 3.7 Piaggine, Cilento, Italy, urban regeneration network
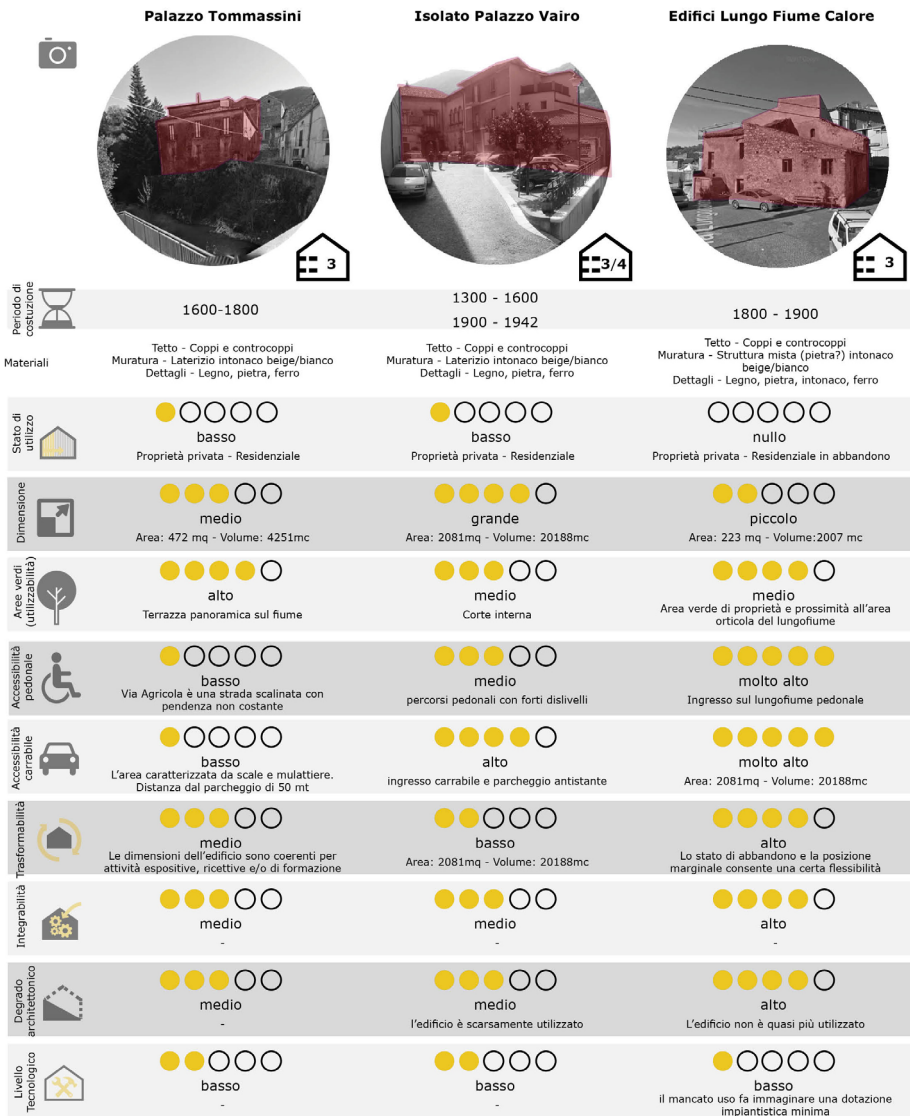
Fig 3.8 Parameters of building's transformation

	Palazzo Tommassini	Isolato Palazzo Vairo	Edifici Lungo Fiume Calore
	3	3/4	3
Periodo di costruzione	1600-1800	1300 - 1600 1900 - 1942	1800 - 1900
Materiali	Tetto - Coppi e controcoppi Muratura - Laterizio intonaco beige/bianco Dettagli - Legno, pietra, ferro	Tetto - Coppi e controcoppi Muratura - Laterizio intonaco beige/bianco Dettagli - Legno, pietra, ferro	Tetto - Coppi e controcoppi Muratura - Struttura mista (pietra?) intonaco beige/bianco Dettagli - Legno, pietra, intonaco, ferro
Stato di utilizzo	basso Proprietà privata - Residenziale	basso Proprietà privata - Residenziale	nullo Proprietà privata - Residenziale in abbandono
Dimensione	medio Area: 472 mq - Volume: 4251mc	grande Area: 2081mq - Volume: 20188mc	piccolo Area: 223 mq - Volume:2007 mc
Aree verdi (utilizzabilità)	alto Terrazza panoramica sul fiume	medio Corte interna	medio Area verde di proprietà e prossimità all'area orticola del lungofiume
Accessibilità pedonale	basso Via Agricola è una strada scalinata con pendenza non costante	medio percorsi pedonali con forti dislivelli	molto alto Ingresso sul lungofiume pedonale
Accessibilità carrabile	basso L'area caratterizzata da scale e mulattiere. Distanza dal parcheggio di 50 mt	alto ingresso carrabile e parcheggio antistante	molto alto Area: 2081mq - Volume: 20188mc
Trasformabilità	medio Le dimensioni dell'edificio sono coerenti per attività espositive, ricettive e/o di formazione	basso Area: 2081mq - Volume: 20188mc	alto Lo stato di abbandono e la posizione marginale consente una certa flessibilità
Integrabilità	medio -	medio -	alto -
Degrado architettonico	medio -	medio l'edificio è scarsamente utilizzato	alto L'edificio non è quasi più utilizzato
Livello Tecnologico	basso -	basso -	basso il mancato uso fa immaginare una dotazione impiantistica minima

	Centro Polivalente	Convento dei cappuccini	Edificio Ricci/Via Minerva
	🏠 4	🏠 2	🏠 4
Periodo di costruzione	1970 - 2000	1300 - 1600	1900 - 1942
Materiali	Tetto piano Muratura - struttura in cemento armato Dettagli - vetro, alluminio	Tetto - Coppi e controcoppi Muratura - Laterizio intonaco beige/bianco Dettagli - Legno, pietra, ferro	Tetto - Coppi e controcoppi Muratura - Struttura mista intonaco beige/bianco Dettagli - Legno, pietra, alluminio, ferro
Stato di utilizzo	●●● ○○ medio Proprietà pubblica - Servizi pubblici	○○○○○ nullo Proprietà pubblica - Non utilizzato	○○○○○ nullo Proprietà privata - Non utilizzato
Dimensione	●●●● ○ grande Area: 583mq - Volume: 5251mc	●●● ○○ Medio Area: 309 mq - Volume: 1854 mc	●●●● ○ grande Area: 721mq - Volume: 8653mc
Aree verdi (utilizzabilità)	●●●●● molto alta Non ci sono aree verdi. Lo spazio antistante è destinato a parcheggio	●●●● ○ basso La piazza antistante è poco utilizzata e priva di elementi vegetali	●○○○○ molto basso l'edificio è all'interno del centro storico.
Accessibilità pedonale	●●●● ○ alto L'ingresso principlae è in un'area facilmente raggiungibile e priva di pendenze significative	●●●● ○ alto La piazza antistante è su un livello diverso ma sono presenti rampe	●○○○○ molto basso L'accessibilità è legato a mulattiere, strade con pendenze differenziate e scalinate
Accessibilità carrabile	●●●●● molto alto Piazzale su strada provinciale con area parcheggio di pertinenza	●●●● ○ alto Posti auto disponibili nella piazza antistante	○○○○○ nullo l'area è accessibile sono a livello pedonale
Trasformabilità	●●●● ○ alto L'edificio è a pianta libera	●●● ○○ medio La necessità di preservare i caratteri storici della struttura sono un vincolo per nuovi usi.	●● ○○○ basso la volumetria consente di accogliere una funzione ricettiva
Integrabilità	●●●● ○ Medio -	●● ○○○ basso l'impianto a corte, la distribuzione e l'immagine complessiva non può essere modificata	●● ○○○ medio Area: 2081mq - Volume: 20188mc
Degrado architettonico	●○○○○ Medio L'edificio è in buone condizioni ma potrebbe essere migliorato	●●●● ○ medio sono necessari interventi di ricostruzione parziale	●●● ○○ Medio Area: 2081mq - Volume: 20188mc
Livello Tecnologico	●●● ○○ Medio Il livello impiantistico è nella norma ed adeguato all'uso degli spazi come uffici	●○○○○ basso -	●● ○○○ basso livello impiantistico minimo

55

	Palazzo Tommassini	**Isolato Palazzo Vairo**	**Edifici Lungo Fiume Calore**
Nuove funzioni	**Museo civico della montagna.** Palazzo Tommassini è collocato nella zona più antica del borgo e ne rappresenta uno dei palazzi più significativi. Il museo civico della montagna ha come obiettivo il racconto del borgo ed in particolare la promozione del territorio comunale attraverso l'organizzazione di esposizione e corsi a tema. E' il punto da cui partono gli itinerari naturalistici legati al fiume Calore, alle grave e alla montagna. • Spazi espositivi • Punto informazione • Punto noleggio • Punto di raccolta materiale cartografico e guide turistiche	**Centro ricerca e formazione enogastronomica** Palazzo Vairo è nel centro del centro storico del borgo. L'antica proprietà risulta fortemente frammentata e per lo più non abitata. La proposta è di una ricomposizione del lotto e dell'apertura di un centro di promozione e di formazione sulle eccellenze gastronomiche del territorio. In particolare di farne il polo del Presidio Slowfood dei prodotti caseari della vacca podolica cilentana. Un centro integrato di formazione e di degustazione con spazi destinati ad un'utenza generica - ristorante, atrio, punto vendita - e spazi destinati alla formazione di secondo livello per classi di 20 persone per corso.	**Agriasilo - Agrinido - Fattoria didattica** Lungo la via degli orti nei pressi dell'area fluviale attrezzata si recuperanno gli spazi per l'attivazione di un agriasilo intercomunale. L'agriasilo dovrà garantire spazi aperti che consentano la realizzazione dei piccoli orti per i bambini ospiti e uno spazio dove accogliere i rifugi per gli animali della fattoria. Naturalmente le attività didattiche potranno essere integrata nell'adiacente zona attivata a parco attrezzato.
Gestione	pubblico	pubblico/privato	pubblico/privato
Circuito	Territoriale	Territoriale	Locale
Addetti	dipendenti apertura sede	amministrativi Docenti (anche temporanei) addetti vendita	pedagogista, amministrativa, 2 maestri
Users	Turisti - Locali. Eventi distribuiti durante tutto l'arco dell'anno	Giovani, Studenti, Anziani, Non occupati	Famiglie residenti (Piaggine e Valle dell'Angelo o del circuito intercomunale - Sacco, Laurino, Villa Littorio
Partner	Ente Parco del Cilento, ProLoco, Associazioni locali	Ente Parco del Cilento, ProLoco, Slowfood, Gambero Rosso	Coldiretti - Comune di Piaggine - Università (tirocini)

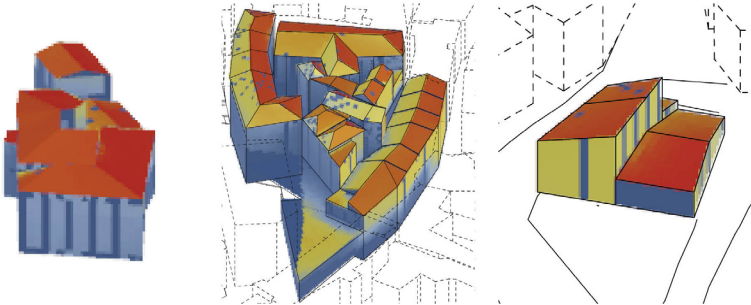Condizione di radiazione solare 21 giugno

Fig 3.9 Building's refunctionalization process

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	Centro Polivalente	Convento dei cappuccini	Edificio Ricci/Via Minerva

Nuove funzioni

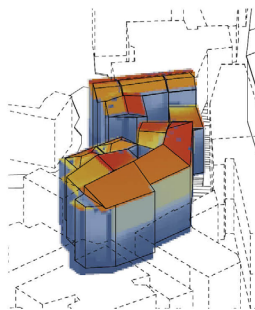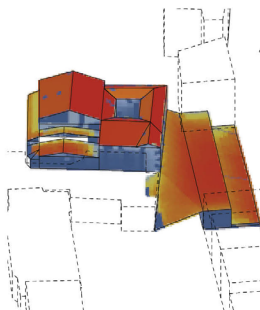| **Hub rurale polivalente.**	**Biblioteca comunale**	**Edificio Ricci - Ostello**
La struttura nasce come Mercato Agricolo coperto. In realtà contiene in sè moltissime funzioni diverse ed è un grandissimo spazio indiviso, utilizzato per ospitare eventi diversi e anche un ambulatorio. Mantenendo la flessibilità degli spazi, sarebbe possibile inserire un ufficio destinato al sostegno di nuove realtà imprenditoriali. Un polo dove recuperare informazioni ma anche dove trovare spazi per l'incubazione di nuove idee di impresa. Un coworking comunale destinato al circuito territorio. Fablab - Start up Direzione e gestione orti comuni Stoccaggio prodotti	Il convento dei Cappuccini è la struttura più vicina al polo scolastico. Le dimensioni consentono di pensare ad una biblioteca di discrete di dimensioni che magari possa accogliere i documenti e i materiali del Museo dell'emigrante e di quello naturalistico oggi raccolti nel centro Polivalente, per diventare una sorta di archivio delle storie dei Piagginesi.	Il centro storico di Piaggine è costituito da un agglomerato di edifici di piccole dimensioni in adiacenza fra loro e da palazzi signorili oggi frammentati in unità immobiliari minime. Questo edificio in particolare è uno di quelli che presenta una cubatura maggiore e uno stato di abbandono più spinto. Essendo vicino a Palazzo Vairo potrebbe integrare la ricettività del borgo attraverso l'istituzione di un ostello comunale destinato ai pellegrini o agli studenti in arrivo per corsi, workshop o laboratori.

Gestione	pubblico	pubblico	privato
Circuito	Territoriale	intercomunale	territoriale
Addetti	amministrativi, tecnici, informatici, esperti in bandi	amministrativo	addetto all'accoglienza, personale di servizio (min. 2)
Users	Agricoltori, Allevatori del circuito montano intercomunale e co-muni del Parco. Turisti. Giovani per motivi di studio e di impresa	Studenti Piaggine e Valle dell'Angelo. Anziani.	Studenti e professionisti coin-volti dall'attività di formazione del centro.
Partner	Ente Parco del Cilento - Gal - Coldiretti - Università - Fablab	Scuola superiore	investimenti privati ADI - albergo diffuso/ cohousing

Strategie di intervento

Fig 3.10 Piaggine, Vairo ante operam
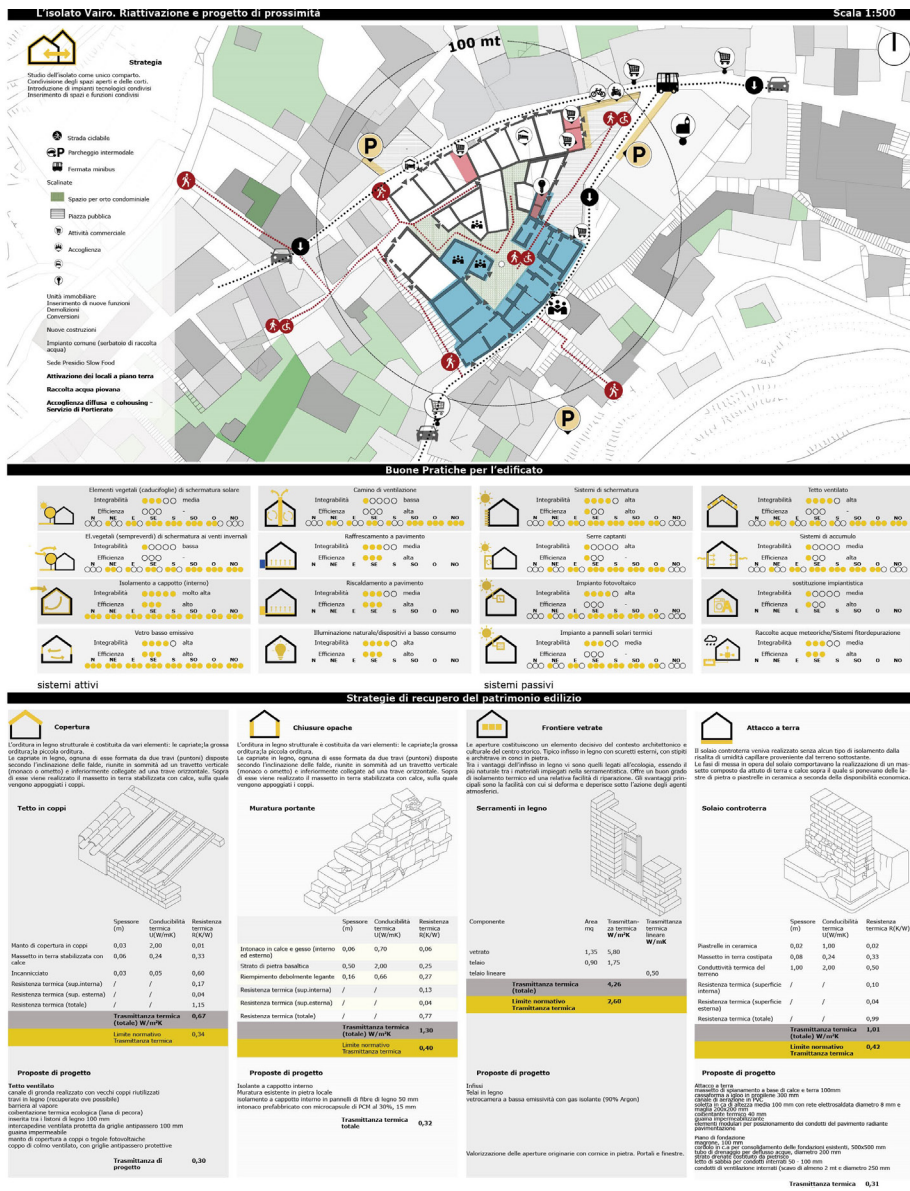
Fig 3.11 Piaggine, Vairo, post operam, building best practices

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4. Energy, ecology, efficiency
Three opportunities for cultural heritage
in a technological environmental view

Abstract

Today, issues of energy efficiency and ecology constitute opportunities to create a rich economy of inherited cultural assets that could be based on urban regeneration, protection and recovery. There is a great need to promote new businesses capable of achieving urban resilience, but also knowledge of the past, reinvigorating investment in our cultural heritage, based on long-term planning. One must be able to re-elaborate new energy-ecology-production districts where cultural tradition has left behind sedimented layers of the crafts activities and socially cohesive territories, attaining the world's top technology in the industrial innovation of public and private companies. None of the technologies and architecture of the past are now available in their original state, as the technologies, companies, intellectual potential, and even the funds, no longer exist, but we can still draw lessons for today, reworking our cultural heritage in modern times in accordance with the key concept of urban regeneration.

Among recent trends in the safeguarding and preservation of our cultural heritage, the concept of 'conservation' has increasingly taken on the meaning of assigning compatible roles to buildings and historic environments and adapting them to modern-day life, a way of life for which they were not designed. This involves transforming historic centres and towns by handling the historic environment as if it were a living organism that moves and is made up of its parts, of the activities that take place there, within which it is not enough to add this or that extra function to transform it; instead, one needs to adopt a resilient, holistic approach that is equal to the task of tackling today's particular challenges of envi-

ronment, the natural hazards and risks and modern man's needs, whilst, at the same time, preserving the 'slowness of thought and execution' of an historic environment, an approach that involves acceptance of the concept of change, as long as the original, cultural characteristics of these places are left unaltered.

4.1 Internal rural areas vs cities

The urgency to mitigate the harmful impacts that buildings and urban spaces have on the environment, and the requirement to promote adaptation and resilience to climate change scenarios, are placing significant demands on practitioners of the built environment[1], as the cost for the required transition is truly high in terms of improvements in policy and legislation, but also as regards the technical renovation of the building stock and the general redevelopment of urban management of energy and resources [2]. These requirements, along with subsequent potential strategies and practices, demand a new generation of practitioners capable of blending advanced multidisciplinary technical abilities with the broader set of creative skills brought to bear on finding creative solutions to design problems[3]. As a result, researchers, academics and stakeholders are confronted with the significant challenge of negotiating a clear path that embraces robust, pluralist, contextually-sensitive conceptions of sustainability[4].

The assets of a small settlement's cultural heritage are permanently exposed to natural and anthropogenic hazards, making risk analysis the most important tools needed for decision-making in processes of regeneration, management and maintenance of its urban environment.

This means that all operators in the building sector must cooperate and maintain appropriate interactions, in order to succeed in innovating and competing on domestic and foreign markets, and to complete the difficult path that makes it possible to transform an invention into an inno-

vative idea, and subsequently into a resilient urban environment [5]. The topic of cooperation among the actors in the production chain thus provides an interesting, as well as urgent, scenario of reference[6]. In other words, a culture of resilience with respect to the cultural heritage is being outlined – a culture that makes it possible to envisage forms of economic, social, and spatial organization focusing on collective intelligence and the enhancement of human beings in all their variety[7]; an intelligence distributed everywhere, continuously enhanced, coordinated in real-time, which leads to an extensive mobilization of resources, definitively exorcising all sterile reductions of the complex problems for which we are called upon to provide answers, and which becomes the background, the fertile substrate of a resilient city based on a cycle of listening that – as asserted by the Pierre Lévy – not only listens to the surrounding environment, but also to itself and to its intimate truth: a kind of listening that brings to the surface, making them visible or audible, the myriad ideas, facts, assessments, inventions and relationships that make up the social fabric, the entire social sphere, and its darkest depths[8].

In 2008, for the first time in history, more than half the world's population was living in cities and metropolises. According to the "2019 State of the World Population Report", this figure is expected to grow by 2030, to a total of 5 billion inhabitants concentrated in the major built-up urban areas [9]. It is a mind-boggling growth, in which the urban system is a centralizing force that is revolutionizing consumption models in terms of both quality and quantity, where our cities – consolidated places of community living, one of the highest expressions of human society, with their wealth of knowledge, creativity, and capacity for innovation – are among the main causes of territorial consumption, pollution and, ultimately, climate change. Cities are thus reinterpreted as energy-consuming ecological monsters, consuming a massive amount of raw materials and land, producing a shortage of farmland, with resulting food crises, and producing a huge quantity of polluting substances [10].

The challenge awaiting us is a radical change of course, for a rearrangement of balances, a re-convergence between internal rural areas and cities; we are the single factor that most affects the changes in climate and the earth's surface. There is no turning back. But we can study the transformation process taking place, learn to control it, and attempt to manage it [11].

In this sense the concept of a city resilient to climate change comprises two main aspects or actions: mitigation and adaptation strategies. While mitigation attempts to reduce impacts that can lead to higher energy consumption and emissions [12], adaptation aims to decrease the other harmful effects of climate change, and to prepare the built environment for the climate emergency[13].

4.2 Resilient historic assets

In the recent decades, in Italian inner areas – characterized by small historic population centres - efforts have been undertaken to address the basic social, economic and environmental challenges of rural poverty: low demographic growth; threats to ecological and agricultural sustainability; inefficient energy solutions and under-use of local energy potential; lack of education and technical training; poor mechanization and low-quality working techniques and tools; weak systems of mobility and difficulties in exchanges and communications; insecure living conditions; migration and loss of manpower [14].

In such circumstances, preservation of the historic heritage, energy efficiency improvements and ecological innovation do not contradict each other; instead, when the historic architectural culture of a given place is salvaged, they are seen in a new light, as the result of a lengthy process of ongoing innovation that, step by step, proposes specific solutions which are suited to particular local problems[15]. Many of the solutions that are currently part of environmentally sustainable construction techniques are grounded, perhaps subconsciously, at the heart of traditional methods, due to a culture of materials that imposed an open-ended dialogue between the internal micro-environment and the external macro-environment, in the search

for interaction and synergy, as a natural extension of the historic, geographic and cultural context.

The real challenge for the future will be an urban historic environment that is ecologically sustainable, yet also capable of generating sustenance and income, while ensuring healthy, comfortable living condition, plus the possibility for further development of the communities [16]. The strategies for the regeneration of small inner settlements, through an analysis drawing on a consolidated approach, seek to understand whether the enhancement of community connections and the redesigning of public buildings and spaces can trigger social dynamics, environmental conservation and economic drivers able to foster a resilient, sustainable society, in opposition to the disadvantages of internal realities and natural risks. The first design step in this regeneration process is to identify the potential risks for the asset of the heritage under observation, and then the capacity of the asset to resist the potential harmful impacts. In this way, the sustainable protection of assets of the cultural heritage also entails collecting as complete a set as possible of data, through extensive use of contemporary and emerging ICT tools [17].

In Retrofitting Historic Buildings for Sustainability, the Westminster City Council outlines how: "Conservation of historic buildings is part of sustainable development – it minimises the use of new natural resources, prevents the waste of existing resources, provides economic value through tourism revenue, and makes a range of social contributions of value to our health, well-being and education" [16] . Appropriate regeneration of the cultural heritage is a crucial part of this conservation, in order to ensure that it has a sustainable future. Improved environmental performance of buildings and enhanced protection of the historic built environment are, therefore, complementary objectives. Planning policies for both heritage conservation and sustainable, resilient design have a crucial role to play [18].

4.3 Adaptive design

Faced with the limits of the classic ecological energy approach that regulates the problem of resources and pollu-

tion after the fact, a new conception of urban regeneration is emerging, under which productive activities are conceived of as ecosystems composed of flows of matter, energy and information, capable of self-healing and tackling the development of a new power infrastructure based on a distributed energy resource system [19].

Starting from knowledge of how ecosystems function, a reorganization centred around a Dynamic Distributed Generation system is proposed, so as to work towards an operating model of energy production consisting of a vast range of renewable technologies able to produce energy on the site where the community lives [20]. In his interview for the exhibition "Design with the other 90%", Edgar Pieterse points to 4 indivisible key principles that he calls "Ethical Touchstones", in order to simultaneously pursue sustainable infrastructure, an inclusive economy and an efficient special form (of land-use), all of which have in common processes of democratic political decision-making [21].

He talks about resource efficiency through more efficient, waste-free means of increasing economic output while decreasing the rate and the intensity of the extraction and consumption of non-renewable sources.

The second principle is inclusivity, which means providing every resident with a fundamental set of rights to healthcare, education, land and social space, in order to exercise 'cultural freedoms' [22]. Then comes what Pieterse calls "human flourishing", a safe and nurturing context in which to come into one's cultural fullness – the magic vitality that makes all cities and places unique and connected. It is common to find, alongside the role played by education and social networks, the concept of participation, intended as a 'taking part in' social/architectural processes. According to Paul Jenkins and Leslie Forsyth, widening social participation, or community design, plays an essential role in the process, putting people in charge of decision-making processes related to their communities, and there is an urgent need to reassess the relationship between architects and other stakeholders (whether users or society as a whole), as architecture has an important social function, though one often ignored in the profession [23].

As Nina-Marie Lister claims, "adaptive design emerges from a deliberative – approach to planning, design, and management. The adaptive context is one where learning is a collaborative and conscious activity, derived from empirically or experimental acquired information, which in turn is transformed into knowledge through adaptive behaviour" [24].

Finally, the last touchstone shows us how communities rep-
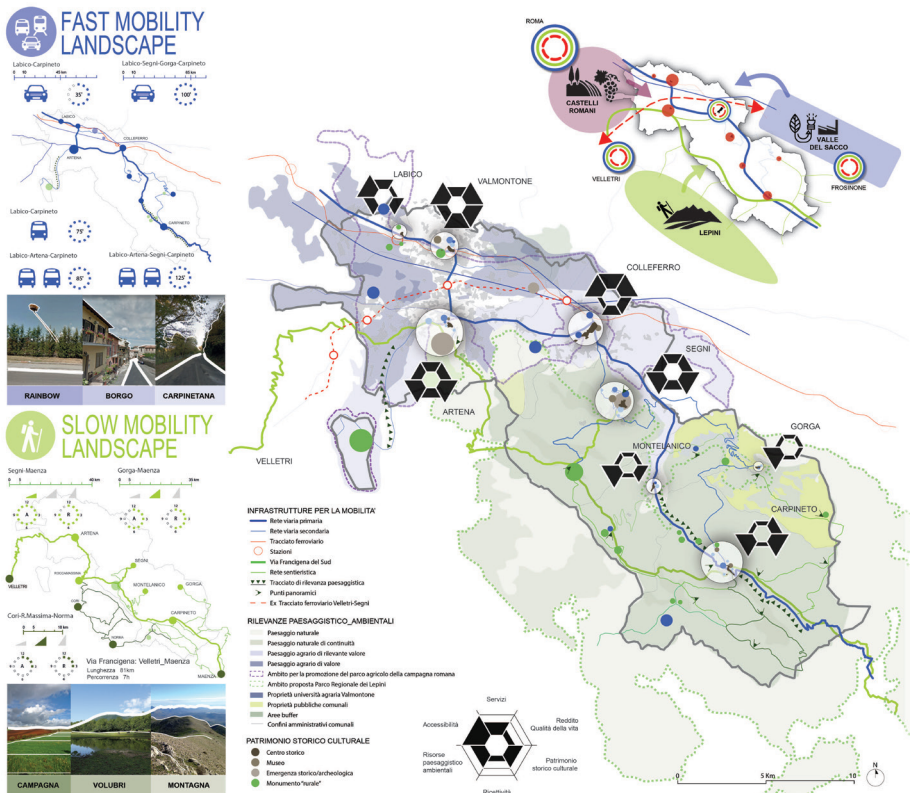
Fig 4.1 Mobility. (Images from 4.1 to 4.8 Project RAIL Ripensa Agisci Innova Lepini - Rethink, Act, Innovate Lepini - is located in Carpineto. The research was carried out by G. Laprocina and M.M. Pani as part of the Sapienza University's second-level Master's program in the Valorisation and Enhancement of Small Historical Centres. Environment-Culture-Territory integrated actions. Directed by A. Battisti)

resent an economic opportunity, pursuing more inclusive and fulfilling forms of economic development and growth.

4.4 Subject matter of the study

The Project Rail Ripensa Agisci Innova Lepini (Rethink, Act, Innovate Lepini) is found in Carpineto Romano, an Italian town of 4,396 inhabitants in the Lazio Region, located between the heights of the Lepini mountains, which for centuries represented the only escape from the malaria that infested the territory. From the beginning of the twentieth century, the village of Carpineto slowly depopulated,
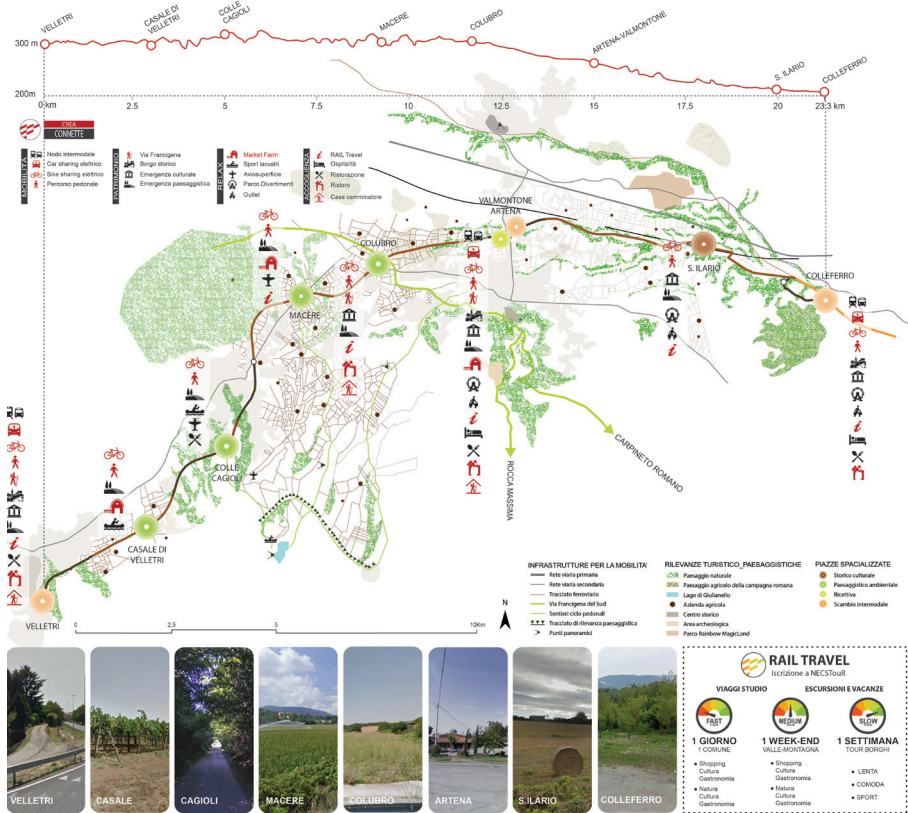
Fig 4.2 Paths of slow tourism

Nodo intermodale
Nodo culturale
Nodo ambientale
Nodo produttivo

23,3 km di tracciato

6,36 km di **ASFALTO**
16 km di **STERRATO**
1,10 km di **BINARI**

Pendenza media **2,4 %**

10 COMUNI interessati

3 HUB SPECIALIZZATI (Ex case cantoniere)

8 PIAZZE di sosta

35 km CAMMINI da riconnettere

km	min	h		
			linea per Roma	
0	0	0	Velletri	280 mslm
			linea per Terracina	
3	11'	40'	Casale di Velletri	296 mslm
5	18'	1,07	Colle Cagioli	307 mslm
9	32'	2,00	Macere	300 mslm
12	43'	3,00	Colubro	308 mslm
15	53'	3,20	Artena-Valmontone	263 mslm
20	71'	4,45	Sant'Ilario	214 mslm
			linea per Roma	
23	81'	5,07	Colleferro-Segni	203 mslm
			linea per Napoli	
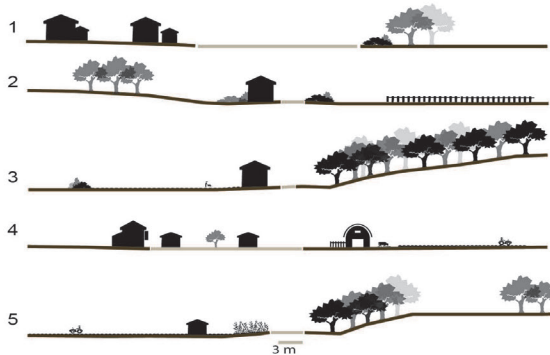
1
2
3
4
5

3 m

Fig 4.3 Project topics
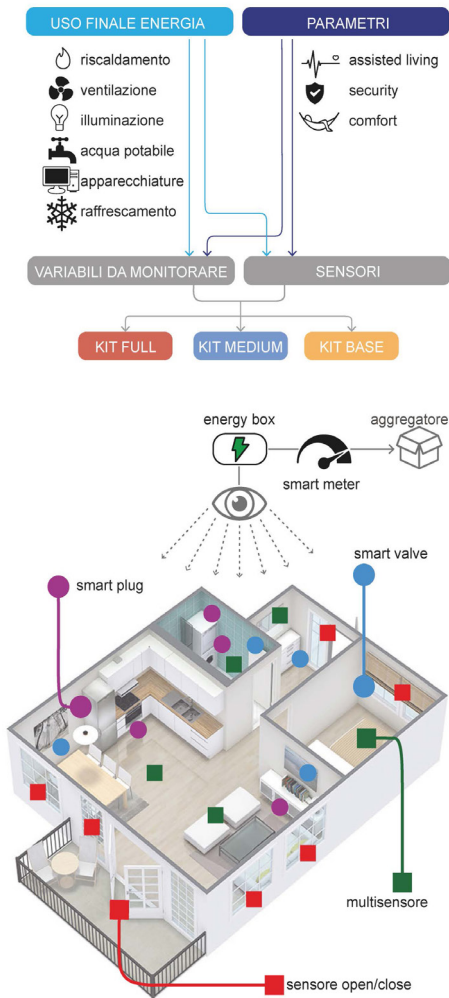
as did the other villages of the Monti Lepini community in the interior of the Lazio region. The regeneration project consists of the construction of a Monti Lepini territorial web that includes other small historical centres, plus the regeneration of the local territories and the creation of a Civic Centre hub located in Carpineto Romano, with the aim of promoting the socio-economic development and enhancement of the disadvantaged conditions of the Monti Lepini community. Through educational activities, vocational workshops, the specialization of farming and

Fig 4.4 Places of slow tourism
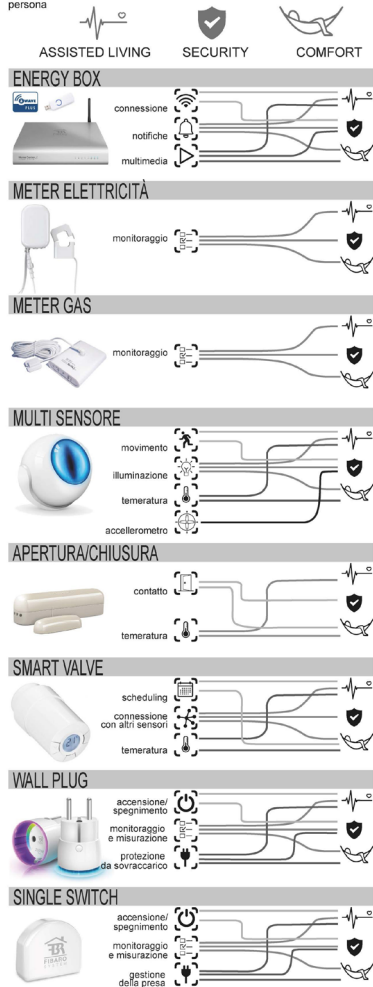
Fig 4.5 Smart home (with collaboration of ENEA)

small craft businesses, the Community can be provided with specific development tools able to restore and enhance the local culture. At the same time, this project aims to develop an intelligent Decision Support System (i-DSS), to enable public and private bodies to proactively manage climatic risks and the energy and resource consumption of the cultural heritage. This was achieved through an interdisciplinary approach combining urban planning, architecture, considerations of ecological engineering and

Fig 4.6 From smart city to smart citizen (with collaboration of ENEA)

socioeconomic impacts. The architecture of the project presented consists of a Smart Screening Tool employed as a 'fast-scanning' method and combines critical engineering parameters coupled with the social and cultural value of the cultural heritage, properly communicated to the end users. The information obtained will enable stakeholders to plan adaptation strategies and proactively manage and maintain their territories and cultural heritage.

Following this lead, we formulate the hypothesis that operative public space can act as a key player in the regeneration of these disadvantaged contexts in inner areas (from fig. 4.1 to fig. 4.11).

It is a premise underlying the growth and resilience of rural communities:

1. If the design strategies that integrate education and training with production are combined in an environment that fosters trades and social interaction, the community becomes self sustaining.

2. If the resource management is based on public interest and solidarity through cooperative production and storage, the inhabitants gain a secure source for basic needs.

3. If the architectural project involves the community at all stages of the process - design, construction, management - promoting participation and inclusive development.

4. If it encourages the use of appropriate architectural, ecological and energy technologies and devices, which should be efficient, affordable and foster community participation. In an effort to increase the living standard, the aim of the research is the revitalization of the rural economic system, through the introduction of new sources of income and the creation of a surplus of production that allows active participation in trade with neighbouring communities, thanks to improved efficiency in the use of traditional technologies and in the exploitation of local energy sources within environmental conservation and ecological balance, to the satisfaction of the inhabitants.

4.5 Conclusion
The local redevelopment of the historical heritage is configured as an internal concentration of the history and evo-

lution of the settlement and its inhabitants, with places of culture understood as the presence / value of the built environment and as the results of the human and immaterial resources that this history contributed to bringing forth; in other words, situations where it clearly emerges that it is not enough to recover single buildings within areas that are gradually becoming depopulated, but it is necessary to intervene, within districts and widespread nuclei, on public and private assets, in order to establish connections with
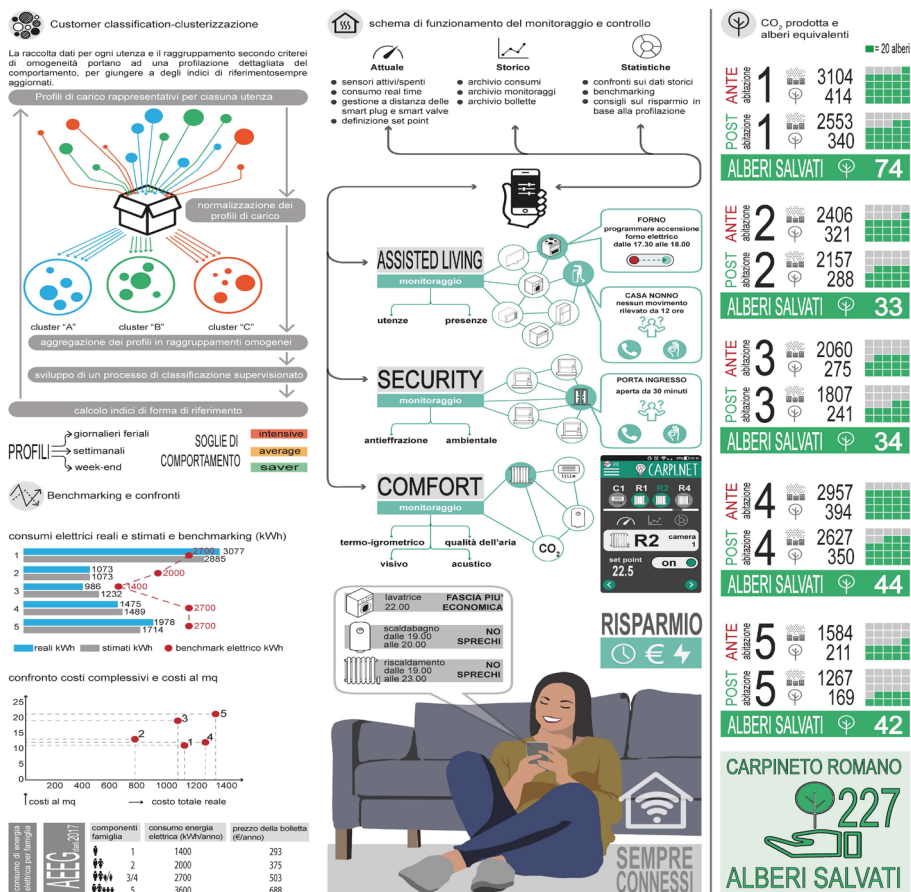
Fig 4.7 Smart home box (with collaboration of ENEA)

policies in other sectors, such as tourism, agriculture and crafts. This attitude requires integrated actions aimed at creating a critical mass from the supply point of view, and also able to manage some specific segments of the tertiary, receptive and residential market, setting in motion a mechanism of complex proposals for external users, which, by involving the local population, produce good levels of quality of life, enhancement of the landscape, architecture and the environment, enacting an energetic redevelopment of the physical heritage while creating employment and services.

The potential for positive impact, linked to the redevelopment and enhancement of the villages based on local economies, will be effectively activated only if the operators in the area's construction sector are able to respond to the needs and demands arising from the listening cycle. The capacity and effectiveness of such a response also depends on the skills of the companies themselves, in particular the building and crafts businesses that are directly involved in the renovation of the buildings.

It is of crucial importance, therefore, that operators in the construction and plant-engineering sectors, from small businesses to individual professionals, understand the potential of the long-term vision of the environmental challenge: the vision that Walter Stahel, a Swiss scholar of production cycles, portrays so well in the story of the three stonecutters who are asked what they are doing. The first answers that he is putting in eight hours of work, the second says that he is cutting limestone blocks, and the third replies that he is building a cathedral ([1]) [25].

Regenerating and reconsidering small settlements in the global discourse of sustainable development means suggesting and realizing ways of enhancing traditional buildings capable of fulfilling the prerequisites linked to the territory's vocation, environmental planning, energy saving, well-being and quality of life, thanks to the valuable architectural features of the historic buildings, giving due importance to the cultural heritage, as well as proper emphasis to territorial enhancement, and to that "cathedral" to which we all aspire in our vision of a sustainable future.

Notes

[1] I read the story in a beautiful essay by Gianfranco Bologna, *Servono due pianeti. Dagli anni ottanta consumiamo una terra e mezzo ogni anno. E acceleriamo*, pp. 193-204, in *Calendario della fine del mondo* (edited by) Pacillo A., Pizzo A., Sullo P., Edizioni Intra Moenia, Rome 2011.
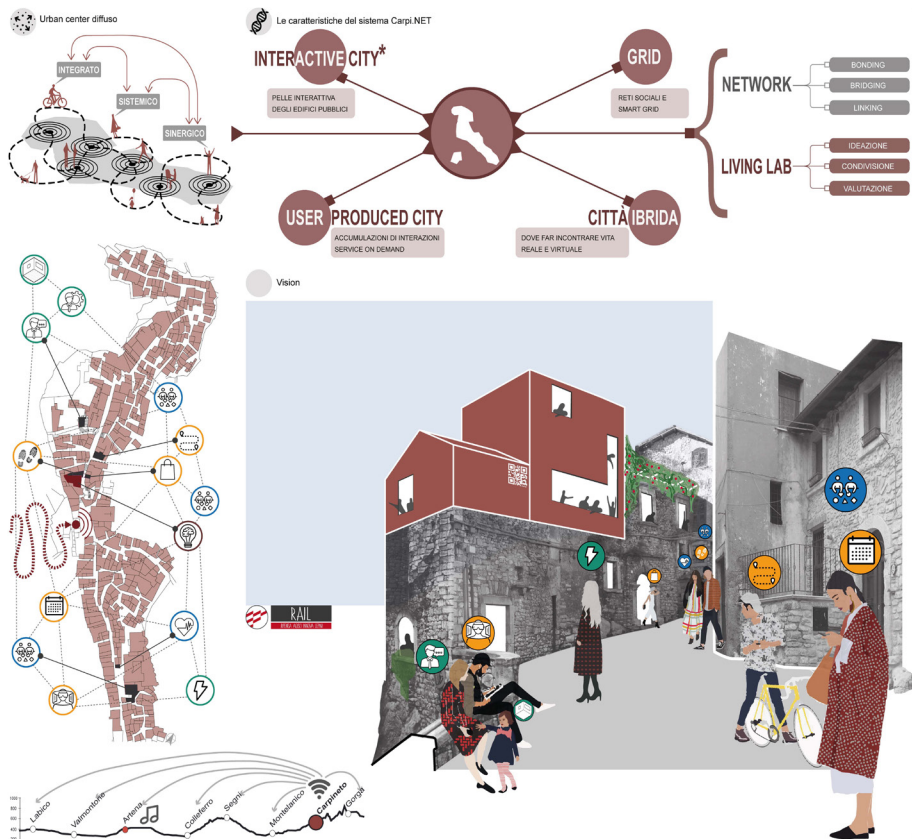
Fig 4.8 Interactive net

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PART II
Strategies and case studies

5. Small towns and creativity
Turning art and cultural heritage into income

Abstract

This chapter investigates the issues of the urban regeneration of small historic towns and of their public space, within the cultural processes established between urban planners, architects, artists, public administration, and local communities, in a climate of renewed national and international policies that in recent decades have outlined new attention and innovative thrusts on the issue of creativity, expanding the concept itself and placing it at the centre of more general territorial development policies. Creativity in this perspective has taken on an increasingly broad meaning, able to generate current solutions and unexpected projects, informed by a refounded conscience of local communities, by collective manifestations that, starting from below, are able to seize the infinite potential of public spaces, transforming them into nuclei driving modern and lively social activities.

5.1 Creative participation

National and international policies [1,2,3,4,5,6,7] on the issues of urban regeneration, social cohesion, and redefinition of the role of small historic towns and their public space, also through creativity – the theme of the latter having also been the subject of the specific European framework programme "Creative Europe"([1]), – cast light on a general awareness of the need for renewed attention to alternative practices of reuse [8] and protection of the heritage [9], that may be implemented preferentially through

expressions of creative participation, and architectural/artistic innovation. The aim is to provide responses to a change in the social system of values and individual and collective behaviour [10], in a current crisis that has seen fewer and fewer resources grappling with epochal, global challenges [11]. As early as 1936, Walter Benjamin [12] theorized how new techniques of production, reproduction, and spread of artworks at the start of the twentieth century had modified artists' and the public's attitudes towards artistic production, and proposed another reading of the processes, linked to "desacralization" and the consequent democratization of art in mass society. This thought was taken further in the late 1950s by the Situationists, who desired to bring art into daily life (dérives, or "situations"), and were to propose artistic practices to be carried out directly in the quotidian [13]. But in Europe, only starting in the 1980s – at various administrative levels – were the "cultural industries" to begin of organic interest in this sense to the decision-makers of public policies (consider the policies and activities of the Greater London Council from 1979-1986).

5.2 A new concept of creativity

In Italy, a growing number of administrations, both at the local and at the provincial and regional levels, have in recent decades begun implementing a set of cultural policies aimed at placing the "cultural perspective at the centre of the processes of defining more general territorial development policies, with a horizon not limited to the physical environment but involving the economic, industrial, social, and tourism one" [14]. These actions present important opportunities to go beyond the fragmented and episodic nature of certain cultural and artistic operations, triggering ordinary, interdisciplinary processes supported by adequate scales of government. Their main drivers are two prevailing impulses: the first at the administrative level, provided by policies to decentralize power at the regional and municipal level with the purpose of relaunching and reconverting specific local economies; the second on a social level, capable of stimulating the cross-pollination

among various sectors of the economy and of the urban sphere, generating new connections among organized groups of citizens, and motivating the social cohesion of communities and territories [15].

The desire to offer an impetus, in the same way done in other European countries, to the overall potential of urban regeneration, has led, in Italy, to approving municipal Regulations for the care and management of common goods, to be implemented through forms of administration shared with the citizens. And over the last decades, we have been seeing, more and more frequently, forms of knowledge economy stimulating a debate that involves not only the parties and the settings of cultural production, but places a certain emphasis on the symbolic, cognitive, and intangible aspects of the products and services, and on the very nature of the practices and dynamics in progress, interacting with politics and public management, with territorial marketing strategies, and with the transformations connected to producing and using culture [16].

The very concept of creativity has expanded to an increasingly broad meaning capable of generating new solutions and innovative projects augmented by a refounded social conscience, full-blown collective manifestations that, by virtue of a profound, deeply-rooted bond with the city's spaces, are able to grasp its infinite potential, transforming forgotten spaces into nuclei driving modern and lively activities, and becoming advocates for a participatory transformation of the urban scene. In keeping with this perspective, it is often the communities that oversee and regenerate urban spaces that are degraded or without identity, and turn them into centres of innovation from below; in a broader sense, these are not only maintenance or improvement of the city, but full-blown actions of resignifying the relationships, the bonds of symbols and values within communities and places, adding a sense of belonging and generating social capital, integration, and renewed trust, while giving public administration, the urban planner, the architect, and common people the tools to shape the city into a lively work of art [17].

We find a great deal of research and documents commis-

sioned by policy makers and urban development agencies that present, in a very positive way, the symbiosis being established between the public and private in the cultural setting, highlighting how much this accord is potentially positive and no margin is left for possible problems, obstacles, or difficulties of any kind; but rereading the research and academic publications of the last decades on the topic, one may see that, with regard to creative processes, three contexts within which creativity is articulated may be identified [18]: the historic and artistic heritage – understood both as the cultural capital of the past and as the artistic production of present generations; the cultural industries that provide goods and services; and material culture, an expression of the territory and of the communities. These settings present some limits in the process of creative intervention given that in some cases we have witnessed the creation of economies with low added value, or cultural productions that risk not reaching a sufficient public or number of consumers to make them sustainable.

5.3 The themes of urban and cultural regeneration between public administration and local communities

Acknowledging these problems inevitably assumes understanding overall strategies of development of local economies; the choice of the partners to be involved in operations of this type, in order to make the necessary investment but also to put into play the skills indispensable for the efficient management of the processes; and the ability to intercept networks active on the territories.

In Italy and Europe in recent decades, full blown tourist attraction hubs have developed in this direction, through innovative or renewed artistic events sharing equal benefits for the local community, that, by way of simplification, may be summarized as:

• Valorization of settings through virtuous artistic practices capable of defining adequate transformations and modes of intervention, and able to promote – also in interventions of urban densification and substitution – the requalification of the historic fabric and the public space;

• Relaunch of local economies in terms of developing both

business and jobs, through a renewed reception resulting also from technological innovations that make it possible to overlap real attractions with virtual ones (e.g. open-air museums);

• Regeneration of the building heritage that is available (e.g. historic structures, castles, noble palazzi, former schools) and can be repurposed, relaunch of "Social Housing" policies in favour of artists, or through innovative agreements with the owners (renouncing 30% of the rent on average);

• Activation of tourism flows, direct (guests in the village's facilities) and complementary (guests lodging in the vicinity), with the preparation of strategies promoting the building of bonds and connections among the host territories, and events on the calendar in the territory, capable of valorizing its dimension of community and inclusiveness.

Consider the experience of MAACK, Museo all'Aperto di Arte Contemporanea Kalenarte, located in Casacalenda, a municipality in Molise with little more than 2,000 inhabitants, created in the late 1980s. In 1989, a street furniture commission was converted by a local architect into an occasion to reread, from a different perspective, the locations of the small Molise town, along a longer and more complex path which, thanks to microsurgical interventions on the urban fabric, allowed new stories to be reinvented and grafted on in pursuit of contemporariness. Over time, the experiment was to become the open-air museum known today as MAACK Museo all'Aperto di Arte Contemporanea Kalenarte. The museum has seen a great many appearances and numerous illustrious interventions from the world of contemporary art: Nagasawa, Lorenzetti, Varotsos, Baldo Diodato, and Nelida Mendoza.

Moving on the same wavelength is the positive experience of Favara, a municipality of 32,336 inhabitants in the province of Agrigento, and its Farm Cultural Park, a new-generation, independent cultural centre with a strong focus on contemporary art and innovation. Situated in a previously semi-abandoned location in the heart of the centre of the municipality, in a neighbourhood called "sette cortili" or "seven courtyards" due to the city's own shape marked by seven small courtyards that are home to seven palazzi, the

project was able to trigger a virtuous process of urban regeneration through artistic experience, first by purchasing some of the dwellings present within the seven courtyards, transforming them into places for displaying contemporary art, gathering places, open kitchens for workshops and meals, a cocktail bar, a vintage shop, and more – and from here transforming the entire area from the abandoned, degraded location that it was, into a centre of tourist attraction and a meeting place for innovation and the arts. After the flourishing of these initiatives, the local community of Favara decided to invest in the historic town/culture pairing, thereby creating other, very interesting initiatives.

Going in this direction is the work that, for years, "Casa degli Artisti" has been performing in Canale di Tenno in Trentino, a small, Medieval village rising at under 600 metres in elevation, that had only 50 inhabitants prior to the foundation of Casa degli Artisti, the real engine of Canale's rebirth.

This experience is rather similar to the one in Bussana Vecchia, practically a refuge for Italian and foreign artists and creative people in the province of Sanremo who have brought about the place's architectural and social regeneration.

Again, it is creativity and art, along with the diffuse nature and the protection of natural beauty, but above all handicrafts that make Bienno – an Italian municipality of 3,774 inhabitants in Val Camonica in the province of Brescia in Lombardy – a unique village, an open-air forge where the art of ironwork can become a true adventure of experiential tourism.

We find a great many similar situations throughout Europe, where charming villages find, in the artistic experience, a renewed vein of tourism. Examples of this are Ludow, marked by the regeneration of buildings' ground floors that are home to workshops and art galleries, Obidos in Porugal, and Sligo in Ireland, to cite a few.

In most cases, the traditional urban fabric that developed over time in the villages, through an architecture "without architects," is being transformed along with new residential requirements, adapting to the demands of the contempo-

rary world while profoundly respecting the characteristics of the places, proposing environmentally sustainable, coherent and organic solutions able to produce social and economic evolution without impacting the places' defined identity.

Taking a better look at it, these operations become happy circumstances for realizing a design approach that, through the methodologies typical of artistic practice, exalt local resources, identities, and cultures [19] and increase urban experiences and values by intercepting those structured communities and networks of relationships that civil society is able to express through organized actions. Lastly, it is important to point out that the need for contributions of this kind is emphasized by the Sustainable Development Goals (SDGs) identified by the 2030 Agenda [20], a "a plan of action for people, planet and prosperity," in the determination to "take the bold and transformative steps which are urgently needed to shift the world onto a sustainable and resilient path," that, particularly in Goal 11 "Make cities and human settlements inclusive, safe, resilient and sustainable," is outlining practices that engage all Member States and that regard not only national governments, but all local and regional players, mobilizing a vast coalition of parties from the world of economics and society [21].

Notes
[1] Programme calling for the allocation of € 1.46 billion during 2014-2020 (http://ec.europa.eu/programmes/creative-europe).

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6. Case studies

6.1 Casacalenda, Campobasso, Molise, Italy

Valorisation of contexts through the practice of art
Back in the late 80's, a project was undertaken in Casacalenda, a village in the hills of the Molise region, by the Kalenarte cultural association, founded and directed by architect Massimo Palumbo, with the goal of valorising the local context – both urban and rural – through myriad forms of artistic expression. In the 90's, the idea of an open-air museum distributed throughout the town's territory took shape, a goal brought that much closer by the 1997 establishment of a Gallery of Contemporary Art dedicated to Franco Libertucci, a famous local artist.

Meant to be a "window on contemporary art" inclusive of both modernity and tradition, the museum brings forgotten places and stories back to life, stimulating activities to promote the revival and valorisation of the village. The MAACK hosts permanent installations and organises events, under a work-in-progress approach that finds local artists working alongside other creators of international renown. A full 21 works have been installed outdoors, adorning the streets of the town, while the Libertucci Municipal Gallery holds more than 110 creations donated by different artists over the years.

The quest to meld realty and utopia, dream and illusion, to combine attentive planning of the village with its residents' creativity, has always underlain the work of Kalenarte, with the unmistakable objective of valorising the artistic and cultural assets of Molise and Casacalenda.

Thanks to ongoing efforts involving the entire community, in the form of painting, sculpture, architecture, writing and photography, this inner area, which was gradually disappearing due to depopulation, has both a new identity and an added value.

Revival of local economies
The MAACK has shown itself to be a winning idea capable of generating a true symbiosis between culture, the landscape and tourism, without the village's own cultural identity being lost.

As with all the small towns typically found in Italy's inner areas, time seems to stand still in slow-paced Casacalenda, whose economy is based primarily on farming and sheep-herding, and whose residents follow firmly established daily routines amidst the narrow streets of the burgh, though their innate creativity is just waiting for the proper stimulus to come out in the open. Bit by bit, this anonymous, unknown village has made a name for itself, thanks to the initiative of Kalenarte, which has not only led to the development of a new economy based on tourism and hospitality, but also made possible reinforcement of local economic activity in the sectors of wine, food and crafts.

Seen in this light, the town's geographic location also plays a fundamental role, making it possible to establish nature itineraries for devotees of such activities, so that new job opportunities are created for tour and excursion guides of various levels of expertise.

Regeneration of the architectural heritage

The Kalenarte initiative triggered a thorough regeneration of the village territory through the restoration and valorisation of formerly anonymous, abandoned spaces and buildings that were neglected and/or out of favour with residents. The MAACK experience was instrumental in stimulating the urban renewal of public spaces: alleyways, stairways, spaces between homes, gardens, doors, windows, and each and every other feature of the village and the surrounding countryside, have been transformed by the artistic activities, taking on a new dimension and a different value. Each glimpse of the burgh appears in a new light, revealing its full potential as the setting for a painting, a photograph or a short film, or as the ideal location for a sculpture, all in synergy with the existing architectural heritage.

The reclamation of public spaces was accompanied by the restoration of abandoned and/or rundown buildings able to serve as lodgings for the numerous Italian and international artists invited each year to take part in the various initiatives. The municipal government offered the garret space of the town hall building, fully restored in the 80's, to

house the Municipal Gallery, while initiatives were organised under public-private partnerships to upgrade buildings meant to house artists in the town's historic core.

Over the years, the operation began to attract large numbers of visitors to the town, generating economic activity and creating jobs, which encouraged a number of private parties to restore buildings as part of a distributed hospitality system extending to decidedly rural areas as well.

Stimulation of tourist flows

The MAACK, by now a fixture on the Molise cultural scene, offers a wealth of cultural events and initiatives each year, including guided tours, workshops, topical discussions, book presentations, conferences, debates and experimental activities that attract hundreds of visitors from all over Italy and beyond. Though it has been in place for more than 25 years, the cultural program still manages to renew itself, drawing tourists while continuing to reinforce ties between residents, who now feel part of an active community, and the urban space, the unquestioned protagonist of the regeneration project.

No fewer than 3 exploratory routes have been laid out in the town's historic core, as well as its surrounding countryside and woods. Strollers visiting the village streets and squares can admire works by artists such as Adrian Tranquilli, Michele Peri, Hidetoshi Nagasawa, Alfredo Romano, Claudio Palmieri, Tonino D'Erme, Costas Varotsos and Massimo Palumbo himself. The strategic vision, the capacity for innovation, and the skills brought to bear over the years by the participants in the MAACK experience in Casacalenda are not assets that lead directly to revenue flows, but rather potential resources for the mutual fulfilment of the project and the territory.

Sources

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https://www.worldweatheronline.com/
https://it.weatherspark.com/

Fig 6.1 Casacalenda – Claudio Palmieri, Germinazione 1996 @
MAACK Casacalenda (photo: Massimo Palumbo)

LOCATION

CASACALENDA, Campobasso, Italy

Long: **41° 44' 29'' N** - Lat: **14° 50' 56'' E**

643 meters above sea level

2.014 (updated to 30 sept 2019)

67,28 km²   **29,93** /km²

mountain	hills	lake	countryside	seaside

MORPHOLOGY

central plant	linear plant	**isolated municipality**	part of the municipality	network of municipalities

ACCESSIBILITY

Termoli

Casacalenda

SS84   E55

Foggia

Campobasso

E45   50 KM
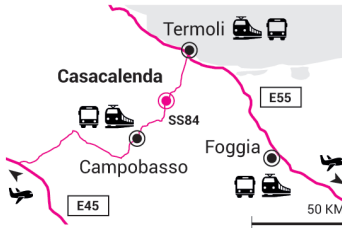
main road network	**SS84 / E55**	
from	↔	🕐
to **Campobasso** station	40 km	45'
to **Termoli** station	45 km	40'
to **Foggia** station	100 km	1h 30'
to **Bari** airport	230 km	2h 30'
to **Rome** airport	250 km	3h

CLIMATIC DATA
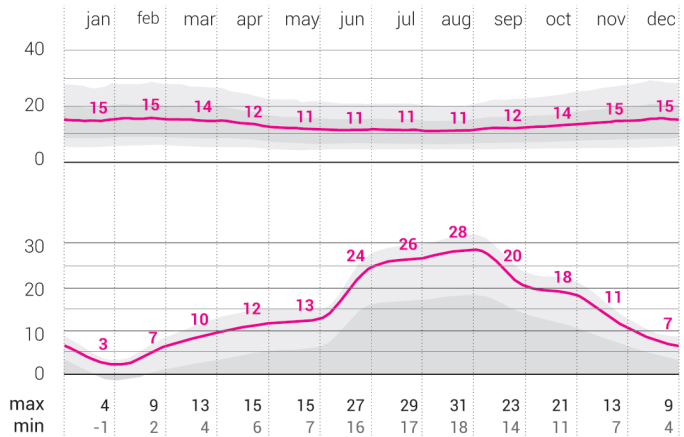
	jan	feb	mar	apr	may	jun	jul	aug	sep	oct	nov	dec

WIND MEDIUM SPEED [km/h]

40 — 20 — 0

15	15	14	12	11	11	11	11	12	14	15	15

MEDIUM TEMPERATURES [°C]

30 — 20 — 10 — 0

3	7	10	12	13	24	26	28	20	18	11	7

	jan	feb	mar	apr	may	jun	jul	aug	sep	oct	nov	dec
max	4	9	13	15	15	27	29	31	23	21	13	9
min	-1	2	4	6	7	16	17	18	14	11	7	4

INTERVENTION

Valorisation of contexts through the practice of art

Revival of local economies

Regeneration of the architectural heritage

Stimulation of tourist flows

PROMOTERS

Public administration

Private

Partnership

TIMELINE

end of 1980   **1992**   **1997**   today

KALENARTE CULTURAL ASSOCIATION
founded by M. Palumbo architect

MAACK
Open Museum of Contemporary Art Kalenarte

"F. LIBERTUCCI"
Contemporary Art Gallery
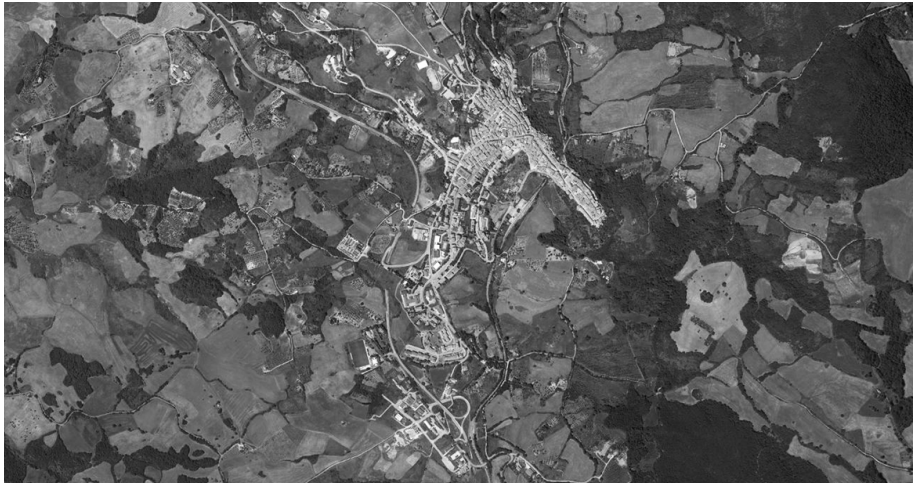
Fig 6.2 Aerial view of Casacalenda (source: Google Earth)

6.2 Favara, Agrigento, Sicilia, Italy

Valorisation of contexts through the practice of art
FARM Cultural Park was officially opened on 25 June 2010, at the initiative of Andrea Bartoli, a notary public, and his wife Florinda (née Saieva), two young Italians who, after living in Paris, decided to return to Favara, Florinda's hometown, but only after promising each other to improve the Sicilian village, so that their daughters could grow in an international cultural climate. The idea for the park, therefore, was the couple's personal wish to raise their children in the kind of stimulating, creative setting they would have found in Paris or Berlin.

Their initial inspiration came from three major "cultural-artistic spaces" that they visited and experienced during their travels: the Palais de Tokyo, a site of contemporary culture and entertainment in Paris; the centre of the city of Marrakech, a setting filled with fascinating touches, both natural and creative, offering a wealth of hospitality, fun and eating establishments; the London market of Camden Town, famous for selling every imaginable type of object, and for its booth where foods from every corner of the world can be tasted. This mix of approaches led to the creation of a veritable open-air artistic workshop, the perfect opportunity to transform and valorise a town that had always been associated, in the public's mind, with the widespread unregulated construction.

The FARM Cultural Park saved the historic centre of Favara, which, prior to the revival project, had been focal point of illegal trafficking, inhabited only by elderly locals, and rapidly headed for further abandonment and decline, due in part to the tragic death of two little girls following the collapse of portions of buildings in the "Sette Corti-li" ("Seven Courtyards") quarter. The centre was opened – a good 10 years ago – by welcoming numerous friends and acquaintances to a totally revamped setting, with the further attraction of a series of art expositions that made no secret of their goal of giving the village a new artistic identity through an independent cultural centre devoted to contemporary works by up-and-coming artists.

Revival of local economies

The FARM Cultural Park has totally transformed the local economy, renewing the potential of the town's historic core as a tourist attraction. Numerous small—scale, distributed hotel establishments have been started, along with food-service, manufacturing and sales enterprises, plus leisure and entertainment activities that attract tourists of all nationalities and age groups. Local wine and food culture was given new life through numerous events focussed on cuisine and environmental sustainability, while local crafts activities were revamped under an artistic approach. Job opportunities rose, and continue to do so each year, thanks to the town's sizeable flows of incoming tourists, as well as the many young natives of Favara who have returned to their hometown. Innovative ideas and services for both niche and classical tourists have increase the economic activity and power of attraction of the town's historic core, as well as parts of the surrounding territory, turning Favara into the Province of Agrigento's second most popular tourist destination, following the Valley of the Temples.

Regeneration of the architectural heritage

Prior to the establishment of FARM Cultural Park, Favara was a small rural town that, like most Sicilian villages, had an historic core which, despite its extraordinary beauty and complexity, was badly rundown and neglected, having been abandoned by the local community following years of investment in new constructions that sprawled out from the old town towards the countryside. In 2010, the promoters of the project undertook a private initiative of sustainable urban renewal that began with the restoration of two historic buildings evocative of Arab architecture, found within the semi-abandoned, badly deteriorated Sette Cortili quarter. The operation rapidly transformed all the open spaces in and around the buildings, turning them into public spaces for social gatherings and temporary residence, including art galleries, artists quarters, sites for conferences and events, hidden gardens, sales points and eating establishments whose conviviality is not just social interaction, but authentic local Mediterranean culture. Spaces for resi-

dential, exposition, manufacturing and commercial activities are woven into the narrow streets of the town's historic core, giving new life to buildings that, once considered superfluous and forgettable, are now, having been rendered safe and usable, crowded with both resident and tourists at all times of year.

Stimulation of tourist flows
The initial investment of more than 20 million euros to launch the FARM project has repaid itself in full, over time, by drawing sizeable flows of tourists throughout the year, with the highest levels naturally in the summer months. The average of 120 thousand visitors a year can be broken down into various categories, from simple tourists who come for just a few days to artists who spend lengthier periods immersed in the stimulating but peaceful atmosphere.

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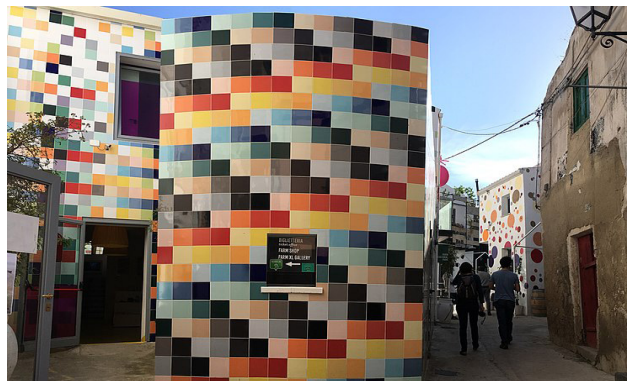
Fig 6.3 Favara Farm Cultural Park (photo: Francesco Lombardi)

LOCATION

FAVARA, Agrigento, Italy

Long: **37° 19' 7'' N** - Lat: **13° 39' 47'' E**

338 meters above sea level

32.336 (updated to 31 aug 2017)

81,88 km²   **349,91** /km²

mountain	hills	lake	**countryside**	**seaside**

MORPHOLOGY

central plant	linear plant	**isolated municipality**	part of the municipality	network of municipalities

ACCESSIBILITY

E90
Palermo   Messina
E45
SS189   A19
SS640   Catania
Agrigento
Favara   50 KM
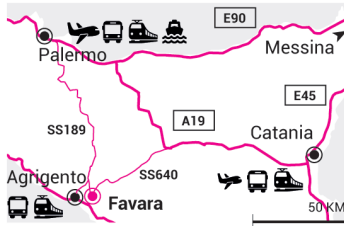
main road network   **SS89/640 / A19**

from

	↔	🕐
to **Agrigento** station	10 km	15'
to **Palermo** station	125 km	2h
to **Catania** station	150 km	1h 50'
to **Palermo** airport	125 km	2h
to **Catania** airport	150 km	1h 50'

CLIMATIC DATA
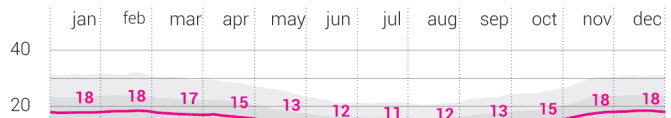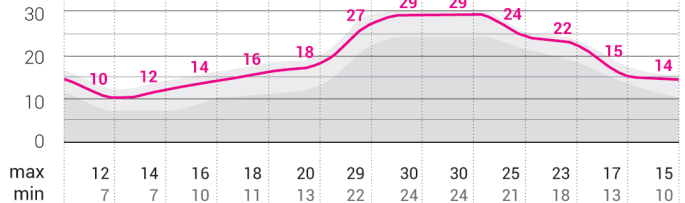
	jan	feb	mar	apr	may	jun	jul	aug	sep	oct	nov	dec
WIND MEDIUM SPEED [km/h]	18	18	17	15	13	12	11	12	13	15	18	18
MEDIUM TEMPERATURES [°C]	10	12	14	16	18	27	29	29	24	22	15	14
max	12	14	16	18	20	29	30	30	25	23	17	15
min	7	7	10	11	13	22	24	24	21	18	13	10

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INTERVENTION

Valorisation of contexts through the practice of art

Revival of local economies

Regeneration of the architectural heritage

Stimulation of tourist flows

PROMOTERS

Public administration

Private

Partnership

TIMELINE

2010

today

the birth of the
FARM CULTURAL PARK
founded by A. Bartoli and F. Saieva

Fig 6.4 Aerial view of Favara (source: Google Earth)

6.3 Canale di Tenno, Trento, Trentino-Alto-Adige, Italy

Valorisation of contexts through the practice of art

Canale di Tenno, a small outlying district of the Town of Tenno, sits in the hills that look out on Lake Garda. Abandoned in the early post-war years, it is a medieval burgh now known even abroad, thanks to the "Giacomo Vittone" Casa degli Artisti, or 'Artists' Home', first established in the 60's, and later transformed into a legally recognised entity in which three different municipalities participate: Tenno, Riva del Garda and Arco. Canale's current widespread renown, historic, artistic and cultural, dates back to 1967, when some friends of the painter Giacomo Vittoni decided to buy an historic ruin just outside the village as a gift, so that the artist could once again paint in the places so dear to him (a short while earlier, he had moved to Rome for work), but Vittone suggested that the Town of Tenno set aside the building for "those who live by brush and palette", and so the Artists' Home was created to house and inspire artists from all over the world. In exchange, they could donate to the town works inspired by the nature of Canale, as well as the rustic allure of the town and all its surrounding territory.

And so the burgh was gradually reborn, with artists' activities attracting numerous visitors to its irregular layout of porticos, entryways, balconies, medieval homes and courtyards set at different levels and used to host expositions and other types of artistic events.

Every year, this heritage of venerable structures is further highlighted by two major folklore events: "Rustic Middle Ages" and a Christmas market. In the 60's, the Home was an important gathering place for local artistic circles and itinerant artists. Then, from the mid-80's, it started hosting internationally known resident artists and a series of initiatives were undertaken, thanks to which, word of Canale di Tenno spread throughout Europe.

Regeneration of the architectural heritage

The renovation of the building that currently houses the Artists' Home, with its spacious, well-lit drawing rooms

used to hold temporary exhibitions, a traditional kitchen decorated with frescoes, plus six large rooms in which the artists are lodged, led to a series of other projects that upgraded the entire burgh to adequate levels of safety by restoring the simple medieval homes and the public spaces. While the smaller buildings hold small-scale residential structures (many of them purchased as summer homes by various artistic figures), hotels or stores, the larger, more historically significant ones have been renewed and repurposed for a variety of activities: the Cà dei Pomati hosts the "Rustic Middle Ages" event; a building facing onto the village's central plaza holds the Museum of Agricultural Tools (salvaged from the homes of Canale di Tenno); the venerable shrine of St. Antony of Padua still serves its original function.

Stimulation of tourist flows

The numerous cultural events and initiatives organised by Artists' Home organisation draw healthy flows of all types of tourists with activities that include exhibitions, conventions, seminars, summer courses, architectural workshops, music, painting, writing and photography. The unique geographic location is a perfect blend of the Mediterranean vegetation typical of Lake Garda and the Alpine Panorama of the nearby Dolomite mountains, giving the area's highly original itineraries a wealth of both natural and cultural content. The Artists' Home also offers courses on a variety of topics and study-residencies for students of fine arts academies and institutes, allowing them to work in a stimulating environment perfectly in harmony with the surrounding nature. Even after more than 50 years of operation, the allure of the project renews itself year after year, as the support and attention of local residents have made the hospitality extended to tourists one of the village's strongpoints.

Sources

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https://www.worldweatheronline.com/
https://it.weatherspark.com/

Fig 6.5, 6.6 Canale di Tenno

CANALE DI TENNO, Trento, Italy

Long: **45° 55' 46.24'' N** - Lat: **10° 49' 35.42'' E**

600 meters above sea level

2.045 + 43 on medieval town (updated to 31 aug 2015)

28,3 km²   **72,26** /km²

mountain	hills	lake	countryside	seaside

MORPHOLOGY

central plant	linear plant	**isolated municipality**	part of the municipality	network of municipalities

ACCESSIBILITY

50 KM

Canale di Tenno   **Trento**
Bergamo   SS273   E45
E64
Brescia   Verona
Milan   E70
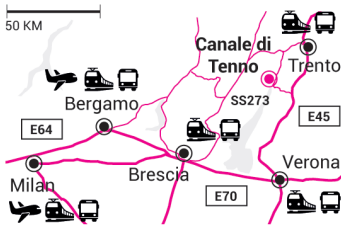
main road network   **SS273 / E45 / E70**

from

	↔	⏱
to **Trento** station	45 km	55'
to **Brescia** station	90 km	1h 40'
to **Verona / Bergamo** station	135 km	2h 10'
to **Milan** airport	220 km	3h
to **Venice** airport	200 km	2h 20'

CLIMATIC DATA
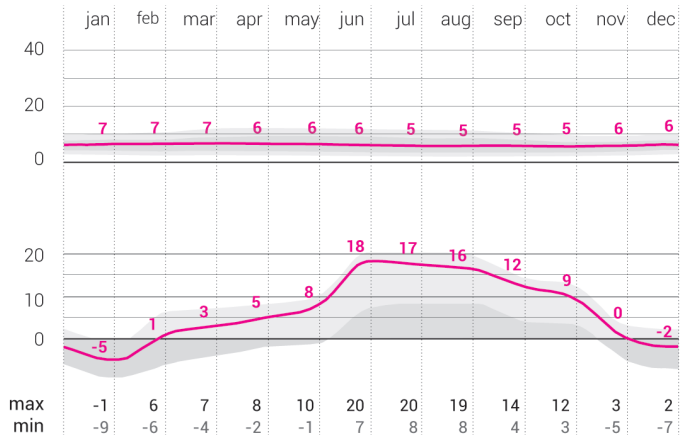
	jan	feb	mar	apr	may	jun	jul	aug	sep	oct	nov	dec

WIND MEDIUM SPEED [km/h]

40												
20												
0	7	7	7	6	6	6	5	5	5	5	6	6

MEDIUM TEMPERATURES [°C]

	jan	feb	mar	apr	may	jun	jul	aug	sep	oct	nov	dec
20							18	17	16	12		
10					5	8					9	
0		-5	1	3							0	-2
max	-1	6	7	8	10	20	20	19	14	12	3	2
min	-9	-6	-4	-2	-1	7	8	8	4	3	-5	-7

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INTERVENTION
....

Valorisation of
contexts through
the practice of art

Revival of local
economies

Regeneration of
the architectural
heritage

Stimulation of
tourist flows

PROMOTERS
....

Public administration

Private

Partnership

TIMELINE   **1967**   **after years**   today
....

"CASA DEGLI ARTISTI!"
was founded
by privates

was transformed into a
legally recognised entity in
which three different
municipalities participate:
**Tenno, Riva del Garda and
Arco**

Fig 6.7 Aerial view of Canale di Tenno (source: Google Earth)

6.4 Bussana Vecchia, Imperia, Liguria, Italy

Valorisation of contexts through the practice of art
Bussana Vecchia, a hillside district of the City of Sanremo dating back to the Roman Age, was abandoned at the order of the authorities in 1887, after a violent earthquake had almost completely destroyed the burgh, damaging the majority of its buildings beyond repair. In the 1950's, a group of artists, philosophers and craftsmen who found the village's history enchanting began to repopulate it, thanks to an idea that came to the masterful ceramics artist Mario Giani of Turin, nom d'art Clizia, who moved to Bussana Vecchia in 1958, when the village was completely uninhabited, to found the "International Artists' Colony", which drew many leading painters, sculptors and writers from both Italy and the rest of Europe.

The Colony launched a project to recover what was left of the burgh, renovating the old peasant homes around the castle for use as living quarters and arts/crafts shops. A full-fledged community dedicated exclusively to art arose, complete with a constitution that governed: day-to-day life, social relations among members of the colony and strategic building renovations, so that, in very little time, Bussana Vecchia had returned to life, thanks to small eateries, crafts shops, stores, b&b's, artists' studios and galleries for expositions.

The old ruins were salvaged and valorised through the insertion of local vegetation, sculptures, inlaid objects and other artistic creations distributed along the narrow streets or housed in the residential units. Today, Bussana's most eye-catching attractions include: the Garden of the Ruins, a terraced botanical garden whose fairy-tale setting offers a view of the entire village; the roofless Church of Sant'Egidio, a fascinating source of artistic inspiration; the Osteria degli Artisti tavern, a favourite haunt of artists and craftsmen during the reconstruction of the village, and still a gathering place for the local community; the many workshops of painters, sculptors, ceramics artists, goldsmiths, woodworkers and leather craftsmen that enliven the streets of the burgh.

Revival of local economies
Today, the Artists' Village of Bussana Vecchia is an oasis of creativity where artists and craftsmen have worked side by side for any number of years. The founding of the community allowed the long-abandoned burgh to come back to life as a site hosting artistic activities, workshops and ateliers, a revival that also made possible the return of various local traditions. Hundreds of visitors come to Bussana Vecchia every year to admire the striking synergy established between the residents and the ruins of the village. The need to accommodate the tourists with lodgings and eating establishments has revived the economy of the surrounding territory as well. Numerous commercial activities have flourished anew, thanks to the practice of arts and crafts, while the creative residents enliven the burgh with various types of artistic performances.

Regeneration of the architectural heritage
Bussana Vecchia's architectural heritage was drastically compromised by the severe tremors of the 1887 earthquake, which forced the residents to abandon everything and start a new life a few kilometres away, in a brand-new town they built further down the hillside, Bussana Nuova. Numerous efforts to restore the buildings and render them secure have been undertaken on a private basis, under the initiative of artists who decided to move to the burgh – and who are now accused of illicit occupation by the government – but it is only thanks to what they did that the centuries-old homes of stone and brick salvaged from the ruins can now be admired in the village's narrow streets. In the 70's, while buildings were still being renovated, essential urban development projects were completed: Bussana was finally connected to the water, sewage and power systems of Sanremo, significantly improving the living and working conditions of the residents, an operation that further increased the influx of artists, resulting in still more regeneration projects. In the 80's, the New International Artists' Community was founded, to keep in step with the changed conditions of the village. A labour cooperative was to be established, along with a trademark for the artists of Bus-

sana, so that cultural and promotional activities could be launched under a brand for the local territory, attracting visitors, and with them earnings that would allow the community to finance ongoing initiatives of regeneration. Unfortunately, the 90's saw Bussana fall prey to an onslaught of real-estate speculation that did away with the community's original spirit and the artistic calling of the village, transforming it into a venue for mass tourism and speculative construction.

Stimulation of tourist flows

The history of Bussana Vecchia, from its abandonment to its rebirth, has drawn, and continues to attract, a good many visitors every year. At first they were artists who arrived from all over Europe for extended stays – often deciding to make the burgh their home – while now the majority are curious about, or devoted connoisseurs of, the art, culture and traditions of small historic towns and their slow, peaceful way of life. The allure of the venerable ruins that take on new life combines with the surrounding landscape of seaside hills, attracting different types of tourist flow that have resulted in the addition, to cater to their wide range of needs, of hospitality and food services, as well as recreational activities, with an eye towards prompting the visitors to stay for longer periods of time.

Sources

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https://www.worldweatheronline.com/
https://it.weatherspark.com/

LOCATION

BUSSANA VECCHIA, Imperia, Italy

Long: **43° 50' 12.47'' N** - Lat: **7° 49' 47.99'' E**

200 meters above sea level

75 (updated to 31 aug 2019)

mountain	hills	lake	countryside	seaside

MORPHOLOGY

central plant	linear plant	isolated municipality	part of the municipality	network of municipalities

ACCESSIBILITY

50 KM

E717

Genova

SS28

Bussana Vecchia

Savona

E64

Nice
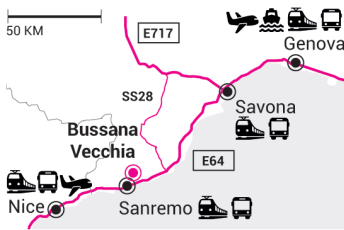
Sanremo

		from	↔	🕐
main road network			**E64 / SS28**	
to **Sanremo** station			9 km	17'
to **Brescia** station			95km	1h 15'
to **Genova** station			145 km	2h 10'
to **Genova** airport			135 km	1h 55'
to **Turin** airport			260 km	2h 50'

CLIMATIC DATA
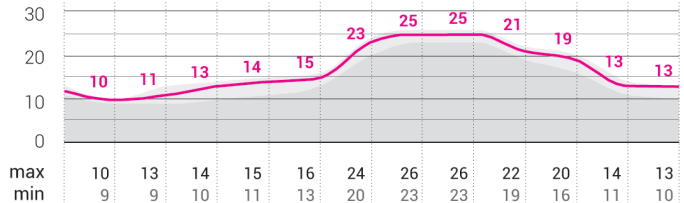
	jan	feb	mar	apr	may	jun	jul	aug	sep	oct	nov	dec
WIND MEDIUM SPEED [km/h]	14	14	13	11	10	9	8	9	11	13	14	13
MEDIUM TEMPERATURES [°C]	10	11	13	14	15	23	25	25	21	19	13	13
max	10	13	14	15	16	24	26	26	22	20	14	13
min	9	9	10	11	13	20	23	23	19	16	11	10

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INTERVENTION

Valorisation of contexts through the practice of art

Revival of local economies

Regeneration of the architectural heritage

Stimulation of tourist flows

PROMOTERS

Public administration

Private

Partnership

TIMELINE

1887

The district was abandoned **after a violent earthquake**

1958

"INTERNATIONAL ARTISTS' COLONY" was founded by M. Giani

1990

Bussana fall prey to an onslaught of **real-estate speculation** that did away with the community's original spirit

today

Fig 6.8 Aerial view of Bussana Vecchia (source: Google Earth)

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6.5 Bienno, Brescia, Lombardia, Italy

Valorisation of contexts through the practice of art

Located in the heart of the Val Camonica valley, the small medieval burgh of Bienno presents a constant intertwining of history and tradition in its narrow streets and its buildings. For centuries, the main economic activity in Bienno has been iron mongering, which, following the arrival of Benedictine monks in the area, flourished from the 10th century onward, thanks to the harnessing of watermills powered by force of the nearby Grigna Stream, a development that greatly increased the efficiency of forge hammers.

The town's focus on crafts and art is still acclaimed in the local area, allowing the centuries-old tradition carried on by the few ironmongers who continue to handcraft objects to become a point of attraction of the village, drawing artists and visitors from all over Europe. Historical forges are still in operation, offering first-hand demonstrations of fully manual ironworking techniques handed down from generation to generation of master Frear.

In Bienno, the past and the present have become interwoven, producing a unique cross-fertilisation of historic and artistic traditions and forms of modern art. The project "Bienno the Artists' Burgh", begun as a joint initiative of local government officials and the town's resident artists, reached its eighth year in 2020, with the participation of leading figures in the fields of the visual arts, music and the theatre. Over the years, new artistic and cultural endeavours have been promoted, driven by a marked spirit of research and experimentation, but also by respect for the traditional approach of the "artist's workshop": up-and-coming talents are housed in the "Artists' Home", where they can pursue their experimental activities while working alongside local artisans.

Revival of local economies

The valorisation of Bienno's artistic and crafts calling has made possible the revival of many local pursuits that were on the verge of disappearing under the pressure of indus-

trial production, combined with the depopulation of the burgh, which had little to offer younger residents. Events tied to iron mongering and art have given rise to workshops on related topics and itineraries of experiential that have engendered a new form of local economic activity while younger residents with job opportunities. Not only have workshops reopened in the town's historic core, but a virtuous cycle centred around tourist hospitality has arisen, producing widespread local growth of small hotels and eating establishments, together with services focussed not only on the burgh, but on the surrounding territory too. Itineraries based on wine and food, or excursions of varying types and difficulty, complete the local tourist offerings.

Regeneration of the architectural heritage
A number of buildings in the Town of Bienno have been upgraded, as part of public or private projects, being transformed into hotels or residences for visitors, or, to an even greater extent, into small craftsmen's shops for the permanent activities of residents, as well as temporary workshops for the different artists and craftsmen who, every year, spend periods in the town. The most significant example is the Casa Valiga, an aristocratic renaissance building of three floors, salvaged and restored under a project promoted by local institutions, and now set aside exclusively for exhibits, expositions, conferences and cultural exchanges, with hospitality offered to artists from all over the world, together with the possibility, on the ground floor, to work in shops open to the public, based on the traditional crafts practice. This building was part of a more extensive series of efforts that included the restoration of a 16th-century mill still in operation, and now utilised as a museum centre, plus a forge where live demonstrations of iron mongering are held.

Stimulation of tourist flows
Bienno attracts not only up-and-coming artists and visiting connoisseurs of art, but also large numbers of tourists looking to spend some time in the past, in a place were the only sounds that interrupt the peace and quiet are

those of the forging of iron and the production of art, all accompanied by a skilful valorisation of traditional local cuisine made with products that, more often than not, are produced by locals in the nearby countryside, setting in motion a wine and food circuit which also services "Sunday visitors", as well as residents of nearby towns wishing to take time out and relax on the weekend.

Sources

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https://www.worldweatheronline.com/
https://it.weatherspark.com/

Fig 6.9 Bienno (source: visitvalcamonicaiseobrescia.it)

BIENNO, Brescia, Italy

Long: **45° 56' 12'' N** - Lat: **10° 17' 39'' E**

445 meters above sea level

3.774 (updated to 31 aug 2019)

30,54 km² **123,57** /km²

mountain	hills	lake	countryside	seaside

MORPHOLOGY

central plant	linear plant	**isolated municipality**	part of the municipality	network of municipalities

ACCESSIBILITY

50 KM

SS42
Bienno
Bergamo
E45
E64
Brescia
Verona
Milan
E70

main road network	**SS42 / E70**	
from		
to **Brescia** station	90 km	2h
to **Verona** station	120 km	2h 25'
to **Milan** station	165 km	2h 45'
to **Bergamo** airport	90 km	2h
to **Milan** airport	180 km	3h

CLIMATIC DATA

	jan	feb	mar	apr	may	jun	jul	aug	sep	oct	nov	dec

WIND MEDIUM SPEED [km/h]

40 / 20 / 0

| 7 | 7 | 8 | 8 | 8 | 8 | 7 | 7 | 7 | 7 | 6 | 7 |

MEDIUM TEMPERATURES [°C]

30 / 20 / 10 / 0

	2	6	8	10	12	22	22	21	16	13	6	4
max	4	9	11	12	14	23	24	23	18	15	8	6
min	-1	2	3	5	6	14	15	15	11	8	3	1

INTERVENTION

Valorisation of contexts through the practice of art

Revival of local economies

Regeneration of the architectural heritage

Stimulation of tourist flows

PROMOTERS

Public administration

Private

Partnership

TIMELINE

2012

today

"BIENNO THE ARTISTS' BURGH"
project starts as a joint initiative
of local government officials and
the town's resident artists

"CASA VALIGA"
was opened after work of restoration
and now set aside exclusively for
exhibits, expositions, conferences
and cultural exchanges

Fig 6.10 Aerial view of Bienno (source: Google Earth)

6.6 Ludlow, Shropshire, United Kingdom

Valorisation of contexts through the practice of art

In 1946, following a series of conferences and seminars organised by Dr. Richard Seddon of the University of Birmingham, a group of 12 students, swept up by the resulting enthusiasm and creative idealism, founded an artistic society in the town of Ludlow. Over the years, the society grew to include other artists, as well as residents of Ludlow itself, lending the town new life, especially when the first expositions were organised in its streets and side-streets. In 1952, the artists rented a number of rooms in the town hall, in order to set up a full-fledged art gallery open to visitors throughout the year.

With the group's success continuing to grow, they rented a cottage in the centre of town, using to hold conferences and workshops, as well as the occasional presentation or practical demonstration by visiting professional artists. The efforts of the Artistic Society of Ludlow earned it a reputation for excellence, thanks to the high quality of the events and the expositions held, with the result that every year numerous visitors flock to the town's historic core to admire the works on exhibit.

In a setting already rich in historical-artistic assets, where buildings of different eras stand side by side, the Artists' society has contributed, and for more than 70 years, to generating secondary benefits capable of keeping the village alive, thanks to the revenues generated by these activities. Ludlow, which draws visitors from all over Europe, has been included in the travel circuits of many tour operators.

Revival of local economies

The success of the community of artists established in Ludlow has contributed to the development of numerous activities and services which have significantly improved the quality of life of both the town's residents and its visitors. The strong spirit of community and belonging that arose over time between the artists and the townspeople is reflected in the exceptional hospitality and the outstanding local lifestyle. Typical features of the village include the nu-

merous enterprises offering lodgings that have come into being over the years, along with food-service operations and sales points specialised in the artists' work, plus the local crafts products and traditional cuisine. The "slow city" strategy implemented by the town government to support small local businesses, most of them family-operated, in the fields of agriculture, crafts, art and food service, has proven to be of vital importance to the transformation, and subsequent maintenance, of the existing architectural heritage.

Regeneration of the architectural heritage
In the early years of the Artists' Society, numerous buildings were rented and restored, with studios and workshops installed on their ground floors, an operation that not only bought the village streets back to life, but served as a catalyst for the regeneration of residential properties in Ludlow's historic core. The town's invaluable architectural heritage provides an account of the different periods of its history: from the castle dating to 1086, to St. Laurence's Church of circa 1200, and then the picturesque Feathers Hotel of 1600, which is still in operation. Thanks to the growth of the tourism sector, the concentrated wealth of historic buildings and streets in the downtown area have been perfectly preserved, lending the town a rare power of attraction.

Stimulation of tourist flows
The economy of the village of Ludlow depends on different forms and categories of tourism, including visits by connoisseurs of art drawn by the vibrant artistic activity of the Artists' Society, as well as lovers of centuries-old architecture, history, traditional cuisine, calm and peaceful living, plus nature lovers who come for the rural landscapes of the surrounding hills. The community, which welcomes thousands of tourists every year, offers a large number of services, keeping its visitors entertained with highly original cultural and recreational activities. One of the most eagerly awaited events is the Society's "Ludlow Art Trail", which each year offers a dynamic itinerary, different from

any that have come before, through sites of historic-artistic interest, with temporary installations set up along the way to display paintings, sculptures, photographs, digital art and whatever is produced by the artists, both residents and guests.

Sources
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https://theartssociety.org/teme-valley
https://www.ludlowfringe.co.uk/arts-trail
https://www.worldweatheronline.com/
https://it.weatherspark.com/

Fig 6.11 Ludlow (photo: Richard Hayman/shutterstock)

LUDLOW, Shropshire, United Kingdom

Long: **52° 22' 5'' N** - Lat: **2° 43' 5'' E**

117 meters above sea level

10.266 (updated to 31 dec 2011)

mountain	hills	lake	**countryside**	seaside

MORPHOLOGY

central plant	linear plant	**isolated municipality**	part of the municipality	network of municipalities

ACCESSIBILITY

50 KM

Liverpool
Manchester
A41
M6
A49
Birmingham
Ludlow A456

main road network	**A49/456 / M6**	
from	↔	🕐
to **Birmingham** station	65 km	1h 20'
to **Liverpool** station	160 km	2h 5'
to **Manchester** station	165 km	2h 45'
to **Birmingham** airport	60 km	1h 20'
to **London** airport	350 km	3h

CLIMATIC DATA
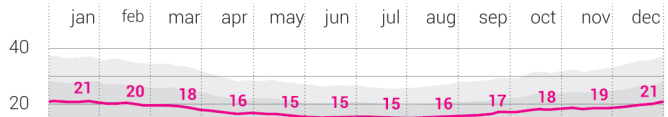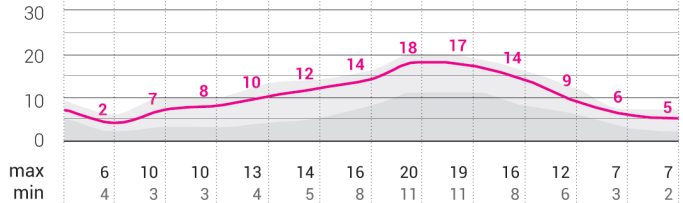
	jan	feb	mar	apr	may	jun	jul	aug	sep	oct	nov	dec
WIND MEDIUM SPEED [km/h]	21	20	18	16	15	15	15	16	17	18	19	21
MEDIUM TEMPERATURES [°C]	2	7	8	10	12	14	18	17	14	9	6	5
max	6	10	10	13	14	16	20	19	16	12	7	7
min	4	3	3	4	5	8	11	11	8	6	3	2

··

Valorisation of
contexts through
the practice of art

Revival of local
economies

Regeneration of
the architectural
heritage

Stimulation of
tourist flows

PROMOTERS

··

Public administration

Private

Partnership

TIMELINE   **1946**   today

··

"ART SOCIETY"
was founded by a group of 12
students

Fig 6.12 Aerial view of Ludlow (source: Google Earth)

6.7 Sligo, Connacht, Ireland

Valorisation of contexts through the practice of art
In 1997, Sligo, a small town in northwest Ireland, established a bureau to address every form of art, the Sligo Arts Service, used by the municipal government ever since, in close collaboration with both regional and national authorities, to pursue the shared objective of promoting environmentally sustainable, strategic development of the local territory through the distributed practice of art. The Town of Sligo boasts a rich musical heritage, ranging from the traditional to the contemporary, a legacy that still dominates the majority of cultural events organised with various schools and private associations, though other forms of art also receive ample support from local politicians, and so there are any number of venues for seminars and theatrical performances, art exhibits, photography shows or archives of historical artefacts. Every year, Sligo County continues to cultivate and renew the rich cultural and creative scene of its spaces, as in 2010, when it reinforced inter-institutional collaboration through the Creative Sligo project for the social, cultural and economic development of the town, so as to increase Sligo's power of attraction in the eyes of both its residents and leading figures in the art world.

To this end, a series of programs and projects were undertaken, with plans including the creation of a Culture District to further reinforce the downtown area and increase the cultural offerings of Sligo and the rest of the surrounding region, while also providing the town with another resource.

Since 2005, the project Developing Rural Creativity, an international financed by the European Union, has been working to promote, and provide incentives for, creativity in the industrial sector, through training events such as seminars, workshops and courses of certification.

Revival of local economies
Sligo has become a multicultural town whose different cultures and traditions coexist and intertwine, enlivening different sites all year round with events and celebrations. The

tourism sector is highly developed, especially as regards the wide range of artistic, creative and culinary offerings, these last of particular excellence, thanks to the food supplied by local farmers and raisers of livestock. Retail sales have also benefited from the town's art products, which are sold in small shops and crafts stores. The local mentality, open to all forms of art, means that even the latest technological innovations in the figurative arts can find a place in the urban economic system, increasing the number of potential visitors and future residents of Sligo even further.

Regeneration of the architectural heritage
Sligo can boast a bountiful architectural legacy with a wide range of historic sites set in a landscape rich in history, archaeology and natural beauty that, over the centuries, have inspired poets, artists and all sorts of other creators. In addition to the restoration of larger buildings then used to hold collections of public art and temporary exhibits, such as the Sligo Library and the Sligo County Museum, a project for the regeneration of the entire port area was planned, including a building for new retail activities, plus studios for artists and rehearsal and teaching spaces for local theatre companies. Completing the project were temporary residential units, along with an extensive pedestrian area in which to organise events and exhibits.

Stimulation of tourist flows
The numerous services offered by the Town of Sligo attract all sorts of visitors. Though at first the musical offerings were the best known, drawing crowds of tourists to the vast assortment of concerts and other live performances held throughout the year, over time other forms of art were accepted, with the resulting festivals and events bringing to town new and different types of tourists, including connoisseurs of art, cuisine, public discussions and social events. Sligo became part of the Irish national circuit for the promotion of creativity and art, the source of tourist flows that, every year, draw hundreds of visitors who come from all over Europe to experience the culture and traditions of the island.

Sources
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https://www.worldweatheronline.com/
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Fig 6.13, 6.14 Sligo street art (photo: Kyla Borg/flickr)

LOCATION

SLIGO, Connacht, Ireland

Long: **54° 16' 48'' N** - Lat: **8° 28' 48'' E**

13 meters above sea level

19.452 (updated to 31 dec 2011)

30,86 km²   **630,33** /km²

mountain	hills	lake	**countryside**	**seaside**

MORPHOLOGY

central plant	linear plant	**isolated municipality**	part of the municipality	network of municipalities

ACCESSIBILITY

Sligo

N17   N4

M6

M4

Dublin

Galway

100 KM

main road network	**N4 / N17**	
from		
to **Galway** station	140 km	1h 55'
to **Dublin** station	210 km	2h 30'
to **Dublin** airport	210 km	2h 30'
to **Shannon** airport	210 km	2h 20'

CLIMATIC DATA
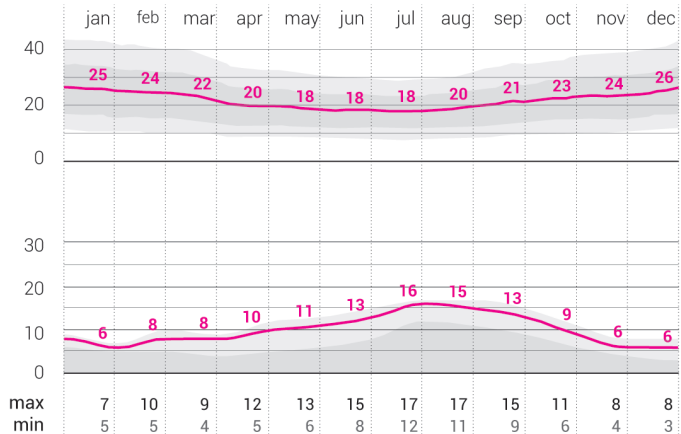
	jan	feb	mar	apr	may	jun	jul	aug	sep	oct	nov	dec
WIND MEDIUM SPEED [km/h]	25	24	22	20	18	18	18	20	21	23	24	26
MEDIUM TEMPERATURES [°C]	6	8	8	10	11	13	16	15	13	9	6	6
max	7	10	9	12	13	15	17	17	15	11	8	8
min	5	5	4	5	6	8	12	11	9	6	4	3

INTERVENTION

Valorisation of contexts through the practice of art

Revival of local economies

Regeneration of the architectural heritage

Stimulation of tourist flows

PROMOTERS

Public administration

Private

Partnership

TIMELINE

1997

2005

2010

today

"SLIGO ARTS SERVICE"
was established as bureau to address every form of art

"DEVELOPING RURAL CREATIVITY"
an international project financed by the European Union

"CREATIVE SLIGO"
a project for the social, cultural and economic development of the town

Fig 6.15 Aerial view of Sligo (source: Google Earth)

6.8 Óbidos, Leiria, Portugal

Valorisation of contexts through the practice of art
Since 2015, Óbidos has been a part of UNESCO's network
of creative cities, promoted from 2004 onward to reinforce
international cooperation that have identified culture and
creativity as their strongpoints, as well as the driving force
behind their sustainable social and economic development.
Seven creative sectors are considered: crafts and folk art;
cinema; design; gastronomy; literature; music; digital arts.
Rechristened Vila Literaria, the creative development of
this Portuguese town is tied to literature. In fact it was
here that an idea on the part of one of the most creative
booksellers in Portugal, José Pinho of the bookstore Ler
Devagar, gave rise to an ambitious project featuring the
transformation of a number of decommissioned sites into
bookstores unlike any other, inasmuch as they reflected the
original roles of these facilities (some of the most intrigu-
ing examples include a deconsecrated church, a fruit and
produce market and a wine cellar).
The project contemplated the establishment of these spe-
cialised bookstores in towns where cultural and tourist
endeavours were already underway, but had need of ad-
ditional valorisation. There are more than 200 thousand
books in the town, distributed among 17 reconverted
bookstores. Every year, a number of different festivals and
cultural events are organised, drawing hundreds of visitors.
The most successful is definitely the FOLIO, or Festival Lit-
erário Internacional de Óbidos, and, all told, such initia-
tives have boosted the town of literature into fifth place in
the ranking of Portugal's most popular tourist destinations.

Revival of local economies
The investment in literary culture has had positive fallout
in sectors critical to the town's development, and name-
ly economics, tourism and sustainability. The absolutely
unique style of the bookstores of Óbidos, their ties to the
past and their openness towards the future, everything re-
lated to these secondary benefits, such as the organisation
of itineraries and events, has made it possible to cultivate

a new type of niche tourism, thanks to which many commercial, food-service and hospitality endeavours have arisen, spreading new life amidst the town's homes. Job opportunities have multiplied, involving both bookstore staff and other cultural and tourist services. Literature has invaded Óbidos, bringing with it thousands of devotees, crowds of visitors who fill the town's streets and squares, with the result that its economy has been totally transformed in the space of just a few decades.

Regeneration of the architectural heritage
A number of different buildings were restored to house the new bookstores, with the most noteworthy effort undoubtedly being the 2012 opening of the Livraria de Santiago, a project of enormous interest, having been carried out inside a deconsecrated church. Found inside the walls of the town castle, the church (Iglesia de São Tiago), long abandoned in a rundown, neglected state, dates from the 12th century and was rebuilt in the mid 1700's, following a violet earthquake. The architect overseeing the work, Rita Zina, wanted to preserve its original appearance by building structures of light wood that fit in perfectly with the surrounding environment. A short distance away is the Livraria do Mercado, established inside an old produce market whose historic memory has been preserved by lining the walls of the inside of the shop, from floor to ceiling, with fruit crates that serve as shelves for the 50 thousand books on sale. Another fascinating example is the Livraria da Adega, housed in a repurposed wine cellar found just outside the walls of the old city. Apart from the books on sale, the shop organises tastings of wines and other products, as well as an extensive area set aside for co-working spaces.
Other sites chosen for the newly opened bookstores are equally intriguing: a temporary shop in a post office; a bookstore specialised in children's literature inside the old Óbidos elementary school; a pair of shops in local hotels; others in museums or art galleries, always set apart by the fact that each bookstore is specialised in the area of activity that characterises the building in which it finds itself.

Stimulation of tourist flows

Literary tourism is definitely a niche sector, especially when tied to the consultation of thousands of volumes from different eras. But add to this the winning idea of unexpectedly housing the books in picturesque historic structures, and the pool of potential users grows dramatically, taking in connoisseurs of all areas of art, architecture, antiques, wines and local products, as well as those simply looking for an out-of-the-ordinary vacation of the experiential variety. Each year, thousands of tourists invade the streets of Óbidos, and not only for its renowned literary festivals, which are concentrated in the months of September and October. Along with the devotion to literature, local craftsmen produce ceramics and fabrics, as well as musical instruments, not to mention a wealth of local wine and food products.

Sources

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https://www.worldweatheronline.com/
https://it.weatherspark.com/

Fig 6.16 Óbidos Winehouse-bookshop (photo: Edgard Liborio)

LOCATION

ÓBIDOS, Leiria, Portugal

Long: **37° 19' 7'' N** - Lat: **13° 39' 47'' E**

49 meters above sea level

10.875 (updated to 31 dec 2001)

142 km²   **76,58** /km²

mountain	hills	lake	countryside	seaside

MORPHOLOGY

central plant	linear plant	**isolated municipality**	part of the municipality	network of municipalities

ACCESSIBILITY

50 KM

Leiria
Obidos — A13
A8
Lisbona — A63
A2

	main road network	**A8 / A13 / A2**	
	from	↔	🕐
to **Leiria** station		60 km	40'
to **Torres Vedras** station		40 km	30'
to **Lisbon** station		85 km	1h 5'
to **Lisbon** airport		80 km	55'
to **Oporto** airport		250 km	2h 30'

CLIMATIC DATA
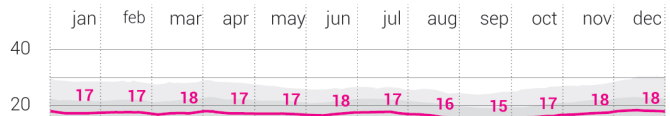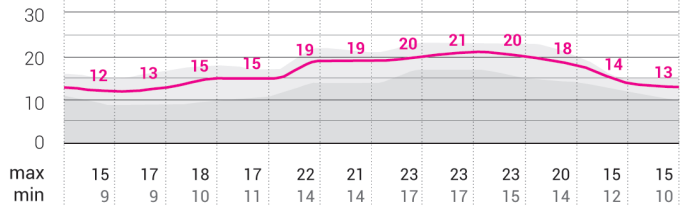
		jan	feb	mar	apr	may	jun	jul	aug	sep	oct	nov	dec
WIND MEDIUM SPEED [km/h]		17	17	18	17	17	18	17	16	15	17	18	18
MEDIUM TEMPERATURES [°C]		12	13	15	15	19	19	20	21	20	18	14	13
	max	15	17	18	17	22	21	23	23	23	20	15	15
	min	9	9	10	11	14	14	17	17	15	14	12	10

INTERVENTION

Valorisation of contexts through the practice of art

Revival of local economies

Regeneration of the architectural heritage

Stimulation of tourist flows

PROMOTERS

Public administration

Private

Partnership

TIMELINE

from 2004

after years

today

"CREATIVE CITY OF LITERATURE"
the creative development of the town is tied to literature

"FOLIO" - Festival Literário Internacional de Óbidos

Fig 6.17 Aerial view of Óbidos (source: Google Earth)

6.9 Enghien-les-Bains, Île-de-France, France

Valorisation of contexts through the practice of art
Enghien-les-Bains is the world's smallest town to count on the digital arts as the driving force behind its local economy. Back in 2005, a mix of art, science and technology allowed this diminutive village to establish itself on the artistic panorama with the first Bains Numériques, an international biennial of the digital arts. And so this spa town located just outside of Paris acquired a new image, becoming an internationally acclaimed focal point hub of experimentation in visual art, the performing arts and the cinema.

The CDA – Centre des Arts – has since become a reliable point of reference for artists, connoisseurs of the sector, interested laypeople and members of the scientific community specialised in the sector. The Centre's multidisciplinary outlook, reflected in its live performances, exhibits, audio-visual installations and many other initiatives, is part of a program that combines "artistic residences" for up-and-coming and/or established modern artists with Le Numeric Lab, a start-up incubator that provides co-working spaces, as well as a series of offices.

Given that all the experiences and productions have to do with digital art, they are placed on a collaborative platform of international scale, the Digital Arts Network, so as to contribute to the sharing and promotion of the experimental activities carried out at Enghien-les-Bains.

Revival of local economies
Enghien-les-Bains, located on the shore of a lake measuring a full 106 acres, is the only spa town in the Île-de-France region. In addition to its top-flight, lakeside centre of therapeutic care and wellness, it offers a series of other services and activities tied to nautical sports and fishing, along with numerous eating establishments and entertainment facilities, most of them set aside for theatrical performances and concerts. Even before the arrival of the CDA, the local economy was doing quite well, and now this added point of attraction has drawn artists and devotees of digital art from

throughout the world. To meet the demands of the new situation, the town has been obliged to expand its array of hospitality and entertainment services. Digital technology has become a pervasive presence in every sector of day-to-day-life, and so the opening of the Centre des Arts has naturally created new opportunities for training and employment, while the organisation of major festivals, such as Les Bains Digital, Digital Arts Festival and the Enghien Jazz Festival, enlivens the town every year while further promoting its commercial, hospitality and food-service enterprises.

Stimulation of tourist flows
The Centre des Arts of Enghien-les-Bains organises numerous workshops for people of all ages, some offered free of charge, while some are available for a small fee that the centre uses to support certain special initiatives or invite leading figures in the world of digital art.

The events are open to the general public, including schools and universities, with which the centre has established working relationships, in order to heighten young people's awareness of the world of digital art, architectural mapping, holographic projections and multisensory productions. Last September (2019), to further spread artistic culture with pronounced digital underpinnings, the Centre des Arts launched a new series of free on-line seminars, during which various artists and experts shared their experience and knowledge on the topic of the influence of technology on perceptions of space, time and human relations.

Sources
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https://it.weatherspark.com/

LOCATION

ENGHIEN-LES-BAINS, Île-de-France, France

Long: **48° 58' 0'' N** - Lat: **2° 19' 0'' E**

45 meters above sea level

12.044 (updated to 31 dec 2009)

1,77 km²   **6.804,51** /km²

mountain	hills	lake	**city**	seaside

MORPHOLOGY

central plant	linear plant	isolated municipality	part of the municipality	network of municipalities

ACCESSIBILITY

25 KM

Enghien -les-Bains

A1

A15

C. De Gaulle airport

A86

Paris

Orly airport

A6
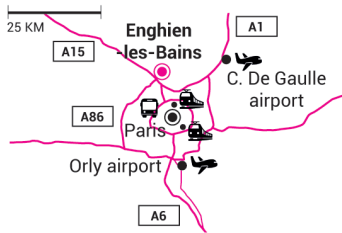
	main road network	**A15 / A86 / A1**	
	from	↔	🕐
to **Paris Gare du Nord** station		20 km	30'
to **Paris Gare de Lyon** station		40 km	40'
to **Paris** city center		25 km	25'
to **Charles De Gaulle** airport		30 km	30'
to **Orly** airport		50 km	50'

CLIMATIC DATA
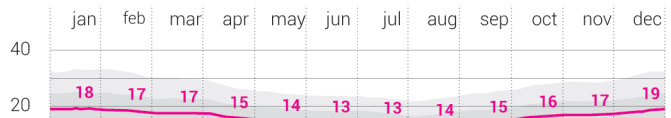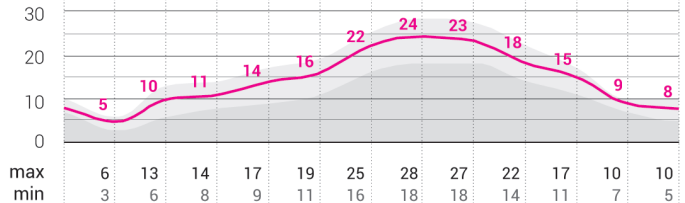
	jan	feb	mar	apr	may	jun	jul	aug	sep	oct	nov	dec

WIND MEDIUM SPEED [km/h]

40
20
0

	18	17	17	15	14	13	13	14	15	16	17	19

MEDIUM TEMPERATURES [°C]

30
20
10
0

	jan	feb	mar	apr	may	jun	jul	aug	sep	oct	nov	dec
	5	10	11	14	16	22	24	23	18	15	9	8
max	6	13	14	17	19	25	28	27	22	17	10	10
min	3	6	8	9	11	16	18	18	14	11	7	5

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INTERVENTION

Valorisation of contexts through the practice of art

Revival of local economies

Regeneration of the architectural heritage

Stimulation of tourist flows

PROMOTERS

Public administration

Private

Partnership

TIMELINE

from 2005

today

"BAINS NUMERIQUES"
the first edition of an international biennial of the digital arts

"CDA – CENTRE DES ARTS"
Multidisciplinary Center

"LE NUMERIC LAB "
a start-up incubator that provides co-working spaces and offices

Fig 6.18 Aerial view of Enghien-Les-Bains (source: Google Earth)

6.10 El Bruc, Barcelona, Spain

Valorisation of contexts through the practice of art
Can Serrat was a traditional, uninhabited Catalan farm in the territory of El Bruc, a small village found at the foot of the Montserrat hills, only 45 km from Barcelona. In 1989, eleven Norwegian artists decided to move to the town, purchase and renovating the farm in order to establish a creative centre immersed in a natural setting. The result was a rural community in which people with a variety of artistic interests, including painting, sculpture, music and writing, could meet, share their experiences and live under the same roof.

The building can house between 11 and 16 residents at any given time, in private or shared rooms rented for limited periods of 1 to 3 months. During their stays, guests must contribute to the creative progress of everyone else as well, though ample space is afforded for their individual efforts. Over the years, the activities of the Can Serrat community have multiplied, with numerous events lending it visibility while also focussing attention on the natural surroundings and the small village of Le Bruc.

A series of collaborative efforts currently underway, involving the community of Can Serrat and a number of village artisans, actively contribute to the development and promotion of the territory in cultural, artistic and economic terms.

Revival of local economies
The founding of this international arts centre drew attention to the local territory, whose natural beauty made it a destination of numerous visitors. The small villages of the area have begun to develop hospitality and food-service structures, while numerous crafts and commercial activities established in collaboration with the artists' community have flourished. The artists themselves buy all their materials from small shops in El Bruc, often deciding to donate their works to the village for inside the public space. Thanks to the regeneration of the farm, the nearby Montserrat mountains, topped by the highly distinctive, spec-

tacular Les Agülles, have recorded an increase in requests for sporting activities, excursions and hiking, creating opportunities for local young to become specialised in the sector and make their own contribution.

Regeneration of the architectural heritage
The Artists' Residence of Can Serrat was formed by restoring and upgrading an old farm in the Catalan countryside. The structure, measuring approximately 1,200 m2, made it possible to create a series of shared quarters, plus some full-fledged residential units. A roomy kitchen also holds a dining room, and then there are co-working spaces equipped with devices typically used to produce art, including musical instruments, computers and printers, video recorders and projectors, while other spaces are used for meetings, presentations and exhibits.

Stimulation of tourist flows
Every year, the Artists' Residence selects artists who are provided with lodgings at reduced prices, or free of charge, should they wish to spend a brief period of time in the territory while contributing to the organisation of various events and presentations. Each month the small farm is enlivened by music festivals, art exhibits, book presentations and writing workshops, painting and sculpture, attracting hundreds of visitors of all ages.

The calendar of events is well stocked: in addition to specific activities for individual disciplines, plus encounters for dialogue and the exchange of ideas, there are also events open to the residents of Le Bruc and anybody who wants to take part, such as the dinners held every second Friday of the month, when Can Serrat opens its kitchen to whomever wants to eat with the community, or the discussions every Thursday, always on new topics, with anyone present being entitled to contribute, or the monthly open-Mic evenings for those wishing to sing, recite poetry, perform monologues.

The result is an extremely open community that treats its host territory, from which it draws daily inspiration, with the utmost care and respect.

 Sources
http://canserrat.org/
https://www.transartists.org/air/can-serrat-art-residency
https://resartis.org/listings/can-serrat-internation-
al-art-residency/
https://culture360.asef.org/opportunities/spain-can-ser-
rat-writer-residency/
https://www.worldweatheronline.com/
https://it.weatherspark.com/

Fig 6.19, 6.20 El Bruc, Can Serrat international art residency
(source: @www.canserrat.org)

EL BRUC, Barcelona, Spain

Long: **41° 34' 57'' N** - Lat: **1° 46' 52'' E**

489 meters above sea level

2.027 (updated to 31 dec 2018)

47,2 km²   **42,94** /km²

mountain	hills	lake	countryside	seaside

MORPHOLOGY

central plant	linear plant	isolated municipality	part of the municipality	network of municipalities

ACCESSIBILITY

25 KM

El Bruc

E15

A-2

Barcelona

C31

main road network	**A-2 / E15**	
from	↔	🕐
to **Barcelona** station	45 km	35'
to **Barcelona** city center	50 km	40'
to **Barcelona** airport	45 km	30'

CLIMATIC DATA
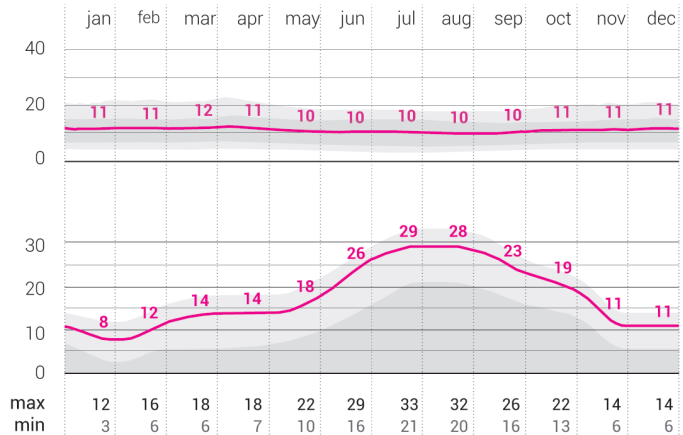
	jan	feb	mar	apr	may	jun	jul	aug	sep	oct	nov	dec
WIND MEDIUM SPEED [km/h]	11	11	12	11	10	10	10	10	10	11	11	11
MEDIUM TEMPERATURES [°C]	8	12	14	14	18	26	29	28	23	19	11	11
max	12	16	18	18	22	29	33	32	26	22	14	14
min	3	6	6	7	10	16	21	20	16	13	6	6

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INTERVENTION

Valorisation of contexts through the practice of art

Revival of local economies

Regeneration of the architectural heritage

Stimulation of tourist flows

PROMOTERS

Public administration

Private

Partnership

TIMELINE

from 1989

today

A group of 11 Norwegian
artists decided to move to the town to establish a creative centre immersed in a natural setting

"RESIDENCIA INTERNACIONAL DE ARTE"
was founded for house a little number of guests with rooms and spaces for their individual efforts

Fig 6.21 Aerial view of El Bruc (source: Google Earth)

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7. An experimental technological project: Grottole creative village

Abstract

The topic of this paper is the urban, social and economic regeneration of the six municipalities of the GAL Bradanica: Irsina, Grassano, Grottole, Miglionico, Pomarico and Montescaglioso. In Grottole, for example, it focuses on the revitalization of the town throughout artistic and creative paths. The project took place starting from the strategies introduced by the Local Development Plan of the local action group based in Miglionico. This approach has allowed to outline four general goals necessary to further elaborate the requalification proposal and the promotion of the area: improvement of the road connections; redevelopment of historic centers; creation of new accommodation services; setting up of cultural, exhibition and hiking trails.

7.1 Geographic-historic framework

Counting not much more than 2.200 inhabitants and considering a declining population growth rate in the last decades, the village of Grottole is located in the inner area of the Bradano valley. Bradano is one of the five main rivers that cross the entire Basilicata region before flowing into the Ionian Sea. Given the strategic location of the village perched on the hill, from the streets and alleys you can enjoy suggestive 360 ° views facing the middle valley. These characteristics make the municipality particularly suitable for becoming a tourist destination for those who love slow life, nature, tradition and culture. The village also boasts a

rich architectural heritage, consisting of an important castle which dates back to 604 AD, the church of San Rocco from the 1400s, the remains of the Church of SS. Luca and Giuliano, known as "Chiesa Diruta", from the early 1500s and a former convent of the 16th century.

7.2 Analysis

Following a detailed study of the land conformation and use, of the local traditions, of the prevailing productive activities and of the actual state of the villages, we developed at a local scale a metaproject called "Green paths: an expe-
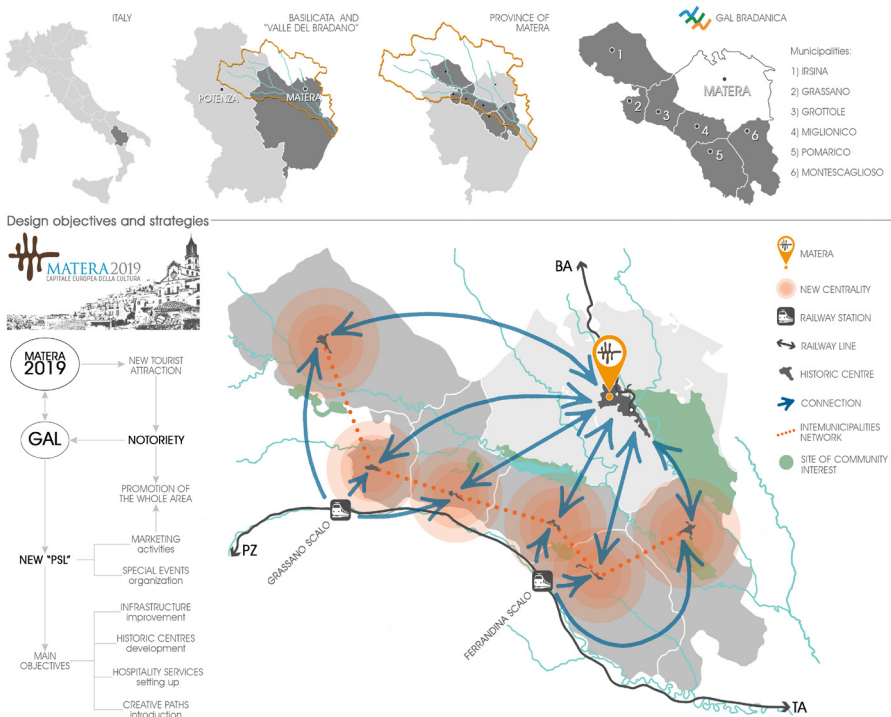
Fig 7.1 Design strategies (Image from 7.1 to 7.14 "Regeneration of Bradano Valley". The research was carried out by S. Casciaro and G. Danzi as part of the Sapienza University second-level Master program in the Valorisation and Enhancement of Small Historical Centres. Environment-Culture-Territory. Integrated action. Directed by A. Battisti)

TERRITORIAL ANALYSIS: **THE MUNICIPALITIES OF THE "GAL BRADANICA"**
Satellite view and administrative boundaries of the municipalities
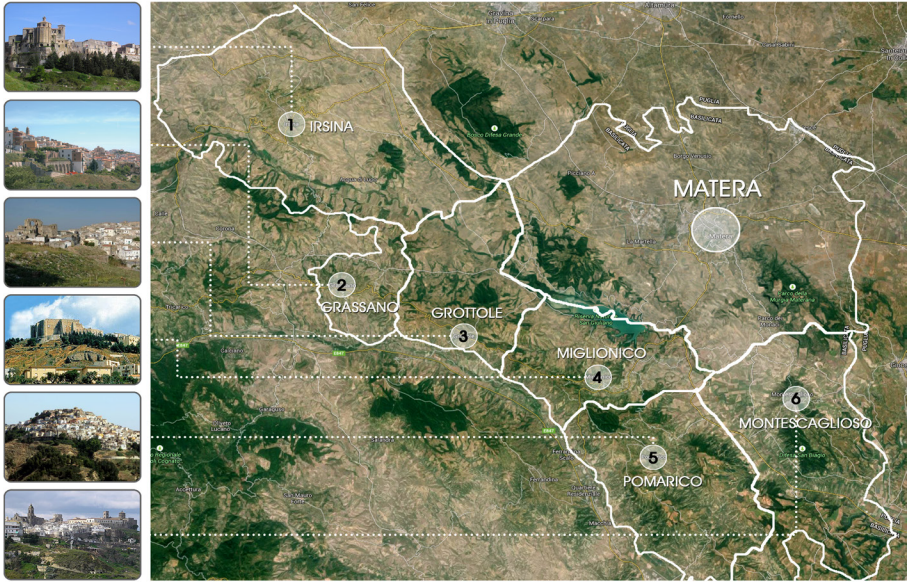
TERRITORIAL ANALYSIS: **SETTLEMENT SYSTEM**
The Municipalities of the "GAL Bradanica"

	IRSINA		GRASSANO		GROTTOLE		MIGLIONICO		POMARICO		MONTESCAGLIOSO
ALTITUDE:	548 m.a.s.l.	ALTITUDE:	559 m.a.s.l.	ALTITUDE:	481 m.a.s.l.	ALTITUDE:	461 m.a.s.l.	ALTITUDE:	460 m.a.s.l.	ALTITUDE:	365 m.a.s.l.
INHABITANTS:	4.988 inh.	INHABITANTS:	5.268 inh.	INHABITANTS:	2.315 inh.	INHABITANTS:	2.519 inh.	INHABITANTS:	4.226 inh.	INHABITANTS:	10.078 inh
LAND AREA:	262,2 Km²	LAND AREA:	41 Km²	LAND AREA:	115,9 Km²	LAND AREA:	88,9 Km²	LAND AREA:	128,74 Km²	LAND AREA:	173,26 Km²
DENSITY:	19 inh/Km²	DENSITY:	128.5 inh/Km²	DENSITY:	19.2 inh/Km²	DENSITY:	28.4 inh/Km²	DENSITY:	32.4 inh/Km²	DENSITY:	57.8 inh/Km²

Fig 7.2 Territorial analysis

PREVALENT TERRITORIAL "VOID" ANALYSIS: AGRICULTURAL LAND
Main agricultural activities and pastures

66,7%
AGRICULTURE

28%
WOODS AND
SHRUBBERIES

4%
RIVERS AND
PONDS

1,3%
BUILT-UP
AREAS

CURRENT LAND USE IN
AGRICULTURAL AREAS:

ARABLE
FARMING
OLIVE TREE GROVE
VINEYARD
ORCHARD
PASTURE
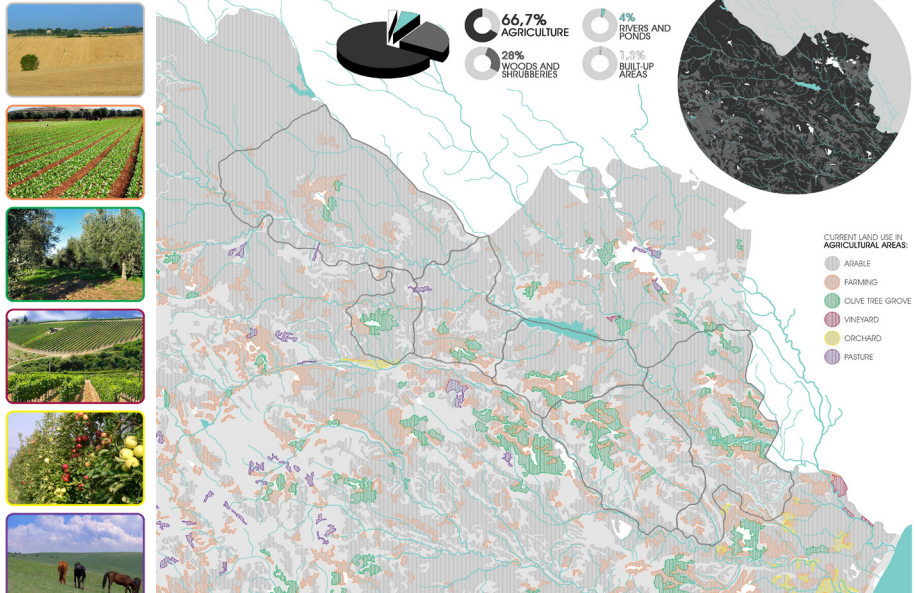
TERRITORIAL ANALYSIS: SYSTEMS IDENTIFICATION
Anthropic and natural elements

INFRASTRUCTURAL SYSTEM
Highway
State road
Railway

SETTLEMENT SYSTEM
inh <1.000
1.000<inh <5.000
5.000<inh <10.000
inh >10.000

NATURAL SYSTEM (SIC)
Mountain environment
Hills and Plains
Shores and Coast
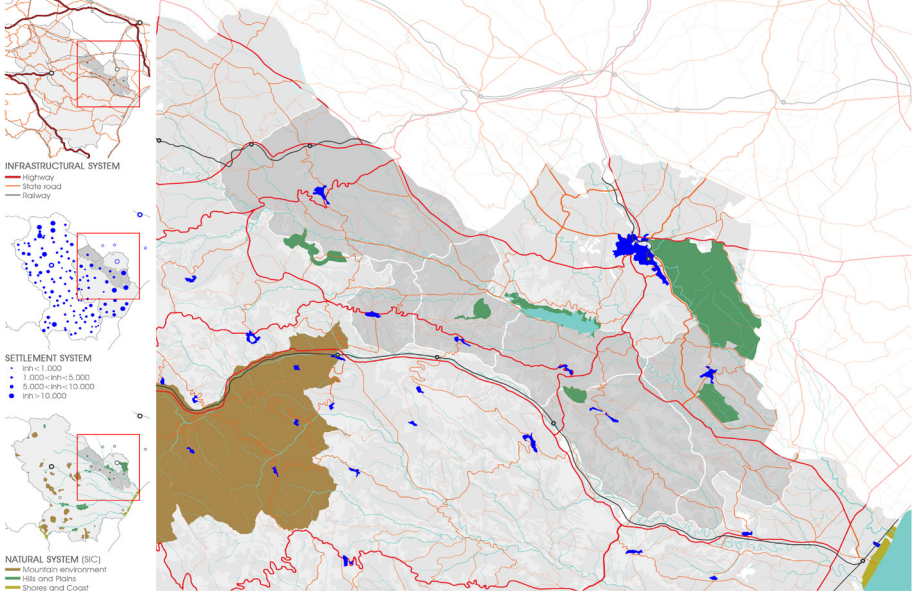
Fig 7.3 Territorial analysis

"L'AGROPARCO DELLA MEDIA VALLE DEL BRADANO"
Cultural, historical, naturalistic, and enogastronomic attractions

Territorial connections:

Naturalistic Path:

Enogastronomic Path:

Historic and Architectural Path:

Territorial Network:

IRSINA

Bosco Verrutoli

MATERA

Parco della Murgia Materana

GRASSANO

Bosco Coda

Gulf San Giuliano

GROTTOLE

MIGLIONICO

MONTESCAGLIOSO

Bosco Manferrara

Difesa San Biagio

POMARICO

- HOMEMADE BREAD
- OLIVE OIL
- CHEESE
- WINE
- CHARCUTERIE
- FRUIT, VEGETABLE AND FLOWERS
- ARTISTIC POTTERY
- CASTLE
- ROMAN RUINS
- CHURCH, ABBEY, SANCTUARY
- TOWER
- ARISTOCRATIC BUILDING
- ARCHAEOLOGICAL SITES

MAPPING OF THE RURAL BUILDINGS SPREAD IN THE AREA: "MASSERIE" AND "CASALI"
Analysis of the agricultural land allotment

Selection criteria of the buildings suitable for the project objectives:

- good state of preservation;
- direct connection with the existing infrastructure network;
- proximity to the historic centre of reference;
- possibility of connection with one of the naturalistic sites of community interest (SIC).

CURRENT BUILDINGS STATE OF PRESERVATION:

MASSERIE
- GOOD
- BAD
- RUINS

CASALI
- GOOD
- BAD
- RUINS

Fig 7.4 Agro-park

rience of natural walk". The project's aim is to support the city of Matera not only in terms of increasing the availability of accommodation, but also to reveal and enhance the Lucan territory and all its hidden beauties. There is a great need to revitalize all these local contexts that are gradually undergoing a slow decline. The project proposal foresees the development of a local network created thanks to the interaction and interrelation of three main thematic paths. The first is a naturalistic path, which winds through parks and natural hill reserves, woods, waterways and the scenic artificial lake of San Giuliano. The second consists in an eno-gastronomic journey, which highlights the local production, characterized both by tradition and innovation, thanks to the recovery of farmhouses and farms surrounded by the beautiful Lucanian countryside. Last but not least is the historical-monumental route, which affects all six villages and aims to enhance their rich architectural heritage, consisting of Roman ruins, old castles and noble residences, churches and sanctuaries, towers and cyclopean walls, as well as a very high amount of small uninhabited houses.

7.3 The creative village
In reference to the culture topic, a thorough historical study was brought out inside the municipal archives. Different and distinctive features emerged for each village. Irsina, Grottole and Pomarico revealed do be more related to the themes of art and creativity, Miglionico and Montescaglioso to history and architecture, Grassano to literature.
Once the revitalization guidelines were identified, new strategies were developed at a rural, urban and tourist level. Since the strategies were thought to be applied in a pilot demonstration project, Grottole was chosen due to its long history. Grottole dates back to prehistoric times and has a very particular historical center, perched on top of a hill and developed at a semi hypogeum level with numerous cave structures from the medieval period excavated along the clayey slopes of the inhabited center. These caves have been used over the past centuries as sheepfolds, stables, cellars and especially as artisan workshops for the produc-

tion of ceramic artefacts. Currently the caves are almost completely abandoned, as well as most of the buildings in the historic center, due to the migration over the last century of most of the population to a newly built area with more suitable apartments. The only exceptions are some caves which still serve as warehouses for local farmers.

The artistic vocation of the village of Grottole, partly due to its old tradition of master potters, was the starting point for the proposal.

The project consists in the creation of an historical-artistic path through the streets of the historic center in order to make it an open-air museum, in which local and international artists can leave their contribution through permanent and temporary installations, exhibitions of sculpture, painting, architecture, photography and cinema. The artworks will wind through the alleys, buildings and squares of the center in a continuous exhibition path integrated by places meant for rest and refreshment.

Fig 7.5 Green paths

URBAN STRUCTURE:
- Old Town
- Expansion Area
- Archaeological Sites

MUNICIPAL FACILITIES:
a - City Hall | Primary School
b - Middle School
c - Elementary and Primary School

SERVICES:
- City Hall
- Post Office
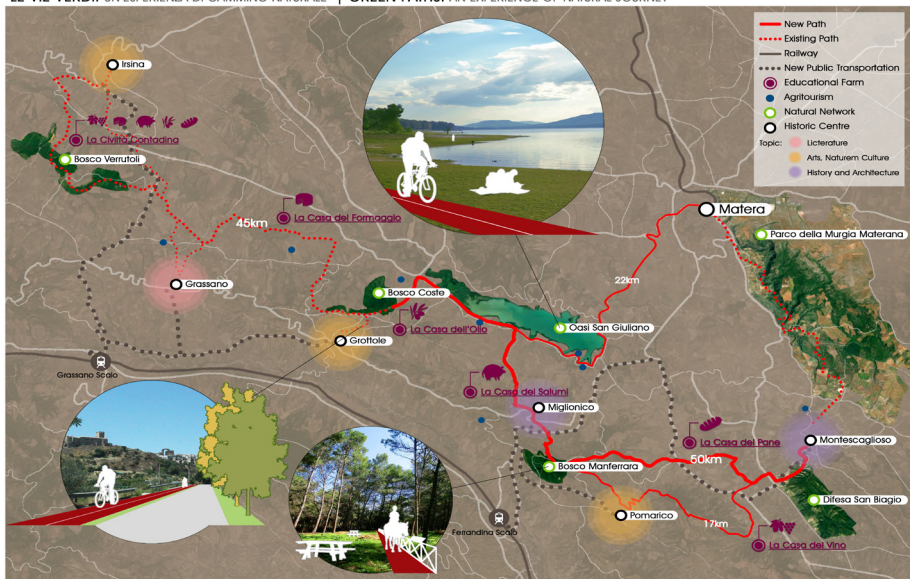- Bank
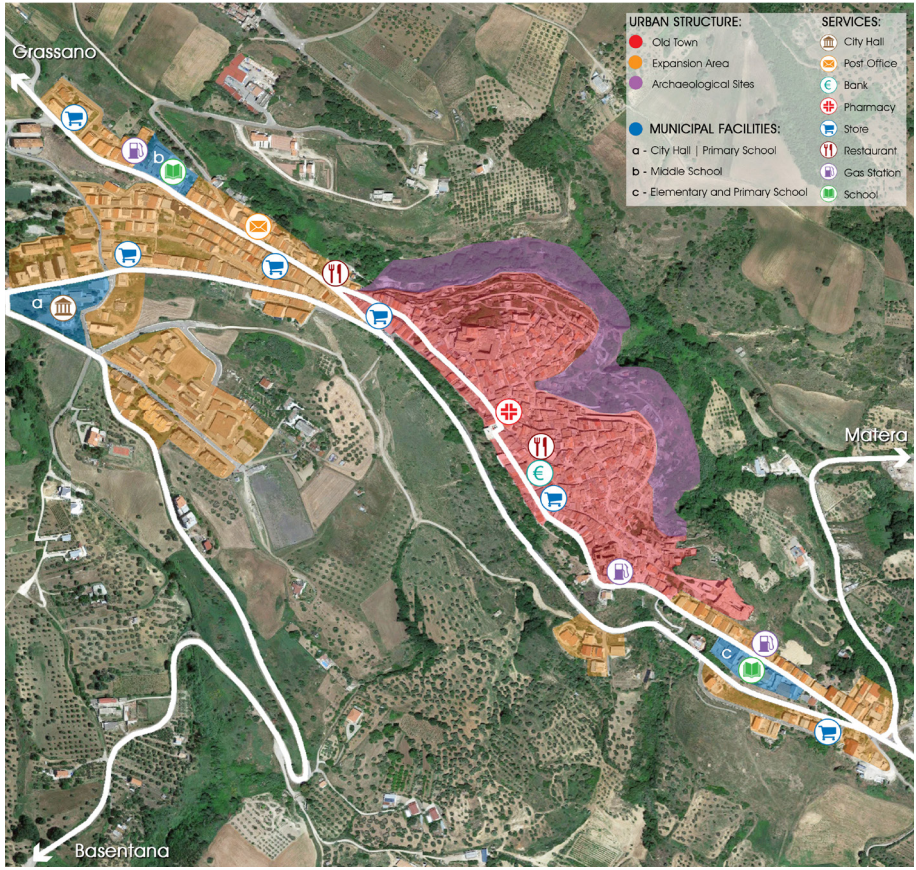- Pharmacy
- Store
- Restaurant
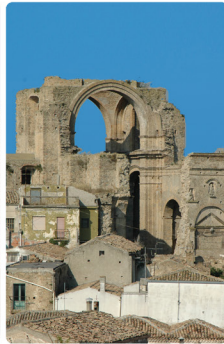- Gas Station
- School

GROTTOLE HISTORIC CENTRE

| CASTLE | SAN ROCCO CHURCH   ⟋ CHURCH RUINS - "CHIESA DIRUTA" | S. MARIA MAGGIORE MONASTERY
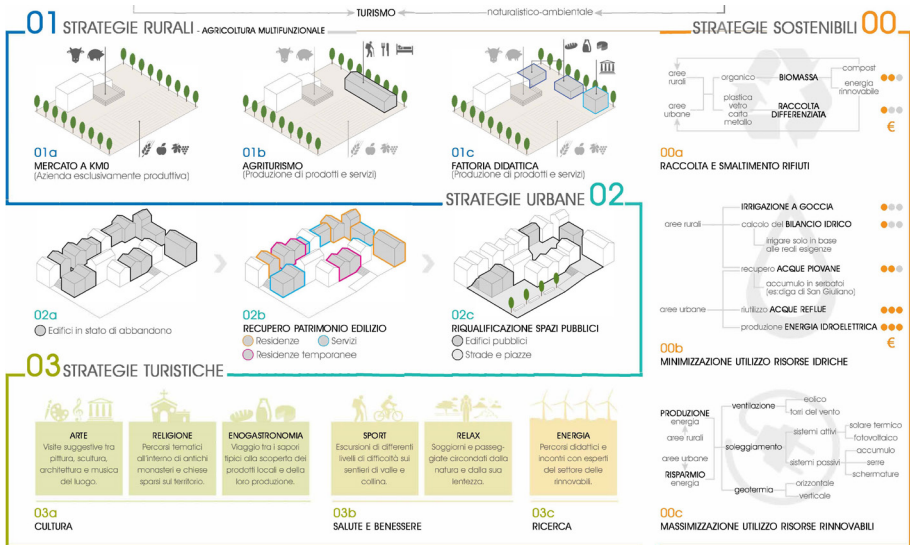
Fig 7.6 Grassano, Matera, Italy

In order to achieve this, it was absolutely necessary to start from the redevelopment and securing of the open spaces and the recovery and architectural and energetic regeneration of some building complexes.
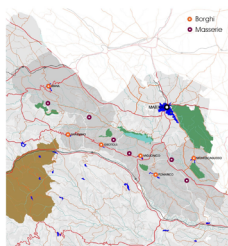
These buildings are meant to host a common widespread hotel for visitors, art workshops, an information center and an artistic hub. The artistic hub is thought as a key place for artists and art fans who can stay and work there for a period of time established with the municipal administration. It is therefore a building that provides a ground floor to host work and exhibition space, an upper floor for temporary residences for artists and an another part for a meeting and presentation space with an adjacent refreshment point. Considering the interaction between tradition and innovation, each intervention is designed to preserve the image of the village and at the same time to minimize waste and energy consumption, directly connected to the overall system of the historic center.

For this purpose, all the devices which actively contribute to a suitable functional and technological adaptation have been integrated into the redevelopment of the buildings: internal or external insulation solutions; new ventilated roofing systems; light and ventilation chimneys, bioclimatic atria and solar greenhouses and integrated solar thermal and photovoltaic systems, where possible.

A brief estimate of the renovation costs of the sector 34, taken as a pilot example, and of the outdoor adjacent spaces suggests a total cost of approximately 1,200,000 euros. This amount can be entirely financed by the European Development and Cohesion Fund. The owner of the property, the Municipality, would benefit both in terms of income, due to the reactivation of the local economy, and in social and cultural terms, thanks to the new activities that should activate significant tourist flows. Furthermore, taking into consideration all the redevelopment interventions, the insulation of the opaque walls together with the replacement of the old windows and the integration of devices using renewable energy sources play a crucial role for the overall energy improvement, which from 227.4 kWh / m2 per year could be reduced to around 18 kWh / m2.

Fig 7.7 Agro-Park rural strategies

GROTTOLE AND THE ART: THE PROCESSING OF CLAY

▶ YESTERDAY ▶
ARTISTIC POTTERY

▶ TODAY ▶
ARTISTIC POTTERY + BUILDING PRODUCTS

▶ TOMORROW ▶ ▶▶
ARTISTIC POTTERY + BUILDING PRODUCTS

UTENSILS

UTENSILS

UTENSILS + SCULPTURES

TILES

TILES + TECHNOLOGICAL LOUVERS
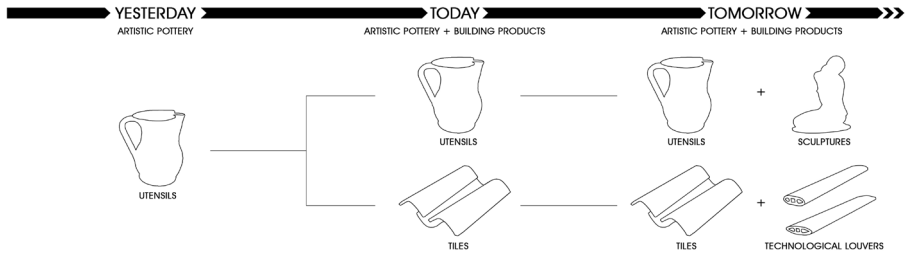
GROTTOLE: "IL BORGO DELL'ARTE"
Identification of an historical-artistic pathway through the alleys

COMPLEX 34

- INFO POINT
- CAFÉ/RESTAURANT
- PAINTING, SCULPTURE,
  TURNING LABORATORIES
- APARTMENTS
- EXHIBITION CENTRE
- STORES

COMPLEX 39

- INFO POINT
- CAFÉ/RESTAURANT
- APARTMENTS
- LOCAL CRAFT
  LABORATORIES
- STORES

COMPLEX 51

- INFO POINT
- CAFÉ/RESTAURANT
- LOCAL CRAFT
  LABORATORIES
- APARTMENTS
- EXHIBITION CENTRE
- STORES

OLD TOWN
CAVES AND CELLARS
GREEN AREA
DEMOLITIONS (municipal RU)
RENOVATIONS (municipal RU)
CONSOLIDATIONS (municipal RU)
PARKING (municipal RU)
MAIN ROAD

PROJECT BUILDINGS
EXHIBITION PATH

panoramic
viewpoint

"chiesa diruta"

0 10 20   50   100m

Fig 7.8 Grottole and the art

Fig 7.9 Art's spaces

+0.00 m

-4.00 m

-6.50 m

③
②
①
④
⑤
⑥
⑦
⑧
⑨
⑩
⑪

Ⓧ ACCESS

INFOPOINT

TEMPORARY ACCOMODATION

2. 47 m²   x2/3
3. 24 m²   x1/2
4. 28 m²   x1/2
7. 30 m²   x1/2
8. 62 m²   x3/4

LOCAL CRAFT LABORATORIES

CAFÉ/RESTAURANT

CELLARS/STOREROOMS

TERRACES

①
②
③
+0.00 m
⑫
⑪
⑩
⑨
⑧
④
⑦
⑥
⑤

-4.00 m

-8.00 m

Ⓧ ACCESS

INFOPOINT

EXHIBITION ROOMS

TEMPORARY ACCOMODATION

4. 45 m²   x2/3
8. 24 m²   x1/2
9. 35 m²   x1/2
10. 30 m²   x1/2
11. 50 m²   x2/3
12. 42 m²   x2/3

LOCAL CRAFT LABORATORIES

CAFÉ/RESTAURANT

CELLARS/STOREROOMS

TERRACES

Fig 7.10 Refunctionalization of buildings

CLIMATE CONDITIONS ANALYSIS: **SHADING SITUATIONS**
Processing with Ecotect Analisys

JUNE 21 HRS 9.00-17.00
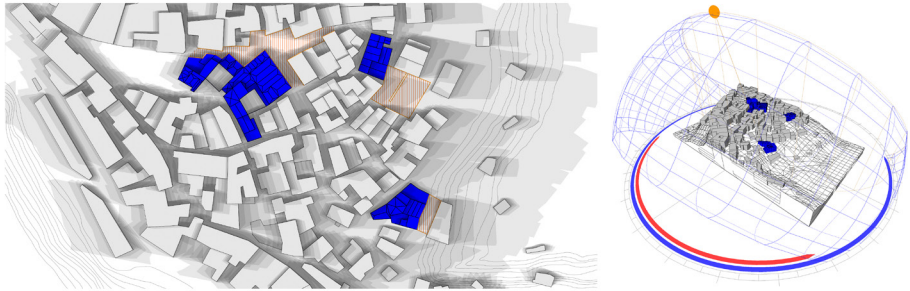
DECEMBER 21 HRS 9.00-16.00
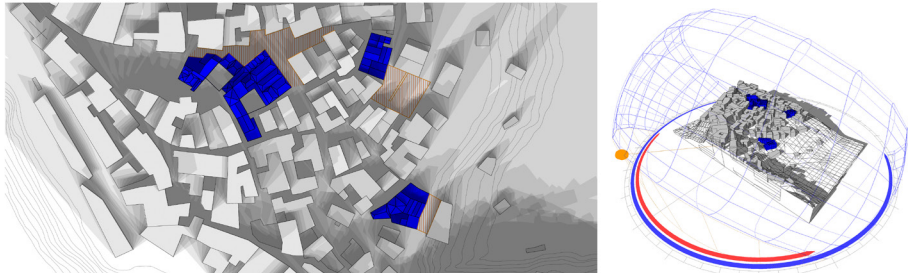
CLIMATE CONDITIONS ANALYSIS: **VENTILATION SITUATIONS**
Processing with ENVI-met System
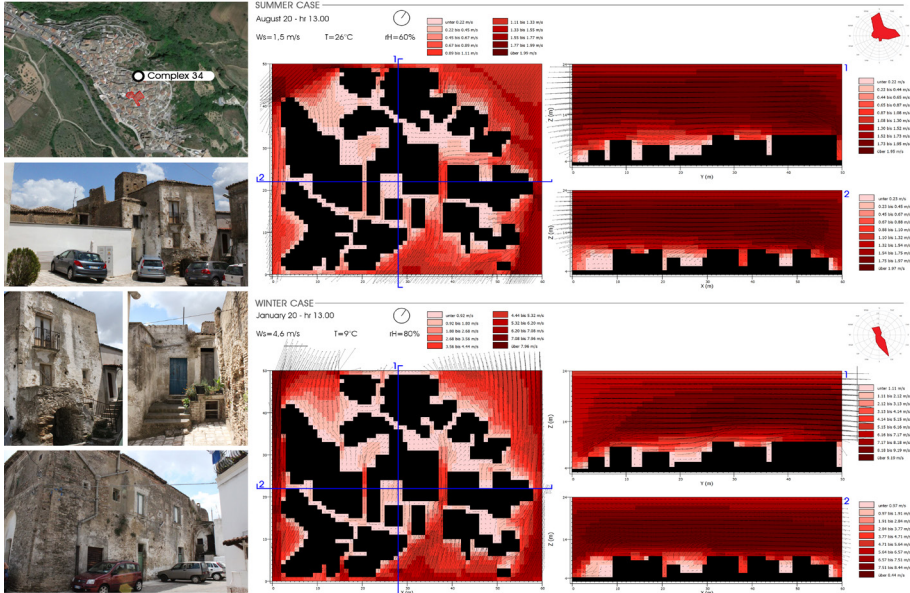
Fig 7.11 Bioclimatic analysis

SCALE 1:500

ANTE OPERAM

AA'   BB'   CC'   DD'

DEMOLITIONS
NEW CONSTRUCTIONS

POST OPERAM

A   ACCOMODATION
N   STORE
E   EXHIBITION PATH
D   STOREROOM
B   BIKES STORAGE
LC BOILER ROOM
R   HOTEL RECEPTION
BS BOOKSHOP
F   FURNACE
LAB CERAMIC LAB
B/R CAFÉ/RESTAURANT
▲   ACCOMODATION ACCESS
▲   EXHIBITION ACCESS
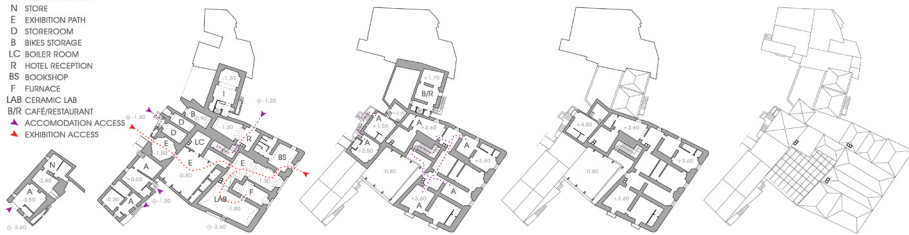
INTERVENTIONS ON COMPLEX 34: FUNCTIONAL AND TECHNOLOGICAL RENOVATION

BLOCK A

A1_Internal insulation
A2_Ventilated Roof
A3_Solar Chimney
A4_Ventilation Chimney
A5_Solar Thermal Radiant Flooring
A6_Solar Patio

Art Centre and Exhibition
Temporary Accomodation

BLOCK B

B1_External insulation
B2_Ventilated Roof
B3_Solar Chimney
B4_Ventilation Chimney
B5_Solar Thermal Radiant Flooring

B4r/Ristoro
Albergo diffuso

OUTDOOR SPACES

Green Pergolas
Urban Furniture
Ponds and Nebulized Water

CERAMIC LOUVERS

The shading system of the solar patio will be made with ceramic louvers. Clay is widely available in the surrounding area, as local material, it embodies very low Gray Energy, it is sustainable and totally recyclable.

A2
A3
A4 B4
A5 B5
A1
A6
B2
B3
B1

Fig 7.12 Functional and technological renovation

159
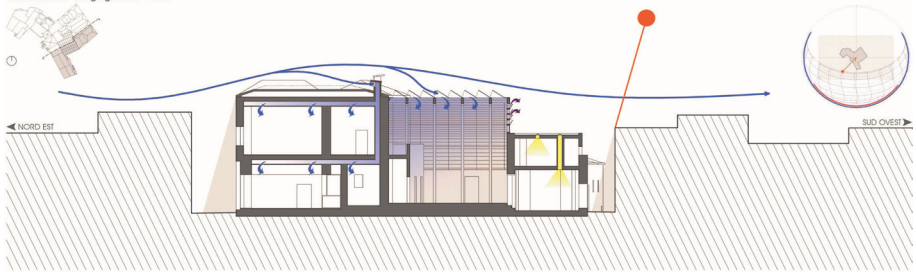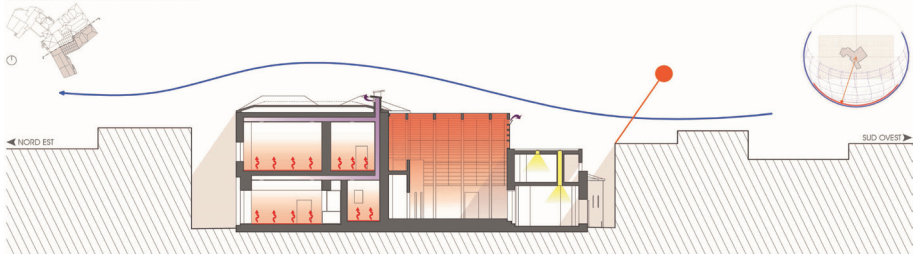
Fig 7.13 Bioclimatic aspects
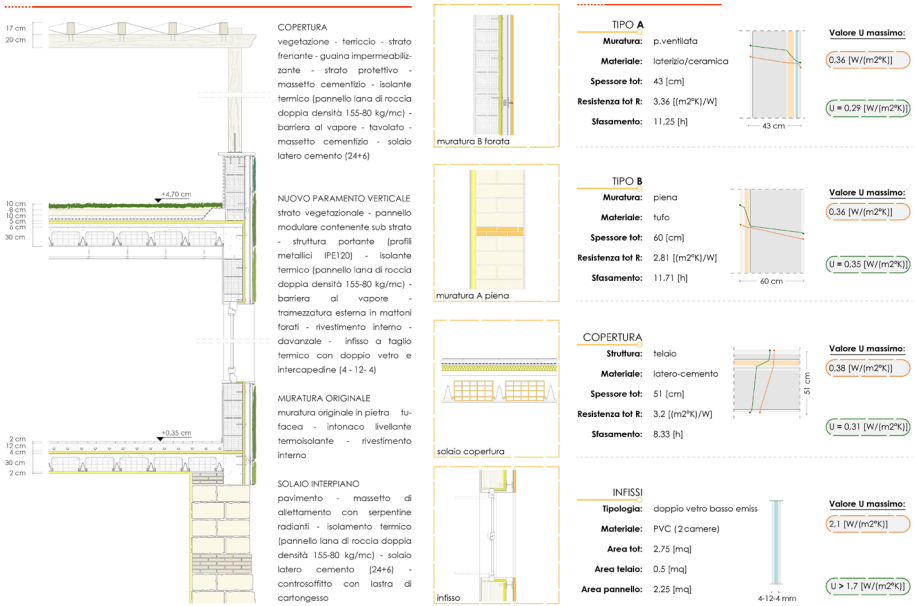
Fig 7.14 Details

8. Small towns and hospitality
Social capital production for the revitalisation of inner areas

Abstract

As early as the final decades of the last millennium, we witnessed a process of localization of migratory dynamics. In the attempt to deal with these aspects, the initiatives in small municipalities have experienced and practised forms of solidarity among private parties: native populations, associations, refugees, migrants, and public parties – local authorities. These are small municipalities that tend to be left out of the large-scale economic exchanges and the aterritorial global logic, and were on the front lines of what was viewed as a threat, the "migratory horde," transforming it into a potential, or into practices of social and urban regeneration.

Keywords
Culture of hospitality, Inclusion, Local identity, Urban regeneration, Refugees, Migrants

8.1 Hospitality

"A very long time ago, during his mythical journey, Ulysses landed on the beaches of the Ionian Sea. Our story, too, is set there, but is based on actual events taking place on the coasts of Calabria just ten years ago". This is the opening of Wenders's video *The Flight*, recounting the new stories and the new myths of the culture of age-old Mediterranean hospitality.

These stories of migration and hospitality are, now more than ever, at the centre of a broad political, social, and scientific debate, representing a fundamental theme of cohesion or division of governments or of the European population [1]. Seeking to identify the analysis categories to interpret

the characteristics of small historic towns and their ability to adapt to change in the face of transformations induced by phenomena of depopulation of local communities on the one hand and migration flows on the other, we are met by the metaphor of the Archipelago proposed by Cacciari – in which the Archipelago's islands are articulations of Europe. Through this figure, the Italian philosopher seeks a possible response to the question: upon what face will the direction of the sunset of Europe have to concentrate? "That of Tocqueville's homo democraticus, of Nietzsche's 'last man,' of Dostoevsky's 'underground man'? Will the sunset's direction have to stop on the meridian of the inhospitable affirmation of its own 'insularity,' of the impious comingling between the 'anarchic' demand for autonomy and the servile need to be protected and safeguarded? Will the 'ideal' of the flock that tolerates no shepherd be the last word of Europe's sunset, its final articulation? If Europe still holds this figure within itself, and therefore can recall it, then a foreign god can await it: the god that provides hospitality because he himself is a foreigner; the god that exists in being together because he is multiple in himself; the god that incarnates in himself the entire past – all its victims and 'sins' – in order to be able, finally, to go past it" [2].

As early as the late 1990s, some peripheral and problematic areas of the Italian territory, in particular that area of Locride in Calabria described by Wim Wenders, were the territory for the reception of refugees and migrants originating from various parts of the world. As a consequence of landings in the region, reception paths were initiated, that ended up going beyond the area's small borders, becoming a paradigmatic model of social innovation as a driver of sustainability, liveability, and inclusion, while broadening the field of application from the cultural and political context to the technological and productive one, and cascaded to that of valorizing the architectural and urban heritage [3]. In the presence of these complex dynamics, a prospect for evolution has opened, that is worthy of interest for having, first of all, spurred self-organized local action, which by exalting the small size and a closer relationship between

economy and territory, in addition to having brought back to the fore Schumacher's 1970s adage of "Small is Beautiful" [4], exposed the limitations of the approach centred on the nation-state, against a rediscovery of the local level [5]. Precisely during the years at the turn of the millennium, we witnessed stronger attention to the local setting, ascribable to increased awareness of a "glocalization" process in which the interdependence of economies and societies is accompanied by a process of localization of migratory dynamics. In the attempt to deal with this aspects, the realities of small municipalities have experienced and practised forms of solidarity among private parties, native populations, associations, migrant refugees, and public parties – the local authorities. These are small municipalities that tend to be left out of the large-scale economic exchanges and the aterritorial global logic [6] and that were on the front lines of what was viewed as a threat, the "migratory horde," transforming it into a potential [7] or into practices of social and urban regeneration [8,9]. It is a process that traversed many fields of research and action before being introduced into the United Nations' policy agendas through programmes dedicated to innovation and social cohesion [10].

As Perrone has emphasized, the experience of the European states, and in particular of those with a Mediterranean interface like Italy, "has raised at least three problematic macro-questions respectively traversing three spheres of public action and local experimentation: (1) the setting of Italian and European policies, (2) the field of reception practices as a possible model of territorial regeneration (even if episodic and non-systemic), (3) some proofs of innovation for a different reception" [11].

8.2 Complex forms of territorial inclusiveness

The Regions and local authorities have played, and still play, a growing role in migration policies because integration was conquered and achieved in specific contexts, in daily life, where immigrants live and work [12]. This awareness has given rise to new comparative research projects and initiatives at the international, national, and local

levels. Numerous European programmes, determinations, and initiatives have had an impact in this sector – from the valorization of good practices for Italian programming 2014-2020 for "internal areas"([1]) , to the Multicultural Policies and Modes of Citizenship in European Cities (MPMC) programme promoted in 1996 by UNESCO; and the network CLIP Cities for Local Integration Policy financed by the European Foundation for the improvement of Living and Working Conditions beginning in 2006.

In Europe, in terms of operating guidelines, the regulatory space is highly diversified in breadth and degree of impact, more or less similar, in the various European states, and is generally regulated by local immigration laws (regional ones in Italy) that provide for assistance/support measures including several policy spheres [13]. These range from introduction to the workplace to language instruction, from professional training to supplementary education, from psychological and legal support to access to healthcare and actions to preserve ethnic and cultural identity, and so on. On this landscape, two lines of intervention may be identified as characteristic: residential reception, and the issue of associationism and public participation [14]; moreover, as emphasized by some experts, analysis of the local settings is particularly difficult because it is precisely from the relationship of proximity with the communities settled on the territory that reception issues and practices of regeneration of common goods overlap on the local scale with issues of protection and management of reception for asylum applicants and refugees, thus creating complex forms of territorial inclusiveness [15, 16, 17].

It is through the institution of territorial partnership between the public and private sector, the formation and development of skills in the projects' beneficiaries, and the support of local institutions, that it is possible to establish associations to transform integrated reception into opportunities for growth and collective development, allowing inner areas to go back to being central to the evolution of the European economy [18]. The union of villages is the territories' strength, and in fact the quality of the municipalities, bound by a certification system and a shared de-

sign action, has grown in comparison with other territories [19].

From this perspective, the guiding principles of the local communities that have the general objective of formulating guidelines for requalification (environmental, cultural, social, economic, and institutional) take on an increasing centrality in the economic relaunch, with regard to energy requalification and reception understood as an activity and social inclusion [20].

At the same time, the specific objective is to offer migrants a possibility, however transitory it may be, for a dignified life while overcoming ghettoization and strengthening their empowerment, and to achieve, with their active collaboration, full-blown urban regeneration projects that result in repopulating the areas of the villages scattered over much of Europe, via innovative urban-planning, architectural, technologies, energy, social, economic, and organizational models that induce positive changes in the way of acting and thinking (for migrants and for settled communities alike).

8.3 Social cohesion and local identity

The valorization and renewal of small historic towns to eliminate land consumption and the decay of cultural heritage is a focus point of the financial programmes and upcoming national and Community policies. Attention is also concentrated on the issue of the refunctionalization and energy efficiency of urban historic districts, to strengthen their identity and improve their quality of life and their environment [21]. There is a current possibility of developing a methodology to offer hospitality to migrants and social cohesion in those complex and diversified contexts that are hard to characterize, but that can give a local identity to the inhabitants/refugees, ensuring them of their identification also for the purposes of safety [22]. Examples of this are the trials of new forms of reception and integration of migrants – both "economic" ones and those applying for/ accorded international protection – carried out in Riace and Badolato.

Many case studies cast light on the divergences between

degraded existing structures in the villages, underused and to be valorized, and the continuously evolving environmental, energy, technological, functional, and social demands. These result on the one hand from the activity of hospitality for migrants, from the lifestyles that will have to coexist, and from the growing demand for flexibility, mobility, and adaptability to transformation dynamics, and on the other from the phenomena of globalization and digitalization that are the mark of our broadband era.

The conception emerges of certain future design scenarios that identify in those hospitality projects already developed focal nuclei for the function of future territorial regeneration projects aimed at casting light on broader operations ranging from the design of Smart Mobility and energy Smart Energy Districts through the networking of various spot operations, to architectural refunctionalization and energy/environmental efficiency (operations involving administrators and trade associations, students and schools, parties in the volunteer sector and residents, financing bodies, and possible parties that can be financed) with respect to the topics discussed.

In the lines of guidance of Italian and European experiences, 5 ascalar and interdisciplinary aspects can be found, in addition to the issues of the integration of social cohesion:

• *Territory*: comprising all the actions on villages, and networking them;

• *Urban space:* prominently featuring the urban voids and the degraded "in-between" spaces, refunctionalized as public spaces and services;

• *Energ:* comprising all the actions aimed at improving existing energy networks and at the use of renewable energies on a large scale, and on a construction-industry scale;

• *Mobility*: the series of actions aimed at incentivizing public mobility with improvement of the connection networks on a territorial scale, and that also includes the introduction of sustainable mobility systems;

• *Buildings*: operations conducted first of all on some selected degraded nuclei, and that relates to morphological/functional and technological regeneration and to the operations of energy efficiency and of microclimate optimi-

zation.

"For a shared territorial well-being, based on the circular economy and social dignity, there must be 'regenerative communities of direct producers/users,' which is to 'Community prosumers' that self-produce dignified sustenance through the use of existing and non-onerous dwellings, the self-production of zero km renewable energies, agricultural and supply-chain products (one quarter of the farmed areas abandoned over the last 20 years would yield 125,000 new farms covering 12 ha each), reception and accommodation, distributed and systemic, services to individuals, and new thematic creativity/opportunities" writes Sandro Polci in his latest book [23]. These experiences are configured as a research/action of innovative models and instruments for collaboration between public authorities (Municipalities, Healthcare Concerns, Regions), inhabitants, property owners, construction entrepreneurs, economic investors and workers in the affected sectors, and civil society organizations engaged in advocacy for migrants, in constructing shared regeneration projects that require close interdisciplinarity on the one hand, and close collaboration with the settled local community on the other. It clearly emerges that only from a project that includes "social cohesion" can the "added value" that creates the conditions for investment be born [24].

8.4 Towards an integrated urban landscape

The result is a local development model that, through the revitalization of rural villages, refines the abilities suited to recognizing the complex of intrinsic potentialities existing in the building fabrics affected by the interventions, which is to say optimization of the present situations; instead of working on ideal models, it deals with criticalities through knowledge and awareness of the characteristics of the actual situation.

In the case of parties with specific vulnerabilities, such as those referred to as "refuges" – often victims of physical and/or psychological violence or trafficking, with physical and/or psychological fragility connected to extreme

and exhausting journeys experienced with anxiety, due also to separation from family members, that can develop into post-traumatic stress disorder (PTSD) –, special attention is given to seeing that interventions avoid focusing only on measures of psychological and psychiatric assistance, fundamental as they are; the aim, then, should be to develop a personalized project of reception and integration, that necessarily includes paths of socioeconomic integration, as well as legal and social orientation services. With such complex projects, it is necessary on a local level to be able to dialogue with the territorial setting being worked in, with no autarkic mode of operation but by strengthening the territorial networks that involve local players functional to the support of reception projects in their totality, and, at the same time, of the individual beneficiaries' personalized paths. In an even more stringent way, these are projects that, by their very nature starting from the proprietorship of the local authorities, are and must be perceived as an integral part of the local welfare and, being complementary to other public services guaranteed for the citizens, a territorial added value capable of contributing changes and strengthening the network of services that the whole community of citizens – native or migrants as they may be – can rely on. The arrangement of integrated reception interventions, in addition to deep roots in the territory, requires the participation of heterogeneous, competent, and qualified responsibilities and abilities. For the purposes of a reception with a holistic approach, as defined above, each individual territorial situation requires a multidisciplinary and interdisciplinary team, with responsibilities, roles, and modes of organization that are such as to be able to grapple with the complexity of so articulated a burden to take on. In this context, the key concept is "integrated urban landscape."

For a better consideration of small historic towns, European governance would do well to improve access to financing and to regulatory and legislative innovations.

A farsighted public vision with the objective of adequate reception of beneficiaries of international protection and asylum applicants might be a driver of success and growth

of a society's social capital, guaranteeing its processes of in-clusive urban regeneration as devices for the governance of reception aimed at a due quality of life through the in-tegration of the resources currently perceived, or that may reasonably be perceived, and self-production. A complex process takes shape of conceiving and innovating the terri-tories, and of mobilizing and reconstructing the territorial social capital in which the assessment of the social impact of the experiences carried out on the communities of ref-erence, with respect to the identified objectives, becomes a commitment necessary for guaranteeing that the actions undertaken in the short, medium, and long term, and the effects of the activities, correspond.

Notes

[1] This strategy is one of the main pillars being implemented in Italy, and is dedicated entirely to improving the development con-ditions (education, health, transport) of the small municipalities located in the "inner areas"; it is a model that requires a specific framework in the European cohesion policy. It is important to emphasize that nearly one half of the projects of the refugee and asylum applicants protection system (Sistema di Protezione dei Richiedenti Asilo e Rifugiati – SPRAR) were found, as of 2017, to be located in territories classifiable as inner areas, and thus marginal with respect to productive and service sectors. It is to be borne in mind, on the other hand, that one of the specific features of the SPRAR is that of synergistically networking the various players present on the territory (Institutions, companies, the voluntary sector, and citizens), responding not only to the re-quirements of the received beneficiaries, but also intercepting the territory's needs.
https://www.secondowelfare.it/immigrazione-e-accoglien-za/accoglienza-nelle-aree-interne-una-strategia-per-il-rilan-cio-del-territorio.html

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9. Case studies

9.1 Badolato, Catanzaro, Calabria, Italy

Badolato is a village of Norman origin in the Calabria Region, in the Province of Catanzaro. Built around agricultural activity, its medieval core features narrow, winding streets and its urban layout remains intact, with venerable churches and centuries-old confraternities, historic buildings and countless folk traditions to be found on its hillside landscape along Calabria's Ionian coast, though in recent decades it has lost favour to the associated seaside town of Marina di Badolato. Still, the people of Badolato have unassumingly forged themselves a new identity by responding to the dramatic lot of immigrants, an exemplary story of solidarity and welcome for the entire international community. On 26 December 1997, an old, ramshackle vessel sailing under the Turkish flag, the Ararat, ran aground off the beach of Marina di Badolato, disgorging 835 Kurdish men, women and children. Some of them quickly moved on from the town, while 339 political refugees were given hospitality in a number of village homes made available by the Town of Badolato or private citizens. Over the years, the immigrants' arrival has turned out to be positive, with their presence and efforts helping not only to repopulate a dying town, but also to give new life to the economy of the village and the surrounding area.

Right after the initial welcome of the new arrivals, a pilot project was undertaken by the Town of Badolato, together with the CIR, to reunite families separated at the time of the landing and give them new housing opportunities. The equivalent of one and a half million dollars in financing allowed the town to purchase 20 residential units to be renovated and assigned to the immigrants. The Mayor and the Town Council also asked the citizens of Badolato to make abandoned homes in the town's older section available to the Kurdish families. At the time, the keys to eighty houses were received, and thirteen Kurdish families decided to stay. The Ministry of Social Affairs funded the essential renovation work on the homes and, initially, the purchase of basic necessities. The Kurdish children were welcomed into the local school, where they learned Italian, got to know their classmates and chose a number of

the older women of the town as "grandmas". Meanwhile, a number of the Kurdish adults began doing farming and construction work, in addition to studying Italian during night classes. The town government also promoted a joint initiatives, opening a restaurant and a store for handcrafted ceramics. And the municipal authorities then set out to create further employment opportunities for residents by renovating abandoned homes for tourism, transforming Badolato into a "hotel burgh". The initiative was carried out with the cooperation of a number of local tourism enterprises, which agreed to operate as a network, transforming 'Upper Badolato' into an intercultural tourist village. At present the 500 inhabitants of the hillside town of Badolato include approximately 40 refugees, and not only Kurds, but Ethiopians and Eritreans too.

Today there are 14 Bed & Breakfasts in the old part of town, as Badolato continues to represent a focal point for Kurds in Calabria, and for all other refugees as well. Thanks to this experience, Badolato was nominated for the UN's "World Habitat Award" in 2010 – drawing the attention of the BBC and National Geographic – in addition to being chosen as the setting, together with the Town of Riace, for Wim Wender's medium-length film on the welcome given immigrants, Il Volo.

"A long time ago, during a mythical journey, Ulysses landed on the beaches of the Ionian Sea. Our story is set there too, though it is based on real events that took lace on the coasts of Calabria only ten years ago", is how Wim Wender's video begins telling the new stories and myths of the millennial culture of Mediterranean hospitality.

LOCATION

BADOLATO, Catanzaro, Italy

Long: **38° 34' 0'' N** - Lat: **16° 32' 0'' E**

240 meters above sea level

3.046 / 195 foreigners (updated to 31 dec 2018)

37,07 km²   **82,17** /km²

mountain	hills	lake	countryside	seaside

MORPHOLOGY

central plant	linear plant	isolated municipality	part of the municipality	network of municipalities

ACCESSIBILITY

Lamezia Terme

Catanzaro

E45

Badolato

SS682   E90

Reggio Calabria
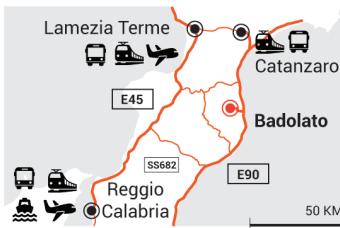
50 KM

main road network   **E90 / E45**

from

	↔	🕐
to **Catanzaro** station	50 km	50'
to **Lamezia Terme** station	75 km	1h
to **Reggio Calabria** station	150 km	2h
to **Lamezia Terme** airport	75 km	1h
to **Reggio Calabria** airport	150 km	2h

CLIMATIC DATA

	jan	feb	mar	apr	may	jun	jul	aug	sep	oct	nov	dec
WIND MEDIUM SPEED [km/h]	20	20	19	16	14	14	13	14	15	18	20	21
MEDIUM TEMPERATURES [°C]	7	10	14	15	18	28	29	30	24	20	14	11
max	9	13	17	18	20	30	31	32	27	23	16	13
min	4	5	6	7	9	18	20	21	15	13	8	5

INTERVENTION

| Welcome and integration of immigrants | Revival of production, crafts, commercial, educational and tourist activities. | Increased crafts, commercial and educational activities | Renovation of abandoned public and private buildings. | New buildings and activities |

PROMOTERS

The town government   Private   Partnership

Fig 9.1 Aerial view of Badolato (source: Google Earth)

9.2 Riace, Reggio Calabria, Calabria, Italy

At present, roughly half the population of Riace consists of immigrants and refugees from areas where surviving is a daily challenge, whereas the town, without "the foreigners", and without the efforts of former Mayor Domenico Lucano to encourage their integration, would be half empty. As told by Wim Wender's in his film Il Volo, Riace welcomed and integrated these "outsiders", who then contributed to the economy and social life of the "extended" community. The first trial efforts in Riace date from 1996, when local residents and the town government began making abandoned buildings available for "socially committed vacations" and Caring Tourism, efforts promoted and supported by the Longo Maï anarchist community of Provence and by the Swiss priest Cornelius Cock, leading to the arrival of French, Swiss and German tourists in the small Calabrian town.

Then, in 1999, the "Future City" association started a project for the restoration of homes in the village, in order to house refugees and immigrants. With the participation of the United Nations High Commissioner for Refugees, homes were assigned to 15 refugees in 2001, under a public procedure promoted by the Ministry of Internal Affairs. Funding arrived, making it possible to support the renewal of the town while providing the immigrants with services and assistance. The town government used the SPRAR funds to cover all resulting operating expenses, including staff salaries, utilities and maintenance too.

Over the years, a network of hospitality and cooperation was established, sparking the economic revival of a community fabric that had become inadequate and abandoned by drawing on the manpower of the immigrants, as well as their new energy and their different cultures. The effort was pursued with the utmost conviction by the Mayor and his supporters, in collaboration with CTM Srl, a technology and management centre in Bolzano, which purchases local the farming products and manufactured goods turned out by the immigrants. Over time, with the arrival of new refugees and immigrants, the project has become firmly established, supporting agricultural and crafts pro-

duction, plus the revival of activities that had fallen out of use, including the baking of bread and education (reopening of schools). These experiences led directly to the first "Reviving the Town of Riace through Refugees" project, whose goal was to renovate the burgh's abandoned homes (a portion of which, after being restored, were made available to the welcome project, while others were utilised for "Caring Tourism"). The initiative included the start of restoration work on the Palazzo Pinnarò, a seventeenth-century noble residence slated to become the headquarters of "Future City".

From being just another small town with a dwindling population, Riace has received renewed social and economic vigour, thanks to the immigrants, with schools and services remaining open and active, on account of the arrival of their children as well.

The 1998 shipwreck has had a far-reaching effect on the Calabrian village, marking a starting point that has led to a melding of different cultures, all of which, strangely enough, have reinforced local identity.

Riace's current population of 1800 include no fewer than 400 foreigners, many of whom have found homes and jobs thanks to a program of financing run by the Italian government for ten years now. The city administration receives 30 euros a day for each immigrant, to be used to procure housing; purchase basic necessities and stimulate employment in the town. Rather than cash, the immigrants are given credit that can be used only in Riace, in order to support the revival of the local economy.

LOCATION

RIACE, Reggio Calabria, Italy

Long: **38° 25' 0'' N** - Lat: **16° 29' 0'' E**

300 meters above sea level

2.345 / 459 foreigners (updated to 31 dec 2018)

16,24 km²   **144,39** /km²

| mountain	hills	lake	countryside	seaside

MORPHOLOGY

central plant	linear plant	isolated municipality	part of the municipality	network of municipalities

ACCESSIBILITY

Lamezia Terme

Catanzaro

E45

E90

Riace

Reggio Calabria

50 KM

main road network **E90 / E45**

from ↔ 🕐

to **Catanzaro** station   75 km   1h 10'
to **Lamezia Terme** station   95 km   1h 20'
to **Reggio Calabria** station   130 km   1h 40'

to **Lamezia Terme** airport   95 km   1h 20'
to **Reggio Calabria** airport   130 km   1h 40'

CLIMATIC DATA

WIND MEDIUM SPEED [km/h]
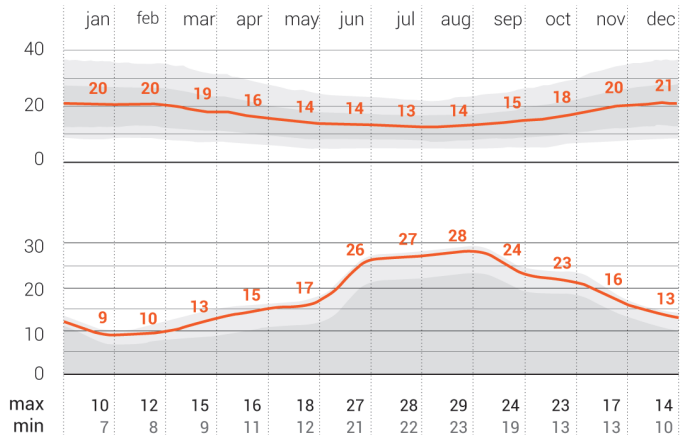
	jan	feb	mar	apr	may	jun	jul	aug	sep	oct	nov	dec
	20	20	19	16	14	14	13	14	15	18	20	21

MEDIUM TEMPERATURES [°C]

	jan	feb	mar	apr	may	jun	jul	aug	sep	oct	nov	dec
	9	10	13	15	17	26	27	28	24	23	16	13
max	10	12	15	16	18	27	28	29	24	23	17	14
min	7	8	9	11	12	21	22	23	19	13	13	10

INTERVENTION

| Welcome and integration of immigrants | Revival of production, crafts, commercial and educational activities. | Increased crafts, commercial and educational activities | Renovation of abandoned public and private buildings. | New buildings/ activities |

PROMOTERS

| The town government | Private | Partnership |

The town government ●
"Future City" association ●

TIMELINE

1999   **2001**   **2004**   today

"FUTURE CITY" ASSOCIATION
started a project for the restoration of homes in the village in order to house refugees and immigrants after the 1998 shipwreck

PNS
National Asylum Plan.

SPRAR
Protective System for Asylum Seekers and Refugees

Fig 9.2 Aerial view of Riace (source: Google Earth)

9.3 Satriano, Catanzaro, Calabria, Italy

While outside of Italy, the story of Satriano – the village in Calabria that is counting on immigrants and refugees to revive local prospects – has earned mention at the Congress of Local and Regional Authorities of the European Council. The European Council has identified the small Calabrian town as a success story worthy of imitation in its manual on human rights, a guide on how local governments can promote and protect rights, and especially freedom from discrimination against immigrants, refugees, asylum seekers, LGBT and Rom people. The majority of the refugees have been housed in the Palazzo Condo, the headquarters of the SPRAR, an historic residence inside the village, restructured for the purpose with funds from the European Union and also the site of a daytime centre for the elderly. Other homes in the old town have been restored and transformed into welcome centres for new asylum seekers, with the initial welcome of new arrivals handled by the 'Global Mediation' cooperative, almost all of whose members are 'former immigrants who have obtained Italian citizenship'.

The history of this town located at the tip of the Italian boot dates back to Magna Graecia. The burgh was destroyed in the 4th century BC by Dyonisius, the tyrant of Syracuse, and it was the site of a number of prestigious communities of Basilian monks in the early Middle Ages, later gaining favour with the Norman Roger of Altavilla.

 A mere twenty years ago, the roads that climbed up the hillside to the old town, passing by uninhabited houses, ended in a central square that was emptied of all signs of life, making the town appear decayed not only in terms of its buildings, but because:

• the average age of the population was rather high;
• the schools (nursery and elementary) had already closed;
• there were almost no commercial structures;
• farming had been completely abandoned.

 At present, the Town of Satriano is enthusiastically placing refuges in temporary residences, providing them with employment and assistance with their asylum requests, all part of an operation viewed as an enormous opportunity for the town's revival.

LOCATION

SATRIANO, Catanzaro, Italy

Long: **38° 40' 0'' N** - Lat: **16° 28' 0'' E**

293 meters above sea level

3.429 / 84 foreigners (updated to 31 dec 2018)

21,16 km²   **162** /km²

mountain	hills	lake	countryside	seaside

MORPHOLOGY

central plant	linear plant	isolated municipality	part of the municipality	network of municipalities

ACCESSIBILITY

Lamezia Terme

Catanzaro

Satriano

E45

E90

Reggio Calabria

50 KM
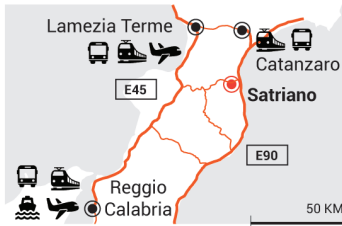
		from	↔	🕐
main road network	**E90 / E45**			
to **Catanzaro** station			40 km	45'
to **Lamezia Terme** station			65 km	55'
to **Reggio Calabria** station			130 km	1h 50'
to **Lamezia Terme** airport			65 km	55'
to **Reggio Calabria** airport			130 km	1h 50'

CLIMATIC DATA
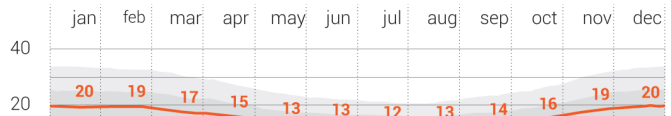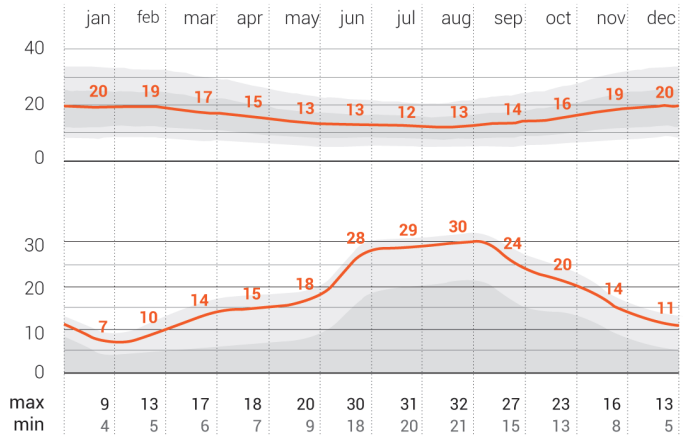
	jan	feb	mar	apr	may	jun	jul	aug	sep	oct	nov	dec

WIND MEDIUM SPEED [km/h]

40 / 20 / 0

| 20 | 19 | 17 | 15 | 13 | 13 | 12 | 13 | 14 | 16 | 19 | 20 |

MEDIUM TEMPERATURES [°C]

30 / 20 / 10 / 0

| | | | 14 | 15 | 18 | 28 | 29 | 30 | 24 | 20 | 14 | 11 |
| 7 | 10 | | | | | | | | | | | |

	jan	feb	mar	apr	may	jun	jul	aug	sep	oct	nov	dec
max	9	13	17	18	20	30	31	32	27	23	16	13
min	4	5	6	7	9	18	20	21	15	13	8	5

INTERVENTION

Welcome and integration of immigrants

Revival of production, crafts, commercial and educational activities.

Increased crafts, commercial and educational activities

Renovation of an abandoned historic residence

New buildings and activities

PROMOTERS

The town government

Private

Partnership

The town government •
"Social Mediation" Cooperative •

TIMELINE

2014   today

SPRAR
Protective System
for Asylum Seekers
and Refugees

Fig 9.3 Aerial view of Satriano (source: Google Earth)

9.4 Sant'Alessio, Reggio Calabria, Calabria, Italy

In his 2012 book "Together: The Rituals, Pleasures and Politics of Cooperation", Richard Sennet wrote: «Cooperation can be informal as well as formal; people who hang out at a street corner or drink together in a bar exchange gossip and keep talk flowing without self-consciously thinking, 'I am cooperating.' The act of doing so is wrapped in the experience of mutual pleasure»([1]). Together with a team of young people, Stefano Ioli, the Mayor of Sant'Alessio – a town of approximately 350 inhabitants – has initiated the gradual process of reciprocally learning to place oneself in the shoes of others, through a project that makes the most of the benefits of the local capacity for welcome, organising small local realities in different territories, with the support of the central government, local authorities, private social activists and volunteer associations, in an exercise of active citizenship carried out daily, resulting in an irrefutable example of a winning approach to micro-cooperation in small towns. Indeed, shops and small-scale services have returned to life in the village, while long-abandoned homes have been restored, all initiatives with immediate positive fall-out on the surrounding area, such as the creation of jobs for the residents of the towns that welcopme immigrants. The SPRAR project was born in 2014 in Sant'Alessio, in the Aspromonte zone, through the efforts of the association Coopisa – Healthcare Cooperation – involving two SPRAR structures that played an active role in welcoming immigrants and managing their cases from a psychophysical standpoint, an approach that has been widely recognised as exemplary, becoming a key reference on the national horizon in terms of treating so-called vulnerable individuals. Furthermore, the association has undertaken initiatives to promote and raise awareness, among the subjects involved, with respect to the importance of preserving and caring for shared assets, triggering processes meant to engender attitudes of civic responsibility and respect for the architectural, cultural, social and cultural heritage, while teaching people to take up environmentally and socially responsible lifestyles.

The association also serves as a catalyst for the creation of shared spaces of social interaction through initiatives involving the ecological/environmental regeneration of public spaces. Such operations consist of the restoration, renewal and valorisation of abandoned and run-down areas, with an eye towards reusing them to benefit the collective as a whole, following preliminary efforts of instruction and a heightening of awareness on issues pertinent to the defence and preservation of the territory. By sharing such experiences, this planned process makes it easier for immigrants to become part of the social fabric.

Of particular note in the case of the project currently underway in Sant'Alessio, in Aspromonte, is the synergy among the organisations taking part, formalised under an agreement between the town, the COOPISA association and the Department of Architecture and Artistic Territory of the Mediterranean University of Reggio Calabria, an accord whose "objective is to undertake, in synergy, cultural, educational and scholarly activities to augment skills and know-how in the development of local SPRAR projects". To this end, a carpentry workshop was organised for the beneficiaries, offering vocational training in the production of urban furnishings (benches and tables) made from recycled materials donated by the town government, so as to combine the aim of regenerating public space with that of valorising local skills and traditions.

LOCATION

SANT'ALESSIO, Reggio Calabria, Italy

Long: **38° 10' 0'' N** - Lat: **15° 45' 0'' E**

317 meters above sea level

350 / 45 foreigners (updated to 31 dec 2018)

3,99 km²   **87,71** /km²

mountain	hills	lake	countryside	seaside

MORPHOLOGY

central plant	linear plant	isolated **municipality**	part of the municipality	network of municipalities

ACCESSIBILITY

Lamezia Terme

Catanzaro

E45

E90

Reggio Calabria   **Sant'Alessio**   50 KM
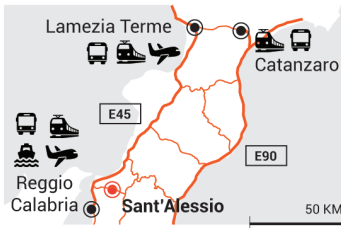
main road network	**E45 / E90**	
from ◉	↔	🕐
to **Reggio Calabria** station	25 km	30'
to **Lamezia Terme** station	130 km	1h 30'
to **Catanzaro** station	160 km	1h 50'
to **Reggio Calabria** airport	30 km	35'
to **Lamezia Terme** airport	130 km	1h 30'

CLIMATIC DATA
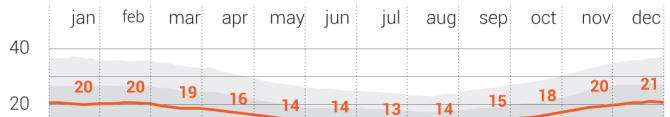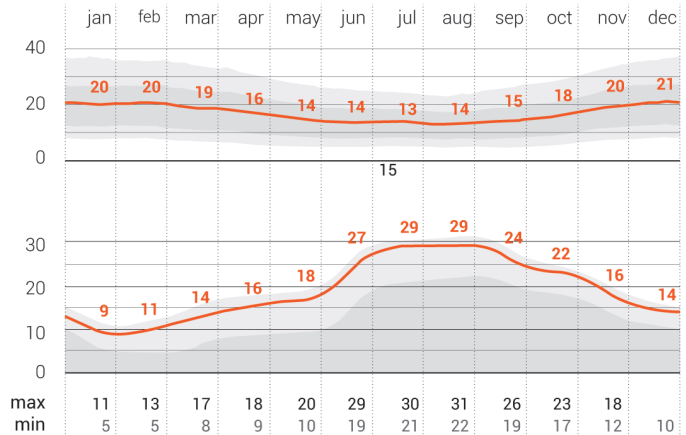
	jan	feb	mar	apr	may	jun	jul	aug	sep	oct	nov	dec

WIND MEDIUM SPEED [km/h]

40
20
0

15

| 20 | 20 | 19 | 16 | 14 | 14 | 13 | 14 | 15 | 18 | 20 | 21 |

MEDIUM TEMPERATURES [°C]

30
20
10
0

| 9 | 11 | 14 | 16 | 18 | 27 | 29 | 29 | 24 | 22 | 16 | 14 |

	jan	feb	mar	apr	may	jun	jul	aug	sep	oct	nov	dec
max	11	13	17	18	20	29	30	31	26	23	18	
min	5	5	8	9	10	19	21	22	19	17	12	10

Welcome and
integration of
immigrants

Revival of production,
crafts, commercial
and educational
activities.

Increased crafts,
commercial and
educational activities

Renovation of
unoccupied or
abandoned private
buildings.

New buildings
and
activities

PROMOTERS

The town government

Private

Partnership

TIMELINE

2014

today

SPRAR
Protective System
for Asylum Seekers
and Refugees

Fig 9.4 Aerial view of Sant'Alessio (source: Google Earth)

9.5 Corigliano Calabro, Cosenza, Calabria, Italy

Ever since the first immigrants landed at the Port of Corigliano in January of 2015, the town government has sought, and with success, to address in a responsible, practical and balanced manner events, trends and emergencies, showing not only an ability to led immediate assistance to: the Prefects Office, law enforcement, the Civil Defence, medical personnel and numerous volunteer associations, but also the intelligence needed to identify ad hoc resources not budgeted, and not available for other purposes, for use in welcoming immigrants. These funds had already been allocated by the European Community, since 2012, for five major urban realities in Calabria, including Corigliano, after an episode involving the immigrant community of Rosarno made news nationally.

The funds were used to restore the Palazzo Da Rosis, a residence in the town's historic core, abandoned until then, on account of damage from a fire, and subject to general neglect. The palazzo was restored as a welcome residence and structure for theb inclusion for immigrants already in the territory, with additional beds set up for newly arrived refugees.

Still more funds were procured by the town government, beyond its budget, for integration policies, in order to generate positive employment fallout, through the creation of approximately 40 related jobs.

The services available to the SPRAR, in a joint project with the non-profit CIDIS Association, include linguistic-cultural mediation, orientation and access for services in the territory, professional training and retooling, plus assistance with employment, housing and social concerns.

LOCATION

📍 **CORIGLIANO CALABRO**, Cosenza, Italy

🌐 Long: **39° 36' 0'' N** - Lat: **16° 31' 0'' E**

⛰ **210** meters above sea level

👥 **40.426** / 2.617 foreigners (updated to 31 dec 2018)

◇ **195,64** km²   👥◇ **206,63** /km²

| mountain	hills	lake	countryside	seaside

MORPHOLOGY

central plant	linear plant	isolated municipality	part of the municipality	network of municipalities

ACCESSIBILITY

E45
Corigliano Calabro
Rossano
Cosenza
E90
Crotone
Lamezia Terme
50 KM
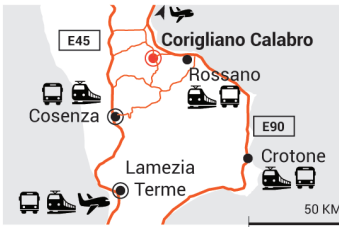
🚗   main road network   **E90 / E45**

🚌🚆   from ◉   ↔   🕐

to **Rossano** station   16 km   25'
to **Cosenza** station   65 km   55'
to **Crotone** station   100 km   1h 40'

✈   to **Lamezia Terme** airport   140 km   1h 45'
to **Bari** airport   200 km   2h 40'

CLIMATIC DATA
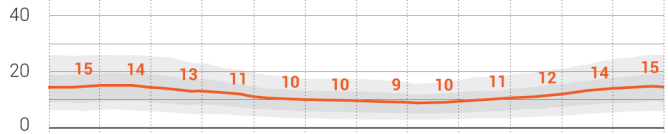
	jan	feb	mar	apr	may	jun	jul	aug	sep	oct	nov	dec
WIND MEDIUM SPEED [km/h]	15	14	13	11	10	10	9	10	11	12	14	15
MEDIUM TEMPERATURES [°C]	6	9	13	16	18	28	29	30	24	20	13	10
max	8	12	16	18	20	31	31	32	26	23	16	13
min	4	9	6	9	10	20	21	22	17	12	7	3

190
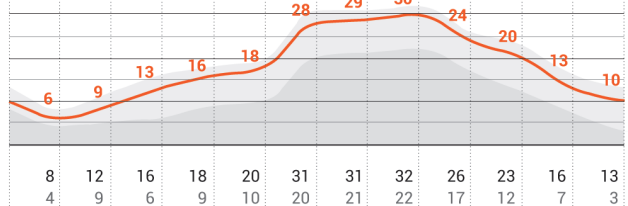
INTERVENTION

Welcome and integration of immigrants

Revival of production, crafts, commercial and educational activities.

Increased crafts, commercial and educational activities

Restoration of abandoned public buildings

New buildings and activities

PROMOTERS

The town government

Private

Partnership

TIMELINE

2015   today

SPRAR
Protective System
for Asylum Seekers
and Refugees

Fig 9.5 Aerial view of Corigliano Calabro (source: Google Earth)

9.6 Latronico, Potenza, Basilicata, Italy

The approach of the SPRAR centre in Latronico has made possible changes, in the form of positive social fallout from the welcome of immigrants, that have spread throughout the territory.

This was seen right from the start of the Protection System, which created jobs for residents of Latronico through the organisation of apprenticeships for asylum seekers, plus activities socially beneficial to the community, all under a policy of integration.

 Over the years, the town has grown culturally and socially, with the welcome activities offering inhabitants broader experience of the world, expanded contacts and knowledge, as part of the educational opportunity tied to the welcome efforts.

The objectives of the welcome provided to asylum seekers, refugees and those entitled to supplementary and humanitarian aid were to provide the beneficiaries with measures of assistance and protection, facilitating their progress towards becoming autonomous. At the same time, however, the local social and economic context has benefited from developments that have made it more solid and structured, as welcoming the refugees has rendered the local territories more dynamic, resulting in the growth of skills and professional figures in every sector involved. The services provided under the project include socio-medical and psychological care, multicultural activities, schooling for minors, linguistic and intercultural mediation, legal orientation and information, housing, job placement and training services. By now it is clear that the establishment of the SPRAR has played a key role in reviving the local cultural heritage, while, at the same time, contributing to improving the living conditions of the entire community, showing that small-scale, bottom-up initiatives can change the make-up of settlements, modifying social and cultural relations in ways that facilitate repopulation and improved services for everyone, in addition to promoting recycling, retooling and widespread wellbeing.

LOCATION

LATRONICO, Potenza, Italy

Long: **40° 05' 0'' N** - Lat: **16° 01' 0'' E**

888 meters above sea level

4.482 / 96 foreigners (updated to 31 dec 2018)

76,66 km² **58,46** /km²

mountain	hills	lake	countryside	seaside

MORPHOLOGY

central plant	linear plant	isolated **municipality**	part of the municipality	network of municipalities

ACCESSIBILITY

Salerno   Potenza

Latronico

E45   E90

50 KM

	main road network	**E45 / E90**	
	from	↔	🕐
to **Potenza** station		120 km	1h 30'
to **Cosenza** station		140 km	1h 30'
to **Salerno** station		150 km	1h 30'
to **Lamezia Terme** airport		200 km	2h 05'
to **Bari** airport		200 km	2h 25'

CLIMATIC DATA
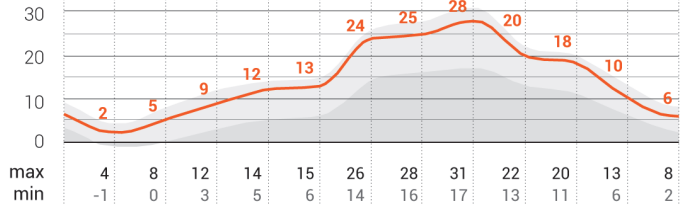
	jan	feb	mar	apr	may	jun	jul	aug	sep	oct	nov	dec
WIND MEDIUM SPEED [km/h]	13	14	12	11	10	9	8	9	10	11	12	13
MEDIUM TEMPERATURES [°C]	2	5	9	12	13	24	25	28	20	18	10	6
max	4	8	12	14	15	26	28	31	22	20	13	8
min	-1	0	3	5	6	14	16	17	13	11	6	2

193

INTERVENTION

Welcome and integration of immigrants

Revival of production, crafts, commercial and educational activities.

Increased crafts, commercial and educational activities

Restoration of uninhabited or abandoned public or private buildings

New buildings and activities

PROMOTERS

The town government

Private

Partnership

TIMELINE

2014

today

SPRAR
Protective System
for Asylum Seekers
and Refugees

Fig 9.6 Aerial view of Latronico (source: Google Earth)

9.7 Arnesano, Lecce, Puglia, Italy

In Arnesano, asylum seekers are housed in apartments in the centre of town, though it is important to note that the guests of the SPRAR are individuals classified as being psychophysically disadvantaged.

The integrated welcome system includes material initiatives (such as housing), meaning apartments rented in the urban core of Arnesano, and thus fully integrated in the life of the town. At the same time, the guests are provided with services designed to support their progress towards social inclusion, strengthening their individual autonomy, including cultural mediation, plus orientation and assistance in obtaining services within the territory.

The Rinascita cooperative also provides services of professional retooling, orientation and assistance with finding employment.

In 2016, as part of this overall approach, the CEFAS – Centre for Training and Advanced Specialisation – was involved in the training of 21 refugees and asylum seekers who were guests of the SPRAR in Arnesano and neighbouring towns.

The initiative was carried out in collaboration with the town government, in order to train operators responsible for maintaining green areas.

Following the training course, the guests of the SPRAR took part in initiatives involving the cleaning and maintenance of urban greenery and the trimming, tidying and upgrading of hedges and shrubs in Arnesano's public parks. This program was greatly appreciated by all parties involved, with the asylum seekers proving to be capable, helpful workers who were grateful to the community that had welcomed them.

ARNESANO, Lecce, Italy

Long: **40° 20' 0'' N** - Lat: **18° 06' 0'' E**

32 meters above sea level

4.088 / 161 foreigners (updated to 31 dec 2018)

13,56 km²   **301,47** /km²

mountain	hills	lake	**countryside**	seaside

MORPHOLOGY

central plant	linear plant	**isolated municipality**	part of the municipality	network of municipalities

ACCESSIBILITY

Bari
A14
E55
Brindisi
Taranto
SS16
E90
Lecce
Arnesano
50 KM
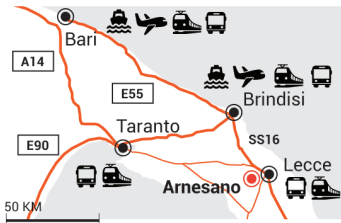
main road network		SS19 / E55 / E90	
	from	↔	🕐
to **Lecce** station		10 km	15'
to **Brindisi** station		45 km	30'
to **Taranto** station		110km	1h 15'
to **Brindisi** airport		55 km	40'
to **Bari** airport		170 km	1h 50'

CLIMATIC DATA

WIND MEDIUM SPEED
[km/h]

jan	feb	mar	apr	may	jun	jul	aug	sep	oct	nov	dec
21	21	20	17	15	16	15	14	17	19	21	22

MEDIUM TEMPERATURES
[°C]

jan	feb	mar	apr	may	jun	jul	aug	sep	oct	nov	dec
11	13	16	17	19	28	29	31	26	23	18	14

	jan	feb	mar	apr	may	jun	jul	aug	sep	oct	nov	dec
max	12	14	18	19	21	29	31	33	27	25	19	16
min	9	10	11	13	15	22	23	25	21	19	15	11

INTERVENTION

Welcome and integration of immigrants

Revival of production, crafts, commercial and educational activities.

Increased crafts commercial and educational activities

Restoration of uninhabited or abandoned private buildings

Establishment of a multifunctional centre

PROMOTERS

The town government

Private

Partnership

The town government ●
"Rinascita" Cooperative ●

TIMELINE

2011

2016

today

SPRAR
Protective System for Asylum Seekers and Refugees

"CEFAS" CENTRE FOR TRAINING AND ADVANCED SPECIALISATION
was involved in the training of 21 refugees and asylum seekers

Fig 9.7 Aerial view of Arnesano (source: Google Earth)

9.8 Roccagorga, Latina, Lazio, Italy

The history of Roccagorga as a town that welcomes refugees and asylum seekers began in 2004, when the social cooperative Karibù opened a welcome centre (in 2008 it became part of the SPRAR circuit), plus an INEMA centre for welcoming minors. At first, all the welcome structures in Roccagorga were private, as no public structure was made available by the town government. The cooperative (the managing organisation) rented the homes at going market rates. When the young people completed their initial welcome period at the INEMA centre for minors, they were housed in an apartment rented by the cooperative, spending a month under the supervision of an operator, in a situation of semi-independence.

The operators served as intermediaries between the guests of the INEMA centre and the SPRAR Centre, and with public authorities (courts, law enforcement, the prefecture) and welfare services.

Once it was determined that, in practical terms, a welcome based on small numbers can generate solidarity in local communities and effective projects in the field, the House of Peace was opened, in 2013, with funding obtained by the town from the Lazio Region.

This is a place where active, engaged citizens interact and plan opportunities and services designed to improve the quality of life while promoting increased social inclusion and integration.

Given its significant number of non-Italian students, the comprehensive school of Roccagorga Maenza has taken a highly intercultural approach geared towards favouring their full integration, organising numerous projects with evocative titles, such as the "Amistad" project (2012-13), the "School, Family, Territory" project (2013-2014), the "Every Difference is a Treasure" project (2014-2015) and the "Blood has no Colour" project (2014-2015), this last promoted by the AVIS blood donors association.

ROCCAGORGA, Latina, Italy

Long: **41° 32' 0'' N** - Lat: **13° 09' 0'' E**

287 meters above sea level

4.591 / 553 foreigners (updated to 31 dec 2018)

24,49 km²   **187,46** /km²

mountain	hills	lake	countryside	seaside

MORPHOLOGY

central plant	linear plant	isolated municipality	part of the municipality	network of municipalities

ACCESSIBILITY

Rome

SS148   **SS7**   **Roccagorga**

Latina   **E45**

SS7qtr

50 KM   Naples
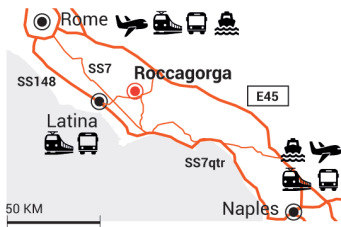
main road network **E45 / SS7 / SS148**

from

	km	time
to **Latina** station	30 km	30'
to **Rome** station	110 km	1h 30'
to **Naples** station	170 km	1h 50'
to **Rome** airport	100 km	1h 20'
to **Naples** airport	160 km	1h 40'

CLIMATIC DATA
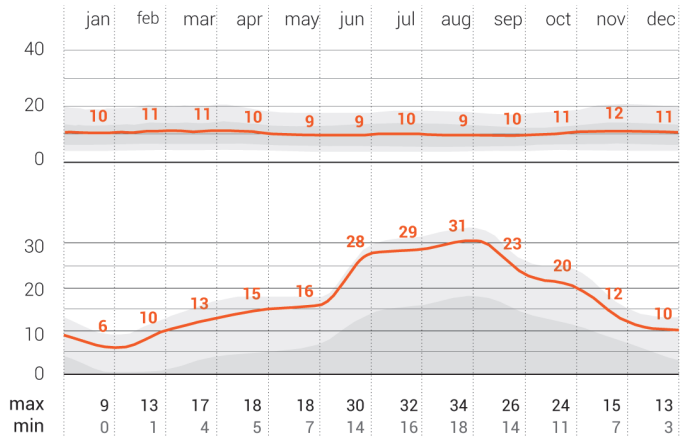
	jan	feb	mar	apr	may	jun	jul	aug	sep	oct	nov	dec
WIND MEDIUM SPEED [km/h]	10	11	11	10	9	9	10	9	10	11	12	11
MEDIUM TEMPERATURES [°C]	6	10	13	15	16	28	29	31	23	20	12	10
max	9	13	17	18	18	30	32	34	26	24	15	13
min	0	1	4	5	7	14	16	18	14	11	7	3

INTERVENTION

Welcome and integration of immigrants

Revival of production, crafts, commercial and educational activities.

Increased crafts, commercial and educational activities

Restoration of uninhabited or abandoned public buildings

. Creation of a welcome centre for minors

PROMOTERS

The town government

Private

Partnership

The town government ●
"Karibù" Cooperative ●

TIMELINE

2004

2008

2013

today

INDIPENDENT WELCOME
the social cooperative Karibù opened a welcome centre plus an INEMA centre for welcoming minors

SPRAR
Protective System for Asylum Seekers and Refugees

THE HOUSE OF PEACE
opened with funding obtained by the town from the Lazio Region

Fig 9.8 Aerial view of Roccagorga (source: Google Earth)

9.9 Castel del Monte, Aquila, Abruzzo, Italy

Fifteen citizens of Mali – a sub-Saharan country of West Africa – were assigned to the welcome centre in Castel del Monte, a small (approximately 500 inhabitants), splendid burgh at the foot of the Gran Sasso d'Italia mountain, making for an interesting experience and experiment, both for the young people from Mali and for the community of Castel del Monte. The town, starting with its administrators, showed itself to be open to the challenge of welcoming the newcomers. At first, the young people carried out all their activities in facilities made available by the town government, whereas today they have greater freedom of movement. "Everyone works together here," says Andrea Salomone, local head of the ARCI (Italian Recreational and Cultural Association), "rights and duties are distributed equally". Daily, side-by-side cooperation between those providing assistance and those receiving it is the winning formula, while the objective is the independence and well-being of the individual. The ARCI SPRAR service of Aquila decided to use local resources as much as possible. To this end, agreements were signed with commercial establishments in Castel del Monte for the supply of basic needs: the beneficiaries ate at the cafeteria of the town's centre for the elderly, they bought goods at the local pharmacy, bakery, dairy shop, grocery store and coffee shop. They could also take Italian language lessons at the town library, participate in sports at the municipal gym and receive care from the town's dentist and physician. For more specific needs, such as legal counsel or hospital care, the SPRAR of Castel del Monte drew on structures headquartered in the regional seat of Aquila. Finally, the guests of the SPRAR of Castel del Monte were provided with public-transportation passes for travel outside of the town, to make it easier to take advantage of opportunities in the area. Thanks to an agreement with the provincial government, the guests at Castel del Monte take part in three-month apprenticeships, attending courses on safety and first aid and participating in simulated job interviews. There are also theatre workshop projects, excursions, football games and other recreational activities held "simply to be together".

LOCATION

CASTEL DEL MONTE, L'Aquila, Italy

Long: **42° 22' 0'' N** - Lat: **13° 43' 44'' E**

1.346 meters above sea level

413 / 51 foreigners (updated to 31 dec 2018)

58,03 km²   **7,11** /km²

mountain	hills	lake	countryside	seaside

MORPHOLOGY

central plant	linear plant	isolated municipality	part of the municipality	network of municipalities

ACCESSIBILITY
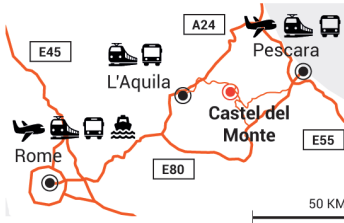
	main road network		A24 / E55/45/80
	from ◉	↔	🕐
to **L'Aquila** station		40 km	50'
to **Pescara** station		65 km	1h 20'
to **Rome** station		160 km	2h 10'
to **Pescara** airport		65 km	1h 20'
to **Rome** airport		200 km	2h 30'

CLIMATIC DATA
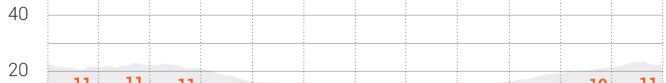
	jan	feb	mar	apr	may	jun	jul	aug	sep	oct	nov	dec
WIND MEDIUM SPEED [km/h]	11	11	11	8	7	7	7	8	9	9	10	11
MEDIUM TEMPERATURES [°C]	-1	3	6	7	7	20	21	22	17	15	7	4
max	3	8	12	12	13	24	25	26	20	19	11	8
min	-6	-3	-2	0	1	10	12	13	9	7	2	-1

INTERVENTION

Welcome and integration of immigrants

Revival of production, crafts, commercial and educational activities.

Increased crafts, commercial and educational activities

Restoration of a public building not in use

New buildings and activities

PROMOTERS

The town government

Private

Partnership

The town government •
ARCI (Italian Recreational and Cultural •
Association) of L'Aquila

TIMELINE

2014

today

SPRAR
Protective System
for Asylum Seekers
and Refugees

Fig 9.9 Aerial view of Castel del Monte (source: Google Earth)

9.10 Valle di Cadore, Belluno, Veneto, Italy

Amidst the depopulated towns of the eastern Dolomite mountains, young Africans, Afghans and Pakistanis have arrived to clean the streets, clear the brush and repair fences. Small groups of refugees housed in outlying districts and villages take vocational courses and work at learning a trade.

This 'distributed welcome' strategy of the social cooperative Cadore SCS, part of the Legacoop and Conf-Cooperative national networks, engages refugees in projects to upgrade produce growing, such as an experimental crop of Alpine artichokes being started in collaboration with disabled individuals.

Cadore SCS works to create job opportunities and boost the local economy in a number of different sectors. Welcoming asylum seekers is only the latest of the services established, following environmental maintenance and natural engineering, global services and, above all else, a lengthy experience in community tourism.

The housing used for the welcome efforts, found in various communities of the Belluno area, includes homes rented by the cooperative from private citizens, plus others provided free-of-charge.

Finding new lodgings in different towns to rent for those seeking international protection is no easy matter, even when the homes are uninhabited, given levels of distrust that often resist even the guarantees of the cooperative renting the homes.

LOCATION

VALLE DI CADORE, Belluno, Italy

Long: **46° 25' 0'' N** - Lat: **12° 20' 00'' E**

851 meters above sea level

1.964 / 109 foreigners (updated to 31 dec 2018)

40,64 km²   **48,32** /km²

mountain	hills	lake	countryside	seaside

MORPHOLOGY

central plant	linear plant	isolated municipality	part of the municipality	network of municipalities

ACCESSIBILITY

50 KM

Valle di Cadore

Belluno

A27   E70

Venice

Trieste

E55

	main road network	**A27 / E70 / E55**	
	from	↔	🕐
to **Belluno** station		45 km	50'
to **Venice** station		120 km	1h 30'
to **Trieste** station		210 km	2h 20'
to **Venice** airport		120 km	1h 30'
to **Milan** airport		380 km	4h

CLIMATIC DATA
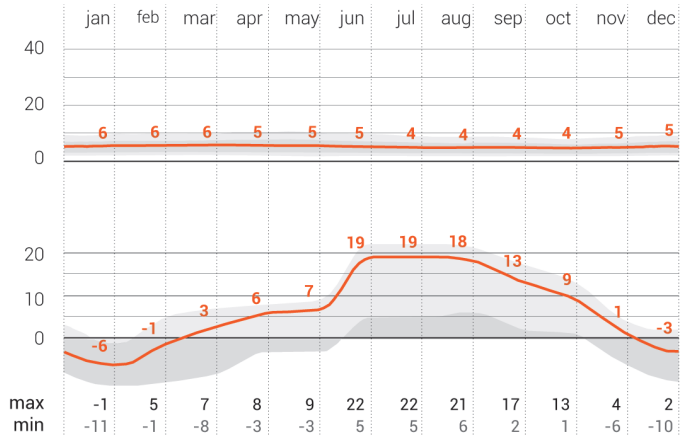
	jan	feb	mar	apr	may	jun	jul	aug	sep	oct	nov	dec

WIND MEDIUM SPEED [km/h]

40

20

0

| | 6 | 6 | 6 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 5 | 5 |

MEDIUM TEMPERATURES [°C]

20

10

0

| | | | 3 | 6 | 7 | 19 | 19 | 18 | 13 | 9 | 1 | |
| | -6 | -1 | | | | | | | | | | -3 |

	jan	feb	mar	apr	may	jun	jul	aug	sep	oct	nov	dec
max	-1	5	7	8	9	22	22	21	17	13	4	2
min	-11	-1	-8	-3	-3	5	5	6	2	1	-6	-10

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INTERVENTION

Welcome and integration of immigrants

Revival of production, crafts, commercial and educational activities.

Increased crafts, commercial and educational activities

Restoration of uninhabited or abandoned private buildings.

New buildings and activities

PROMOTERS

The town government

Private

Partnership

Cadore S.C.S. Cooperative ●

TIMELINE

2011   today

SPRAR
Protective System
for Asylum Seekers
and Refugees

Fig 9.10 Aerial view of Valle di Cadore (source: Google Earth)

9.11 Breno, Brescia, Lombardia, Italy

Housing dozens of refuges in a single structure, be it public or private, forces the host neighourhood to deal with something it has never experienced.

A large number of alternative approaches are summed up under the idea of 'distributed welcome': placing asylum seekers in small-scale lodgings for 4-5 people found throughout the territory. This type of placement eases relations with neighbours and prevents tensions.

Distributed welcome includes a set of services that large-scale, far more costly structures are unable to provide. Small groups in Breno are overseen by educational personnel, with a ratio of one local educator for each 10 individuals receiving assistance with housing, asylum requests and, most importantly, socialisation with local inhabitants, so as to favour integration.

Inclusion of the asylum seekers is also promoted through study of the local language and culture, plus job placement. This fully integrated welcome includes services above and beyond those called for under accords with the prefecture, seeing that legal services are supplemented by job training, apprenticeships, services of listening and psychological support, plus the distribution of pocket money, meaning packets of cash-in-hand that are scrupulously controlled.

LOCATION

BRENO, Brescia, Italy

Long: **45° 57' 31'' N** - Lat: **10° 18' 20'' E**

343 meters above sea level

4.853 / 418 foreigners (updated to 31 dec 2018)

59,94 km²   **80,96** /km²

mountain	hills	lake	countryside	seaside

MORPHOLOGY

central plant	linear plant	**isolated municipality**	part of the municipality	network of municipalities

ACCESSIBILITY

50 KM

	main road network	**SS42 / E70**	
	from	↔	🕐
to **Brescia** station		90 km	2h
to **Verona** station		120 km	2h 25'
to **Milan** station		165 km	2h 45'
to **Bergamo** airport		90 km	2h
to **Milan** airport		180 km	3h

CLIMATIC DATA

	jan	feb	mar	apr	may	jun	jul	aug	sep	oct	nov	dec
WIND MEDIUM SPEED [km/h]	7	7	8	8	8	8	7	7	7	7	6	7
MEDIUM TEMPERATURES [°C]	2	6	8	10	12	22	22	21	16	13	6	4
max	4	9	11	12	14	23	24	23	18	15	8	6
min	-1	2	3	5	6	14	15	15	11	8	3	1

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INTERVENTION

Welcome and integration of immigrants

Revival of production, crafts, commercial and educational activities.

Increased crafts, commercial and educational activities

Restoration of uninhabited or abandoned public or private buildings.

New buildings and activities

PROMOTERS

The town government
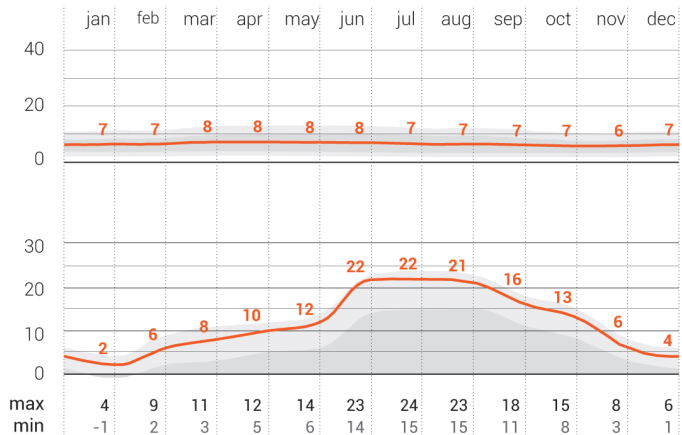
Private

Partnership

K-PAX social cooperative ●
Giona Housing Refuge Community ●

TIMELINE

2004   **2011**   today

BRENO OPEN CITY   SPRAR
Protective System
for Asylum Seekers
and Refugees

Fig 9.11 Aerial view of Breno (source: Google Earth)

9.12 Malegno, Brescia, Lombardia, Italy

Valleys like the one where Malegno is found hold small mountain towns set in a fairytale atmosphere that appears far removed from the burning issues of the immigration emergency of recent years.

But it is here that, thanks to the example of small-town governments and highly effective cooperatives, an approach to welcoming immigrants not operated on a perpetual emergency footing has been developed.

The welcome provided by this small town in the Province of Brescia (slightly more than 2000 inhabitants) has even made it into a book, La valle accogliente (The Welcoming Valley).

The Valcamonica di Malegno experience began with a wave of refugees who arrived in 2012.

The micro-welcome response, a joint effort of the town government, private citizens who made uninhabited homes available and the cooperatives, won Malegno a place among the «virtuous towns».

During the time the immigrants spent in the village, they were given Italian lessons, assigned some tasks and provided with training courses that, for those who decided to stay, could lead to full-time employment.

The presence of immigrants in these mountain areas is of critical importance, in order to make up for shortages of local manpower, and so immigrants and refugees play key roles in local production sectors, proving indispensable to many economic enterprises.

LOCATION

MALEGNO, Brescia, Italy

Long: **45° 57' 06'' N** - Lat: **10° 16' 30'' E**

364 meters above sea level

2.020 / 171 foreigners (updated to 31 dec 2018)

6,89 km²   **293,17** /km²

mountain	hills	lake	countryside	seaside

MORPHOLOGY

central plant	linear plant	isolated municipality	part of the municipality	network of municipalities

ACCESSIBILITY

50 KM

SS42 Malegno

E45

Bergamo

E64

Brescia

Verona

Milan

E70

			main road network	**SS42 / E70**	
			from ◉	↔	🕐
			to **Brescia** station	90 km	2h
			to **Verona** station	120 km	2h 25'
			to **Milan** station	165 km	2h 45'
			to **Bergamo** airport	90 km	2h
			to **Milan** airport	180 km	3h

CLIMATIC DATA

	jan	feb	mar	apr	may	jun	jul	aug	sep	oct	nov	dec

WIND MEDIUM SPEED

[km/h]

40

20

0

| | 7 | 7 | 8 | 8 | 8 | 8 | 7 | 7 | 7 | 7 | 6 | 7 |

MEDIUM TEMPERATURES

[°C]

30

20

10

0

| | 2 | 6 | 8 | 10 | 12 | 22 | 22 | 21 | 16 | 13 | 6 | 4 |

	jan	feb	mar	apr	may	jun	jul	aug	sep	oct	nov	dec
max	4	9	11	12	14	23	24	23	18	15	8	6
min	-1	2	3	5	6	14	15	15	11	8	3	1

INTERVENTION

Welcome and integration of immigrants

Revival of production, crafts, commercial and educational activities.

Increased crafts, commercial and educational activities

Restoration of uninhabited or abandoned private buildings.

New buildings and activities

PROMOTERS

The town government

Private

Partnership

The town government ●
K-PAX social cooperative ●

TIMELINE

2011

today

SPRAR
Protective System
for Asylum Seekers
and Refugees

Fig 9.12 Aerial view of Malegno (source: Google Earth)

9.13 Sella Giudicarie, Trento, Trentino Alto Adige, Italy

The history of the welcome efforts of Roncone - a town that, together with those of Bondo, Breguzzo and Lardaro, was amalgamated into the new municipality of Sella Giudicarie – dates to 2012, when the Parish Pastoral Council decided, of its own initiative, to house a number of foreign citizens in a structure previously used for the care of deaf mutes. In August of 2015, this initial experience was formalised under an agreement between the Autonomous Province of Trento and the MORE Association, which became the subject responsible for implementing policies for immigrants in Val Giudicarie.

The structure used for the welcome efforts was granted to the MORE Association rent-free by the Blessed von Tschiderer Institute.

The Association also has an apartment in the Breguzzo area, where immigrants are housed on a semi-autonomous basis once they complete the initial welcome procedure. The guests of the welcome centre are provided with daily Italian language lessons taught by professional teachers and volunteers.

Basic welfare services (such as family doctors) are available at local structures within the municipal territory, as well as in neighbouring towns and the city of Trento. The immigrants receive legal assistance from private professionals, with the support of Cinformi (the Immigration Information Centre – an operating unit of the Department of Health and Social Solidarity of the Autonomous Province of Trento).

The guests of the welcome centre in Roncone are involved in numerous volunteer activities and socially useful initiatives. With the support of a local mechanical construction firm that has made available a facility it no longer uses, the Association has also established a centre for the repair of bicycles and for the manufacture of various types of products, primarily through the recycling of scrap materials. Alongside these activities, vocational training courses are offered in trades such as: welder, electrician, plumber, carpenter and tailor.

LOCATION

SELLA GIUDICARIE, Trento, Italy

Long: **45° 59' 03'' N** - Lat: **10° 40' 10'' E**

842 meters above sea level

2.943 / 73 foreigners (updated to 31 dec 2018)

85,76 km²   **34,31** /km²

mountain	hills	lake	countryside	seaside

MORPHOLOGY

central plant	linear plant	isolated municipality	part of the municipality	network of municipalities

ACCESSIBILITY

50 KM

Sella Giudicarie
Trento
Bergamo
SS273
E45
E64
Brescia
Verona
Milan
E70
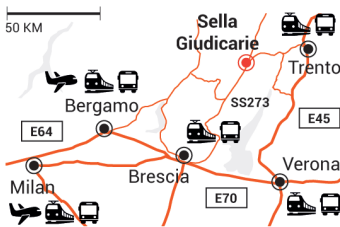
main road network	**SS273 / E45 / E70**	
from	↔	🕐
to **Trento** station	50 km	55'
to **Brescia** station	80 km	1h 30'
to **Verona / Bergamo** station	135 km	2h
to **Milan** airport	225 km	2h 50'
to **Venice** airport	240 km	3h

CLIMATIC DATA

WIND MEDIUM SPEED [km/h]

	jan	feb	mar	apr	may	jun	jul	aug	sep	oct	nov	dec
	7	7	7	6	6	6	5	5	5	5	6	6

MEDIUM TEMPERATURES [°C]

	jan	feb	mar	apr	may	jun	jul	aug	sep	oct	nov	dec
	-5	1	3	5	8	18	17	16	12	9	0	-2
max	-1	6	7	8	10	20	20	19	14	12	3	2
min	-9	-6	-4	-2	-1	7	8	8	4	3	-5	-7

INTERVENTION

Welcome and integration of immigrants

Revival of production, crafts, commercial and educational activities

Increased crafts, commercial and educational activities

Restoration of an unused public building

New buildings and activities

PROMOTERS

The town government

Private

Partnership

Parish Pastoral Council •
"MORE" Association •

TIMELINE

2012 — 2015 — 2015 — today

PARISH PASTORAL COUNCIL
start to house, of its own initiative, a number of foreign citizens

AGREEMENT
the initial experience was formalised between the Autonomous Province of Trento and the "MORE" Association

SPRAR
Protective System for Asylum Seekers and Refugees

Fig 9.13 Aerial view of Sella Giudicarie (source: Google Earth)

9.14 Chiesanuova, Turin, Piemonte, Italy

Chiesanuova, a town of 200 in the Province of Turin, is a "veteran" of welcome initiatives, having celebrated 16 years of participation, first in the National Asylum Program and then with the SPRAR. The town hosts 25 people, including 7 families from Ukraine and Chechnya.

The welcome project provides the SPRAR guests with a monthly bus pass that they can use to travel to nearby towns on lines which, otherwise, would have been eliminated, while the presence of their children has kept the village school open.

Chiesanuova, the area with the highest ratio of refugees to residents on all of northern Italy, serves as an example of good practices to be emulated, with relations between the townspeople and the newcomers have given rise to joint efforts that have contributed to the town's urban, social and agricultural revival.

The migrants have been treated in a way that allows them to repay the local population with practical, visible benefits.

Municipal properties have been made available to house the guests, along with others rented from private citizens, marking the start of a "distributed shelter" initiative that has produced excellent results.

The fact that these lodgings are found alongside the apartments of local families favours the spontaneous establishment of "good neighbour" relations, fostering reciprocal familiarity and acceptance.

LOCATION

CHIESANUOVA, Turin, Italy

Long: **45° 25' 00'' N** - Lat: **7° 39' 0'' E**

664 meters above sea level

220 / 25 foreigners (updated to 31 dec 2018)

4,12 km²   **53,39** /km²

mountain	hills	lake	countryside	seaside

MORPHOLOGY

central plant	linear plant	isolated **municipality**	part of the municipality	network of municipalities

ACCESSIBILITY

50 KM

E25
Chiesanuova
Novara   Milan
SP460
A4
E70
Turin

main road network   **SP460 / E25 / A4**

from

	↔	🕐
to **Turin** station	50 km	55'
to **Novara** station	100 km	1h 20'
to **Milan** station	145 km	1h 50'
to **Turin** airport	35 km	45'
to **Milan** airport	140 km	1h 35'

CLIMATIC DATA
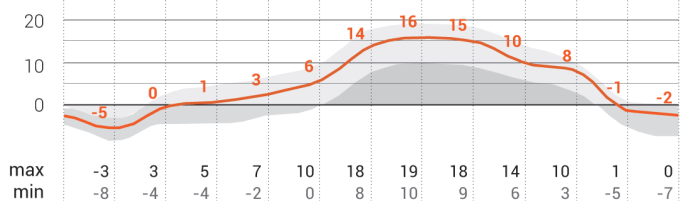
	jan	feb	mar	apr	may	jun	jul	aug	sep	oct	nov	dec
WIND MEDIUM SPEED [km/h]	8	8	8	8	7	7	6	6	6	6	7	8
MEDIUM TEMPERATURES [°C]	-5	0	1	3	6	14	16	15	10	8	-1	-2
max	-3	3	5	7	10	18	19	18	14	10	1	0
min	-8	-4	-4	-2	0	8	10	9	6	3	-5	-7

INTERVENTION

Welcome and integration of immigrants

Revival of production, crafts, commercial and educational activities.

Increased crafts, commercial and educational activities

Restoration of uninhabited or abandoned public and private buildings

New buildings and activities

PROMOTERS
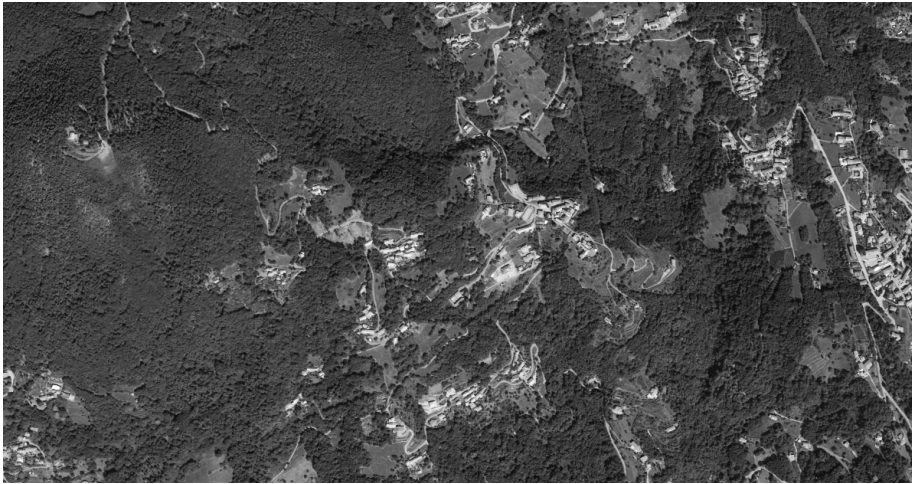
The town government

Private

Partnership

TIMELINE

2001

today

PNA
National Asylum Program

SPRAR
Protective System for Asylum Seekers and Refugees

Fig 9.14 Aerial view of Chiesanuova (source: Google Earth)

9.15 Pettinengo, Biella, Piemonte, Italy

This project demonstrates how a challenge can be turned into an opportunity, and how sharing can prove to be the most profitable approach for all involved. The town's most handsome building, the Villa Piazzo, served for a year as the main immigrant welcome centre of the Pacefuturo Association. The first 25 refuges housed inside the villa arrived back in 2013. Since August 2014, the alternative solution of the Villa Pasini, long used in the past to host spiritual retreats in the Belluno area, has been implemented. After being shut down for 10 years, restoration work transformed this second villa into the primary welcome facility, with 24 guests, while other immigrants live in the parish house of the Vaglio-Pettinengo church. The Villa Rosina, in the town of Ronco Biellese, which has also been renovated to meet current regulations, today holds 15 immigrants, and so Pacefuturo currently hosts a total of 54 immigrants. The residential structures operated by Pacefuturo have been lent to the association free-of-charge by the Municipal Council and the Church Curia. In some cases, the association had to pay for the restoration work and the upgrading to current norms of the structures used in welcome efforts.

Pacefuturo, which has been welcoming immigrants since 2014, has handled a total of more than 320 people, of whom roughly a hundred still live in the 6 structures operated directly by the association, including the Villa Piazzo and Villa Pasini. Proper management of government funding has made it possible to invest in training activities, such as internships and workshops, through which the immigrants become a valuable asset for the community. The goal of the workshops is to operate as stable enterprises, providing full-fledged job opportunities by turning out products that, in some cases, have already been put on sale. Other projects undertaken by the association include bee-raising, the harvesting of fruit and the maintenance of green areas. Urban produce gardens have also been created in abandoned areas of the municipal territory, along with a plant nursery.

LOCATION

PETTINENGO, Biella, Italy

Long: **45° 36' 47'' N** - Lat: **8° 06' 15'' E**

703 meters above sea level

1.462 / 70 foreigners (updated to 31 dec 2018)

15,30 km²　　**95,55** /km²

mountain	hills	lake	countryside	seaside

MORPHOLOGY

central plant	linear plant	isolated **municipality**	part of the municipality	network of municipalities

ACCESSIBILITY

50 KM

Pettinengo
E25
SP338　SP230
Biella
Milan
Novara
A4
E70
Turin

main road network　**SP338/230 / A4**

from	↔	🕐
to **Biella** station	10 km	15'
to **Novara** station	70 km	1h 10'
to **Turin** station	95 km	1h 20'
to **Turin** airport	100 km	1h 15'
to **Milan** airport	110 km	1h 15'

CLIMATIC DATA

WIND MEDIUM SPEED [km/h]
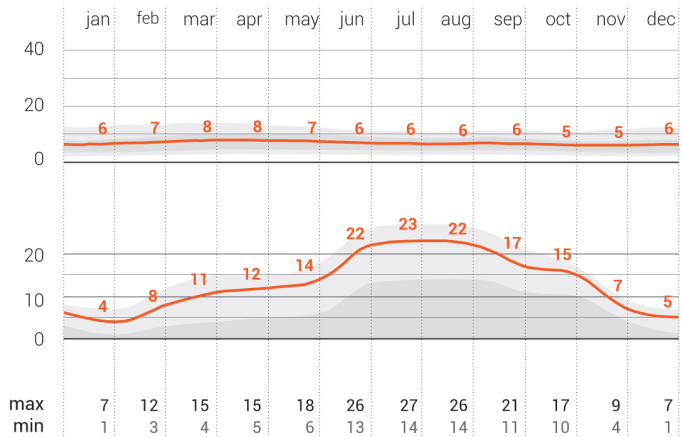
	jan	feb	mar	apr	may	jun	jul	aug	sep	oct	nov	dec
wind	6	7	8	8	7	6	6	6	6	5	5	6

MEDIUM TEMPERATURES [°C]

	jan	feb	mar	apr	may	jun	jul	aug	sep	oct	nov	dec
medium	4	8	11	12	14	22	23	22	17	15	7	5
max	7	12	15	15	18	26	27	26	21	17	9	7
min	1	3	4	5	6	13	14	14	11	10	4	1

INTERVENTION

Welcome and integration of immigrants

Revival of production, crafts, commercial and educational activities.

Increased crafts, commercial and educational activities

Restoration of uninhabited public buildings

New buildings and activities

PROMOTERS

The town government

Private

Partnership
- The town government
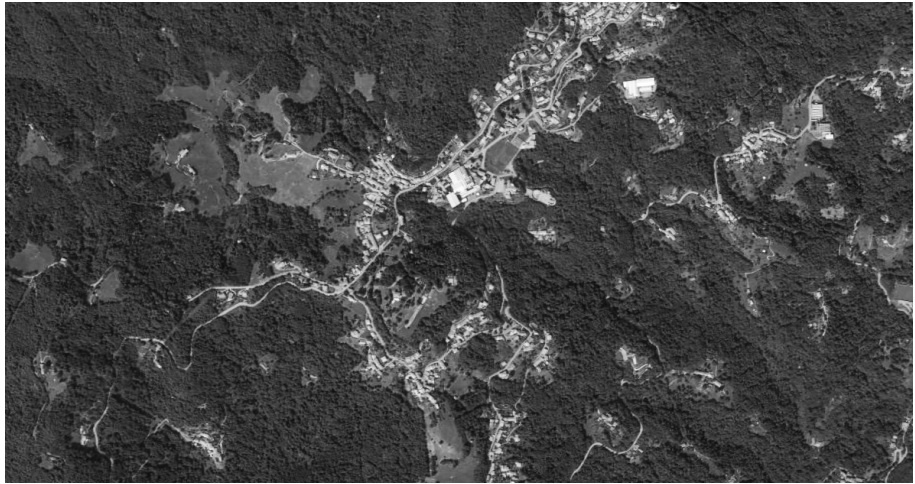- "Pacefuturo" association
- The parish church

TIMELINE

2013

2014

today

SPRAR
Protective System for Asylum Seekers and Refugees

"PACEFUTURO" ASSOCIATION
start to welcome immigrants

Fig 9.15 Aerial view of Pettinengo (source: Google Earth)

9.16 Klosterheide, Lindow, Germany

Klosterheide is a small village in a forest area to the north of Berlin, with a resident population of slightly more than 200.

In December of 2015, 88 asylum seekers moved to this rural village, where more than 60 have decided to stay and start new lives within the local community.

Most of them are men aged 20 to 30, who at first spent nearly 6 hours a day studying the German language, in the hope of one day finding work in fields such as medicine and pharmaceuticals, or learning trades like carpentry or automated repairs. The refugees are a key element in any future prospects for the demographic or economic growth of this small German village, most of whose existing residents are elderly.

The young refugees place their manpower and skills at the service of the local community, providing it with an opportunity to revive numerous activities that have disappeared on account of a dwindling, ageing population.

LOCATION

KLOSTERHEIDE, Lindow, Germany

🌐 Long: **52° 14' 0'' N** - Lat: **8° 36' 0'' E**

⛰ **50** meters above sea level

👥 **280** / 60 foreigners (updated to 31 dec 2016)

◇ **4,38** km²   👥 **63,92** /km²

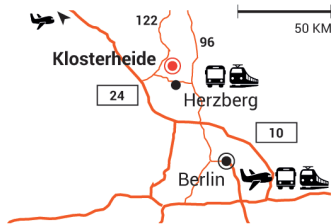| mountain	hills	lake	countryside	seaside

MORPHOLOGY

central plant	linear plant	isolated municipality	part of the municipality	network of municipalities

ACCESSIBILITY

🚗 main road network   **122 / 24**

from ◉   ↔   🕐

to **Herzberg** station	11 km	14'
to **Berlin** station	85 km	1h 40'
to **Hamburg** station	240 km	2h 30'

✈

to **Berlin** airport	75 km	1h 10'
to **Hamburg** airport	245 km	2h 40'

CLIMATIC DATA

	jan	feb	mar	apr	may	jun	jul	aug	sep	oct	nov	dec

WIND MEDIUM SPEED [km/h]

20	18	17	16	15	15	14	15	16	17	18	20

MEDIUM TEMPERATURES [°C]

2	6	8	13	14	24	21	22	16	12	6	4
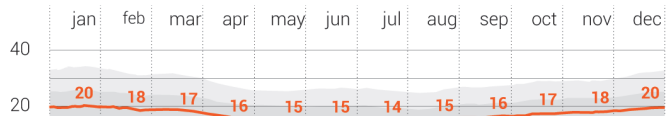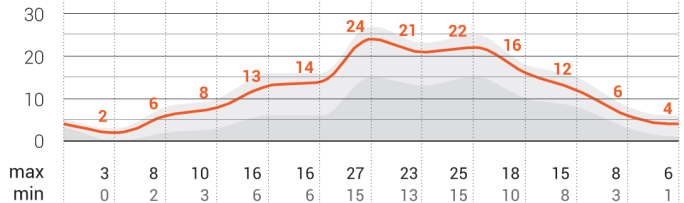
	jan	feb	mar	apr	may	jun	jul	aug	sep	oct	nov	dec
max	3	8	10	16	16	27	23	25	18	15	8	6
min	0	2	3	6	6	15	13	15	10	8	3	1

INTERVENTION
....

Welcome and
integration of
immigrants

Revival of production,
crafts, commercial
and educational
activities.

Increased crafts,
commercial and
educational activities

Restoration of
uninhabited private
buildings

New buildings
and
activities

PROMOTERS
....

The town government

Private

Partnership

TIMELINE   **2015**   today
....

60/88 asylum seekers moved to
this village and decided to stay
and start new lives within the
local community

Fig 9.16 Aerial view of Klosterheide (source: Google Earth)

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9.17 Pessat-Villeneuve, Puy-de-Dôme, France

In 2015 the first refugees were transferred from a tempo-rary reception centre in Calais, in the north of France, to the small village of Pessat-Villeneuve, in central France. Local residents initially accepted the development only grudgingly, not viewing their town as a potential "land of welcome" for dozens of men, women and children fleeing from Chad and Nigeria.

In the fall of 2015, faced with a shortage of suitable struc-tures to shelter a wave of newly arrived immigrants, Ber-nard Cazeneuve, then the French Minister of Internal Affairs, announced the founding of the CAO - Centres d'Accueil et d'Orientation – welcome and orientation cen-tres distributed throughout the territory, but especially in towns with fewer than 1,000 residents. In the wake of these initiatives, the mayor of Pessat-Villeneuve, Gérard Dubois, decided to renovate the town's castle, making it the seat of the municipal government and using the remaining rooms to house refugees, so that he not only succeeded in welcoming the first 60 immigrants, but also ensured that the building was renovated and rendered secure, thanks to state funding and contributions from private parties and various associations.

The first 4 months of "cohabitation" were a challenge for everyone, both refugees and locals, as they struggled to trust each other, but thanks to the organisation of language courses, plus training and job-placement activities, mech-anisms of reciprocal collaboration and integration with the local population developed. In fact, many of the refugees ultimately decided to stay in Pessat-Villeneuve. Over the years, more than 200 have been welcomed in the small village, and 60 of these young people have taken up resi-dence. Many still live in the castle, which is run by the local CéCler association, while others have formed families of their own, having found jobs in the town, allowing them to move into uninhabited homes in its historic core. In this way, numerous crafts and educational activities have been revived, thanks largely to the youth of the immigrants.
.

PESSAT-VILLENEUVE, Puy-de-Dôme, France

Long: **45° 55' 44'' N** - Lat: **3° 09' 25'' E**

332 meters above sea level

667 / 60 foreigners (updated to 31 dec 2016)

6,30 km²   **105,87** /km²

mountain	hills	lake	countryside	seaside

MORPHOLOGY

central plant	linear plant	isolated municipality	part of the municipality	network of municipalities

ACCESSIBILITY

A71

Pessat-Villeneuve

Riom   A89   Lyon

Clermont-Ferrand

A75   50 KM
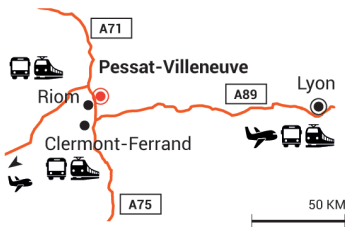
main road network	**A71 / A89**	
from	↔	🕐
to **Riom** station	6 km	10'
to **Clermont-Ferrand** station	20km	25'
to **Lyon** station	180 km	2h
to **Lyon** airport	200 km	2h 10'
to **Limoges** airport	240 km	2h 40'

CLIMATIC DATA
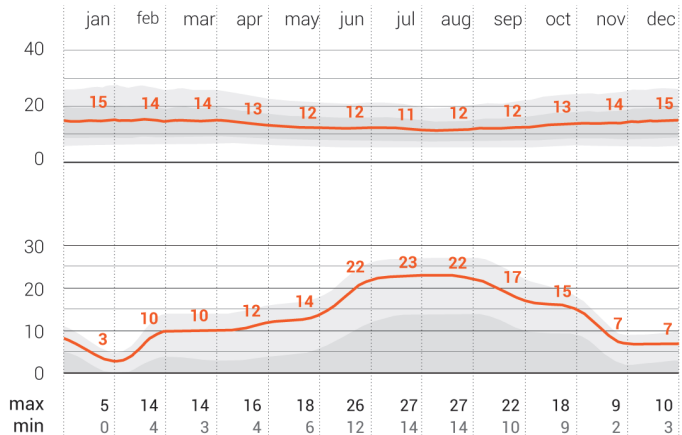
	jan	feb	mar	apr	may	jun	jul	aug	sep	oct	nov	dec
WIND MEDIUM SPEED [km/h]	15	14	14	13	12	12	11	12	12	13	14	15
MEDIUM TEMPERATURES [°C]	3	10	10	12	14	22	23	22	17	15	7	7
max	5	14	14	16	18	26	27	27	22	18	9	10
min	0	4	3	4	6	12	14	14	10	9	2	3

INTERVENTION

Welcome and integration of immigrants

Revival of production, crafts, commercial and educational activities.

Increased crafts and educational activities

Restoration of decommissioned public buildings

New buildings and activities

PROMOTERS

The town government

Private

Partnership

The town government ●
"CéCler" local association ●

TIMELINE

2015

today

CAO
Centres d'Accueil et d'Orientation

Fig 9.17 Aerial view of Pessat-Villeneuve (source: Google Earth)

10. An experimental technological project: Borgo Flora. The hospitality village

Abstract

The project started from the study of two critical issues concerning Italian current affairs: the depopulation of rural areas and the complex phenomenon of migration. The goal of the study was to convert these critical points into a virtuous system capable of promoting social integration of refugees and asylum seekers in the small town of Borgo Flora (Latina), Italy. The aim was to improve its economic, social and cultural conditions. The project identifies Borgo Flora as a case study and at the same time aims to be a model for future developments in other towns and cities, since it elaborates an approach that can be applied in the nearby area. Methods: a social and infrastructural analysis highlighted that the lack of local services and workplaces brings inhabitants to move out of Borgo Flora into other cities. In order to reverse this trend, a model was developed based on the planning of a local network of services implementing sustainable social and cultural activities and promoting the establishment of a new economic hotspot in the area.

Keywords
Social integration, Local network, Quality of life, Sustainability

10.1 Introduction

The subject of the study discussed in this paper a project regarding Borgo Flora, near Cisterna di Latina (Italy), which aims to convert it in a "Hospitality village". This project starts from the partnership with Centro Astalli's doctors, who provided information related to how SPRAR

(System of Protection for Asylum Seekers and Refugees) operate and the changes they are obliged to, and with the technical office of Cisterna di Latina which supplied Borgo Flora's technical documentation.
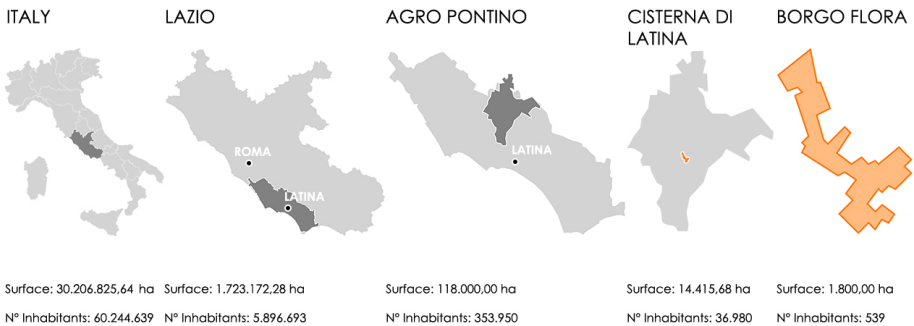
10.2 Geographic framework

Borgo Flora is a village of 1800 ha and 540 inhabitants within 5 minutes driving distance from Cisterna di Latina (Lazio) [1]. It is located in a county, the one of Agro Pontino, which over time has undergone several reclamation works, last of which started in 1931 under the fascist regime [2].

Following this last reclamation of the swamps thanks to workers from Northern Italy who later became settlers in the area, many villages arose leading to new urban realities built with references to the rural architecture of the nearby agricultural centers. Thus arose a number of newly founded cities and small towns in which the architecture reflected the primary function of the agricultural productive cycle as well as the growing social needs: jobs, housing and collective aggregation.

These new small towns have been conceived as systems

GEOGRAPHIC FRAMEWORK

ITALY	LAZIO	AGRO PONTINO	CISTERNA DI LATINA	BORGO FLORA
Surface: 30.206.825,64 ha	Surface: 1.723.172,28 ha	Surface: 118.000,00 ha	Surface: 14.415,68 ha	Surface: 1.800,00 ha
N° Inhabitants: 60.244.639	N° Inhabitants: 5.896.693	N° Inhabitants: 353.950	N° Inhabitants: 36.980	N° Inhabitants: 539

Fig 10.1 Geographic framework (Images from 10.1 to 10.11 "Borgo Flora. The hospitality village". The research was carried out by A. Battisti and A. Gustinucci)

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Fig 10.2 Historical and cultural resources of the territory

open towards the surrounding countryside and farmland. Nowadays the area around Latina is primarily focused on agriculture and it is mostly famous for the production of orchards and kiwis.

In addition to the agricultural environment, in the Agro Pontino there are areas of naturalistic interest (such as the Circeo National Park) and locations of historical and cultural interest (characterized by many archaeological sites) [4]. Furthermore, thanks to the thriving agrarian countryside, an additional tourist attraction that should be promoted is the culinary culture together with the local food and wine products.

The reception project, but also the revitalization of the village, is part of this context.

The goal is to include Borgo Flora amongst a series of projects that were already launched throughout Italy which aim to redevelop the rural realities that are currently transforming into ghost towns or dormitories, unless we reverse the trend. This can be achieved by densifying and offering housing to asylum seekers, and by enhancing the functions useful for both inhabitants and refugees in order to transform the village in an attractive hotspot also for the surrounding communities.

10.3 Analysis

Subsequently, the analysis of the infrastructural system that serves Borgo Flora points out that the town is badly linked to other centers and heavily relies on the nearby Cisterna di Latina, 5 minutes away by car.

From Cisterna it is possible to use public transport services such as the railway station, coach stops and other local lines [5]. Public services are too few and local. Some are provided exclusively in neighboring cities.

A comparative study with the villages of Agro Pontino was carried out to investigate whether there are similar parameters in nearby towns, thus potentially allowing us to consider Borgo Flora as a prototype project. It emerged that there are a number of similarities, such as low population density [6], low level of education, good employment rate mainly related to agriculture and an inadequate presence

of public services [7].

In conclusion to the analysis, it is important to take into consideration the System of Protection for Asylum Seekers and Refugees (SPRAR) [8]. The SPRAR Centers aspire to offer "integrated reception" activities that go far beyond the simple supply of accommodation and meals, infact they provide for complementary activities concerning information, assistance, support and guidance through the definition of customised pathways to socio-economic inclusion[9].

Unfortunately, since the new "Security & Immigration Policy" decree was introduced in 2018, it seams that laws governing the migration flow are going to be embittered. This decree is going to affect both refugee rights and the
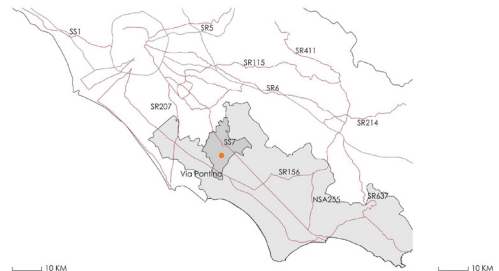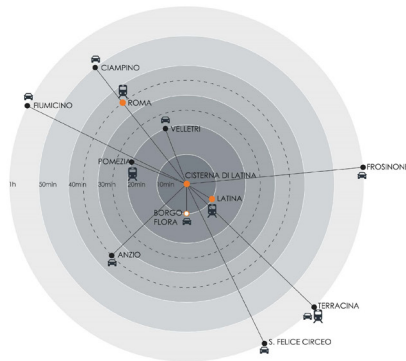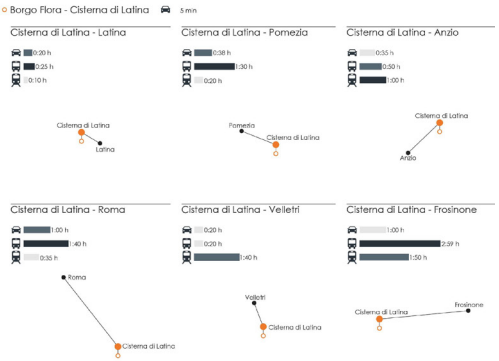
Fig 10.3 Infrastructural system

asylum system.

The impact on the reception system will lead to the emptying of the SPRARs (which will only be able to accommodate the holders of humanitarian protection visas and unaccompanied minors) at the expense of the CAS (Extraordinary Reception Centers) and CPA (First Reception

DEMOGRAFIA DEI BORGHI E DELL'AGRO PONTINO

DISTANZA TRA I BORGHI DELL'AGRO PONTINO

DISTANZA TRA I BORGHI DELL'AGRO PONTINO

LEGENDA

Comune di Cisterna di Latina
Provincia di Latina
- <100 ab
- <800 ab
- <1100 ab
- <2200 ab

25 KM 20 KM 15 KM 10 KM 5 KM

Cisterna di Latina · Doganella di Ninfa · Borgo Flora · Borgo Carso · Borgo Montello · Borgo Podgora · Borgo Binsizza · Latina · Borgo Santa Maria · Borgo Faiti · Borgo San Michele · Borgo Isonzo · Borgo Sabotino · Borgo Grappa · Borgo Piave
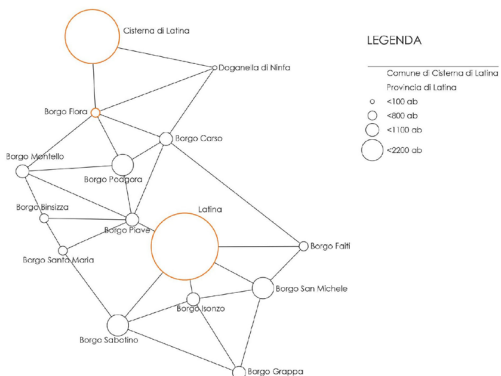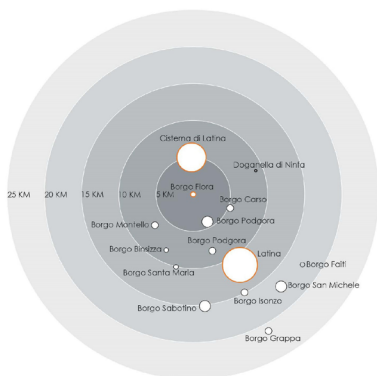
ANALISI DEI SERVIZI

LEGENDA DEI SERVIZI		NUMERO DEI SERVIZI PER OGNI CITTÀ				
		BORGO FLORA	CISTERNA DI LATINA	LATINA	ANZIO	VELLETRI
ISTRUZIONE	Università			4 Facoltà		1 Facoltà
	Infanzia	1	15	36	16	26
	Istruzione primaria		10	29	13	22
	Istruzione secondaria		10	32	9	21
SERVIZI SANITARI	Ospedali			1	1	1
	ASL	1	1	2	2	2
	Case di cura			2	1	1
SERVIZI AMMINISTRATIVI	Sede del comune		1	1	1	1
	Uffici postali	1	3	10	4	4
CULTURA E INTRATTENIMENTO	Biblioteche		1	5	2	3
	Musei		1	7	1	5
	Teatri		2	6	1	5
	Cinema			3	4	2
STRUTTURE RICETTIVE PER IL TEMPO LIBERO E IL COMMERCIO	Centri commerciali		1	4	4	1
	Strutture alberghiere		>20	>20	>20	>20
	Supermercati	1	>20	>20	>20	>20
SERVIZI PER IL CULTO	Chiese	1	8	15	6	11
	Moschee				1	1
	Sinagoghe					
GIUSTIZIA E SICUREZZA	Tribunali			1		2
	Stazioni di polizia		1	1	1	1
TRASPORTI E INFRASTRUTTURE	Stazioni FF. SS.		1	1	2	1
	Porto				1	
SERVIZI TERRITORIALI	Cimitero		1	1	1	1
ATTREZZATURE E SERVIZI PER LO SPORT	Stadio		1	1	1	
	Centri sportivi		11	17	12	14
PARCHI E AREE VERDI	Riserve naturali				1	1
	Parchi pubblici		2	2	3	2

TEMPI DI ACCESSO AI SERVIZI PIÙ VICINI A BORGO FLORA

VELLETRI · CISTERNA DI LATINA · BORGO FLORA · LATINA · ANZIO
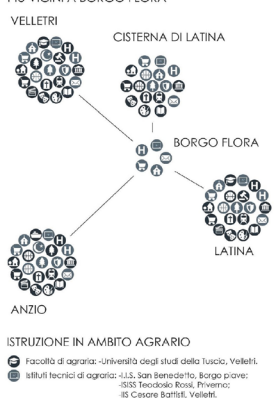
ISTRUZIONE IN AMBITO AGRARIO
- Facoltà di agraria: -Università degli studi della Tuscia, Velletri.
- Istituti tecnici di agraria: -I.I.S. San Benedetto, Borgo piave; -ISISS Teodosio Rossi, Priverno; -IIS Cesare Battisti, Velletri.

Fig 10.4 Services and demography analysis of villages in Agro Pontino

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Centers) which will have to host all remaining categories, including asylum seekers, for whom it is not clear which services will be provided[10].

10.4 Program

Getting into the heart of the project it is structured in 3 macro areas: an area for housing, a square and a training school.

The area intended for housing, located in a more isolated spot, is made up of different types of housing, to respond to the plurality of needs, and the basic necessities, provided for the SPRAR centers.

The square, located in the center of Borgo Flora, is designed as the main attraction. It is based on rigid geometries, at different hights which, with the visual effects obtained with hedges, are used to create "rooms" with different use's destinations.

Two opposing buildings overlook it: a zero km market and resting areas, supplied by the training school and the agricultural activities of the surrounding villages, and a multipurpose center intended for cultural activities.

The craft school is designed as a training place, not only for asylum seekers, and as a meeting place. In fact the access to the school is provided through a square, which recalls the main one. From here you reach a first building, for training in the food sector, and a second building, for agricultural training.

In the first one it is possible to take cooking and catering courses, with the respective workshops. These places can be used even after school hours as additional meeting points.

The second building, in addition to the theory room and a greenhouse for hydroponic cultivation, includes a gym and spaces for psychological and legal consulences.

The design of the entire area is designed with a strong focus on energy sustainability, achieved through active, passive and ecological systems, the design of buildings with dry structures, such as xlam, laminated wood and glass and the correct use of materials for external flooring coverings.

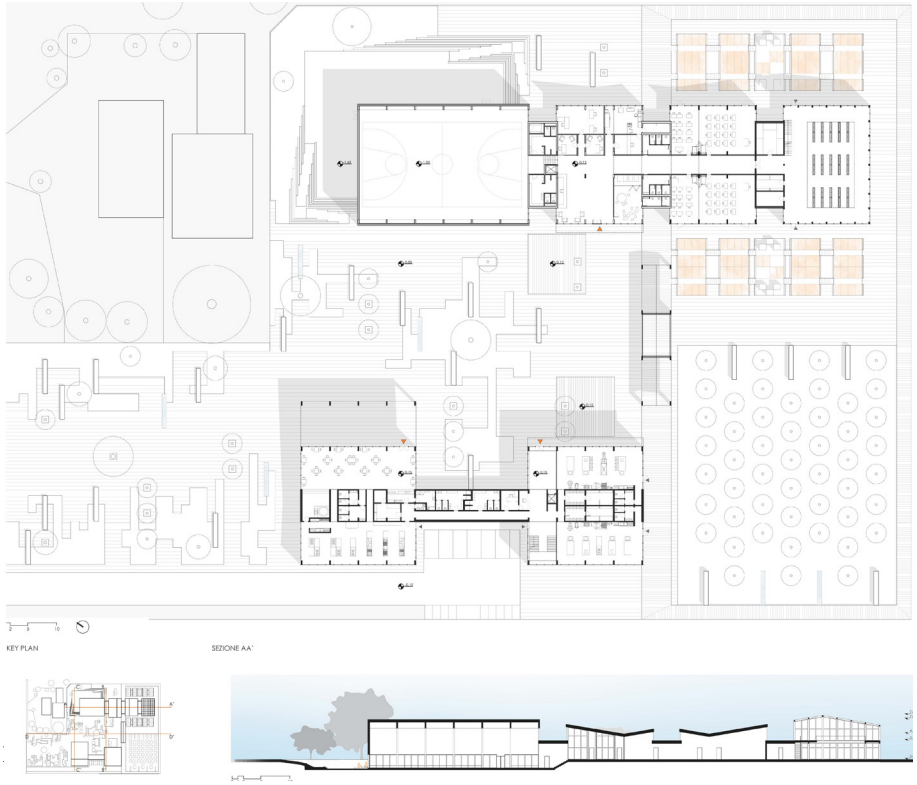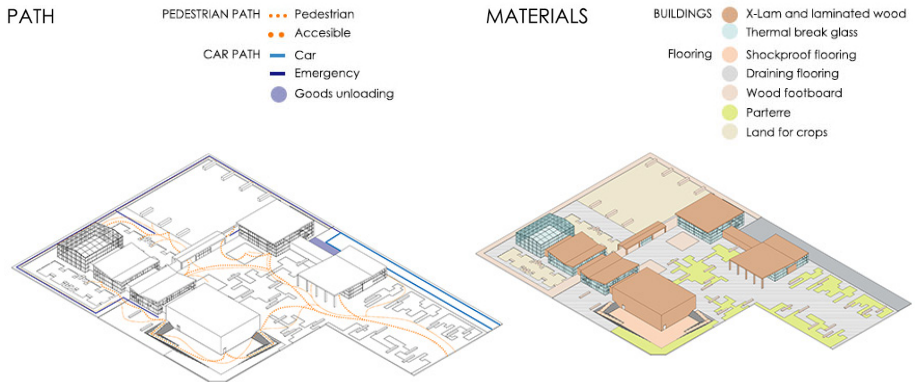**Fig 10.5** Masterplan of the area

Fig 10.6 Functional diagrams

SEZIONE AA'

Fig 10.7 Ground floor of craftwork school

PATH

PEDESTRIAN PATH ⋯ Pedestrian
⋯ Accesible
CAR PATH — Car
— Emergency
● Goods unloading

MATERIALS

BUILDINGS ● X-Lam and laminated wood
● Thermal break glass
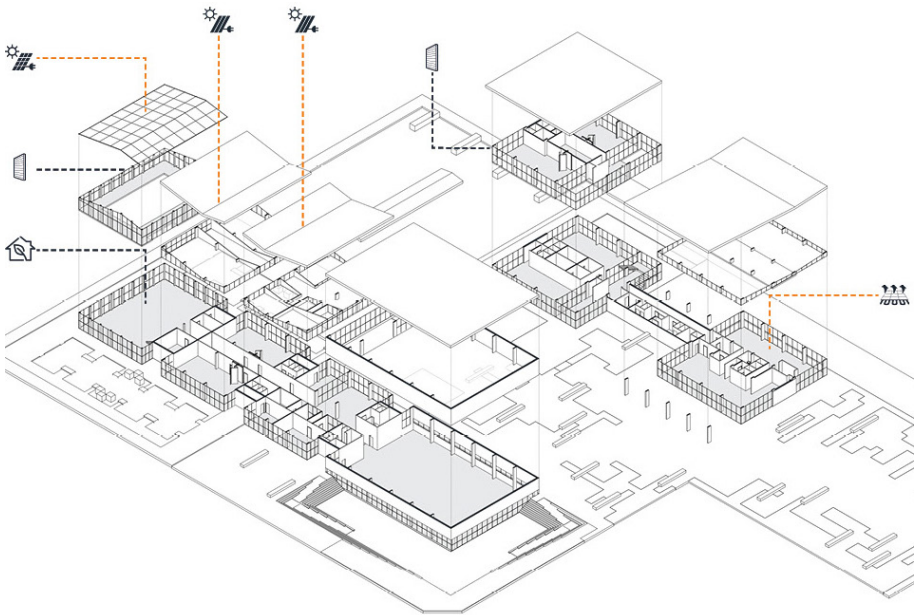Flooring ● Shockproof flooring
● Draining flooring
● Wood footboard
● Parterre
● Land for crops

Fig 10.8 Functional diagrams

PASSIVE SYSTEMS

SOLAR GREENHOUSE
Surface: 550 m²
   Irradiated surface: 330 m²
Culture method:
   Idroponica
Cultivated species:
   Arthrospira platensis

BRISE SOLEIL
Surface: 630 m²
Blade size: 70x45x2.500 mm

ACTIVE SYSTEMS

POLYCRYSTALLINE PV
Capturing surface: 340 m²
Module size: 990x1490 mm
Peak power: 45 kWp
Annual production: 27.300
   kWh/a

HEAT PUMP
COP: 4

INTEGRATED
PHOTOVOLTAIC MODULES
Capturing surface: 150 m²
Module size: 985x1640 mm
Peak power: 25 kWp
Annual production: 13.000
   kWh/a

RADIANT FLOOR PANELS
Surface: 2.521 m²
Water temperature:25-40°C

Fig 10.9 Technological systems

Fig 10.10 Ecological systems
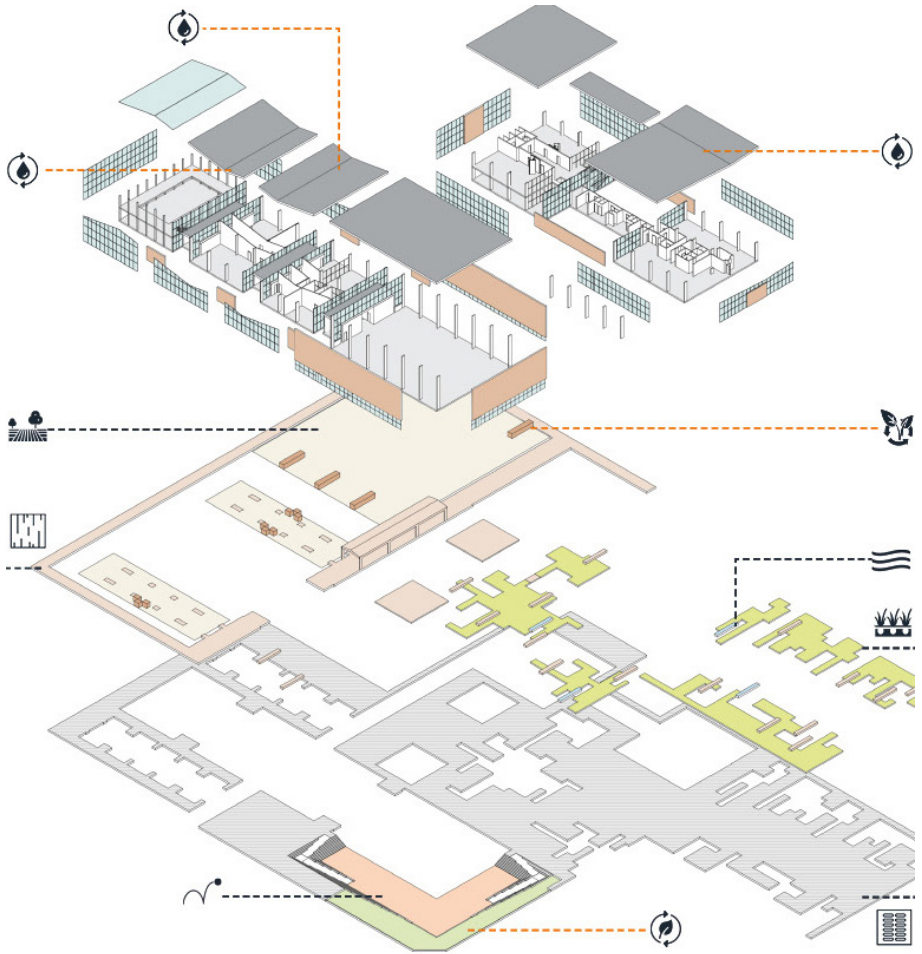
COMPOSTING
Pool volume: 1.600 l
Pool size: 261X72X83 cm
Number of pool: 8

SHOCKPROOF FLOORING
Surface: 440 m²
Density: 870 - 1.150 kg/m³
Specific heat: 2.000 J/kg K

WOOD
Surface: 1.150 m²
Albedo: 0,25 - 0,40
Ddensity: 650 ka/m³

PERVIOUS SURFACE
Surface 6.300 m²
Albedo: 0,2 - 0,3
Permeability: 40 - 60% in base
alla tipologia

ORNAMENTAL LAWN
Surface: 1.120m²
Essences: poa pratensis e
lolium perenne.
Albedo: 0,2

RAINWATER REUSE
Capturing surface: 1.050 m²
Estimated water intake:
815.3 l/a
Tank volume: 9.000 l
Number of tank: 3

PHYTOREMEDIATION
Surface: 100 m²
Shrub essences: pteridium
aquilinum, carex marrowii, iris
kaempferi.

1 ATTACCO A TERRA

1.1 Platea in cls armato 45,0 cm
1.2 Membrana impermeabilizzante in polietilene 3 mm
1.3 Massetto di integrazione impiantistica 6,0 cm
1.4 Coibentazione con pannelli in fibra di legno ad alta
     densità 4,0x60,0x120,0 cm
1.5 Coibentazione con ESP estruso 3,0x60,0x120,0 cm
1.6 Massetto autolivellante e impianto di riscaldamento
     a pannelli radianti 5,0 cm
1.7 Pavimento in legno prefinito 1,5x26,0x220,0 cm

2 STRUTTURA PORTANTE IN X-LAM

2.1 Finitura in cartongesso 1,0 cm
2.2 Membrana impermeabilizzante in polietilene 3mm
2.3 Pannello di isolamento acustico in lana di roccia
     4,0x60,0x120,0 cm
2.4 Strato X-Lam 3 strati 10,0 cm
     4,0x60,0x120,0 cm
2.5 Pannello di isolamento acustico in lana di roccia
2.6 Finitura in cartongesso 1,0 cm

3 SOLAIO INTERNO IN X-LAM

3.1 Pannelli di rivestimento in legno 1,5x60,0x60,0 cm
3.2 Membrana impermeabilizzante in polietilene 3mm
2.3 Strato X-Lam 5 strati 16,0 cm
3.4 Membrana impermeabilizzante in polietilene 3 mm
3.5 Massetto di integrazione impiantistica 6,0 cm
3.6 Coibentazione con pannelli in fibra di legno ad alta
densità 4,00 cm
3.7 Massetto autolivellante4,0 cm
3.8 Pannelli di rivestimento in legno 1,5x60,0 x60,0 cm

4 COPERTURA VENTILATA INCLINATA

4.1 Trave portante in legno lamellare 20X30 cm
4.2 Scossalina in lamiera metallica sagomata 8/10
4.3 Pannelli di perlite espansa a vista 2,0x60,0x120,0 cm
4.4 Membrana impermeabilizzante in polietilene 3 mm
4.5 Pannello di isolamento termoacustico in lana di
     roccia 10,0x60,0x120,0 cm
4.6 Doppio tavoiato in multistrato 1,5x150,0x305,0 cm
4.7 Pannello di isolamento termoacustico in lana di
     roccia 10,0x60,0x120,0 cm
4.8 Membrana impermeabilizzante in polietilene 3 mm
4.9 Listello di fissaggio in abete 5,0x4,0x400,0 cm
4.10 Tavolato in abete con tavole da 2,5x10,0x400,0 cm
4.11 Rivestimento in laminato di zinco titanio
       prepatinato 1,0 cm

5 PARETE INTERNA IN X-LAM

5.1 Finitura in cartongesso 1,0 cm
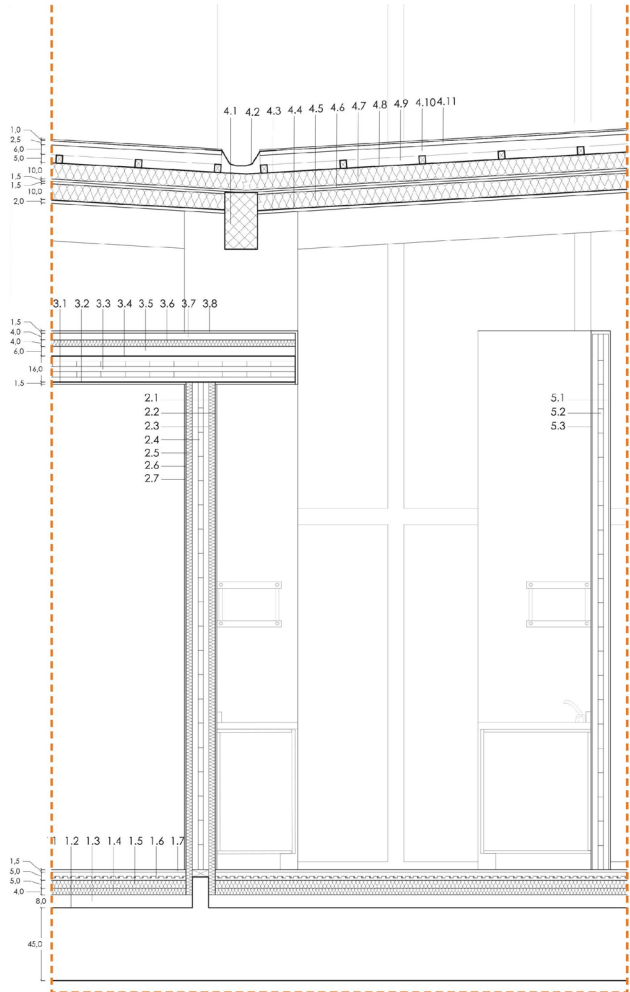5.2 Strato X-Lam 3 strati 20,0 cm
5.3 Finitura in cartongesso 1,0 cm

Fig 10.11 Detail

11. Smart Village
A new life for inner areas

Abstract

On 11 April 2017 the European Commission presented the document EU Action Plan in support of rural areas, an instrument that attempts to provide a determinant turn to environmental problems, tourism offerings, and valorizing the supply chains of local products using ICT.

There are numerous financing initiatives and pilot projects aimed at the creation of "Smart Villages," with the idea of developing proposals and spreading good practices, so as to offer integrated tools for the identified objectives.

11.1 Towards a definition of smart village

According to the classification of Regions made by Eurostat, approximately 28% of the EU population lives primarily in rural inner areas, while 31.6% reside in small cities or suburban districts (intermediate areas), and the remaining 40.4% are concentrated in larger cities [1]. "Communities in rural areas[1] can include one or several human settlements, without any restrictions regarding the number of habitants". Rural areas are defined as "predominantly rural areas" according to the urban-rural typology used by the OECD and EUROSTAT for the classification of regions. The "intermediate region" (20 to 50% of the population lives in rural areas) and the "predominantly urban region" (less than 20% of the population lives in rural areas) are not concerned.

Considering that most smart villages are rural villages,

again according to Eurostat, they constitute the near total-ity of inner areas. In order to provide an organic response to the problems of depopulation, unemployment, and eco-nomic stagnation that characterize almost all of Europe's inner areas, and to combat these processes, on 11 April 2017 the European Commission presented the EU Action Plan in support of rural areas [2], which brought togeth-er many of the considerations that the previous year had been debated in Cork, Ireland, at the "A better life in rural areas" conference. The plan attempts to provide a determi-nant turn to environmental problems, tourism offerings, and valorizing the supply chains of local products using ICT. Underlying the Plan is an excellent leadership that immediately sought to coordinate a set of disconnected initiatives attributable to several European policies[2] (rural development, cohesion policy, and tenders in the Horizon 2020 and Connecting Europe Facility programmes, energy sustainability, research, and use of digital) in order to meet the needs of the territories, inhabitants, and stakeholders, with a view to integrating EU funds.

As effectively shown by Harvey, starting from the begin-ning of the industrial era, recursive waves of innovations in the field of transport and telecommunications were pro-duced by interacting with parallel transformations in the mechanisms regulating the economy and the relationship between economy, policy, and social formations [3]. In this sense, holistic thinking[3] is essential for assessing the im-pact of the waves of innovation on the dynamic nature of urbanism: consideration must always be made of the com-bined effect of a complex of innovations (which have to do not only with hardware – technology and infrastructure – but also with socio-cultural software, and organization) on an equally articulated complex of spatial systems and, in particular, on the territorial network [4]. In reality, the en-try of innovative technologies at the level of the territorial network must be considered in a dual sense: while it is true that innovation modifies (sometimes substantially) a terri-tory's development conditions, it is however also true that the cultural/landscape scenarios of reference in many ways influence the evolution of the innovative process, start-

ing from the fact that they represent a market of products whose costs are modified by technological innovation [5]. Rural villages conceived since antiquity as nodes of local production appear today, throughout Europe, as characterized more and more strongly by the conditions of depopulation and economic stagnation, and to combat these phenomena the European Plan aims to guarantee a better quality of life and a sustainable development of rural areas, through the strengthening of access to basic services and to the application of the circular economy, employing telematic and computer technologies and seeking to immerse them into the local reality in a manner respectful both of the places' specific features, and of the equilibria of the communities settled there. For this reason, much attention was devoted to active participation by all components of the communities that, through the process of participation, might lead to decisions shared between the local community, public authorities and stakeholders, in order to achieve the conditions ideal for a future oriented towards sustainable development. On the other hand, this process of "smart rural evolution" cannot and must not be considered an expression of an unavoidable destiny, but the reflection of the "culture" that determines and is at the same time subjected to it [6]. In effect, the diffusive nature of the technologies is a "potential" whose possibly smart translation currently taking place – also and above all in the rural setting – is a function of the degree of permeability that a society's culture expresses towards it [7].

The smart village should at any rate be able to intervene, at the origin, on demands, and set out new, efficient and effective ways to access supply, configure an accessible, safe, healthy and calm environment, outline a liveable space on a human scale, and above all open a dialogue towards smart and dynamic interaction – with the metabolic forms of information.

In this sense, technological transformation should be experienced not as a destructive destiny – as depicted by Walter Benjamin in his "Angel of history" – but as a creative stimulus for seeking forms and processes of settlement and intervention, that cannot be unmoored from the condition

of belonging – of humans to the place, and of inhabiting to the environment [8].

The implementation of the Action Plan saw the driving role of the European Network for Rural Development (ENRD), which in 2018 and 2019 dedicated to it specific working groups, publications, and the "Smart Village" pilot project, with the idea of developing proposals and spreading good practices in order to offer integrated tools for the identified objectives. In moving forward, account was taken of the profound differences that exist among rural areas, for example between those in the mountains and those in the plains. In fact, there are no standard models or solutions: these are places inhabited by people and communities with specific needs and potentials. The starting basis for this reflection lies therefore in an approach to development that focuses on "territorial" capital, which is to say the set of specific social, environmental, economic, cultural, and institutional resources that characterize the individual places [9].

In line with the definition provided within the European Community's Smart villages Consultation: "Smart villages are communities in rural areas that develop smart solutions to deal with challenges in their local context. They build on existing local strengths and opportunities to engage in a process of sustainable development of their territories. They rely on a participatory approach to develop and implement their strategies to improve their economic, social and environmental conditions, in particular by promoting innovation and mobilizing solutions offered by digital technologies. Smart villages benefit from cooperation and alliances with other communities and actors in rural and urban areas. The initiation and the implementation of smart village strategies may build on existing initiatives and can be funded by a variety of public and private sources" [10].

The smart villages strategy is based on initiatives, seminars, conferences, and pilot projects [11]. The instruments available to the future "smart village," those in Italy, for example, include the national strategy for inner areas (Strategia Nazionale per le aree interne – SNAI) which aims to reverse

the depopulation of the country's small towns, many of which rural villages, through the requalification of existing resources, the strengthening of public services, and a new relationship between citizens and administrations with a strong focus on digitalization.

"Technological innovations open new fields of possibility that the social players neglect or grasp with no mechanical predetermination. A vast political and cultural setting, almost virgin territory – maintained Tomàs Maldonado at the end of the last millennium – lies open before us. We are perhaps living through one of those very rare moments in which a civilization invents itself, deliberately. But this opening perhaps will not last for long. Before venturing blindly on irreversible paths, there is therefore an urgent need to imagine, experiment with and, in the new space of communication, promote organizational structures and decision-making styles oriented towards deepening democracy" [12].

11.2 The spaces of smartness

One of the necessary conditions for achieving an effective planning system for economic and environmental urban management lies in developing adequate system indicators, whose assessment is not end with calculation alone, but rather with a process of dialogue and communication that is or is not persuasive of the validity of the adopted decisions, in accordance with the principle of communicative rationality introduced by Habermas [13] .

That which places in a relationship the choice of means for most effectively pursuing the purposes that are "given" is not just a technical question correlated with instrumental rationality, but refers to the very choice of the purposes. The profile of tele-sustainable reality is still ambiguous, in fact, and the subject of ongoing debate, although some hold that certain key issues may be listed:

• the political sectors to take account of with regard to the policy for a sustainable territorial network may be quite varied;

• the changes in using the territory, which involve replacement with different activities, are the subject of much

discussion on reciprocal compensation between socioeconomic implications and environmental ones, and on the assessment of these changes;

• the territories' financial resources impose heavy restrictions on the flexibility and feasibility of new environmental plans;

• small-scale improvements done directly on the individual inhabitants' living environment often have a greater value than the strategic urban development plans;

• mobility/accessibility appears to give rise to externalities that are more difficult to deal with;

• a telematic environmental policy is not yet a universally accepted idea.

A process of this kind, that promotes an evolution balanced between economic dynamics and conservation of bioecological systems, with continued phenomena of dynamic, co-evolutionary adaptation, cannot be achieved automatically. To the contrary, a collective effort is needed – a careful planning process, and situations suitable therefore for the various levels of government.

The first phase of the smart villages project identified six different smartness settings:

• *Mobility:* new and integrated modes of transport;

• *Governance*: improvement of public services: greater efficiency, community leadership, and telework;

• *Economy*: new models and innovative strategies of approach to business;

• *Environment*: sustainable and advanced intelligence applied to the territory and to the environment;

• *Lifestyles*: original and innovative solutions to improve quality of life;

• *Population*: approaches aimed at an inclusive society that promotes innovation.

Moreover, the pilot areas' main needs in terms of "smart" transition were identified. For example, in the prevalently agricultural areas:

• New/smart technologies to be implemented for "smart" agriculture (viticulture, fruit farming, cattle raising, etc.);

• New business models for farmers (based on digital transformation and short supply chains);

• New markets (customers) on which higher earning margins are obtained. New intersectoral work models (telework) Pilot activities' aspects of innovation;

• Creation of innovative and efficient networks among the stakeholders in regional food production;

• Catalogue of food products for online sale.

On the other hand, for the prevalently tourism-related pilot areas:

• Development and use of the tourism economy and related opportunities;

• Increased tourist flows;

• Increased supply of products and services;

• Increased stays in boutique hotels;

• Increased attention to indispensable vital products;

• Sports, cultural assets, cities, MICE (Meetings, Incentives, Conferences and Exhibitions), wine & food;

• Increased major sporting activities (currently 45% of stays are sports-based): European; Youth; Senior competitions.

Aldo Van Eyck stated that there is something similar in the attitude antiquarians and technocrats have towards time – the former sentimental for the past, and the latter for the future. And reflecting upon this, we must continue to wonder on the ways by which we can understand and elicit resilience in rural villages, and potential areas for solidarity, relationships connecting the geographical/environmental on the one hand, and individuals, groups, and societies on the other, and relationships that cannot be only digital in nature.

A project like the one described above must necessarily integrate recursive processes that combine the generation of ideas and analysis based on specific, local-level design benchmarking with inputs of life data specific to the context. It is a process to be implemented for the purposes of configuring scenarios [13] that, through generative and integrated analytical computational methods, facilitate the production and visualization of spatially flexible conditions that are developed over a diachronic timeframe, co-existing for the purpose of being integrated into forms of better enjoyment of life, involving people, the environment

and the spatial and material organization of architectures as active agents in the production of a "location-specific hetero-geneous space" [14].

In this perspective, the employment and effects of digital tools may be assessed on a number of levels. Planning resilience and permitting positive planning results requires transliterate methods for working with data and scenarios that may be quickly and iteratively adapted on the study areas [15]. To do this, it is necessary to bring dynamically together data and information often originating from diverse and divergent disciplines, with the purpose of arriving at results of environmental analysis, predictive modelling for the construction of systems in support of territorial research, planning, and the formulation of policies that take due account of the sentiments between past and future present in rural villages.

Notes

[1] Definition of rural area

The first step is to identify populations in rural areas: 'rural areas' are all areas outside urban clusters. 'Urban clusters' are clusters of contiguous[1] grid cells of 1 km² with a density of at least 300 inhabitants per km² and a minimum population of 5 000.

Classification of the regions

In the second step, NUTS 3 regions are classified as follows, on the basis of the share of their population in rural areas:

•'Predominantly rural' if the share of the population living in rural areas is higher than 50

•'Intermediate' if the share of the population living in rural areas is between 20 and 50

•'Predominantly urban' if the share of the population living in rural areas is below 20

To resolve the distortion created by extremely small NUTS 3 regions, for classification purposes regions smaller than 500 km² are combined with one or more of their neighbours. https://ec.europa.eu/eurostat/web/rural-development/methodology

[2] The Common Agricultural Policy – Rural Development The Common Agricultural Policy continues to be the most important EU policy intervening in the EU rural economy in terms of fund-

ing and the range of instruments. An important part of farmers' income depends on the CAP (direct support, market policy, and rural development policy). This has also important effects on the rural economy and the rural population. Rural development policy (EAFRD) provides an ample toolbox for supporting the development of smart villages in rural areas. Based on integrated strategic approaches that reflect EU priorities as well as the needs of a territory, Rural Development Programmes support a mix of measures. These measures target rural business development, including the modernisation of farms, investments in small-scale local infrastructure and connectivity projects, village renewal, knowledge development, knowledge sharing, and bottom-up initiatives. Almost € 100 billion from the EU budget has been allocated to a total of 118 Rural Development programmes in the period 2014-2020. Rural Development policy is also home to LEADER, a bottom-up approach to local development which is a vehicle for social innovation and capacity building, empowering rural citizens to take ownership of their area's development through the design and implementation of strategy and projects. In the period 2014-2020 the LEADER method was extended in scope and to other funds and policies to support Community Lead Local Development (CLLD). A new element in rural development policy is the European Innovation Partnership for Agriculture (EIP-AGRI) which is designed to speed up innovation on the ground. Through networking activities and projects, the EIPAGRI supports the development and dissemination of new knowledge, practices, processes and technologies in agri-food and forestry value chains. 4 The European Network for Rural Development is an EU-wide network, bringing together rural development actors (Managing Authorities, stakeholders, researchers, advisors, businesses, local authorities, LAGs etc.) in view of improving the quality of Rural Development Programmes and enhancing participation. A number of work streams under the ENRD relate to smart villages. EU Cohesion Policy Cohesion Policy for growth and jobs is implemented across the whole EU territory, both urban and rural areas, with a budget of € 352 billion in 2014-2020. The financial support of the European Regional Development Fund (ERDF) and the Cohesion Fund (CF) is focused on Research and Innovation, ICT, SME competitiveness and Low Carbon Economy. These Funds also deliver important investment

in the fields of environment, climate action, transport, poverty reduction and administrative capacity. There is a close cooperation with the European Social Fund. Cohesion Policy is implemented through programmes at national, regional and local level, based on thorough thematic and territorial needs analysis and using integrated approach. Specific instruments and tools such as smart specialisation strategies, integrated territorial investment (ITI) and community-led local development (CLLD) allow to further target programme resources to territorial needs and to combine support from different sources and Funds. Cohesion Policy programmes and tools could foster Smart Villages. Significant investment opportunities exist to foster urban-rural linkages. About € 15 billion ERDF are comanaged directly by about 700+ urban authorities in the framework of "Sustainable Urban Development", required also to take into account urban-rural linkages. About 10% relates to entities of less than 20 000 inhabitants. Therefore small towns and villages play an important role in ERDF support for sustainable urban development. 20 Member States are using the ITI tool at various territorial scales (neighbourhood, urban, metropolitan, sub-regional or regional level). 18 Member States apply CLLD, targeting different types of territories (rural/urban). The large number of small towns involved in the implementation of the ERDF generates a need to invest in administrative capacity building and knowledge exchange.

Urban strategies. Horizon 2020 – the 8th EU Framework Programme for Research and Innovation The 2016-2017 Work Programme of the 8th EU framework programme for research and innovation, Horizon 2020, includes several elements that are relevant for the development of smart villages. Under Societal Challenge 2, a particular call on "rural renaissance" is closely linked to the development of the knowledge base for smart villages. The Transport Work Programme also delivers elements for smart villages. Connecting Europe Facility and Trans-European Networks for Transport The Connecting Europe Facility (CEF) funds targets infrastructure investment at European level. It supports the development of high performing, sustainable, and efficiently interconnected trans-European networks in the fields of transport, energy and digital services. CEF investments fill the missing links in Europe's energy, transport and digital backbone. Source: EU Action for Smart Villages

[3] Holism (Holon=whole) is a conception that rejects the principle of scientific causality and opposes mechanistic reductionism against the principle that the whole is greater than the sum of the parts. It is therefore impossible to know the object in the decomposition of the parts; the object of study must always be considered in its totality. Louis Doumont calls holistic the societies that establish the primacy of the whole (holon) over individuals, who precisely for this reason are placed in that hierarchical order that the needs of the whole require, and individualistic those societies that establish the primacy of the individual over all, dissolving the hierarchical order. Doumont Louis, Homo hierarchicus. Le système des castes et ses implications (1966) tr. It. Il sistema delle caste e sue implicazioni. Adelphi, Milano, 1991

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12. Case studies

Smart village within the Alpine Space Programme

Smart village within the Leader Programme

Smart village within the Alpine Space Programme: Data sheets

Smart Villages in the Alpine Space guides the stakeholders in understanding the concept of "smart village" and in its development within their communities:

• Initiating understanding and mutual learning in the "smart village" space;

• Facilitating innovation through the development of tools and transnational development;

• Increasing awareness for a "smart village" policy.

Six areas of intervention characterize the smart village alpine space:

1. *Mobility* – new and integrated modes of transport;

2. *Governance* – improvement of public services: greater efficiency, community leadership, and telework;

3. *Economy* – new models and innovative strategies for approaching business;

4. *Environment* - sustainable and advanced intelligence applied to the territory and the environment;

5. *Lifestyles* – original and innovative solutions to improve quality of life;

6. *Population* - approaches aimed at an inclusive society that promotes innovation.

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12.1 Ostwestfalen-Lippe, Germany

Germany's policy and investments in broadband and 5G are focusing on connectivity for "soft location factors" (e.g. education, culture, and recreational offerings) and "hard location factors" (e.g. communication infrastructure, transport, energy, environment, and job market).

A poor broadband connection can influence localization factors and result in:

• Inefficient infrastructures that hinder economic recovery;
• Lack of qualified personnel in the regional workforce;
• Diminished property value;
• Reduced regional attractiveness;
• Reduced tax revenues.

Ostwestfalen-Lippe is a rural area located in the heart of Germany in the districts of the state of North Rhine-Westphalia, which is transforming into a smart rural territory thanks to close collaboration among municipalities. A territorial network was created through a smart combination of infrastructure development and the Smart Countryside project financed by the EU, which calls for smart services in several sectors.

Their experience demonstrates the need to deal with digitalization on the local level and to adapt federal strategies on a reduced scale.

In recent years, more than 250 km of fibre have been built from nothing in the district of Höxter; and 93 more villages now have superfast broadband exceeding 30 Mbps. The state of North Rhine-Westphalia cofinanced this initiative with € 11 million, and more than 13,400 properties will have access faster than 50 Mbps.

Moreover, the state and the federal government financed expansion to broadband for industrial and commercial areas with € 3 million, allowing 19 areas to access broadband to upload and download at speeds upwards of 100 Mbps.

Decisive initiatives were also developed through an intense process of participation by the residents, including a digital communication platform, the creation of a "caring village," a faith platform, a smart town hall, and digital education.

One of the key instruments for guiding digitalization in this German inner area is the Masterplan for the digitaliza-

tion of Ostwestfalen-Lippe, developed in 2015.

The plan's objectives were the following:

• To inform 3,000 representatives of small- and medium-sized local enterprises on the challenges and potential of digital for transforming and allowing them to innovate their activities;

• To develop 150 solutions for the digital transformation of small- and medium-sized enterprises and to manage 120 pilot projects;

• To develop and carry out 50 business plans in support of start-ups;

• To develop 40 future solutions for better life and work.

• To plan 10 living labs and centres of expertise to strengthen research and develop infrastructures;

• To develop 40 programmes for basic education and for higher education;

• To show the potential of the digital transform in various areas for residents, through 15 "shop windows";

• To transfer the results obtained in each region.

Through the Smart Countryside Lippe / Höxter project, 16 villages are developing applications focusing on technol-
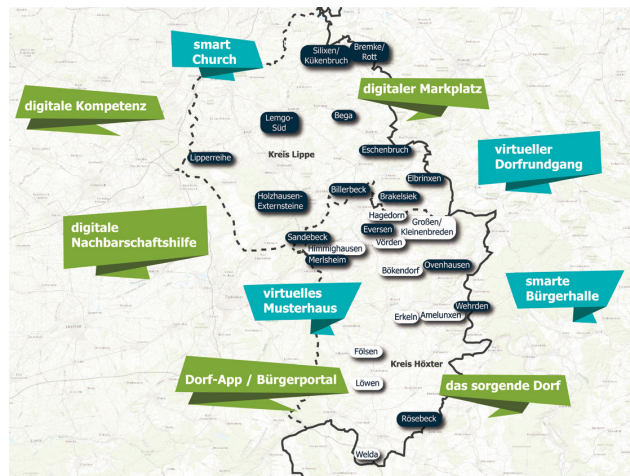
Fig 12.1 Smart Countryside is covering 26 villages in the countries of Lippe and Höxter (source: https://enrd.ec.europa.eu)

ogies, and 26 villages are implementing digital education systems. The project is guided by a joint venture between the districts of Lippe and Höxter, and is financed jointly by the European Union (EFRE programme) and by the state of North Rhine-Westphalia. Using digital tools, Smart Countryside is exploring innovative modes of:

• connection among people – Digital Village Platform, in which every individual village's digital platform is developed in connection with the digital platform of other villages, permitting communication among residents;

• ways of thinking – The Caring Village; In the Caring Village, residents are creating new forms of solidarity to help one another face the challenges of daily life;

• social innovation – the faith platform, which streams church services and related ceremonies, made accessible online. It is developed with the involvement of local schools and youths, and is of particular importance for the elderly. Another highly important factor of the project is that dedicated to digital Education. The residents are preparing for the digital future with the "training the trainer" concept. About 150 Digital Village Experts of all ages volunteered to teach digital subjects to residents, using education corners and media selected specially within the villages' town halls. Lessons always concentrate on a practical subject, such as: data security, digital farming, education 4.0, e-commerce, volunteerism, media and IT law, and include onsite visits.

12.2 Brest and Pays du Centre Ouest Bretagne, France

In 2015, France launched an experimental programme to promote inter-municipal cooperation, called "city-countryside" reciprocity contracts (contrat de réciprocité Ville-Campagne). This political initiative was born from an approximately two-year civic consultation process on rural challenges. First, the rural areas' diversity characteristics were identified, and the procedures for promoting city/country links were studied. A spatial planning required a macroregional approach capable of recognizing the importance of a polycentric urban network. The main objective was to bridge the gap between urban and rural areas by promoting win-win partnerships in such sectors as:

- environmental and energy transition;
- economic develop;
- quality of services;
- administrative organization.

Four territorial partnerships were selected on a voluntary basis for the first phase of experimentation. Here, we examine the first partnership officially sanctioned in 2016, for the Brest metropolitan area and Pays du Centre Ouest Bretagne.

Brest Métropole Océane is a port city of 207,000 inhabitants, located on the Atlantic coastline in the Départment of Finistère, Brittany, Western France. A renowned maritime city, it is marked by a population that is rather young in comparison with the surrounding rural areas.

Pays Centre Ouest Bretagne has a population of 97,000 inhabitants, and has suffered a significant decline in productive employment since 2009, due mainly to an agrifood crisis, which had a dire impact on the dairy sector.

In spite of these difficulties in the local, conventional economy, the stakeholders have always been enthusiastic supporters of community-led local development; the area was already the subject of a LEADER programme in 1992. Currently, Pays's economic strategy focuses strongly on the circular economy in the wood production chain, with several articulations and actions on a local and subregional level.

The city of Brest and the Centre-Ouest rural area Brittany has lent its collaboration in support of innovation with projects revolving around four main lines:

- economic development;
- social inclusion;
- health, culture, and services;
- environmental and energy transition.

Under each component, local administration officials and residents of both areas met 3-4 times in 2015 and negotiated win-win partnerships and joint activities to take on areas of common interest. A bottom-up process facilitated by the Brest-Bretagne urban planning agency was triggered, and this process led to the development of a joint timetable. Although the initial contract included no financial commitments by public administration, over time a new finan-

cial statement item was added in the multi-year framework contract reached by the State and Brittany's regional authority in 2017, which assured the project a public subsidy of € 2 million for the 2015-2020 period.

One year after the contract was signed, three main areas of activity are already showing tangible results: audiovisuals; healthcare and energy; and the wood industry production chain.

Audiovisual cluster

Since 2006, the small village of Mellionnec has hosted a documentary film festival called "Ty films," organized by a local NGO, a Breton organization that deals with documentaries and short features.

The project has grown over the years and "Ty films" has 9 full-time employees. It also organizes many other activities, including residencies for directors and teaching workshops for young people between 12 and 17 years of age.

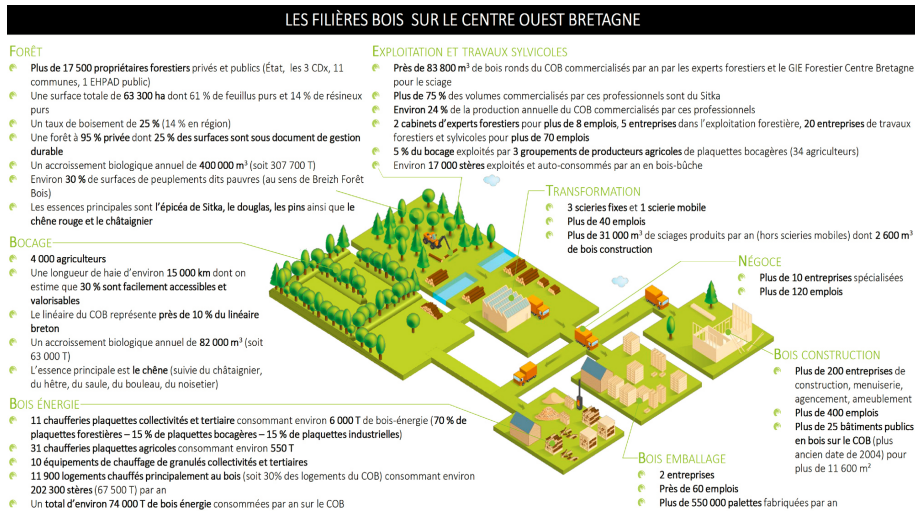In 2016, the village was elected "regional hub for documentary films."

Fig 12.2 Value wood chain for the Pays Centre Ouest Bretagne (source: https://enrd.ec.europa.eu)

Healthcare

Healthcare has for many years been a priority for the rural area. In 2004, an initial territorial assessment was done to map the area's needs and optimize the services offered by the surrounding cities. The hospital of Carhaix, the area's main urban facility, is 70 km from Brest; moreover, in 2008, the hospital's maternity ward was threatened with closure. A campaign launched by pregnant women of the local community was successful enough to prevent its closure, leading the local authorities to conceive an agreement for a merger with the university hospital in Brest. By virtue of this agreement, the healthcare services provided by the Brest hospital are made available to the rural area of Pays Centre Ouest.

Once a month, the Brest hospital organizes free evening talks, called "Health Mondays" and transmitted to the Carhaix hospital. The specialists make presentations and answer questions on a variety of subjects including: the link between respiratory disease and air quality, surgeries, obesity treatments and prevention, recognition of and aid in the event of stroke. As regards higher education and professional training, a training school for 20 students opened in Carhaix in 2016. Moreover, the dentistry faculty in Brest has also planned a satellite course in Carhaix for its 2018-2019 academic programme.

Lastly, the SPICES research programme cofinanced by the European CORDIS programme and coordinated by the Brest university hospital, includes Pays Centre Ouest Bretagne as the pilot project for a complete programme for the prevention and monitoring of cardiovascular diseases (CVD).

Bioenergy

Of Pays Centre Ouest Bretagne's entire territory, 25% is covered by forests, with 15,000 km of shrubs. Its yearly wood production potential is estimated at about 120.000 tons.

The "Local Wood Hub" project, financed within a INTER-REG programme and involving two British partners, examined how to best exploit forest resources. Within the

project, a study cluster was developed for obtaining energy from wood. Bringing together all local businesses in the sector/supply chain, the project led to the creation of a common platform for exploiting energy from wood in public lighting and green construction. Since early 2017, three local trucks loaded with woodchips have left the rural area every day to power an biomass electricity plant in Brest, allowing CO_2 emissions in the territory to be considerably reduced.

12.3 Royans-Vercors Intermunicipality, France

The Royans-Vercors Intermunicipality is a 497 km² rural area situated to the southwest of the city of Grenoble in the Auvergne-Rhône-Alpes region, and is home to about 9,700 inhabitants. This region presents attractive environmental features, having preserved an unspoilt nature particularly appreciated by tourists and inhabitants alike. It is a tourist resort famed throughout France for its landscapes and local agricultural products. However, over time, Royans-Vercors has been losing population to aging, a phenomenon that has also led to the gradual loss of public services and to an impoverished local economy. The SmartVillages project faces these problems by offering: alternative mobility solutions, smart governance tools, and digital education for some population categories that may attract new generations of inhabitants. Stakeholders are developing an action plan with concrete, short-term activities: Information and Communication Technology services, and the project named "La Place des Possibles," a food e-commerce, open data platform.

La Place des Possibles – still in the experimentation phase – was conceived as a living laboratory, with a view to the place's architectural and urban regeneration and to innovation of the governance processes among all the players involved, and the activities that will be carried out.

La Place des Possibles sees the involvement of 20 NGOs offering, on a daily basis, numerous activities onsite: repair/handicrafts activities, recycling stand, music education room.

The project may be applied in rural/non-urban areas:

• Location: Local area;
• Target: young people, the elderly, students, active working population;
• Timeline: 2016 - ongoing.

One of the key conditions for success was the real involvement of citizens and of local organizations, as well as local political support right from the beginning.

The first steps were devoted to studying and diagnosing both the territory's needs and the architectural possibilities provided by the regeneration of an old factory. 5 organizations were involved in the project right from the start, other than the NGOs that joined the project later on, mainly as local users, but that provided a major contribution for the governance processes. The project benefitted from LEADER programme resources to finance the studies

12.4 Dih Agrifood Pomurje-Maribor, Slovenia

The pilot region of Pomurje is located in northeastern Slovenia, bordering on three countries: Austria, Croatia, and Hungary. The region is home to three natural protected areas: the Goričko Natural Park, The Ljutomerskiribniki - Jeruzalemskegorice Natural Park, and the Negova Natural Park, and is divided into 27 municipalities covering more than 1,337 km2. The region is characterized by its low population and by being mainly rural. Its cultural, economic, administrative, and educational centre is the municipality of the city of Murska Sobota, home to 19,655 residents. The region has a flat landscape traversed by the Mura river, with a pleasant continental climate and rather fertile soil. These characteristics make it an ideal location for agricultural development for the production of fresh local foods to be brought onto the regional market.

The vision of the DIH AGRIFOOD project, which involves the region of Pomurje, is to make the region a leader in development, in technology transfer, and in the innovative application of smart agriculture solutions and services in the Slovenian area. The main objectives of DIH AGRI-FOOD are:

• To increase productivity and profitablity through the development, transfer, and implementation of smart agricul-

tural services and solutions;

• To promote research, development, and innovation by seeking new combinations of knowledge, technologies, and players, thereby creating new linkages between solution providers (research institutions, SMEs and industry) and target groups (farmers and farmers' associations);

• to augment the internationalization of the DIH AGRI-FOOD's members by accessing the most qualified and pertinent knowledge and technologies, through adequate cooperation with clusters, networks, knowledge institutions and international companies; transfers and implementations of digital solutions with the target groups, and promotion of digitalization of food production.

The project involves constant dialogue between policy-makers, the academic world, enterprises, and civil society. - The project may be applied in rural/non-urban areas:

• Location: Local area;

• Target: Young people, the elderly, students, active working population;

• Timeline: December 2017 – ongoing.

The key conditions for the project's success were provided mainly by working with the target groups (farmers, farmers' associations and food producers) to help them understand that digitalization can help them accelerate the process and bring them positive results (increased production, lower consumption of resources, economic benefits).

The key passages for implementing the activities are connected to the institution and development of the living lab, within which different solutions will have to be implemented in the field in such a way that farmers can see and understand how the digitalization process takes place.

12.5 Lucerne West Region, Switzerland

The Lucerne West Region is home to come highly specialized SMEs, and SMEs are the Community's most important stakeholders. Moreover, the region is highly appreciated on the European level for its unspoilt natural environment. "Together for an Alpine region worth living in": this is the motto of the EU Alpine space programme INTERREG B. In Switzerland, the Federal Office of territorial develop-

ment is in charge of this programme, while the main partner is the Swiss association of mountain areas. The Lucerne West Region is the only Swiss partner region.

Before implementing the project, this rural community, somewhat like all others in the Alpine region, suffered from a constant brain drain, due to the lack of jobs and a dearth of services, even though there was a favourable climate for entrepreneurialism and social innovation. Although digitalization is a promising approach to face this challenge, the digital gap between rural and urban areas has grown in recent years, and therefore a smart rural approach to digitalization and implementation of ICT in mountain areas might unlock the potential of local players to make their region a more attractive place to live and work in. Thanks to the Smart Villages approach that brings political players, academics, economists, and civil society into dialogue with one another, the project aims to promote innovation through innovative forms of involvement by the stakeholders, facilitated by information and communication technologies. The SmartVillages project aims to prepare the Alpine region's communities to recognize and exploit the opportunities of digitalization. These are not just technical innovations, but also a new involvement of the players of importance in the so-called regional working groups (groups of regional stakeholders), based on a transnational approach and participatory methods.

The following measures were planned in Switzerland by the Lucerne West region:

• Formation of a "Smart Villages working group" in the Lucerne West region;

• Participation in the preparation of a "Report on the preparation and needs for a smart transition";

• Supply of knowledge by the Lucerne West region on the Smart Villages digital platform;

• Creation, in collaboration with European partners, of a toolbox helping Lucerne West implement digitalization projects;

• Coordination of pilot activities in the Lucerne West region;

• Analysis of smartness in the Lucerne West region.

Smart village within the Leader Programme: Data sheets

European Agricultural Fund for Rural Development (EAFRD).
The European Agricultural Fund for Rural Development (EAFRD) supports European policy on rural development. To this end, it finances rural development programmes across the Member States and the regions of the Union. Programmes are designed in cooperation between the European Commission and the Member States, taking into account the strategic guidelines for rural development policy adopted by the Council and the priorities laid down by national strategy plans.

In the 2014-20 programming period, for the first time, the EAFRD is specifically included in the policy framework of the European Structural and Investment Funds (ESIF) and subject to the Common Provisions Regulation (1303/2013).

For the 2014-20 programming period, the Fund focuses on three main objectives:

1. fostering the competitiveness of agriculture;

2. ensuring the sustainable management of natural resources, and climate action;

3. achieving a balanced territorial development of rural economies and communities including the creation and maintenance of employment.

Cohesion policy also plays a key role in support of the economic regeneration of rural areas, complementing the actions supported by the European Agricultural Fund for Rural Development.

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12.6 Promoting Coworking (Cowocat Rural), Spain

Coworking is the new way of working that has profoundly impacted dwelling-related issues, allowing more independent professionals, entrepreneurs, and SMEs from various sectors to share the same physical and virtual working space. A coworking space does not only have to be set up to satisfy basic and complex needs, but also to create the rational and scientific conditions, in a meaningful moment of radical change in people's lives and requirements, and therefore for the reformulation of working spaces with respect to traditional forms.

Following the evolution of the coworking spaces already existing in the city of Barcelona, COWOCAT was conceived as a tool to connect these spaces and to put them in a network and in open dialogue with one another.

The initiative's promoters thought that the project might also be exploited in Spain's inner areas, for the development of spaces for rural coworking; this might spur economic activity and help maintain the population in Spain's rural areas where abandonment is a real threat. The project therefore aims at generating employment in rural areas by offering new opportunities for professionals and entrepreneurs, attracted by the better quality of life and lower cost of living in rural areas.

This new way of working offers an opportunity for numerous professionals to be able to work in a collaborative space without leaving a rural environment. Of extreme importance in projects like this one are the use of ICT and the availability of Internet and easily accessible broadband, especially in the rural areas more dispersed on the territory.

• From 2014 to 2016, 14 coworking spaces were created;
• More than 130 professionals are linked to these coworking spaces;
• Small success stories include examples of entire families that have decided to stay in a rural area.

12.7 Lisdoonan, Ireand

Lisdoonan is located in County Monaghan, the Republic of Ireland's fifth smallest county in terms of overall size, and the fourth smallest in population; in size and population,

it is the smallest in the province of Ulster. Monaghan's territory is marked by low, rolling reliefs and hilly landscapes that have historically seen intensive exploitation of the soil for agricultural purposes. In this setting, the Lisdoonan Group, which takes its name from the village, is a bottom-up, community-based association that works doggedly to make the small village more economically competitive and environmentally sustainable.

The Lisdoonan group's goals include the construction of:

• 14 residential units for the elderly, recreating a safe environment equipped with common areas and laundry service;

• A village shop / snack bar;

• A community childcare facility designed in particular for the children of young working parents;

• A pub / community centre offering cultural and social facilities.

Over time, the Lisdoonan area underwent an economic decline and saw its population shrink; the association has sought to relaunch the local economy through the LEADER programme, which allowed a careful analysis of the local community's needs to be made, and a development plan to be defined.

The group began its activities by purchasing land and taking on financing for the construction of a community centre, and over time it developed projects that enabled the small town to deal with rural decline through the development of:

• A community centre and local pub;

• A community shop and café;

• A social residential complex for the elderly (14 units + common areas and laundry service);

• Childcare facilities.

The development of new facilities made it possible to attract young couples to the village, improve the quality of life for the elderly while helping them live more independently, and foster a strong sense of identity and of belonging to the local community.

The village shop is also a social enterprise that receives financial support from the local government and provides

employment for seven persons with disabilities, through a supported work approach.

12.8 Tõrva, Estonia

Tõrva is a city (*linn* in Estonian) in southern Estonia, in the county of Valgamaa, with about 3,200 inhabitants. The market project's proposed purpose was to trigger a process of renewal and valorization of the village, through the regeneration of the Tõrva market complex, where an agricultural shop and a café/kitchen were opened. The renovated building takes account of the local environment and of history to express regional identity in the best possible way.
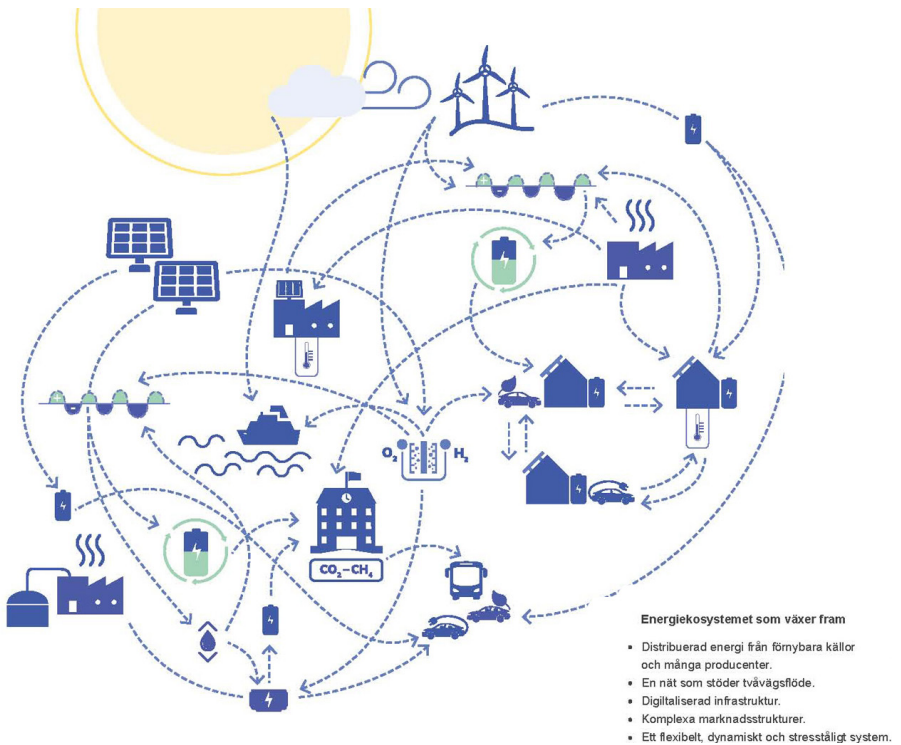
The café/kitchen offers catering services and uses local food products in meal preparation. Moreover, local farm products are sold, and thematic seminars and events are held 1-2 times per month. After restructuring, the facilities are able to accommodate a market integrated with indoor and outdoor retail areas open year round. The Mulgi market attempts to be flexible and cooperative with the local community's activities, and to offer added value during the community's most important events.

The project helps involve young people interested in small business, encouraging amateur-level cooking activities and enabling collaboration with social workers carrying out learning activities relating to food and cooking. Lastly, it promotes communication between students and local companies to make the market-linked activities more popular among young people, as well as among producers, farms, and craftspeople, in order to facilitate the sale and purchase of local food via a short supply chain. The project's purpose is to develop services for the community and to forge working bonds of cooperation among various players and organizations.

12.9 Åland Islands, Finland

The Finnish project had as its purpose the requalification of the Åland Ilands (the Finnish name means "land of fish"). With about 6,500 island's, it is Finland's most important archipelago, emerging from the sea about ten thousand years ago, and located in the centre of the Baltic Sea be-

tween Finland and Sweden. Some islands are close to one another, while others rise in total solitude in the middle of the sea; only 60 of them are inhabited. Lush nature, ruins of castles, and abbeys are characteristic of the Åland islands – a Finnish paradise where the language spoken is Swedish.

From the outset, the project proposed: to transform the archipelago's area into a more attractive and dynamic environment, through a flexible working culture; to assess the benefits for health, well-being and motivation generated by flexible working agreements; to examine the effects of flexible work in regional development.

After identifying and transforming the locations considered suitable for telework, the project went on to seeking

Energiekosystemet som växer fram

- Distribuerad energi från förnybara källor och många producenter.
- En nät som stöder tvåvägsflöde.
- Digiltaliserad infrastruktur.
- Komplexa marknadsstrukturer.
- Ett flexibelt, dynamiskt och stresståligt system.

Fig 12.3 Åland Islands smart energy system (source: https://smartenergy.ax/ energihanteringen-pa-aland-kartlaggs/)

employees, entrepreneurs, companies, and employers willing and open to using flexible work. The initiative promotes a more efficient management of time and permits better concentration, bringing the workplace closer to homes for periodic and at times permanent use. The flexible work space solutions were located in office complexes, commercial buildings, underused properties, or in residential areas with good connection systems and transportation links. Moreover, these spaces make for a smart working environment often in combination with other structures to improve occupational well-being and to support recreational activities.

The work areas proposed in the project brought work and well-being together, and contributed towards revitalizing rural regions. Most of the workers were seeking an environment different from the one they were accustomed to at home, and for many work on the islands offered a new experience. Flexible work aims to reduce the interruptions in the normal work day and, in the experiment carried out in the project, workers were employed at the archipelago's post offices for one entire week, allowing them to have fewer interruptions and to concentrate better on tasks requiring creativity and innovation.

The project's purpose was to populate the islands during low tourist season, thanks to telework, while attracting residents, employers, employees, entrepreneurs, and businesses to the islands. Because of the islands' geographic heterogeneity and the regional inequality within the archipelago, flexible work agreements offer a possibility to reduce the distances and improve regional dynamics. Flexible work affords many ways to maintain working capacity and to promote the well-being of the working community without sacrificing the efficiency of one's work. In the future, the project will undertake to develop: innovative systems of healthcare for workers, a network of mobile services, an additional strengthening of broadband, and e-learning opportunities.

12.10 The Breamer Castle, United Kingdom
On the strength of what took place in other UK locations

in 2007, the castle was taken up by a local community – Braemar Community Limited – with a 50-year lease, proposing a project that called for the restoration, refunctionalization, and consolidation of the Braemar Alisted Castle at a time when it was falling into a state of decline that was erasing from that town the vital minimum without which a society cannot produce economic momentum. The main objective was to refunctionalize the castle, introducing activities to make the historic small town more attractive; the castle was therefore opened as a tourist attraction in 2008, employing volunteer personnel from the community serving a high-quality visitor target to generate extra income for the local area.

Built in 1628 by the Second Earl of Mar as his Highland Hunting Lodge, it often changed its purpose and use over time. Since the community took over, it has regenerated the castle, renovated the roof and chimneys, committing a cost of £ 500,000 with financing obtained under the LEADER programme. This has allowed the castle to become a structure able to accommodate visitors and entertain them with a series of digital and virtual services. During the first year of activity, the castle was visited by 4,500 tourists, with their numbers growing constantly every year: in 2017, the castle welcomed 13,000 visitors.

Job and volunteering opportunities were generated for activities in historical research, tour leading, gardening, employment in the shop, maintenance, bookkeeping, creation of multimedia events, e-learning to be disseminated in the surrounding territory, marketing, and social media. Classroom instruction and e-learning is offered, involving a total of ten percent of the village's population.

The castle's transformation and refunctionalization project promoted connections and partnerships in a remote area of the territory where it is easy to feel isolated. It also had the advantage of being able to network all the other villages in the district, establishing tourism business that reverberates in all of them thanks also to the use of joint smart ticketing offering a discount ticket for all the museums present onsite, and for public transportation.

Conclusions

In conclusion to the preceding chapters, it should be noted how the practical and human problems experienced in small historic villages of inner areas have been addressed, in line with prevailing cultural outlooks and professional practices, through a range of widely used concepts of valorisation often geared towards establishing precise roles. The book specifically takes stock of strategies based on human capital, creativity and the introduction and implementation of ICT capabilities of communication and digitalisation that have served to drive – economically as well – urban and environmental regeneration, as well as the creation of new services and jobs.

In certain cases, these operations have met with success, though at times they have raised doubts, unfortunately not far-fetched, of a possible disorderly accumulation of planning, be it public or private, without any shared, long-term vision for growth.

In attempting to identify guidelines for possible development, the various chapters illustrate a different approach drawn from history and past experience, to achieve the desired results: a vision under which the key values of restoration follow an economic strategy that looks to the future in comprehensive fashion, but also awareness of how historic territories use, as the underpinnings for their planning strategies, a mix of economic and social activities centred around the resources, both tangible and intangible, of the cultures of venerable towns and inner areas.

The COVID-19 pandemic, for that matter, is not only throwing light on the world as it is, with all its limitations, but also tearing a hole through the curtain of our day-

to-day lives "from before", providing glimpses of another world. Some of us focus more closely on everything that could go wrong, whereas a dispassionate overview of the current crisis, including not only what might be lost, provides indications of new plans could be drawn up, as well as what existing resources are salvageable, all in the interests of improving our lives. Naturally, there is no reason to be totally pessimistic or optimistic. In similar situations, both losses and gains arrive hand-in-hand, and only in hindsight can final assessments and clear outlines of our new modes of interaction, production and socialisation be drawn up.

In this climate, and following much reflection, planning considerations and stimuli lean towards a thoroughgoing revision of many of the concepts that underlie our system of settlement – including the way in which homes and cities are inhabited, a full-fledged production strategy, and even unconventional outlooks on processes of food production. All of this also has repercussions on the planning and design of local development. In certain cases, the cultural and societal substrate constitutes the main factor of resilience when it comes to bringing into play projects and energies with which to take on the challenges presented by the climate change currently underway while also working to avoid the mass depopulation of inner areas. Furthermore, it has been shown just as clearly that history counts in terms of the resilience of inner areas, especially with processes that affect the socioeconomic substrate, as well as the urban fabric and landscape, with respect to production activities, know-how and culture. Often, it is precisely the sturdiness of the community-productivity paring that sparks territorial revival, for as the genetic inheritance of an area, the history of its urban make-up, economy and society, as well as local community and agricultural production, provide a solid groundwork for formulating original planning approaches with exceptional meaning and narratives to be passed along to the landscape and future generations.

A second factor deserving close attention is the context, seeing that, through its resources, its inhabited sites, its socialisation and culture, its green areas and various land-

scapes, the context contributes to influencing the perspectives drawn up as catalysts of future development, orienting the choices and priorities of intervention, based on the typical vocations of locations, obliging us to address topics that, by definition, must prove compatible with those very contexts of intervention.

A third, and no less meaningful, consideration is the role played by the protagonists in activating dynamic capabilities of transformation and relational skills. Quite often these are capabilities that involve a variety of sectors, making possible dynamic knowledge of changes underway, plus a logical analysis that, when empowered, can lead to environmentally sustainable initiatives covering increasingly extensive portions of territory, thus establishing a plentiful network of relations. When held up to the light, similar operations project a new map of requests and experiences tied to innovative lifestyles that differ from the underlying logic of predetermined clichés, providing a foretaste of distinctive, evolving horizons unlike anything seen before, in terms of economic and residential factors.

Finally, many of the case studies analysed appear sporadic in nature, without a clear territorial structure but presenting noteworthy shortcomings: no territorial scale, no integrated approach, no network development. Quite often, these case studies verge on the solipsistic, and so their replication is sharply limited. Hence the considerable significance of a fourth and final element, and namely the capacity for interpersonal relations, a feature that should underlie all projects of territorial valorisation.

The procedure implemented demonstrates how the complexity of the ongoing development of efforts to valorise and manage the historic small towns of inner areas necessarily leads to a synthesis of numerous factors, unveiling, on the one hand, the extent to which innovative categories of interpretation are required, while, at the same time, throwing light on the unquestioned need for revised rules, as well as the presence of an extraordinary capacity for self-learning and self-contained regeneration that has arisen gradually, at times in embryonic form, amplifying the perceived impact of the activities that constitute

the lifeblood of the projects, thus lending them increased substance and visibility, thanks to the presence of networks established in structured, organised form, and which function, at times, under planning policies generated from below, as in the case of the LEADER program, developing social, mutual-assistance and service-industry activities capable of addressing the need for education, treatment and health of the fragile portion of the population that lives far removed from the main urban centres. In such instances, the network becomes the support structure for residential living, operational management and creativity, attracting younger generations of inhabitants at various levels, as well as categories of demand for both current and innovative markets. Examples include the approach taken by Badolato and Riace in Calabria, whose participation in the refugee program allowed them to restore and regenerate much of their historic cores, as well as that of the "Giacomo Vittone" artists' residences in Canale di Tenno, in Alto Adige, and the Villaggio degli Artisti in Bussana Vecchia, in Liguria, where art provided the impulse for the rebirth of the villages, not to mention the FARM Cultural Park in Favara, Sicily, which, in addition to hosting art and artists, operates as a veritable breeding ground of national and international events.

In other cases, network and communications policies were imposed from above, under all-encompassing technocratic approaches, as on the Finnish archipelago of Åland and in the Swiss region of Lucerna, where the widespread distribution of technological systems and devices, such as 5G, holds sway, so that undeniably ambitious, innovative projects can open people's minds to another topic of undeniable interest: support of employment and modern forms of operating and managing business activities. The effort requested of planners and scholars does not entail establishing a single model that be generally applied, everywhere and forever, but rather showing a heightened, fluid awareness capable of providing resources, and suggesting successful strategies and working practices well suited to local places and residents, without presuming to replace local operators and without forcing the territory to ac-

cept approaches and cultures that are alien to it. In other cases, when a territory has been completely abandoned, consideration should also be given to whether it is worth upgrading, or if at times we are simply being dazzled by vision of a utopia that, in actual fact, is only a therapeutic exercise. There can be no ignoring that, if certain sites have lost practically all their residents, there most probably are real reasons for this abandonment (a fragile natural setting, large-scale risk, poor accessibility etc.). This is why it is important to reach an informed decision on whether a process of regeneration would be impossible, considering how pointless unyielding preservationist attitudes can be, with an acceptance of the inevitability of forming new communities, cultures, know-how, construction technology and lifestyles, the fruit of groups of different people who share places and approaches to intervening in them.

Over these last ten years of my existence, it has been both my privilege and my pleasure to work and engage in research on these locations of memory, many of them small, neglected, semi-abandoned settlements which, for me and my colleagues, have served as open-air social laboratories where individuals and communities experiment with ways of life other than those based on a monolithic culture, and where we were enriched by both a dialogue and a constant give-and-take between the community, the space, the history and the landscape. The marginal status of these territories often forced us to make lengthy trips strewn with obstacles to forgotten places where the slow pace of life, and the presence of genuine human solidarity, served as the cornerstones of strength and beauty on which to establish new relations, integrate different cultures and try out various approaches, projects and technologies geared to achieving both individual and collective wellbeing. There are still so many territories to explore, and so many stories to hear, all with an exceptional capacity, though they remain "out of reach" to most of us, to point to other myths that deserve to be narrated, as well as forms of settlement that represent unique, incalculable resources when it comes to the preservation of shared, intrinsically sustainable assets.

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Author short biography

Alessandra Battisti PhD, Professor of Architecture

A practicing architect, she is a Professor of Environmental Design and Technology of Architecture at the School of Architecture of the University of Rome, "La Sapienza" Campus, where she oversees the Master's programs   in "Landscape Architecture" (from 2016 to the present) and "Architecture-Urban Regeneration" (2020) and serves as the Director of the level-2 Master's program in "Valorisation and Enhancement of Small Historical Centres" (2013 to the present). She is on the Faculty Board and teaching staff of the Ph.D. program in Planning Design Technology of Architecture (since 2013).

From 1993 to 1996, she won 7 overseas research fellowships, and specifically: the European Union Scholarship for a project of technological research and experimentation in Stuttgart, Germany; the International competition held by DAAD (Deutscher Akademischer AustauschDienst) for a research grant at the T.U.M. Technische Universität München, Germany; a national competition promoted by the Italian Ministry of Foreign Affairs for a research scholarship at the Technology Institute of Tampere, Finland.

Since 1993 she has been engaged in research, teaching and experimentation on topics such as technological innovation for environmentally aware architecture, the ecological and energetic efficiency of buildings, the bioclimatic approach to design and urban regeneration. She has expertise, at the European level, in sustainable architecture, renewable energy in buildings and how these relate to the construction and regeneration of existing urban and architectural spaces.

An expert consultant for the European Community - DG XXII – on energy in the building sector; expert consultant to the Rolls of Consultants and Permanent Rolls of the Italian Ministry of Education, Universities and Research.

Member of the Work Group on Energy Efficiency of the Cultural Heritage of the Italian Ministry of Culture and Tourism.

She has personally published more than 100 scientific publications and 10 books.

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Over the years, she has taught as a visiting professor at the Munich Polytechnic on a number of occasions, at the invitation of full professors T. Herzog, G. Hausladen and T. Auer.

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In the current global economic system, Europe's minor historic towns – the pulsing heart of the very meaning of Europe – are gradually losing their attractiveness due to the trend of the population's growing concentration in large cities. In fact, small- and medium-sized towns located in peripheral areas appear incapable today of undertaking a prospect for development. The problem has gradually exacerbated the gap between large cities and small towns, although the latter offer greater liveability and quality of life.

This book focuses attention on inner and marginal territories dotted with villages and minor towns. Less accessible, they are marked by scant services and inadequate job opportunities. For this reason, they suffer from a gradual depopulation that has at times resulted in their abandonment, also impoverishing the maintenance of their buildings, urban planning, and landscape.

For inner areas, the need to provide a response to the challenges raised by climate change, pandemics, and the current economic and structural situation appears to offer new opportunities for development. These opportunities can make them socially and economically competitive, confirming their vocation by innovating it and cross-breeding it with other sectors like tourism, culture, and technology, while valorizing the benefits of the small size, human capital, and innate capacity for hospitality present within the communities settled there.

In this perspective, this book attempts to depict inner areas' capacity for resilience, provided by the innovative thrust furnished by three essential topics: hospitality, creativity, and the spread of ICT.