



Urbanistica n. 125

September-December 2005

Distribution by www.planum.net

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Events, museums and paths for urban renewal
Alberico B. Belgiojoso

Urban quality and urban design. We work with an idea of urban quality which concerns the whole range of the components of the person-environment relationship, not reduced to a pure visual fact, and in which it is the reality perceived and used by people that constitutes a basis for action and projects. In this context we try to consider the quality of different parts of the city: the life that is lived, the daily journeys, in the outskirts of the city and in its central districts; the physiological and psychological conditions; the urban landscape; the liveability of public spaces, its facilities, parks and the level of maintenance. Even the more genuinely visible factors consist of elements that cannot be defined in aesthetical terms, but rather in terms of communication, rich in stimuli and messages, of information, meanings, recognisability and 'representation' of activities and users.

Activities and urban quality. The urban reality and its quality consists also, and in some cases predominantly, of the system of uses and activities. The latter intervene in different ways: firstly because it is they that determine the 'functioning' of the city and the life that is lived there; activities also generate visual effects: shop signs, the types of people that frequent an area, the urban design as a function of its use; it is therefore a visual system that consists not only of buildings and spaces, but of the entire reality that moves within it; finally we ourselves perceive the urban environment differently according to the activities we perform. We design a 'system that

lives' and not just the shapes of buildings; spaces and uses are always connected, and we examine how the performance of activities varies over time, at different times of the day and on different days; we study and design a system that functions, that lives, that moves and changes over time as the clock turns, and not just the forms of buildings, the volumes, the shapes of the space and the geometry.

Urban renewal and museum activities

The renewal of museums, exhibition spaces and music circuits, artistic cycles and events are considered by public decision makers as actions which perform a de facto urban renewal. This is also confirmed by our direct experience in the field of the renewal of important Italian museums.

Some projects which have achieved excellent results have become cases to reflect on even if they do not yet constitute case-studies in the sphere of public policies analysis: the Guggenheim Bilbao, Mart Rovereto, the new 'neighbourhood museum' in Vienna, the temporary public art event *Luci d'artista* and *Manifesto* in Turin, the theme museums for children, the great all night event in Rome, the use of unusual exhibition spaces for site specific art.

Urban renewal is understood by the person in the street as an opportunity to improve the position of a city in the international ranks of the urban hierarchy and an opportunity to improve urban marketing conditions. Cultural enterprises attract tourists and are an incentive for local economies. Some research studies predict that cultural tourism will become the heart of European tourism. Italy's historical and artistic heritage is a strong attractor of tourist flows, but initiatives taken by public

decision makers in the field of cultural enterprise and in that of exhibition spaces renewal is inadequate when compared to the wealth of national resources available. Public decision makers are unable to rely on adequate disciplinary expertise and systematic research.

The renewal of museum facilities, services and nomadic services

The populations of cultural tourism can be considered in the context of the new morphology of metropolitan populations. Cultural tourists are present temporarily in a place and access it along routes where services are open at generic times with respect to the time profile of the demand from these populations. The renewal of these routes takes this problem into consideration. However, there is another class of advanced online services which is subject to research. Nomadic services are intended as advanced IT services acquirable on-line by users in a mobility condition.

Representation and innovative models of communication. The hypothesis for research into communication in the museum field consists of an information project based on advanced technologies and on a language capable of innovating communication models. Particular attention is placed on the senses and perception to achieve not just a mere transfer of information but a transformation of the information elements.

The problem and the objectives. Research examines the construction of a discipline of public policies with a space-time approach on the subject of cultural events, in an integrated form with architectural renewal of the exhibition spaces, with architectural and functional renewal of access paths and of museum networks, also concerning opening hours,

with online services for cultural tourism in an e-governance framework. This discipline building is intended as a first step in the direction of a more mature disciplinary context.

The temporal conception of the research subject. Cultural tourism populations are temporarily present in exhibition places at specific times in the year and the opening hours of services along the routes of tourist flows must be changed in the urban context according to a logic of widened accessibility. We are aiming at online services for mobile users. The construction of exhibition event calendars and service opening hours is an important subject for planning cultural enterprises. The most recent forms of art are constructing a new relationship with built up urban spaces (public art) and with the times when the artworks can be visited. Architecture of exhibitions and time oriented urban planning for major events both deal with the design of a time architectures of uses, of structures and of communication. The scientific objectives are: to bring a selected set of international experiences within the disciplinary field of public policies and that of urban and architectural design of exhibition spaces, of access routes and the relative services; to focus on the concept of urban renewal; to reach deeper, with theoretical insights and significant examples, in the relationship between site specific forms of contemporary art and exhibition space typologies, whether of a museum nature or public spaces that do not specialise in artistic events; to create multiuser sensory spaces capable of collecting together and organising information objects found by the system in response to a user interrogation: to study and use dynamic multi-user

metaphors for access to complex archives; to analyse the concept of museum systems and to study the related communication dynamics.