

Società **SIU**
italiana
degli urbanisti



United Nations
Educational, Scientific and
Cultural Organization



UNESCO Chair on
Mediterranean Cultural Landscape
and Communities of Knowledge
University of Basilicata, Matera, Italy



Politecnico di Bari



XXII National Conference
SIU 2019
Italian Society of Urbanist

Matera-Bari | 5th-6th-7th June 2019

THE ITALIAN URBAN PLANNING TOWARDS THE 2030 AGENDA

Bringing territories and communities on the way of sustainability
and resilience



POSTCARDS TEMPLATE_ENGLISH VERSION

POSTCARDS

Concerning the local realities, and starting from the conspicuous places of the two host regions, the themes of Agenda 2030 addressed in the workshop spaces will also be developed through the use of 3 “Postcards”. They are pictures closer and updated of specific territorial realities within which it is possible to recognize some relevant conditions, at the same time of fragility and value.

The Postcards represent, in other words, visions of proximity on significant case studies that can be used as guide-cases to reread and compare other territorial realities of our country.

In line with the themes of the Conference, the “Postcards” focus on some of the pressing issues of the local urban agendas and are disposed of in a transversal way to the 3 themes in which the workshops are articulated, presenting themselves as a background of deepening of the issues dealt with. Each Postcard proposes pre-ordered themes and keywords, to be kept as references of the internal discussion at each workshop and possible starting points of the plenary sessions. Each postcard will also be characterized by an image, a photograph, with the specific objective of improving the communication sector with a language “other” and equally dense, as has already happened in other past experiences. The photograph will support the story and description of the themes discussed, contributing to the construction of an Atlas, which will be discussed in the exhibition.

The guiding cases proposed and examined with the “Postcards” mode and the respective keywords are:

- *Matera Postcard*
- *Taranto Postcard*
- *Salento Postcard*

The three guide cards are the red thread through which to organize and collect other cards to be exhibited in a flexible exhibition, which will remain open throughout the Conference.



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GUIDELINES

The postcards will report a front - PHOTOGRAPH (1) - and a back - 'TEXT' (2).

(1) Note for delivery

The significant PHOTOGRAPHY of the analyzed context must be delivered both in color and B/W format,

- short side min. 2500 pixels,
- extension of the file possibly .tiff or, alternatively uncompressed .jpg.

(2) Note for delivery

The TEXT that will accompany the photo will be delivered in a Word file (template) and it must report the following contents:

Author name of the photograph: Institution (eg: Milan Polytechnic)
Department, Body or Sector of Membership (eg DASTU - Department of Architecture and Urban Studies)

Email: *john.doe@gmail.com*

Tel.: 02.123.4567 (optional)

Shooting year:

Shooting location: (where possible also GPS coordinates)

Author name of the postcard: Institution (ex.: Polytechnic of Milano)
Department, Body or Sector of Membership (eg DASTU - Department of Architecture and Urban Studies)

Email: *john.doe@gmail.com*

Tel.: 02.123.4567 (optional)



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Postcard-reference guide

(Matera, Taranto, Salento)

Keywords: Report No. 3 keywords of the contribution. The initial letter of the keywords is miniscule. Keywords must not be numbered and must be separated by a comma.

Title: Report the title of the photograph (synthetic)

Text: Insert the descriptive text of the postcard in this paragraph. The text should be at most 3000 characters long; the font is Garamond, 10 pt., normal, must not be bold. The format must be justified.

The text must contextualize the Postcard with respect to the place and the themes of the ws of the XII SIU conference, highlighting the actions in the field today that can bring about a change in the context condition described by the Postcard and therefore the issues / problems exposed.

DEADLINES

Postcards must be received by **Monday, April 29, 2019** at the following e-mail address:

conferenzasiu2019@gmail.com

The materials produced will be the subject of a publication within the editorial circuits of SIU (Planum, Donzelli, etc.).



Postcard-reference guide

MATERA

Keywords:

culture, modern, heritage

Title:

Matera “image of shame”

Matera, “*image of shame*”, was for a long time a privileged laboratory for the design of the public city, revealing its limitations and inability, caused by the detachment of that project from the places and the identity of the community. The opportunities that could arise from an integration of the forms of living within the planning tools, comparing architecture with urban planning and their different way of designing the city.

The look offered by the Matera postcard touches on the issues addressed in some of the workshops of this SIU conference, namely the Ws 3.2 *Safeguarding the territory as a key to sustainability*, the Ws 1.2 *Housing opportunities in the regenerated suburbs*, and the Ws 3.3 *New ecologies of living*, and invites to consider the city, the complexity and contradictions of that experimental time and discover its potential.

From a different angle, the districts of the modern - and Matera - can become the places to redefine the relationships between spaces and society, between practices and design, through the definition of heritage given by the landscape. A new vision in the approach as well as in the instruments of reading, on Neighborhoods can allow a critical update appropriate to the instances and practices of the inhabitants of those neighborhoods, now far from the facts of that memory that they retain as a common historical identity. The materials of the Modern, although still inappropriate for the needs of contemporary living, can try to establish a dialogue with the city that has arisen to them, evoke history and become a new (historical) center to help rewrite the space to give order to a city that has come fragmented, illegible and give the territory new rules and forms ordering principles.



Postcard-reference guide

TARANTO

Key words:

fragility, heritage, innovation

Title:

Taranto as mirror of Italy

The conventional image is dominated by the figure of Ilva that blurs the city with its history, its cultural and natural resources. The city appears motionless, suspended, imprisoned in a collective imagination populated by disturbing environmental monsters. Beyond Ilva, the arsenal, the petrol pole, the Cementir cement plant, the great neighbourhoods of social housing, Tamburi, Salinella, Paolo VI.

Pollution is physical and cultural.

Taranto is a mirror of Italy because have never solved the relationship between city and factory, between environmental, social and labour policies.

Such as the monsters coexist with history, even Taranto - *city of clouds* - lives with its own myths, with its own stratified culture, with the geography of an extraordinary and unique site, with a patrimony of identity values that demand a project for the future, a shared vision that reaffirms the value of the polis as a place of elaboration, dialogue, production of beauty and knowledge, of political and cultural orientation. In Taranto, the *cit * and the *ville* are looking for a new political and cultural resetting. Also for this reason, the

Taranto photography reflects the one, more generic, of our Country.

The contemporary and unprecedented image of Taranto is built in the drama of strong and inescapable contrasts. It is about reversing an orientation that has prevailed, in this territory, the *figure of the foreigner* and the economic policies of the intervention imposed from above.

The case of Taranto allows to refer to the themes of the SIU Conference and to define the objectives of the Agenda 2030 (inclusiveness, safety, sustainability) concerning the specificities of a paradigmatic context.

The postcard allows a deepening of some workshops. In particular the Ws 2.1 *The security of fragile territories* and the Ws 3.2 *Safeguarding the territory as a key to sustainability*.

Fragility is linked not only to the lack of physical robustness but also to the most intimate territorial values: to the lesser, rarer and more sensitive resources. Resources to be protected as common assets, as heritage.

The multiple risk conditions require the preparation of a territorial project that operates as an *environmental infrastructure*, as a device that improves the quality of air, soil, water, the degraded and abandoned urban environment. In this perspective, Taranto is a laboratory city: a place of experimentation with a culture of environmental safety that redeems the self-referentiality of approaches and the ineffectiveness of outcomes.

The perspective of environmental safety and the associated territory project is based on the recognition of the city as a patrimonial resource, a common asset, a palimpsest to be deciphered in all its levels of meaning: historical-archaeological, environmental, cultural and social. Once again *Taranto, a mirror of Italy*.



Postcard-reference guide

SALENTO

Key words:

tourism, environmental crisis, territorial regeneration

Title:

Crisis of Landscape

The interpretation of the Salento diffusion as a settlement model consistent with the structure of the society and the local economy has allowed, as had been foreseen by the PTCP extensors of the Province of Lecce, the tourism realization that has succeeded in promoting the territory. Salento, from being an archetypal place of the southern backwardness, has now become a privileged destination for national and international tourism. Over 20 years, the tourist economy has opened its eyes from the coast to the hinterland, adhering to the dispersed form of the territory of the farms, the *casedde*, the *pagliare*, allowing imported transformations of the real estate and economies. However, if the private patrimony has been primarily dedicated to the tourist reception, taking away spaces from living and agricultural production, at the same time the equally awaited infrastructure of the territory, the implementation of services and networks have not been completed. The positive interferences with the other aspects that tourism should have relaunched have been very partial in practice, leaving unchanged (if not aggravating) the economic and social gap within the communities.

The Salento postcard shows the failure of the development of recent years, but which has also been achieved through the inability of politics to govern processes, not knowing how to converge economic dynamics within a comprehensive and multi-sectoral vision of reality. The common idea of an attractive tourist coast of crystalline sands and unpolluted sea contrasts with a reality in which the themes of protection and enhancement of environmental aspects are crucial. Themes to which already 20 years ago the scenarios of the Salento peninsula possible development had made reference considering them substantial and not secondary to give meaning to the expected growth. The vision offered by the postcard is related to the themes addressed in some of the workshops of this SIU conference, in particular, the Ws 1.1 *Welfare policies on urban inequalities*, the Ws 1.3 *Adaptability and models for new inhabitants and lifestyles*, and the Ws 3.2 *Safeguarding the territory as a key to sustainability*.

The theme of the territory-patrimony in Salento imposes itself with power through the great ecological and environmental problems (xilella, TAP, abusivism) reminding the agenda of the need for an urgent change of managing approach and a different role of the local communities.

In Salento, the possible way out of the environmental crisis is the establishment of an environmental landscape interconnection project that can be set up in the hypothesis of a strategy of territorial regeneration that goes beyond the municipal scale and that enhances all the aspects that the environmental dimension contains (social practices, industrial activities, history, popular culture, environment). This territorial project seems possible in the hypothesis that the local communities are no longer (and only) actors of the project but decision-makers aware that the preservation of their land depends on the rediscovery of the historical identity matrices.

