



Rēzeknes Augstskola
Izglītības un dizaina fakultāte
Personības socializācijas pētījumu institūts
sadarbībā ar IPSAPA un Udines universitātes
Celtniecības un arhitektūras departamentu, Itālija

Rezekne Higher Education Institution
Faculty of Education and Design
Personality Socialization Research Institute
in collaboration with IPSAPA and Department of Civil
Engineering and Architecture, University of Udine, Italy

ISSN 1691-5887

SABIEDRĪBA, INTEGRĀCIJA, IZGLĪTĪBA

Utopie e distopie nel mosaico paesistico-culturale.
Visioni Valori Vulnerabilità
Atti della Conferenza Scientifica Internazionale
27-28 Giugno 2013

Volume VI

SOCIETY, INTEGRATION, EDUCATION

Utopias and dystopias in landscape and cultural mosaic.
Visions Values Vulnerability
Proceedings of the International Scientific Conference
June 27th-28th, 2013

Volume VI

Udine (Italy)
2013

RĒZEKNES AUGSTSKOLA
IZGLĪTĪBAS UN DIZAINA FAKULTĀTE
PERSONĪBAS UN SOCIALIZĀCIJAS PĒTĪJUMU INSTITŪTS
SADARBĪBĀ AR IPSAPA UN UDINES UNIVERSITĀTI, ITĀLIJA

REZEKNE HIGHER EDUCATION INSTITUTION
FACULTY OF EDUCATION AND DESIGN
PERSONALITY SOCIALIZATION RESEARCH INSTITUTE
IN COLLABORATION WITH IPSAPA AND UNIVERSITY OF UDINE, ITALY

ISSN 1691-5887

SABIEDRĪBA, INTEGRĀCIJA, IZGLĪTĪBA

Utopie e distopie nel mosaico paesistico-culturale.
Visioni Valori Vulnerabilità
Atti della Conferenza Scientifica Internazionale
27-28 Giugno 2013

Volume VI

SOCIETY, INTEGRATION, EDUCATION

Utopias and dystopias in landscape and cultural mosaic.
Visions Values Vulnerability
Proceedings of the International Scientifical Conference
June 27th - 28th, 2013

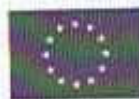
Volume VI

Udine (Italy)
2013

Konferenci atbalsta
The conference is supported



**edu
sen**



**Lifelong
Learning
Programme**

bringing neighbours closer
Project LLIV-223 „Designing a
Model Geared towards
Participation of People at Social
Risk Groups in the Labour
Market” (MODPART)

Project „Evaluation toolkit on seniors education to improve their
quality of life”
No 518227-LLP-1-2011-1-ES-GRUNDTVIG-GMP

Chairperson of the Program Dr., prof. Ting Fa Margherita Chang
Chairperson of the organizing committee Dr., prof. Aggr. Mario Taverna
Technical Operator of the organizing committee Dr. Sandro Clocchiatti

Organizing committee:

PhD, prof. Aggr. Luca Iseppi
Arch., prof. Giovanni Tubaro

Chairperson of the scientific committee:

PhD, prof. Livio Clemente Piccinini, Decane of the University of Udine and IPSAPA National
President
PhD, prof. Velta Ļubkina, director of PSRI (Rezekne Higher Education Institution, Latvia)
Dr., prof. Gilberto Marzano (Ecoinstitute Friuli Venezia Giulia and University of Udine, Italy)

Scientific committee:

Dr., prof. Margherita Chang Ting Fa, Coordinator of PhD Program in Economics, Ecology,
Landscape and Territory (University of Udine, Italy)
Dr., prof. Francesco Braga, Board of Directors of IAMA (Guelph, Canada)
Dr., prof. Paul Davies, Past Board of Directors of IAMA (Royal Agricultural College, UK)
Dr., prof. Alno Farina, Past Pres. International Association of Landscape Ecology
Dr., prof. Melanie Fritz, FoodNetCenter University of Bonn
Dr., prof. José M. Gil, Dir. Centre de recerca en economia i desenvolupament agroalimentari
(Barcelona, Spain)
Dr., prof. Augusto Marinelli, Past. Pres. Ce.S.E.T., Past Pres. SIDEA
Dr., prof. Alfredo Massari, Past Pres. Associazione Italiana Cultori di Diritto Agrario
Dr., prof. Roberto Pinton, Pres. Centro Ricerca e Innovazione Tecnologica in Agricoltura
(CRITA)
Dr., prof. Placido Rapisarda, Pres. Consorzio Regionale per la Ricerca Applicata e la
Sperimentazione (CORERAS)
Dr., prof. Zeno Varanini, Pres. Associazione Italiana Società Scientifiche Agrarie
Dr., prof. Decio Zylbersztajn, Head of the Center of Studies of Law, Economics and Organization
(University of São Paulo, Brazil)
Dr., prof. Marina Schenkel (University of Udine, Italy)
Dr., prof. Eugenia Aloj (University of Sannio, Italy)
Dr., prof. Patrizia Tassinari (University of Bologna, Italy)
Dr., prof. Roberto Busi (University of Brescia, Italy)

ISSN 1691-5887

© University of Udine in cooperation with Rēzeknes
Augstskola, 2013

INDICE
CONTENT

VOLUME 6

Introduction to the sixth Volume

Livio C. Piccinini, Placido Rapisarda

Utopia Confronts Dystopia in the Actual Landscape-Cultural Mosaic 11

I. Vision and project (Vision)

1A From the Idea to the Project

Maurizio Drolli

Il rating dei borghi ai fini della creazione dell'impresa nell'ospitalità diffusa: realtà o utopia?

Rating rural Hamlets for their Business Start-Up Potentials: Reality or Utopia? 21

Luca Renato Fauzia

Progettare attraverso il mito: le vicende del Gorgo Nero per la rifondazione del borgo S. Giovanni di Piazza Armerina (Enna)

Designing through the Myth: the "Gorgo Nero" Stories for Re-foundation of the Borough S. Giovanni in Piazza Armerina (Enna) 35

Vincenzo Pollini

Utopia per Pompei: Tripode

Utopia for Pompeii: Tripod 45

1B Flexibility and Rigidity of Territorial Projects

Fiorella Felloni

L'utopia del progetto urbano contemporaneo a "misura d'uomo". Il caso studio di una città termale

The Utopia of the Contemporary Urban Project at "Human Scale". The Case Study of a Thermal City 57

Antonio Passaro

Revival of Tourism in Coastal Areas of Campania. Strategies and Projects

..... 69

Short papers

Alessandra Barresi, Gabriella Pultrone

Percorsi di ricerca e sperimentazione per una nuova qualità urbana

Research and Experimentation Paths for a New Urban Quality 81

IC Beyond Forecast, in Good and in Evil

Gian Marco Girgenti, Gino Cassarà

Una lettura urbana su Balestrate: realtà intermedia e nuove possibili centralità

Balestrate: an Urban Analysis 87

Short papers

Vincenzo Bagnolo

Un nuraghe...in città

A nuraghe...in Town 99

Luigi Mollo, Carlo Giudicianni, Rosa Agliata

Frammenti del passato nei contesti presenti: l'architettura rurale Basca

Fragments of Past in the Contemporary Contexts: Rural Architecture in the Basque Country 107

2. Local Values, Global Values (Value)

2A Exaltation and Neutralization of Values in the Contact of Different Scales

Roberto Bresciani, Maurizio Droli

Il valore dell'arredo urbano come risorsa d'impresa e turistica. Il caso del comune di Dro in Trentino

The Value of Street Furniture as a Resource for Business and Tourism Development. The case of Dro Municipality in Trentino 117

Short papers

Serena Abello

Transizioni culturali: forma e contesto. Il paesaggio della difesa nell'alexandrino

Cultural transitions: Shape and Context. Landscape of Defence in the Territory of Alessandria 129

Valentina Cattivelli

Tra città e campagna: alcuni esempi di regolazione delle relazioni urbano-rurali. I casi di Vienna e di Helsinki

Between Cities and Countryside: some Examples of Urban-Rural Relations Control. Vienna and Helsinki Cases 135

Maria Gabriella Errico

Paesaggio e benessere: il giardino terapeutico

Landscape/Wellness: the Therapeutic Garden 143

2B Nature as an Active Player in the Realization of Utopias

Anita Calegari

Paesaggio nell'Oltrepò Pavese: Canevino, il luogo dei *Miracula Sancti Columbani*

Landscape of Oltrepò Pavese: Canevino, the Place of Miracula Sancti Columbani

Columbani 149

Raffaella De Martino

Il parco fluviale del Gaudiana: ipotesi progettuale per uno sviluppo territoriale sostenibile

Gaudiana River Park: Planning Assumptions for a Sustainable Territorial Development

..... 161

Rejana Lucci

The Sarno River as Plot of the Public Centers in the Urban System of the Plain

..... 169

2C Information Networks and Changes of Value

Laura Blotto

Architettura e paesaggio degli antichi percorsi religiosi nel Var

Architecture and Landscape of the Ancient Religious Paths in the Var 179

Giuseppina Cassalia, Maurizio Malaspina, Claudia Ventura

La valorizzazione del mosaico paesistico-culturale nello stretto: il progetto Ecodistretto

The Enhancement of Cultural Landscape Mosaic in the Strait of Messina Area: the Ecodistretto Project

..... 191

Marina Fuschi, Alejandra Meda

La rete tratturale in Abruzzo tra retaggio storico, recupero culturale e valorizzazione territoriale

The Network of Cattle Tracks in Abruzzo: Historical Heritage, Cultural Restoration and Development of the Territory

..... 203

3. Construction, Deconstruction and Renewal (Vulnerability)

3A Utopia Guides Culture, Culture Guides Utopia

Celia Cirillo, Luigi Scarpa, Ugo Zannini, Giovanna Acampora, Marina Russo

Eighteenth-Century Fragments of the Rural Landscape: the Farmhouses of the Ager Falernus in Northern Campania

..... 217

Antonella Versaci, Alessio Cardaci

Ri-comporre la memoria. L'ex carcere borbonico di Siracusa: dall'utopia panottica alla trasposizione reale

Re-Composing Memory. The Former Bourbon Prison of Syracuse: from the Panoptic Utopia to the Real Implementation 225

Short papers

Paolo Mira

La chiesa agostiniana dei santi Cosma e Damiano di Turbigo

The Augustinian Church of the Saints Cosmas and Damian in Turbigo 237

3B The Deconstructed Landscape in Everyday Perception

Sabrina Vecchio Ruggeri, Rosalia Vitarisi

Il patrimonio architettonico nel paesaggio rurale della vallata del Gallico (RC)

The Architectural Heritage in the Rural Landscape of the Gallico Valley (RC) 243

Short papers

Giuseppina Cassalia, Maurizio Malaspina, Claudia Ventura

Liberare la memoria dai rovi: riscoperta dell'identità dei luoghi, lungo le tracce di Zanotti Bianco in Aspromonte

Clearing the Memory from Bushes: Rediscovering the Identity of Places along the Path of Zanotti Bianco in Aspromonte 255

Luigi Corniello

Il disegno dell'architettura nel segno della natura. Rappresentazioni tra utopie e distopie

The Drawing of Architecture in the Sign of Nature. Representations between Utopias and Dystopias 261

3C The Old, the Ancient and the New in Elite Designing

Massimo Baldari, Maria Cristina De Salvo, Vicente Estruch Guitart, Bruno Francesco Nicolò

Approcci di valutazione economica del paesaggio a confronto: il caso della piana di Gioia Tauro

Approaches to Economic Evaluation of the Landscape in Comparison: the Case of "Piana of Gioia Tauro" 267

REVIVAL OF TOURISM IN COASTAL AREAS OF CAMPANIA. STRATEGIES AND PROJECTS

Antonio Passaro

Università di Napoli Federico II

Abstract. *Campania's coast, thanks to its exceptional richness, should be one of the main resources for the regional economy in terms of tourist revenue. Despite its vast potential, what emerges above all is the lack of a unified project from which to derive initiatives, directives and promotions. Particularly now that the tourist offer requires targets and coordination with other policies (environmental, territorial, cultural, educational, transport etc.); it lacks. Ultimately, a strong idea to support a new offer for regional tourism. In many places local natural resources have been sacrificed to private interests or to the demands of mass tourism. In these notes we want to confirm strongly the principle of inalienability and to assume, on the contrary, the re-appropriation of coastal systems as a common heritage through work for the recovery of wildness accordance with the plans of distribution of areas and different levels of protection and reversible installations.*

Keywords: *Coastal systems, Equipment for bathing, Environmental rehabilitation.*

The Campanian coast shows, more than other regions of the Tyrrhenian Sea, an articulation and variety of landscapes of exceptional beauty. The coasts of the four bays are separated by many rocky headlands that open out along the coastline of the region, and offer a great variety of environments: from the wide sandy beaches of the flat Terra di Lavoro and Sele to the cliffs on the coast of Sorrento, Amalfi and Cilento Region. Yet, despite the potential and the tradition of some tourist locations, major international centers of attraction (Capri and Ischia islands, Pompei, Ercolano and Paestum, Sorrento, Positano, Amalfi, Palinuro and other seaside resorts on the coast of Cilento), the participation of the Campania region to the national tourist revenue is just over 5%. The causes of this impasse must be blamed on the lack of planning of tourism development during the economic boom, on allowing small businesses to provide tourist services in an occasional and fragmented way and on the inability of the local government to protect the territory. The historical centers and the area, particularly those near the sea, were assaulted by an intense building activity. The opposition of the economical dynamics between the maritime areas and the poorest and most disadvantaged inland areas (in no other region does the gap assume the extreme contrasts as those that occur in Campania) favoured a migration of population to urban coastal centers. This caused a continuous urbanization where it is now difficult to distinguish the boundaries of single villages. Elsewhere, the large coastal areas and the coastal roads show a continuous sequence of second homes and facilities for bathing that are mostly illegal, constructions of poor quality, distributed with no regulation or homogenous design. In just a few decades a widespread degradation hit most of the historical-cultural landscape. The current deep financial crisis in the West

forecasts, in particular, an economic predicament for southern regions. Perhaps it is time to revise those development plans, never fully believed in, which derived for the most part the budget for touristic activities. In this field the Campania region still has an enormous potential, it should become the main protagonist of regional economic planning. The attractor must not be identified in the single large episode, distinct from its context, but, on the contrary, the primary objective must be focused on the whole territory's rehabilitation through sustainable development processes. The initiatives aimed at triggering these processes must not only pursue the optimization of the spatial structure, but must seek new ways for economic and social interaction. The concept of sustainable development should not be tied to a sterile hypothesis of static equilibrium, but must establish an ongoing relationship and balance between exploitation and regeneration of environmental resources. This meaning would seem to legitimize an uncontrolled exploitation of local resources, instead we want to find a way to control the transformations into a responsible global management, above all, into a planned action for the government of all territory. It is therefore necessary that the land use is qualified by the compatibility and consistency of interventions, in order to pursue overall the designed development of physical changes in harmony with the needs of socioeconomic planning. Therefore, the preconditions for a revival in tourism in Campania must be aimed at protecting the environment, at defining a new territory layout, at improving the historical and cultural heritage and integration with other southern realities. From the analysis of the policies for tourism over recent years one aspect emerges above all: the lack of a unified project to which to refer any action, directives or promotions. The primary task will be the creation and reorganization of tourism on a local level with a project for the expansion of environmental quality. It is evident that the increasing demand for tourism is closely linked to environmental values and involves the construction of a framework of objectives widely shared and recognized, where the environment rehabilitation is the strategic goal for development of tourism itself. To be able to implement this strategy a reversal in policy management is required, because, even today, while the establishment of national and regional parks shows an increased sensitivity to the environment, a widespread arbitrariness in violating constraints in the name of patronage is also likewise shown. These practices come from an outdated view that still considers the territory as a set of places that anyone can handle for their own and not as a unitary system, as property of the whole community, where residents are only temporary users. It is time, even in the south, to meet the standards, and prohibitions that these pose, and draw up radical plans and rigorous rehabilitation of the whole region, in which specific conditions are determined by the processes of transformation and land use. In this sense it is necessary to:

- ensure the protection of the territory and its primary resources both physical and morphological;

- recover the aspects, those that are still recognizable, of the cultural-historical events that marked the territory and its complex relationship between natural environment and local populations;
- reduce the pressure on natural systems and environmental settlements, including through appropriate mitigation of impacts;
- identify these necessary actions for the maintenance, restoration and integration of environmental and landscape values;
- ensure the quality of the natural and man-made environment aimed at its collective fruition.

In particular, the Campania region, which is bound by the sea for much of its land development, needs, among its priorities, to resolve its relationship with the sea which over time has been weakened due to the economic decline of maritime activities (fishing, ports, etc..). The Campania coast shows more than all others the state of decay and neglect faced by the region, therefore the work of restoration should start consistently from here. If you follow the coast, except in a few stretches or even particularly suggestive glimpses, the presence of the sea, even when perceived, is denied by an infinite sequence of screens that block the view. In particular, along the sandy shores, various constructions occupy public lands either under concession or completely unauthorized. Here, we want a discussion on all the equipment, designed to support beach activities (establishments, dining, swimming, etc.) that, in different ways, legal or not, take up these areas. We also want to highlight the need to promote measures for redefining the arrangements for delivery of services for tourism more than the characteristics of settlement of the bathing facilities, to match both the needs of users and of the environment. For a long time in various analyses on different bathing places, it was found that bathing facilities are frequently underutilized or even oversized due to a new way of enjoying beaches. In fact, the bathhouse was founded in the nineteenth century as a health resort for treatment and therapies (Thalassotherapy, heliotherapy, etc..), as a consequence of romantic concepts of the regeneration of body and spirit, in agreement with an emerging scientific experimentation on the therapeutic uses of the natural elements¹, for a very exclusive clientele. Later, when the habit of bathing in the sea was extended to a wider social class, the number of establishments increased and the structures, originally built with bricks, were built with wooden elements, in order to be

¹ *The innovation of the time in health procedures was constituted by the discovery of the benefits of the seaside climate. At the end of the 18th century English doctors proposed that bathing in seawater due to its chemical composition of bromine and iodine, beyond the benefits of thermal treatment had particularly beneficial effects on the lung and heart diseases prevalent in those years. Thalassotherapy, water and climate therapy become the new tools in treating "subtile illness" and those nervous disorders particularly frequent among the European upper classes.* From: Bette E., Trani M., *L'architettura del lido balneare*. In: (catalogo della mostra:) *Architettura della città di cura balneare ottocentesca*, Grado, 1989.

dismantled at the end of each summer season². For those customers who used to stay longer at the beach, each resort began to offer all kind of services and to organize various initiatives aimed at entertaining them and extending their stay until late evening. Nowadays the manner of use of the beaches has changed toward a more dynamic and informal use, and perhaps less demanding; as consequence, the provision of services must adapt to the new demands of the enjoyment of the environment rather than entertainment. Why continue to build or restore structures that are not proportionate to the real needs of users?

In the future the market of tourist services must evolve towards more moderate models, the full-optional and unnatural supply should be replaced with tourist resorts consistent with the nature of the available resources. The constant friction between the desire of the institutions to ensure environmental protection and the pressing demand for permits and licenses for settlements of high environmental impact³, should evolve into a natural scaling thanks to a more selective market demand. The integrated model⁴ of coastal bathing facilities commensurate with the carrying capacity of the local context is increasingly credible. The quality of tourism and hospitality can not depend on the number and variety of services offered, but on the responsiveness and respect for the nature of these sites. This does not necessarily mean that the additional facilities (swimming pools, sports fields, artificial spas, water parks, etc.) are quality markers⁵, the evaluation parameters must therefore be related to the ability to exploit the potential of the context itself, by inventing local solutions in contrast to the global market of tourism. The uselessness of certain structures is thus confirmed. as is the consequent desire to find solutions with low environmental

² The concession scheme regulated by Royal Decree No. 726 of 01.12.1895 (... *licenses may arrange for the construction of removable and bathing cabins or baths huts*) provided that a fee (the amount of which is determined from time to time, considering the use by which the grant is requested, the value of the required area, the importance of the concession and extent of easements or restrictions that may result from public use) which evidently discouraged the idea of permanent building structures. Thereafter, the cost of hiring became so small as to prompt dealers to transform the structures from temporary to permanent.

³ The employees and the associations of the seaside tourist industry because of their short-sighted interests, have focused on making structures increasingly invasive where the neurosis of entertainment has tired tourists so that, in years, a slow and gradual exodus to other places or countries occurred.

⁴ As expressed in the Framework Law for Protected Areas to the definition of environment (from the Latin *ambire* = to go around) is not exclusively related to the natural environment but to the whole system including the works of man and his activities.

⁵ Most of the transformation interventions were determined by the demand for improvement and enhancement of tourism. In fact, most of these stem from short-sighted speculations of small entrepreneurs, promising hypothetical profits to the local community, they reach a tolerance in the application of the penalty for the protection of coastal shores. Thus local initiatives have the responsibility for actions incompatible with the environmental heritage, a good that belongs to the entire community, while the imbalance between the desire to preserve natural resources and the need for their exploitation is unresolved.

impact up to considering, in many cases, the re-naturalization of the beaches. In this way a planned restitution of maritime domain⁶ can begin and the legal status of inalienability will be confirmed, as well as the impossibility of amnesty for unauthorized building. In this way it will also be univocally explained what "exclusive use by the grant temporary" means. Here we point out the laws⁷ that have often been ignored or too superficially interpreted. Even today, while the protection of the environment seems to be a widely shared concept, the regional building⁸ regulations and guidelines⁹ continue to only recognize the simple

⁶ The State property is specified by the Civil Code in the following articles:

– *Art. 822 State property*

Belonging to the State and being part of the property of the state the seashore, the beach, the roads and the ports, the rivers, the streams, the lakes, and the other waters defined public by the laws in matter...

– *Art. 823. Juridical conditions of state property*

The real estate that make up part of the state property are inalienable and cannot form objects of rights of favour to a third party, if not in the ways and the limits established by the laws in this regard...

– *Art. 824. Goods of the province and of the common subjects of the regime of real estate belonging to the state.*

The real estate in specific that indicated from the second comma of article 822, if they belong to the province or to the municipality, they are subject to the regime of state property.

⁷ The normative that disciplines the relationship in maritime state property make reference at a national level, for example, to Circolare N. 120 of 24th May 2001 emanating from the Ministry of Transport and Navigation at regional level.

... The facility, the manufacture and the works realized or to be realized on the maritime state property or the territorial sea are considered of "difficult removal" when entering in the typology distinguished by the letters A B and E, of the attached table "Typology of work", while those distinguished by the letters C,D,F, and G are considered of "easy removal".

TYPOLOGY OF THE WORKS:

A - Construction in ordinary brickwork with floors in reinforced cement simple or mixed.

B - Constructions in ordinary brickwork with floors in prefabricated panels on reinforced cement platforms.

C - Prefabricated structures on reinforced cement platform hinged or propped on concrete in the base.

D - Prefabricated structures propped on ground or planted.

E - Works, facilities and diverse manufacture from fabricated to assimilable to the typology A and B.

F - Works, facilities and diverse manufacture from fabricated to assimilable to the typology C and D.

G - Works, facilities, manufacture totally planted/immersed.

⁸ Plan for the use of public land ports of Liguria Region.

⁹ The Building Regulations in the City of Naples' "Attachment A - Requirements of Environmental Quality" Art.9 – "Coastline and seaboard", states: *... coast free to the sea: stretches of natural coast... are to be saved and re-qualified with interventions of: the elimination of elements of waste (illegal huts, dumping of solid waste or sewage, deposit, buildings without historical -typical value, facilities in disuse, signs or billboards etc.);... the realization of structures exclusively with features in wood temporary or dismountable is consented for the activation of bathing activity only in the summer period ...*

distinction between free beaches and concession areas with the definition of the eligible uses and constraints. Is therefore necessary to confirm strongly the principle of inalienability and to suggest the rejection of requests for new licenses or renew those that expire; in other words the restoration of coastal systems as a collective heritage through the works of partial or total re-naturalization according to different levels of protection:

- areas in reserve, where all services and equipment must be deleted and the coastal dune systems and wetlands must be restored; the shorelines and beach must be nourished to create conditions so that it reproduces the system of flora and fauna. For these areas levels of protection with a total prohibition of any activities not compatible with the maintenance of naturalness should be fixed;
- whole natural areas, in which you must remove all permanent items and equipment that do not have an indispensable function for compatible use of the area (restrooms, access roads, water and power distribution network, sewerage, etc..). For these areas services must be seasonal or temporary or itinerant;
- integrated natural areas, in these areas a larger supply of services can be assured if they are small scale and temporary¹⁰.

The perimeters and extent of bounded areas should be provided for in both local environment¹¹ and marketing¹². This factor should reconcile the dichotomy between program of re-naturalization for coastal areas and economic development. While these radical interventions would cause a reduction in bathing facilities and of their employees, on the other hand it would increase small services, their managers and users, including foreign tourists attracted by the cultural experience of the Grand Tour, as in the 1960's, traveling our peninsula to rediscover places that were praised by Goethe, Byron, Dumas, when the southern coasts still appeared unspoiled.

A clear example of intervention methods in coastal areas, attentive to the recovery of the identity of place, which, at the same time, attempts to combine disparate interests, may be the experimental design¹³, as is shown below, on the seaside of San Giovanni a Teduccio, a neighborhood on the coast of Naples. It

¹⁰ Both for the *natural integral areas* and for the *natural integrated areas* services must be of provisional and seasonal character, also the related buildings cannot have permanent foundation systems.

¹¹ The *environmental parameters* can be identified in relation to the nature of the sites (level of natural, high environmental value, landscape values, etc..) to anthropogenic pressure of the surrounding areas, etc. .

¹² The *regional marketing* is the policy that government and private entities engage in integrated activities in an area; it is aimed at optimizing the specific local resources to improve local economies by attracting investment flows also by organizations and external individuals.

¹³ This study has been developed in the tesi in Scienze dell'Architettura of the Università di Napoli by student Domenico Alex Patricelli.

was once a small village along the “Miglio d'oro”¹⁴, then it became part of the industrial area of Naples; now it is abandoned but, despite the widespread destruction, it still keeps important architectural works and a rich and varied environment. Here, more than elsewhere, the coastline was closed off from the railway¹⁵ and then it was occupied by factories that have modified the coastal profile. The stretch of coast, the subject of the experimental design, is just 250 meters. As this area is close to the city center, it is exploited all the year and especially in summer, despite the ban on bathing, is crowded beyond belief. The aim of the study is to define a method of intervention which, while satisfying all users' needs, nevertheless preserves a sustainable approach with the territory. Above all, the aim is to test a system that from such a difficult context could be a pilot example for other situations for the revival of tourism along Campania's coast. The first phase of the study was a detailed analysis of the environmental factors that could guide the design choices towards congruent solutions. Studies have been performed for the recognition of geo-morphological factors and for facing the weather-climate, in particular the sunshine and the ventilation. From this study it came that in the studied area there is a total solar radiation and, due to the influence of the Mountain Somma-Vesuvio, there is a regime of very variable breezes during the day, especially in summer. Subsequently, the architectural context was analyzed with reference to all the relevant elements, services, and equipment as well as the analysis of the traffic, both pedestrian and vehicular, and parking areas. Also paths near the beach were studied to find the physical barriers that make it uncomfortable to reach the seaside or that greatly reduce the visual permeability to the sea. In addition, the relationship between the town and the sea was studied, by noting the most frequent construction features and typologies¹⁶ together with the vegetation aspects, by recognizing indigenous species and their performance that characterize the place¹⁷. The problems that emerged from the analysis (Fig.1) are summarized as follows:

- unsuitability of pedestrian access from the town to the beach;
- impossibility of crossing of the railway line;

¹⁴ The “Miglio d'oro” (Golden Mile) is part of a road (one time *Regia delle Calabrie*) that connects the Neapolitan quarters of San Giovanni a Teduccio and Barra, following on to the town of San Giorgio a Cremano, Portici and Ercolano, until Torre del Greco; defined as “golden” for the splendid residences built from the beginning of the 17th century for the Neapolitan nobility.

¹⁵ The railway Napoli - Portici was the first railway track to be built in Italy being inaugurated on 3rd October 1839.

¹⁶ In an analysis of the construction system other investigations into the historic evolution of the area have highlighted the reoccurring building components and the respective construction characteristics (chromatic matter etc) that constitute a substantial reference for the adoption of compatible solutions in the light of the tradition.

¹⁷ An analysis of the surrounding nature identifies the location, the type (shrubs, weeds etc), the characteristics (stereometry, chromatic etc) and the environmental performance (expressiveness, permeability to solar radiation and acoustic propagation, etc.)

- discontinuity of the promenade;
- inadequacy of tourist facilities.

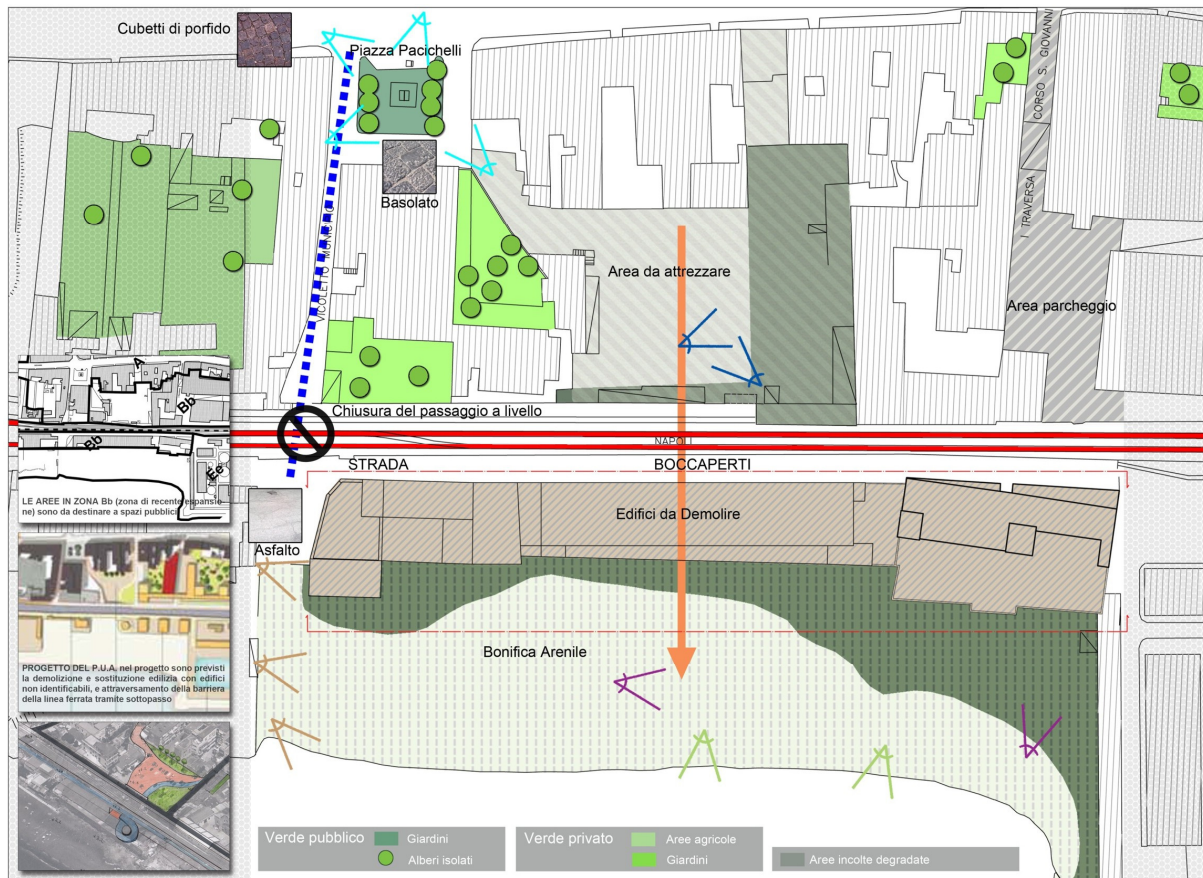


Fig. 1. Analysis of the place.

In the experimental design, illustrated below, an attempt was made to combine the technical and environmental aspects previously identified through a methodology of the process-design that, starting from an environmental analysis and through progressive passage of scale, gets the definition of detail. The search for congruent solutions has provided the arrangement of the segment that connects the city with the designed area through the underground crossing of the railway line, the connection and the lengthening of the path that runs parallel to the coastline and connects the different bathing areas on the seaside. Special attention has been paid to the re-naturalization of the stretch between the path and the beach through the demolition of the buildings that occupy the stretch of coast in an abusive manner and the replacement of concrete structures (retaining walls, sidewalks, fences, etc..) with tuff floors and stabilized soils, slopes made of boulders of trachyte of Vesuvius that include natural vegetation. The path is divided between pedestrian and cycling lane, on the sea side there are plants that have a strong resistance to the weather conditions and give the quality of shade; the opposite side is planted with flora that makes a sound barrier to the railway line. To avoid over-sizing of equipment, in the design of tourist facilities, a

study was carried out on the real needs of users¹⁸ and their activities according to the different age of users group, with their hourly distribution and seasonal period (Fig. 2).

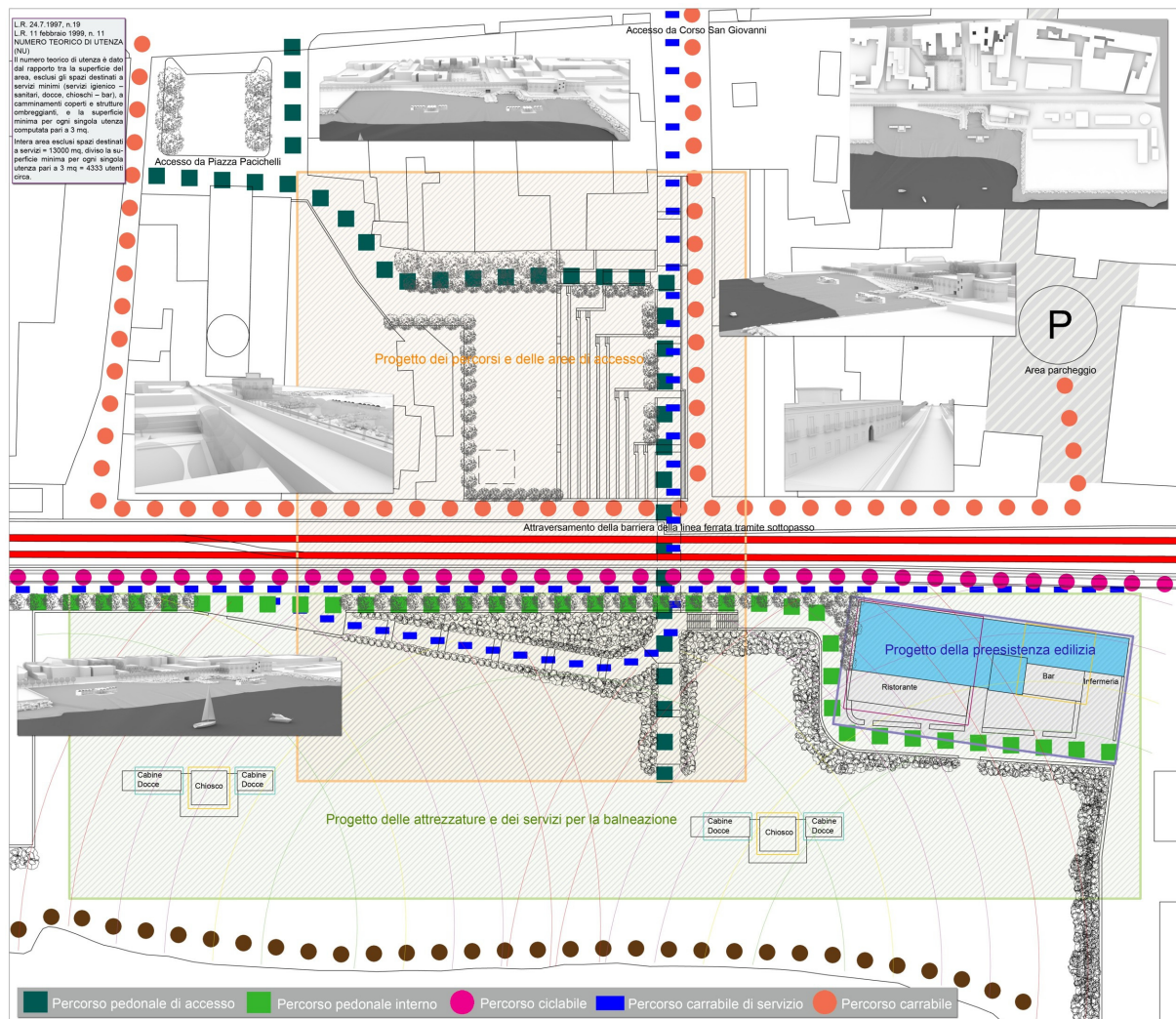


Fig. 2. Design solutions.

Above all, high attention was paid to the redesign of equipment for bathing, their size and location on the beach. In detail, we identified the specific characteristics, dimensions, number in relation to the number of expected users and the maximum distance to reach every service (Fig 3,4). The rays of maximum distance on the plan have created a network that uniquely determines the layout and logistics for all equipment and services.

¹⁸ The distinct admissible uses of free areas and managed areas have been calculated in function of the regional normative prescription of bathing areas.

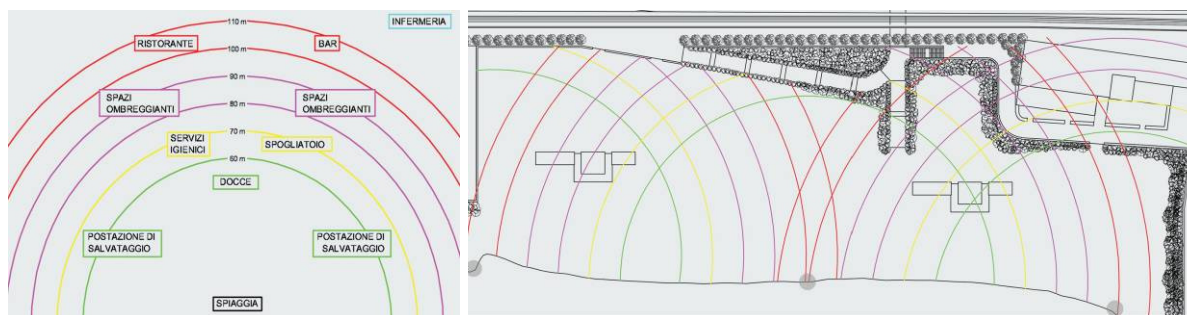


Fig. 3, 4. Method to define maximum distance to reach every service.

They have been, however, distributed in such a way as to leave open views (visual permeability) by identifying the positions where both the breadth and the height of the buildings would not shut off the landscape¹⁹. The equipments, while preserving a traditional look, are easy to remove at the end of the bathing season or of the licence. The equipments have structural elements and modular frames, made of profiled galvanized steel, they have simple hooks that allow to scale them in relation with the number of required utilities and services. The dimensions of the structural elements have been designed in function of their portability and the subsequent storage; therefore the dimension of each element was defined on the base of the means of transport. In order to set up a standard unit for all the designed equipment we made a comparative analysis between the standard sizes of pallets and containers, all dimensions were also scaled at the anthropometric measurements and functional activities for each equipment (Fig.5). The foundations are settled on the sand with the reinforced concrete plinths that are integral with the threaded rods that can turn on a special nut that is sunk in the sand up to rejection. This system guarantees both the removal of the plinths and the possibility to adjust the height of the supports; thus in order to allow the perfect co-planarity of the top bases and the possibility to adjust the support in case of punctual sinking. The basic modules can be aggregated in different combinations to form spaces and volumes articulated; it is also possible to change all combinations according with new spatial and functional requirements; they can be hooked with vertical closures transparent and / or opaque (Fig.6)

¹⁹ The realization of shaded spaces that improve the conditions of acclimatization with an adequate orientation with regards to the position of the sun and wind direction and, also through the use of materials of low thermic absorption.

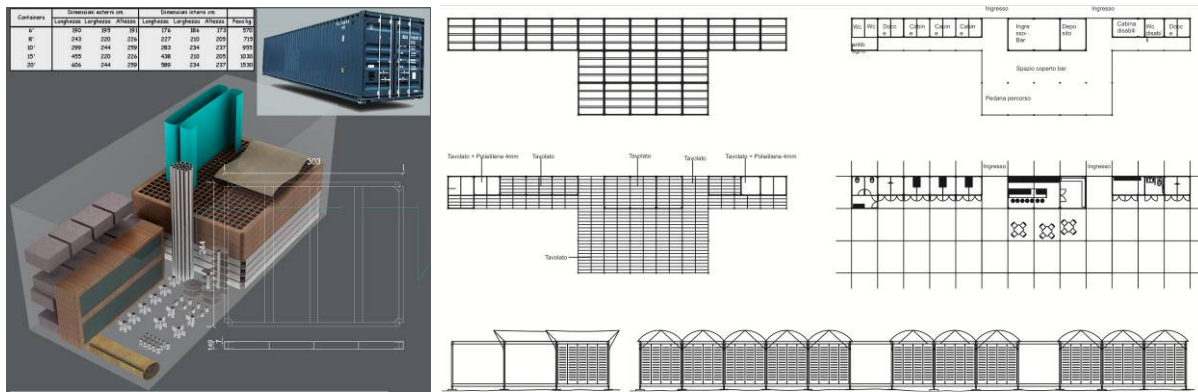


Fig. 5. Example for the storage of disassembled modules
Fig.6. Plans and elevations of the combination of modules

Each element is customizable in the spatial distribution and finishes, both internal and external, and, where it is possible, the furniture can be integrated with the build to make it immediately usable and to maximize interior space. The floor of the basic modules is a wooden pine plank simply stuck. The structure of the external walls and of the interior partitions is performed by panels of pine slats mounted in a galvanized steel frame; the wall modules can also integrate the pre-assembled doors and windows. The roof is composed of two systems: the infill and the waterproofing. Each modules, depending on its destination (cabin, showers, storage, toilets, etc..), can be covered by an opaque panel or a wooden grid to prevent intrusion and allow ventilation. The disposal of rainwater is reached thanks to a system of waterproof sheets that are tensed through stainless steels beams fastened to the external walls. The space between the infill and the waterproofing allows the air circulation that is an effective protection against the direct radiation. All the wooden elements are treated with water-based paints; the colour ranges of painting have been derived from the analysis of the town; where the wooden panel connects with the metal frames to guarantee a proper seal against decay. The wood of the floors, without any treatment, would assume in few months a pearly tone that is chromatically neutral so as to match with the silvery-white zinc oxide of the steel frames²⁰.

²⁰ A further phase of the project has been dedicated to the study of the effective realization faced through an analysis of the phases of: assembly and dismantling, maneuverability and connections. The phase of assemble/dismantling is schematic in:

- predisposition of the covered area through a leveling of the shore with an inclination not over 2-3 % (the self-centred pyramidal plinth poles of the foundation system inserted must not exceed a length of 40cms. where to avoid the risk of lateral subsidence or contortion of the bars);
- positioning of the modules bases propped with added hooks and predisposed to the hooks of the vertical panels;
- collocation of footboard of the flooring;
- positioning of the tubes that support the tent;
- positioning of the covering panels;
- the attaching of the plant equipment located in the modules base.

The simply support makes almost no impression to the ground after removing the system, while the possibility to aggregate modules in different ways allows the creation of open areas for ventilation that mitigate natural microclimate and avoid the use conditioning systems.



Fig. 7, 8. Abacus of components and example of an assembled module.

The aim of the project is that the equipment match the rules for safety and environmental impact together with more specific requirements for the conservation of the local values that are the true parameters that can affect the type, the size and quality of the settlements for bathing. Certainly the design refers to rules coming from specific local characters and therefore is unique and can not be exported to other contexts as a pre-packaged model. The methodological approach may be useful in the development of the requirements in controlling the ratio between bathing facilities and infrastructure, services, accessibility of places, and, above all, the impact on landscape, the coastal profile, the vegetation and the character of the town.

Summary

Starting from a deep analysis of the environmental requests for bathing facilities in Campanian coast, we assume that the approach to the areas where the degree of naturalness is low or completely absent can vary a lot in reference to areas where there are numerous structures and equipment, or characterized by a high degree of urbanization or, finally, those within urban areas.

This study proposes an example of intervention methods attentive to the recovery of the identity of places that, at the same time, attempts to combine disparate interests; an experimental design is exposed on the sea side of San Giovanni a Teduccio, a neighborhood of the coast of Naples where a strong presence of historical architecture is still kept. A detailed analysis is provided on the environmental factors that could guide the design choices towards congruent solutions up to define a new configuration of the sea side and the technical solution for the equipments.

Antonio Passaro	Dipartimento di Architettura Università di Napoli Federico II, Italia E-mail: passaro@unina.it
------------------------	--