

POMPEI LABORATORY

Heritage and urbanism

POLITECNICO DI MILANO
Town Planning Design Workshop | a.y. 2014-15

Isabella Inti, coordinator /
Caterina Padoa Schioppa / Paola Pellegrini

CRONICLE

***“Alarm in Pompeii,
new collapse in the
Temple of Venus and
in the necropolis of
Porta Nocera.***

***On Tuesday the
Minister Franceschini
convene an urgent
meeting”.***

Corriere della Sera magazine, 2nd March 2014

UNESCO

Italy has an artistic heritage of 5 thousand museums, monuments and archaeological sites, of which 49 are UNESCO sites.

CRONICLE

The total revenues from all the Italian artistic heritage of around 113 million euro, it is almost equal to the income for the visit of the Louvre museum in Paris.

PHOTO INQUIRY

“The *Bel Paese*”

of Claudio Sabbatino.

Great building artifacts inherited from the past buildings are juxtaposed with more or less recent archaeological finds, that are in the midst of bridges, roads, buildings, houses.

Some cities appear as a warehouse: a chaotic collection of historical artifacts and buildings accumulated over time in no particular order.











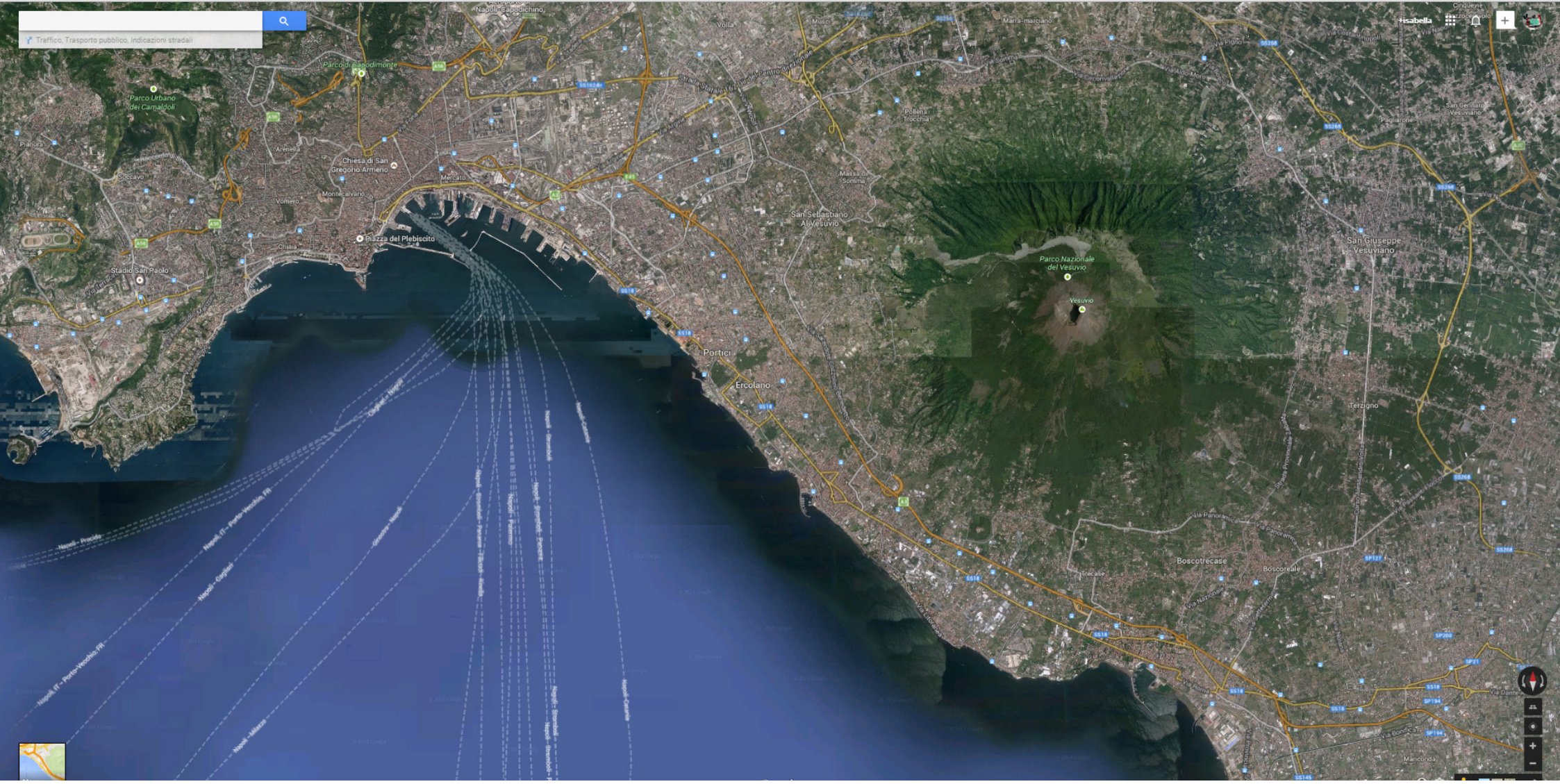


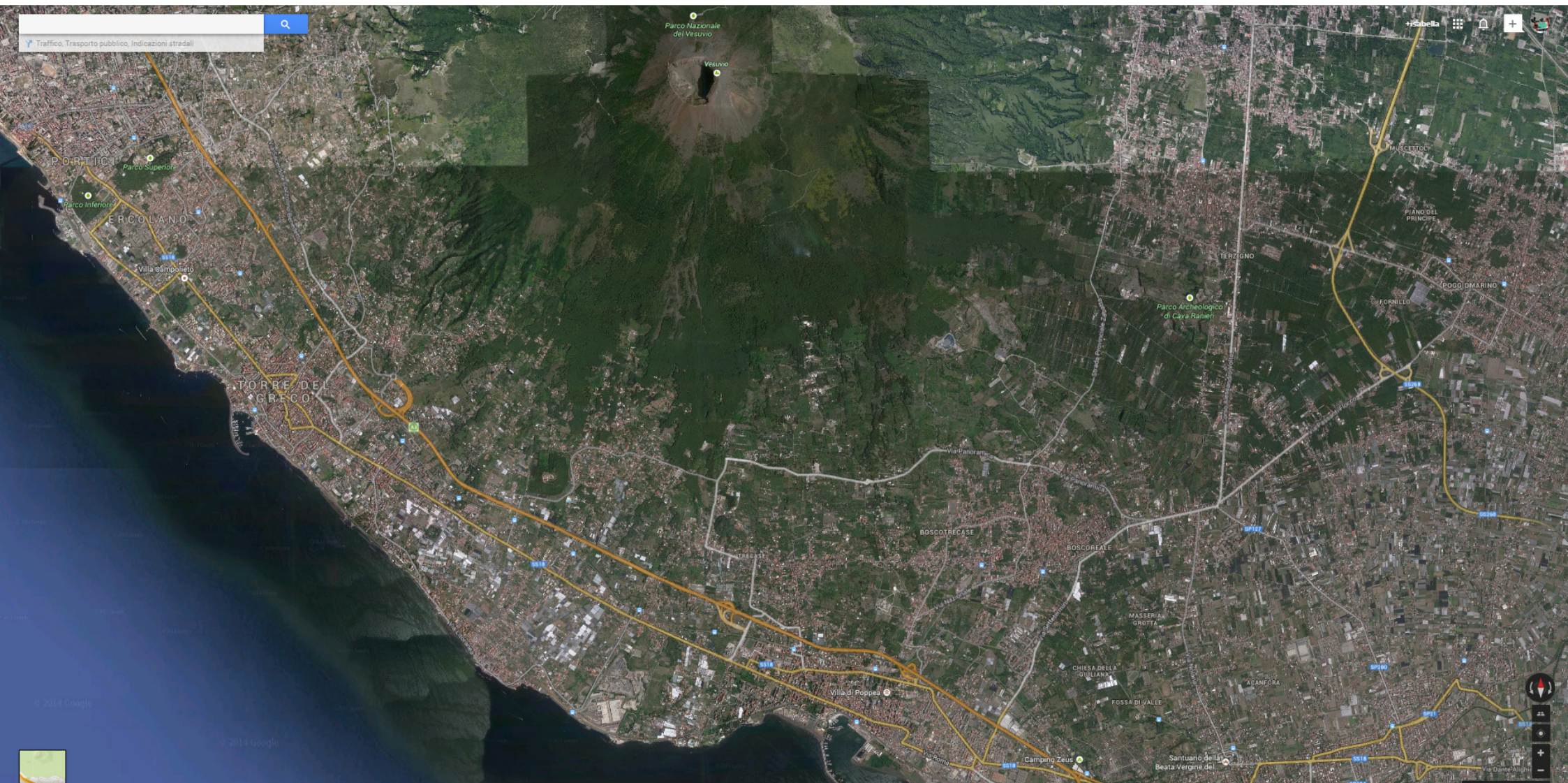
PHOTO INQUIRY

From Rome, to the Campi Flegrei north of Naples, to Pompeii, fragments of ancient architectures are a vivid testimony of the *richness of the artistic values* that classical architecture handed down to us, but they are also one of the greatest examples of *contradiction that the urbanization of the territory imposes* in the development of the city.

URBANISM

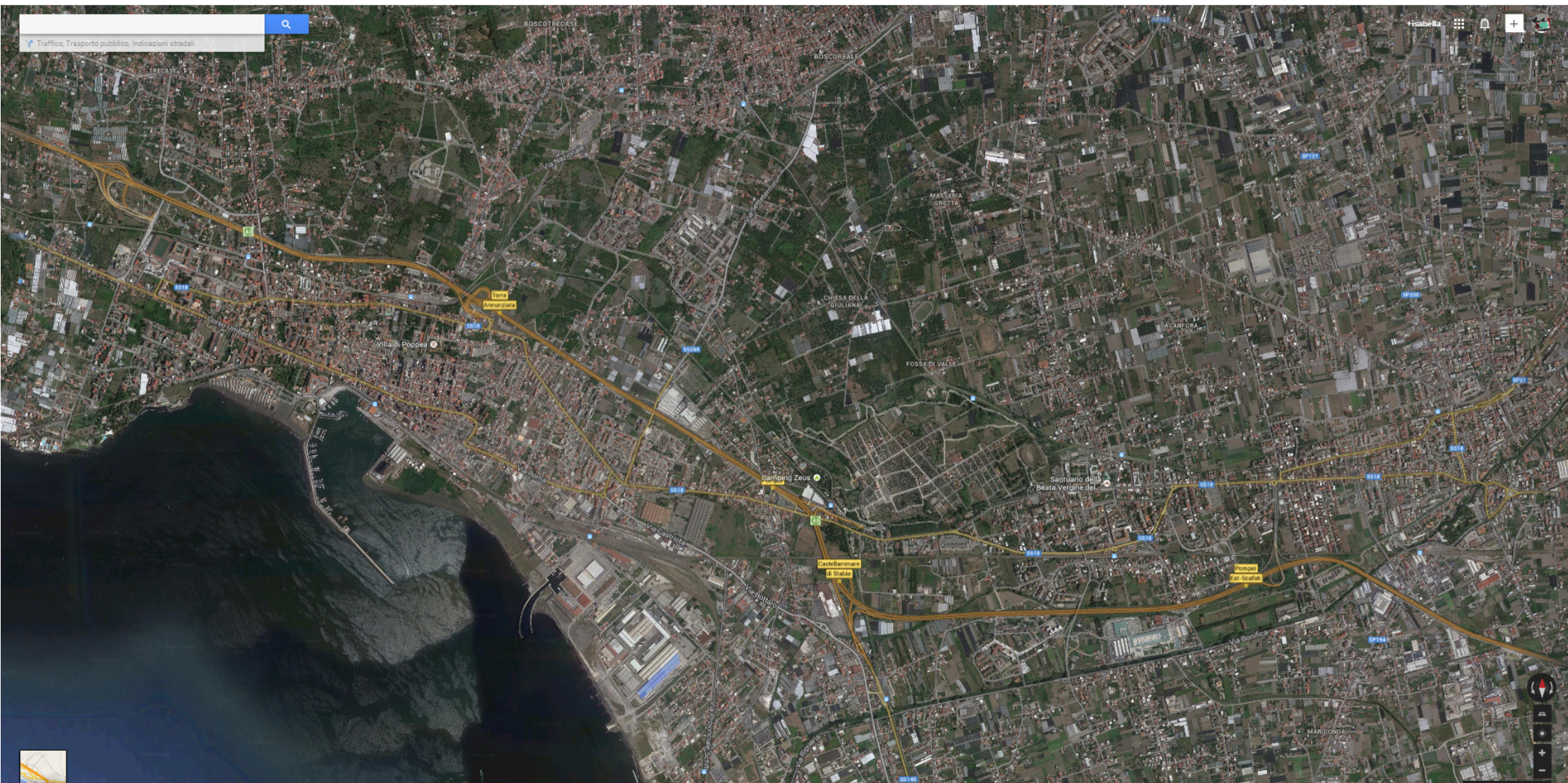
Over the dense fabric of Naples and its gulf, the excavations of Pompeii and Herculaneum, the landscapes of the baroque villas and the pulviscular area spread at the foot of Mount Vesuvius, are a city of 700,000 inhabitants.





Traffico, Trasporto pubblico, Indicazioni stradali

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Traffico, Trasporto pubblico, Indicazioni stradali





Santuario della Beata Vergine del

Casa Di Cura Maria Rocca

Camping Spartacus

Camping Zeus

Tempio di Apollo

Foro di Pompei

Lupanare - Scavi

Casa del Fauno

Anfiteatro di Pompei

Santuario della Beata Vergine del

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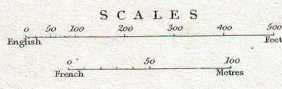
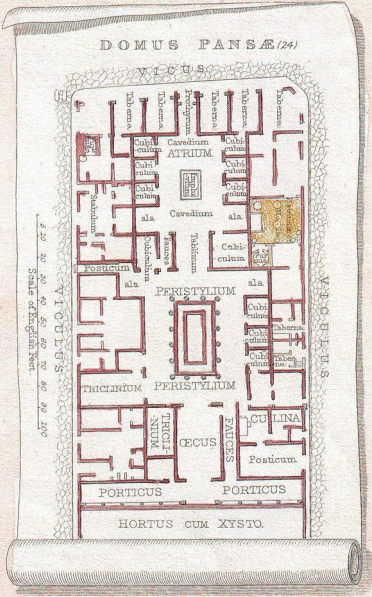
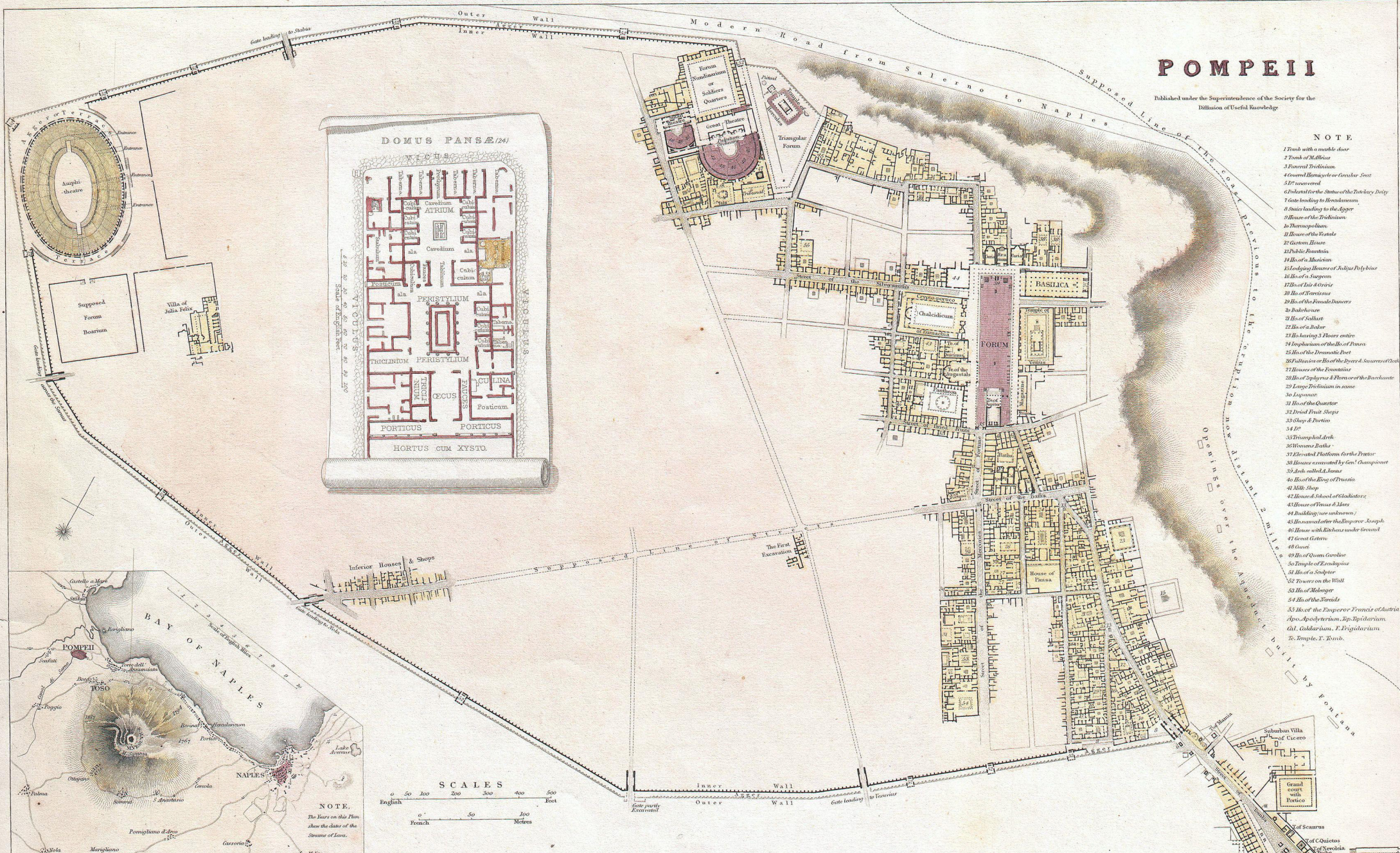
Anfiteatro di Pompei

POMPEII

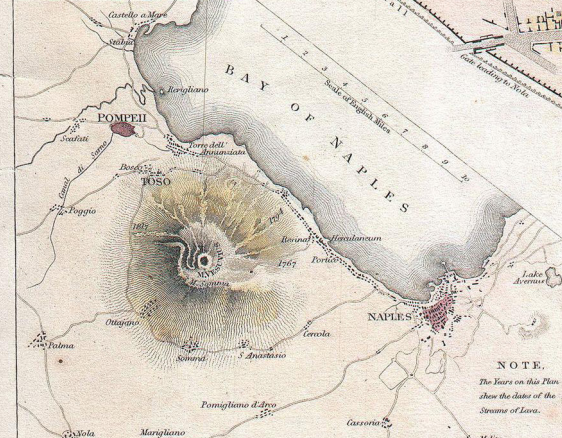
Published under the Superintendance of the Society for the Diffusion of Useful Knowledge

NOTE

- 1 Tomb with a marble door
- 2 Tomb of M. Blais
- 3 General Triclinium
- 4 General Banquet or Circular Seat
- 5 17' covered
- 6 Vestal for the Statue of the Twelve Deity
- 7 Gate leading to Necropolis
- 8 Stairs leading to the Upper
- 9 House of the Triclinium
- 10 Thermopolium
- 11 House of the Vestals
- 12 Guest House
- 13 Public Fountain
- 14 Ho. of a Musician
- 15 Ho. of a Physician
- 16 Ho. of a Sappho
- 17 Ho. of a Sappho
- 18 Ho. of a Sappho
- 19 Ho. of a Sappho
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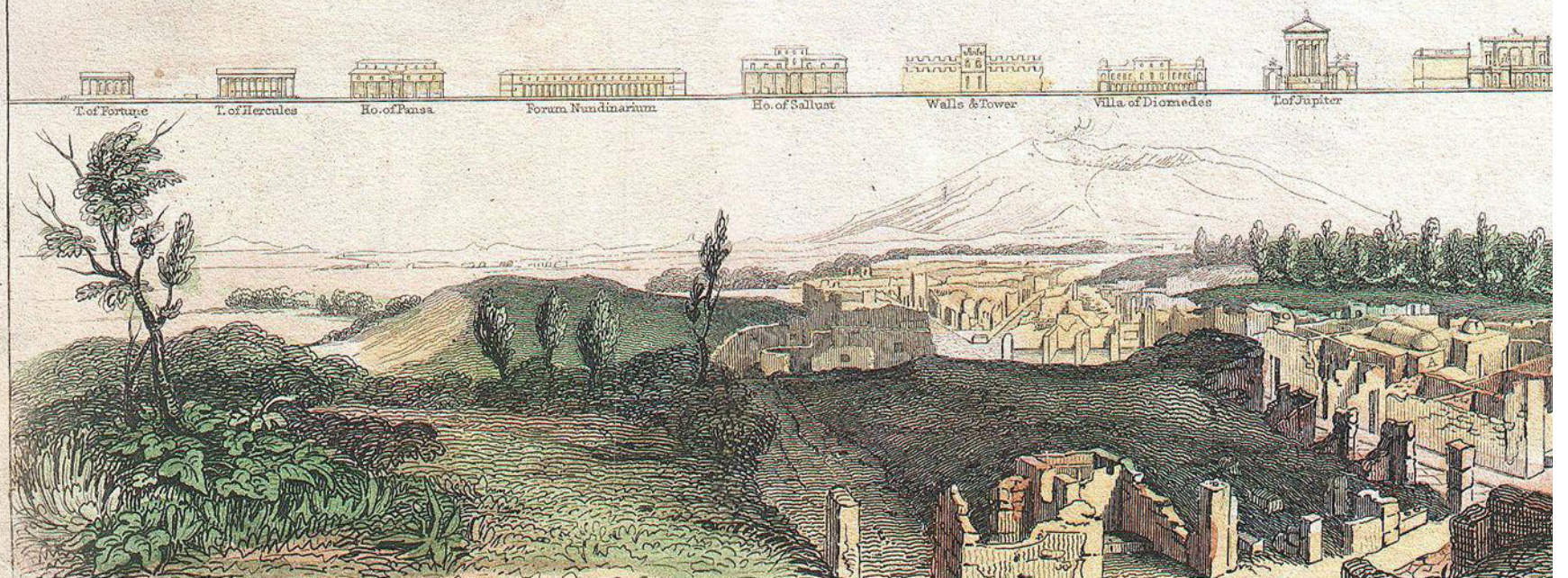


NOTE.
The lines on this Plan show the sites of the Streets of Lava.





Plan of the Coast in the Vicinity of Vesuvius



URBANISM / LANDSCAPE

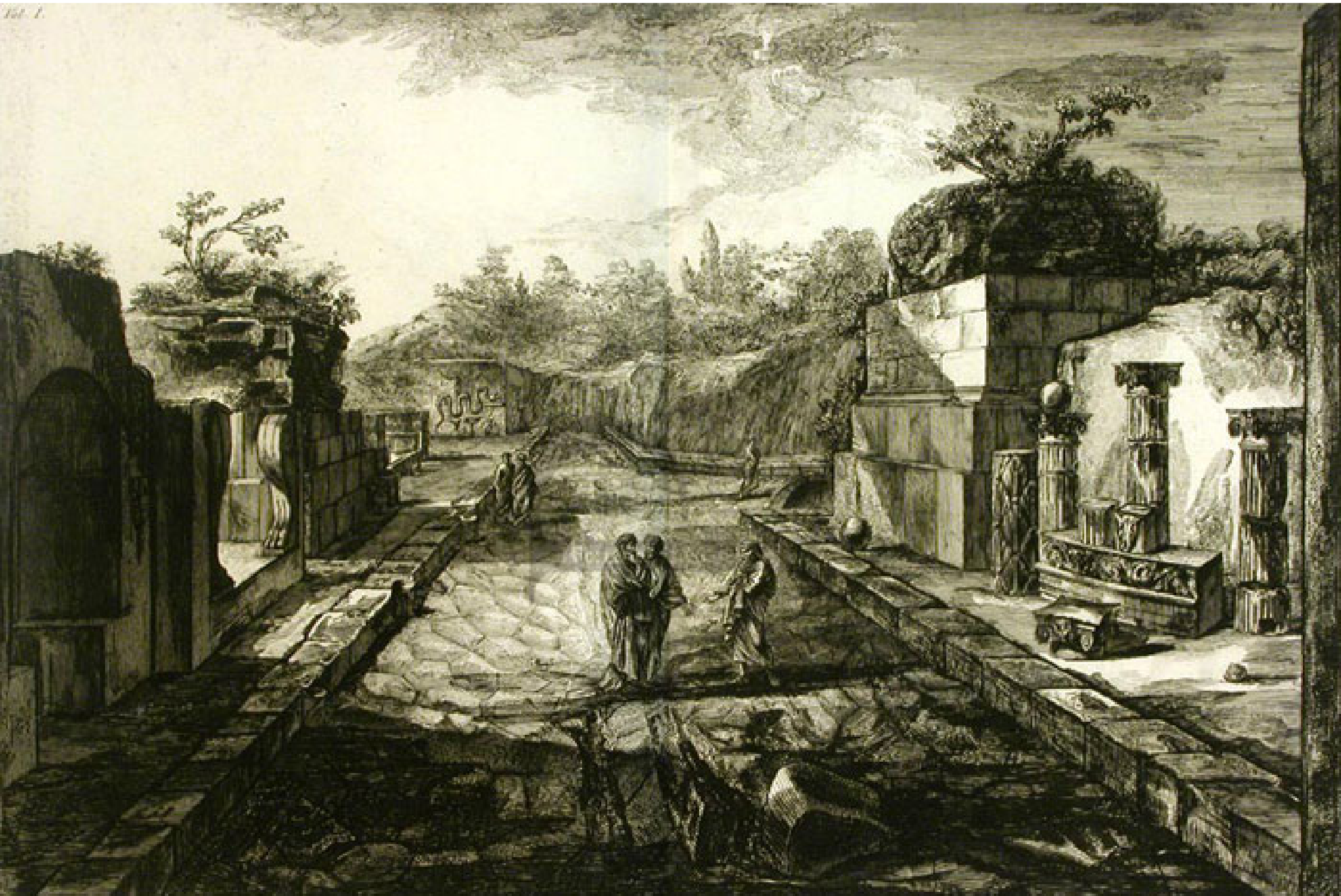
Pompeii (like Herculaneum, Oplonti, Boscoreale and Stabia) is the testimony of a city born in relationship with its landscape of Vesuvius and the sea.

VOYAGE OF ITALY

A landscape and archaeological site later explored since the ancient times and part of the “Grand tour”, the “Voyage of Italy”.









Arch. a. g. c. d. v. 100





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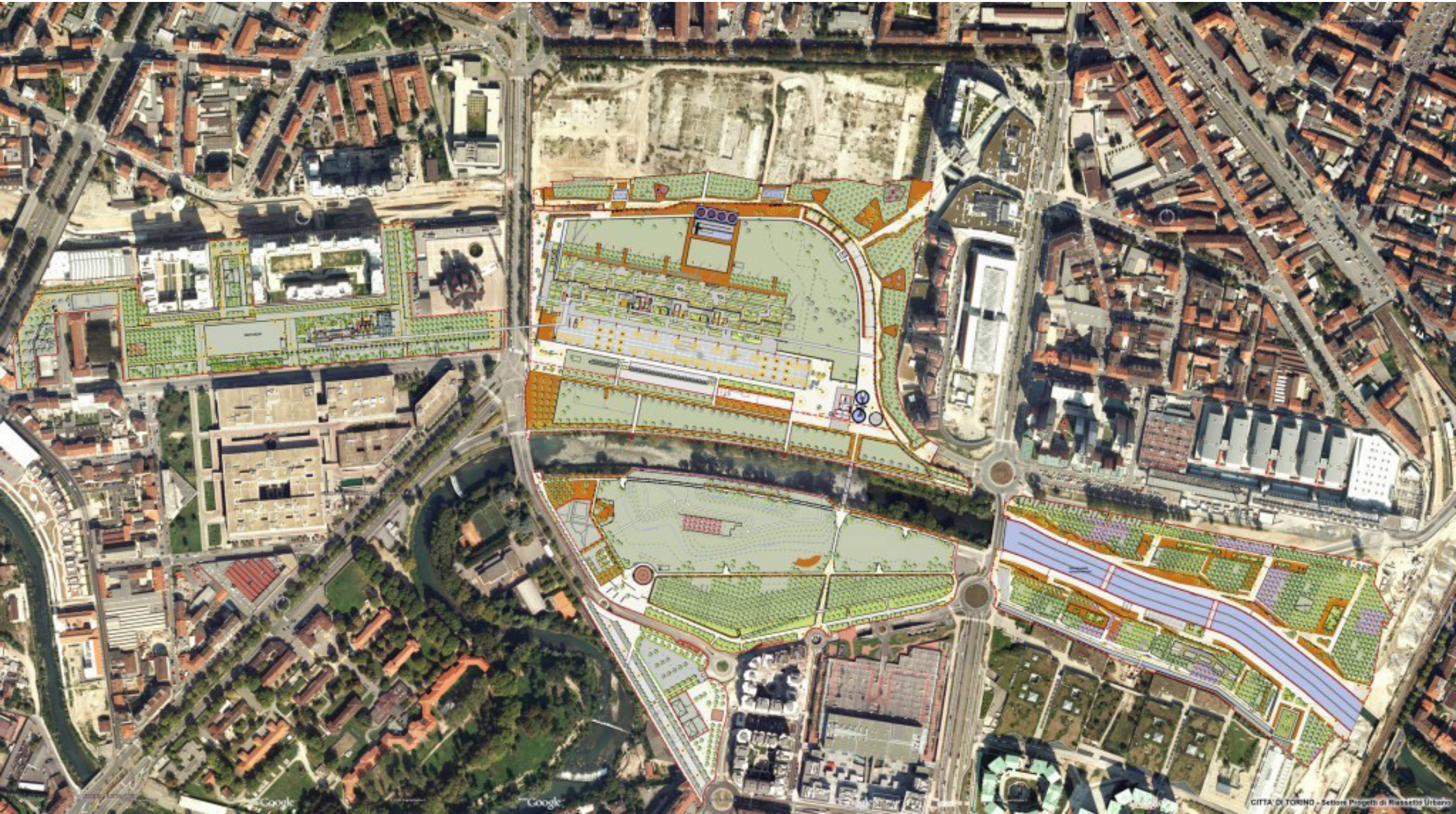
LANDSCAPE URBANISM

In the Anglo-Saxon tradition the intertwining of ecology, landscape and urban design is particularly felt and is the basis of a significant tradition of interdisciplinary research.

Latz + Partner
LANDSCAPE PARK DUISBURG NORD
Germany / 2004



Latz+Partner
Parco Dora (Spina 3), Torino, 2004-



LANDSCAPE URBANISM

The very indeterminacy and flux of the contemporary city, the bane of traditional European city-making, are those qualities explored in emergent works of landscape urbanism.

James Corner | Terra Fluxus, 1995

LANDSCAPE URBANISM

“the program will undergo constant change and adjustment... the underlying principle of *programmatically indeterminacy* as a basis of the formal concept allows any shift, modification, replacement, or substitutions to occur without damaging the initial hypothesis.”

James Corner | Terra Fluxus, 1995

Fields Operation (J. Corner) FRESH KILLS LANDFILL

Staten Iland, USA/ 2004

“Growing a new parkland over time”

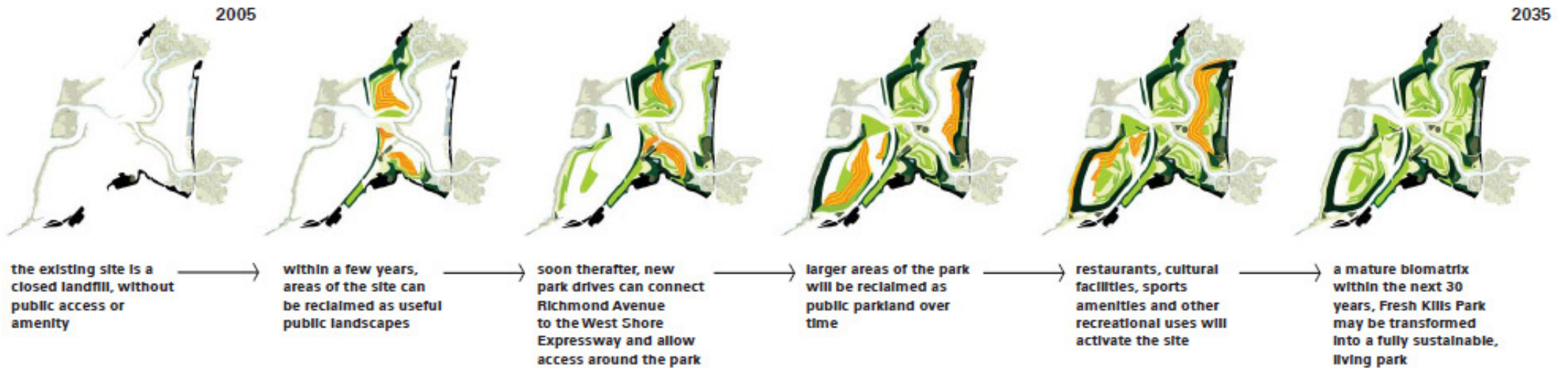
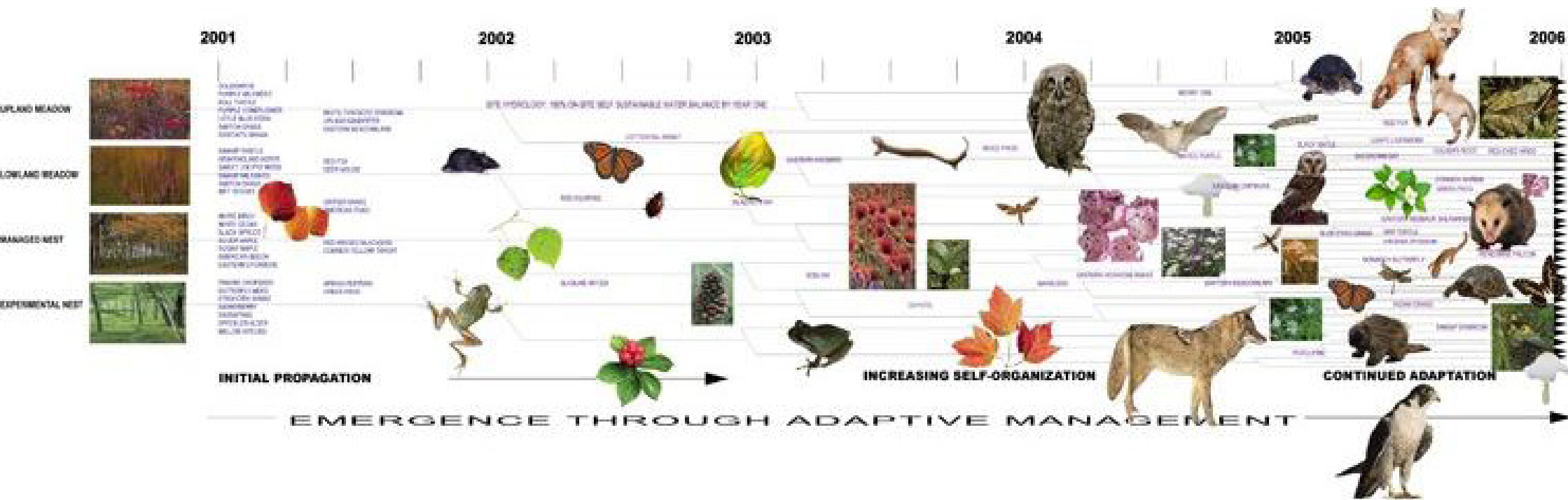


FIGURE 87. SUCCESSIVE SEQUENCE OF STAGES IN OPENING UP AND “GROWING” THE NEW PARKLAND OVERTIME

Fields Operation (J. Corner/ Allen)

DOWN'S VIEW PARK

Toronto, Canada/ 1999



HERITAGE AND CULTURAL STRATEGIES

The facts of chronicle and the data provided by the Department to Cultural Heritage also speak to us of another approach to territorial development.

HERITAGE AND CULTURAL STRATEGIES

Many agree that *culture is more and more the business of cities* (Zukin,1995), but to what extent do cultural activities become mechanisms for economic development and urban regeneration?

HERITAGE AND CULTURAL STRATEGIES

What types of cultural activities, urban transformations and programs do municipal governments support?

Which are the intended goals and benefits of these interventions?

How do cities balance urban, economic, social and educational goals in pursuing cultural strategies?

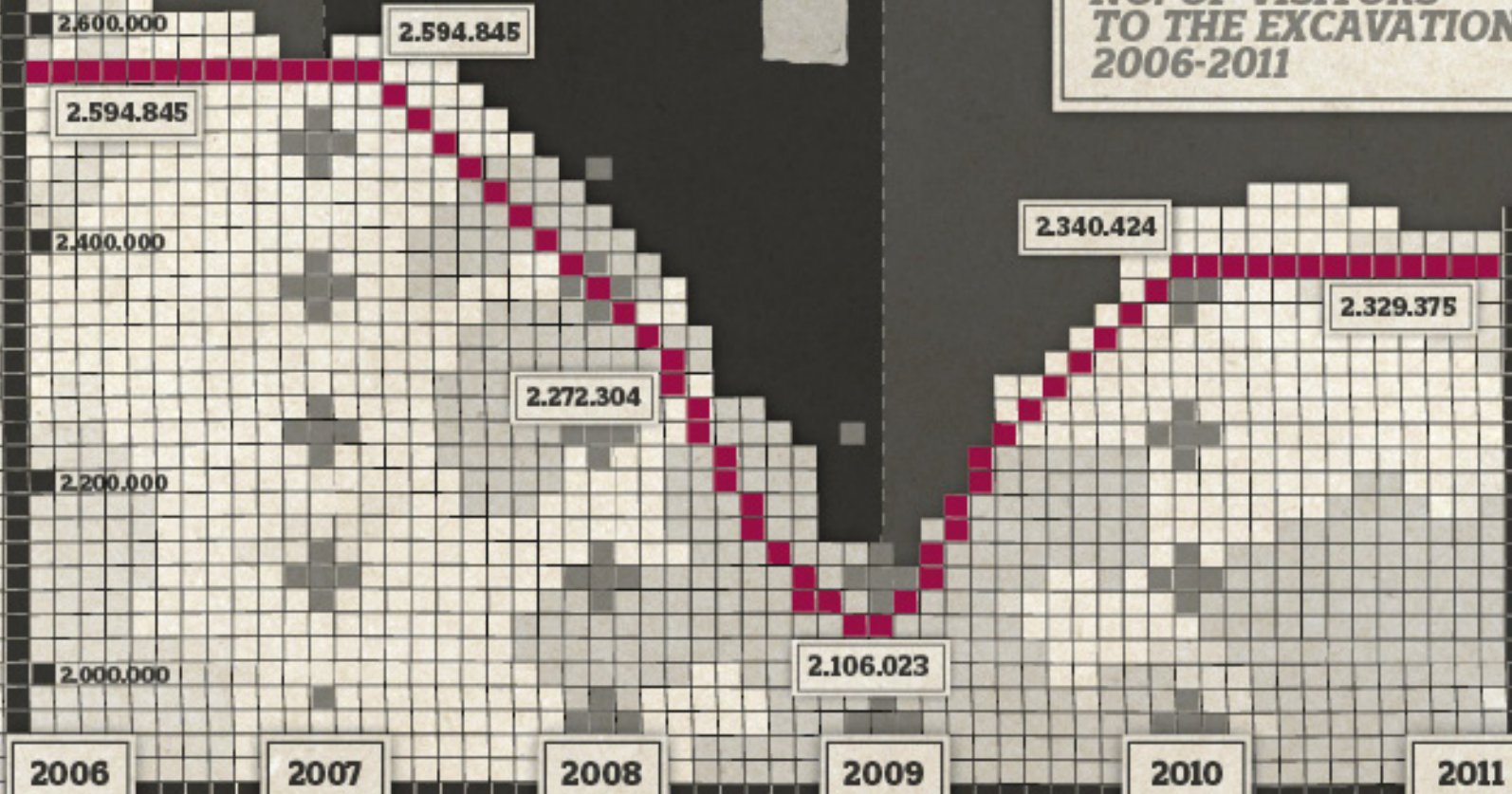
HERITAGE AND CULTURAL STRATEGIES

we will investigate several case studies worldwide representing three types of cultural strategies: “*entrepreneurial strategies*”, “*creative class strategies*” and “*progressive and heritage strategies*” that describe the goals, the urban transformation focus, the types of cultural projects and programs, the target audiences.

I NUMERI NUMBERS

CHI ARRIVA ARRIVALS

2007 - 2009
Emergenza rifiuti in Campania
Waste crisis in Campania



NUMERO VISITATORI
DEGLI SCAVI TRA IL
2006 E IL 2011
*NO. OF VISITORS
TO THE EXCAVATIONS
2006-2011*

CHI RESTA OVERNIGHT STAYS

PERCENTUALE VISITATORI
CHE SOGGIORNANO A
POMPEI ALMENO UNA NOTTE
PERCENTAGE OF VISITORS
WHO STAY AT LEAST ONE
NIGHT IN POMPEII

4%

PROVENIENZA
PRESENZE
TURISTI
STRANIERI
COUNTRY OF
ORIGIN FOREIGN
BED NIGHTS

FRA 20,3%
USA 15,6%
UK 12,1%
GER 9,5%





1

**SANTUARIO DELLA MADONNA
DEL ROSARIO**
SHRINE OF OUR LADY OF THE ROSARY

distanza / distance

300m



**INGRESSO
ANFITEATRO**

24%

**percentuale visitatori di Pompei
che hanno visitato entrambi i siti nel 2011**
Percentage of tourists who visited both sites in 2011

2

PATRIMONIO CULTURALE
CULTURAL HERITAGE

5 **SITI UNESCO:**
UNESCO SITES:



REGGIA DI
CASERTA

CENTRO STORICO
DI NAPOLI



POMPEI,
ERCOLANO,
TORRE ANNUNZIATA



COSTIERA
AMALFITANA

PARCO NAZIONALE
DEL CILENTO,
PAESTUM, VELIA,
CERTOSA DI PADULA



3

ENOGASTRONOMIA
FOOD AND WINE

3



**VINI DOC
A MENO
DI 30KM**
*DOC WINES
< 30 KM FROM
POMPEII*

LACRYMA CHRISTI DEL VESUVIO

8



**PRESIDI SLOW
FOOD A MENO
DI 30KM**
*SLOW FOOD
PRODUCTS
< 40 KM FROM
POMPEII*

CARCIOFO VIOLETTO DI CASTELLAMMARE

15



**RISTORANTI CON
STELLE MICHELIN
A MENO DI 20 KM**
*MICHELIN STARRED
RESTAURANTS
< 20 KM FROM
POMPEII*

4



PARCHI
PARKS

AREE NATURALI NEI DINTORNI
29.600 ETTARI
NEARBY NATURAL AREAS
29.600 HECTARES

5

AREE TERMALI
GEOHERMAL AREAS



14

PARCHI TERMALI
NELLA PROVINCIA DI NAPOLI
GEOHERMAL PARKS IN THE
PROVINCE OF NAPLES

6

COLLEGAMENTI
CONNECTIONS



2 MIN
AUTOSTRADA
A3 MOTORWAY



3 MIN
STAZIONE
FERROVIARIA
RAILWAY
STATION



15 MIN
PORTO DI
CASTELLAMMARE
PORT OF
CASTELLAMMARE



35 MIN
AEROPORTO
DI NAPOLI
NAPLES
INTERNATIONAL
AIRPORT

ARCHEOLOGICAL DEVICE

THE ARCHEOLOGICAL DEVICE?

**the terrain of many
archeological sites is
treated by contempo-
rary architecture as
a narrative plane on
which to operate with
a light touch and
iconic approach.**

Estudi Arquitectura Toni Gironès
ADECUACIÒN YACIMIENTO ROMANO CAN TACO
Montmelo-Montornès, Spain / 2008-12



Atelier Jean Nouvel
MUSEE GALLO ROMAIN
Périgueux, France/ 1993-2003



Nieto Sobejano Arquitectos
MUSEO MADINAT AL-ZAHRA
Còrdoba, Spain / 1999-2009



M P P

THE MAJOR PROJECT POMPEII

Which vision?

What strategies?

Which investments?

**Which projects to the
surrounding area?**

IL GRANDE PROGETTO POMPEI

THE "MAJOR PROJECT POMPEI"

INTERVENTI NEGLI SCAVI

INTERVENTIONS WITHIN THE EXCAVATIONS

105 €/MLN

INTERVENTI TOTALI

OVERALL INTERVENTIONS

60%

63,2 €/MLN
FONDI
NAZIONALI
NATIONAL
FUNDS

40%

41,8 €/MLN
FONDI UE
EU FUNDS



5 LINEE D'AZIONE: LINES OF INTERVENTION



85

**€/MLN CONSOLIDAMENTO
DELLE OPERE. DI CUI:**

CONSOLIDATION OF THE STRUCTURES

**47 €/MLN PROGETTI GIÀ REDATTI
PLANNED PROJECTS**

**38 €/MLN OPERE DA PROGETTARE.
INTERVENTIONS TO DESIGN**



8,2

**€/MLN RILIEVI E DIAGNOSTICA
MEASUREMENTS AND DIAGNOSTICS**



7

**€/MLN SERVIZI PER I VISITATORI
E STRUMENTI DI COMUNICAZIONE
SERVICES FOR VISITORS AND
COMMUNICATION TOOLS**



2

**€/MLN POTENZIAMENTO
SISTEMI DI SICUREZZA
SECURITY SYSTEMS**



2,8

**€/MLN STRUTTURA ORGANIZZATIVA
E TECNOLOGICA DELLA
SOPRINTENDENZA
ORGANIZATIONAL AND TECHNOLOGY
SUPPLY OF THE SUPERINTENDENCE**

**PRIMI CANTIERI APERTI (GENNAIO 2013):
FIRST JOB SITES (JANUARY 2013)**



**CASA DEI
DIOSCURI**



CRIPTOPORTICO

IDEE PER L'AREA CIRCOSTANTE IDEAS FOR THE URBAN AREA

**RAFFORZARE
INFRASTRUTTURE
E QUALITÀ
DEI SERVIZI**
*IMPROVING
INFRASTRUCTURES
AND QUALITY OF
SERVICES*



**VALORIZZARE
LE FILIERE
PRODUTTIVE
LOCALI.**
*PROMOTING LOCAL
PRODUCTION
SECTORS*



40

**MEDIA POSTI LETTO
PER ESERCIZIO
ALBERGHIERO /
EXTRALBERGHIERO**
AVERAGE BEDS FOR FACILITY

5 MLN

**DI VISITATORI ANNUI
AL MERCATO DEI FIORI**
ANNUAL VISITORS TO FLOWER MARKET

1,9 GIORNI

DAYS
**PERMANENZA MEDIA
DEI VISITATORI**
*AVERAGE LENGHT
OF STAY*



**FAVORIRE
ALLUNGAMENTO
TEMPO DI PERMANENZA
DEI VISITATORI**

ENCOURAGING THE LENGHT OF STAY

ULTERIORI TEMI
FURTHER ISSUES



**PROMUOVERE INIZIATIVE E ATTIVITÀ
(RASSEGNE ED EVENTI SCIENTIFICI,
ATTIVITÀ CULTURALI, ECC.)**

*PROMOTING INITIATIVES AND ACTIVITIES
(SCIENTIFIC MEETINGS, CULTURAL ACTIVITIES, ETC.)*

**VALORIZZARE VIE, PIAZZE, PUNTI DI
SCAMBIO E MOBILITÀ**

*ENHANCING STREETS, SQUARES, EXCHANGE POINTS,
MOBILITY*

RIGENERARE IL CONTESTO URBANO

REGENERATING THE URBAN ENVIRONMENT

**PROMUOVERE INIZIATIVE PER IL
COINVOLGIMENTO DELLA
CITTADINANZA NEI PROCESSI DI
GOVERNANCE E CO-PROGETTAZIONE**

*PROMOTING THE PARTICIPATION OF CITIZENS
IN GOVERNANCE AND PLANNING*

TOWN PLANNING DESIGN QUESTIONS

**What vision,
what tools and strategies we need to
adopt for the enhancement of Pompeii
landscape and humanity heritage archaeological sites?**



TOWN PLANNING DESIGN QUESTIONS

What is the proper dimension of intervention for enhancing the heritage and the surrounding metropolitan area?

TOWN PLANNING DESIGN QUESTIONS

What can be the design relation between the archaeological remains, clearly defined in its dimension and value, and the developing contemporary city?



Traffico. Trasporto pubblico. Indicazioni stradali

Isabella

Anfiteatro di Pompei

Via Nolana la Traversa

Piazzale Giovanni XIII

Mappa

Google

TOWN PLANNING DESIGN QUESTIONS

How can the constraints, i.e. the denial to build anything around the remains (zona di rispetto, area di vincolo) become a hint for design?



Traffico, Trasporto pubblico, Indicazioni stradali

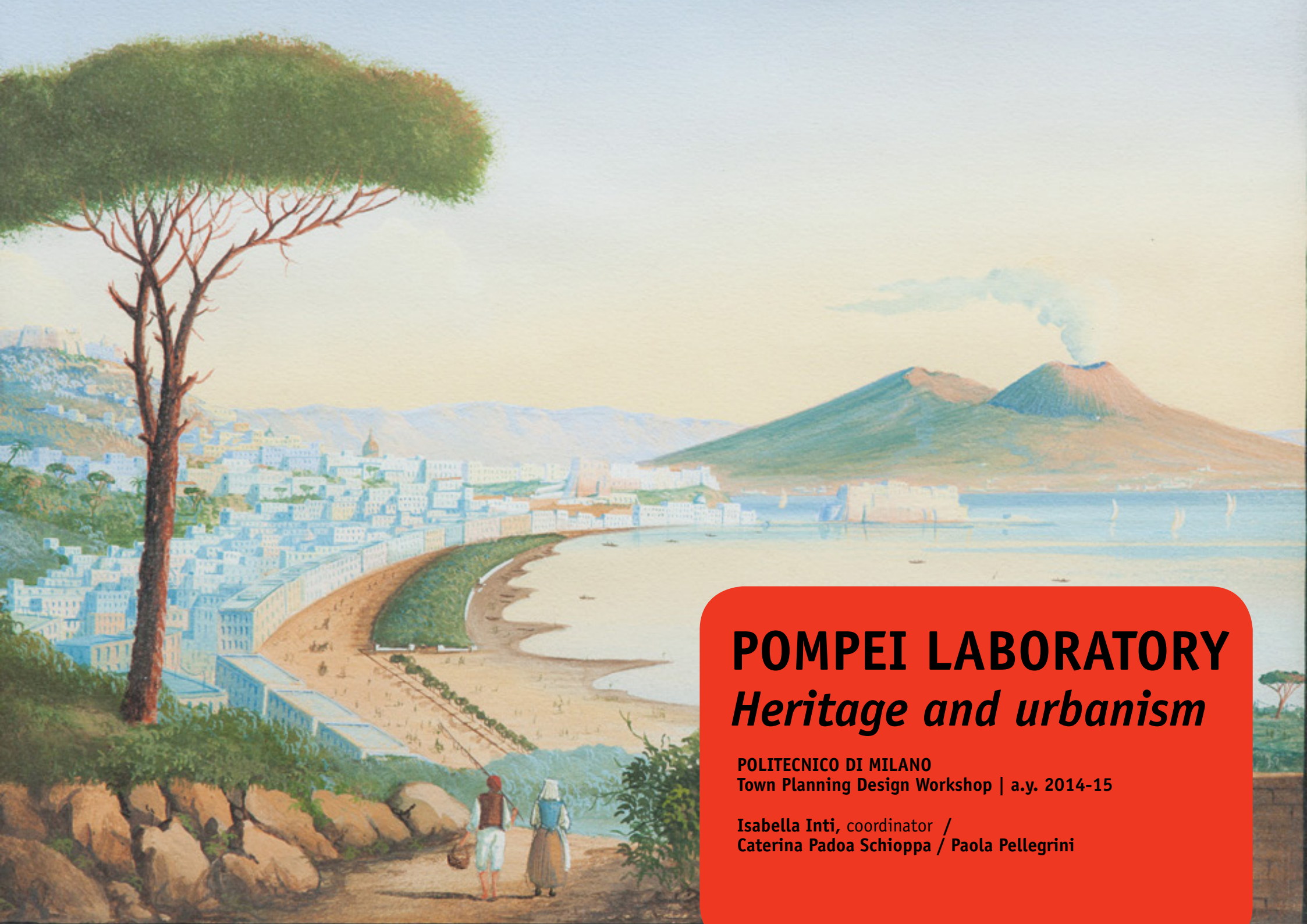
risabella

Mappa



TOWN PLANNING DESIGN QUESTIONS

What are the consequences of mass tourism and how can they be controlled or guided with planning and design?



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