



| ESEMPI DI ARCHITETTURA / 10

# PAISAJE CULTURAL URBANO E IDENTIDAD TERRITORIAL

2° Coloquio Red Internacional de pensamiento crítico  
sobre globalización y patrimonio construido  
Florencia 2012

VOLUMEN 1

editado por  
Olimpia Niglio

ESEMPI DI ARCHITETTURA

10/VOL. I



# Paisaje cultural urbano e identidad territorial

2° Coloquio Red Internacional de pensamiento crítico sobre  
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Olimpia Niglio

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Entidades Colaboradoras



Con la colaboración científica de:  
EDA, Esempi di Architettura - Italia

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*The notion of cultural property is apolitical and non-ideological. It is everything that past generations have left behind. Cultural heritage on the other hand is a matter of choice, acceptance and responsibility. It is constantly undergoing many ideological and political manipulations. Our task is encouraging conscious responsibility for the whole of humanity's cultural property as a common cultural heritage.*

*Andrzej Tomaszewski (Florence 2009)*

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## Local cultures, global heritage: surveying, collecting, communicating - new information models for knowledge and dissemination of cultural heritage

Paola Puma  
*University of Florence - Italy*

### Summary

At the end of the twentieth century, the outbreak of the globalization of trade in Europe was perceived as a problem but, well established phenomenon, can we find positive aspects or even look at globalization as a resource that will globalize also the knowledge and the spreading of the cultural heritage?

There is, maybe, the possibility that globalization may indeed become a cultural phenomenon that goes deeper than just the expansion and increasing tourist markets, but we need to change strategy.

Things, in fact, are not easy because we can no longer think in sharp oppositions, as local/global terms, as modern society is no longer characterized by categories, but from flows (increasingly elusive and forever more powerful). Flows that are all cultural, economic and social lateral that overcome the geographical locations: against which the contribution of knowledge of the scientific communities working in the field of cultural heritage is called a strong challenge

### Local cultures, global cultures

The cultural heritage have certainly benefited of the wider knowledge of foreign countries and easy and rapid dissemination of information of global society, but together, paradoxically, have been also strengthening local identities and the defense of local cultures: to build the "knowledge economy" will be therefore only possible if, in addition to the growth of purely economic sphere, there will be also real conditions of access, openness and growth of different cultures to a new form of "democracy of knowledge".

So far, for example, had become established the theory that social inequalities were inevitable consequence of globalization and technological progress. The Forum in Davos -January 2011 has however started to move elsewhere for the growth of the gap, which is increasingly concentrated not in the north-south confrontation in the world but growing more and more within each country or geopolitical block (see Jacob Hacker and Paul Pierson in Lieberman, 2011).

This requires a quantum leap in strategies of production and processing scientific, cultural and technological innovation: "If a PhD is not a sufficient qualification to use a computer, how can we hope that the mere fact of putting these machines into the hands of more people can help? The democratization of access to solutions - rather than technology- needs a strong focus on usability of technology, as well as its

availability . This prescient quote from Neil Gershenfeld (Gershenfeld, 1999, p.103) anticipated and highlighted what is happening today, more than ten years later: the growing of tech gap within countries, between population groups that may or may not have access to technologies really popular and user friendly.

This paper wants to give a brief overview of some experiences of building technology platforms designed to promote more user friendly mode of knowledge of architecture and environment and aimed precisely at an advanced stage of dissemination of cultural heritage that enhances the common value of the Italian cultural and artistic heritage.

### The cultural heritage in contemporary digital culture

There is no doubt that globalization and permanent connectivity are among the most egregious features of what Bauman calls "liquid modernity", a term that refers to the historical period characterized by the loss of strong references to social, cultural, political or religious with the exaltation of individuality and diversity as core values.

Interaction and multifunctionality are some of the codes more marked of our age and in them we can find, perhaps, a key for an interpretation of the new multidimensional role that cultural heritage is called to play in society and knowledge economy: the permanent connectivity of virtual communities, in fact, is accompanied by more traditional forms of physical communities, anticipating every day new and still in progress models of behavior.

No doubt, in fact, that in the social networking the concept of neighborhood has become a logical concept rather than physical.

### Hypertext flow versus linear communication: new media, new cognitive models

The linear logical alphabet with which Western society has built its knowledge, lost its descriptive power to give way to 'flow': the separation between creation and use of information there is less and less and even vanishes the path that does make the information as a closed package that passes from a source to a passive observer.

The individual is always in a situation of permanent proximity with others: we are increasingly immersed in a fluid world in which, thanks to hypertext, links, smart phones, virtual reality and sensory connections, our senses are finally reunited and all contribute simultaneously to create the experience and therefore knowledge.

The next frontier, if anything, appears ride completely the great revolution announced about the move of information from PCs to people through wireless sensor networks: we can imagine, in fact, not so impossible and not so distant the spread of many PAN-Personal Area Network that will connect our bodies or body parts . In this context are growing, perhaps as an antidote to the conformation of the ubiquitous network?, also "on demand" design and using forms aimed at increasing customization of products and recovery of individuality in contrast to the cultural conformation of the recent past.

### Multimedia technologies for contemporary knowledge

The tendency of contemporary culture, strongly projected on knowledge, constantly requires the integration of intelligence in our everyday environment, making it almost an ultra-functional environment.

For a long time the term multimedia has come to indicate the addition of music and video to the output of a computer but it was a very restrictive meaning: the images and the movement are at present slowly emerging in the world in which we live. It can be said that the computer is about to disappear as an object distinguishable; instead be a separate screen, keyboard and mouse in the future will always be more things around us to interact with the physical and electronic information – Things That Think-TTT, following the Gershenfeld theory (Gershenfeld) - making the world the next interface through developments in computer technology less intrusive and transparent.

Fish and RFID cards –allowing communication between the coffee cup and coffee maker or shoes at the door identifying the wearer- are items more and more in circulation: to record, analyze, store, send and display information provides a new dimension of high-tech proximity, already partially realized through the digital technologies.

### Survey, collect, communicate

The transformation of traditional workflow document-survey-communication of cultural heritage (occurred with the transition from traditional survey to technologically advanced survey in the mid-90s) has led to changes not only technological and operational, but deeper changes in the epistemological status of discipline, perhaps we can only now fully reconstruct in the closure of the logical model. In a second step, in fact, after the strong innovation in data capture even the rendering of the structures began to be increasingly focused and push processed toward complexity of the elements represented according to evolved models of response and shape of the data. The arrangement, in particular, of geo-referenced database has setted the next step necessary to use multidimensional data: to have precise and vast digital databases to be queried from time to time open us the way for today revolutionary policy of expansion of cultural communication.

Only now, therefore, we can see how the transition from the operating sequence of different types of operations methods and procedures to instruments with a high degree of integration, finally falled in the more general dynamic convergence of data in today's multimedia information platforms and devices.

The availability, in addition, of the georeferencing now applied on a widespread and broad access to all our communication devices makes very consistent information resources really easy and accessible to large-scale people.

### The study cases

Based on these considerations, at the beginning of the last decade, the research group led by the author began to experiment with models of aggregation of data

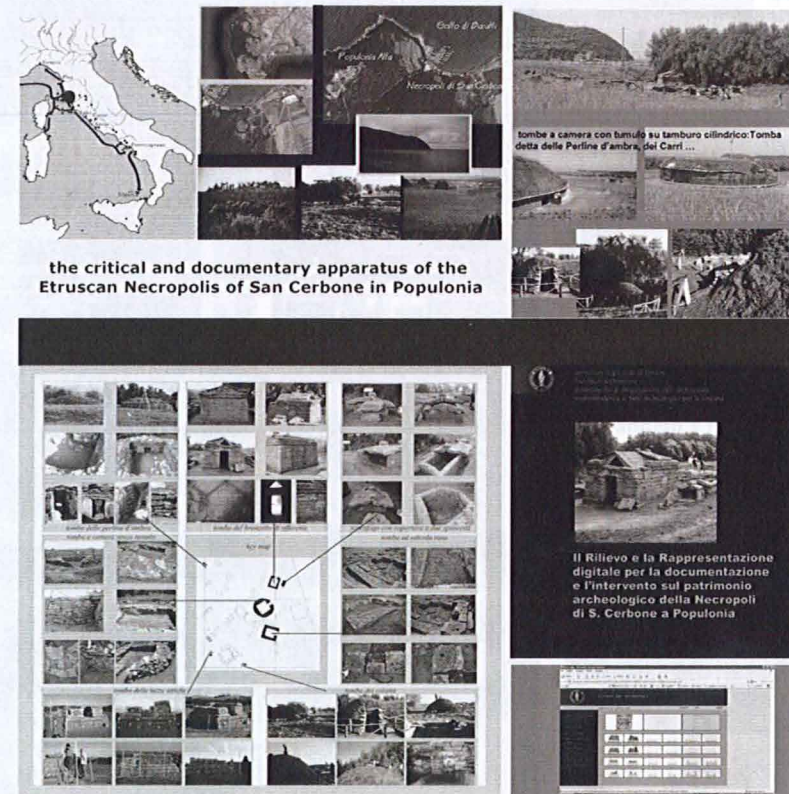
from research on the cultural heritage that could convergence in the platforms open and designed to non-traditional mode of use.

The study cases that are discussed in following iconography are related to different themes of application of the working methods described above and embrace different scales and dimensional quality, just with the intention of highlighting the cross-disciplinary approach.

In each of the three cases, dedicated to the scale of the city (with the presentation of the project documentation of the little Tuscan old town of Castiglione Fiorentino), of the architecture (with the presentation of the Michelangelo Project), and archaeological park (with the presentation of Baratti Project) has been applied the same logic of analytical strategy of the samples and of communication synthesis of their results.

### Information platforms for knowledge of the archaeological heritage

The first case is about the documentary apparatus of the Necropolis of San Cerbone Populonia – Baratti: it is the largest Etruscan settlement in central Italy whose remains are from the VII to II century BC.

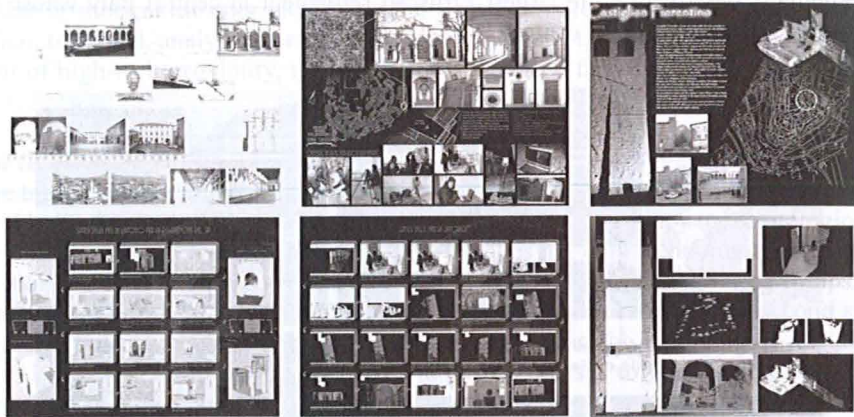


603 Report on Baratti Project

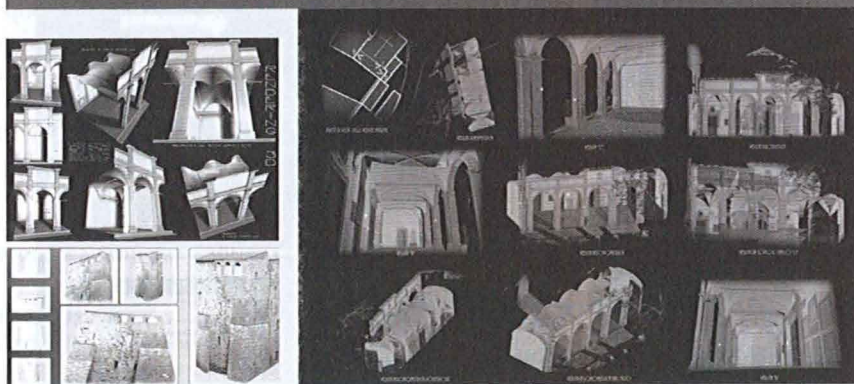
The multi-year campaign of measurements has produced the records of some 25 artifacts and configuration of a subsequent project proposal for the archeological site museum. In the same framework it recently started the experimentation of Philemon Project. The work of the research group, beginning in 2005, is still ongoing.

**Information platforms for knowledge of historical cities**

The study case is among the application objects of an innovative training program : the survey of the old small town of Castiglion Fiorentino (Arezzo)- Surveys for the urban project of management. The case is presented basing on the documentary apparatus of medieval old town of Castiglion Fiorentino, a small town in central Tuscany, characterized by the permanence of valuable characteristics of the urban context and landscape conservation. The work of the research team was held in 2005 - 2006.



the critical and documentary apparatus of the old small town of Castiglion Fiorentino



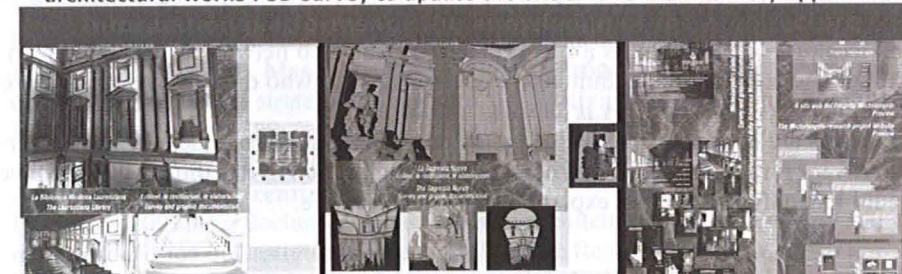
Report on Castiglion Fiorentino

**Information platforms for knowledge of architecture**

The Michelangelo 3D Project: updated documentary and valorization of the architecture of Michelangelo in Florence is a long-term research project undertaken in partnership with the Dept of Architecture-University of Ferrara, aimed to produce the first complete and scientific survey and 3D modelling of these works, to advance a modern documentation and dissemination of these masterpieces (using acquisition of 3D laser scanner survey data both on the scale of the urban environment and on the scale of the Laurentian complex). The project started in 2003 and in 2012 it was increased in Michelangelo's Box .



the Michelangelo 3D Project for the valorisation of Michelangelo's Florentine architectural works : 3D survey to update the critical and documentary apparatus



Report on Michelangelo project

### Conclusions

The planning of a global and organic strategy on a real project of knowledge for communication constitutes a necessary prerequisite to any project for the preservation and valorisation; the aspect of information processing becomes even more important, then, in the case of preservation as well of physical objects, as well of the intangible memory of historical, artistic and cultural that heritage maintains forward in time. Decades of experience in defining political, scientific and technical protection of Italian cultural heritage told us, in fact, that we are now faced with the breakthrough of activation measures for the promotion of cultural and artistic heritage more integrated and technologically advanced.

The result of the operations of a critically oriented communication strategy assumes multiple values:

- testimonial and documentary value for the description of the physical, material and conservative features of the architecture and its context;
- representative value for the "vocation of use" of the artifact under investigation, in which the thematic elaboration of the basic information is a critical key to the proper use of the artifact.

The experiences presented here should be read as part of this framework, aimed together in order to reach the definition of a critically oriented instrumentation of documentation for an optimal valorisation of cultural heritage: to define, at last, an advanced instrumentation that allows us to update the algorithms of knowledge and allows us to express it basing it on a critical evaluation of the potential of the artifact, with the aim of identifying the sustainable use.

It has been shown here that all the instrumentation, consisting of a number of formats - from guidelines to the manual of best practices to multimedia platform for consultation/communication- were progressively intentionally tested also about far scales right in order to verify the feasibility of implementing it continuously.

Some observations are required on TTT: what are their consequences for the stratification of society, both locally and globally? If those who have are already so far now from those who have not, what will happen when this new generation of objects will increase this gap? There is some hope that TTT does not worsen the situation: see, for example, 2B1, born at the Media Lab to develop and bring computing to children in developing countries.

The loss of a local culture is a real problem but the web network also serves to encourage the creation of a community of people around who did not have the way to communicate with each other prior to its arrival.

The terms are in conclusion that of inclusion and exclusion, uniqueness and universality: very important issues that open to insights from other disciplines to which we would like only to give our expert but limited contribute.

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#### General themes

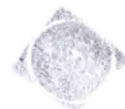
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# Paisaje cultural urbano e identidad territorial

## 2° Coloquio Red Internacional de pensamiento crítico sobre globalización y patrimonio construido, Florencia 2012

### VOLUMEN 1

**E**l resultado del II Coloquio de la Red Internacional de pensamiento crítico sobre globalización y patrimonio construido, Florencia 12-14 de julio de 2012, ha sido muy importante, tanto en el plano científico, como en el de las relaciones inter-culturales, toda vez que gracias a él se han constituido las bases para un activo debate internacional orientado, tanto a la valorización y al respeto de la diversidad cultural, como al modo de acercarse a la tutela del patrimonio. Como indicador de esta meta podemos señalar con orgullo que, a la fecha, contamos con la vinculación de más de 140 miembros representantes de 80 Universidades y de 17 instituciones públicas pertenecientes a 17 países de tres continentes. Esta publicación recoge, junto con las conferencias magistrales, las contribuciones de los ponentes participantes y representa un primer e importante acumulado de pensamiento crítico en torno a la relación entre bienes patrimoniales y globalización; la cual, confiamos, a más de abrir nuevas líneas de reflexión e investigación y aportar a las ya existentes, acerque a nuestros investigadores, a nuestros países y a nuestros pueblos.

CARLOS MARIO YORY, Presidente RIGPAC  
OLIMPIA NIGLIO, Coordinadora Científica RIGPAC

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