

# 18<sup>th</sup> ICOMOS General Assembly

Symposium  
Heritage and Landscape  
as Human Values  
Firenze, Italia  
9/14 novembre 2014



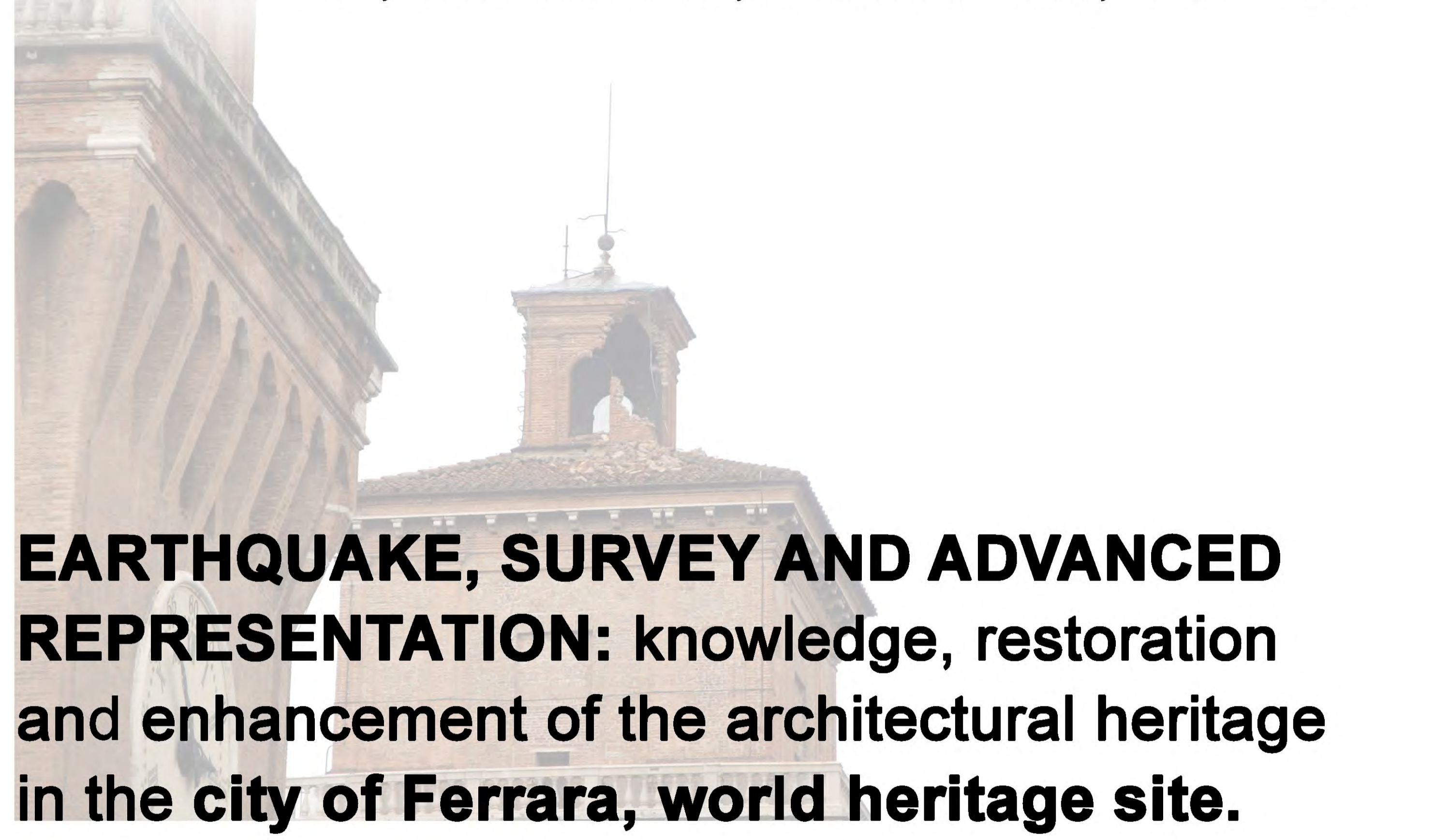
## ICOMOS 18<sup>th</sup> General Assembly Heritage and Landscape as Human Values Italy Florence 2014

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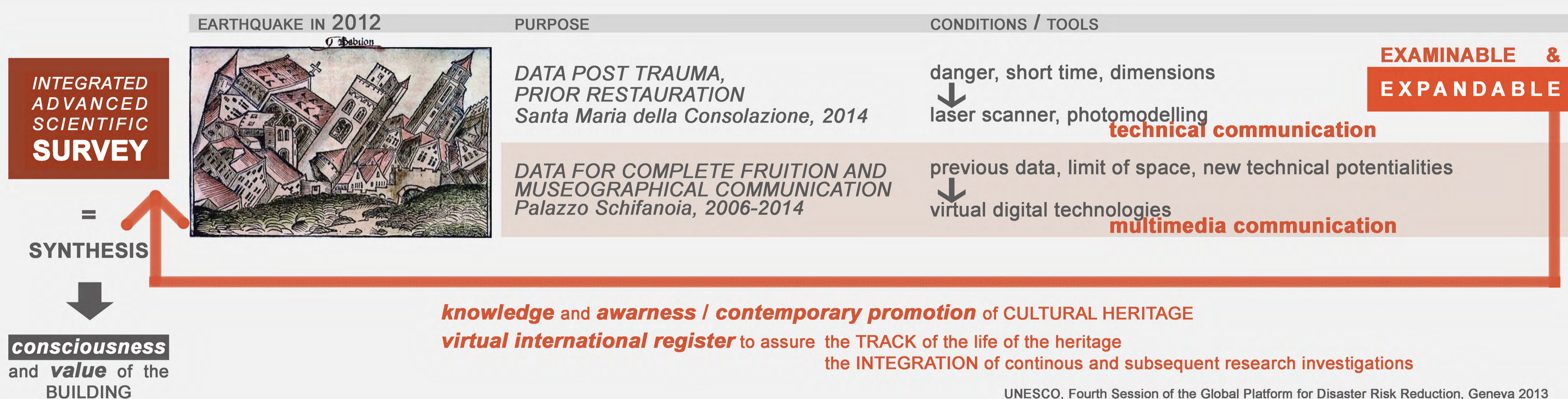
## Emerging tools for Conservation practice



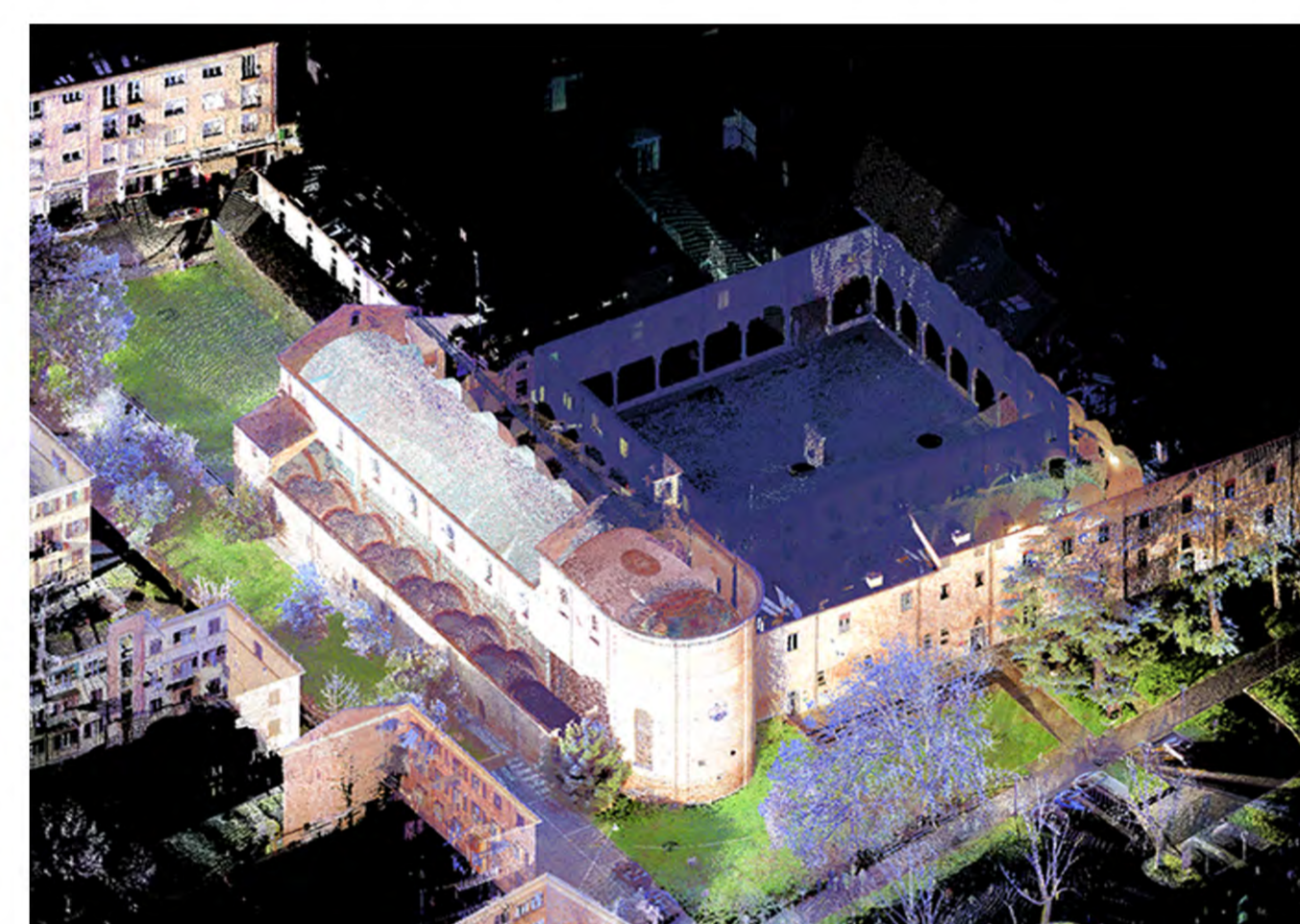
Manuela Incerti, Stefania Iurilli, Gaia Lavoratti, Uliva Velo



**EARTHQUAKE, SURVEY AND ADVANCED REPRESENTATION: knowledge, restoration and enhancement of the architectural heritage in the city of Ferrara, world heritage site.**

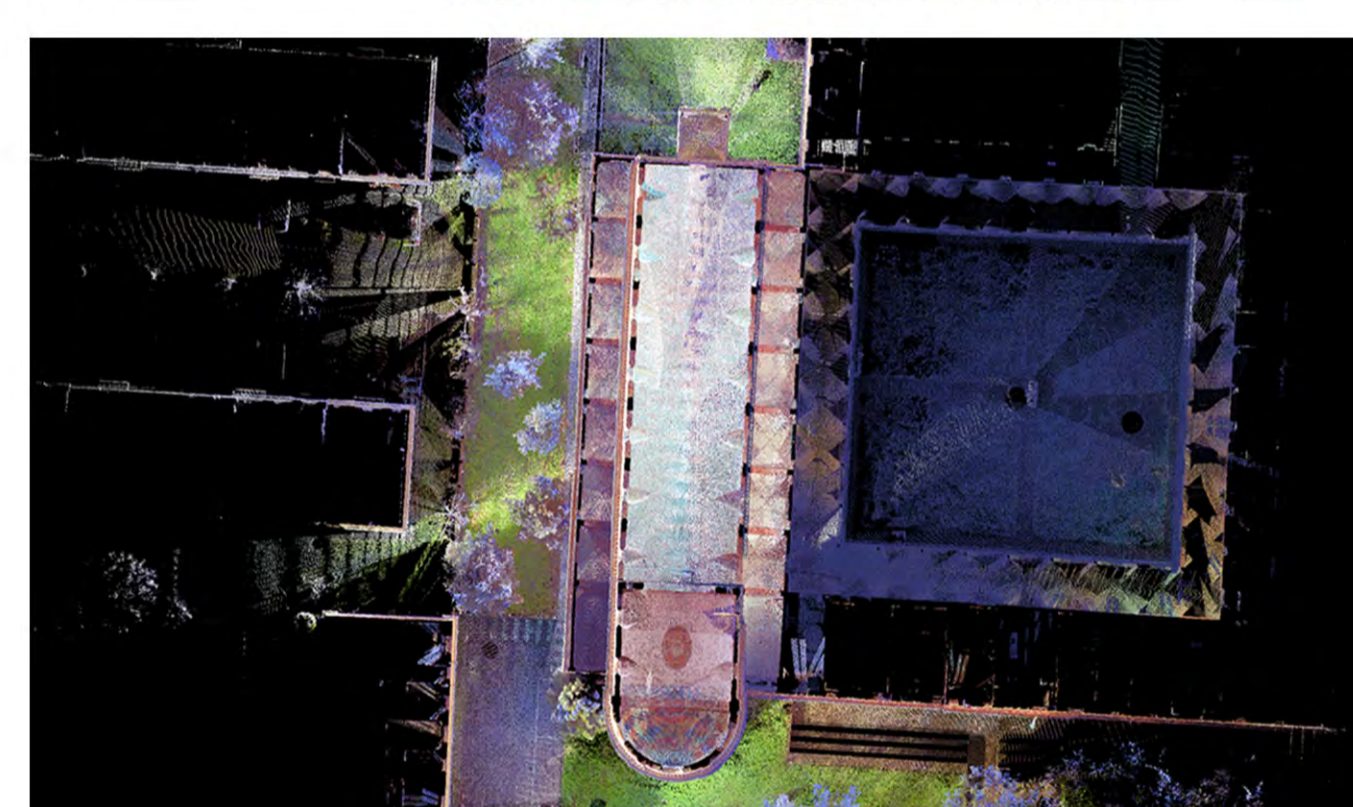


Church of Santa Maria della Consolazione, Ferrara. Biagio Rossetti, 1501



**INTEGRATED SURVEY** Surveying is not a simple reading and translation of metric data, but should seek representation by a graphic transcription of the global knowledge of the work, obtained through integrated studies, methodically planned and conscious of the constructive reality, capable of capturing its shape, dimensional, perceptive, technological and constructive values. It is an act of critical reading to be conducted rationally and with full consciousness of the object of interest.

**SCIENTIFIC SURVEY**

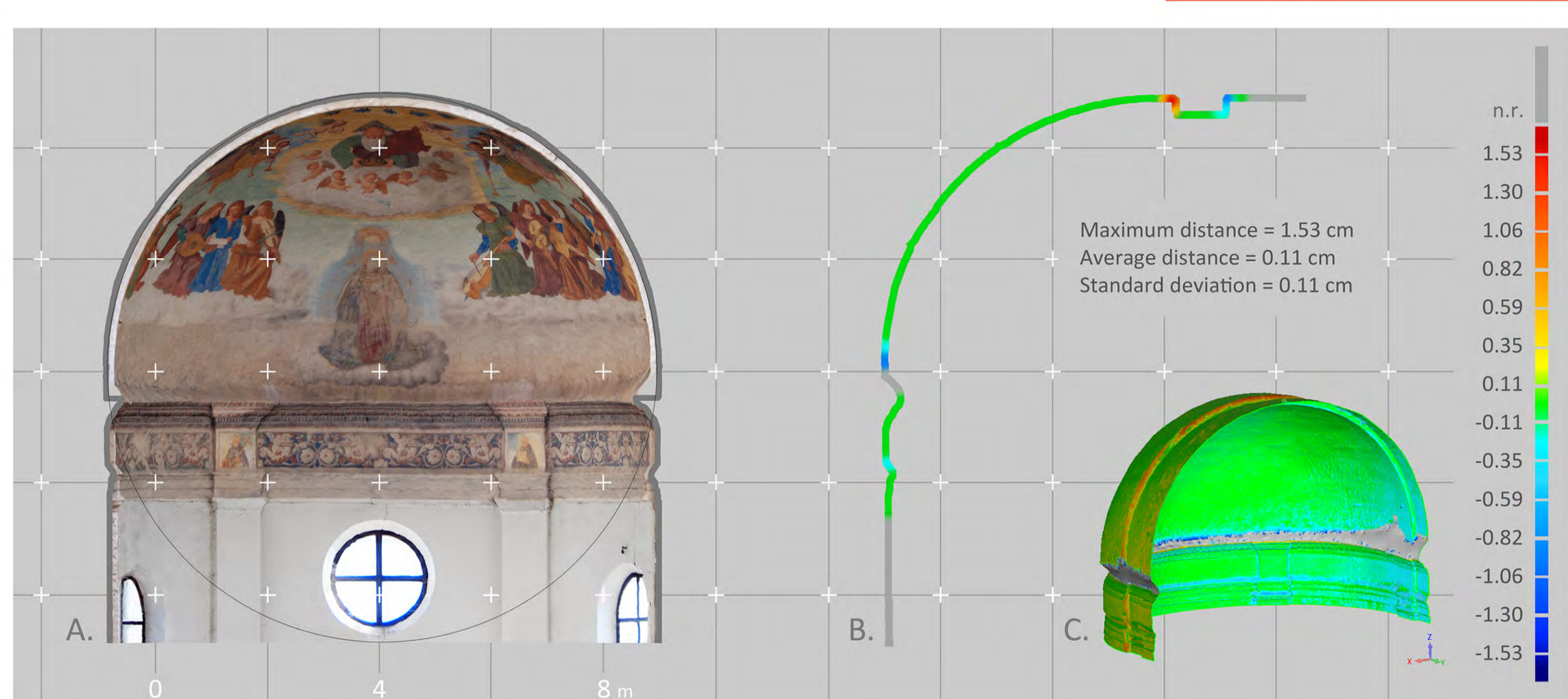
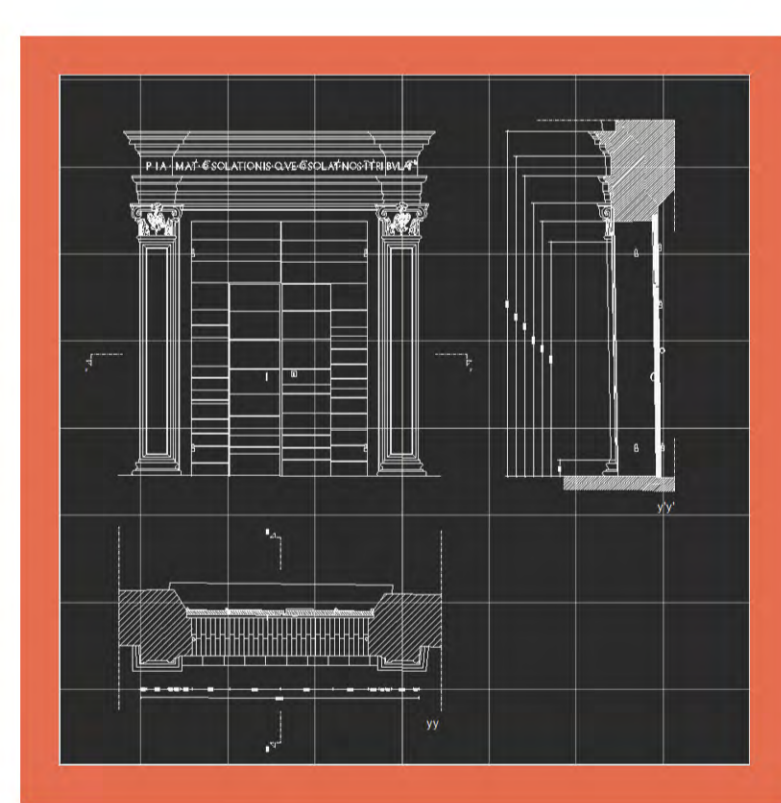


**COMMUNICATION**

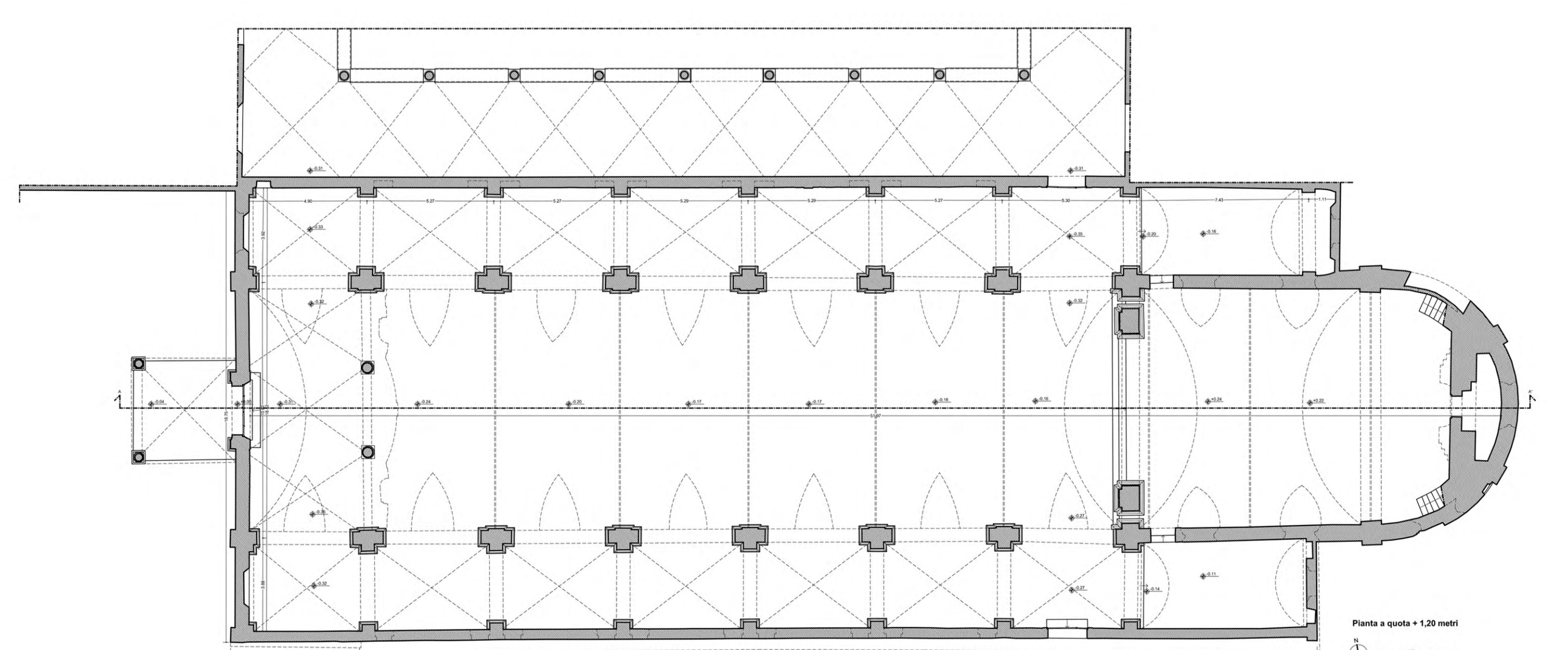
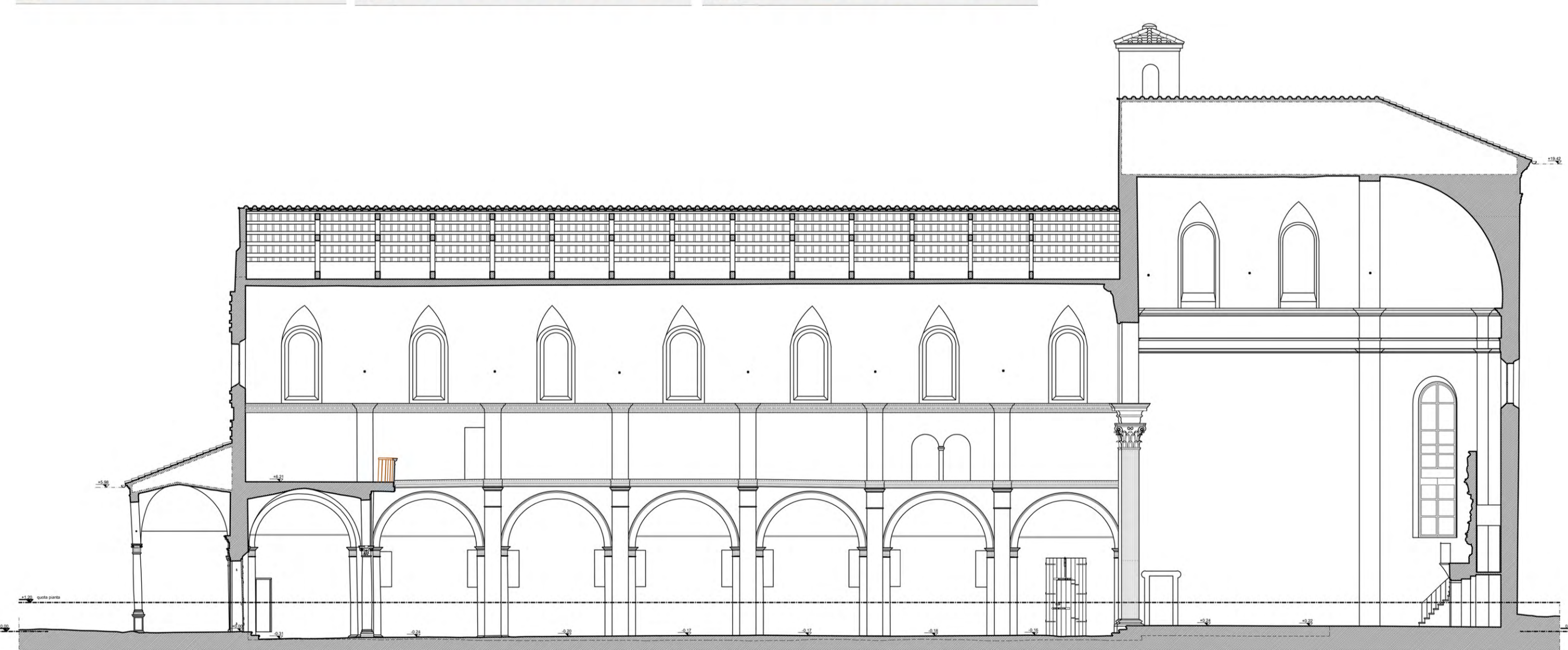
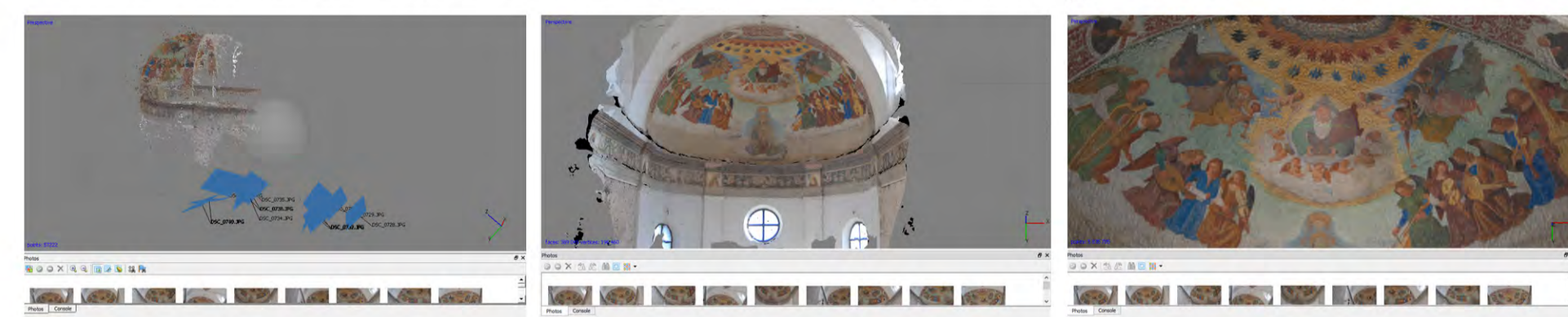
**ORGANIZING AND DISSEMINATING COMPLEX INFORMATIONS**  
 In recent years, research on current methods of media communication based on the use of interactive virtual spaces has paved the way for the adoption of new systems to support visits to museums and cultural sites. Many museums of the world are introducing multimedia movies and interactive guides, allowing the visitor experience to be more engaging, effective, intuitive and customizable. It is hoped that these virtual devices never substitute the asset itself, but rather accompany the user's knowledge of it, enhancing awareness through multi-level study according to their interests.

**DATA ANALYSIS**

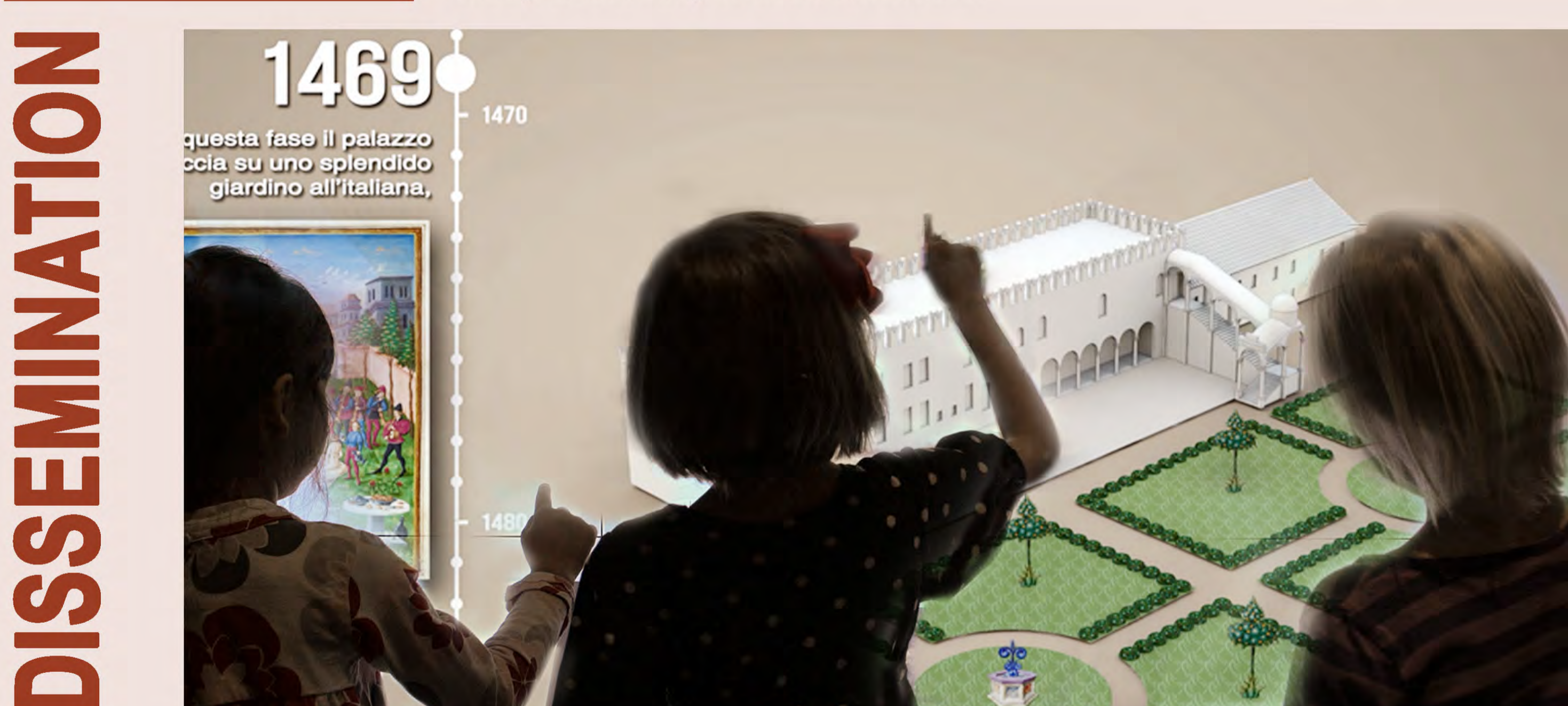
**POST PRODUCTION AND PROCESSING** If survey, intended in a scientific and integrated sense, must tend to the overall knowledge of an architectural object, it is equally important that this knowledge finds a clear and coherent synthesis in the post-production phase. This is an essential condition for setting a dissemination process that aims to reach the final user in an effective way.



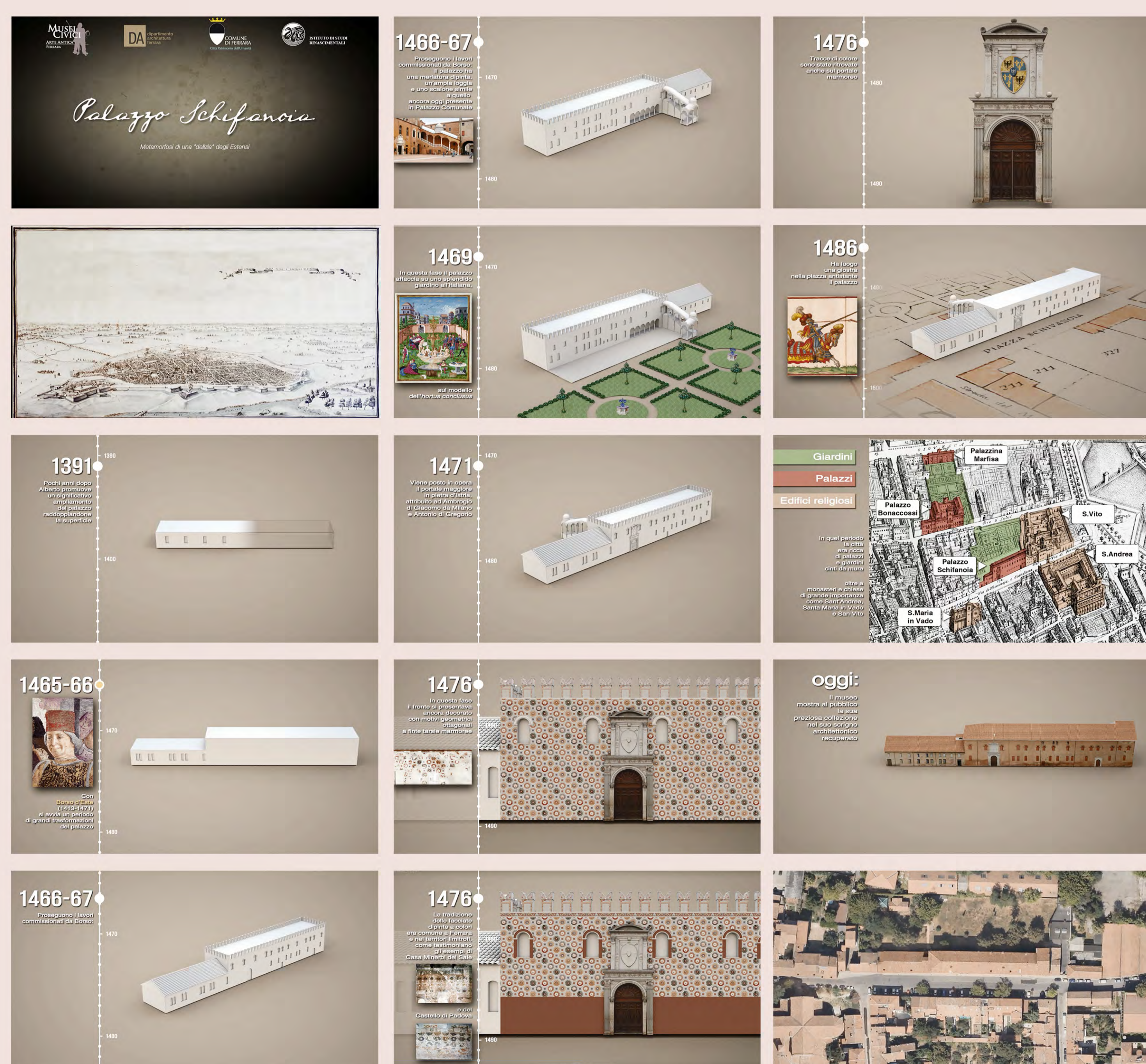
Santa Maria della Consolazione. Matching between laser scanner and SFM model of the apse



Church of Santa Maria della Consolazione, Ferrara. Plan and longitudinal section.



Palazzo Schifanoia, Ferrara: multimedia contents built up for the Museum



Palazzo Schifanoia, Ferrara: some frames of the video built up for the Museum.