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The role of the integrated conservation of cultural heritage for a creative, resilient and sustainable city

ACTA of the ICOMOS - CIVVIH Symposium,
Naples 2012

edited by Teresa Colletta



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In copertina: Napoli, il centro storico dal piazzale di San Martino.

Particolare della via Spaccanapoli con la chiesa dello Spirito Santo e il monastero di S.Chiaia.

Foto di Teresa Colletta, 2009.

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Presentation

by Teresa Colletta*

The growing complexity of urban heritage conservation makes reaching a consensus on how to manage urban heritage difficult. Today, old cities are sometimes just neighbourhoods inserted in much wider modern metropolises. However it's there that architectural cultural heritage is concentrated and only there a deep feeling of identity is to be found. Interventions for old cities conservation are much more difficult than the restoration of individual historical monuments, not only because of the quantity of physical structures to be restored or rehabilitated, but mainly because cities are living organisms, with a complexity of human and functional, social and economical aspects. It is well known that Cultural Urban Heritage is not only a matter of building. It may encompass crafts, art works, traditional trade and religious activities and may be intangible; and what's more a diversified population that is sometime fragile and often ill known inhabits old cities. Additionally, the sharp increase in the world's population now living in urban areas combined with a lack of policies to facilitate a sustainable use of heritage assets means the pressure on historic towns is set to rise. For these reasons all over the world, historic cities are under the risk of permanently losing their tangible and intangible heritage because of the various factors coming into play.

There is a growing interest in the links between urban heritage conservation and mainstream social concerns such as development, environment, health, education and economy.

Unless new and innovative ways of managing these sites can be agreed on, the creativity in the cities will be gone and historic cities as we know them today will not survive. This complexity contributes to the peculiarity

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of historical old Cities as a whole. However, mighty processes are at work to turn them into non-functional areas: slum or gentrified, tourist or commercial neighbourhoods, museum towns, stagnant places that lose their attractiveness, etc

In this regard we organized a Joint ICOMOS International Scientific Committees (ISC) meeting and scientific symposium entitled *The Role of Integrated Conservation of Cultural Heritage for a Creative, Resilient and Sustainable City*. The joint meeting was held on 3-5 September in Naples by the International Committee on Historic Towns and Villages (CIVVIH), the International Scientific Committee on the Economics of Conservation (ISCEC) and the International Committee on Legal, Administrative and Financial Issues (ICLAFI) and took place in Naples, at the Congress Center of the "Federico II" University (Via Partenope 36).

The joint ISC meeting is encouraged by the Scientific Council of ICOMOS in order to increase communications between ISCs and to achieve greater coherence and alignment in their positions. Such meetings require follow-ups and sharing of results and proceedings as stressed by ICOMOS President Gustavo Araoz at the meeting.

The Meeting will focus on methods, approaches and tools to increase city resilience, creativity and sustainability through integrated conservation.

The integrated conservation and the urban historical landscape managing heritage offers today a comprehensive overview of the intellectual development in urban conservation in the 21 century on the basis of the evolution of the conceptual and operational context of urban management and the development of local urban conservation policies and practices.

The new considerations about this topic are since 2011 very well expressed in the ICOMOS International Documents: the Paris Declaration on Heritage as a Driver of Development (ICOMOS 2011) is an important document in this endeavour. The UNESCO Recommendation on the Historic Urban Landscape (2011) stresses the need to better integrate and balance conservation needs with economic development, the "Valletta Principles"¹ where the recommended principles and strategies applicable to the interventions in historical cities, towns and urban areas are mentioned (2011).

¹ The "Valletta Principles for the Safeguarding and Management of Historical Cities, Towns and Urban Areas" were adopted by CIVVIH in the April 10, 2010 and by the International Committee of ICOMOS in the December 2011. The Principles highlight the work of CIVVIH to promote urban heritage as a resource and the safeguard of the values of historical towns and their setting, as well as their integration in the social, cultural and economic life of our times, in order to guarantee respect towards the historical tangible and intangible values of the heritage, and towards the environment, as well as the quality of life of their inhabitants.

The meeting was hosted by ICOMOS Italy and co-ordinated by Prof. Teresa Colletta, CIVVIH Vice-president and General Secretary of ICOMOS Italy, and Prof. Luigi Fusco Girard, president of ICOMOS-ISCEC. It coincided with the Sixth World Urban Forum UN Habitat meeting, at which ICOMOS and UNESCO made a joint presentation on the role of culture in sustainable urban development²

Following the Joint ISC meeting/symposium, the CIVVIH symposium and the CIVVIH Annual Meeting were held over the subsequent two days. This scientific meeting of the International Committee of ICOMOS in Historical towns and Villages (CIVVIH) was held in Naples September 3 to 5, 2012 unit with the University of Naples “Federico II”, and took place in the former Church of San Demetrio and Bonifacio, Aula Magna of Architecture Department of University of Naples “Federico II” (piazzetta Teodoro Monticelli 3).

The Annual scientific meeting of the CIVVIH will focus on the axis “*The role of the integrated conservation of cultural heritage for a creative, resilient and sustainable city*” and is planned around the main subject with a series of thematic sessions including various presentations. This theme is actually the central topic in urban conservation. Much of the current debate on how we should preserve our cultural heritage revolves around urban sites, historic districts, historical towns, but especially around the historical core of the big cities. Interventions for old cities conservation are much more difficult than the restoration of historical monuments, not only because of the quantity of physical structures to be rehabilitated, but mainly because cities are living organisms, with a complexity of human and functional, social and economical aspects.

² The symposium started with an opening plenary session with statements by ISCEC President Luigi Fusco Girard, ICOMOS President Gustavo Araoz and ICOMOS Italia President Maurizio Di Stefano at University of Naples Federico II Congress Centre. Furthermore, Francesco Bandarin, UNESCO Assistant Director General for Culture, spoke on *The Historic Urban Landscape in Local Development*, highlighting the urban dimension of development and the work of UNESCO in promoting tools such as the Historic Urban Landscape Recommendation and integrating culture into the Millennium Development Goals and in urban development. He also spoke about the need to retain authenticity in historic towns/urban areas. Prof. David Throsby in his talk on *The Role of Cultural Heritage in the Economics of Urban Development* covered issues such as cultural economics and understanding cities as bundles of capital. This was followed by presentations by ISCEC President Luigi Fusco Girard, CIVVIH President Sofia Avgerinou Kolonias and ICLAFI President Gideon Koren on the perspectives and work of each committee in relation to the symposium theme and other relevant papers.



Fig. 1. The church of San Demetrio e Bonifacio, now Aula Magna of the Naples' Architecture Department

The cultural urban heritage is not only built. It may encompass crafts, art works, traditional trade and religious activities and may be intangible and a diversified population that is sometimes fragile and often ill known inhabits the old cities. All this complexity contributes to the special characteristic of historical old cities as a whole. In fact the debate centres, especially, the perspectives of historic cities within the context of the modern changing reality and the role played by culture and creativity in their revival.

The relation of heritage and culture with sustainable development is not questioned³. Heritage and culture are considered to be necessary components of sustainability. Historic cities, towns and urban areas should preserve their authenticity, highlight and promote their particular cultural identity and cultural heritage. Identity, Integrity, Authenticity are serious dilemmas and fragile balances are recorded and must be discussed in our meetings.

The presentations drew on a wide range of case studies and topics as

³ Cfr. the Positional Paper of CIVVIH "The Historic city as a Reference Model for sustainable urban development policies", adopted in Valletta, Malta, in the CIVVIH meeting of May 2010, now in the CIVVIH web site and published at the end of the book unit to the "Naples' Resolutions".

provided in the papers presented by CIVVIH members under three sub-topics: creativity in the preservation and valorization of historical towns (1); the opportunity of cultural tourism for the sustainable development of historic towns (2); and the integrated conservation of the core of historic cities and their historic urban landscape. Some good practices.

The conservation of heritage should support energy saving, promote local jobs and regenerate some construction processes. A well known principle of "integrated conservation" is to begin with the knowledge and understanding of the present urban heritage to promote an "active" preservation. Based on a deep analysis and understanding of the built environment and of the historic values, *general guidelines* for new restoration plans and changes can be produced to design additions that well harmonize with the existing environment. This can be a useful tool for new proposals and for planning future developments.

The notion of sustainable development has gained such importance that many directives on architectural planning and intervention are based on no demolition policy and, rather, on the preservation of the urban heritage limited resources.

The questions that we have debated in the congress are: are there any actual examples from urban heritage sites worldwide to demonstrate key issues and best practices in the integrated conservation of the urban heritage of historical cities' core and their urban historic landscape today?

As to the three sub-topics of the general theme and the actual reports we have organized the book in two parts:

In the first part we have selected the papers on the comprehensive conservation and on the role of the integrated conservation about the creativity in the safeguard and rehabilitation of the historical towns and the opportunity of cultural tourism for the historical towns sustainable development.

In the second part the papers deal with the comprehensive conservation, as in a City or a Conservation area, with the communications that have examined particularly the third sub-topic and have included examples of good practices or case studies at different scales in different Countries of the world.

All the papers have however indicated the policy, strategy, as well as the juridical, institutional and/or budgetary framework that make them possible.

The papers presented at the Symposium, after a complete revision by the authors, are now published in this book.

In the first part: the Presentation of Luigi Fusco Girard, *The Cultural Base of Cities for Improving their Resilience, Creativity and Sustainability*,

Sofia Avgerinou Kolonias, *The contribution of creativity and culture in forming modern policies for the preservation and revival of historic cities, towns and urban areas*; Teresa Colletta, *Multilayered Mediterranean Towns and Historical Cultural Landscape: Integrated Conservation Strategies*; Eleni Maistrou, *Rehabilitation of Historical Towns and Preservation of their Cultural Heritage: Searching for a Creative Approach and Innovative ways of Management*; Pierre Laconte, *The historic city as model for sustainable urban extensions: case histories*.

In the second part: Nur Akin, *Une zone historique de réhabilitation urbaine à Istanbul: Balat*; Alvaro Gomez Ferrer Bayo, *Le Quartier du <Cabañal> à Valencia: Rupture et développement versus conservation et régénération. Une question ouverte*; Faika Béjaoui, *Intervenir, créer en centre ancien. Quel futur pour le Patrimoine? La ville de Tunis*; Yuichi Fukukawa, *What to learn from historic way of building in the case of reconstructing of the damaged centre of Ishinomaki city by the great East Japan earthquake*; Danuta Klosek-Kozłowska, *Modern Journey Spaces and the Sustainable Development of City Centres: Revitalising Post- Railway Areas in Poland*; Saleh Lamei, *Heritage for peace. The conservation of Hala Sultan Tekke, Larnaka - Cyprus*; Olga Sevan, *Choice of the Future Development of Historical city Kolomna in Moscow Region*⁴.

All the papers presented at Naples Symposium unanimously agreed that the value of the urban environment of the historical towns is essentially made up of the conservation of the identity and authenticity of the site and its surrounding area, through the enhancement of the historical stratification, the protection of the cultural continuity, the preservation of the material and immaterial complexity of the most valuable sites. All this in proportion to a tourism sustainable and respectful of the urban historical landscape and, mainly, with proposals in the future for the revival of historic towns, such as those relating to creative and smart cities.

The current changes in the life of towns and urban areas take place rapidly and within the multidimensional modern environment; it is important to make new recommendations in view of these developments and challenges. The meeting in Naples paved the way for further brainstorming and proposals for the scientific debate in the future with continue proposals for

⁴ The other presentations, not included in the book because not received, are: Vladimir Krogus (ICOMOS Russia), *Remarkable Sites as a Russian answer to the Historic Urban Landscapes. Introduction and its Translation into the Conservation Practice*; Samir Abdulac (ICOMOS France), *Diversité et innovation dans 40 projets de villes du Patrimoine Mondial: Exemples and Best practises of integrated conservation of historical towns*; Agnieska Kiera (ICOMOS Australia), *Urban Identity and Design Code as a Tool of Creative Conservation and Revalorisation of Historic Towns: the Case of Fremantle, Western Australia*.

the protection and revival of historic towns, such as those relating to creative and smart cities.



Fig.2. Naples. The CIVVIH Scientific Symposium meeting at San Demetrio and Bonifacio church: Sofia Avgerinou, Gustavo Araoz, Teresa Colletta.

The Symposium resulted in the drafting process of a document to be issued as **Resolutions of the Naples' International Symposium** on the Role of Integrated Conservation of Cultural Heritage for a Creative, Resilient and Sustainable City at the 2012 Annual Meeting of CIVVIH, highlighting culture as a driver of social and economic development of historic towns, cities and urban areas.

First Part

The cultural base of cities for improving their resilience, creativity and sustainability

by Luigi Fusco Girard*

1. Introduction

This paper will discuss the relationships between the future(s) of cities and their cultural base. The general thesis here is that it is necessary to invest into a strong cultural city base to promote a better city future.

The first step is to imagine the future of cities, in order to shape it into a preferable direction, through new and useful knowledge, approaches, choices, tools, criteria, ideas.

The main goal of this paper is about promoting “circular and synergistic” city organization as a common characteristic of any future city visions.

Circular and synergistic organization makes the city more fair, prosperous and well matching with natural environment.

Circular and synergistic city stimulates creativity, resilience and sustainability. They are based on culture: knowledge is the catalyst of creativity, cultural resilience is fundamental for city resilience, sustainability is based on cultural dimension.

Culture is a complex notion. We can recognize many definitions of culture: knowledge, research, creativity, arts, way of thinking/life, social norms, juridical rules, monuments, landscape, etc.

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There are also many interpretation of culture city. Culture city is often interpreted as a creative city (...) because creativity is able to open a better and wider set of options for its inhabitants; or as the city of arts; or the city of cultural events etc... Anyway, culture is going to shape all urban policies: from planning to housing to environment, to development, to tourism... (Local Agenda 21 for Culture, European Capitals of Culture experiences etc.)

Here culture is interpreted as cultural heritage to be conserved in a productive perspective, as new knowledge to be produced, as a way of thinking that should shape all every day choices.

Which role for city cultural heritage to move toward a better future? Which knowledge to promote a better future? Which way of thinking to sustain from bottom up the change for a better future?

2. Some possible images of city future: the new organizational model

In literature and in concrete practices we can recognize many future visions of the city: the humanizing city, the synergistic city, the self organizing city, the multicultural city, the entrepreneurial city, the eco city, the network/digital/smart city, the health city...

In all these visions the role of an efficient and less dissipative organization is stressed, even if with different emphasis.

Circularization of processes is the general model that can be proposed to implement more effective organizational structure: *city futures are based on circularization of processes*. This model imitates the circular organization of natural eco-systems.

More efficient and less dissipative organization of all city processes is required to face not only the world economic competition, but also the energy challenge, the social challenge, the ecological one.

Circularized processes, that are able to reproduce/regenerate original capitals, are the general characteristic of sustainable city. In general, circular processes improve the resilience of the city systems; they are based and stimulate on their turn synergies on different plans.

Many good practices of circular industrial economy have been implemented in Japan, China, in the EU.

Circular process can be implemented on three main levels:

- Economic: loops, symbioses between companies for value creation,... allowing synergies and stimulating also circuits between company and local community (Porter and Kramer, 2011);

- Social, to regenerate interpersonal relationships – which are often weakened in cities;
- Ecological: all living systems are characterized by circular Processes; thus they are able to conserve and reproduce themselves.

An economic circular model, based on three parallel value creation systems, and on a synergistic approach (Ravetz, 2011; Fusco Girard, 2011) can be implemented in particular in port cities. This is a relevant aspect, considering that many important cities are port cities.

3. The role of cultural heritage

In this general context, the role of cultural (tangible /intangible) heritage should be stressed in imagining city future(s).

In many strategic city visions the **role of historic cultural heritage** appears (often) under considered. On the contrary, it should be recognized as the starting point to increase economic prosperity, environmental quality social conviviality: the future is built on memory, history, roots, spirit of places...

City history, memory, identity should be conserved in a creative way, combining conservation with innovations in a circular perspective.

Places are physical spaces of collective memory: are the entrance points to transmit, communicate and celebrate collective identity in the increasing anonymous urbanization processes, characterized by standardization, anonymity, homogenization...

It is necessary to conserve this specific spaces not only because they offer a richer sense /perspective, but also because they represent a comparative advantage in the globalized world: they are able to attract people, investments, activities, becoming source of creative production...

Conserving these places in a productive perspective means valorizing them, creating added values (in term of use values, social values, symbolic values, market values....) and synergies.

“Circular” economic processes should characterize also cultural heritage conservation, reinforcing import capability (tourists, visitors, talents, capitals, skilled workers, new activities...) and also export capability (hand-crafts products, art, local identity / knowledge and intellectual products...), integrating a wealth creative processes that should be complementary to industrial economy. Conservation of cultural heritage interpreted as a **productive activity** can stimulate circular processes through reuse, restoration, regeneration of materials/assets.