Gestão do Património e socialização do conhecimento em Ravello

Fabio Pollice

CENTRO UNIVERSITARIO EUROPEO
PER I BENI CULTURALI
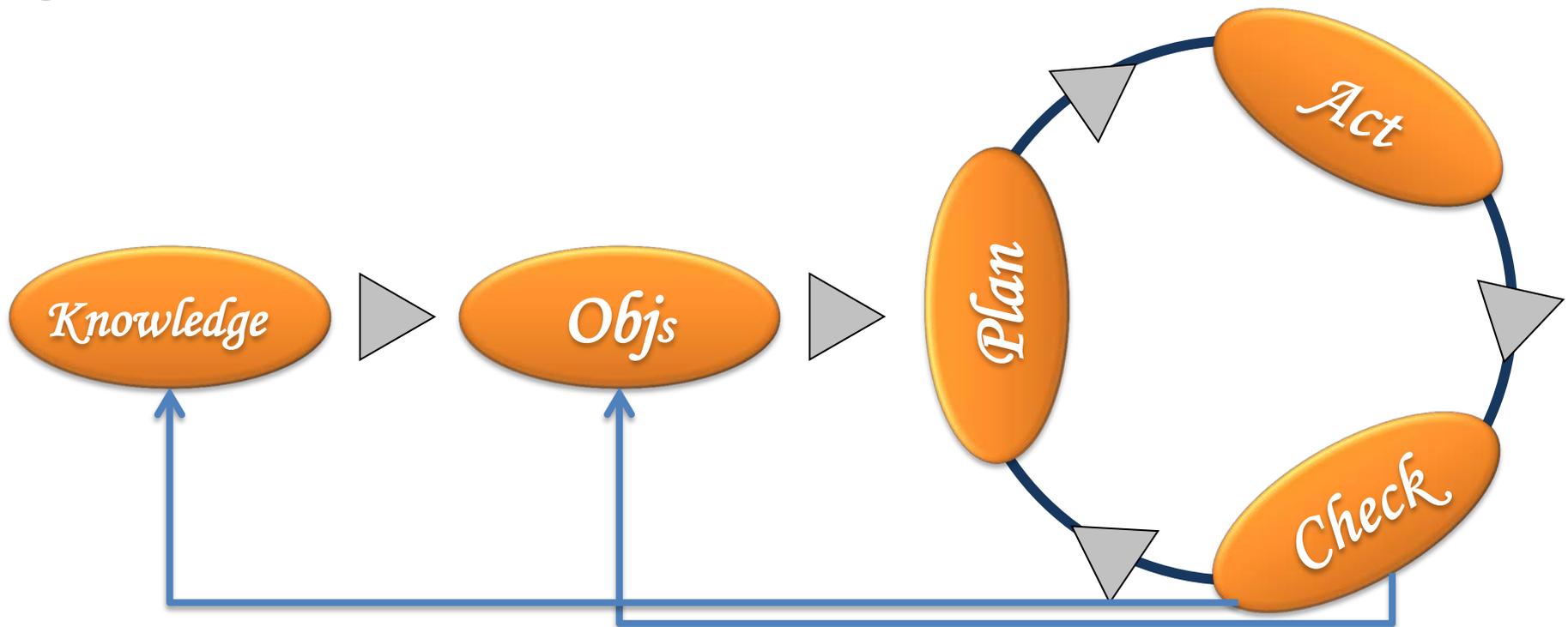
UNIVERSITÀ DEL SALENTO

Para uma

sustentavel e participata

Gestão...   *...it's a cyclical and heuristic process*

Knowledge → Objs → Plan → Act → Check

...that needs the involvement of local communities to gain its objectives

A comunidade local é ...

Local Community is ....

User of the territory and of its attractive values
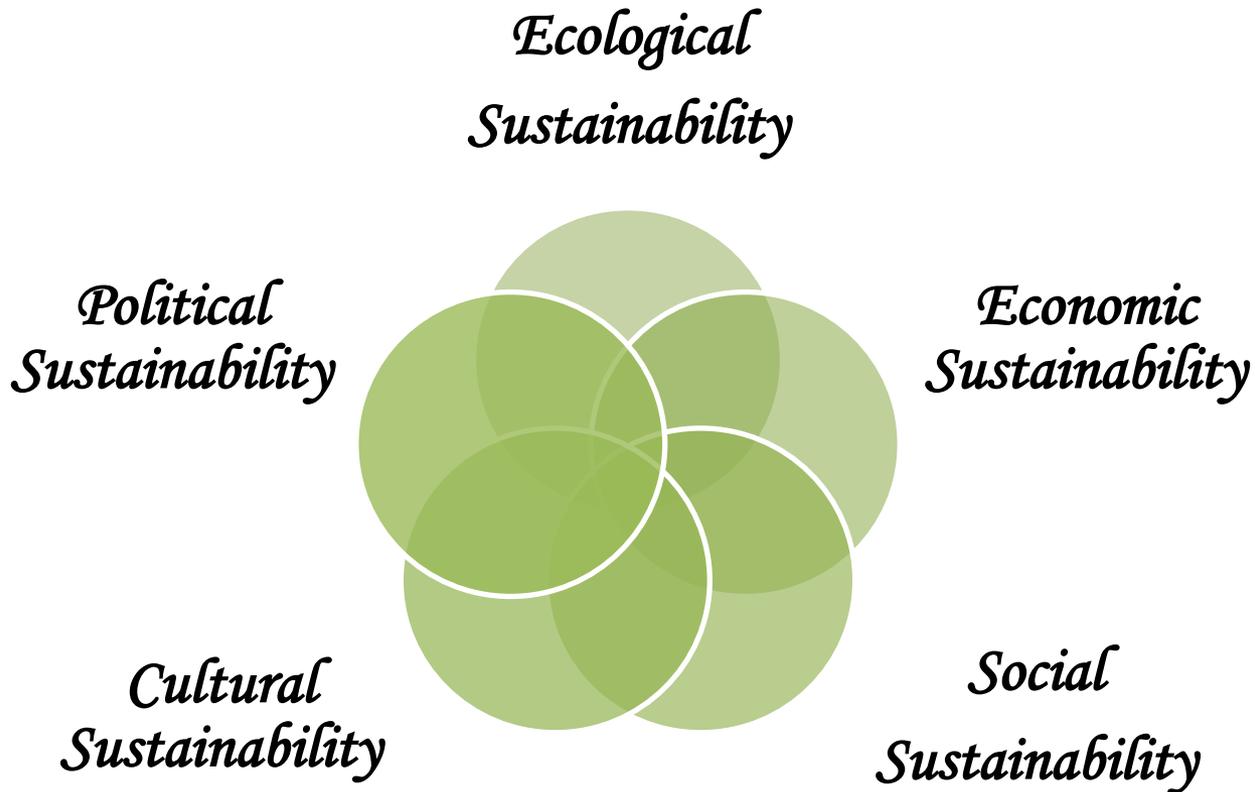
Producer of the territory and of its attractive resources

Promoter of the territory and of its attractive values

Bearer of the tangible and intangible attractive values

Keeper of the area attractive values

Gestão...   ...has to be sustainable
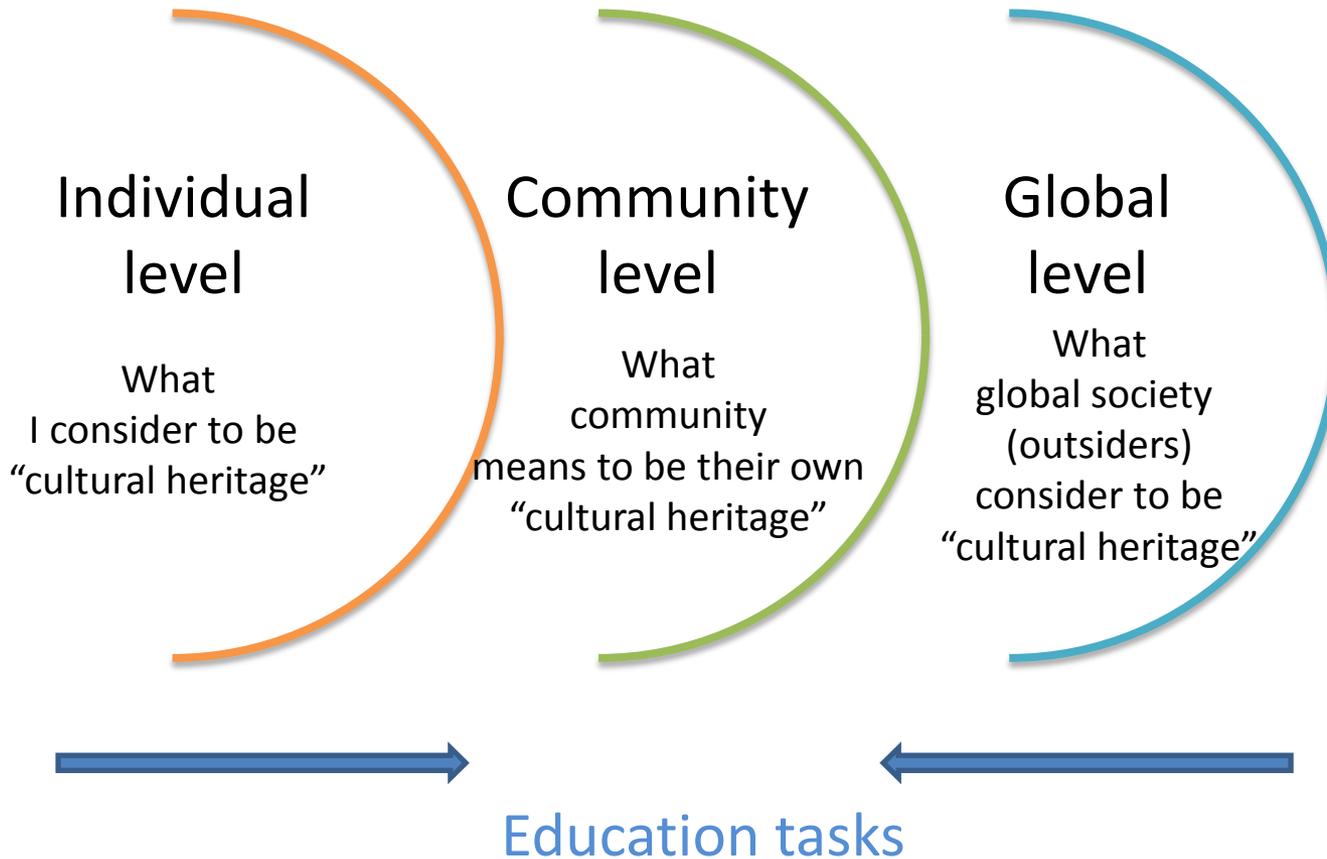## ...and for being sustainable has to involve local communities.

Ecological
Sustainability

Political
Sustainability

Economic
Sustainability

Cultural
Sustainability

Social
Sustainability

Património cultural... or "heritage"

… it's better "heritage" because it refers to what we receive from our past for the future generations"
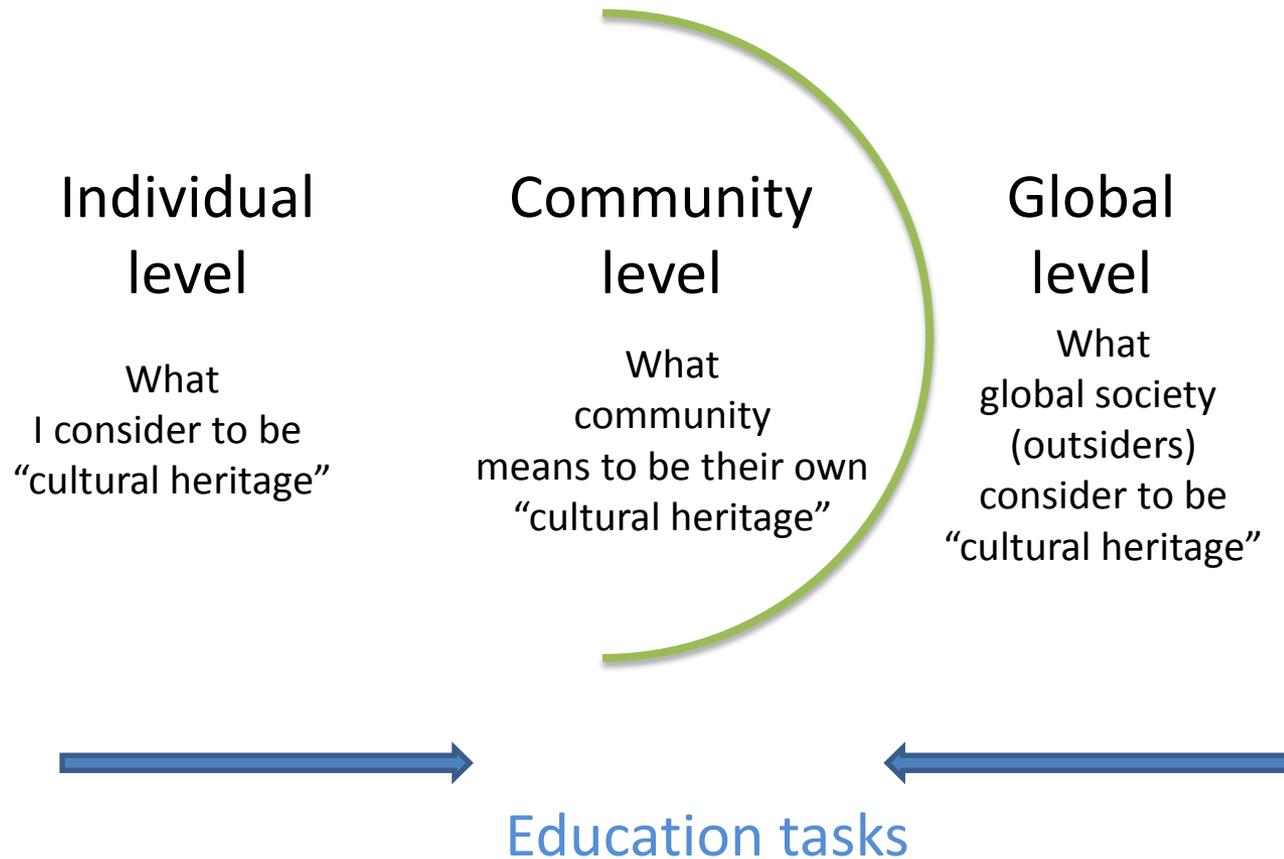
- **tangible heritage**, *which includes natural and cultural sites*

- **intangible heritage**, *living dimensions of heritage and all the aspects of the physical and spiritual relationship between societies and their environment*

"the notion of cultural heritage embraces any and every aspect of life that individuals, in their variously scaled social groups, consider explicitly or implicitly

to be a part of their self-definition" (Susan Pearce)

..."heritage" perspectives

Individual level

What
I consider to be
"cultural heritage"

Community level

What
community
means to be their own
"cultural heritage"

Global level

What
global society
(outsiders)
consider to be
"cultural heritage"

Education tasks

..."heritage" perspectives

| Individual level	Community level	Global level
What I consider to be "cultural heritage"	What community means to be their own "cultural heritage"	What global society (outsiders) consider to be "cultural heritage"

Education tasks

Heritage education: two different directions

→ **To the insiders** (local community)

Obj: to make everyone perceive the community's cultural heritage of which s/he is part as one's own and make her/him internalize the values which underlie it, taking part in its preservation.
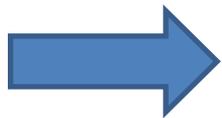
→ **To the outsiders** (tourists)

Obj: to make sure that tourists respect the cultural heritage of the territories they experience and understand the values which underlie it.

Heritage conservation. What does it mean?

Conservation comes from the Latin word "conservàre" (cum + servàre) and it means "to bring with you". When referred to a community (a "collective self"), this definition emphasizes the social value of conservation as a shared and collective act rising from the attribution of a identity value to a given tangible or intangible resource, which is recognized as a common heritage.

Territory and identity

The territory can be regarded as that portion of geographical space that local community perceive and represent as own space and lives like a "relational space" constantly reproducing it by individual and collective actions; The territory's specificity – regarded as the difference from the geographic surroundings – comes from the process of interaction between this community and the environment . In this interpretation the "identity" is the territorial soul, the territorial essence (Pollice, 2005)

Tourist , Tourism and Territory

Nel viaggio, si scopre soltanto ciò di cui si è portatori. Il vuoto del viaggiatore crea la vacuità del viaggio, la sua ricchezza ne produce l'eccellenza".
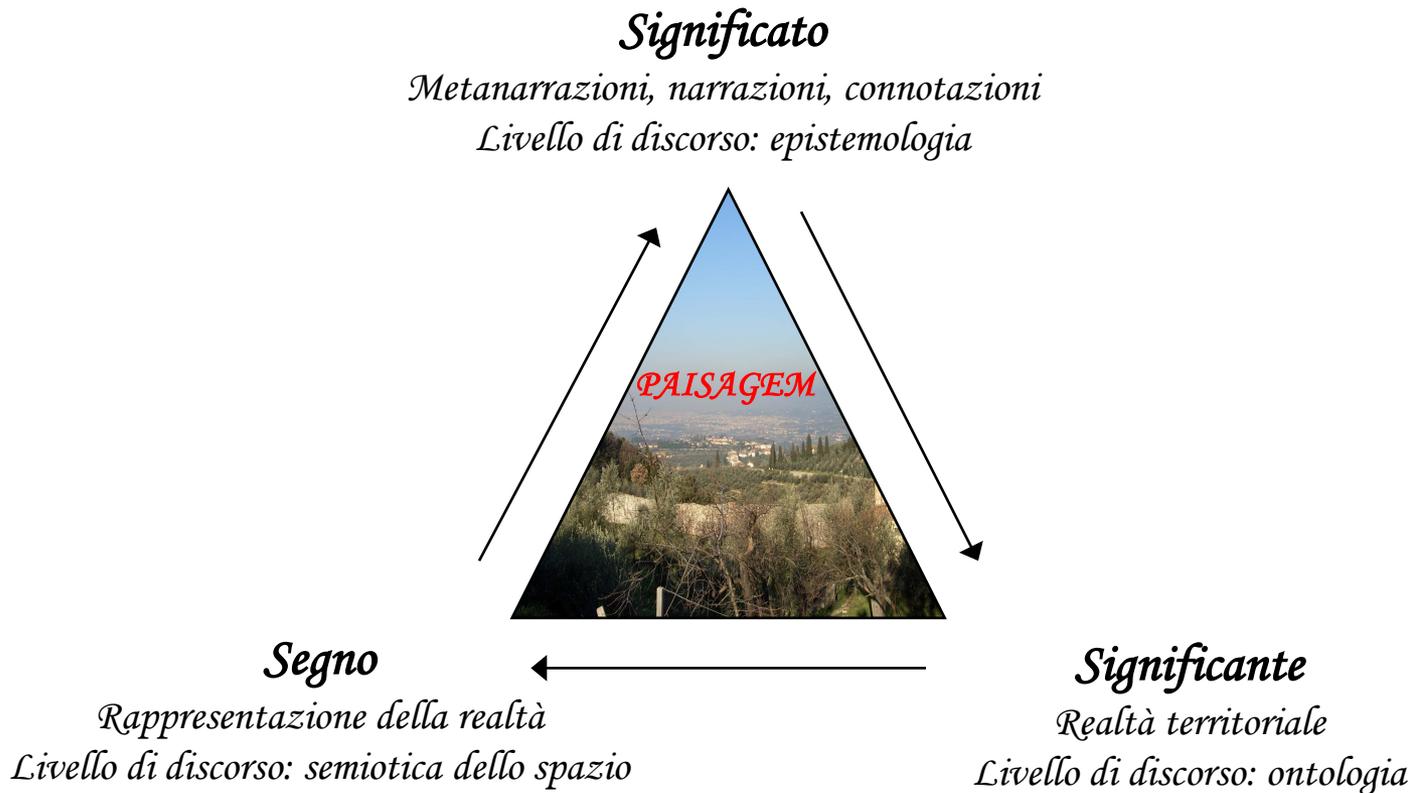
(Onfray, 2010, La Théorie du voyage. Poétique de la géographie, p. 24)

Paisagem cultural ...

...is the most complex kind of cultural resource. The tangible result of the process that we call "territorializzazione" of the space.
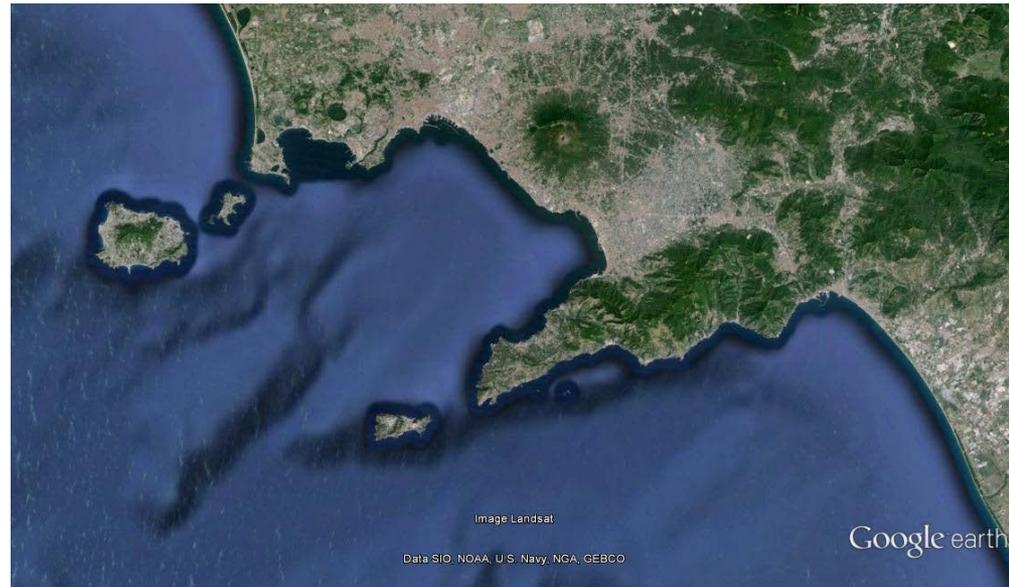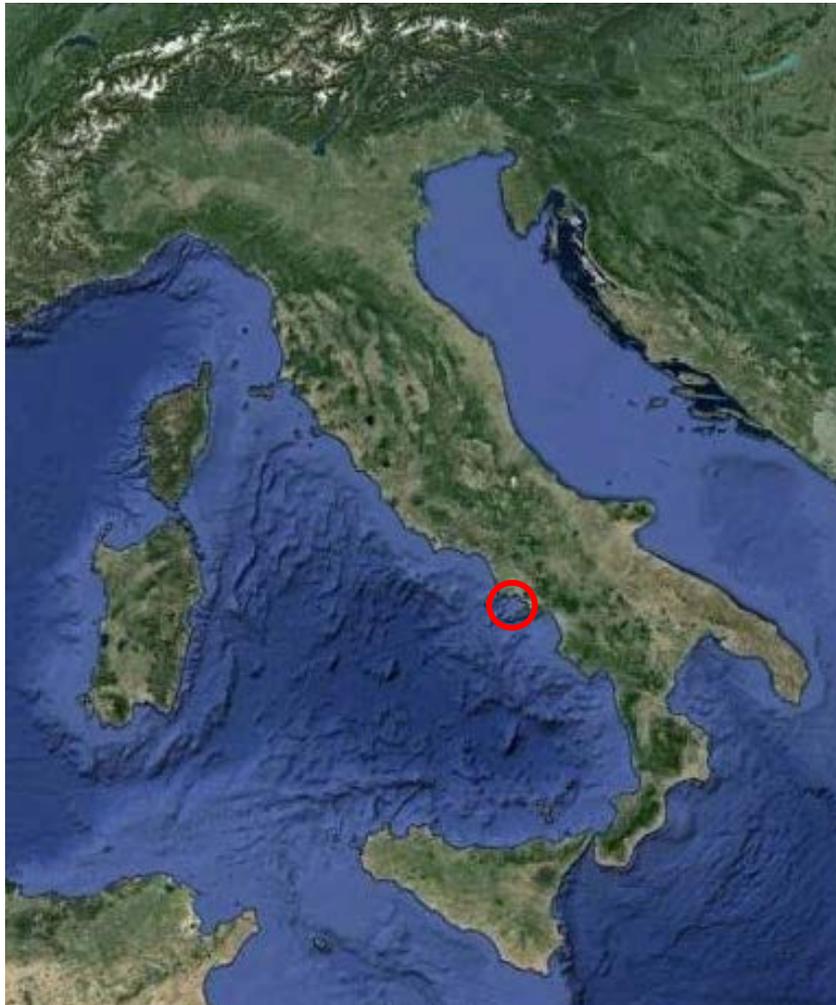
Paisagem... as a social construction

Significato

Metanarrazioni, narrazioni, connotazioni
Livello di discorso: epistemologia

PAISAGEM

Segno

Rappresentazione della realtà
Livello di discorso: semiotica dello spazio

Significante

Realtà territoriale
Livello di discorso: ontologia

Fonte: Vallega, 2001

The Geographical context

The Gulf of Naples

The Landscape

The Amalfi coast is an area of great physical beauty and natural diversity. It has been intensively settled by human communities since the early Middle Ages. There are a number of towns such as Amalfi and Ravello with architectural and artistic works of great significance. The rural areas show the versatility of the inhabitants in adapting their use of the land to the diverse nature of the terrain, which ranges from terraced vineyards and orchards on the lower slopes to wide upland pastures (by UNESCO website)

Evolutionary cultural landscape

In 1997 the Costiera Amalfitana was inscribed by UNESCO in the World Heritage List.

The Committee decided to inscribe this site on the basis of criteria (ii), (iv) and (v), considering that the Costiera Amalfitana is an outstanding example of a Mediterranean landscape, with exceptional cultural and natural scenic values resulting from its dramatic topography and historical evolution.

- *Criteria (ii) to exhibit an important interchange of human values, over a span of time or within a cultural area of the world, on developments in architecture or technology, monumental arts, town-planning or landscape design;*
- *Criteria (iv): to be an outstanding example of a type of building, architectural or technological ensemble or landscape which illustrates (a) significant stage(s) in human history;*
- *Crieria (v) to be an outstanding example of a traditional human settlement, land-use, or sea-use which is representative of a culture (or cultures), or human interaction with the environment especially when it has become vulnerable under the impact of irreversible change.*

… the Amalfi Coast Landascape is the main touristic attraction

Two experiences of community-tourists involvement in the Amalfi Coast

The first experience
C.L.A.P. project at the Amalfi Coast

C.L.A.P. = 'Cultural Landscape Adoption Project'

- *Main **goal**: to sustain the preservation of the terraced landscape and the environmental values of the Amalfi coast*

- ***Expected results** are:*
  - ✓ *environmental and landscape restorations;*
  - ✓ *an increase in the farmers' awareness and involvement;*
  - ✓ *an increase in the adult learners' awareness and direct involvement in the education activities;*
  - ✓ *requests for adoption of terraced foundations.*

- ***Main outputs** will be:*
  - ✓ *the "Guide for the Sustainable Management of the Terraces Fund"*
  - ✓ *seminars in three fields: ecology, geography-territory and business administration.*

Educational approach behind it

- To **local people**: *actions addressed to farmers aiming at spreading the eco-sustainable techniques of cultivation, the preservation or the restoration of the typical agronomic structures of the Amalfi coast and the knowledge of cultivation and maintenance interventions which can contribute to preserve the terraces' biodiversity*

- To **tourists**: *actions aiming at promoting an in-depth knowledge on biodiversity and on the cultural value of the landscape of the Amalfi Coast and the correct behaviours to preserve it.*

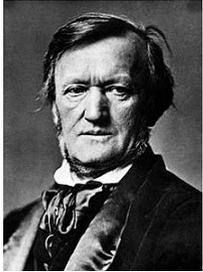## TO ENCOURAGE PEOPLE TO 'ADOPT' TERRACED FOUNDATIONS

*Educational approach behind C.L.A.P. : an integrated one, based on the **active involvement** of adult learners and on experiential learning (learning by doing) in an outdoor context.*

The second experience
Amalfi Coast: The Musical Landscape

Ravello
The music in the building of the place identity

The Amalfi Coast for the beauty of its landscape has always been a place of inspiration for painters, writers and musicians. In 1880, visiting the gardens of Ravello Wagner wrote "We found the garden Klingsor", referring to the fantastic garden of the magician Klingsor that he has imagined composing Parsifal.

In the summer of 1953, on the occasion of the seventieth anniversary of the death of Richard Wagner, were organized the "Wagnerian concert in the garden of Klingsor". In 2013 we got to the 70th edition and the Festival of Ravello is nowadays accredited as one of the most important events in the world for the classical music, becoming at the same time the symbol of Ravello uniqueness all over the world.

At the end of the last decade is realized, on a design by Oscar Niemeyer, the auditorium that quickly becomes - even for the controversy that the work undoubtedly raises for its remarkable impact on the landscape - one of the main elements o f the place identity.

Neapolitan music

A component of the place identity and of the touristic image

Mandolino napoletano

The Neapolitan song was born in the thirteenth century, but the musical sensibilities of the people of Naples was already known in Roman times. Referring to the legend the Roman Emperor Nerone wanted to sing in Naples to make its population conscious of his singing qualities. In the sixteenth century in Naples make up the "villanelle", sentimental folk songs and cheerful, and begin to take an interest in this genre also great musicians. But it is from the eighteenth century that Neapolitan music begins to become famous and attract Italian and foreign musicians. This reputation will increasingly growing throughout the nineteenth and the first half of the twentieth century, reaching its peak by the end of the XIX century and the first decades of the XX century with songs like: O 'Sole Mio, Come back to Sorrento, Saint Lucia, … .

This music has not only helped to build the image of Naples in the world, but also to lay the foundations of European music, influencing the classical and pop music.

Triccaballacche

… but at the same time a piece of European Cultural Heritage!

Musical Landscape
The soundtrak of our landscape experience
Project description

The project will be implemented in the Amalfi Coast and it will be focused on the link between music and landscape: the music as a component of the space, able to enhance the attractiveness of the place and to reinforce the sense of belonging and the love for their own cultural heritage in local community. The landscape, the main asset of the cultural heritage, constitutes the scenery of the performances that the Centre intends to organize the project. Subject of the performances will be the traditional Neapolitan music, which is also considered as intangible cultural heritage because of its importance in the construction of the identity of this area and in the history of world music. In the project will be involved musicians and choreographers, artists who will be called upon to interpret the classic Neapolitan music, animating the most beautiful places of the Amalfi Coast.

Musical Landscape
The soundtrack of the landscape experience
Project effects on local community

economic

Increasing local attractiveness with positive effects on tourist flows, and reinforcing the tourist image of Ravello like a "music city" (branding).

social

Enhancing the sense of belonging, contributing to reinforce social cohesion

cultural

Collecting and disseminating the culture of the place, enhancing the "place memory", all elements around which is built the territorial identity.

environmental

Reinforcing in the local community the respect for the landscape as a cultural heritage, the most important expression of their own heritage and of the local identity.

Musical Landscape

The soundtrak of our landscape experience

Project description

Obrigado pela atenção

fabio.pollice@unisalento.it