

Events

5° INTBAU International Annual Event

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Much of the existing cultural heritage, tangible and intangible, deserves to be known, preserved and valued at its best. Heritage is fundamental for the maintenance of diversity. Its importance is not in the cultural manifestation itself, but rather in the wealth of knowledge and skills that are transmitted from generation to generation.

In this regard, every year the INTBAU association [1] promotes an annual international event that is hosted in rotation by one of the nations represented in the association. In July 2017 the 5th INTBAU International Annual Event took place in Italy at the Department of Design of the Polytechnic of Milan.

It offered two initiatives: a conference and a study tour. The title of the meeting, *Putting Tradition into Practice: Heritage, Place, Design*, is founded on one of the current of the scientific research challenges, which aims to spawn new knowledge starting from the widespread cultural heritage in the territories and transmit it in the architects' work for the dissemination of good practices in the fields of survey, as well as of the drawing representation and urban regeneration. The Study Tour, entitled *The stones of Vicenza, the classical tradition in design and drawings*, offered to the participants the opportunity to acquire a deeper

understanding of the classical tradition, taking the architecture and landscapes of Vicenza as study material.

The aim of the conference was to investigate the techniques of communication, representation and enhancement of cultural heritage and historical urban landscapes. It also endeavored a promotion of the *placemaking* and strategic design methodologies that support the traditions of the territories. This has been an important opportunity for discussion among scholars who deal with these issues [Amoruso 2018, p. XXXI].

Some events happened in the last years have struck the public opinion producing huge outcry: the destruction of the arch of triumph in the ancient city of Palmira (5 October 2015) and the catastrophic earthquake affecting numerous communities in Abruzzo, Lazio, Marche and Umbria (from August 2016 to January 2017) have caused enormous injuries to cultural heritage. Speaking about Italy, our Country is facing a major challenge and must not only respond to the housing needs but also rebuild a wounded community by creating architectural and urban solutions that confirm the principle of cultural continuity.

This is the most important program of reconstruction after the war which will

focus on social and economic policies and on the application of new technologies, putting together a multi-disciplinary scientific research useful for the rebirth of the wounded communities now deprived of their places of aggregation and their identity.

If buildings and cities are a portrait of the human condition, it is up to scholars and citizens, with their skills and expectations, to invest resources so that heritage remains alive in the uses and forms of every life, in rituals and traditions.

International organizations, such as UNESCO, recall the community to protect all assets including those that who do not express themselves through artefacts and that are carried out in the gestures, in the sharing of images and in the social perception that dwells in the communities. Cultural heritage in general consists of products and processes of a culture that are preserved and passed down through generations. In this context, the INTBAU 2017 initiative is included. It has promoted the exchange and updating of research and best practices in the disciplines of cultural heritage and architecture, with the contribution of experts, universities, professionals and public institutions. For this reason, the initiative was sponsored by the

Fig. 1. 5th INTBAU International Annual Event - Posters of the two events.



scientific society UID (Italian Union for Design) which actively contributed to the program. The Conference [2], was attended by 255 experts. 80 contributions were selected [3] and proposed to a wide range of national and international researchers and professionals to answer to some of the topical issues. The main topics discussed during the conference were:

- how global intelligence can support sustainable local development;
- a particular focus about the question of how to rebuild after a seismic event or a natural disaster;
- how to develop knowledge of cultural heritage and places and how the identity of the territories can be transformed

into design guidelines to support the growth of local communities;

- how to build better houses, durable and safe and how to work together to find solutions to global challenges.

The 2017 edition of the annual event of INTBAU conference, since the launch of the international call for papers, obtained an extraordinary response witnessed by 200 contributions from 255 authors. The admitted contributions were 165 [4], from 64 universities from 20 countries and 5 different continents.

The members of the Italian Union for Design (UID) participated with specific contributions on the issues of drawing as a tool for generating knowled-

ge, experimenting and integrating tools and methods of representation, from traditional analogical to innovative digital ones, also for the management of complex systems. The other partners, such as the Agenzia Italiana per la Cooperazione allo Sviluppo (Italian Development Cooperation Agency), the UNESCO National Commission, the ICOMOS Italy and some leading companies in the various sectors [5], contributed in their own way to the success of the event.

During the various and varied program of the conference [6], during the first day (5 July), institutional interventions were presented, such as those of Luisa Collina (Pro-Rector for External Relations of the Milan Polytechnic), Silvia Piardi (Director of the Design Department of the Milan Polytechnic), Antonella Ranaldi (Superintendent of Archeology, Fine Arts and Landscape for the metropolitan city of Milan) and Vito Cardone (President of the UID). The conference began with an opening message by prof. Giuseppe Amoruso and Robert Adam (President of INTBAU). For the occasion, the Prince of Wales sent to the participants of the conference an official message in which he recalled the commitment of the professions and research in ensuring a future of prosperity to the Italian territories affected by the earthquakes. The message also recalled the responsibility to ensure the right resilience in respect of the traditions that make these places characteristic and which must be maintained. It is an extraordinary witness of closeness to the communities affected by the earthquake so that they can be significantly involved in cultural issues that affect the reconstruction programs and the promotion of the sites in accordance with the identity of the people, to ensure

secure and resilient homes. Rossella Salerno (Polytechnic of Milan), Michael Mehaffy (KTH Royal Institute of Technology, Sweden), Gabriele Tagliaventi (University of Ferrara), Raffaella Bassi (Neri Foundation - Italian Museum of Cast Iron) participated among the numerous guests and experts. In this session examples of best practices for reconstruction and answers to frequently asked questions related to the regeneration and reconstruction of cultural heritage have been presented. During the second day (July 6th) issues concerning documentation and promotion of cultural, architectural and urban heritage were dealt with as well as related knowledge through drawing, the identity of places, design tools, the new urban agenda and international cooperation.

During the sessions, solutions for the reuse and conservation of the variety and diversity of assets were presented, as well as the material representation of regional cultures and traditions that have developed in relation to the geographical and climatic conditions of the territory and the availability of resources and local materials. In the final session, reflections on the renewal of the foundations of knowledge were shared and the final focus helped to indicate some lines of cultural policy lines for the implementation of the New Urban Agenda and for the construction of collaborative schemes to face global challenges.

After the conference, from July 7th to 9th, the *study tour* was held in Vicenza. It gave the opportunity to students, PhD students and teachers from different countries to deepen their knowledge in the field of the classical tradition. For this purpose, the architecture and landscapes of Vicenza were used as study material. The urban landscape of Vi-

Fig. 2. 5th INTBAU International Annual Event – Proceeding of the conference presentation.



cenza and the surrounding countryside offered a unique sense of place through the local emergencies of the highly influential architectural heritage of the sixteenth-century villas of Palladio. Knowledge of classical works was deepened through the use of drawing as a learning tool.

Drawing experiences have been carried out in many of the places where Palladio's architecture stands. In particular, a systematic study of the Vicenza Olympic Theater was launched, carrying out a survey using the most advanced three-dimensional technologies. The model obtained allowed to study the geometric structure of the form inspired by the Vitruvian canons. The principles of the theater's perspective scenography have been analyzed.

It was also investigated the possibility of promoting knowledge through the

creation of copies and tactile models to be used for educational purposes by means of virtual visits accessible through the web.

This important event – held between Milan and Vicenza – has encouraged interaction among different design cultures: it produced an interesting scientific discussion on the experience of established practices and innovative solutions for new challenges and has set up the international network of researchers, professionals, companies and institutions that consider important to spread the message that memory and cultural identity should be enriched and substantiated by means of scientific, professional, organic, conscious, economically articulated and respectful knowledge of architectural traditions and of the individuals who are part of it.

Notes

[1] INTBAU (acronym of International Network for Traditional Building, Architecture & Urbanism) is a no-profit network founded and sponsored by the Prince of Wales, in charge of promoting the many traditions of the building and their practical applications to face the challenges for the protection and enhancement of built heritage.

[2] The scientific direction of the event was entrusted to prof. Giuseppe Amoruso, Milan Polytechnic, and Antonella Ranaldi, Superinten-

dent of Archeology, Fine Arts and Landscape for the metropolitan city of Milan.

[3] The selection of contributions took place through the double blind peer review process *double blind peer review*.

[4] Thirty-five contributions were sent by PhD student.

[5] Among the companies we mention Topcon (technologies for surveying, positioning and effi-

ciency in the industrial and agricultural sectors), Neri (products for lighting and street furniture and which, through the Fondazione Neri, publishes the magazine *Arredo & Città*), Morsetto Laboratory (extraction and processing of stone materials), Nankai (paints and instruments for quality control of color reproduction), Hassel (Communication and social campaigns), Cam2 (services for surveying), Buonavita (products with zero kilometers).

[6] <<http://www.intbauitalia.org/meeting2017>> (accessed 2018, February 15).

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