



HerO Project Meeting in Liverpool

Presentation of 'Road Maps'

Giancarlo Ferulano, City of Naples
16th-17th July 2009



AN URBACT II PROJECT



Objective of the CHIMP

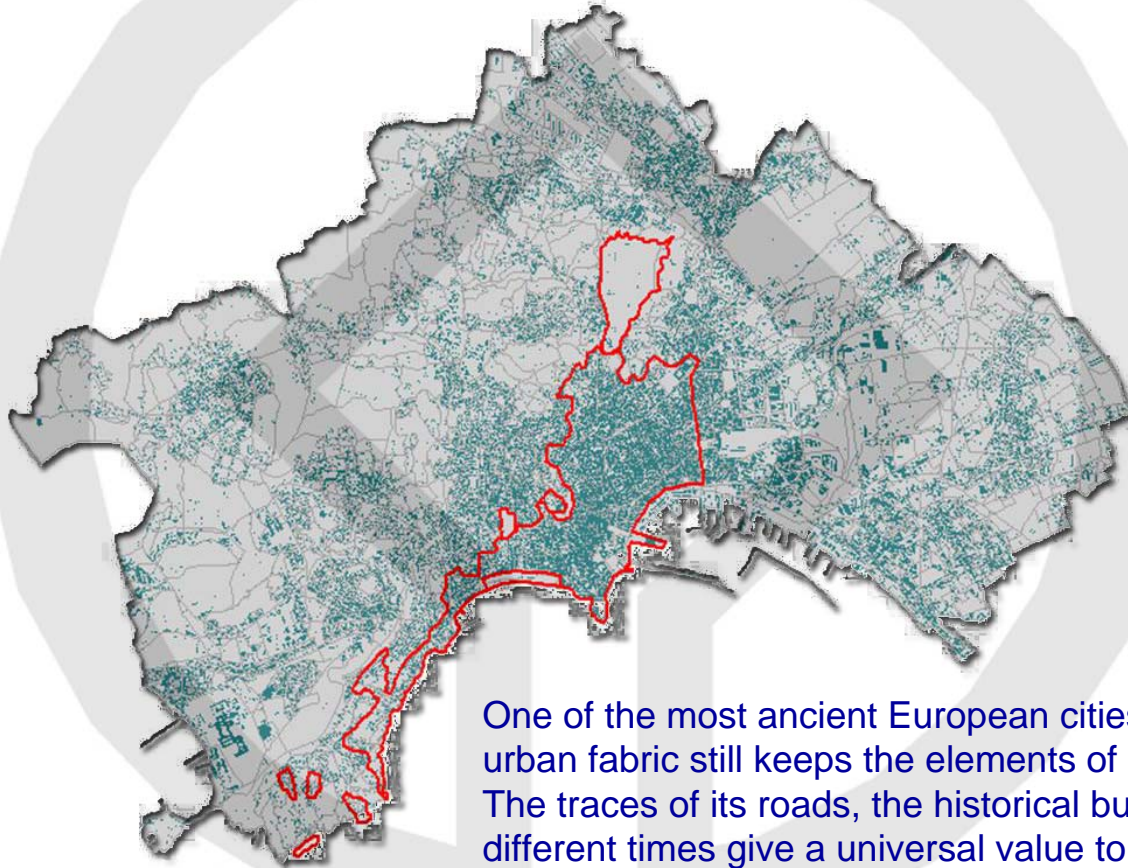
The main purposes are:

- › start a process of widespread redevelopment of the World Heritage Site through the redefinition of the identity of “culture” and “reception” of the historic Centre as engine of an economic and social development.
- › provide a consensual framework for the conservation and management of the World Heritage Site.
- › coordinate the sectoral policies, planning, actions, etc. which are directed or affect historic urban area and their cultural heritage and social value.

Intended Result / Output

- › To safeguard the cultural heritage values - material and immaterial - of the area;
- › To ensure attraction, competitiveness and multifunctional historic urban areas;
- › To improve and preserving smalls activities smalls commercial and crafts activities;
- › To attract private investors in a controlled process of social mix development of the area.

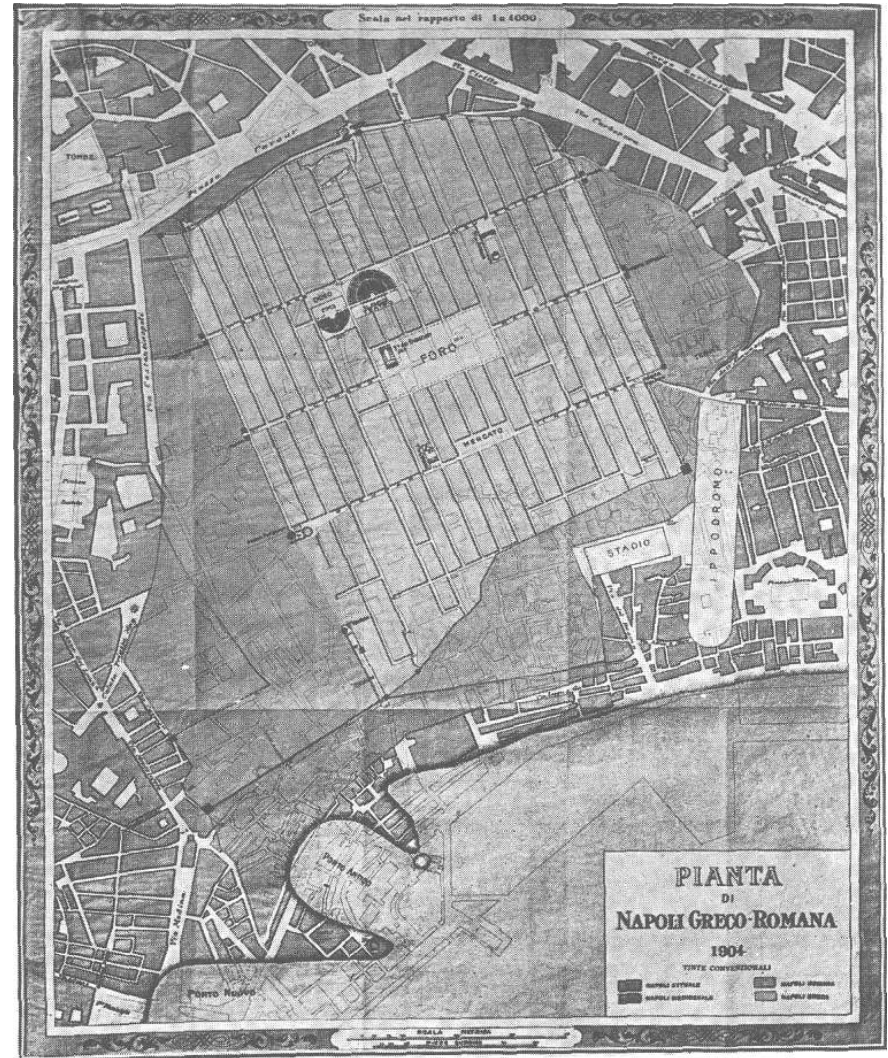
> 1995: Inscription of the historic centre of Naples, individuated by its General Master Plan (PRG) of 1972, in the UNESCO World Heritage List



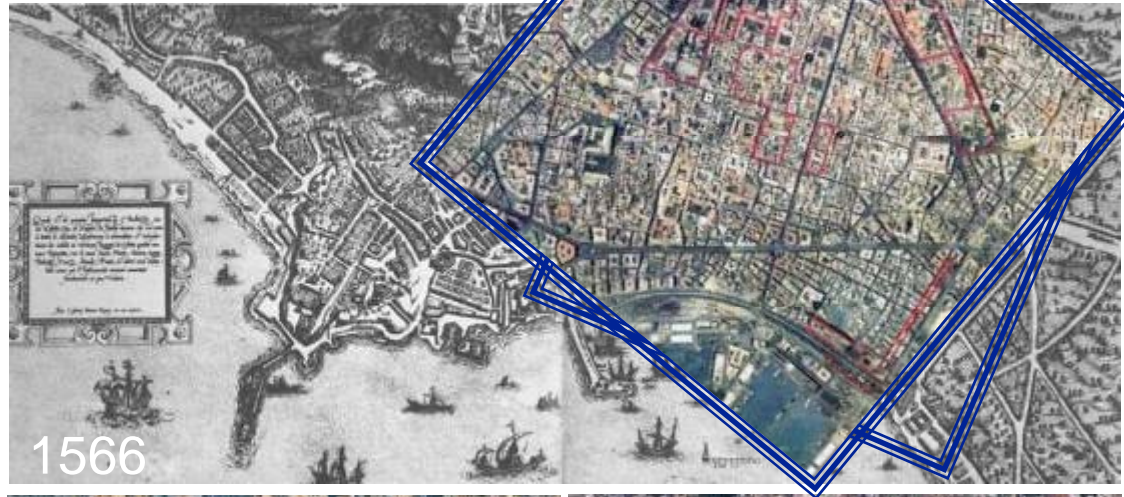
One of the most ancient European cities, which contemporary urban fabric still keeps the elements of its history full of events. The traces of its roads, the historical buildings wealth of different times give a universal value to its historic centre, without equals, which has influenced deeply the most Europe and beyond its borders.

> Historical preexistences

MAP
OF
GREEK-ROMAN NAPLES
1904



› Historical stratifications



1566



2008



2008

› Historical continuity



Obstacles so far preparing / elaborating the CHIMP

- › **Some of the characteristics own of the historic center of Naples, shown in the previous slides, represent obstacles to the elaboration of the program**
 - the complexity of the site
 - the social stratification
 - the articulated subdivision of the building heritage

- › **Critical factors**
 - Seismic and geological risk
 - Anthropic and environment risk

› The complexity and the size of the site





› **Seismic and geological risk activities**

- **Campi Flegrei (Phlegraean Fields):
Volcanic and bradisism**
- **Hollow in the subsurface and emerging
shafts**
- **Instable tufa ridges**
- **Vesuvio and Monte Somma eruptive
activity**



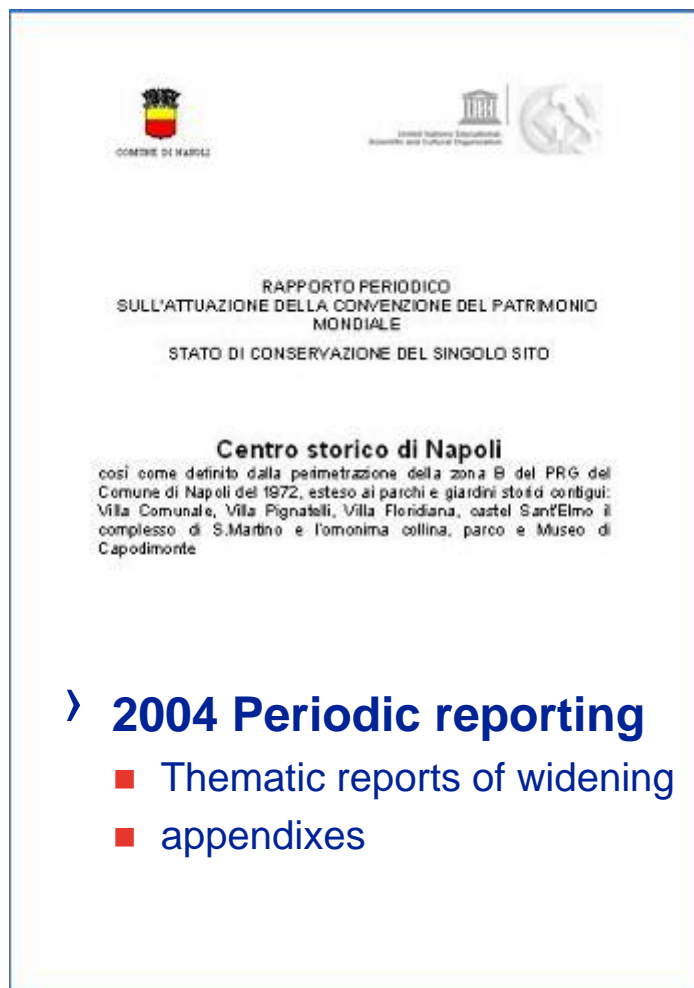
› **Anthropic and environment risk**

- Building congestion
- High dwelling density
- High automotive traffic
- Waste collection and disposal
- High rate of unemployment
- Diffused micro criminality
- Extortive racket
- Usury
- Camorra organised criminality

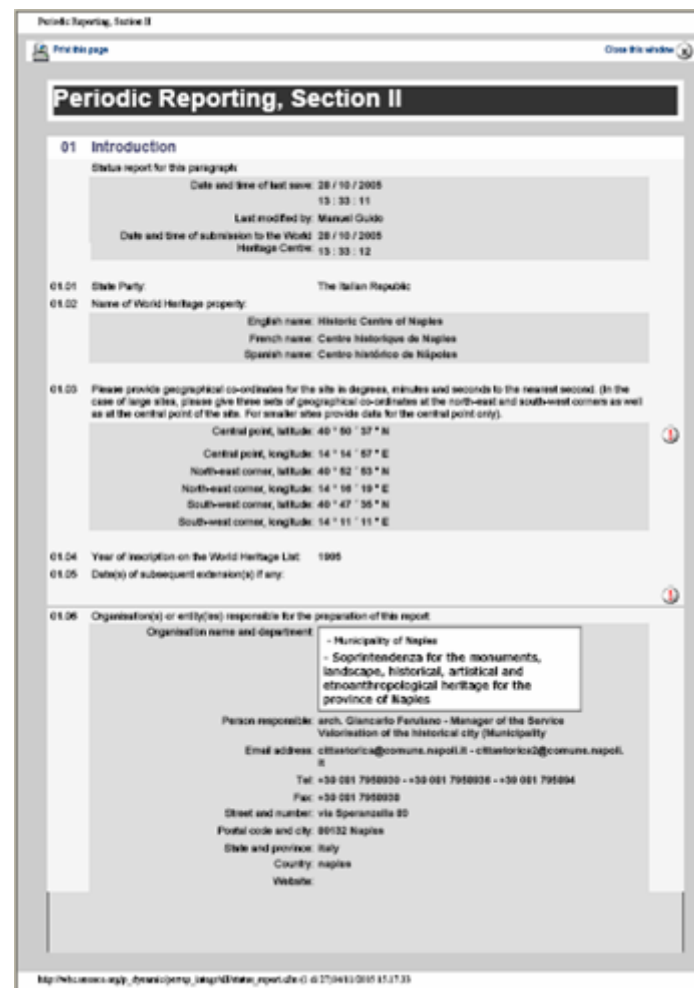
Questions to the partners in support of the elaboration of the CHIMP / integrating the LSG

- › What are the differences in the ordinary managerial organization of the entire city and of the area protected by the plan and how are they justified?
- › Has it been seen that as a result of the plan in the protected area significant increases of private investment have taken place?
- › Do these derive from the realization of specific interventions of requalification?
- › Have the motivations been analyzed?
- › Has the instituted system of rules induced various guidelines and choices in the behaviour of the other stakeholders. What are they?
- › Has control of social changes - risk of gentrification phenomena - been an element of the plan, with which characteristics?
- › Has the plan introduced new norms of building and environmental protection for the area involved?
- › Is it possible to make (or has it been already made) a comparison with other tendentially similar cities, which have not drawn up the management plan on the subject of the protection of the development and of the stakeholder coordination?

Structure and Content of the CHIMP: the beginnings



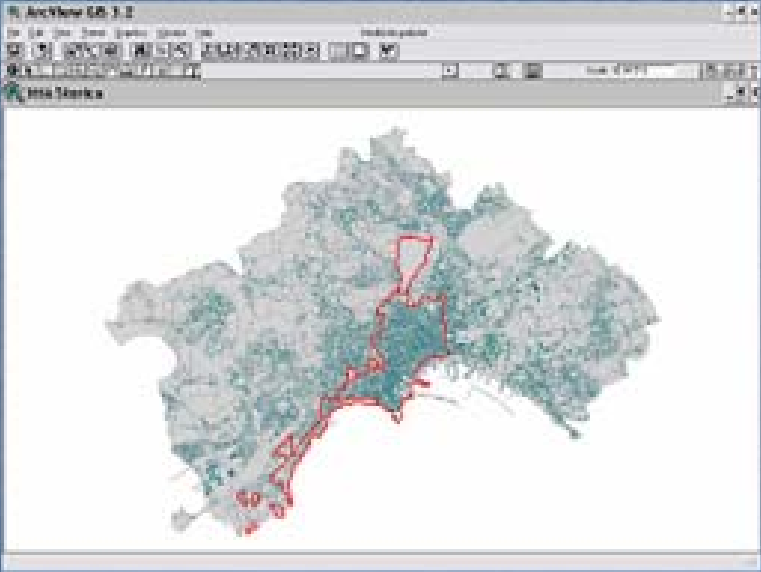
- › 2004 Periodic reporting
 - Thematic reports of widening
 - appendixes



› Geographic Informatic system for the interventions management

Comune di Napoli – Sezione valorizzazione città storica

Sistema Informativo Territoriale per la gestione degli interventi nel centro storico



Area di analisi: "centro storico" (come iscritto nella Lista del Patrimonio Mondiale dell'UNESCO)

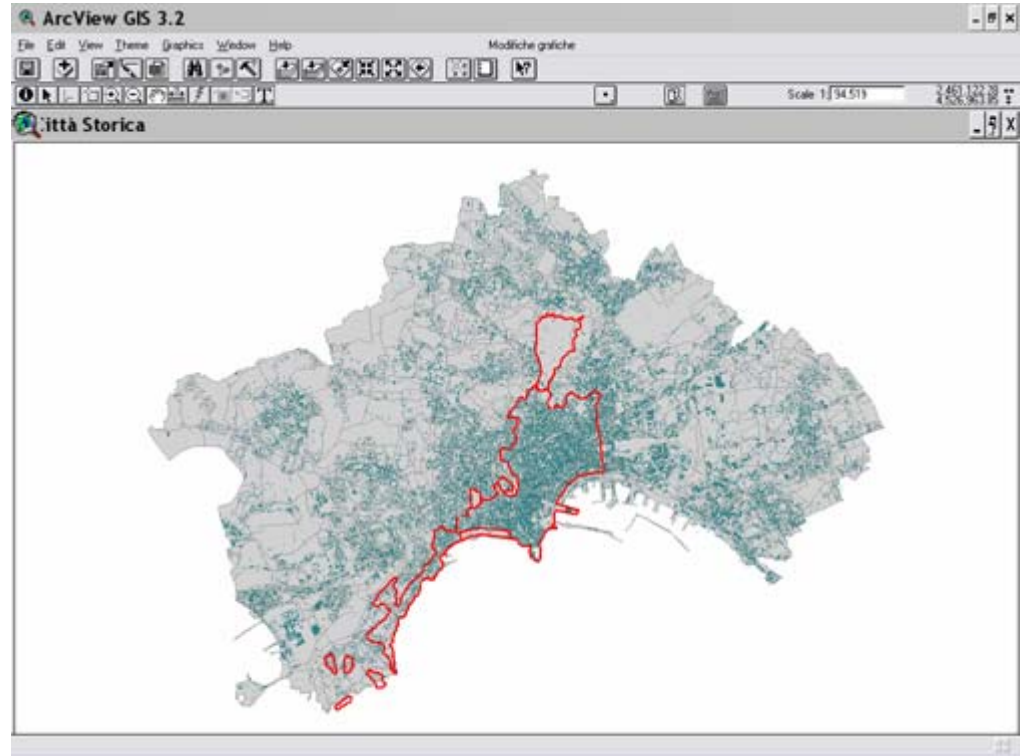
› Geographic Informatic system for the interventions management

› objectives

- monitoring of the heritage restoration activities
- historic centre interventions management
- support to the management activities of UNESCO site

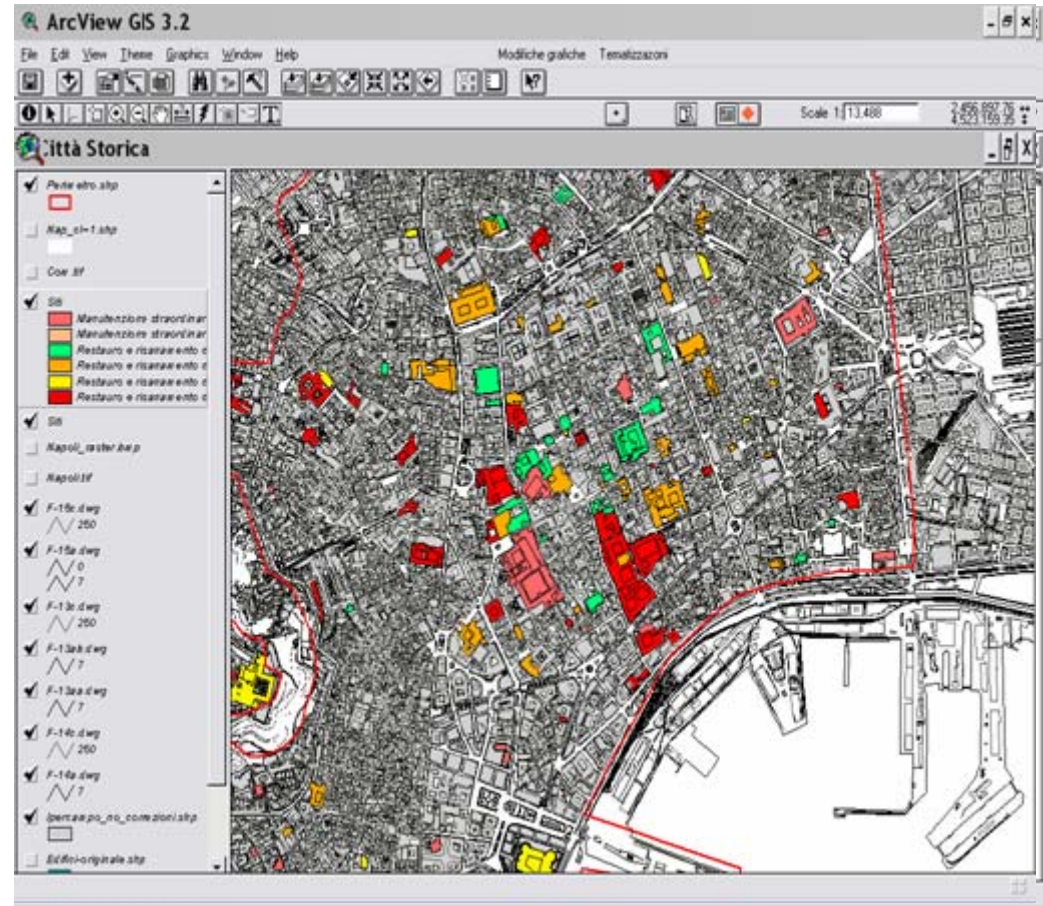
› advantages

- standard development software
- functions personalization
- ability to update and scale the system



› Geographic Informatic system for the interventions management

- Aggregation of the data: “complex of buildings” or “single buildings”
- Compilation of schedule of intervention
- Creation of geographical and alphanumeric database
- Link with external data
- Thematic collection of filed data



› 2006 The preliminary of Management Plan by Ministry for the cultural heritage and activities

2006 Management Plan of the Historic centre of Naples - UNESCO

SECTION III PROTECTION AND CONSERVATION

The screenshot displays the MBAC (Ministero per i Beni e le Attività Culturali) website interface. At the top, there is a search bar and the MBAC logo. The main content area is titled 'Piano di Gestione del sito UNESCO' and is divided into sections for 'TUTELA E CONSERVAZIONE'. The text describes the methodology for the management plan, emphasizing the integration of various cultural and historical aspects.

Ministero per i Beni e le Attività Culturali

Search

Piano di Gestione del sito UNESCO

PARTE TERZA - TUTELA E CONSERVAZIONE

Un'attenta valutazione dei danni e dei fattori di rischio, i cambiamenti in atto forniti dal Sistema Informativo con la proiezione a lungo termine delle relazioni causa /effetti offrono le basi per gli interventi di tutela, protezione e conservazione del sito. Tali interventi si manifestano a più livelli:

Salva Clicca qui per salvare il tuo elaborato.

PARTE TERZA - TUTELA E CONSERVAZIONE

La predisposizione di strumenti generali per garantire l'azione di tutela e salvaguardia, quale quello proposto dall'UNESCO, è una modalità dal tutto condivisa e lo dimostra la scelta strategica accurata dall'Amministrazione di dotarsi di un sistema di regole attive, costituito da un complesso di strumenti di pianificazione su tutto il territorio secondo un'impostazione metodologica nella quale la pianificazione sia parte integrante della tutela e quest'ultima ritrovi in essa gli strumenti

Piano degli interventi sulle strutture

Indicano nelle linee guida detta redazione del piano di gestione, il sistema, già attivo per la catalogazione degli interventi e la localizzazione degli edifici vincolati, edifici di rilievo storico, architettonico, funzionale, archivi e sedi espositive, etc., è oggetto di

artefattori, edifici

Il sito centro storico di Napoli si articola in parti urbane diversamente connotate a seconda della prevalenza di una delle successive fasi storiche ed è fortemente segnato da valori antropici che si sono sviluppati secondo un processo di stratificazione progressiva e che riguardano sia aspetti di carattere culturale e architettonico propriamente detto sia quelli legati alla cultura materiale, quali le produzioni artigiane e manifatturiere, che, resistendo ai processi di industrializzazione, si sono riprodotte nei secoli restando nei luoghi

Cultura materiale: artigianato, prodotti tipici, risorse naturali

Eventualmente difficile, per il sicuro rischio di non esaustività, e, tutto sommato, poco proficuo, riportare la totalità delle attività svolte negli ultimi dieci anni con riferimento ai diversi aspetti della cultura. Ciò appare evidente considerando che gli eventi organizzati dalle diverse amministrazioni sono costituiti da: mostre d'arte - rassegne di musica, cinema, teatro e danza - rappresentazioni sacre - cortei storici - mostre mercato - iniziative enogastronomiche con degustazione di prodotti tipici locali - convegni e congressi sia scientifici che di

Cultura intangibile: eventi, produzione culturale, usi e costumi

Reperimento dati in corso

Stato di conservazione del patrimonio

Structure and Content of the CHIMP

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servizio
valorizzazione
città storica



Terza conferenza Siti UNESCO IL PIANO DI GESTIONE CENTRO STORICO DI NAPOLI



Structure and Content of the CHIMP

› The “best practics” of the management plan



Plan and activities to elaborate the CHIMP

AN URBACT II PROJECT



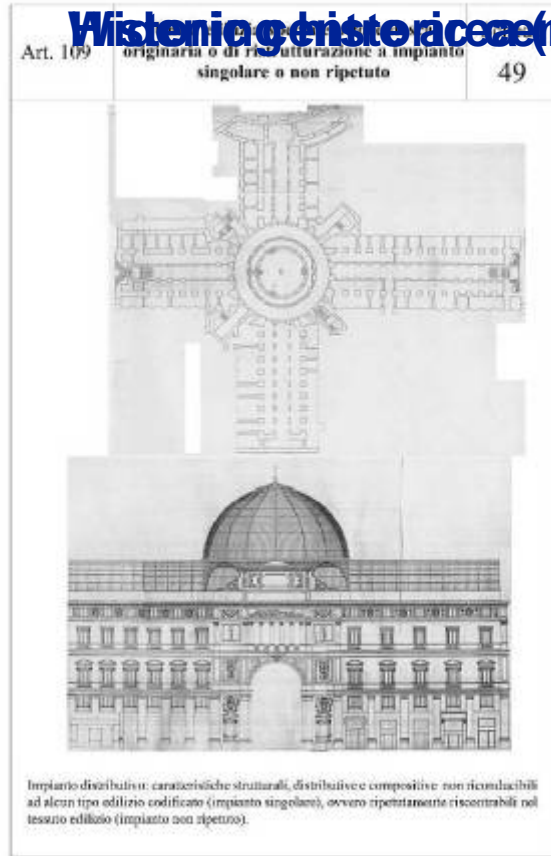
The new urban planning discipline

› Planning acts

The main goal is pursued by restoring the traditional processes of town planning with a special and new emphasis given to social policies.

- Master plan (Piano Regolatore Generale) 2004
- Territorial landscape plan (Piano Territoriale Paesistico) 1996
- Plan of transportation (Piano comunale dei trasporti) 1997
- Plan of urban traffic (Piano generale del traffico urbano) 1997–2004
- New street rules (Regolamento Viario) 1997
- Main street plan (Piano della rete stradale primaria) 2000
- Social plan (Piano sociale di zona) 2006
- Advertising system plan (Piano degli impianti pubblicitari) 2000
- Plan of relocation of the system of distribution of fuels (Programma di delocalizzazione degli impianti di distribuzione dei carburanti) 1996
- Strategic plan (piano strategico) *under approval*
- Great program for the UNESCO heritage site *under approval*

> General master plan and historic centre



Wisteria historic centre (master plan 2004)



Typological
analysis of
historic
centre

16.000
building units

53 different
typologies

Typological forms

> The mobility system



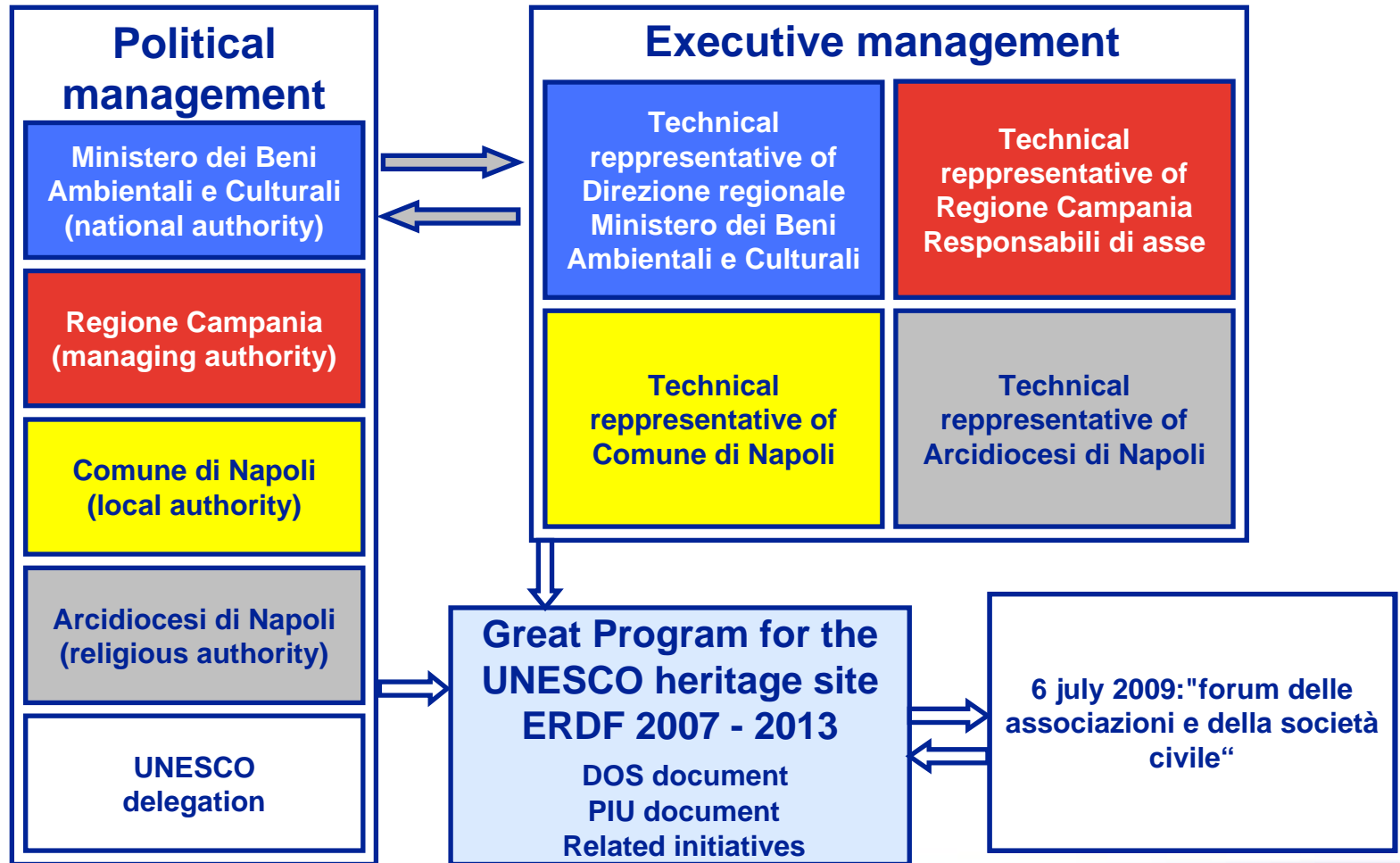
The mobility system assumed in the urban planning as fundamental facility for the historical centre requalification

art in the underground stations

the underground transport framework and the new stations

Plan and activities to elaborate the CHIMP integrating the LSG

AN URBACT II PROJECT



Work plan / Activities to elaborate the CHIMP integrating the LSG

› The operative method

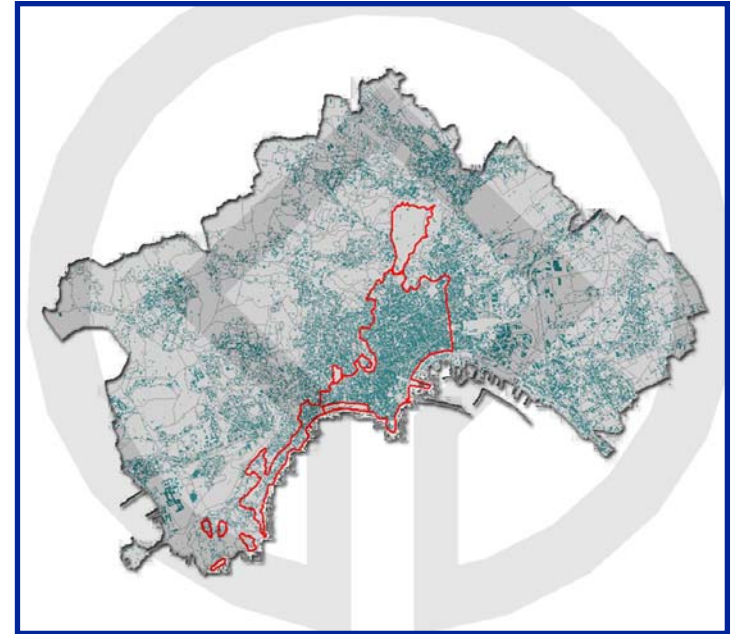
Historic centre of Naples
WHL UNESCO (1995)

- Safeguard
- Valoritation

Operative methodology

- Conservation and safeguard activities
- Re-functionalizing of unused or underused parts
- Start up of economic growth processes

Improvement of the site fruition
in terms of general livability



Work plan / Activities to elaborate the CHIMP integrating the LSG

› Initiative to assume

- Restoration of monuments
- Urban rehabilitation

Restoration of private buildings

- SIRENA Project with introduction of priority parameters for buildings comprised in specific areas of interest and Public Administration's assumption of planning charge

Tax concessions

- mechanism of incentives to private owners for the building heritage restoration



Work plan / Activities to elaborate the CHIMP integrating the LSG

› Initiative to assume

- Restoration of monuments
- Urban rehabilitation

Shops in the “bassi”

- realization of shops and handicraftsman laboratories in the public or ecclesiastic properties and support to private owners for the reconversion of improperly used properties in residential use

Local handcraft relaunching

- laboratories and training activities for merchandising and souvenirs sector modernisation



Work plan / Activities to elaborate the CHIMP integrating the LSG

› Initiative to assume

- Restoration of monuments
- Urban rehabilitation

Cultural heritage support

- benefits to the firms of the cultural heritage district connected to the tourist services and to the development of competences of human capital in the cultural and free time sectors

Tourist receptiveness

- promotion of suitable levels of facilities even of small and medium size through various structures of restoration and tourist services increase



Work plan / Activities to elaborate the CHIMP integrating the LSG

AN URBACT II PROJECT

› Measures in the field of social assistance

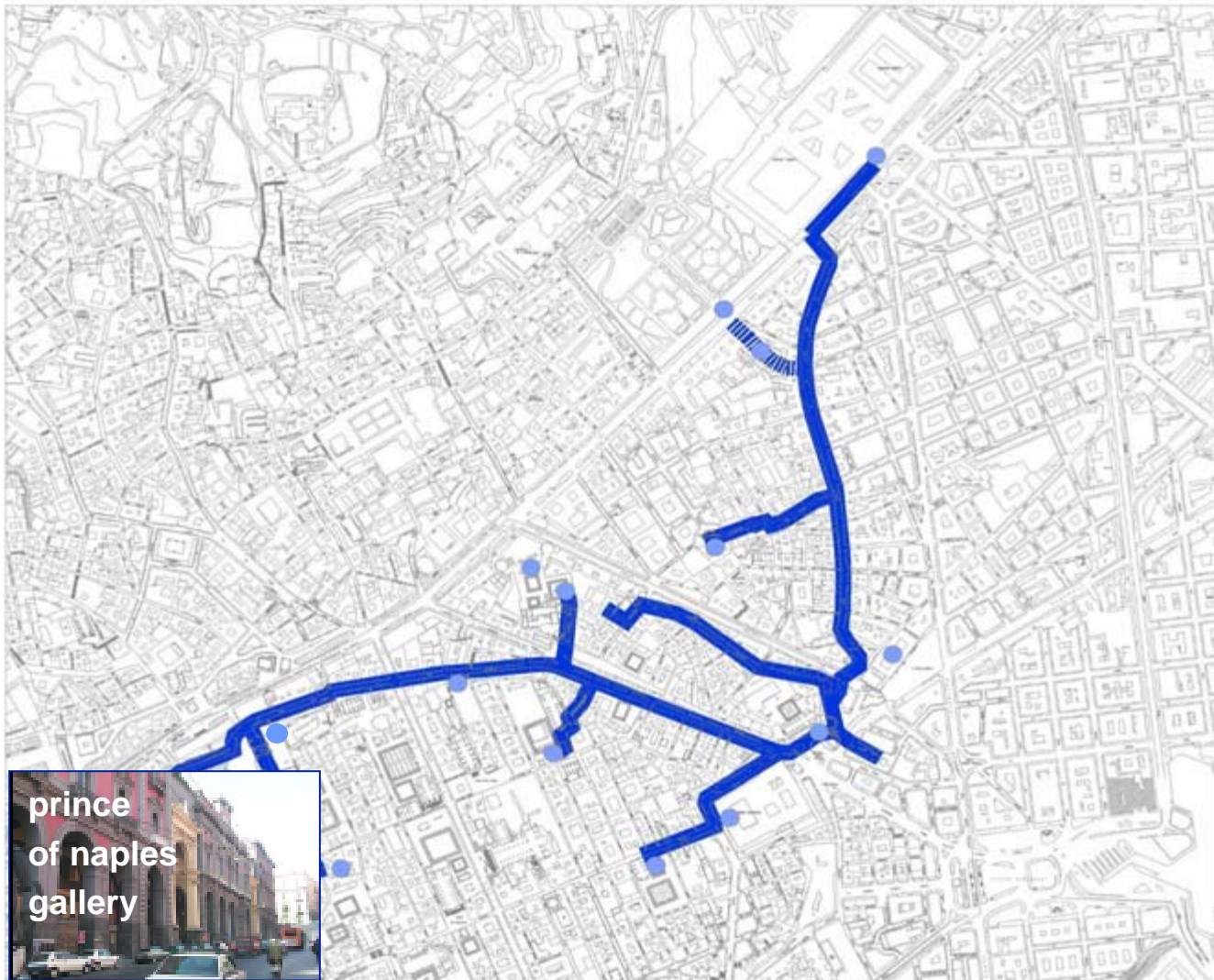
Suitable structures realization
Actions

- Incentives to the activities of assistance and support to the elderly and disabled
- Initiatives against the scholar dispersion, for the children and women protection, for the development of the equal opportunities, contrast to poverty, homeless social disease, discharged psychiatric people and addicted subjects
- Initiatives for the no-European people inclusion and individualisation of socialization and exchange centres.



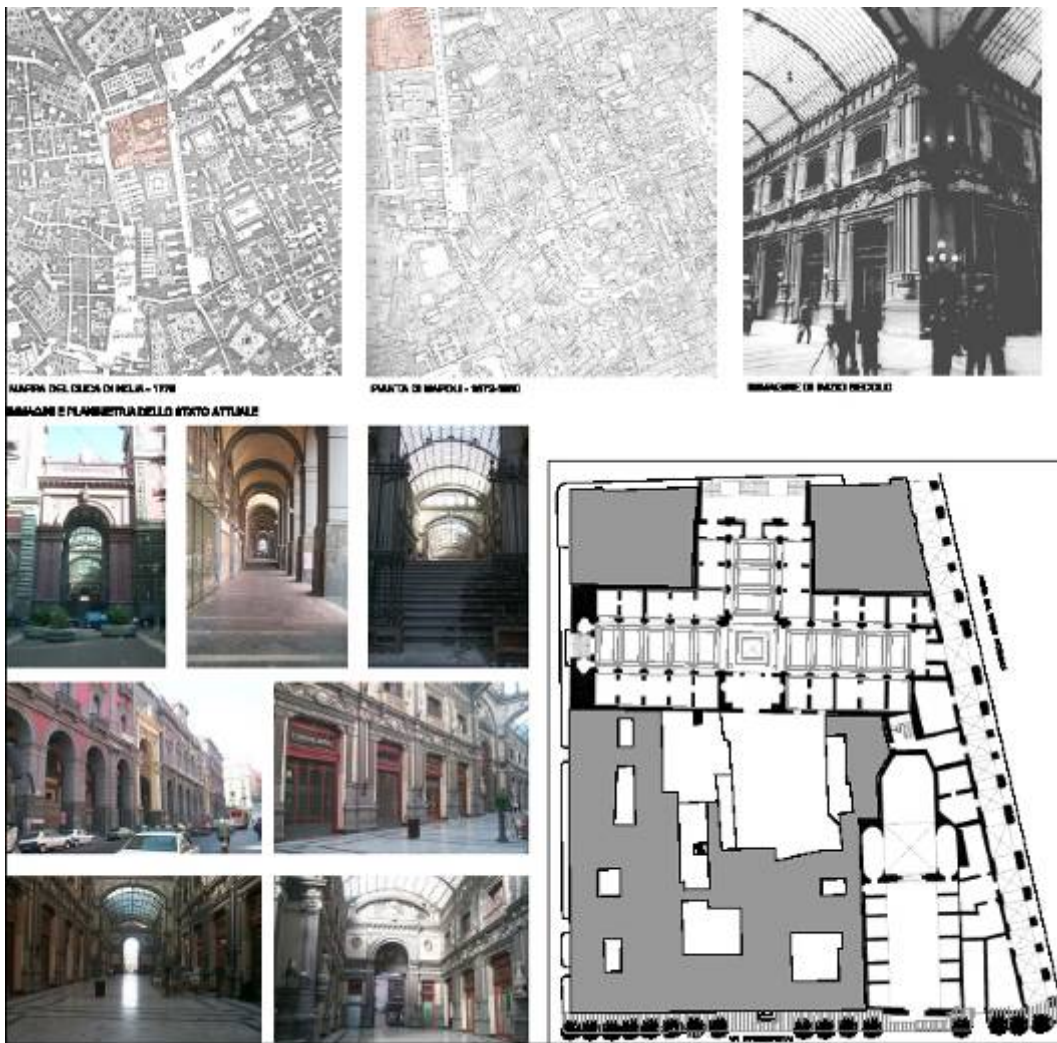
› Programme of interventions

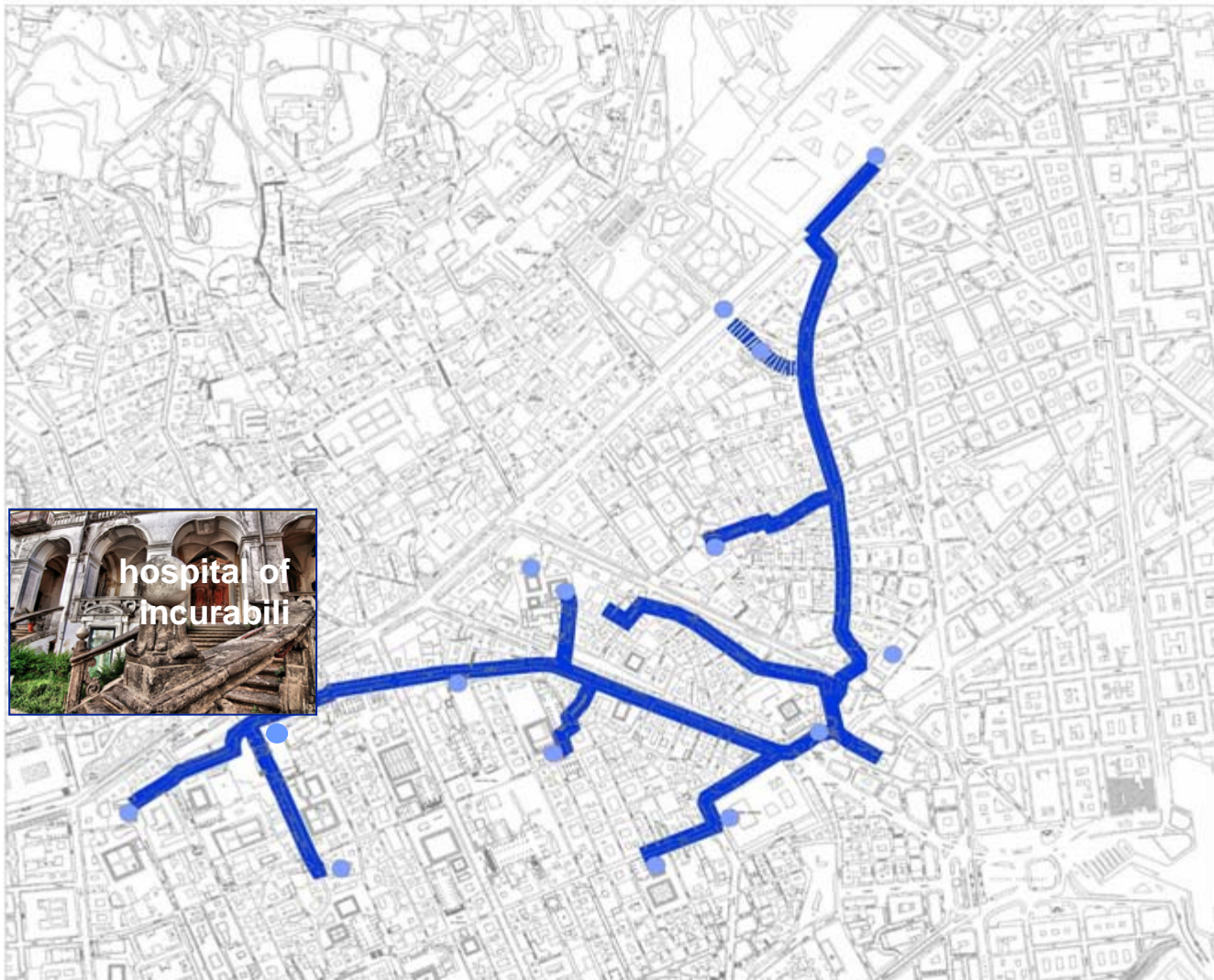




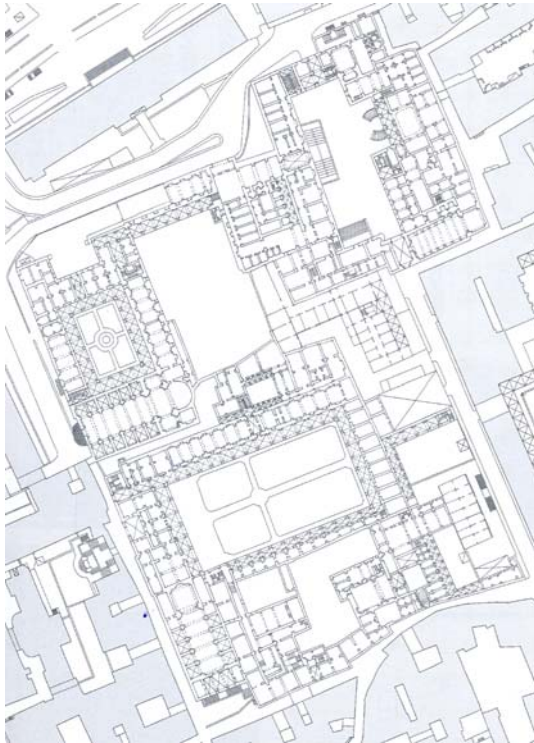
prince
of naples
gallery

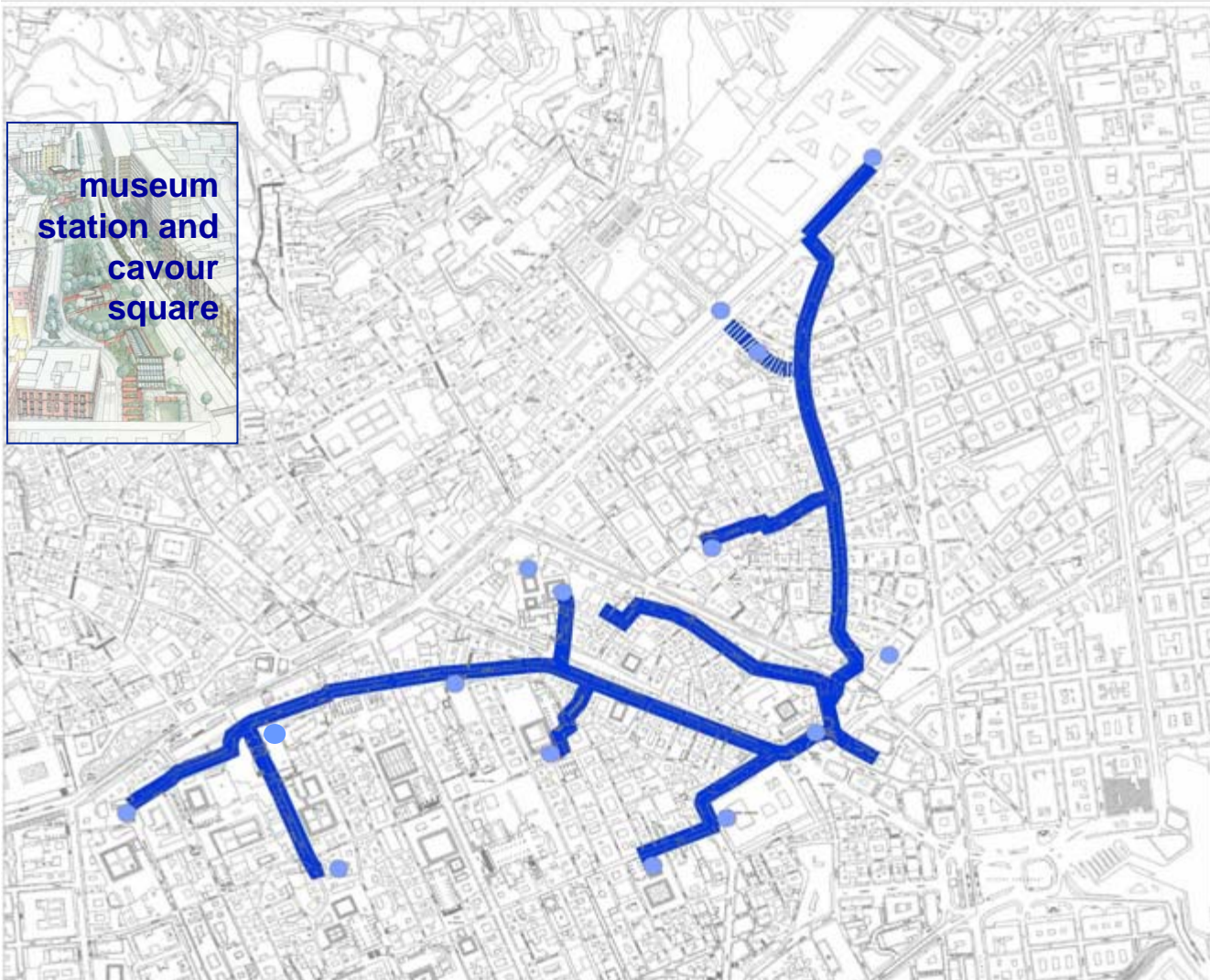
› The requalification of the Prince of Naples gallery





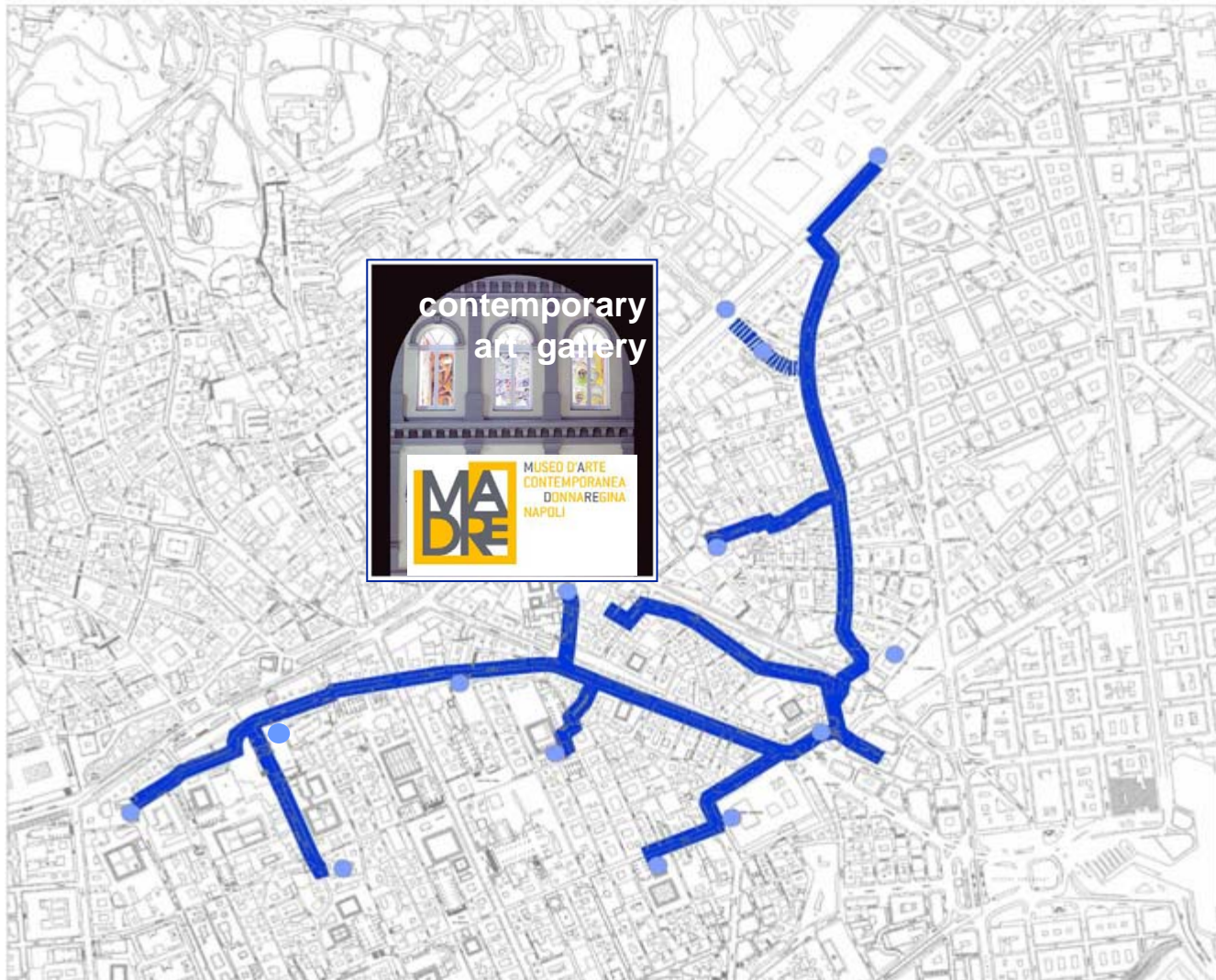
› The hospital of Incurabili





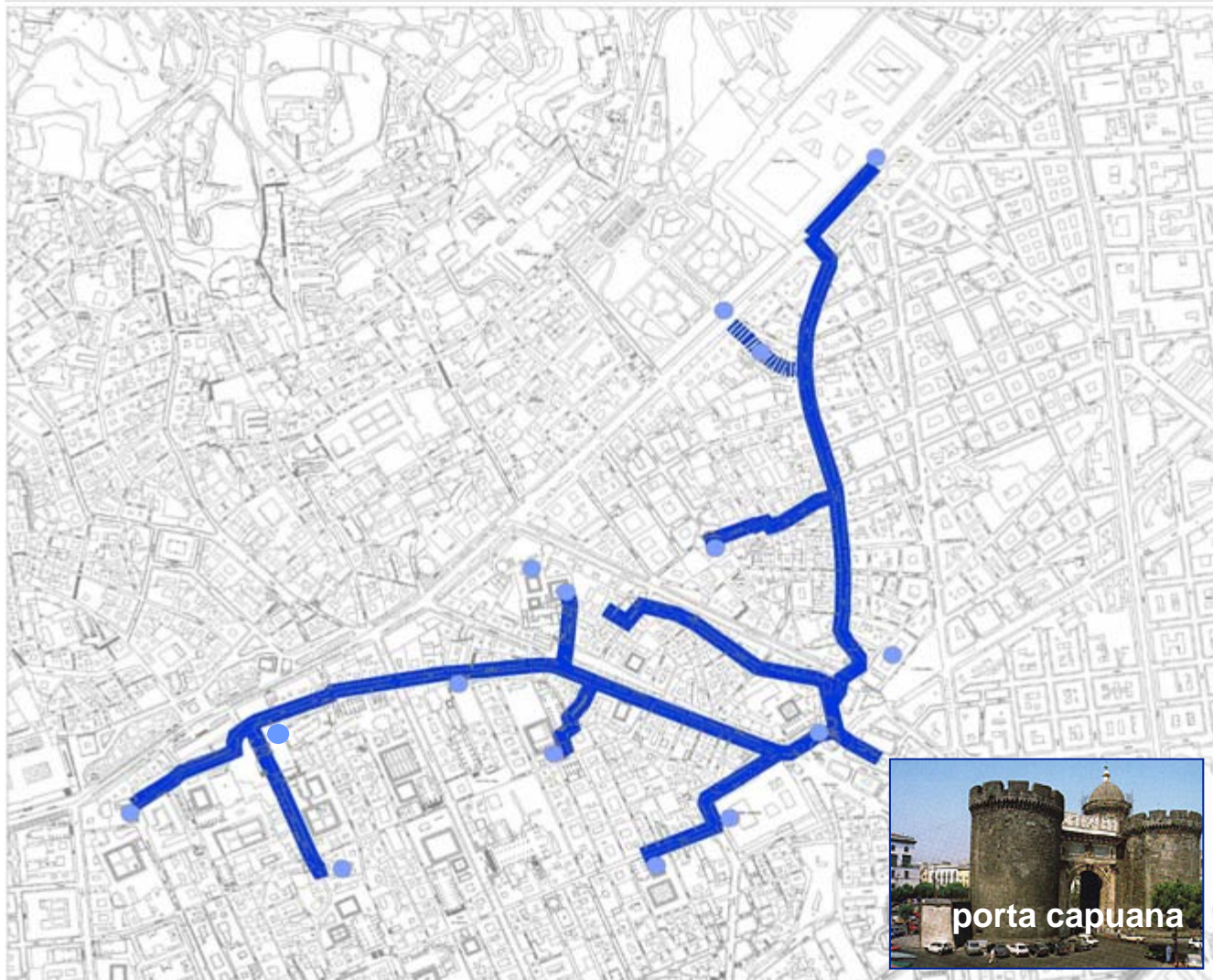
› The requalification of Cavour square



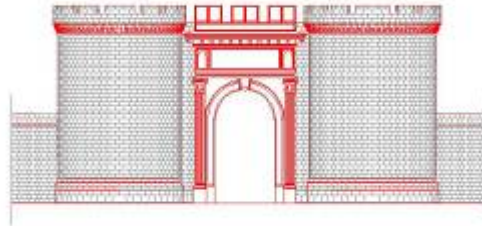


› MADRE Museo d'Arte contemporanea DonnaRegina Napoli contemporary art gallery





› The riqualification of Porta Capuana

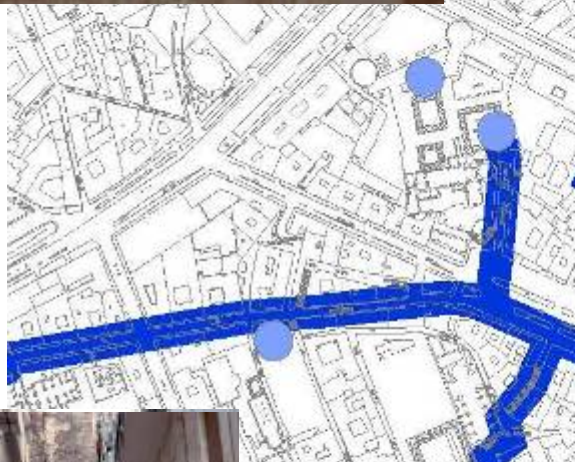
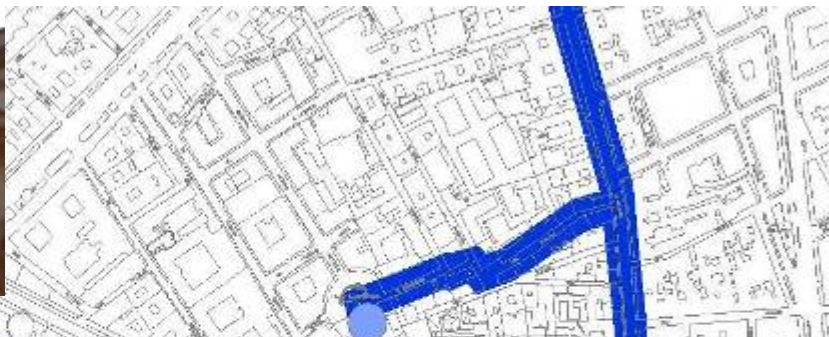


PROSPETTO DEL PORTALE E DELLE DUE TORRI



RESTAURO DEL PORTALE MARMOREO





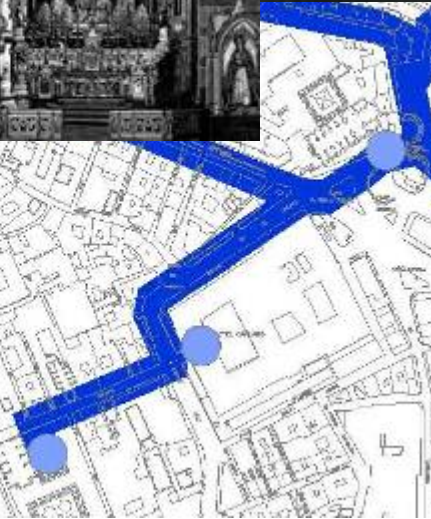
s. Giovanni a Carbonara



via Tribunali
e
via Anticaglia



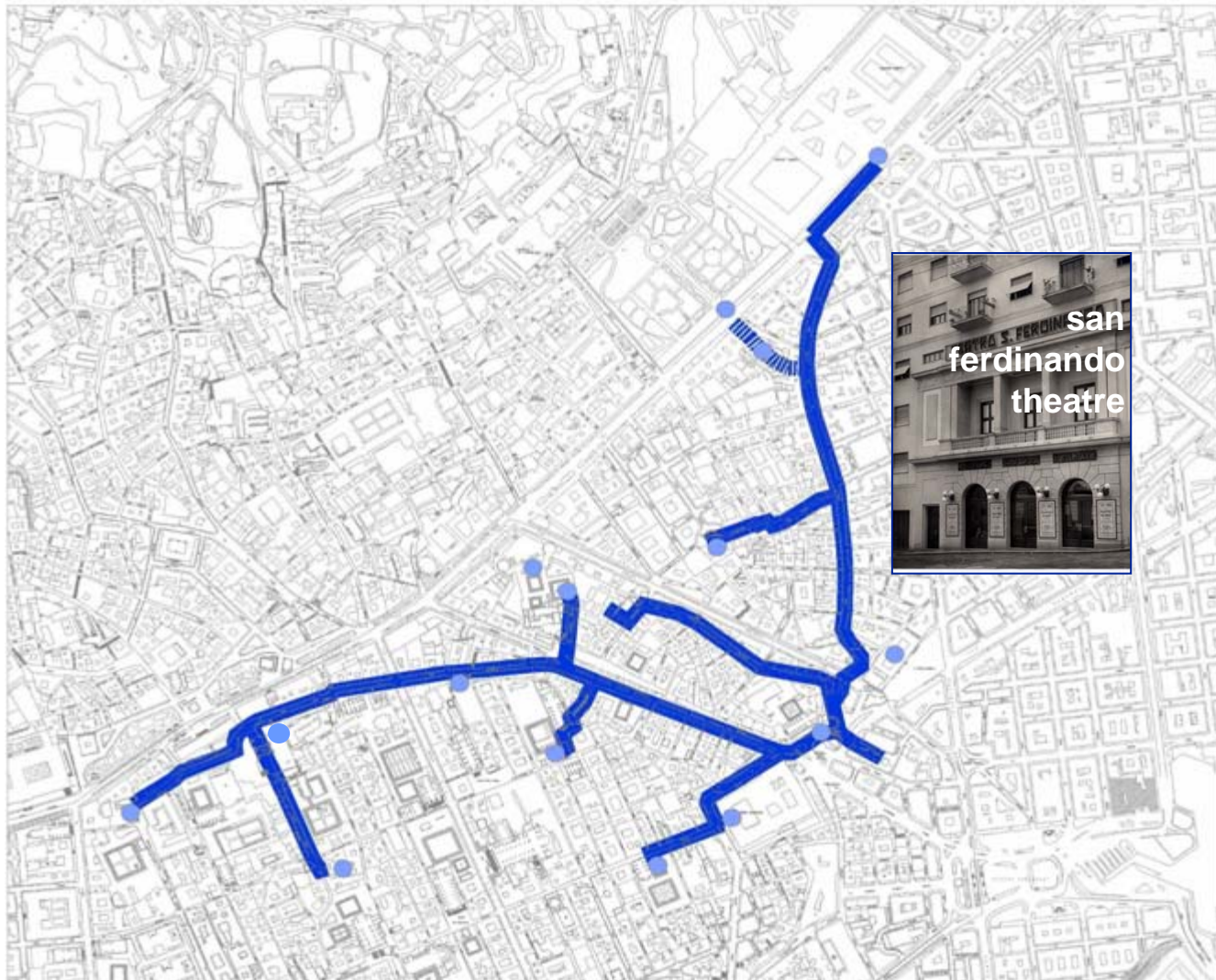
ex ospedale
della pace



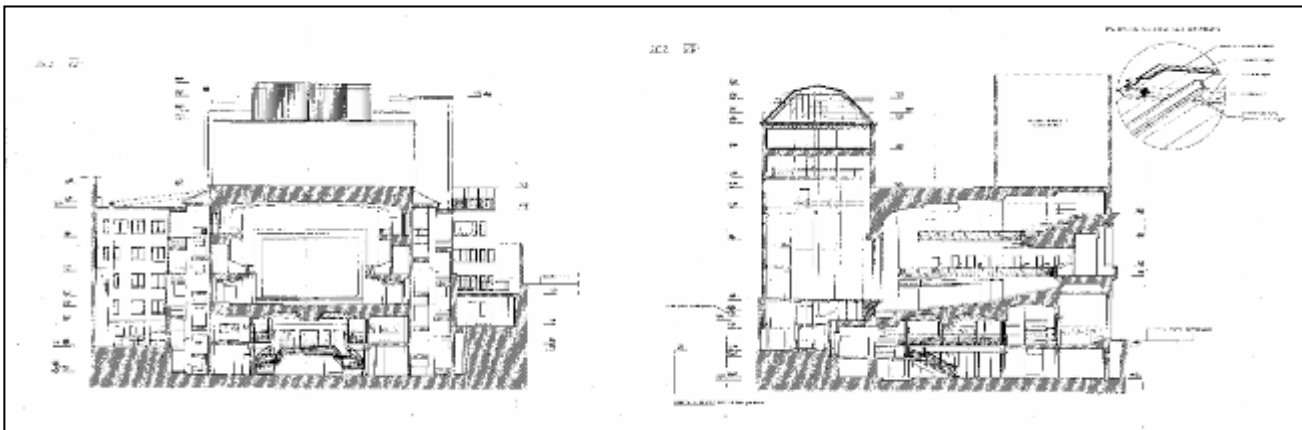
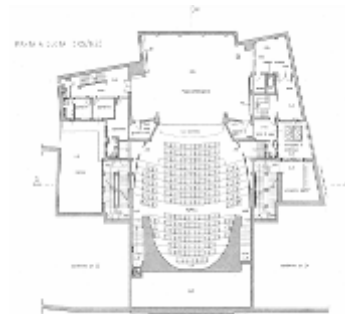
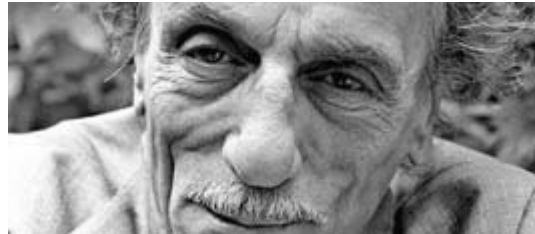
Castel
Capuano

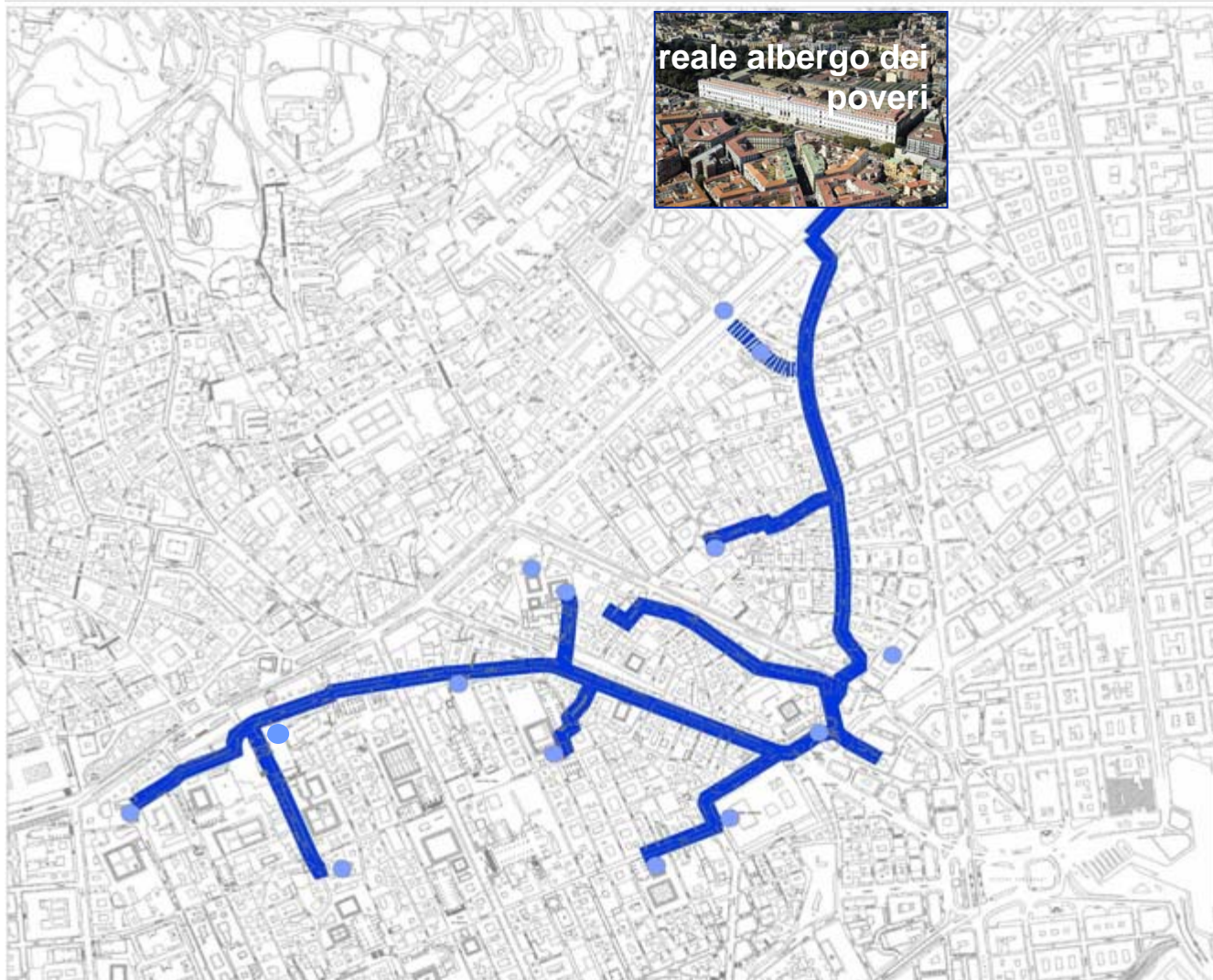
› Walking around the ancient wall



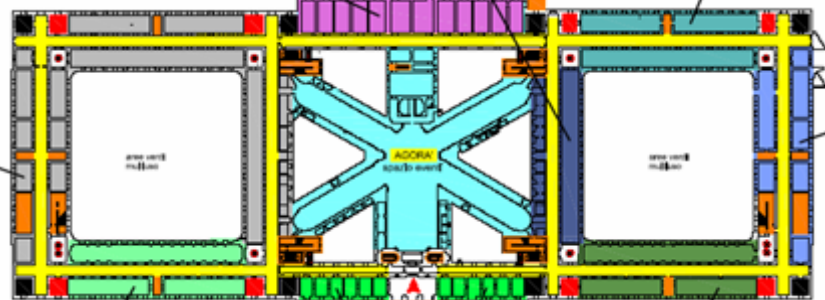


› The restoration of san Ferdinando theatre Eduardo De Filippo Foundation



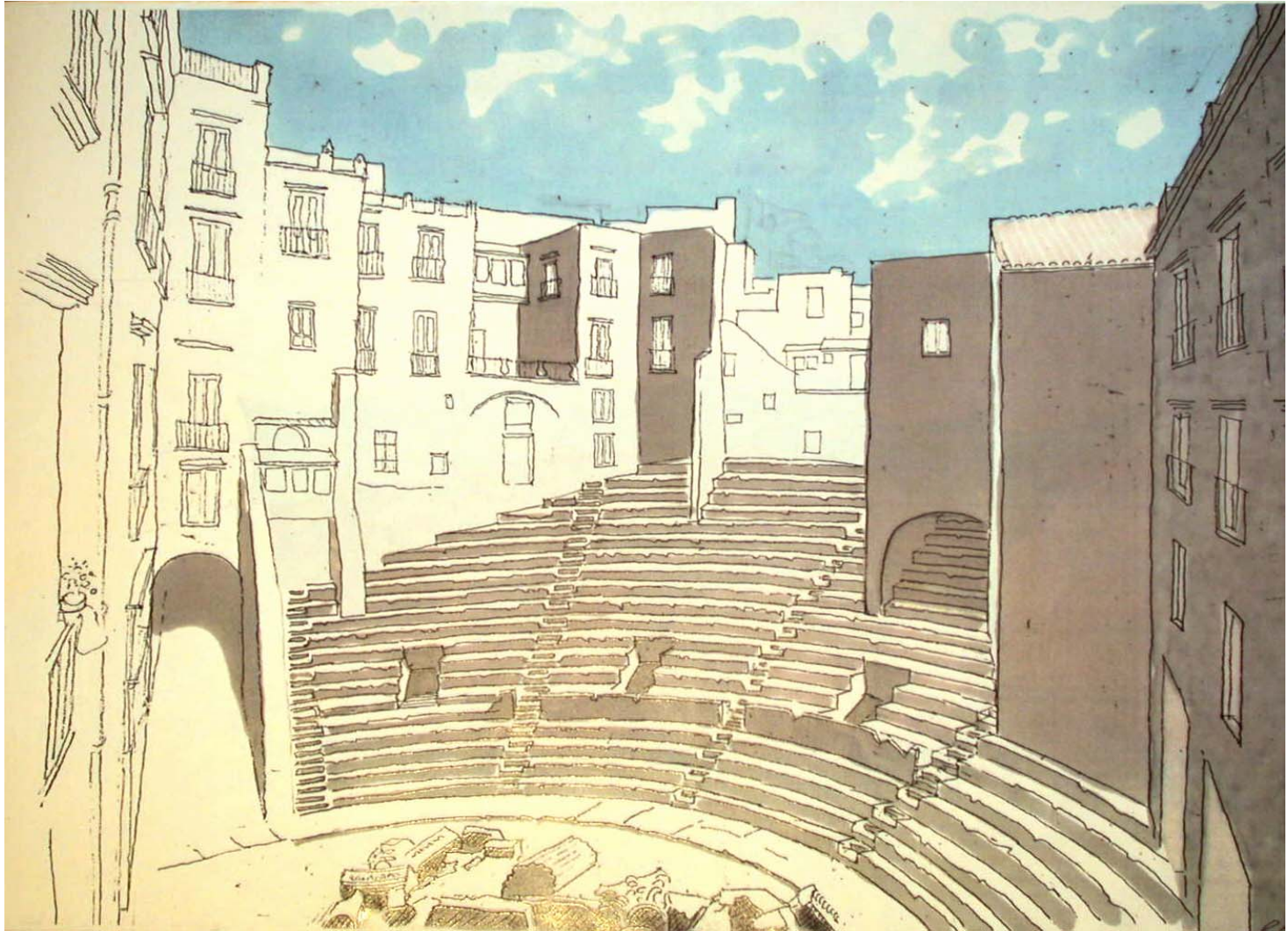


› the “Città dei Giovani” in the Real Albergo dei Poveri

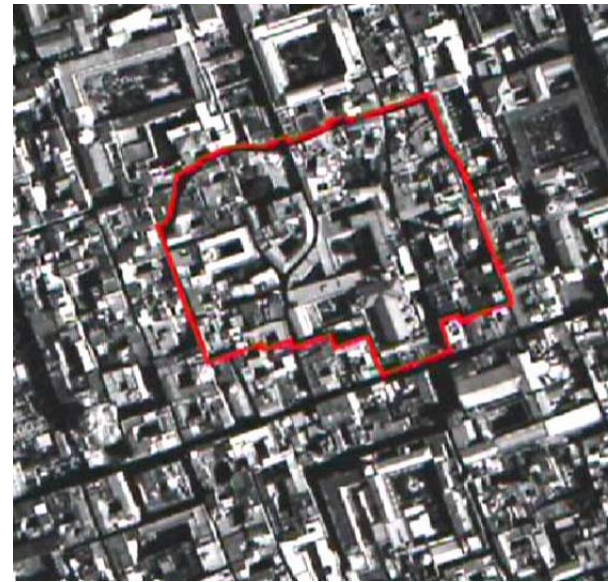
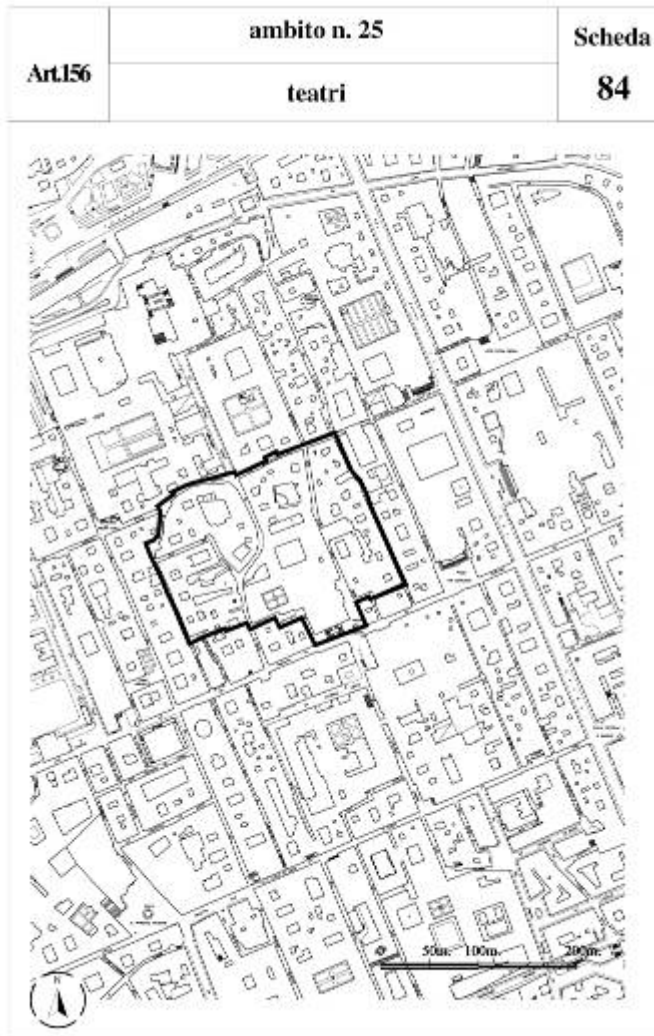




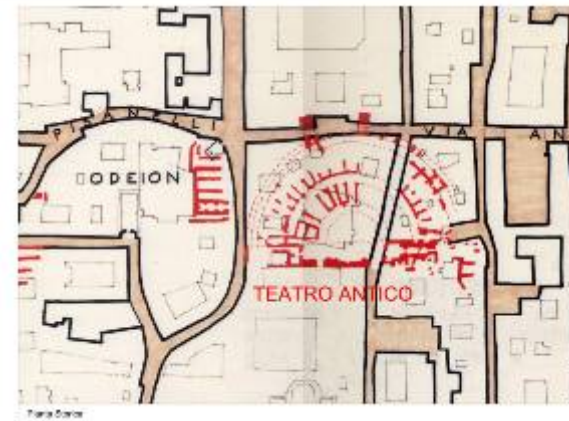
› Discovering of the Roman theatre



› Piano di recupero sub-ambito 25 a - Roman theatre

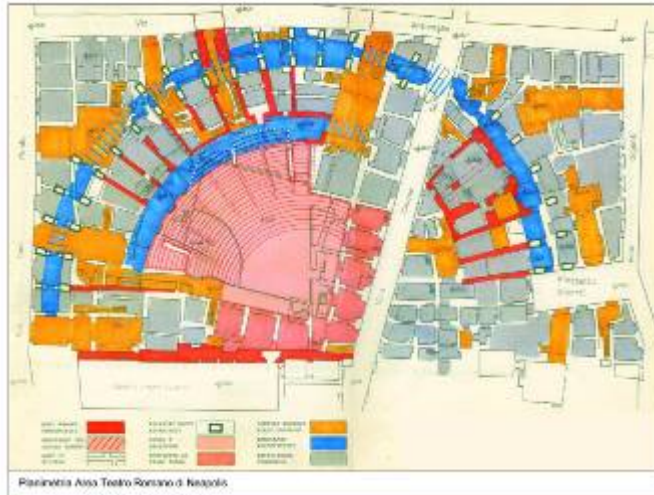


Implementation
of urban
planning laws



360

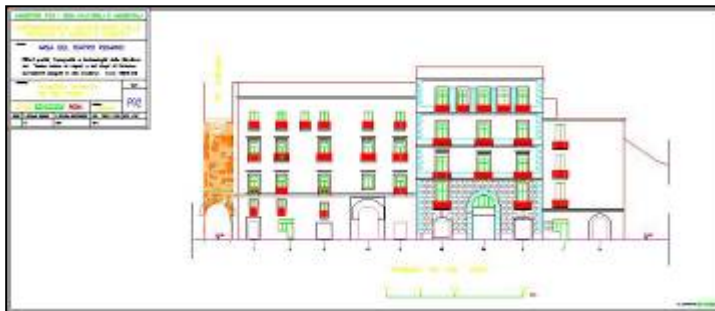
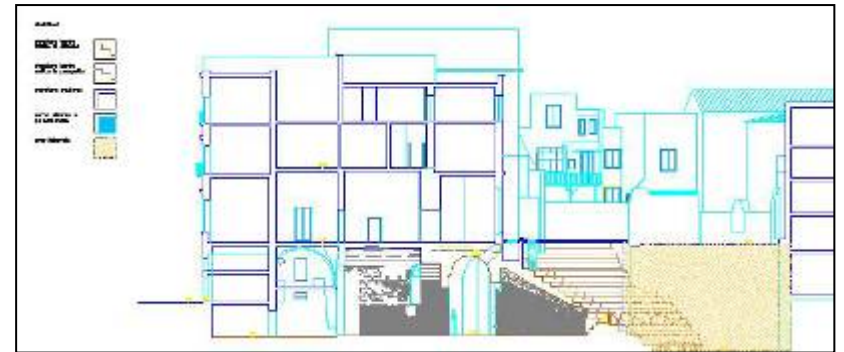
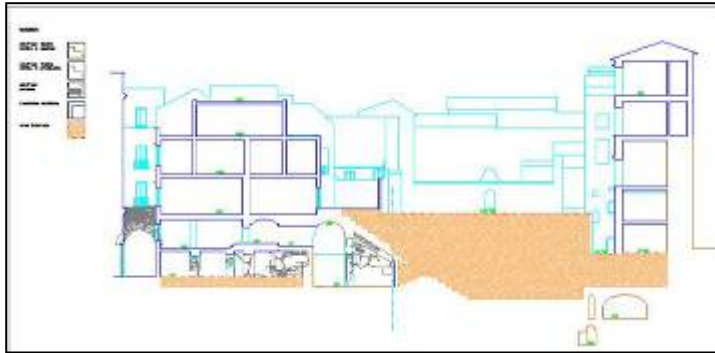
› Piano di recupero sub-ambito 25 a - Roman theatre



Implementation of urban planning laws



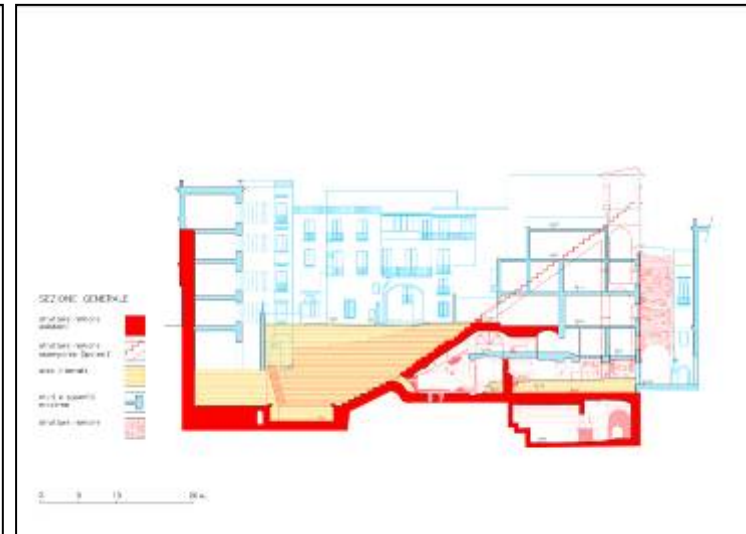
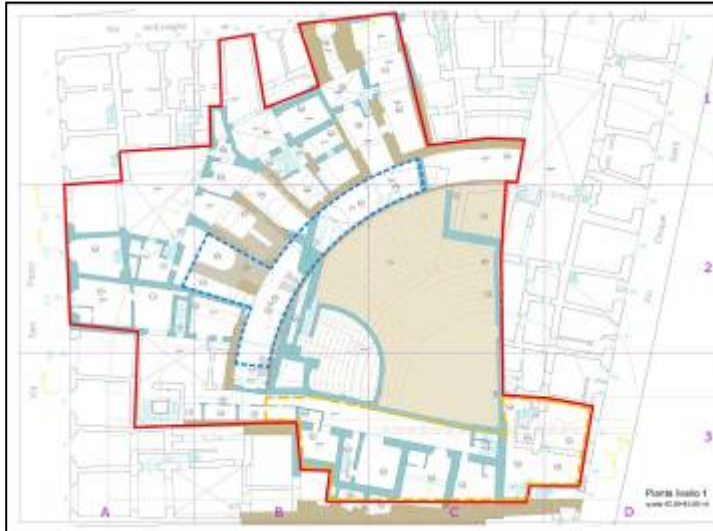
› Piano di recupero sub-ambito 25 a - Roman theatre



Implementation of urban planning laws

Study of inner / external prospects and sections

› Discovering of the Roman theatre



› Discovering of the Roman theatre



› Discovering of the Roman theatre



Work plan / Activities to elaborate the CHIMP integrating the LSG

GRANDE PROGRAMMA CENTRO STORICO UNESCO - NAPOLI
la modernità entra nella città storica

home | programma | mappa | ricerca | calendario | manifestazioni d'interesse | documenti | video | rassegna stampa

driver cultura | accoglienza

- 1
- 2
- 3
- 4
- 5
- 6
- 7

via S. Giovanni a Carbonara e via Cirillo - autorimessa
via S. Paolo 24
via Sopramuro
vico S. Matteo - via Speranzella
vivaio in via Foria

interventi del grande programma centro storico UNESCO

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Work plan / Activities to elaborate the CHIMP integrating the LSG

home | programma | mappa | ricerca | calendario | manifestazioni d'interesse | documenti | video | rassegna stampa

scheda intervento: **1**

driver: Cultura

categoria_intervento: RESTAURO EDIFICI DI CULTO

tipologia_finanziamento: PIU

proprietà: Ente ecclesiale

ente_propONENTE: Arcidiocesi

CHIESA S. MARIA DI PORTOSALVO
Il restauro dell'importante chiesa è improrogabile, alla luce del degrado che, purtroppo, la caratterizza.

importo_finanziato:

sfoglia tutte le schede

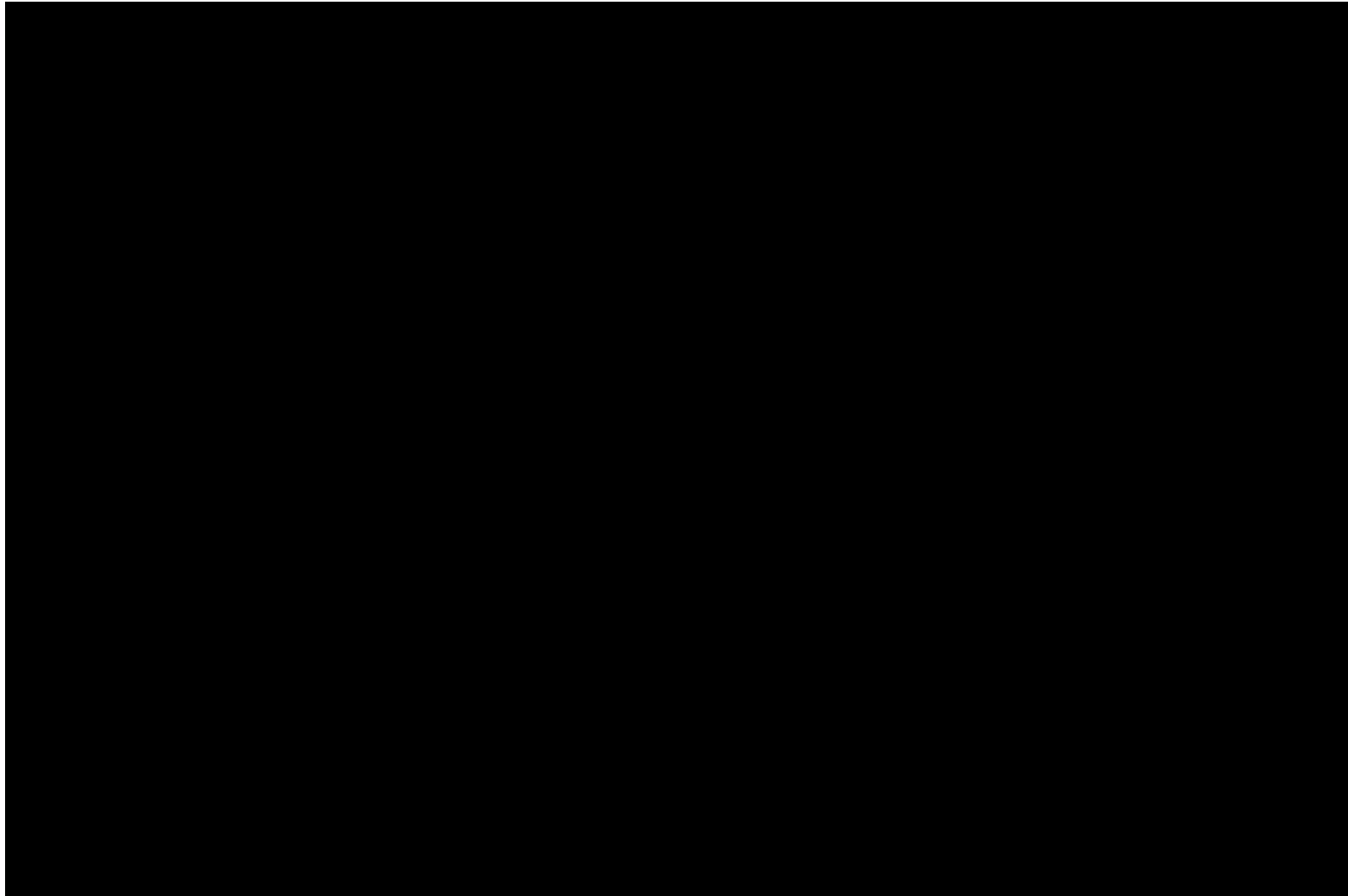
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> *Comitato scientifico:*

Monitoring of the management plans of the sites included in the UNESCO World Heritage List

Body:	Member:	Contacts:
MIBAC:	Manuel Guido	Unesco MIBAC director
SITI:	Giulio Mondini	SITI Vice-director
University:	Walter Santagata (culture economy)	Università di Torino
	Paola Falini (planning and landscape)	Università degli studi di Roma "La Sapienza"
	Tatiana Kirova (restauro)	Politecnico di Torino
Associations, cities and Unesco sites – representative of the sites	Giancarlo Ferulano (Napoli)	Comune di Napoli Responsible of the valorisation of the historic center
	Raffaella Poggiani Keller (Val Camonica)	Executive of the "Soprintendenza per i Beni Archeologici della Lombardia"
	Carlo Francini (Firenze)	Comune di Firenze





forum universale
delle culture napoli 2013
the universal forum of cultures naples 2013



Grazie Thanks
Danke **Merci** Gracias
Ευχαριστώ multumesc
Takk dziękuję dakujem hvala
Obrigado dziękować
tänan kiitos köszönöm aciu
Tack děkuji paldies
nizžik ħajr dank u wel