



## SUSTAINABLE URBAN DESIGN IN WORLD HERITAGE SITES

W1

**INTRODUCTION: DEFINITION OF CONCEPTUAL SCOPE AND TERMINOLOGY.**



# Erasmus+



# W1.1

Course contents, objectives, evaluation criteria, bibliography

1 <sup>ST</sup> SEMESTER - 30 ECTS - POLAND	
N°	COURSE
1.1	Foreign language
1.2	Inventory And Survey Of Historical Buildings (pre-design activities)
1.3	General Building Engineering
1.4	Intervention at Historic Buildings
1.5	Modern Structures and Innovative Building Materials -Technical Appraisal
1.6	Urban renewal -sustainable architecture and urban planning study tour and design studio
1.7	Urban planning
1.8	Architectural design
1.9	Protection of Monuments and Historic Cities
1.10	Theory and History of the city

3 <sup>RD</sup> SEMESTER - 30 ECTS - SPAIN	
N°	COURSE
3.1 A 3.1 B	Construction applied to Heritage Heritage Problems. Causes. Solutions.
3.2	Master Seminar -Research: Methods and Project
3.3	Methodological approach to conversation
3.4A 3.4B	Historical Building Adaptation To Modern Function Urban Design in Multicultural Cities
3.5	Sustainable Urban Design in Word Heritage Sites
3.6	Sustainable Architecture And Eco-Design
3.7	Traditional , Vernacular And Historic Architecture
3.8	Heritage And Society for Development
3.9	Spatial and Regional Planning
3.10	Comprehensive Design Project (Integrating Aspects Of Technology, Sustainability, Research And Cultural Awareness In The Design Process)
	Heritage Sites and Environmental Protection

2 <sup>ND</sup> SEMESTER - 30 ECTS - ITALY	
N°	COURSE
2.1	Freehand Architectural Drawing/Urban sketching
2.2	Week summer design studio /real case studies –object and landscape scale -conceptual design
2.3	Architectural conservation studio
2.4	Introduction Course on Theory and History of Conservation
2.5	Nature And Regional Architecture In Design Process
2.6	Landscape Architecture
2.7	The Conservation Area and the Registered Landscape
2.8	Museology & Museography
2.9A 2.9B	Aesthetics of Architecture Philosophy of architecture
2.10A 2.10B	Architectural Design In Historical Context – Design studio Architectural Design In Environmental Context –Design studio
2.11	Propaedeutics of Heritage Protection
2.12	Pre-diploma Professional Practice

4 <sup>TH</sup> SEMESTER - 30 ECTS	
N°	COURSE
4.1	Introduction to the Labour Market
4.2	Managing the Investment Process
4.3	Master Seminar
4.4	Master Thesis
4.5	Urban and Environmental Economy
4.6	Sociology of the city

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## Sustainable Urban Design in World Heritage Sites

Sites attract a multiplicity of cultures for travel purposes, these represent a great opportunity for their encounters. In a world in which the development in peaceful coexistence is a priority also for the safeguard of the world's heritage, designers have the opportunity and responsibility to conceive and act with their projects to contribute to the creation of opportunities of dialogue among the cultures present on the Sites. Students will be sensitized at the role of the designer for intercultural dialogue at the architectural and urban scale. They will be asked to analyse and imagine solutions for a selected Site. The course encompasses from the definitions and tools of World Heritage Sites, to a selection of case studies, among which the Life Beyond Tourism Model and Movement for territories development.

## COURSE STRUCTURE

Semester	3rd
ECTS of the course	4

### **Form of classes and number of hours in semester:**

Hours of Lecture	15
Hours of Design	45

### LECTURES

15hs = 15 lectures

1h = 1 lecture

### DESIGN

design = analysis + project (group work)

## COURSE OBJECTIVES

Gaining knowledge on World Heritage Sites (types, criteria, tools for the management and case studies).

Gaining knowledge on the possible threats, risks and opportunities that impact a World Heritage Site, in particular those related to tourism.

Ability to analyze a Site and design for creating opportunities of dialogue among cultures.

Knowledge of exemplary design solutions and urban planning strategies among World Heritage Sites.

# LEARNING OUTCOMES

## Knowledge

Has basic knowledge of urban design in cultural and natural World Heritage sites.

Has learned how to design at the urban scale connecting touristic flows and the World Heritage Site for its sustainable development.

## Skills:

Is able to analyze the urban context of World Heritage Sites, taking into account its tangible and intangible complexity and making connections between people, places, nature and built fabric.

Is able to create a vision taking into account the complexity of the urban environment and to deploy the resources and skills to bring the vision to life for an integrated design of the Site.

## Social competences:

Is aware of the risks of the bad or absent management of the cultural and natural resource on the urban environment.

Understands the role and responsibility of the architect, conservator and urban planner in relation to the social, cultural and environmental sustainable development of the World Heritage Site.

Is able to detect the inter-scalar design solutions in the Sites for the opportunities of development derived by multiculturalism induced by the travel industry.



# COURSE CONTENTS

W1 Introduction: definition of conceptual scope and terminology.

W2 The World Heritage Convention 1972, its aims and the World Heritage Lists. The Outstanding Universal Values, the criteria for the selection, the World Heritage Committee, the World Heritage Funds, the list of World Heritage in Danger, types of Sites, tools for the preservation and management of Sites, the UNESCO operational guidelines and the UNESCO advisory bodies.

W3 Selection of World Heritage Sites case studies and project interventions.

W4 Sustainable urban design, sustainability concept, the urban design approach, the concept of cultural mapping as methodological case study for the analysis of a site for a more integrated designing approach.

W5 The influence of tourism on a World Heritage Site, the risks and opportunities related to this economy. Selection of case studies approaching the topic of tourism as an opportunity and as a threat. The UNESCO approach to the management of tourism in World Heritage Sites.

W6 Design for the creation of connections and of opportunities of intercultural dialogue through heritage in World Heritage Sites. Presentation of a selection of case studies.

# COURSE LECTURES

W1 Introduction: definition of conceptual scope and terminology.

W1.1 Course contents, objectives, evaluation criteria, bibliography

W1.2 Project case study

W2 The World Heritage Convention 1972, its aims and the World Heritage Lists. The Outstanding Universal Values, the criteria for the selection, the World Heritage Committee, the World Heritage Funds, the list of World Heritage in Danger, types of Sites, tools for the preservation and management of Sites, the UNESCO operational guidelines and the UNESCO advisory bodies.

W2.1 World Heritage Sites definition and the Convention

W2.2 Criteria, heritage in danger, tools for the management

W3 Selection of World Heritage Sites case studies and project interventions.

W3.1 Sustainable urban design and cultural mapping

W3.2 Historic Urban Landscape approach and UNESCO case studies on the conservation and management of historic cities

# COURSE LECTURES

W4 Sustainable urban design, sustainability concept, the urban design approach, the concept of cultural mapping as methodological case study for the analysis of a site for a more integrated designing approach.

W4.1 introduction to sustainability

W4.2 elements of sustainable urban design

W5 The influence of tourism on a World Heritage Site, the risks and opportunities related to this economy. Selection of case studies approaching the topic of tourism as an opportunity and as a threat. The UNESCO approach to the management of tourism in World Heritage Sites.

W5.1 tourism: risk and resource

W5.2 the opportunities of tourism for intercultural dialogue in World Heritage Sites

W5.3 the Life Beyond Tourism case study a cultural and economical revolution

W6 Design for the creation of connections and of opportunities of intercultural dialogue through heritage in World Heritage Sites. Presentation of a selection of case studies.

W6.1 intercultural dialogue and its relevance in the urban issue

W6.2 design to create connections for intercultural dialogue. Selection of case studies.

W6.3 World Heritage Sites Management Plans for a virtuous competition

# DESIGN

## PHASE 1

Analysis of the World Heritage Site selected as case study.

## PHASE 2

Determination of the project focus according to the analysis.

## PHASE 3

Elaboration and representation of the urban design project.

## DIDACTIC METHOD

Multimedia presentations (ppt/pdf, videos).

Presentation and evaluation of the projects in reviews (panels, power points/pdf, videos).

Final questionnaire.

## STUDENT WORKLOAD

Contact hours with lectures, including:	60
Participation in lectures	15
Participation in design classes	45
Student's own work, including:	40
Preparation for examination	15
Individual elaboration of design	35
Total time of student work	100

Summary number of ECTS credits for the course: 4

Number of ECTS credits in frames of practical classes (exercises, laboratory classes, design classes) 3

# ASSESSMENT METHOD

Assessment method description	Pass threshold
Written examination of the lectures content	50%
Design elaboration	50%

## BASIC LITERATURE

- 1 UNESCO Convention, UNESCO, Paris, 1972
- 2 ICOMOS, Nara Declaration on Authenticity, ICOMOS, Paris, 1994
- 3 ICOMOS, International Cultural Tourism Charter - Managing Tourism at Places of Heritage Significance, ICOMOS, Paris, 1999
- 4 UNWTO, Global Code of Ethics for Tourism, UNWTO, Madrid, 2001
- 5 UNESCO, Convention on Intangible Heritage, UNESCO, Paris, 2003
- 6 Council of Europe, Faro Convention, UNESCO, Paris, 2005
- 7 UNESCO, New life for historic cities, the historic urban landscape approach explained, UNESCO, Paris, 2013
- 8 Pillai Janet, Cultural Mapping, SIRD, Selangor, 2013
- 9 Fondazione Romualdo Del Bianco, World Heritage Sites for Dialogue, Masso delle Fate Edizioni, Firenze, 2016
- 10 UNESCO, World Heritage in Europe Today, Paris, 2016
- 11 UNESCO, Operational Guidelines for the implementation of the World Heritage Convention, UNESCO, Paris, 2017
- 12 UNESCO, Tourism Management at UNESCO World Heritage Sites, UNESCO, Paris, 2018
- 13 SURE Manual, Sustainable Urban Design in World Heritage Sites, 2019



## ADDITIONAL LITERATURE

- 1 Ludwig Hilbersheimer, *New Regional Pattern*, Paul Theobald, Chicago, 1949
- 2 Aldo Rossi, *The Architecture of the City*, The MIT Press, Cambridge, 1984
- 3 Rem Koolhaas/ Harvard Project on the City, Stefano Boeri/ Multiplicity, Sanford Kwinter, Nadia Tazi, Hans Ulrich Obrist, *Mutations*, Actar, Barcelona, 2001
- 4 UNESCO, *Partnerships for World Heritage Cities – Culture as a Vector for Sustainable Urban Development. Proceedings from the Urbino workshop, November 2002*”, World Heritage Papers No.9, UNESCO, Paris, 2004
- 5 Augé, Marc, Colleyn, Jean-Paul, *L’Antropologia del mondo contemporaneo*, Elèuthera, Milano, 2006
- 6 UN-HABITAT and UNESCO, *Guide for city professionals “Historic Districts for all; a social and human approach for sustainable revitalisation”*, UN-HABITAT and UNESCO, 2008
- 7 UNESCO, *Building Critical Awareness of Cultural Mapping – a workshop facilitation guide*, UNESCO, Paris, 2009
- 8 UNESCO, *Managing Historic Cities*, World Heritage Papers No.27, UNESCO, Paris, 2010
- 9 UNESCO, *Recommendation on the Historic Urban Landscape*, UNESCO, Paris, 2011
- 10 Paolo Del Bianco, *Heritage for Intercultural Dialogue, a New Commercial Offer for the Tourism Market with Life Beyond Tourism*, in “*Technical Transactions. Architecture*”, Vol. 7/A, pp. 7-13, 2015
- 11 Lévi-Strauss, Claude, *L’Antropologia di fronte ai problemi del mondo moderno*, Bompiani, Firenze, 2017
- 12 Fondazione Romualdo Del Bianco, *Heritage for Planet Earth*, Masso delle Fate, Florence, 2017

***BRUNDTLAND REPORT FOR THE WORLD COMMISSION ON ENVIRONMENT AND DEVELOPMENT (1992) INTRODUCED THE TERM OF SUSTAINABLE DEVELOPMENT.***

Sustainable development, is the development that meets the needs of the present without compromising the ability of future generations to meet their own needs.

# Sustainable urban design

Urban design is about **making connections between people and places, movement and urban form, nature and the built fabric.**

Urban design draws together the many strands of place-making, environmental stewardship, social equity and economic viability into the creation of places with distinct beauty and identity.

Urban design draws these and other strands together **creating a vision for an area and then deploying the resources and skills needed to bring the vision to life.**

## **WORLD HERITAGE SITE DEFINITION**

a natural or man-made site, area, or structure recognized as being of outstanding international importance and therefore as deserving special protection. Sites are nominated to and designated by the World Heritage Convention (an organization of UNESCO).

*UNESCO Convention 1972*



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