



URBAN DESIGN IN CITIES ATTRACTING MULTICULTURAL TRAVELLERS



Erasmus+

URBAN DESIGN IN CITIES ATTRACTING MULTICULTURAL TRAVELLERS

W1

Introduction: definition of conceptual scope and terminology.

URBAN DESIGN IN CITIES ATTRACTING MULTICULTURAL TRAVELLERS

W1.1

Course contents, objectives, evaluation criteria, bibliography

| 1 ST 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 RD 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 ND 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 TH 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 |

Urban Design in Multicultural Cities

Urban Design in Cities Attracting Multicultural Travellers

In 2017, UNWTO reported that every year Europe welcomes 51% of global travellers. Urban travel destinations attract multiculturalism and this is an opportunity for the development of an innovative cultural and urban system. Urban design can contribute to the creation of new forms of travel allowing the city cultural development. Students will be introduced to the dynamics and the actors involved in the chain of travel and they will learn to take into account the cultural opportunities generated by the fluxes of people visiting and interacting with the city, as in the case study Life Beyond Tourism. In this conceptual framework, a project area will be selected and the students will be asked to design architectural and urban solutions to create opportunities of dialogue among different cultures with an inter-scalar approach.

COURSE STRUCTURE

| | |
|--------------------|-----|
| Semester | 3rd |
| ECTS of the course | 3 |

Form of classes and number of hours in semester:

| | |
|------------------|----|
| Hours of Lecture | 15 |
| Hours of Design | 30 |

LECTURES

15hs = 15 lectures

1h = 1 lecture

DESIGN

design = analysis + project (group work)

COURSE OBJECTIVES

Ability to analyze the urban form in cities that attract travellers from different cultures.

Gaining knowledge on the possible threats, risks and opportunities of encounter and connection among cultures, to be taken into consideration for the urban design, deriving from the tourism industry.

Ability to design the urban environment taking advantage of the opportunities of intercultural dialogue in tourist destinations.

LEARNING OUTCOMES

Knowledge:

Has basic knowledge of urban design in the city attracting multicultural travellers.

Has basic knowledge of the opportunities and threats given from the travel industry to be used for innovative and conscious projects.

Has basic knowledge of the dynamics and actors involved in the chain of travel to design a culturally interactive city.

Skills:

Is able to imagine and elaborate a concept at the urban design scale for the integration of different cultures present on the site as temporary residents, in a sustainable way.

Is able to design taking into account the social, environmental and cultural dimension, with the creation of spaces where to perform encounters and intercultural dialogue.

Social competences:

Is aware of the social risks deriving from the bad or absent management of the foreigners' fluxes and feels the responsibility of designing spaces for creating opportunities of encounters among cultures.

COURSE CONTENTS

W1 Introduction: definition of conceptual scope and terminology.

W2 Sustainable urban design: the sustainability concept applied to urban design. Cultural mapping as methodological case study for the analysis of a site for a more integrated designing approach.

W3 The urban multiculturalism deriving from tourism, the risks and opportunities related to this economy. Selection of case studies approaching the topic of architectural and urban design for tourism as an opportunity of cultural encounters.

W4 Urban design for the creation of encounters and of opportunities of intercultural dialogue through travel. Intercultural dialogue definition by UNESCO and its approach to the management of tourism for creating opportunities of encounters. Presentation of a selection of case studies.

W5 Tourism and its ever-growing impact on pollution, both for the emissions and for the waste production. A focus on the potentialities of evolution of the tourism industry in respect of the environment. Understanding of the spatial and architectural relationships between heritage, travel and dialogue among different actors and users of a Site. Selection of urban design and planning 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 Sustainable urban design: the sustainability concept applied to urban design. Cultural mapping as methodological case study for the analysis of a site for a more integrated designing approach.

W2.1 Introduction to sustainability

W2.2 Elements of sustainable urban design

W2.3 Cultural Mapping

W3 The urban multiculturalism deriving from tourism, the risks and opportunities related to this economy. Selection of case studies approaching the topic of architectural and urban design for tourism as an opportunity of cultural encounters.

W3.1 Tourism risk and resource

W3.2 The opportunities of tourism for intercultural dialogue in World Heritage Sites

W3.3 The Life Beyond Tourism case study a cultural and economical revolution

COURSE LECTURES

W4 Urban design for the creation of encounters and of opportunities of intercultural dialogue through travel. Intercultural dialogue definition by UNESCO and its approach to the management of tourism for creating opportunities of encounters. Presentation of a selection of case studies.

W4.1 Intercultural dialogue and its relevance in the urban issues

W4.2 Design to create connections for intercultural dialogue - selection of case studies

W4.3 World Heritage Sites Management plans for a virtuous competition

W5 Tourism and its ever-growing impact on pollution, both for the emissions and for the waste production. A focus on the potentialities of evolution of the tourism industry in respect of the environment. Understanding of the spatial and architectural relationships between heritage, travel and dialogue among different actors and users of a Site. Selection of urban design and planning case studies.

W5.1 Tourism and climate change

W5.2 Selection of case studies

W5.3 Ecological Urbanism case studies

W5.4 When the Olympics land on a site: Athens and Rio de Janeiro

DESIGN

PHASE 1

Analysis

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: | 45 | |
| Participation in lectures | 15 | |
| Participation in design classes | 30 | |
| Student's own work, including: | 55 | |
| Preparation for examination | 10 | |
| Individual elaboration of design | 45 | |
| Total time of student work | 100 | |
| Summary number of ECTS credits for the course: | | 3 |

ASSESSMENT METHOD

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

BASIC BIBLIOGRAPHY

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

ADDITIONAL BIBLIOGRAPHY

- 1 Lefebvre Henri, *The right to the City*, Verso Books, 1968
- 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 Bauman Zygmunt, *Voglia di comunità*, Editori Laterza, Bari, 2001
- 5 Augé Marc, Colleyn, Jean-Paul, *L'Antropologia del mondo contemporaneo*, Elèuthera, Milano, 2006
- 6 Crawhall Nigel, *The role of participatory cultural mapping in promoting intercultural dialogue - 'We are not hyenas'*, UNESCO, Paris, 2008
- 7 UNESCO, *Building Critical Awareness of Cultural Mapping – a workshop facilitation guide*, UNESCO, Paris, 2009
- 8 Fondazione Romualdo Del Bianco, *Heritage for Planet Earth*, Masso delle Fate, Firenze, 2017
- 9 Lévi-Strauss Claude, *L'Antropologia di fronte ai problemi del mondo moderno*, Bompiani, Firenze, 2017
- 10 UNESCO, *Survey on Intercultural Dialogue*, UNESCO, Paris, 2017



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