



unione italiana disegno

# TRANSIZIONI TRANSITIONS

*Attraversare Modulare Procedere*  
*Cross Modulate Develop*

44° CONVEGNO INTERNAZIONALE  
DEI DOCENTI DELLE DISCIPLINE DELLA RAPPRESENTAZIONE  
CONGRESSO DELLA UNIONE ITALIANA PER IL DISEGNO  
ATTI 2023  
44<sup>th</sup> INTERNATIONAL CONFERENCE  
OF REPRESENTATION DISCIPLINES TEACHERS  
CONGRESS OF UNIONE ITALIANA PER IL DISEGNO  
PROCEEDINGS 2023

a cura di/edited by

Mirco Cannella  
Alessia Garozzo  
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12

*Francesca Fatta*

**Prefazione | Preface**

18

*Francesco Maggio*

**Note sulla transizione | Notes on Transition**

34

*Riccardo Migliari* Keynote Speaker

**La prospettiva solida come strumento di analisi delle transizioni tra lo spazio euclideo e lo spazio della rappresentazione | Solid Perspective as a Tool for Analysing Transitions between Euclidean Space and Representation Space**

## ATTRAVERSARE CROSS

60

*Mirco Cannella, Vincenza Garofalo, Alessia Garozzo*

**Attraversare**

**Cross**

70

*Adriana Arena*

**I disegni di Francesco Paolo Labisi per il convento dei padri Crociferi a Noto  
Francesco Paolo Labisi's drawings for the convent of the Crociferi Fathers in Noto**

90

*Cristiana Bartolomei, Caterina Morganti*

**The Historical Transition of Human Body in Architecture**

97

*Francesco Bergamo*

**Drawing beyond Language and Images: Steps to Olfactory Representations**

106

*Alessio Bortot*

**La carpenteria del legno. Alcune riflessioni sul rapporto tra modello e disegno  
Wood Carpentry. Some Considerations on the Relationship between Model and Drawing**

122

*Giorgio Buratti*

**Disegno in transizione e transizione nel disegno. Passato e futuro degli esercizi di  
Parquet Deformations  
The Drawing Transition and Transition in the Drawing. Past and Future of Parquet Deformations Exercises**

139

*Eduardo Carazo, Álvaro Moral, Javier Bravo*

**Las ciudades y el tiempo: Transiciones en torno a la Catedral de Burgos  
Cities and Time: Transitions around the Burgos Cathedral**

157

*Laura Carlevaris*

**Transitabile/in-transitabile. Il Canale della Manica tra storia e rappresentazione  
Transitable/Intransitable. The English Channel between History and Representation**

177

*Camilla Casonato*

**Archaeology and Natural Sciences. Giovanni Antonio Antolini's Unpublished Texts and Drawings**

186

*Camilla Casonato*

**Art du Trait. Considerations on Double Orthogonal Projection in Medieval Stereotomy**

193

*Santi Centineo*

**"Mi parve pinta de la nostra effige". Alcune note critiche sulla creatività artificiale  
"Mi parve pinta de la nostra effige". Some Critical Notes on Artificial Creativity**

209

*Stefano Chiarenza*

**Spazio a due dimensioni. Grafica assonometrica e ambiguità visiva nell'opera di  
El Lissitzky  
Two-Dimensional Space. Axonometric Graphics and Visual Ambiguity in the Work of El Lissitzky**

227

*Pilar Chías, Tomás Abad, Lucas Fernández-Trapa*

**Origen de la cartografía científica de los puertos de la Sierra de Guadarrama entre los Sitios Reales  
The Origin of the Scientific Cartography of the Guadarrama Mountain Passes between the Royal Sites**

247

*Emanuela Chiavoni, Gaia Lisa Tacchi*

**Transizioni espressive nell'archivio dei disegni di architettura della scuola romana  
Expressive Transitions in the Archive of Architectural Drawings by the Roman School**

269

*Francesco Cotana*

**Il disegno della transizione. Proposta di una tassonomia della rappresentazione del movimento dell'architettura  
Drawing of the Transition. Proposal for a Taxonomy of Representation of Architecture in Motion**

283

*Salvatore Damiano*

**Transizioni virtuali: studio su un edificio non realizzato di Alberto Legnani a Castelfranco Emilia  
Virtual Transitions: a Study on an Unbuilt Architecture by Alberto Legnani in Castelfranco Emilia**

309

*Raffaella De Marco*

**La rappresentazione info-grafica a supporto dei 'programmi di sviluppo' sul territorio per le agenzie umanitarie  
Info-graphic Representation to Support 'Development Programmes' on the Territory for Humanitarian Agencies**

329

*Jordi de Gispert Hernández, Isabel Crespo Cabillo, Sandra Moliner Nuño*

**La finca Sansalvador de Jujol, un proyecto en continua transformación  
Jujol's Sansalvador Villa, a Project in Continuous Transformation**

349

*Massimo De Paoli, Luca Ercolin*

**La Libreria Nuova del complesso conventuale di San Giuseppe in Brescia  
The New Library of Conventual Complex of San Giuseppe in Brescia**

375

*Edoardo Dotto*

**Euristica dell'errore. La 'Stonehenge ricostruita' di Inigo Jones  
Error Heuristics. Inigo Jones' 'Rebuilt Stonehenge'**

395

*Josep Eixerés Ros, Hugo A. Barros Da Rocha E. Costa*

**Del óleo al Gouache. Los dibujos de Sorolla en Nueva York  
From Oil Painting through Gouache. The Drawings of Sorolla in New York**

413

*Erika Elefante*

**I sistemi impiantistici nel progetto. Un excursus storico dal disegno concettuale al modello digitale  
Plant Systems in Design. A Historical Excursus from Conceptual Drawing to Digital Model**

427

Laura Farroni, Sara Berni

**Itinerari della rappresentazione.** Transizioni tra spazio scenico e pubblico nel teatro partecipativo  
Itineraries of Representation. Transitions between Scenic Space and Public Space in Participative Theatre

447

Giuseppe Felici, Antonio Schiavo

**Disegno come transizione tra storia e progetto:** note su una continuità romana  
Drawing as Transition between History and Design: Notes about a Roman Continuity

467

Emanuele Garbin

**Grandezza:** alcune considerazioni sul concetto di 'Bigness' in Rem Koolhaas  
'Bigness': Notes on the Urban Theory of Rem Koolhaas

485

Fabrizio Gay

**Transizioni al disegno artificiale**  
Transitions to Artificial Drawing

505

Alfonso Ippolito, Cristiana Bartolomei, Davide Mezzino, Vittoria Castiglione  
Beyond Letarouilly

516

Pedro Antonio Janeiro, Fabiana Guerriero

**Desenho como Transição: Realidade e A Outra-Realidade**  
Drawing as Transition: Reality and the Other-Reality

532

Pamela Maiezza, Alessandra Tata

**Modeling Historic Architecture:** a Reflection on Representation in the BIM Environment

538

Sofia Menconero, Matteo Flavio Mancini

**Tabulae scalatae:** ritratti anamorfici in transizione  
Tabulae scalatae: Anamorphic Portraits in Transition

558

Alessandra Pagliano

**Tra metamorfosi e anamorfosi:** gli spazi surreali nei dipinti di Rob Gonsalves  
Between Metamorphosis and Anamorphosis: Surreal Spaces in the Paintings of Rob Gonsalves

576

Martino Pavignano

**Fortificazioni alla moderna e rappresentazione:** esempi dalla trattatistica del XVI secolo  
Fortificazioni alla Moderna and Representation: Examples from some 16th Century Treatises

598

Federico Rebecchini

**Shin Takamatsu e l'origine di un disegno**  
Shin Takamatsu and the Origin of a Drawing

614

Salvatore Santuccio

**Lo spazio dell'Annuncio.** Portici, abitazioni, palcoscenici nella pittura italiana tra Trecento e Cinquecento  
The Space of the Annunciation. Porticoes, Rooms, Stages in Italian Painting between the 1300s and 1500s

630

Marcello Scalzo

**Giovanni Antonio Zamarin:** la 'normalità' di un artista  
Giovanni Antonio Zamarin: the 'Normality' of an Artist

646

Pasquale Tunzi

**La metamorfosi comunicativa con Il Mondo Illustrato Giornale Universale (1847-1861)**  
The Metamorphosis of Communication Introduced by Il Mondo Illustrato Giornale Universale (1847-1861)

662

Michele Valentino, Simone Sanna

**Verso un disegno post-digitale?** Culture figurative nel disegno di architettura contemporaneo  
Towards a Post-Digital Drawing? Figurative Cultures in Contemporary Architectural Drawing

678

Pedro Gabriel Vindrola

**Discusión taxonómica del campo de las Extended Realities**  
Taxonomic Discussion of the Field of Extended Realities

## MODULARE MODULATE

695

Fabrizio Agnello, Fabrizio Avella, Gian Marco Girgenti, Manuela Milone

**Modulare**  
Modulate

707

Luis Agustín Hernández, Carla Ferreyra, Barbara Messina

**Processo di digitalizzazione in HBIM per la gestione ampliata del patrimonio culturale.** La Lonja de Zaragoza  
Digitization Process in HBIM for Extended Cultural Heritage Management. The Lonja de Zaragoza

727

Giuseppe Amoroso, Andrea Manti

**Canova digitale:** il potere della copia tra rappresentazione e immaginazione tattile  
Digital Canova: the Power of Copying between Representation and Tactile Imagination

745

Fabrizio Ivan Apollonio, Federico Fallavollita, Riccardo Foschi

**Systematizing Virtual Reconstruction of Lost or Never Built Architectures**

753

Marinella Arena, Daniele Colistra, Domenico Mediatì

**La grotta degli asceti.** Rilievo e analisi dell'eremo di Santa Maria della Stella  
The Cave of the Ascetics. Survey and Analysis of the Hermitage of Santa Maria della Stella

777

Greta Attademo

**Lo spazio narrativo nel romanzo:** dalla descrizione testuale all'illustrazione grafica  
The Narrative Space in the Novel: from Textual Description to Graphic Illustration

793

Leonardo Baglioni, Lucrezia Di Marzio

**Il controllo della forma nelle superfici libere dell'architettura contemporanea**  
Formal Control for Freeform Surfaces of Contemporary Architecture

810

Fabio Bianconi, Marco Filippucci, Filippo Carnacchini, Simona Ceccaroni, Michela Meschini, Chiara Mommi, Giulia Pelliccia, Marco Seccaroni

**Hortus Lizori.** Percorsi didattici sulla rappresentazione del paesaggio  
Hortus Lizori. Educational Paths on the Representation of the Landscape

836

Antonio Bixia, Antonello Pagliuca, Giuseppe D'Angiulli

**Il disegno del 'limite'.** La chiesa della Madonna delle Vergini a Matera tra architettura e paesaggio  
The Drawing of the 'Limit'. The Church of Madonna delle Vergini in Matera between Architecture and Landscape

854

Antonio Calandriello, Giuseppe D'Acunto

**Architettura e Musica:** le melodie 'mistiche' del chiostro benedettino dell'Abbazia di San Zeno a Verona  
Architecture and Music: the 'Mystical' Melodies of the Benedictine Cloister of San Zeno Abbey in Verona

876

Massimiliano Campi, Valeria Cera, Marika Falcone

**Il fenomeno delle ferrovie dismesse.** Il di-ségno per descrivere, ricostruire e comunicare  
The Phenomenon of Disused Railways. Drawing for Describe, Reconstruct and Communicate

894

Alessio Cardaci, Pietro Azzola, Jorge Felix Sinani Arcienega, Antonella Versaci

**La digitalizzazione del patrimonio culturale:** la collezione dei 'lapidei' del Museo delle Storie di Bergamo  
Digitization of Cultural Heritage: the Collection of 'lapidei' of the Museum of the Histories of Bergamo

913

Marco Carpiceci, Antonio Schiavo, Tiziana Iazeolla

**Il ponte dell'Isca.** La ri-scoperta di un ponte romano nella media valle del Tammaro  
The Isca Bridge. The Re-Discovery of a Roman Bridge in the Middle Tammaro Valley

937

Valentina Castagnolo, Luisa Eramo, Massimo Leserri, Anna Christiana Maiorano, Martina Minenna, Pasquale Potenza, Gabriele Rossi

**Dinamiche di rappresentazione di un'architettura alla ricerca della sua identità**  
Dynamics of Representation of an Architecture in Search of its Identity

965

*Martina Castaldi*

**Influenza della percezione visiva di Pompei nell'Europa del '700**  
Influence of the Visual Perception of Pompeii in the Europe of the 1700s

979

*Vittoria Castiglione, Maria Belén Trivi*

**Conoscenza e trasmissione del patrimonio urbano romano: Piazza Montanara**  
Knowledge and Transmission of the Roman Urban Heritage: Piazza Montanara

997

*Irene Cazzaro*

**Uncertainty in Hypothetical 3D Reconstructions: Technical, Visual and Cultural 'Transitions'**

1008

*Margherita Cicala*

**Le fortificazioni bastionate capuane. Ricostruzione e rappresentazione degli assetti difensivi**  
Capuan Bastioned Fortifications. Reconstruction and Representation of Defensive Arrangements

1030

*Enrico Cicabò*

**Il disegno delle transizioni e la rappresentazione della cosmografia dello scudo di Achille**  
The Drawing of Transitions and the Representation of the Cosmography of the Shield of Achilles

1050

*Federico Cioli, Serena Liviani*

**La ricostruzione virtuale del progetto ottocentesco di Giuseppe Martelli per Ponte Vecchio a Firenze**  
Virtual Reconstruction of the 19th Century Project by Giuseppe Martelli for Ponte Vecchio in Florence

1067

*Vincenzo Cirillo*

**L'Éléphant triomphal a Parigi: dal disegno di progetto al simbolismo iconico alla ricostruzione virtuale**  
The Éléphant triomphal in Paris: from Design to Iconic Symbolism and Virtual Reconstruction

1089

*Fabio Colonnese, Luca Guerini*

**Modellando Piero. Indagini ricostruttive sulla Madonna del Parto**  
Modelling Piero. Reconstructive Enquires on the Madonna del Parto

1111

*Thomas Guido Comunian, Veronica Fazzina, Alessandro Martinelli, Simone Porro, Antonio Schiavo*

**Il motel Agip di Mario Ridolfi: dall'analisi grafica alla rappresentazione parametrica e immersiva**  
The Agip Motel by Mario Ridolfi: from Graphical Analysis to Parametric and Immersive Representation

1129

*Graziana D'Agostino, Mariateresa Galizia, Raissa Garozzo, Federico Mario La Russa, Gloria Russo, Cettina Santagati*

**Le transizioni del disegno: fondi di archivio e rappresentazione digitale del Teatro Bellini (CT)**  
The Transitions of Design: Archival Funds and Digital Representation of Teatro Bellini (CT)

1153

*Saverio D'Auria, Maria Ines Pascariello, Tomás Enrique Martínez Chao*

**Il digital twin dei siti culturali per l'inclusività e la valorizzazione. Il Castello Aragonese di Ischia**  
Digital Twin of Cultural Sites for Inclusiveness and Promotion. The Aragonese Castle of Ischia

1175

*Angelo De Cicco, Luigi Corniello*

**Silenzi e riflessioni nel villaggio di Shurdhah in Albania**  
Silences and Reflections in the Village of Shurdhah in Albania

1197

*Matteo Del Giudice, Nicola Rimella, Francesca Maria Ugliotti, Guillaume Tarantola, Anna Osello*

**Matrice delle transizioni nell'ambito disciplinare del Disegno**  
Matrix of Transitions in the Discipline of Drawing

1211

*Giuseppe Di Gregorio*

**La chiesa di Santa Maria la Vetere a Militello, nella tradizione tra reale e virtuale**  
The Church of Santa Maria la Vetere in Militello, in the Tradition between Real and Virtual

1231

*Tommaso Empler, Adriana Caldarone, Alexandra Fusinetti*

**L'interazione visibile: transizioni tra modelli analogici e digitali per le ricostruzioni storiche**  
Visible Interaction: Transitions between Analogical and Digital Models for Historical Reconstructions

1249

*Maria Linda Falcidieno, Maria Elisabetta Ruggiero, Ruggero Torti*

**Il segno visivo del ponte Morandi a Genova: transizione di forme e significati**  
The Visual Sign of the Morandi Bridge in Genoa: Transition of Forms and Meanings

1267

*Laura Farroni, Marta Faienza*

**I disegni del progetto di architettura del Novecento: dall'analogico storico alla transizione digitale**  
Architectural Design Drawings of the 20th Century: from Traditional Analogue to Digital Transition

1281

*Marco Fasolo, Fabio Lanfranchi, Flavia Camagni*

**Skiagraphia, manifestazione proiettiva della transizione temporale del sole sull'architettura**  
Skiagraphia, Projective Manifestation of the Sun's Temporal Transition on Architecture

1301

*Fausta Fiorillo, Corinna Rossi*

**Pitched-Brick Barrel Vaults and Biaxial Cross-Vaults in Egypt's Western Desert**

1310

*Hangjun Fu*

**Reverse modeling per la stampa 3D di complessi monumentali**  
Reverse Modeling for 3D Printing of Monumental Complexes

1330

*Mara Gallo, Simona Scandurra*

**Transizioni artistiche da preservare: street art tra realtà fisica e conservazione digitale**  
Artistic Transitions to be Preserved: Street Art between Physical Reality and Digital Preservation

1352

*Martina Gargiulo, Davide Carleo, Giovanni Ciampi, Michelangelo Scorpio, Pilar Chias Navarro*

**Modelli digitali per la conoscenza dei complessi monumentali spagnoli**  
Digital Models for the Knowledge of Spanish Historical Complex

1370

*Giorgio Garzino, Maurizio Marco Bocconcino, Mariapaola Vozzola*

**Didattica per il disegno degli elementi costruttivi di opere civili ed edili**  
Didactics for the Drawing of Constructive Elements of Civil and Building Works

1388

*Fernanda Gerbis Felli Lacerda*

**Considerazioni sulla produzione teatrale di Gabriele D'Annunzio illustrata da caricature**  
Considerations on the Theatrical Production of Gabriele D'Annunzio Illustrated by Caricatures

1400

*Fabiana Guerriero, Pedro Antonio Janeiro*

**Disegnare, modulare, sentire: mappe psicogeografiche per indagare l'identità della città di Lisbona**  
Drawing, Modulating, Feeling: Psychogeographical Maps to Investigate the Identity of the City of Lisbon

1420

*Caterina Gabriella Guida, Lorena Centarti, Angelo Lorusso*

**Edu-verse: Designing 3D Learning Environments**  
Edu-verse: Designing 3D Learning Environments

1438

*Maria Pompeiana Iarossi, Daniela Oreni, Fabrizio Banfi*

**Dalle case di carta alle case di pietra. Modulazioni di Pietro Lingeri sul tema della casa per l'artista**  
From Paper Houses to Stone Houses. Modulational by Pietro Lingeri on the Theme of the House for the Artist

1457

*Manuela Incerti, Emanuele Borasio, Stefano Costantini, Gianmarco Mei, Andrea Sardo*

**Casa Romei, museo dei 5 sensi. Un focus sulla vista**  
Casa Romei, Museum of the 5 Senses. A Focus on Sight

1479

*Sereno Marco Innocenti*

**Manet o Pistoletto? Riflettersi nella sala delle Prospettive di Palazzo Calini a Brescia**  
Manet or Pistoletto? Reflecting in the sala delle Prospettive at Palazzo Calini in Brescia

1497

*Federica Itri*

**Documentazione del patrimonio architettonico: il rilievo della chiesa di San Menna a Sant'Agata de' Goti (BN)**  
Documentation of the Architectural Heritage: the Survey of the Church of San Menna in Sant'Agata de' Goti (BN)

1517

*Ali Yaser Jafari, Marianna Calla*

**Shapes and way of inhabiting the excavated architecture: knowledge and comparison of the cave dwellings in Banyan and Matera**



1528

Rossella Laera, Marilena Renne, Paola Parisi

Disegno di nuovi spazi urbani e percorrenze culturali nel patrimonio storico di Stigliano (MT)  
Design of New Urban Spaces and Cultural Itineraries in the Historical Heritage of Stigliano (MT)

1546

Silvia La Placa, Francesca Galasso

Dall'archivio al modello: processi metodologici per valorizzare il patrimonio invisibile  
From Archive to Model: Methodological Processes to Enhance Invisible Heritage

1572

Silvia La Placa, Marco Ricciarini

Documentare e rappresentare bassorilievi e decorazioni per conoscere e valorizzare il patrimonio  
Documenting and Representing Bas-Reliefs and Decorations to Know and Value Heritage

1590

Gennaro Pio Lento

Processi di transizione architettonica e culturale dell'isola di Hydra in Grecia  
Architectural and Cultural Transition Processes on the Island of Hydra in Greece

1612

Gabriella Liva

Transitus Signa. Il complesso monastico medioevale di San Giorgio Maggiore a Venezia  
Transitus Signa. The Medieval Monastic Complex of San Giorgio Maggiore in Venice

1634

Daniel López, Víctor Lafuente, Antonio Álvaro, David Marcos, Marta Martínez, Carlos Hernández

Análisis gráfico del antiguo Cuartel de Caballería de Zamora  
Graphic Analysis of the Old Zamora Cavalry Barracks

1650

Arianna Lo Pilato

Le Fontane del Re: conoscenza e valorizzazione dei monumenti lungo la Strada Regia delle Puglie  
The Fountains of the King: Knowledge and Enhancement of Monuments along the Strada Regia delle Puglie

1664

Adriana Marra

From Survey to Digital Reconstruction. Study of a Roman Fragment of an Ionic Volute

1673

Maria Clara Amado Martins

Lygia Pape. A obra *Tteia I* na Bienal de Veneza e a transição sensível entre linhas e teias  
Lygia Pape. The Work *Tteia I* at the Venice Biennale and the Sensitive Transition between Lines and Webs

1687

Silvia Masserano

Dai disegni analogici all'esplorazione in ambiente immersivo: la Stazione Auto-corriere di U. Nordio  
From Analogue Drawings to Exploration in Immersive Environment: the Bus Station of U. Nordio

1709

Valeria Menchetelli, Cosimo Monteleone

Archetipi della transizione: il *Viaggio al centro della Terra* di Jules Verne  
Archetypes of Transition: Jules Verne's *Journey to the Centre of the Earth*

1729

Riccardo Miele

Approcci multi-scalari per descrivere e comunicare il patrimonio campanario di Napoli  
Multi-scalar Approaches to Describe and Communicate the Belfry Heritage of Naples

1745

Carlos Montes Serrano, Sara Peña Fernández

Architecture Analysis by the Comparative Method

1752

Fabrizio Natta

Modellazione, analisi e interpretazione di una volta a padiglione adattiva in *Visual Programming Language*  
Modelling, Analysis and Interpretation of an Adaptive Cloister Vault in Visual Programming Language

1766

Claudia Naz-Gómez, Manuel de-Miguel-Sánchez, Alberto Lastra-Sedano

Transición desde el cuadrado a la elipse. La cripta barroca del Convento de San Francisco de Guadalupe  
Transition from the Square to the Ellipse. The Baroque Crypt of the Convent of San Francisco in Guadalupe

1784

Caterina Palestini, Lorenzo Pellegrini

Le transizioni del progetto nei disegni degli archivi di architettura  
The Transitions of the Project in the Drawings of the Archives of Architecture

1806

Sandro Parrinello

Documentare una rotta culturale tra procedure di rappresentazione e di materializzazione del paesaggio  
Documenting a Cultural Route through Landscape Representation and Materialisation Procedures

1824

Assunta Pelliccio, Marco Saccucci, Virginia Miele

AI Text-To-Image for the Representation of Treaties Texts. The Case Study of *Le Vite* by Vasari

1832

Francesca Picchio, Luis Cortés Meseguer, Giulia Porcheddu

Disegnare un sistema informativo 3D per la promozione della rotta culturale di Jaime I a Valencia  
Designing a 3D Information System for the Promotion of the Cultural Route of Jaime I in Valencia

1858

Marta Pileri

Dall'illustrazione alla realtà immersiva: l'evoluzione del *visual journalism*  
From Illustration to Immersive Reality: the Evolution of Visual Journalism

1874

Nicola Pisacane, Pasquale Argenziano, Alessandra Avella

Modellazione parametrica delle gemme dall'*Encyclopedie*. Analisi geometrica e criticità morfologiche  
Parametric Modeling of Gemstone from the *Encyclopedie*. Geometric Analysis and Morphological Problems

1896

Manuela Piscitelli

La dimensione visuale dei nativi digitali  
The Visual Dimension of Digital Natives

1918

Lorella Pizzonia

La Chiesa di Piedigrotta a Pizzo. Due modalità di rappresentazione per guardare attraverso  
The Church of Piedigrotta in Pizzo. Two Modes of Representation to Look through

1938

Marta Quintilla-Castán, Luis Agustín-Hernández

Un sistema de gestión de código abierto para el inventario del patrimonio de estilo Gótico Mediterráneo  
An Open Source Heritage Management System for the Inventory of the Mediterranean Gothic Style

1954

Giovanni Rasetti

Disegnare l'invisibile, il paesaggio. Esperimenti con intelligenza artificiale *text to image*  
Drawing the Invisible, the Landscape. Experiments with Artificial Intelligence Text to Image

1970

Veronica Riavis

Geometrie e transizioni dal paesaggio all'architettura: l'abitare a Lignano per Marcello D'Olivo  
Geometries and Transitions from Landscape to Architecture: Living in Lignano by Marcello D'Olivo

1986

Francesca Ronca, Enrico Pupi

Dalla pianta al volume: transizioni e trasformazioni geometriche del cerchio nell'architettura di Mario Botta  
From Plan to Volume: Transitions and Geometric Transformations of the Circle in Mario Botta's Architecture

2002

Luca Rossato

Do Students Dream of Electronic Worksheets? The 'Grade Runner' Dilemma

2009

Marta Salvatore

Geometrie in movimento nelle architetture cinetiche  
Geometries in Motion in Kinetic Architecture

2025

Alberto Sdegno, Silvia Masserano, Veronica Riavis

Tra tradizione e innovazione: geometrie e sviluppo del campanile a maggiore elevazione  
Between Tradition and Innovation: Geometry and Development of the Bell Tower with higher Elevation

2045

Nicoletta Sorrentino

**Dai transatlantici alle navi da crociera: comunicazione visiva e corporate image tra analogico e digitale**  
From Ocean Liners to Cruise Ships: Visual Communication and Corporate Image between Analogue and Digital Modes

2063

Roberta Spallone, Marco Vitali, Valerio Palma, Laura Ribotta

**Fra spazio fisico e digitale: ricostruzione e comunicazione del complesso del Castello di Mirafiori**  
Between Physical and Digital Space: Reconstruction and Communication of the Castello di Mirafiori Complex

2085

Francesco Stilo

**Digital Humanities for Underground Worship Heritage (UWH). Casi studio in Calabria**  
Digital Humanities for Underground Worship Heritage (UWH). Case Studies in Calabria

2107

Ilaria Trizio, Francesca Savini

**L'ultima dimora di Pino Zac: documentazione e valorizzazione digitale di uno studio d'artista**  
The Last Home of Pino Zac: Documentation and Digital Enhancement of an Artist's Studio

2129

Starlight Vattano

**Ca' Venier e ponte dell'Accademia nel 1985. Tre immagini transitorie**  
Ca' Venier and Ponte dell'Accademia in 1985. Three Transitional Images

2151

Marco Vedò

**Imaging the Cultural Landscapes of Remote Areas. Storytelling, Fragilities and Future Scenarios**

2162

Andrea Zerbi, Sandra Mikolajewska

**Un'installazione di video mapping per la valorizzazione del Teatro Farnese di Parma**  
Video Mapping Installation for the Valorization of the Farnese Theatre in Parma

2180

Ursula Zich

**Transizioni comunicative nella narrazione dell'Italia oltre ai suoi confini (1924-1929)**  
Communicative Transitions on Italy's Telling beyond its Borders (1924-1929)

## PROCEDERE DEVELOP

2198

Francesco Di Paola, Laura Inzerillo, Sara Morena

**Procedere**  
Develop

2208

Luis Agustín Hernández, Javier Domingo Ballester, Aurelio Vallespin Muniesa

**Arte fluido come proceso creativo para los murales de una residencia en Teruel**  
Fluid Art as a Community Creative Process for Teruel Nursing Home Murals

2223

Alessio Altadonna

**Messina ricostruita in pietra artificiale: la grafica di palazzo Mariani per il progetto di restauro**  
Messina Rebuilt in Artificial Stone: the Graphics of Palazzo Mariani for the Restoration Project

2244

Sara Antinozzi, Marco Limongiello, Laura A. Lopresti, Salvatore Barba

**Progetto e ottimizzazione di processi image-based per acquisizioni a scala di dettaglio**  
Design and Optimisation of Image-Based Processes for Detail-Scale Acquisitions

2260

Giuseppe Antuono, Pierpaolo D'Agostino

**Verso la modellazione informativa per il progetto di restauro. Il Teatrino di Corte della Reggia di Portici**  
Toward Information Modeling in Restoration Projects. The Court Theater of the Royal Palace of Portici

2280

Martina Attenni, Maria Laura Rossi

**Riflessioni sulla rappresentazione della tipologia architettonica. Transizioni tra epoche e arti**  
Reflections on the Representation of Architectural Typology. Transitions between Eras and Arts

2304

Marcello Balzani, Federica Maietti, Fabiana Raco, Francesco Viroli, Gabriele Giau

**Il transitare della memoria. Quando il tempo trasforma gli oggetti per un nuovo spazio**  
Memory Transitions. As Time Turns Objects into New Space

2320

Laura Baratin, Francesca Gasparetto, Veronica Tronconi

**L'opera Elba di Pietro Consagra: nuovi paradigmi analitico-documentali per l'intervento di restauro**  
Pietro Consagra's Artwork *Elba*: New Analytical-Documentary Paradigms for Restoration Intervention

2342

Roberto Barni, Carlo Bianchini, Marika Griffò, Carlo Inglese

**Lo spazio rivelato: la Sagrestia Nuova tra rilievo e rappresentazione**  
The Unveiled Space: the Sagrestia Nuova between Survey and Representation

2358

Cesare Battelli, Alessandra Grafici, Ornella Zerlenga

**Transizioni digitali: artefatti dalle macchine intelligenti. Riflettendo con Cesare Battelli**  
Digital Transitions: Artefacts from Intelligent Machines. Considerations with Cesare Battelli

2380

Carlo Battini

**Intelligenza artificiale tra scienza e creatività. Casi studio nelle arti visive**  
Artificial Intelligence between Science and Creativity. Case Studies in the Visual Arts

2394

Paolo Belardi

**L'invenzione dei percorsi pedonali meccanizzati. Dalla città delle automobili alla città dei pedoni**  
The Invention of Mechanized Pedestrian Paths. From the City of Cars to the City of Pedestrians

2414

Stefano Bertocci, Matteo Bigongiari

**Remote sensing e rilievo architettonico per il restauro della moschea Al Raabiya a Mosul (Iraq)**  
Remote Sensing and Architectural Survey for the Restoration of the Al Raabiya Mosque in Mosul (Iraq)

2431

Noemi Bitterman, Giovanna Ramaccini, Angelica Ravanelli

**HeterOffice. Concept progettuale per una postazione di lavoro flessibile nello spazio domestico**  
HeterOffice. Design Concept for a Flexible Workstation in the Domestic Space

2445

Cecilia Bolognesi, Domenico D'Uva

**Multiscalar Digital Twin. Step Representation towards Urban Multiverse**

2454

Emanuela Borsci, Angela Guida

**Ri-abitare patrimoni fragili: il caso studio di Pomarico**  
Re-inhabiting Fragile Heritages: Pomarico Case Study

2472

Rosario Giovanni Brandolino, Paola Raffa

**L'incanto nella cultura di un intreccio femminile. Tra ornamento e rappresentazione**  
The Enchantment in the Culture of a Feminine Interweaving. Between Ornament and Representation

2490

Stefano Brusaporci, Pamela Maiezza

**The Church of St. Giusta in Bazzano (L'Aquila). Documentation and Survey**

2499

Marianna Calia, Alessandra Matera, Mariapia Pace

**Ri-disegno di percorsi e micro-architetture nel parco museale di Craco Vecchia**  
Re-design of Routes and Micro-Architectures in the Museum Park of Old Craco

2521

Michele Calvano, Luciano Cessari, Elena Gligliarelli

**Tradition in Innovation. Some Considerations on SLAM Technique Integration for Historic Buildings**

2531

Cristina Cándito, Ilenia Celoria, Alessandro Meloni

**Verso un'architettura... accessibile. Un'esperienza didattica: dai principi alle applicazioni**  
Towards an... Accessible Architecture. An Educational Experience: from Principles to Applications

2555

Mara Capone, Angela Cicala, Lorenzo Esposito, Giovanni Nocerino

**Geometrie programmate: AAD sperimentazioni di graphic design**  
Programmed Geometries: AAD Graphic Design Experimentation

2577

Massimiliano Ciammaichella

**Idoli virtuali. Rappresentazioni di corpi in transito e modelli estetici da incarnare**  
Virtual Idols. Representations of Bodies in Transit and Aesthetic Models to be Embodied

2595

Maria Grazia Ciani, Daniele Calisi, Stefano Botta, Sara Colaceci, Matteo Molinari, Michela Schiaroli

**Digital twin ed esperienza immersiva in VR: il caso studio dell'ex mattatoio di Testaccio, Roma**  
Digital Twin and Immersive Experience in VR: the Case Study of the ex Mattatoio of Testaccio, Rome

2613

Paolo Cini, Jesús Muñoz Cádiz, Umberto Ferretti, José Luis Domínguez Jiménez, Miriam González Nieto

**Digital Transition for Heritage Management and Dissemination: via Flaminia and Corduba-Emerita**

2623

Francesca Condorelli, Alessandro Luigini, Giuseppe Nicastro, Barbara Tramelli

**Disegno e intelligenza artificiale. Enunciati teorici e prassi sperimentale per una poiesi condivisa**  
Drawing and Artificial Intelligence. Theoretical Statements and Experimental Practice for a Shared Poiesis

2641

Antonio Conte, Rossella Laera, Carmela D'Andrea

**Ricomposizione di parti urbane di antico impianto tra Palazzo Spagna e il Piantello di Accettura**  
Reconstruction of Ancient Urban Parts between Palazzo Spagna and the Piantello di Accettura

2659

Virginia De Jorge Huertas

**Construyendo transiciones pedagógicas híbridas**  
Building Hybrid Pedagogical Transitions

2673

Irene De Natale

**Comunicazione della città contemporanea: la grafica generativa per le identità visive dinamiche**  
The Communication of the Contemporary City: Generative Graphics for Dynamic Visual Identities

2685

Andrea di Filippo

**Transition to Parametric Modelling in Heritage Documentation**

2692

Francesca Fatta, Sonia Mollica

**Spazi virtuali in luogo reale. Narrazioni tra storia e paesaggio del Faro di Capo Colonna**  
Virtual Spaces in Real Place. Narratives between History and Landscape of the Capo Colonna Lighthouse

2710

Marco Filippucci, Fabio Bianconi

**Disegnare per rigenerare i nostri luoghi. Nuove relazioni fra comunità e spazi pubblici**  
Drawing to Regenerate our Places. New Relationships between Communities and Public Spaces

2728

Wilson Florio, Ana Tagliari

**Geometric and Parametric Modeling to Identify the Characteristics of Niemeyer's V Columns**

2737

Noelia Galván Desvaux, Marta Alonso Rodríguez, Raquel Álvarez Arce, Daniel Galván Desvaux

**Archivos digitales de arquitectura: la transformación de la difusión del dibujo**  
Digital Archives of Architecture: the Transformation of Drawing Dissemination

2755

Elisabetta Caterina Giovannini

**Digital Transitions for the Use and Reuse of Digital Assets for Museum Collections**

2767

Sara Gonizzi Barsanti, Umberto Palmieri, Adriana Rossi

**Fotogrammetria a distanza ravvicinata: un campione di muro composto di anfore**  
Close Range Photogrammetry: a Wall Sample Composed of Jugs

2789

Beatriz S. González-Jiménez, Marco Enia

**Digital Unrealities. Photo(Un)Realism and Alienation in Contemporary Postdigital Architecture**

2797

Alberto Grijalba Bengoetxea, Julio Grijalba Bengoetxea, M. Lucía Balboa Domínguez

**El encanto de lo nuevo**  
The Charm of the New

2817

Manuela Incerti, Cristian Boscaro, Stefano Costantini

**Laser scanner a confronto: problematiche e potenzialità nella restituzione grafica 2D di un bene storico**  
Comparison between Laser Scanners: Problems and Potential in the 2D Drawings of a Historical Building

2835

Elena Ippoliti, Vincenzo Maselli, Chiara Fiaschi

**Dal testo verbale al testo estetico del fumetto. Un esercizio di stile**  
From Verbal Text to Aesthetic Text in Comics. An Exercise in Style

2853

Elena Ippoliti, Noemi Tomasella

**Misurare e disegnare: tra modelli di dati e modelli grafico-geometrico-analitici**  
Measurement and/or Drawing: Between Models of Data and Graphical/Geometric/Analytical Models

2873

Emanuela Lanzara

**Oltre il visibile: dispositivi lenticolari per i beni culturali tra fotografia e diagnostica**  
Beyond the Visible: Lenticular Tools for Cultural Heritage between Photography and Diagnostics

2894

Mariangela Liuzzo, Dario Caraccio, Laura Floriano

**Transizioni digitali e fisiche per i beni museali**  
Digital and Physical Transitions for Museum Assets

2914

Massimiliano Lo Turco, Andrea Tomalini, Jacopo Bono

**Un approccio euristico alla progettazione. Transizioni da algoritmi generativi a modelli parametrici**  
A Heuristic Approach to Design. Transitions from Generative Algorithms to Parametric Models

2931

Carlos L. Marcos

**Colour as a Sensible Property of Matter and as an Expressive Tool. Copying vs. Emulating**

2939

Marco Medici, Federica Maietti

**Digital Transitions for a Comprehensive 3D Documentation: European Trends for Heritage Preservation**

2947

Pablo Navarro Camallonga, Pablo Navarro Esteve, Hugo Barros Costa

**Dos bóvedas en la Lonja de Valencia. Experimentación y seriación en la arquitectura del Siglo XV**  
Two Vaults in the Lonja of Valencia. Experimentation and Serialization in the Architecture of the XV Century

2969

Alice Palmieri

**Rappresentazioni AI nella comunicazione del patrimonio culturale: nuovi scenari del digital storytelling**  
AI Representations in Cultural Heritage Communication: New Scenarios of Digital Storytelling

2987

Roberto Pedone, Alessandra Dichio, Claudia Cittadini

**Progetto di ridisegno urbano di Craco Peschiera: servizi e strategie di valorizzazione**  
Craco Peschiera Urban Re-Design Project: Services and Enhancement Strategies

3007

Fabio Planu, Dario Rizzi, Gabriele Fredduzzi

**Piattaforme digitali integrate per la gestione del patrimonio costruito esistente: il progetto InSPIRE**  
Integrated Digital Platforms for the Management of the Existing Built Heritage: the InSPIRE Project

3023

Ramona Quattrini, Romina Nespeca, Renato Angeloni, Mirco D'Alessio

**Processi di transizione digitale per i musei: il Palazzo Ducale di Urbino nel progetto CIVITAS**  
Museum Digital Transition Processes: the Ducal Palace of Urbino within the CIVITAS Project

3045

Piergiuseppe Rechichi, Lorenzo Cintali, Valeria Croce, Andrea Piemonte, Massimiliano Martino, Marco Giorgio Bevilacqua, Federico Cantini, Gianluca Martinez

**Digitalizzazione del patrimonio archeologico: procedure H-BIM per lo scavo della chiesa di San Sisto (Pisa)**  
Digitization of Archaeological Heritage: H-BIM Procedures for the San Sisto's Church Excavation (Pisa)

3065

Leopoldo Repola

**Architetture del mare. Un metodo per lo studio delle tonnare**  
Architectures of the Sea. A Method for the Study of Tonnare

3083

*Andrea Rolando, Alessandro Scandiffio*  
Mapping Landscape Qualities in Inner Areas and UNESCO Sites in North Sicily by a GIS Multisource Geodatabase

3091

*Jessica Romor, Graziano Mario Valenti*  
Modelli procedurali per l'ideazione, il controllo e la generazione della forma libera negli apparati decorativi  
Procedural Models for the Conception, Control and Generation of Free Form in Decorative Apparatuses

3109

*Luca Rossato, Guido Galvani, Greta Montanari, Dario Rizzi*  
Digital Storytelling about the São Paulo Independence Monument: between Lost Memories and Italian Legacy

3118

*Michela Rossi, Sara Conte, Luca Armellino*  
Punti di vista. Gli spazi virtuali tra analogico e digitale  
Points of View. Virtual Spaces between Analogical and Digital

3134

*Anna Sanseverino, Anna Dell'Amico*  
Progettazione di un percorso museale in ambiente BIM attraverso applicazioni di Real-Time Rendering  
Museum Itinerary Design within a BIM Environment via Real-Time Rendering Tools

3156

*Luca J. Senatore, Michela Moroni*  
Progettare dall'infanzia: rappresentare e produrre per un apprendimento inclusivo  
Design from Childhood: Representing and Producing for Inclusive Learning

3176

*Andrea Sias*  
Transizione dal reale al virtuale in ambito medico-sanitario  
Transition from Real to Virtual in Healthcare

3189

*Giovanna Spadafora, Michela Ceracchi, Antonio Camassa*  
I modelli per la Geometria descrittiva: transizioni tra spazio reale e virtuale  
Models for Descriptive Geometry: Transitions between Real and Virtual Space

3207

*Gabriele Stancato, Barbara Ester Adele Piga*  
Exploring the Landscape of Virtual and Augmented Reality Laboratories in Top Universities Worldwide

3216

*Martina Suppa, Federica Maietti, Fabiana Raco*  
Documenting Theatres as Spaces for 'Transitions'

3226

*Maurizio Unali, Giovanni Caffio, Fabio Zollo*  
Transizioni d'immagini e architetture al tempo dell'IA. Modelli semantici in cerca di autore  
Transitions of Images and Architectures in the Time of AI. Semantic Models in Search of an Author

3244

*Graziano Mario Valenti, Francesca Porfiri*  
Apparati decorativi: l'Arco di Tito fra tracce originali, trasformazioni e interpretazioni temporali  
Decorative Apparatus: the Arch of Titus between Original Traces, Transformations, Temporal Interpretations

3260

*Cesare Verdoscia, Michele Buldo, Riccardo Tavolare, Elena Cabrera-Revuelta, Antonella Musico*  
Sensor Data Fusion per i processi Scan to BIM. La Chiesa Ognissanti di Valenzano, Bari  
Sensor Data Fusion for Scan to BIM Processes. The All Saints' Church in Valenzano, Bari

3278

*Ornella Zerlenga, Rosina Iaderosa*  
L'Intelligenza Artificiale sarà in grado di sostituirsi alla creatività umana?  
Will Artificial Intelligence Be Able to Replace Itself to Human Creativity?



# Mapping Landscape Qualities in Inner Areas and UNESCO Sites in North Sicily by a GIS Multisource Geodatabase

Andrea Rolando  
Alessandro Scandiffio

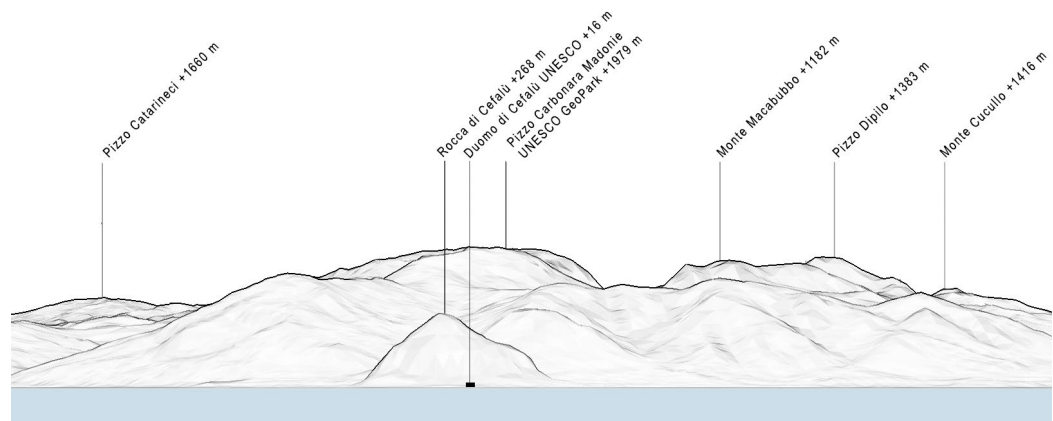
## Abstract

The research aims to outline a mapping process that incorporates the use of analytic maps, synthetic maps, and diagrams to aid in the development of a strategy for sustainable tourism in the inner areas of the country. The emerging forms of sustainable tourism require a specific territorial strategy, supported by a precise knowledge and mapping process able to include minor places through the accessibility of less-beaten tracks, by creating new synergies between heterogeneous places which are only apparently unconnected with each other. Nowadays, the great availability of geolocalized information, gettable by heterogeneous web sources, enables carrying out a transversal mapping of physical landscape qualities and tourism opportunities, by linking local and global, tangible and intangible networks. The research has been centered on the northern coast of Sicily, in between the UNESCO sites of Palermo and Cefalù with its inner area of the Madonie UNESCO Global Geopark, where natural and human facts, are strongly interlaced with the landscape, creating a unique territorial configuration. The research shows how a GIS multisource geodatabase, made-up of punctual, linear, and areal entities, related to different fields of investigation, from natural to human, such as geology, nature, history, heritage, food, and culture, can support the definition of new actions in the sustainable tourism sector, in order to enhance the existing heritage. The mapping process, through visual thinking, is configured as a privileged tool for the knowledge of places and for the creation of new forms of representation.

## Keywords

Mapping, Sustainable Tourism, Inner Areas Strategies, GIS, UNESCO

Perspective view oriented toward the northern coastline of Sicily between Rocca di Cefalù and Carbonara peak in Madonie Geopark performed through the digital terrain model. Graphic elaboration by the authors.



## Introduction

This paper aims to outline a transversal mapping process that incorporates the use of analytic maps, synthetic maps, and diagrams to aid in the development of a strategy for sustainable tourism. The approach is centered around identifying and connecting the key touristic attractions in a specific region, where various natural, historical, and cultural highlights are present, starting from those of universal value such as UNESCO sites, which will serve as anchor points. With the aim of achieving a better balance in the way these attractions are experienced, the connection between the highlights is made by a system of 'slow routes'. These routes are designed to slow down the pace of travel, allowing visitors to fully appreciate the natural, historical, and cultural assets of the region. By doing so, the areas, often overlooked, between these main points of interest become more central. By focusing on these areas, a comprehensive and holistic approach can be set that not only enhances the visitor's experience but also helps a more balanced presence of tourism, extending the attention and accessibility to the inner folds of the landscape. These slow routes must be strictly connected in an intermodal approach to the networks of infrastructures: railways and highways with their territorial nodes (railway stations, service areas).

Another specific focus is related to productive landscapes, which refer to a type of landscape that is managed or used for the purpose of producing goods or services. This can include agricultural land, woodlands, and other forms of resource extraction or production, including tourism. It can also refer to urban or suburban areas that are actively used for commercial or industrial purposes. It is often contrasted with a 'natural' landscape, which is not actively managed for human benefit. Productive landscapes are often characterized by a high degree of human modification and management. They can also be viewed as a balance between economic productivity, environmental conservation, and social well-being.

The research also examines the transportation infrastructure to enhance accessibility to the less frequented areas of the region, with the aim to connect them to the more popular coastal destinations. More sustainable transportation options, such as bicycle and pedestrian routes, to promote eco-friendly tourism and boost the local economy, have been analyzed. New ways of connecting inner areas to the coastline, would allow easier access for visitors to explore the region while also reducing the ecological footprint of tourism.

## The methodology of analysis: a loop between analytic and synthetic mapping

The knowledge of a complex territorial system, with specific reference to open spaces and to the actions of planning and management connected to it, is based on the making of maps [Pandakovic et al. 2013, p. 217], which enables to visualize, in graphic form and with a codified language, the elements that make and delimit the space, providing a critical-selective interpretation of reality. The work of analysis takes also into consideration the main principles of the "transect" method, as a way to investigate the landscape by following a line, and exploring the transition between natural, rural, and urban environments [Duany et al. 2020]. The methodology is based on a cyclical process that combines analytic and synthetic mapping [McHarg 1961]. The analytic investigations should inform the creation of synthetic maps, which in turn should be refined and validated through further analytic implementation, in order to iteratively improve the quality and accuracy of the final synthetic map.

An analytical map is a type of map that uses precise and detailed geometric representation to display specific information about an area. This information is obtained from a variety of sources, such as historical maps, lists of natural assets like monumental trees, and recognized landmarks promoted by national or international organizations such as Fondo Ambiente Italiano (FAI), Touring Club Italiano (TCI), or UNESCO. It can also include routes recognized by communities of outdoor enthusiasts, infrastructure nodes such as stations and service areas, natural and geological features, as well as cultural and traditional places represented in art, literature, and food. Popular local food destinations may also be included, by taking into consideration food biodiversity, safeguarded by the Slow Food organization. These maps

are often created by combining spatial information performed through different techniques such as photogrammetry, GIS, satellite and remote sensing, GPS data, and social data. A synthetic map is a type of map that uses conventional symbols and schematic representations to show general and easily readable information about a geographic area. Unlike analytical maps, which use geometric representations (points, lines, surfaces) to show georeferenced data with precision, synthetic maps use a conventional symbolic language to represent the main elements of interest in the landscape and the paths that connect them. The process involves a first description of the site using an analytical map, followed by a synthetic scheme, which is then refined and verified, possibly repeating the same process cyclically, until a sufficiently clear and effective representation is achieved, also in terms of communication. Direct experience of places and mapping are crucial steps of a knowledge process based on situated cognition and visual thinking. In this sense, observation, and implementation of multisource and multi-layered geodatabases are strictly interlaced and necessary to produce effective interpretation maps that can support territorial strategies.

### **The study area**

The study area under attention is directed towards the inner region of Madonie, which is linked to the northern coast of Sicily in-between Palermo (including Monreale) and Cefalù [Lima 1985] [Di Francesca 1985] (fig. 1). The study area has been defined by considering two UNESCO sites, as 'anchor points' of the territorial strategy. On the northern coastline, the Cefalù Cathedral is the main landmark, which is one of the nine civil and religious structures dating from the era of the Norman kingdom of Sicily, included in WHL by UNESCO. On the south of the Tyrrhenian coastline lies the inner area of Madonie, listed in the UNESCO Global Geopark Network (GGN) since 2015, characterized by the extraordinary variety, richness, and uniqueness of geologic and geomorphologic sites. The more urbanized coastline, characterized by the presence of main urban settlements, mobility infrastructures (Messina-Palermo railway, A20 motorway), and tourism facilities contrasts with the more natural inland area, characterized by a mountainous landscape, interrupted by uplands and valleys, which are spotted by small villages and hamlets (Castelbuono, Pollina, Geraci Siculo, Petralia Sottana, Polizzi Generosa, Scillato, Collesano, Isnello, Gratteri), which are witnesses of the local culture. The complex landscape of Madonie, which counts seven type formations accepted by the international scientific community and more than forty geo sites, is also characterized by woodlands, conifers, and deciduous trees, with some rare species such as the *abies nebrodensis*, which is considered a critically endangered species. The hilly areas sloping down towards the coastline define the productive landscape of agricultural lands, with olive groves, fruit groves, vineyards, and sclerophyllous vegetation, which are also of interest for the current research (fig. 1).

### **The making of a GIS multisource geodatabase**

The analytical mapping process, which leads to the knowledge of the places, is powered by heterogeneous datasets and sources of information, which are available through the web, in different formats. Some of them are already available as geospatial data, and downloadable as open data (e.g. datasets by Territorial Landscape Plans, Monumental trees dataset by Minister of agricultural policy). Others are available as georeferenced information but need to be mined through specific tools or plugins and then processed to be embodied in a customized map (e.g. Open Street Map, Google Maps, Georeferenced photos by Google Earth, Mapillary, Strava). Others are available through specific websites and archives, which provide geographical coordinates, but they need to be converted into geospatial data (e.g. UNESCO, FAI, Slow Food, Contemporary Arts, Literature). Others are available through traditional sources of information such as the Atlante dei Tipi Geografici [AA.VV. 2004] (e.g. books, paper maps, historical maps), but they need to be georeferenced to be effectively

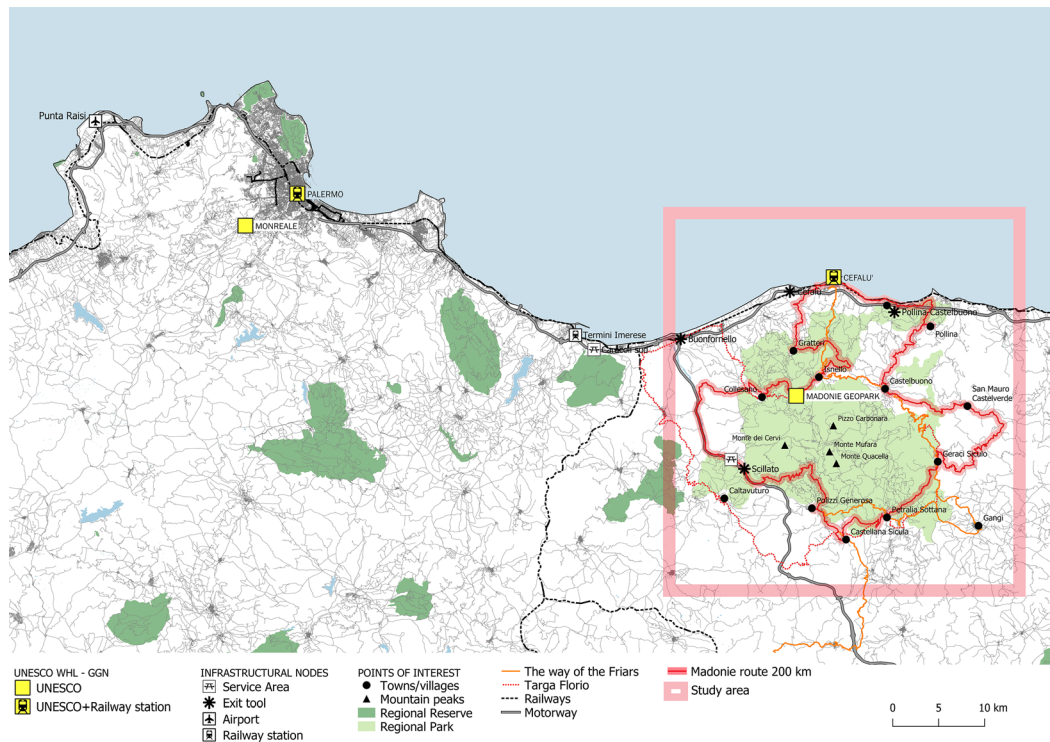


Fig. 1. Map of northern Sicily between Palermo and Cefalù, with evidence of the study area of Madonie UNESCO Geopark. Map by the authors.

used with a communication tool. The Sankey diagram highlights, on the left, the list of desired contents (targets), which are necessary for a comprehensive mapping, and on the right, the sources both traditional and digital, which power the process of analysis. The diagram visualizes the relationships between the targets and sources and shows how some sources can be considered much more relevant than others, by enabling the making of multiple contents (fig. 2).

As it is visible in the diagram, much of the spatial information is available in planning tools, such as Territorial and Landscape plans that, at different scales, provide the base for any strategy to protect and develop the main landscape features. Other data sources of spatial information are Google Maps and Open Street Map which, in a different way, provide georeferenced information about the places. Furthermore, detailed information on specific topics, such as food biodiversity, events, local culture, shared tracking information, and art is available through dedicated websites that, in some cases provide geo-coordinates about places, but in others need to be mined and codified as geospatial data.

Mapping, as a process that starts from the interpretation of reality, enables through Geographic Information System (GIS), on the one hand, the making of a multisource database that collects geo-information, and on the other hand to spatialize and visualize the layered objects in the map, to which are linked spatial attributes which define their meaning [Cicalò et al. 2021, pp. 20-24]. The map (fig. 3), as a visual device, reveals the power of 'where' information is localized. Furthermore, the mapping goal is not mirroring reality [Corner 1999, p. 213], but, in a creative way, can reveal the hidden potential of reality and make possible new relationships between heterogeneous entities, across the tangible and intangible worlds [Abrams and Hall, 2006, pp.12-13]. The map, as a visual device, shows how the information gathered in the geodatabase, within the process of analysis, is shaped in the territory in the form of geometrical entities (points, lines, and surfaces). To better define territorial development strategies, geographical entities are grouped and mapped according to four different clusters: physical landscape, local points of interest, global points of interest, and intangible points of interest.

The first cluster includes a group of physical elements of the landscape, which enable the comprehension of structural and functional aspects of the study area (e.g. morphology, hydrography, mountain peaks, infrastructures, urban settlements, agricultural lands and wood-



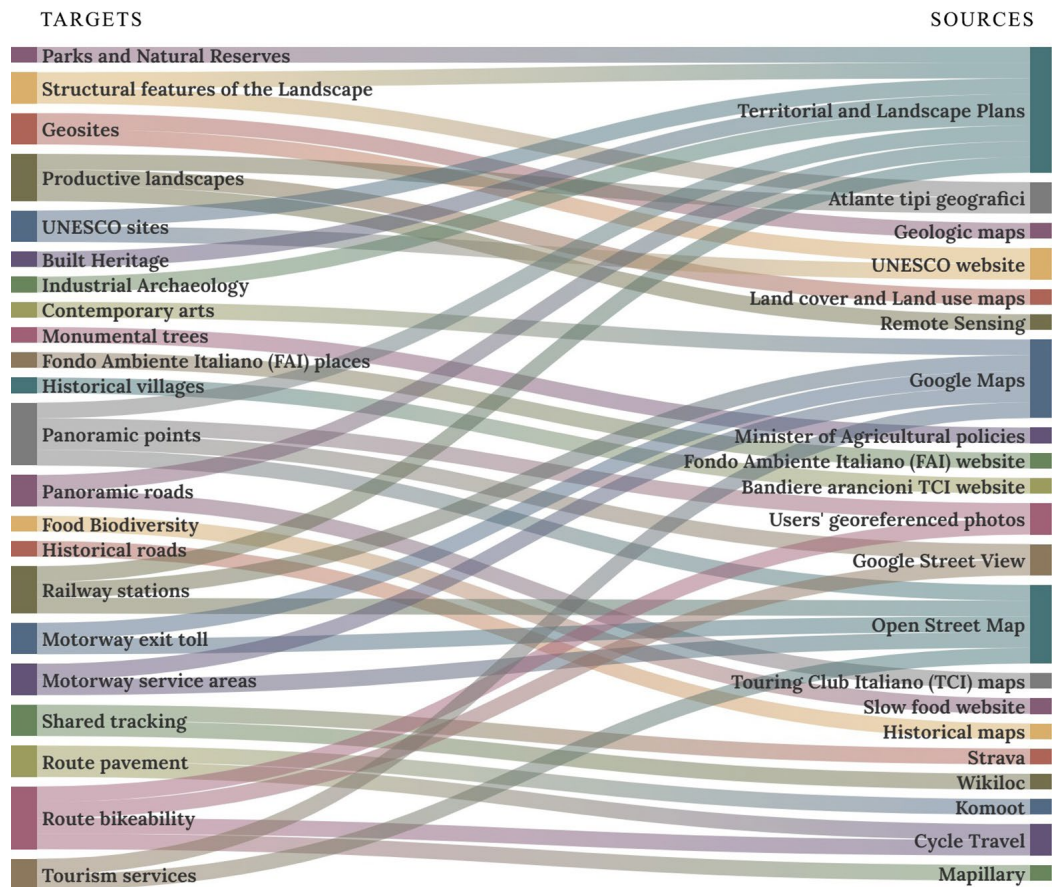


Fig. 2. The Sankey diagram highlights the relationships between the list of contents named targets and the main sources of information, which are necessary for a comprehensive mapping. Diagram by A. Scandiffio.

lands); this section enables to understand the three-dimensional structure of the landscape, by considering relief elevation, slopes, water distribution, and valleys configuration, but also to select the mountain peaks which can be eligible as visual references. The map shows the massif of Madonie with three main mountain peaks (Pizzo Carbonara, Monte Cervi, and Monte Quacella), of which the rocky outcrop of Cefalù represents the outpost on the coastline. The mapping of the main infrastructures (motorways and railways), with evidence of points of interfaces (railway stations, service areas, and exit tolls on the motorways) enables exploring of accessibility issues of the study area, but also to think about new travel patterns to reach the inner areas, both for daily and recreational activities, considering the infrastructure as a necessary component of the landscape that has to be treated in a positive sense, and therefore carefully designed and integrated into the landscape itself. In this region accessibility is ensured by the A20 motorway and railway Messina-Palermo on the north, and by the A19 motorway Catania – Palermo, through the Scillato exit toll on the southwest. The mapping of agricultural lands (e.g. vineyards, olive groves, and fruit groves) provide spatial information about the productive landscape, which correspond to the areas where local productions originate. The mapping of urban settlements allows an understanding of where the main services are localized and which kind of strategy can be established to better connect them. In the case of Madonie, the distribution of towns and villages, in the ring form, all around the massif of Madonie is an interesting territorial configuration, to plan new sustainable ways to access the natural area of the Geopark.

The second cluster of geo-information represented in the map includes a selection of points of interest that are mainly related to the local dimension, but that at the same time reverberate on a broader scale, at least regional. This section is represented by local built heritage, minor heritage, industrial archeology, panoramic points, thematic hiking paths, historical and panoramic roads, regional parks, natural reserves, but also local event, and religious festivals. In the study area, many points of interest are present and deserve to be geo-localized. One

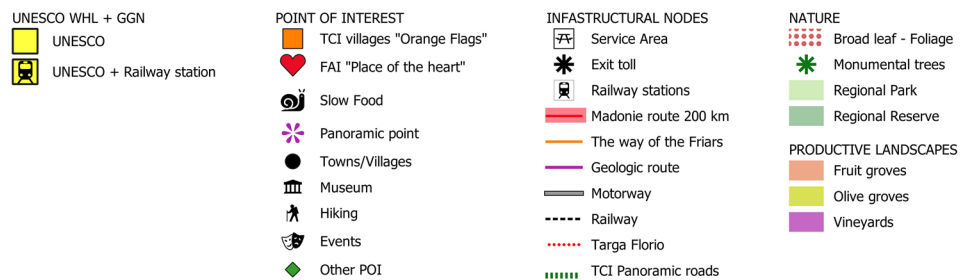
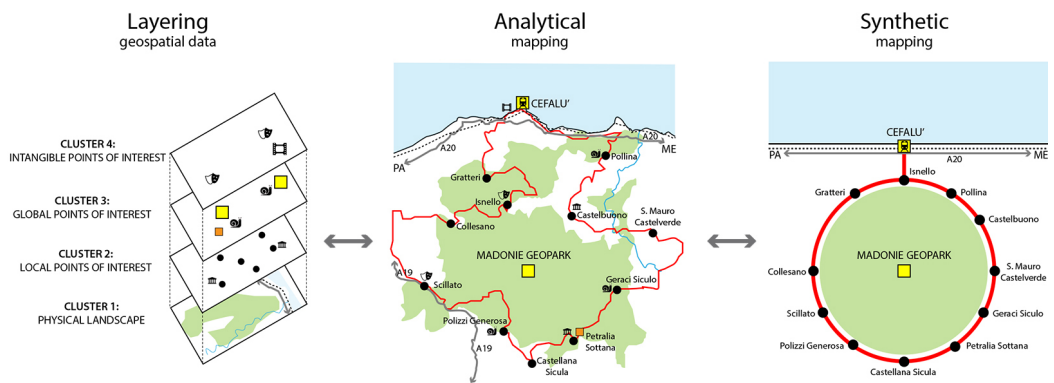


Fig. 3. The map shows the process of analysis oriented to the selection of heterogeneous elements of the landscape, which have been mapped by different data sources. The geodatabase has been set by considering the different dimensions of points of interest. Map by the authors.

of the distinctive features of the area is related to the geologic and geomorphological sites, which are accessible through a network of thematic geological paths, mapped by the Madonie Regional Park. Panoramic points and panoramic roads, mapped by TCI, enable the perception of the landscape in a privileged way. The walking path named 'the way of the Friars', from Caltanissetta to Cefalù, across the Madonie, is an unusual way to discover inner Sicily by walking. Even museums, such as the one dedicated to the naturalist Francesco Minà Palumbo in Castebuono, the Geologic Museum in Petralia Sottana, the contemporary art museum, named *Sotto sale* in Petralia Soprana, and other places such as the XIX<sup>th</sup> settlement of Serra Guarneri close Pollina, are of interest, because of their capacity to tell unusual stories of the territory and enable unexpected experience through local culture.

Fig. 4. Diagram which highlights the mapping process, from layering geospatial data to analytical and synthetic representations. The Madonie slow route, as a ring that crosses the UNESCO Geopark, with connections to the infrastructural bundle that runs along the coast, between the Punta Raisi airport, Palermo, and the UNESCO sites of Monreale and Cefalù. Scheme by A. Scandiffio.



To the local points of interest cluster, it can be added the network of places that are recognized by national or international organizations. This third cluster grouped places such as UNESCO sites, National Parks, monumental trees, and places related to specific programs of enhancing Italy's historical, artistic, and landscape heritage, FAI, TCI, Slow Food (e.g. Polizzi Generosa has been recognized as 'place of the heart' by FAI, while Petralia Sottana has been recognized by TCI in the 'orange flags' villages). The study area counts the UNESCO WHL of the Cefalù Cathedral and the Madonie Geopark; other places of interest are included in the Slow Food network for food biodiversity (e.g. the producers of Badda beans and pepper at Polizzi Generosa, Manna at Pollina and Provola delle Madonia at Geraci Siculo); other food products, which are globally recognized, are included as a point of interests, even though they are not part of a specific network (e.g. Fiasconaro in Castelbuono).

The fourth cluster includes places that are related to the intangible cultural sphere, such as literature, cinema and others. In this section are listed places that outline unusual perspectives of the territory, and which get added value, whether is told in the real site (e.g. film set, like for the *Nuovo Cinema Paradiso* by Giuseppe Tornatore in Castelbuono and Cefalù or other places narrated in the literature). The study area is also crossed by the route of La Targa Florio, that was one of the oldest endurance car race in the world, through the area of Madonie.

All clusters have been used as sources of information for mapping the Madonie slow route (200 km long), as a ring that connects points of interest, infrastructural nodes, and productive landscapes with the aim of enhancing the territories in-between UNESCO sites in a sustainable development perspective.

## Conclusion and future developments

The research has shown how the mapping process, by performing analytical and synthetic representations, supported by a multisource geodatabase, can lead up the cognitive process from data to information, and from information to the knowledge of a specific territory, by exploiting the potential of geolocalization as a procedure to select information critically and visually according to the purposes of the research (fig. 4). Further development of the research could be addressed to test the effectiveness of the territorial strategy by creating dedicated initiatives which involve local actors and stakeholders. The analysis performed through the maps is a fundamental step for the definition of the territorial strategies which can support the sustainable development of inner areas of the country, considering their fragility and with particular reference to UN SDGs 3, 9, and 11, by exploiting the extraordinary tangible and intangible resources which characterize the Italian landscapes.

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## Credits

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