

Design, comunità e aree rurali. Sinergie e prospettive

a cura di Maria Carola Morozzo della Rocca,
Chiara Olivastri, Giulia Zappia, Mario Ivan Zignego.



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PARTE II

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ecomuseo **visualizzare**
mostrare territorio comunitàrurali
paesaggio **valorizzare** convivenza
equilibrio comunità
trasformazione **culture** LivingLabRurale innovazione
progettazione partecipata madonie
green community **progettazione collettiva**
auadruplaelica **designfutures**
designforsocialinnovation Culturalandcreatorsector
raffigurazione designforsustainability
simbolo **artigianato** Valle D'Itria
oggettocomunitario terra cielo orizzonte
transumanza rivitalizzazioneComunitaria
appennini paesaggioculturale
arceinterne **eco socialdesign** rivitalizzazioneComunitaria
trasformazioneUrbana agricoltura sinergia
industria5.0 co design **formazione**
attivismo ambientale **azienda agricola ecologica**
cura esilenza rurapolis
cultura **comunità** riabilitazione



WHAT IS SMOTIES?

"Human cities-SMOTIES: creative works with small and remote places" is a four-year co-funded project by the Creative Europe Programme of the European Union. Started in November 2020, and lasting until October 2024, the SMOTIES project belongs to the Human Cities network, evolving since 2006, design, art and architecture universities, centres and consistencies. Spinning all Europe, it acts as a platform of interdisciplinary exchange, examining the livability of public spaces by using participatory design as an approach to supply systems of process and innovation.

Starting from 2008, the Human Cities network has been funded by the Creative Europe - Culture sub-programme of the European Commission, considering the research and creating opportunities in several European contexts to implement innovative experiments, nurturing networks and building capacity with local stakeholders, and defining cultural values.

With "SMOTIES - Creative works with small and remote places" project, the Human Cities platform applies its approach to 10 small European places which are depopulated, relationally remote, and repositories of a material and immaterial culture that risks being undervalued, not consolidated, not handed down, and hence lost.

These small and remote places benefit by the design of cultural and creative innovations within public spaces and in collaboration with local stakeholders thanks to the 10 project partners, that we defined "nodes

of creativity": this definition includes public institutions, design centres, creative agencies, national associations, research centres, located in 10 European cities. They work with the small and remote places as interlocutors, activators, and supporters of creative works to be anchored in public spaces through a shared methodology that will guarantee a process of engaging local communities for audience development, transnational mobility of creative professionals, masterclasses and training for capacity building purposes and an evaluation of the impact in order to generate a long-term legacy in the involved contexts.

WHY WE DO IT?

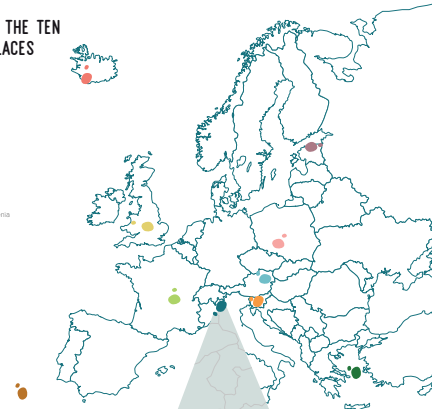
We believe in transforming remote places into more livable spaces by involving local residents in the development of cultural and creative activities.

HOW WE DO IT?

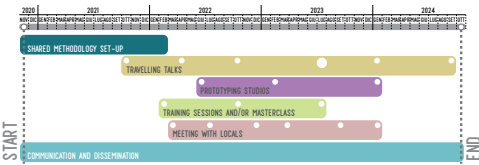
Meetings with locals, prototyping, co-design workshops, traveling exhibitions & talks, masterclasses & trainings, publications.

THE PARTNERSHIP AND THE TEN SMALL AND REMOTE PLACES

- MILANO - ITALY: **Architectural Studio**, Department of Design / Basso Monferrato
- SAINT-ETIENNE - FRANCE: **City of Design** / Dorlay valley
- LONDRA - UK: **City of Design**, Trustee Limited / Pennmachoo
- GRAZ - AUSTRIA: **University of Applied Sciences** / Oberzeiring
- LJUBLJANA - SLOVENIA: **Faculty of Architecture of the Republic of Slovenia** / Pohov Gradec Dolomites Landscape Park
- TALLIN - ESTONIA: **Finland Association of Designers** / Jooveiski
- ATHINAI - GREECE: **University of the Aegean** / Apiano Maria
- LISBOA - PORTUGAL: **Faculdade de Arquitetura** / Estreito da Cabaça
- REYKJAVIK - ICELAND: **Borgarnes**
- CRAKOW - POLAND: **Central City** / Bobiak



THE TIMELINE OF THE ACTIVITIES

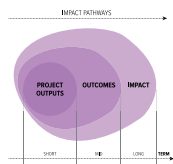


A SHARED METHODOLOGY TO LOOK TOGETHER INTO THE FUTURE

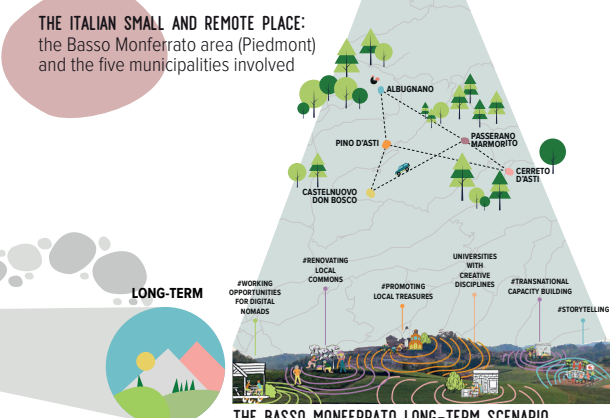
To support creative thinking in European small and remote places, the SMOTIES project has developed a methodology to build guiding perspectives towards the future. These perspectives are called "Windows on the Future" and they consist of a set of possible scenarios based on the analysis of future trends. The "Windows on the Future" are thematic lenses through which we can look into the future to transforming remote places into more livable spaces promoting the engagement of local communities and stakeholders.

Seeking for a stronger impact beyond the SMOTIES project, the outlined methodology is guiding the partners to look at medium-term outcomes for 2024 but it is generic that looks further into the future, towards 2100. The foresight process, based on long-term thinking, translates future uncertainties detected in the present into future trends and challenges.

By looking very far into the future we can understand the challenges of what is uncertain, to then come back with some guidelines to be applied in present situations.

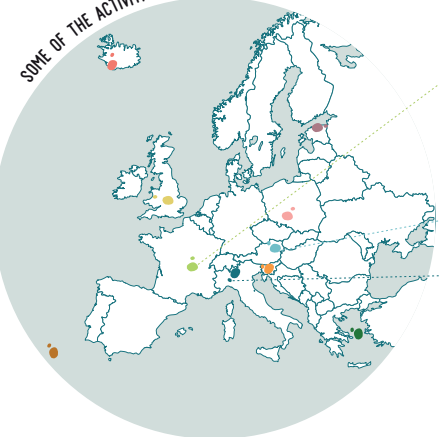


THE ITALIAN SMALL AND REMOTE PLACE: the Basso Monferrato area (Piedmont) and the five municipalities involved



THE BASSO MONFERRATO LONG-TERM SCENARIO

SOME OF THE ACTIVITIES HAPPENING NOW



TRAVELLING TALKS
 At the Biennale International de Design de Saint-Etienne 2022 Cité du design, Saint-Etienne (FR) April 2022



JOURNEY SHOWS
 Showcases exhibited as ongoing at the Design Master programme FH Joanneum, University of Applied Sciences, Graz (AT) April 2021



MASTERCLASSES
 Master Course at the MSc in Interior and Spatial Design Politecnico di Milano, Milano (IT) February-June 2022

HUMAN CITIES/SMOTIES - CREATIVE WORKS WITH SMALL AND REMOTE PLACES

*Valentina Auricchio, Ambra Borin, Annalinda De Rosa,
Davide Fassi, Laura Galluzzo, Vanessa Monna, Paolo Russo*
Politecnico di Milano, Dipartimento di Design

This contribution illustrates the approach and methodology designed for the research project Human Cities/SMOTIES - Creative works with small and remote places (2020/24), co-funded by the Creative Europe Program of the European Union under the call “EACEA 32/2019: Support for European cooperation projects 2020”. Started in 2020, the SMOTIES project belongs to the Human Cities network involving, since 2006, Design, art, architecture universities, creative centres, and consultancies. Spanning all of Europe, Human Cities acts as a platform of interdisciplinary exchange, examining and acting to improve the liveability of public spaces by using participatory Design as an approach to supply processes of innovation.

Human Cities network has been funded throughout the years by the Creative Europe (Culture sub-programme), consolidating its approach and creating opportunities in several European contexts to implement innovative experimentations, nurturing networks, building capacity with local stakeholders, and diffusing cultural values. Through SMOTIES, the Human Cities network shifts its focus from the urban context to small and remote European villages, districts, and sub-regions which are depopulated, relationally remote, and depositories of material and immaterial culture that risk being undervalued, not consolidated, and hence lost (EY, 2021; OECD, 2020).

*#cultural and creator sector
#Design for social innovation
#Design for sustainability
#community-centered design
#Design futures*

These small and remote places will benefit from the Design of cultural and creative innovations within public spaces and in collaboration with local stakeholders thanks to the ten project partners (fig. 1), defined as “nodes of creativity”. These are public institutions, Design centres, creative agencies, national associations, and research centres located in ten European cities. Partners are working with their small and remote places at the national level (fig. 2) as activators and supporters of creative works to be anchored in public spaces. A shared methodology will guarantee a process of engaging local communities for audience development, transnational mobility of creative professionals, masterclasses and training for capacity-building purposes, and an impact evaluation to generate a local long-term legacy.

THE PARTNERSHIP AND THE TEN SMALL AND REMOTE PLACES

- **MILANO - ITALY:**
Politecnico di Milano, Department of Design
/ Basso Monferrato
- **SAINT-ÉTIENNE - FRANCE:**
Cité du Design
/ Dorlay valley
- **LONDRA - UK:**
Clear Village Trustee Limited
/ Penmachno
- **GRAZ - AUSTRIA:**
FH Joanneum, University of Applied Sciences
/ Oberzeiring
- **LJUBLJANA - SLOVENIA:**
Urban Planning Institute of the Republic of Slovenia
/ Polhov Gradec Dolomites Landscape Park
- **TALLINN - ESTONIA:**
Estonian Association of Designers
/ Joaveski
- **IRMOUPOLI - GREECE:**
University of the Aegean
/ Apano Meria
- **FUNCHAL - PORTUGAL:**
Universidade da Madeira
/ Estreito da Calheta
- **REYKJAVÍK - ICELAND:**
Atferðisráð
/ Borgarnes
- **CIESZYN - POLAND:**
Zanex Cieszyn
/ Bobrek

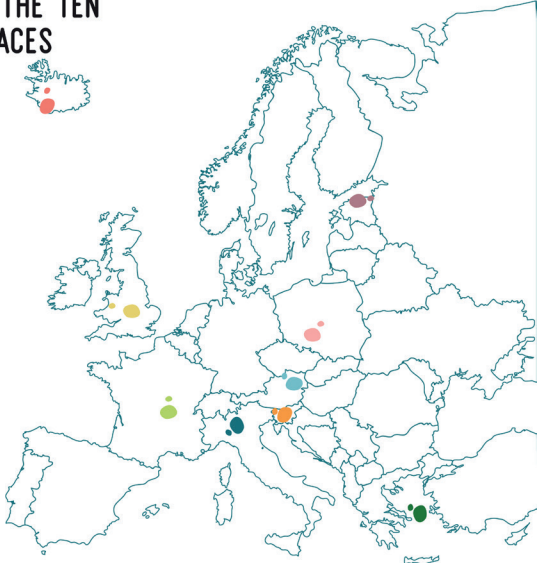
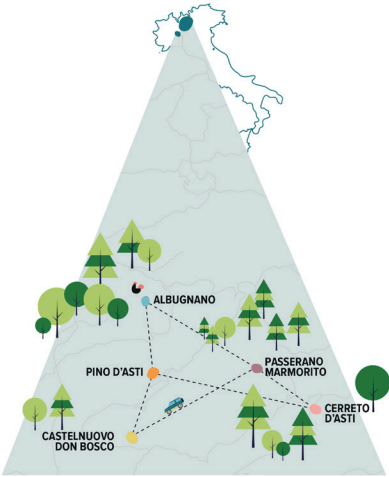


fig. 1 Human Cities SMOTIES Partnership and the ten small and remote places.



THE ITALIAN SMALL AND REMOTE PLACE:
the Basso Monferrato area (Piedmont)
and the five municipalities involved

fig. 2 The Italian small and remote place - the Basso Monferrato area (Piedmont) - and the five municipalities involved.

The methodological framework consists of three synergic components that converge into the SMOTIES Toolbox that all partners are now testing (2022). Based on Design futures studies approach (Candy & Potter, 2019; Dunne & Raby, 2013; Fry, 2020), the Toolbox is aimed at providing guiding perspectives (Windows on the Future) toward the future of small and remote European places. Designed to support a participated foresight process, the Windows and related tools are meant to enable laypersons and local stakeholders of the project's contexts to articulate their expectations of prospective innovations (Heidingsfelder et al., 2015). Seeking for a stronger impact beyond the SMOTIES project, the outlined methodology guides the partners to look at medium-term outcomes for 2024 but in a process that looks further into the future, towards 2100 (fig. 3) (fig. 4).

A SHARED METHODOLOGY TO LOOK TOGETHER INTO THE FUTURE

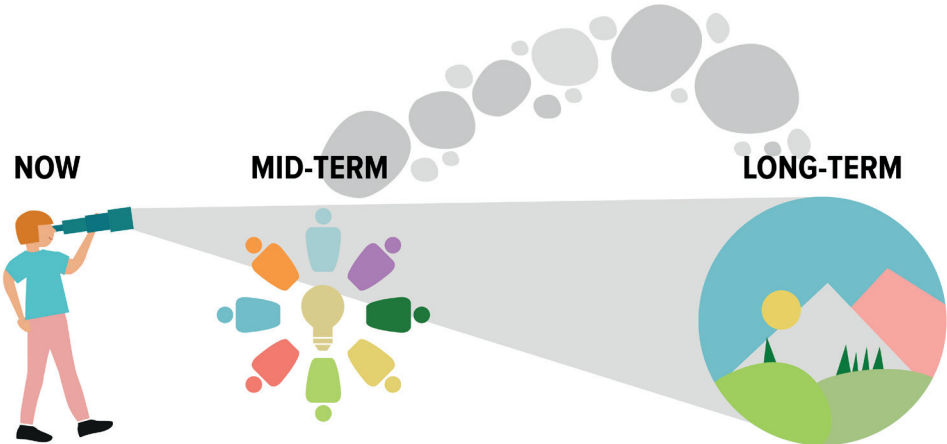
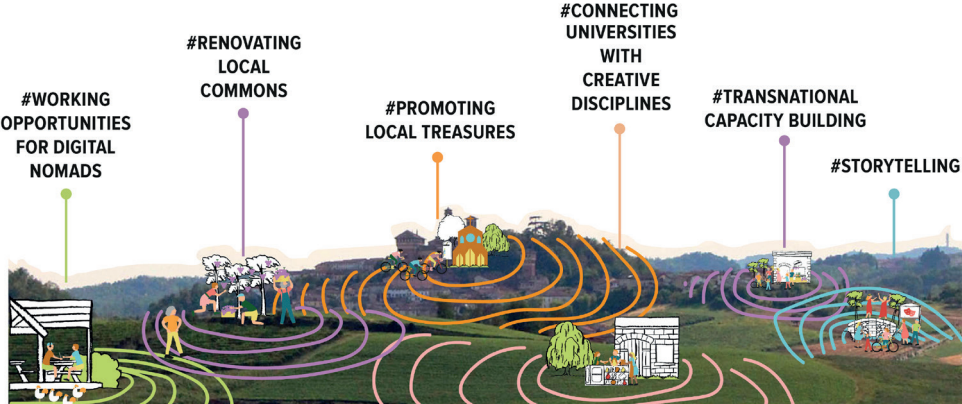


fig.3 Illustration representing the scenario building process of the “Windows on the Future”.



THE BASSO MONFERRATO LONG-TERM SCENARIO

fig. 4 Illustration of the Basso Monferrato long-term scenario through key concepts.

Combining the foresight process with analysis of the use of public spaces (based on an interdisciplinary approach – urbanism, history, and environmental psychology), partners are founding the idea generation process together with local stakeholders engaged in several activities such as masterclasses, open events, and prototyping actions (*fig.5*). By answering the European call, the researchers had a strong focus on the impact and legacy of the outputs and outcomes to be achieved; for this reason, the third section of the Toolbox is about the set-up of the impact methodology and a co-created assessment framework. SMOTIES is now defining result indicators to measure the objectives to be met and the effects obtained by looking at its direct addressees and impact indicators about the successful influence on the economy and society beyond the direct interventions.

By the second year of the project, several activities have already been completed: 30 meetings with the locals, 15 masterclasses and training sessions to engage students and professionals in defining solutions through the use of the Toolbox, 16 traveling talks communicating and disseminating the first results, three prototyping sessions to test the solutions and one publication with the collection of 50 European best practices located in the ten countries involved in the program (*fig.6*).

Thanks to that methodological approach and deep diving into the context done by each partner, SMOTIES aims to contribute to reinforcing the identity of these small places and to transform sustainable opportunities into long-term development strategies. They will significantly improve the capacities of remote places to become part of a transnational network thanks to newly created synergies while being firmly embedded in the local context and establishing an innovative view of the local creative industry and endemic Design strategies.

THE TIMELINE OF THE ACTIVITIES

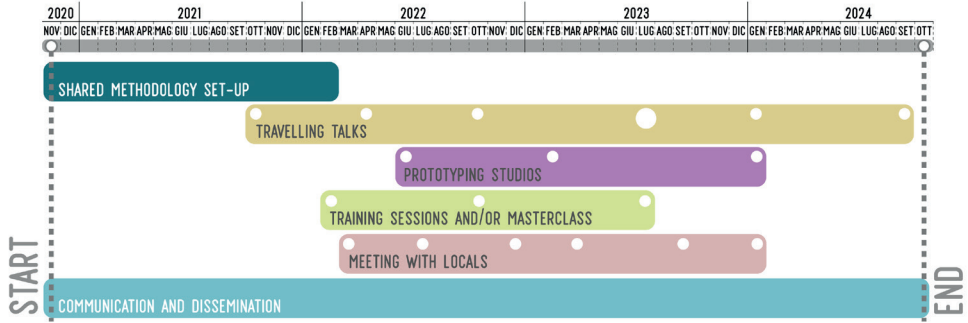


fig. 5 The timeline of the SMOTIES project activities (GANTT).

SOME OF THE ACTIVITIES HAPPENING NOW

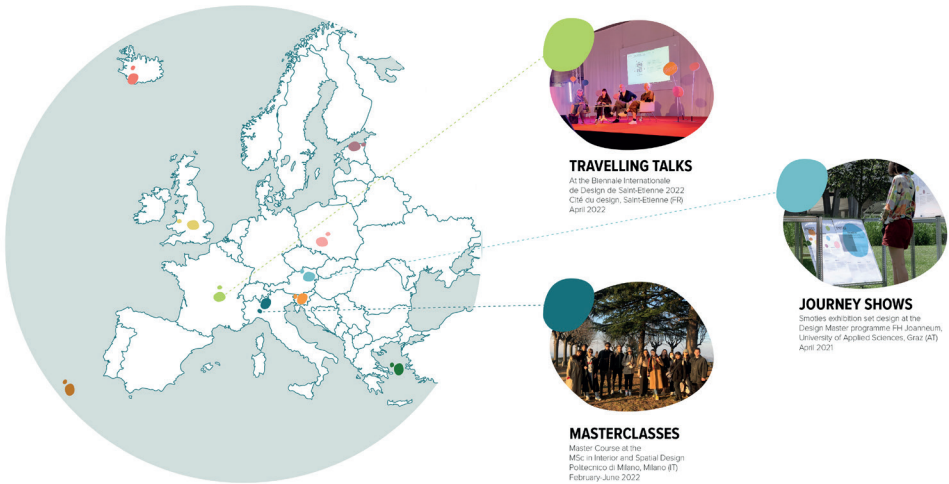


fig. 6 Some of the SMOTIES project activities happening in the partnership's European cities.

Candy, S., & Potter, C. (2019), *Design and futures*, Tamkang University Press Taipei.

Dunne, A., & Raby, F. (2013), *Speculative everything: Design, fiction, and social dreaming*, MIT Press.

EY. (2021), *Rebuilding Europe. The cultural and creative economy before and after the COVID-19 crisis*.

Fry, T. (2009), *Design Futuring: Sustainability, Ethics and New Practice*, Berg.

Heidingsfelder, M., Kimpel, K., Best, K., & Schraudner, M. (2015), Shaping future-Adapting design know-how to reorient innovation towards public preferences. *Technological forecasting and social change*, 101, 291–298.

OECD. (2020), *Rural Well-being: Geography of Opportunities. Policy Highlights*.

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