

# CREATIVE SMALL SETTLEMENTS

CULTURE-BASED SOLUTIONS FOR  
LOCAL SUSTAINABLE DEVELOPMENT



## RESEARCH REPORT

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*Suggested citation: Verdini, G., Ceccarelli, P. (Eds.) (2017), Creative small settlements. Culture-based solutions for local sustainable development, Research Report, London: University of Westminster.*

Editorial assistance: Xiangyi Wang, Emilie Rousseau.

Design: Xiangyi Wang

Photographic images: Authors & Contributors

Cover image: A village in Tai Hu Lake, Jiangsu (China) - Giulio Verdini

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# CREATIVE SMALL SETTLEMENTS

Culture-based solutions for local sustainable development

Edited by:  
Giulio Verdini and Paolo Ceccarelli

2017



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# FOREWORD

Culture can play a fundamental role in fostering sustainable patterns of urban and regional development. This is the message of the Global Report 'Culture for Sustainable Urban Development', which UNESCO has coordinated for the UN-HABITAT III Conference (Quito, October 2016). The Global Report shows that a promising culture-based vision of urban development is flourishing in different forms in several cities across the world. Even small and medium settlements located at the periphery of large cities or within their metropolitan areas, and normally associated with marginalisation or deprivation, have the potential to fully utilise their cultural resources, in both tangible (urban and architectural heritage, cultural infrastructure, etc.) and intangible form (skills, knowledge, competencies). However these small settlements, and their respective communities, require different analytical tools in order to understand their complexity and ad hoc policies to manage their assets in sustainable forms.

This research report aims to show ways to understand culture and creativity in small settlements, by collecting a series of international case studies that form the backbone of the chapter 10 of the UNESCO Global Report on urban-rural linkages and titled 'Culture as a tool to achieve harmonious territorial development'. This can allow a wider dissemination of the theoretical underpinnings and the comparative findings of a research conducted during 2015 and 2016 by several research units all over the world.





# **CREATIVE SMALL SETTLEMENTS: A RESEARCH INTERNATIONALLY RELEVANT**

Giulio Verdini, University of Westminster

## **THE CONTEXT OF THE RESEARCH**

The 2030 Agenda for Sustainable Development has acknowledged the central role of cities, towns and villages as a potential driver for achieving sustainable development. Among the seventeen SDGs (Sustainable Development Goals) approved by the United Nations General Assembly in September 2015, Goal n.11 advocates for making cities more inclusive, safe, resilient and sustainable. At the same time, UNESCO has played an important role in recent years in placing culture at the centre of policies aiming to achieve sustainable patterns of urban development. This has materialised in the organisation of two International Conferences in Hangzhou, China, in 2013 and 2015, on the topic of 'Culture for Sustainable Cities', and the contextual preparation of the UNESCO Global Report 'Culture: Urban Future' for the United Nations HABITAT III Conference recently held in Quito, Ecuador, in October 2016, where the 'New Urban Agenda' (2016-2036) has been launched. The 'New Urban Agenda', which is the strategic document that will guide the urbanisation process of the next two decades, recognises the importance of culture and cultural heritage for the regeneration of cities and human settlements and for strengthening social participation and the exercise of citizenship (art. 38), with the explicit commitment to 'protect them from potential disruptive impacts of urban development' (art.124) (UN, 2016).

During the implementation of the UNESCO Global Report, between 2013 and 2015, the discussions which took place among different research units involved have been particularly useful to redefine some of the concepts widely utilised in the international arena. Particularly important was the contribution of the Asia-Pacific and South American units, where the two editors of this research report were respectively involved in. In summary, the relevance of their contribution was primarily on challenging western notions of heritage, culture and creativity when applied to non-western contexts and, at the same time, on acknowledging the importance and the specificity of small settlements and marginal/rural regions in the global discourse of the creative cities. As a matter of fact, while the complex notion of culture reveals its huge potential when applied to urban studies, it shows also many contradictions for a variety of urban formations. On one hand, it is unquestionable that a new promising culture-based vision of urban development is flourishing in different forms in several cities across the world. However, some questions have arisen in the implementation of the Global Report mainly regarding the unilateral vision of city, which has been assumed for long time as representative of many heterogeneous areas of the world. The risk was to reiterate an urban-centred (and western-centred) vision of creative and culture-based development, overlooking many innovative initiatives happening at the micro-level territorial scale and/or in small settlements, which are normally located at the periphery of the most developed urban areas. The risk was also to endorse a naive vision of culture in less developed urban and rural areas (no matter if in Europe, USA or emerging countries), which is in the best scenario purely associated with traditional and therefore nostalgic manifestations of the past.

The rich discussion that predates the final conference in Hangzhou, in December 2015, have resulted in a concrete draft document eventually presented during the same conference (Verdini and Ceccarelli, 2015). As a result, the topic of culture in relationship to rural-urban linkages has been highlighted as one of the priority outcomes of the Conference in the final declaration. Point 8 of the 'Hangzhou Outcomes' states that culture should contribute to the 'New Urban Agenda' through 'Enhanced rural-urban linkages: Fostering respect for the cultural value of small settlements and landscapes, and strengthening their relationship with cities (UNESCO, 2015). Small settlements have therefore gained momentum and this has generated the need to further enrich the Global Report with a dedicated report on this topic.

This research report complements the Global Report and in particular the Chapter 10 on 'Enhanced rural-urban linkages' (Verdini, 2016). It addresses a variety of alternative settlements in the attempt to capture the complexity of small towns and villages thus enabling the understanding on how culture can enhance the overall sustainability of complex urban and regional formations. This report can also shed a light on actions, measures and policies aiming to rebalance the uneven regional development of many countries across the world by utilising culture as a tool for ensuring long-term sustainability even in disadvantaged areas. The key finding of the research is that **sustainable patterns of development**, in the current creative economy's regime (as defined in the Report UN/UNDP/UNESCO, 2013) **can normally flourish under the condition of preserving or reinforcing existing activities** (normally primary or proto-industrial) **and linking them to innovative, social inclusive and environmentally considerate, processes of upgrading**. They can also arise in presence of **compatible exogenous activities** (such as low-impact cultural tourism practices or temporary events) **that can stimulate local economies, without threatening their structural fragile condition**. This would prevent in the long term processes of economic decline or, probably even more dangerous, overspecialization in the tourism sector, which is so far largely considered as one of the few options to capitalize on existing cultural resources in small settlements.

*At the time of the final editing of this research report, during the summer 2016, Italy was hit by a series of disruptive earthquakes that deeply affected some of the mountain areas of Lazio, Marche, Umbria and, once again, Abruzzo. Never as before, the attention of media was focused on the devastation of entire medieval small towns and villages. In some cases, like in Amatrice and Accumoli in the Province of Rieti in Lazio, they no longer physically exist and many casualties among local communities have been reported. Small settlements, more than cities, are fragile ecosystems that needs constant care. They play territorial and social functions which are not replicable and can be easily washed away by exogenous factors. Some of them are the results of apparently unavoidable processes of accumulation of resources in cities which determine depopulation, brain drain and local ageing. Others are related to climate changes and natural disasters. In both cases, it is ultimately a matter of choice (and redistribution of resources) on whether to fight or ignore these factors.*

## METHODOLOGICAL NOTE

This research aims to investigate enabling factors to achieve local sustainable development and inclusionary forms of governance of culture and cultural heritage in small settlements across the world. It primarily looks at real case studies where academia and NGOs have engaged in providing assistance to local governments to achieve these broad aims or have worked with local policy makers on specific projects. It ultimately aims to collect good practices of culture-based solutions for sustainable local development, providing at the same time a critical perspective on local opportunities and threats. The criteria for involving different research units and, therefore, for the final selection of cases after the Hangzhou Conference, have been: to liaise concretely with local governments; to be engaged in the local decision making advising on how to promote the regeneration of heritage, the support of local cultures and the experimentation of new compatible and innovative activities; to pursue a non-tourist strategy of local development and/or a low-impact tourism one.

In order to gather information and to provide a platform for the effective exchange of experiences an International Seminar on '**Small settlements and the cultural dimension of Urbanisation**', primarily focused on Europe and China, was organised in Paris at Cité de l'Architecture & du Patrimoine in February 2016. Several case studies were presented and the material published online<sup>1</sup>. The aim of the seminar was mainly to identify recurring issues in creative small settlements which were used to conceptualise the cases later gathered in this report. The cases presented in Paris confirmed the importance of employing different analytical tools to properly acknowledge the richness of cultural values in peripheral areas. This requires a redefinition of culture and creativity for these particular settlements, outlining its relationship with a specific set of common goods. It is therefore possible to identify at least 4 ways to conceptualise **culture as a common good** in small settlements:

- *Culture of the local savoir faire*, as a set of skills and competencies embedded in local productive processes (normally agricultural or proto-industrial/artisanal), which can be fully utilised for supporting local development;
- *Culture of the inherited past*, as a tangible and intangible asset which can be protected for future generations and, at the same time, redesigned (tangible heritage) or updated (intangible heritage) for contemporary and compatible uses (motivational tourism);
- *Culture of territorial management*, as a tacit local knowledge of the functioning of territories which can ensure the sustainable management and good governance of small settlements in relationship with their region and their cultural landscape;
- *Culture of local cohesion*, as a community-based resource based on local sense of belonging, which can be utilised in participatory and inclusive approaches or in co-production of knowledge;

Finally, in order to collect comparable materials, a case study template has been circulated among the participants to provide the following information for each case study: an introduction stating why the case has been selected in relationship with the broad aim of the research; a short historic outline; an overview of the economic structures and

development/planning challenges; an overview of the culture and creative economy; the local governance system in relationship with local culture; urban/rural conservation and regeneration practices. For each case, researchers have been asked to analyse particularly the local economy, and its creative potential, distinguishing between a cultural domain, 'a common set of economic and social activities that traditionally have been regarded as being "cultural"', from a related domain, consisting of other economic and social activities that may be considered "partially cultural" or that are more often regarded as being "recreational or leisure" rather than 'purely cultural' (adapted from the 'UNESCO framework for cultural statistics domains, 2009). However, it has been considered also important to mention the local capability to invent, create, develop innovative and 'creative' activities based on local scarce resources. In this respect, local agricultural activities or local farming, local retail and local productive chains (proto-industrial or industrial) might all become key components of place-based sustainable local development strategies. Thus, activities traditionally considered purely primary (agriculture) or secondary (industrial) might be supportive for integrated creative or cultural activities (which cannot be separated). Therefore, a 'supportive domain' has been added.

As already mentioned, this report has been implemented to support the Chapter 10 on 'Enhanced rural-urban linkages' of the UNESCO Global Report, which is available online<sup>2</sup>. In conclusion, a set of policy recommendations for fostering effective culture-based solutions in small settlements is provided.

#### Notes

1. The material is entirely available in open source at: [http://www.citechailot.fr/en/cite/international\\_action/observatoire\\_de\\_larchitecture\\_de\\_la\\_chine\\_contemporaine/small\\_settlements\\_and\\_the\\_cultural\\_dimension\\_of\\_urbanisation/](http://www.citechailot.fr/en/cite/international_action/observatoire_de_larchitecture_de_la_chine_contemporaine/small_settlements_and_the_cultural_dimension_of_urbanisation/)

2. The UNESCO GLOBAL REPORT is available in open source at: <http://unesdoc.unesco.org/images/0024/002459/245999e.pdf>

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# INTERNATIONAL CASE STUDIES

**PART 1**



**Gerfalco & Tereglio**  
(Tuscany, ITALY)

**Novara di Sicilia & Castorice**  
(Sicily, ITALY)

**Treguier**  
(Britanny, FRANCE)

**Cocotchoa**  
(Rumiñahui, ECUADOR)

**Santarém**  
(Santarém, PORTUGAL)

eale





# Jianshui

## Yunnan -China

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Min ZHANG & Li ZHEN



### Jianshui (county)

- District** Honghe Yi & Hani Autonomous Prefecture
- Province** Yunnan
- Country** China
- Admin/ legal structure** Lin'An town and Tuanshan village both belong to Jianshui county.
- Population** Jianshui county: 530,000 (2015), among which 427,000 are in agriculture
- Size: 3,789 km<sup>2</sup>. Density: 127 /km<sup>2</sup>
- Lin'An town (Jianshui ancient town): 143,000  
Size: 358 km<sup>2</sup>. Density: 400 /km<sup>2</sup>
  - Xizhuang town: 30,260  
(Tuanshan village belong to Xizhuang town)  
Size: 144.81 km<sup>2</sup>. Density: 225 /km<sup>2</sup>
  - Yi, Hani, Muslim, Dai, Miao are the major ethnic groups, taking account of 40% of the total population.
- Climate** Jianshui has a mild climate, the lowest temperature in winter rarely goes below zero, and the highest temperature in summer reaches around 28 degree.

# 1. Basic information and regional context

## BACKGROUND

The Hanoi-Kunming railway (also called Vietnam-Yunnan railway) has been for long in the dilemma to be protected and develop, being considered a controversial legacy of colonialism.

On the occasion of the 100 anniversary of Hanoi-Kunming railway establishment, Yunnan Provincial Tourism Board decided to present this special cultural heritage on “European Tourism Day” conference as “A shared Industrial heritage—from the past to the future” in 2011, targeting European inbound tourism market. It was considered a manifestation of pro-development action of government by officially recognizing the positive value of the cultural assets for regional tourism development and local alternative livelihood.

To support such an initiative for a more sustainable local development goal, many researchers across disciplines devoted themselves in field works to provide solid ground for further product design and policy making.

Jianshui is one of the ancient towns along the railway with over 1,000 years history. It is particularly significant in this context because it represents the diverse cultural landscape of the region with Confucianism as the main stream ideology co-existing with all other internal (Yi, Hani, Yao, Miao etc) and external (mainly French) cultures. In this way, Jianshui presents the strongest narrative by blending cultures into an inclusive identity of the place.

As most of the places in Honghe prefecture, agriculture used to be the main industry. However, the economic re-structuring has left recently space for the development of cultural tourism as an alternative option to improve local livelihood.

## 2. Local identity, local economy and morphology

Jianshui County is located in Honghe Yi and Hani Autonomous Prefecture of southern Yunnan Province, covering 3,789 square kilometers, and being comprised of 14 towns, 137 villages and 16 communities with a total population of 530,000. Among which, Hani, Yi, Muslim, Dai, Miao and other ethnic groups account for 40% of the total population.

Jianshui ancient town (known as “Lin’An) was constructed as early as Tang dynasty, dating back 1170 years ago (9th century). Confucianism came into Jianshui under the impetus of state power in Yuan dynasty (14th century) which can be traced back with Confucius Temple in Jianshui ancient town nowadays. Later on Buddhism in Yuan Dynasty and Taoism in Ming dynasty were both introduced to this area, symbiotically integrated with local ethnic primitive religions and fostered multi-religious and cultural co-existence pattern.

## 3. Economic activities related to culture and creative economy: visions for the future

Jianshui County used to be dominated by agriculture. Nowadays, ecological agriculture, manufacturing, and tourism are the backbone of the local economy. The industrial structure is gradually optimized and the county's economic development has shown a steady upward trend.



Three main industries of Jianshui are industry, ecological agriculture and tourism. Between 2011 and 2015, industrial development in Jianshui County saw a great leap. For instance, “industrial parks” concentrate in the following fields: high-tech construction materials, fine chemicals, manufacturing, processing industry with biological resources and food processing industry, which boosted transportation, investment, pottery creative industry, etc. Grain cultivation, organic vegetables, fruit cultivation, animal husbandry form the ecological agricultural system which laid a good foundation for the deep processing of green food, agricultural output value reached 3.4 billion yuan.

Tourism development model shifted from the traditional sightseeing to cultural tourism contributed by Jianshui ancient town rehabilitation projects, development of creative pottery industry and Tuanshan architecture preservation project with total tourism revenue of 9.4 billion RMB.

Year	Visitors	Growth Rate (%)	Tourism Revenue (100 million RMB)	Growth Rate (%)
2011	240.37	15.29%	11.87	28.5%
2012	276.62	15.1%	13.89	17.1%
2013	321.4	16.2%	17.44	17.1%
2014	372.8	16%	23.3	28.83%
2015	448.91	20.4%	27.06	15.96%

## Strengths/Weaknesses

Geographic conditions, natural resources and cultural assets provide Jianshui with main advantages for its economic development. Firstly, convenient transportation network. 198 kilometers from the provincial capital Kunming, 88 kilometers from the prefectural capital Mengzi. Two expressways intersect here in Jianshui; Trans-Asia railway makes Jianshui an important economic corridor linking southeast Asia, which enhances the connectivity of Jianshui with surrounding areas in the region. Secondly, favorable natural and climate conditions give birth to an excellent ecological environment, allowing Jianshui to have moderate subtropical climate for crops growing. Jianshui County has always been an important base for Yunnan province and Honghe Prefecture in food, tobacco, sugar cane, vegetables and fruit cultivation etc. Thirdly, rich cultural resources. National heritage Confucian Temple and numerous bridges, pagodas, ancient streets such as Shuanglong(Double Dragon) bridge, Chaoyang Tower have been well preserved; authentic folk customs of Hani, Yi, Miao, Dai and other ethnic groups are still alive in the everyday life; Hanoi-Kunming Railway stations retain strong French style fully blended in the local multi-layered cultural landscape.

In the globalization, Jianshui also faces challenges, especially in terms of social transformation. Firstly, ethnic groups are gradually marginalized in the economic development process due to their lag behind in technology and market competitiveness; Secondly, the decreasing of local young labor force might compromise the creativity of all industries (especially cultural industry) in the area. Thirdly, tourism industry has certain impact on local people's lifestyle and value systems. Some negative phenomena have been witnessed lately, which indicated certain threats to local identity.

The quintessential culture of Jianshui has been forged over 1,000 years based on the local Yi and Hani ethnic traditions, blended with Han and Muslim, later in 20th century French culture. The innate integration provides a great varieties of cultural expressions in architectures, handicrafts, paintings, music, religious rituals, and even cuisine, by which emerged tremendous cultural and creative activities.



Traditional performance “The Hill Horn” of Yi people in the Confucius worship ritual

1. Confucius Cultural Event. With great support of local government and academic endeavors, the grass-rooted religious practitioners (Dongjingshui) managed to revive the ritual of Confucius worship in 2005. A complete set of music, songs, dances and rituals as an integrated art performances were revitalized, symbolizing the high unity of cultural strategy on national and local level. However, with more and more tourists visiting the Confucian Temple for the ritual, it was gradually differentiated into two “events”, namely, the bigger scale event for visitors and smaller one only confined to locals. What deserves much attention is that both events are performed by the same group of religious practitioners in order to keep the ritual’s authenticity, while the main difference is that more economic activities are attached to the touristic event, such as trade market (in particular sales of local agricultural products, clayed potteries, etc.) to improve tourism revenues. Moreover, what makes the Jianshui Confucius cultural event unique is that many local ethnic traditional performances are integrated into the Han ritual such as Yi cigarette case dances and Hani drum dances.

2. Lin'An-Tuanshan Touristic Train. As it was mentioned in the background, due to the negative impact of "semi-colonial" narrative, for more than 10 years, Hanoi-Kunming railway had been in dilemma to seek for its economic regeneration. In this context, Jianshui was the huge breakthrough to break the ice. In May 2014, Jianshui government and Jianshui investment company together with Kunming railway bureau established PPP (private-public partnerships) model after a series of field surveys and discussions. 13 km long railway was eventually restored and historical train stations were refurbished and reused partially as bookstores, museums and restaurants. Major heritage along the railways such as ancient bridge "Shuanglong" were well conserved and rural landscape in this precinct was largely improved. As a result, more jobs were created directly or indirectly. For example, about 20 tourist guides were particularly trained to work on this itinerary; local food market started to appear at/around the railways stations. Astonishingly, local people were the first groups of passengers to the Lin'An-Tuanshan touristic train. They were excited to know "our own" train came back to life again; however, they were not sure what exactly the train would bring to them.



Hanoi-Kunming railway (Kunming-Yiliang-Kaiyuan-Mengzi-Pingbian-Hekou in China's territory) (1903-1910) 465km



Ge-Bi-Shi railway (Gejiu-Mengzi-Jianshui-Shiping) was built by local entrepreneurs (1915-1936) 177km, it was a branch of Hanoi-Kunming railway

Lin'An-Tuanshan touristic train (Jianshui ancient town- Shuanglong "Double Dragon" Bridge-Xianghui Bridge-Tuanshan village) re-operated in May 2015 as a section of Ge-Bi-Shi railway



Lin'An railway station in Jianshui ancient town in French style

According to the tourism development plan of Jianshui ancient town, all schools, bus stations, agricultural goods markets and other public services should be moved out of the ancient town to make more space for tourism infrastructures such as hotels, restaurants, shops and entertainment equipments. More preservation and conservation work is also listed in the plan and supposed to accomplish by 2018, for instance, restoration of the south-eastern city wall; identification and preservation of traditional houses, furthermore, with the agreement of residents, these houses could be used as hotels, tea houses, pottery creative workspace etc.

Based on the classification provided in the introductory part of this re-port, below are the main 'domain' related (or potentially related) to cul-ture and creative industry, which can be found in Jianshui.

## CULTURAL DOMAIN

- Cultural heritage: Jianshui ancient town built in Tang dynasty (beginning of 9th century);
- Performance and celebration: annual ritual of Confucius worship; Jianshui folk songs; Yi people Lantern Festival;
- Crafts: pottery arts with special clay (rare local resources), one of the four famous pottery arts in China.

## RELATED DOMAIN

- Tourism: thanks to the revival of the most important cultural event, tourism was boosted quite fast. Preservation and conservation of heritage drew much attention and went smooth. some residents also benefited from this change.

## SUPPORTIVE DOMAIN

- Primary industry: agricultural products are involved in the tourism industry supply chain such as local snacks are offered in the touristic train; some gastronomic activities are designed into tourist products as experience of local taste.

## 4. Local governance and relationship with local culture

Based on the interviews, local residents were not informed about the tourism development projects such as the above-presented examples. Let alone that they were involved in the decision-making process. Local people's participation to the tourism industry is quite passive no matter in the traditional house refurbishment or selling self-produced goods outside train stations.

Key stakeholders are local government and enterprises (social elites). Some academia were consulted at certain level. Participation of local residents is not fully taking into account.

## 5. Urban/rural conservation and regeneration

The 13 km long historical railway starts at the Jianshui ancient town, connecting several heritage all along such as Shuanglong Bridge (key cultural heritage at national level), Xianghui Bridge (cultural heritage at provincial level), historical village on provincial level Xinfang and the terminal Tuanshan village, a world's endangered architectural heritage /monument (WMF 2006).

In order to develop the historical railway into a competitive tourist product, “Report on preservation and development of meter gauge in Yunnan” indicates that all heritage along the railway should be gradually conserved before 2015. For instance, between April 2009 and March 2010, 9.5 million RMB was invested in the conservation of Shuanglong Bridge; 40 million RMB invested in river bank governance, road construction and greenery projects in 2011 near the bridge. Apart from the heritage conservation, a square in front of Lin’An railway station, parking lots, tourist expressways and other infrastructures were constructed in 2014 to facilitate the tourist activities.

According to the tourism development plan of Jianshui ancient town, aside from the 4 currently operating stations, 5 more stations are also included in the second development phase by 2018 to extend the rails on the basis of heritage conservation in Jianshui.

The train received 79,500 tourists last year (2015-2016), about 800,000 RMB direct tourism income was generated, but the multiplier effect is not satisfactory. Both local government and private enterprises invested in the projects in different forms.



## CONCLUSION

1. Jianshui experience demonstrates that the awareness of culture-based economic development from local government and social elites (entrepreneurs, academia and son on) is quite high.
2. The opportunities that cultural tourism development might generate urged the local heritage preservation and conservation.
3. Local residents are considered as a part of potential consumers instead of goods or service providers/participants in the tourism industry, which largely limited the economic multiple effect of the projects.
4. The synergies between agriculture and tourism development can be further strengthened in a more creative way.

## METHODOLOGICAL NOTE

Participatory observation was conducted for the case of Confucius cultural event for half a year in 2012 and in-depth interviews were delivered throughout 2014 and 2016 to various stakeholders, including representatives of Kunming Railway Bureau, Jianshui Ancient town investment company, Honghe prefecture tourism administration and tourist guides, villagers in Tuanshan, railway staff etc. Most information was in descriptive form and some data from Jianshui government website and Statistics bureau.

## RESEARCH TEAM

Antonio Paolo Russo, Min (Lucy) ZHANG, Li ZENG

With the participation of:

GRATET Research Group on Territorial Analysis and Tourism Studies, Department of Geography - University of Rovira i Virgili, Spain

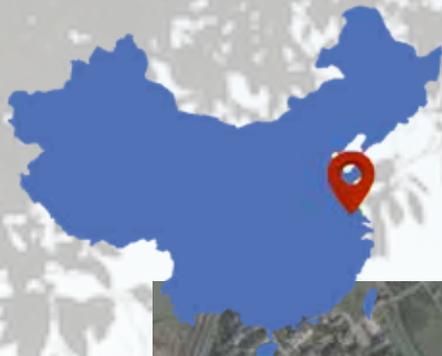
Wu Xingzhi, Yunnan Minzu University

# Shuang Wan Cun

## Jiangsu - China

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Giulio VERDINI



### SHUANG WAN CUN (Village)

**District** Wujiang

**City** Suzhou

**Province** Jiangsu

**Country** China

**Statistics** Shuang Wan Cun: 2,500 (2013): 1500 local + 1000 migrants (40%)

Size: 305 Hectares

Wujiang District: 1,287,400 (density: 1,084/km<sup>2</sup>) – 37 % migrants

Suzhou Prefecture-level city: 10,578,700 (1,200/km<sup>2</sup>) – 39% migrants

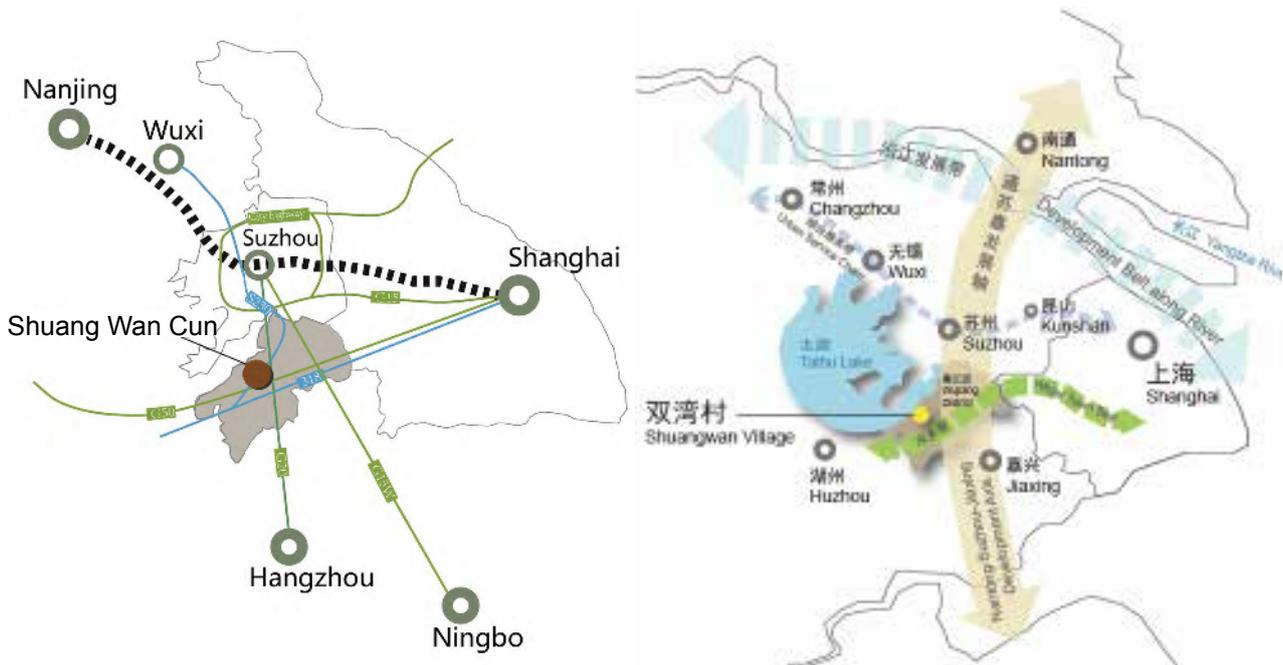
## MOTIVATION

Shuang Wan Village is an example of proto-industrial, former agricultural, settlement located in the peri-urban areas of a dynamic region of China. The village's economy is mainly based on fishponds and home-based textile enterprises and it is classified as 'poor' in the local statistics. The local political vision is to develop an alternative economic strategy based on rural landscape and heritage preservation and local cultural assets development.

Based on the mentioned motivation the Village Committee signed an agreement of cooperation with the Research Institute of Urbanisation at Xi'an Jiaotong-Liverpool University (Suzhou) in May 2014. Based on the agreement, a research on opportunities for local development is being implemented (on-going) and an intensive and residential workshop was organised in July. The aim of the workshop was to propose sustainable scenarios for rural development based on the application of the principles of the UNESCO Recommendation on 'Historic Urban Landscape'. In summary a proposal being comprised of: planning tools for village's management, scenarios for local development, heritage conservation and historic areas regeneration projects, participation of local people. As a result the village has been listed among the 'China's Beautiful villages'.

# 1. Basic information and regional context

Shuangwan Village, located in Wujiang District, Suzhou, lies at the junction of major roads connecting the main cities of the Yangtze River Delta. Found on the shoreline of Lake Taihu, the village is 40km South of Suzhou city center and 100km from Shanghai.



## 2. Local identity, local economy and morphology

Wujiang District in Suzhou traditionally belongs to the rich and fertile region around Tai Hu Lake, well known for its famous system of canals and water towns, as well as silk production. In recent years, this area has undergone rapid development, especially after being upgraded from a county to a district in 2012.

This administrative readjustment has also implied a rapid conversion of rural land into urban, and recently, Wujiang District has promoted a series of megaprojects like Tai Lake New City and East Tai Lake Tourist Resort. These new developments are coherent with the strategic urban direction of the city of Suzhou, along the North–South development axis; for this reason, they will be well connected with the Suzhou public transportation system in the near future.

Thus, Wujiang is becoming functionally integrated with the dense, urbanised area of the greater Suzhou. However, this region still retains a distinguished, rural character, which makes this area quite unique.

Water towns such as Tongli, Lili and Zhenze have been recently developed into popular tourist destinations while the Grand Canal, which has traditionally ensured the stable irrigation of Wujiang, has been recently acknowledged as a UNESCO World Heritage Site (2014).

## Strengths/Weaknesses

Shuang Wan Village has a stable population of almost 2,500 residents, including 1,000 migrants. Textiles (sweater production) and agriculture are the major activities in this village. Currently, Hengshan Town is one of the largest sweater production sites in Wujiang, while Shuang Wan Village's local economy is mainly based on family workshops and factories. Meanwhile, most of the traditional agriculture activities like aquaculture and rice planting have been leased out to contractors .

In 2012, Hengshan Town, in which Shuang Wan Village was located, was merged into the Songling Town area. This new township area was renamed as Taihu Lake New City in 2013. This administration adjustment not only affected the township area but also the surrounding villages, which faced new challenges but also development opportunities as a result. This new city development requires higher municipal revenues and the attraction of international investment but also the adoption of stricter environment preservation measures.

Moreover, the Suzhou 'Four Million Mu of Farmland' policy was released in 2012. According to the related national law, this policy was published to ensure the supply of rice and grains and to avoid the over-exploitation of farmlands. These new sets of policies and development programmes have provided a series of constraints for Shaung Wan Village, which is now obligated to convert profitable fish ponds into cultivated land. Currently, the village has also initiated a road-upgrading project, which might be an opportunity to build a system of environmental friendly 'green roads' with the advantage of creating landscape routes across the village.



From north to south, Shuangwan Village includes three natural villages: Lu Jia Wan; Da Gong Wan, and Xu He Wan.



The new urban development has brought massive investments to support the modernisation of this area, which was lagging behind for a long time but also great challenges regarding the area's conservation of heritage, natural environment, rural landscape and local identity. A series of problems are arising, such as the decline of traditional agriculture activities; the weakening of local, traditional textile manufacturing activity compared to several decades ago; the decreasing local labour force and the increasing dependency of people on urban jobs (witnessed by an increasing number of private cars and the quick refurbishment of local houses by adopting a 'mixed European-Chinese' architecture style). These issues are gradually changing the traditional landscape of Shuang Wan Village and thus threatening its local identity



### 3. Economic activities related to culture and creative economy: visions for the future



Some new planning ideas and local development strategies are in discussion mainly related to: the optimization of rural land use and contextually the improvement of the rural landscape; the redesign of the local road network in order to improve the quality of the village's open space; the preservation of the village's economic and morphologic identity and the conservation of the historic built environment.

In terms of local economic policy, the main strategy is to support alternative agricultural productions and to modernize the local textile activities, fostering culture-led village's regeneration and private-public partnerships between the textile entrepreneurs and the local government (for example: reuse of traditional houses for textile exhibitions and shops).

Based on the classification provided in the introductory part of this report, below are the main 'domain' related to culture and creative industry, which can be found in the village.



## CULTURAL DOMAIN

- Cultural and natural heritage: This village belongs to the cultural landscape of the Tai Lake with its particular fishponds. There is a historic area in the village that deserve attention: traditional rural areas and stone arch of the 17th Century is present with historical places, cultural landscapes, natural heritage;

## RELATED DOMAIN

- Tourism: A Lake economy is under development in the surrounding areas (hospitality, small rural restaurants, etc.)
- Sports and recreation: sport is mainly related to cycling, due to the presence of bicycle lane around the lake, and fishing;

## SUPPORTIVE DOMAIN

- Primary industry: fishponds are widespread and there is a project for developing rose's cultivation for tea; this would support the development of tea houses and related tourism;
- Secondary industry: textile workshops based on the silk tradition of the area. On-line selling. This would support the local selling and an overall economic strategy for village's branding;

## 4. Local governance and relationship with local culture

After the presentation of the results of the intensive and residential workshop and the participation process in July 2014, the Wujiang District government has included Shuang Wan Village in “China’s Beautiful Villages”, a nationwide governmental initiative to revitalize rural areas.

There are regular participatory meeting between the village leaders and the main village stakeholders. Migrants have no representation.

Other local policies for local culture (to review) at the district, city, province, county level.



## 5. Urban/rural conservation and regeneration

Currently there is no conservation plan in the village and few buildings are listed among the listed heritage. There is only a building code, mainly concerned with floor area ratio and building’s height that would not ensure the correct conservation of heritage. There are no official regeneration projects in place. There is project of widening the main road along the canals and to transform them into ‘green roads’ for slow mobility, fully integrated in the existing landscape.

## 二. 梳理和优化既有交通线路

河岸：过去、现在和未来



## II. (Re-) organize the Accessibility

New water bank: Before/ Now/ Future?



## RESEARCH TEAM

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# Zengchong

## Guizhou - China

Collectif Circumpat  
(Tiffanie LE DANTEC, Soizik  
BECHETOILLE) &  
Françoise GED



### ZENGCHONG (Village)

<b>District</b>	Congjiang xian
<b>City</b>	Kaili (Prefecture level city)
<b>Prefecture</b>	Qiandongnan Miao and Dong autonomous Prefecture – Guizhou Province
<b>Country</b>	People's Republic of China
<b>Admi/legal structure</b>	In south-east of Guizhou province, Qiandongnan Miao and Dong autonomous Prefecture is in charge of 16 administrative subdivisions. Kaili is the "prefecture level city", at 200km from Guiyang, the capital of Guizhou province. The Qiandongnan area is 30 337 km <sup>2</sup> , whose 87% are mountainous areas. Zengchong is located at 270 km from Guiyang. The village belong to the district of Congjiang. Congjiang comprises 12 zhen, 4 xiang and 3 "ethnic xiang".
<b>Population</b>	Zengchong: 1,466 inhabitants, 98% local + 2% Han migrants (1 family) village: 400 hectares, total area 2 255 hectares (2014) Congjiang : 310 000 inhabitants – 3 244 km <sup>2</sup> Kaili Prefecture-level city: 656,100 (2014) (330/km <sup>2</sup> ) Qiandongnan District: 3,844,697 (2000) (density: 126.72/km <sup>2</sup> ) – 19 % migrants Kaili is a major city for Miao people, and Liping for Dong people.
<b>Climate</b>	subtropical humid Average temperatures of the coldest January and hottest July are respectively 5-8 and 24-28 degrees. The rainy season usually lasts from April to October, mainly concentrating on spring and summer.

## MOTIVATION

Zengchong village, in the mountainous Guizhou Province, is an example of autarkic village from XXe century, impacted by the globalization of exchanges in the XXIe century. The construction of high-speed railways and highways has reinforced a new deal: villagers going to city and towns to improve their incomes, looking for services and “modern life”, urban tourists mostly from China going to these places, looking for ethnic “exotism”. Miao and Dong villages in the autonomous prefecture of Qiandongnan are now in relationship with the Chinese metropolises as Guangzhou, Beijing, Shanghai, and Hong Kong as well with the Asian or Western countries.

During centuries the conditions of life were hard, stayed cut from modern life but local culture well preserved due to these isolated conditions. Now this environment could both be seen as an opportunity for a local and global development founded on culture, or as a gap to fill, in order to let inhabitants have more access to consumption and services. Zengchong was announced to be Provincial Scenic Spot by Guizhou Provincial Government in 2003; and was listed in one of the 30 world-class rural tourism villages selected by World Tourism Organization after inspecting southeast of Guizhou. It was announced to be the National Famous Historical and Cultural Village in 2009, the Chinese Landscape Village in 2011, and it is one of the villages that are to apply for “Dong Village” in the newly announced World Cultural Heritage tentative list in China.

The case study of Zengchong village is based on a sino-french cooperation program between Cité de l'architecture & du patrimoine, ministry of Culture and Communication, Tongji University and World Heritage Institute for Training and Research for Asia Pacific (WHITRAP).

Indeed, Zengchong was the site chosen for a joint workshop between students and professors of École de Chaillot (Cité de l'architecture et du patrimoine) and Tongji University, with the support of local authorities of the village, and inhabitants.

PROVINCE DU GUIZHOU - COMMUNAUTÉ DONG



# 1. Basic information and regional context

## HISTORICAL OUTLINE

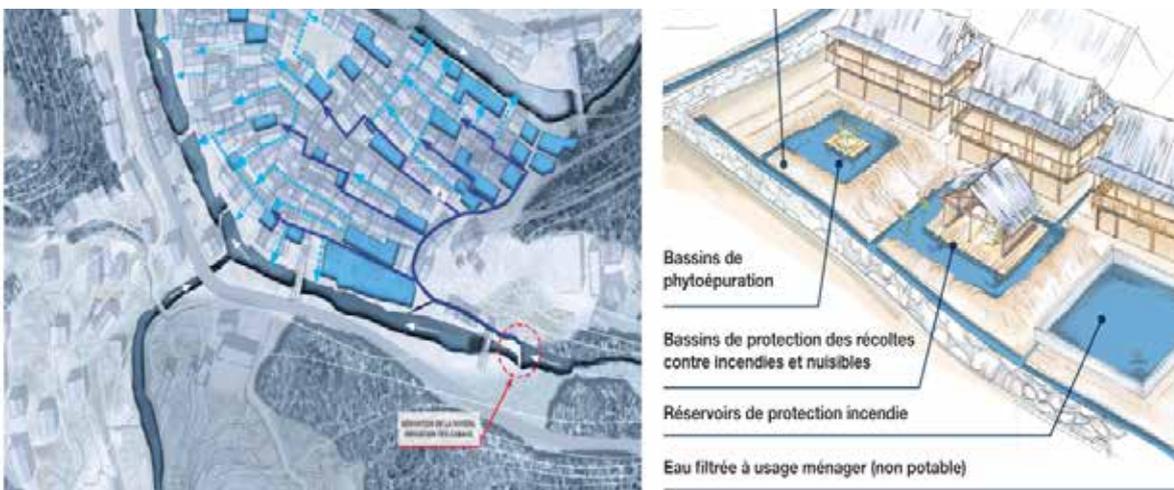
The first step in the making of a Dong village is the Drum Tower. Zengchong Drum Tower dates back from around 1672 as a stone tablet mentions it. The Tower is the heart of the village, where everyone gathers and takes decisions. It is not a lookout point as it offers no views but a place where the drum is beaten to gather the locals working in the fields and terraces. Three “Wind-and-Rain” bridges connect the village across the river to the fields, forests and other villages. The remains of an ancient stone-paved road on the north-west side of the village shows old and strong connections between Dong Villages in the area.



Evolution of the village from beginning of Qing dynasty, 1912/1949 and today

The Dong minority fled into the mountains during the Han invasions of the Ming Dynasty. The first settlements were on remote areas high in the mountains, such as the Miao settlements. Slowly, these first villages stepped down in the rich valleys, traditionally locating these new villages in the loop of a river, providing natural defences against invaders. Zengchong originates from 3 old settlements which are 3 families (Yi, Yang and Lei) who grew cotton and rice around the river. This particular loop of the Zengchong river provides also a natural defence as the mountain shelters its eastern side.

Another feature of Dong villages is their use of the river to irrigate the village through a complex network of canals that goes back to the river downstream. The canals provide water for ponds used for fish farming, fire security of the timber architecture, against rodents savaging rice granary, for biofiltration of sewage water with local plants... The canals also retrieve rain water pouring from the roofs and lead it to the river.







Circular economy : housing, public spaces, craftsmanship and hydraulic system all working together into a self-sufficient microcosm

On the other hand, while opening the road provided the villagers with modern life facilities and products (telecom network covering, internet, TV, electricity, sewage system, running water toilets, showers, fridges...) It also brought new elements into our previous circle. While poor electric installations, cooking with fire, and smoking caused more fire outbreaks, the building of outside kitchens on the canals and their lack of maintenance lead to ponds and canals drying up, the inhabitants being then unable to stop fires. The sewage system and running water also made the canals seem useless and they deteriorated. This rising of destructive fires, and the apparent incompatibility between the timber-framed houses with modern kitchens and toilets, forced villagers to build new houses, with new imported modern materials such as cement, bricks and concrete blocks outside the loop of the river, destroying paddy fields in the process as well as changing the rural landscape and causing the desertification of the village.



Left : new sewage system leaving its mark in the landscape. Right : the new blocks around the river, straight roads and cement.

40% of the villagers work in big cities and come back on the week-ends, as are also most of the children and teenagers forced to leave their village to study outside. While in a circular economy, the income of a family does not matter, nowadays the villagers working outside make a better living and build houses according to their new social status. The income per year for one family in Zengchong is much lower than the average income in rural China, and even lower than the average income in Guizhou province, which is the poorest of China. So Zengchong can be considered as a very poor village

In 2012 yet another fire caused the destruction of 8 houses in the middle of the village and villagers to permanently leave Zengchong to live in big cities or in the new settlements on the other side of the river. Some new planning ideas and local development strategies were in discussion following this disaster and wanted to use this free space as an open-space to gather tourists, organize festivals and improve the tourism accommodation in the village in relation with Zengchong's new status as a touristic destination.

This proposal does not take into account the morphology of the streets, lanes and urban fabric of the village and this "hole" in the village ruins the identity of the Dong village. This planning does not take into account the local villagers: the ageing population would soon be pushed away by tourism. An important data is the use of "common spaces" by the population for its everyday tasks. This is part of Zengchong's identity and the arrival of crowds, cars, buses, trucks should be carefully considered.



The purpose of the dam is also complex, the hydraulic system previously described is a main feature of the village and already endangered. Drastic changes in the behaviour of the river could make the network of ponds and canals even more useless.

The village's decision makers would rather like to find a balance between improving the quality of the village for tourism, preserving the village's economic and morphologic identity and, conserving the historic built environment.

In terms of local economic policy, many strategies can be thought of:

To support the endemic agricultural production, which is the reason why the landscape is shaped this way. The variety of vegetables, animals and rice could be used for gastronomic tourism, local food culture as well as contemporary "cuisine" being an attraction.

To modernize the local textile activities, fostering culture-led village's regeneration and private-public partnerships between the textile entrepreneurs and the local government (for example: reuse of traditional houses for textile exhibitions and shops).

To highlight the Dong Choir, providing the singers and musicians with a rehearsal space, and opportunities to perform outside their village. In the village, traditional houses can be reused as cultural space for rehearsing, recording, broadcasting as well as museums for this heritage. Last but not least, it is important to show the local inhabitants they can live in the traditional houses with modern facilities (kitchens, toilets, safe from fires) and they can stay in the village where young people would find employment (tourist accommodation, cultural space for the Choir, textile manufacturing). So it would be a first step to support initiatives (workshops, restoration projects, architectural projects) aiming to renew local housing while preserving their traditional features.

### 3. Economic activities related to culture and creative economy: visions for the future



Figure 7 : Woman hammering fabric to make it shine and wearing her working outfit. Woman wearing the shining ceremony outfit.

The main domain related to culture and creative industry, which can be found in the village, could be classified as follow:

#### CULTURAL DOMAIN

*Cultural and natural heritage:* This village belongs to the agricultural landscape of Guizhou, terraces of various vegetables, bushes and trees sharing a symbiotic relationship. The 17th century Drum Tower is a Historical Monument protected by law, the “Wind-and-Rain” bridges are also historical places, a local altar is located to the main bridge. The urban fabric within the loop is an historical area.

*Performance and celebration:* some local festivals already occur few times a year according to harvesting season and local beliefs. The Dong Choir rehearses every night and performs for special occasions. Local musicians play very specific bamboo-made instruments. Local villagers wear their traditional outfit on an everyday basis.

#### RELATED DOMAIN

*Tourism:* Two local houses welcome tourists as guest houses with the family living in the premises and renting rooms in the attic. Tourism agencies bring foreign tourists by bus but quite occasionally. Local tourists come by their own mean.

*Sports and recreation:* The area seems to be already known by international travellers for hiking and camping. Climbing could also be considered.

## SUPPORTIVE DOMAIN

*Primary industry:* farming in its various complementary ways: vegetables, rice, ducks, fish, and pigs to provide for a local sustainable food industry.

*Secondary industry:* textile workshops based on the cotton and indigo dye production. Clothes production with traditional and new outfits bearing the village as a brand.



## 4. Local governance and relationship with local culture

There is regular participatory meeting between the village leaders and the main village stakeholders. Migrants have no representation.

## 5. Urban/rural conservation and regeneration

The Zengchong Drum Tower is on the list of Major Sites Protected for their Historical and Cultural Value at the National Level in the Province of Guizhou. The 3 “wind-rain bridges” are on the list at county level.

### *The strengths: integrity and authenticity*

Nature and agriculture are well preserved (90%), with a clever ecosystem based on circular economy;

- exceptional system of water management;
- silhouette of the village well preserved (90%) and wood structure construction (90%); urban form preserved at 70%
- cones of views, landscape views, agricultural activities to be preserved and develop with adapted protection plan to implement.

### *The most important factors, engendering degradations and deficit of values:*

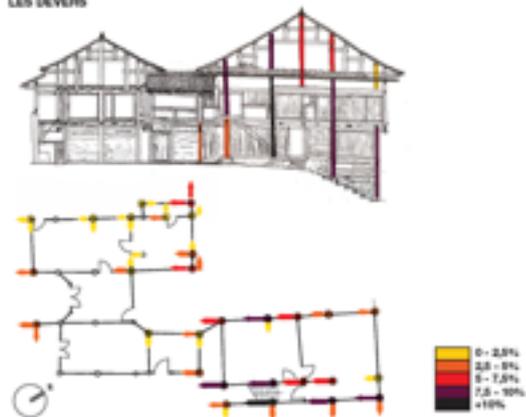
- The strong desire to build brick houses, and no more wooden houses;
- The extension of the village on the other side of the river, on the slope and the rice terraces;
- the beginning of soils waterproofing;
- the new sanitation system without respect for original rivers;
- the proliferation of all sorts of small constructions (kitchen, toilets, etc);
- an oversized road for trucks;
- the construction of the dam.



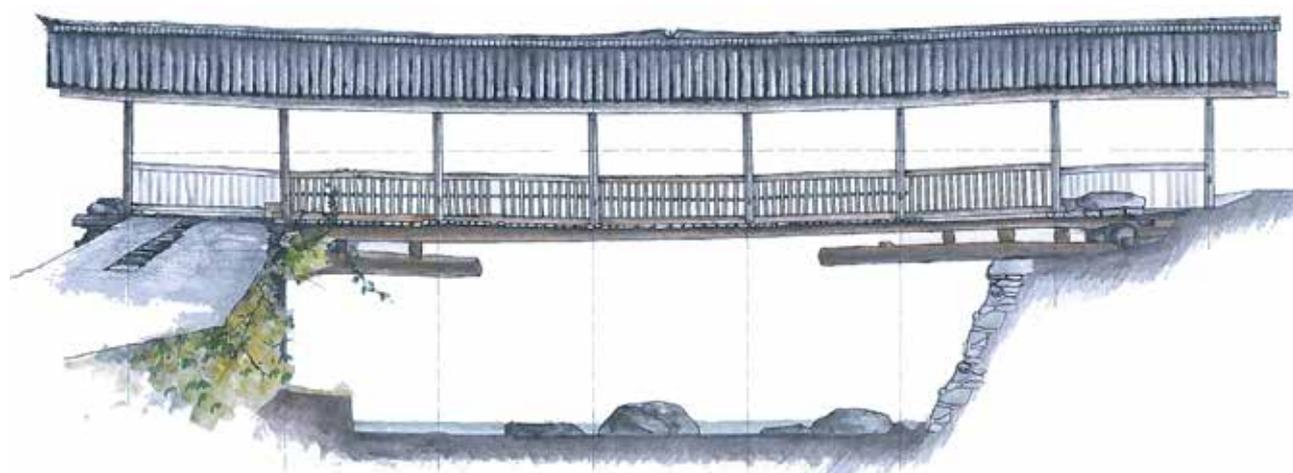
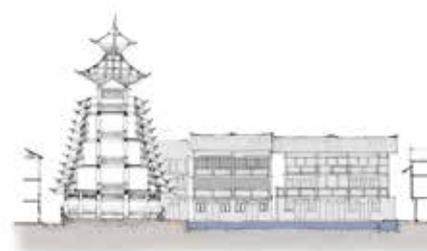
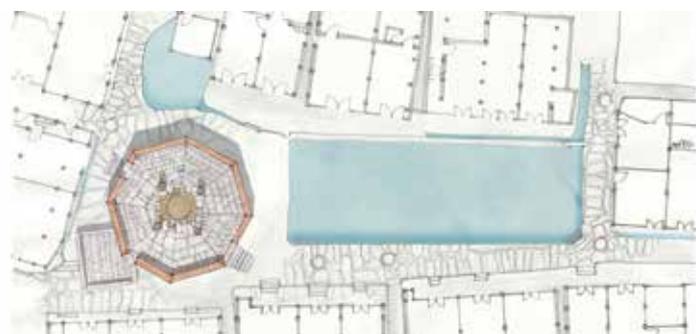
Proposal : to give a new center for the village with the reconstruction of the place and its surrounding, with a scale for the inhabitants and not for tourists attractions

DIAGNOSTIC SANITAIRE

LES DÉFECTS



Sanitary diagnostic on wooden houses



Wind and rain bridge

Currently there is a conservation plan in the village, but there is no real building code who would ensure the correct conservation of heritage. There is an official regeneration projects in place, in order to protect the drum-tower from fire : After a quarter near Bagua Square was burned down, most of the families have been removed to the new district north to this village. Designed by a provincial institute, it seemed to be not so appreciated by the inhabitants : the big panel of communication of the design institute was pull down on the

## CONCLUSION

The previous researches done through the sino-french cooperation give a precious support to this study case. To stay in the place and to work with the both Chinese and French approach permit a good analysis of the preservation and development matters.

The team presents the possible risks in the future and some axis for future steps:

- Horizon 2015: The inhabitants take advantage of the development of tourism to install small hotels and restaurants in the existing houses or to build new ones;
- Horizon 2020: The inhabitants prefer to live in the new village, where they have built their house with confort; the historic center around the Drum Tower is no more a living place.
- Horizon 2030: Rice terraces are abandoned. The nature and human closed relationship system have disappeared; tourism activities took the most important place.

The French and Chinese team have both learnt a lot about this case, and the experience conduct to establish a collective structure for protection projects. The involvement of students, teachers, experts, authorities was successful and conduct to imagine new steps for the very near future.

The participation of local authorities was appreciated and successful during the whole process, including the effectiveness work of a civil servant from the Guizhou Culture Office. The presentation to the different levels authorities after the 2014 October workshop was an important step; the quality of the works conducted to different exhibitions and presentations in France. The experiment was not pursued, as expected by the French team, because it was not a priority for the local authorities. The Chinese and French teams are no more involved in the process. But maybe it is still vivid in the inhabitants' memories.



Conservation urban design plan on the village designed by the provincial institute

## METHODOLOGICAL NOTE

In July 2013, we have organized an “academic international seminar on rural cultural heritages - social development and protection of heritages”, in Guiyang and Dimen, where the Chinese and French partners decided to implement 3 complementary actions: in music and literature, in agronomy, and in heritage field. This “joint workshop” between Tongji University and Ecole de Chaillot, with l’Observatoire de l’architecture de la Chine contemporaine, conducted from October 2014 to June 2015 was one part of this interdisciplinary process.

An exhibition was held in Shanghai, Tongji University, which is a way to enhance the propagation of this methodological process: first investigation with detailed works on the site with inhabitants and with the local authorities concern, and then proposals for concrete actions.

## RESEARCH TEAM

Cité de l’Architecture & du Patrimoine

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Chaillot School : Mireille Grubert (director)

French team : Benjamin Mouton, Luc Savonnet (teachers) and Soizik Bechetoille, Thomas Buzy, Véronique Canas Da Silva, Paul Dubois, Thomas Floch, Tiffanie Le Dantec, Simon Leuckx, Jean-Paul Philippon, Elisa Querub-Durand (students).

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Chinese team : SHAO Yong, ZHANG Peng (teachers), CUI Zixiang , JIANG Jiawei, LIU Mengwei, SUN Xinfei, TANG Xiucheng, TIAN Fangzhou, XIN Jing, XU Kanda, ZHANG Haibin, ZHANG Le, ZHI Hui (students)

Photographs and drawings : Students and Professors of École de Chaillot and Tongji University

# Cotogchoa

## Rumiñahui - Ecuador

Karina BORJA



### Cotogchoa

<b>District</b>	Rumiñahui
<b>Country</b>	Ecuador
<b>Admin / legal structure</b>	Cotogchoa parroquia belongs to the canton Rumiñahui, near Sangolqui and Rumipamba
<b>Population</b>	Population (2010): 3.937 habitants, 49.5% Men – 50.5% Women Density: 107 hab./ Km2 Size: 36.81 Km2. (IGM)
<b>Climate</b>	The annual average temperature is 11.6 ° ranging between 5° and 25°.

## MOTIVATION

Cotogchoa Parroquia<sup>1</sup> is in the Rumiñahui district in an influential area of the Metropolitan District of Quito. Its economy is still based on agriculture and some handicrafts. It has a poverty rate of 66.6%. Although this parroquia is in the process of being absorbed by Quito with the consequent risk of losing its agricultural production, as well as its rural character, the inhabitants express their desire to maintain their rural lifestyle. The uncertainty of their history, to which the arrival of an external population is added, as well as the drastic changes that they have undergone are the reason because part of these inhabitants have no identity and are not consistently engaged in the community.

The relationship between the Cotogchoa Semirural Parroquia and the Laboratory of Living Landscapes of the Pontifical Catholic University of Ecuador is conceived as a comprehensive proposal for action in the landscape from the perspective of three core ideas: teaching, research and linkage, which allows for an approach to understanding the landscape from different points of view and to have an interdisciplinary view. It has allowed investigation of the cultural dimension of this community in order to encourage locals to get involved with their "deep identities" in a participatory way.

The Laboratory of Living Landscapes has been active in Cotogchoa since October 2014. The aim of the project has been to support the community, by promoting and participating in several projects. Working in different areas, the personnel of the Laboratory have become mediators in the community, linking different actors, revaluing forms of labor and rescuing knowledge and identities of the parroquia.

<sup>1</sup> Parroquia is the lowest political division of Ecuador

# 1. Basic information and regional context

## HISTORICAL OUTLINE

Cotogchoa has 14 neighborhoods and is situated in the province of Pichincha, in the southwest of the canton Rumiñahui. It is bordering Sangolqui on the North, Amaguaña and Tambillo on the South, Rumipamba on the East and Amaguaña on the West. It includes the sub-watersheds of the Pita and San Pedro rivers, tributaries that have their source in the following volcanoes: Illinizas, Corazón, Atacazo, Viudita, Rumiñahui, Cotopaxi and Pasachoa, an important natural reserve.

Because of its difficult topography and accessibility, it appears there was no important settlement there in ancient times. Although some traces were found during the construction of the main church of the parroquia, there are no further studies that help to determine its history.



Fig. 1: Cotogchoa Location

Source: Architectural Vertical Project Workshop Class

## 2. Local identity, local economy and morphology

Its history has been related to the social and ethnic, as well as to the economic and political, development of the Chillos Valley, which was a very rich and important indigenous stronghold prior to the Inca, and later the Spanish, conquests.

The area of Cotogchoa includes a very old complex of haciendas<sup>2</sup>. Its original population was composed of indigenous peasant families that worked on these haciendas as huasipungueros<sup>3</sup>, who were granted land with the Agrarian Reforms of 1964, 1973 and 1979. Cotogchoa is connected to highways that serve the province and the country.

<sup>2</sup> The term is used to describe a large land property of mixed agricultural and livestock production. The hacienda is a typical form of economic organization of the Spanish colonial system, which remained in Latin America.

<sup>3</sup> Huasipunguero was a resident laborer who received a plot of land in return for labor on the hacienda and domestic service in the landlord's household (Hanratty, D. 1989, 74)

With the Agrarian Reform the land was split up into small production areas. The peasants did not receive any training to prepare them for the new production conditions, which resulted in the exhaustion of the soil and the excessive use of chemicals, producing a negative impact and a decline in productivity. In addition, the water, once plentiful, began to dwindle when the Pita Tambo hydroelectric project was created to provide electricity to Quito and its surroundings.

Nevertheless, producing corn is part of the ancestral farming culture of Cotogchoa, as is livestock raising. Livestock development depends on the strategies of existing haciendas, which sell their production to companies and industries on a big scale. Only a small part of the production of milk and cheese is sold directly in the markets of Sangolqui (urban area).

The main income of the families of Cotogchoa generally comes from the work of nearby residents, mainly from Sangolqui and Amaguaña. There are also carpenters who work in Cotogchoa. Economic activities like livestock raising and agriculture are family activities. Its main purpose is their self-sufficiency. The inhabitants sell or exchange their surplus.

## Strengths and Weaknesses

The economic strength of these families is: the rich soil that they still have; the community's capacity for work; the connection with the highways; the characteristics of rural settlement; and the beautiful natural surroundings.

The weaknesses relate to the drastic changes that the area is suffering as a result of the fragmentation of the land without technical criteria, product of the spontaneous and disorganized growth of Cotogchoa. The result of this is unregulated division of lots with a more critical lack of services and difficult accessibility. In addition, the presence of large scale warehouses that do not offer the population any work and potential urbanization of the haciendas is a problem.

### 3. Economic activities related to culture and creative economy: visions for the future

#### CULTURAL DOMAIN:

##### 1. Cultural heritage:

The central area: the plaza, the church with its atrium, and the houses with a typically rural character constitute an interesting unit.



Fig.2. Plaza view. Source: Laboratory of Living Landscapes

Cotogchoa is characterized and differentiated by their respective festivals. In the Andean world it is through the festivals that the ancestral land is appropriated. These festivals have resisted change in time despite the growing influence of city and globalization.

The festival calendar of Cotogchoa, like those of other rural Andean populations, is very active: the festival of its patron saint San Juan, on June 23rd, the main event; the Holy Week and Corpus Christi, the commemoration of the Virgins of Quinche, and Cisne and the political anniversary that takes place on May 31st.



Fig. 3: The festival of its patron saint Juan, on June 23rd. 2015.  
Source: María Dolores Montaña



Fig.4: Festivities parade of fellowship, 2015  
Source: Decentralized Autonomous Government of Cotogchoa

## 2. Natural heritage

The abundant surrounding vegetation forms a unique natural landscape and wonderful views



Fig. 5, 6, 7,8., Cotogchoa's views. Source: Laboratory of Living Landscapes

### LABORATORY OF LIVING LANDSCAPE ACTIVITIES

The Laboratory of Living Landscapes is working in this scenario through a series of actions that strengthen the process of linkage between different social groups. It is important to work with sensibility in order to stimulate affection to the place among the residents (collective images / perceptions).



Fig.9. Workshop with elderly. Source: Laboratory of Living Landscapes

## Cultural Activities that tend to motivate a sense of identity

### 1. Drawing, Painting and Art Workshop for children and youth

The workshop was created by teachers and students of Architecture and Art. The goal was to approach this social group and to improve the connection between their personal (the "I") and community reality.



Fig. 10: Participation in the Workshop  
Source: Laboratory of Living Landscapes

### 2. Workshop of art, embroidery and meditation

Following the meditation exercises, embroidery and drawing sessions were conducted in silence in order to awaken reflection and creativity. In this workshop, mothers and children produced very interesting artistic works and felt that their creative forces were valued. The artworks were exhibited in the community and in a museum in Quito.



Fig. 11: Exposition with women participation  
Source: Laboratory of Living Landscapes

### 3. Consciousness-raising workshop about the recovery of the Ravines

A summer course was organized for the children of the Cotogchoa Community in order to encourage the caring for and the awareness of the natural resources that this parroquia possesses.



Fig. 12: Delivery of diplomas  
Source: Laboratory of Living Landscapes

### 4. Activities in support of neighborhood and parroquia development

All these projects are conducted in a participatory way and involve the University, the Municipality and the Community.



Fig. 13: Render Cemetery  
Source: Laboratory of Living Landscapes

### 5. Cemetery

This project helps us to understand the different intangible aspects of Cotogchoa, especially in relation to the funerary requirements. In the Andean world, death is a festive event, a change of state that allows the connection with the afterlife. For these reasons, the project should result in a meeting space, in accordance with their culture.

## 6. Communal House

This is another participatory project which includes the renovation of an existing building and which progressive growth is anticipated. This project supports parroquia management and participation.



Fig. 14: Communal House

Source: Laboratory of Living Landscapes



## 7. Recreation Center in the neighborhood El Pino

This project consists in designing a suitable and functional sports center that creates a space for collective gatherings and enjoyment of the community in this neighborhood.

Fig. 15: The Laboratory team with de authorities in the place

Source: Laboratory of Living Landscapes

## 8. Ecological Routes and Trail

In this parroquia there is no infrastructure to promote tourism; the Laboratory tries to supply this by studying their ravines. Based on this study and through the architecture workshop, the students proposed a participatory community project of ecological routes



Fig. 16: Students explaining ecological routes projects

Source: Architectural Vertical Project Workshop Class

## 4. Local governance and relationship with local culture

With the approval of the new Constitution of the Republic of Ecuador (CRE) in 2008, new functions and powers of the Decentralized Autonomous Governments (GADS) – regional, provincial, rural parroquia and special regime – were created. The GADS are obligated to ensure sectorial interaction, coordination and planning, as well as to respect political, administrative and financial autonomy.

“Cotogchoa is envisioned until 2019 as a parroquia that will be developed in a planned and sustainable manner, taking advantage of the environmental potential that its ecosystems offer. It is an inclusive parroquia, with adequate coverage of basic services, with a sense of belonging, capable of adapting to natural hazards ...” (Decentralized Autonomous Government of Cotogchoa, 2016).

The local government has supported the organization of the Cotogchoa’s festivities and it is open to accept new projects such as the activities promoted by the Laboratory in order to recover identity.

## 5. Urban/rural conservation and regeneration

Cotogchoa has a general Land Use Plan, but there is no conservation and regeneration plan and, in this sense, its situation is extremely fragile. The accelerated changing processes and the lack of a sense of belonging of the residents have resulted in the absence of protest against the marginalization that this inhabitants endure with respect to decisions about the use of their territory.

In this sense, the Laboratory of Living Landscapes is trying particularly to encourage the sense of belonging in this community and to support solutions for their other needs and based on raising well living landscapes

## CONCLUSION

Although the community expresses the desire to maintain its rural character, preserve its quality of life, culture, and traditions, it can be observed that these desires are very fragile at the present time, because the processes of urbanization is threatening these desires and their residents are not prepared for this phenomenon.

The Laboratory of Living Landscapes is working in this direction. Through research and participatory decision making, we are encouraging the local population to understand the importance of their parroquia and to achieve ownership of their territory. We are trying to encourage changes in attitudes, so the residents will feel connected with their living landscapes and learn to defend them. We consider it important to channel actions that arouse a sense of, and feelings for the place.

## METHODOLOGICAL NOTE

The Laboratory operates based on the principle of reciprocity (ayni) that comes from the Andean philosophy. Since 2014 we have had continuous participatory and evaluative workshops with community to develop the different projects.

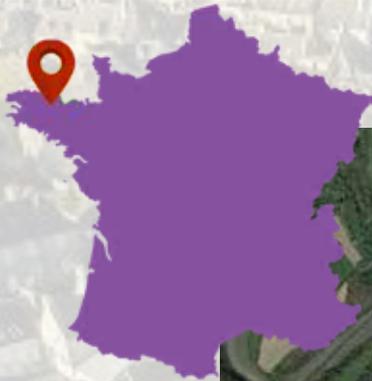
We work with the community and local authorities, as well as with the municipalities and other Institutions that are related to this parroquia.

## RESEARCH TEAM

Karina Borja, Maria Dolores Montaña, Renato Ríos, Ekaterina Armijos, Juan Carlos González, Claudia Mora. With the participation of: Estefanía Quezada, Israel Medina, Rafael Suarez, Rosa Villacrés.

# Tréguier

## BRETAGNE - France



Guirec ARHANT, Alain MARINOS &  
Patrick TOULARASTEL



### Tréguier

<b>District</b>	Tréguier
<b>City (Communauté de Communes)</b>	Communauté des communes du Haut Trégor (CCHT) (Haut Trégor District Association) (LTC) Lannion Trégor communauté (Lannion Trégor Community) (on 01.01.2017)
<b>Country</b>	France
<b>Admin/ Legal structure</b>	Administrative center for its district ("canton"), Tréguier is part of the Lannion area ("arrondissement") in the Côtes d'Armor department, in Brittany. Tréguier is currently one of the 15 municipalities belonging to the Haut Trégor District Association, which will soon join the Lannion Trégor Community (currently 38 municipalities and 90 000 inhabitants). On the 1st of January 2017, the Lannion Trégor Community will have 115 000 inhabitants.
<b>Population</b>	Tréguier : 2559 inhabitants (2012) Area: 1.52 km <sup>2</sup> . Density : 1683/km <sup>2</sup> Communauté des communes du Haut Trégor: 16000 inhabitants Tréguier district: 25000 inhabitants. Density : 99/km <sup>2</sup> Côtes d'Armor department: 597085 inhabitants. Density: 87/ km <sup>2</sup> Tréguier's population is made up of the following age groups: 0 to 15 years: 10.7% ; 15 to 29 years: 14.2%; 30 to 44 years: 12.4%; 45 to 59 years: 16.5%; 60 to 74 years: 19.4%; 75 years+: 27.2%.
<b>Climate Source : climate-data.org</b>	Tréguier enjoys a warm, temperate climate. There is substantial rainfall year-round, including during the dryer months. The annual average temperature is 11.3°C and there is an annual average rainfall of 840 mm .

## MOTIVATION

Located in Brittany, France, Tréguier was once the capital of the historic Trégor region. About ten kilometers from the sea, the town overlooks the confluence of two rivers: the Jaudy and the Guindy, just above the tidal influence. The town is fairly small, only 152 hectares, and has about 2900 inhabitants.

Its outstanding architectural, urban and pastoral heritage, with its ancient cathedral, made Tréguier the object of a specific study within the context of the “Ateliers de l’École de Chaillot” (Chaillot School Workshops), in 2014-2015. The town holds the official label of “Petite cité de caractère” (Small town of character) and a major part of its territory is a protected zone. Tréguier is an emblematic example of the “Petites cités de caractère de France” (France’s small towns of character).

The Petites Cités de Caractère® is a network of small towns of less than 6000 inhabitants. The idea is to promote atypical towns that are both rural (by virtue of their geographic situation and small population) and urban (by virtue of their history and heritage). The network, created in Brittany in 1975, now aims to extend to all regions of France, and even to other countries, as the agreement signed in November 2015 with Chinese partners demonstrates.

The Petites Cités de Caractère® project aims to unite different actors around a common goal: to safeguard local heritage in order to encourage sustainable development of the area, with the help of, and for the wellbeing of the residents. In accordance with the Council of Europe Convention on the Value of Cultural Heritage for Society (dubbed “Faro convention”) of 2005, heritage is defined as a resource serving not only human development, cultural diversity and intellectual dialogue, but also providing a model for economic growth based on sustainable management of resources. The project is based on the idea that knowledge and appropriation of heritage by the inhabitants is an integral part of the citizen’s right to participate in cultural life.

# 1. Basic information and regional

Tréguier, the historical capital of the Trégor region, built around a monastery in the 6th century, is located on a hill at the confluence of two rivers, the Jaudy and the Guindy, which continue to the sea through the estuary of the river Tréguier. Tréguier has been an episcopal city since the 9th century, and is considered by the Breton people to have a particular aura: it is a spiritual town that has inspired writers, magistrates and men of God over the centuries.

From its founder Saint-Tugdual, to Saint-Yves, the defender of the poor; from Ernest Renan to Anatole Le Braz; and more recently from Angéla Duval to Henri Pollès and Yvon Le Men, Tréguier has long been a retreat for artistic creation and intellectual thought in Brittany.

Tréguier is also a city of trade and economic activity. With easy access to the sea via its tidal rivers, Tréguier's port and estuary have generated intensive economic activity throughout the whole area. In the 18th and 19th centuries, the main activity was agriculture and the sale of agricultural produce in the British Isles and Northern Europe.

In the 20th century, port traffic expanded through the transport of Northern European wood and exotic wood, as well as that of construction materials after World War II. Schooners, and later cargo ships, dropped anchor in the port, making it the second trading port of the department, and the 8th in all of Brittany.

At the start of this 21st century, the port's traffic has substantially decreased, since it does not have immediate access to trunk roads or railway lines.



## 2. Local identity, local economy and

Today, Tréguier once again fulfills a central role: it is the administrative and commercial center at the heart of an essentially agricultural region. It provides all the facilities necessary for healthcare, education, sports, culture and services. It is a major tourist center with a fine heritage, which is well developed and maintained. From the 1970s onwards, a marina was built which helped develop a second economic activity in the estuary, focusing on water sports and sailing.

However, Tréguier does not have direct access to a trunk road. Brittany's peripheral geographical location, between the Atlantic Ocean and the English Channel, is not favourable to trade by means of road transport with other areas, except with its own area to the west. Maritime activity was largely responsible for economic growth, but this maritime activity has experienced a heavy decline since the end of the 20th century.

The main trunk road, the RN12, is located 30 km South of Tréguier. Tréguier is located 60 km from the departmental capital, Saint-Brieuc, via the Departmental Road (D) N°786, and 160 km from Rennes the regional capital, via the National Road (RN) N°12.

Lannion airport provides regular flights (1 and a half hours), several times a day, to Paris Orly airport. The closest railway stations are Paimpol, 15km east of Tréguier, and Lannion, 20 km to the west. They provide a link with the TGV (high-speed train) which takes 3 and a half hours to reach Paris, leaving from Guingamp, 30 km South of Tréguier.



## Strengths and Weaknesses

Tréguier is located in the heart of a vegetable producing area: fertile soil and mild weather have favored the development of many farms, that use both greenhouse and open ground methods of production. Vegetable farming, the region's number one economic sector, is organized through a cooperative, the UCPT (Union Coopérative Paimpol Tréguier), which manages all European trade. 600 families maintain their livelihoods through vegetable farming. 1000 employees work on outside plots, 700 in greenhouses, 140 in packing stations and 70 in ten different trading companies.

Several small and medium-sized businesses have been established in the economic activity areas on the city's periphery: for the most part, they offer services in craftsmanship, construction work or the sale of equipment. The proximity of Lannion, which is a dynamic economic center with an industrial network of 230 small and medium-sized businesses, offers many direct and indirect job opportunities for the population of Tréguier.



Tréguier's regional hospital is the district's biggest employer, with over 650 direct jobs. Tréguier has 1800 pupils in its various educational institutions, ranging from pre-school to high-school, and including a vocational college dedicated to crafts (cabinet-making, upholstery...)

The labour force between the ages of 15 and 64 is distributed as follows: 53,1% jobholders, 12,7% students, 11.9% retired, 11% jobseekers and 11.5% classified as "other unemployed".

This labour force is, for the most part, made up of white collar employees (256), blue collar employees (179), associate professionals (167), tradesmen/craftsmen and business owners (89), and managers and "grey matter" jobs (73).

Tréguier's population is ageing, as young people have to leave to find jobs. Although this has a positive effect on trade for the traditional shops in the town center, it is a threat to the future of its schools.

Tréguier is fairly small (152,5 ha), but almost entirely urbanized. It lacks available land, which could be considered a weakness, but it is also a strength to have to rebuild within the town itself, and therefore having to think both in terms of preserving the town's heritage as well as modernizing. The municipal team, in partnership with the Architectural Review Board (Architecte des Bâtiments de France), use the Urban Plan for the Valorisation of Cultural Heritage when implementing new town-planning regulations. This document does not cover the whole city, so a local urban planning scheme (Plan Local d'Urbanisme, or PLU) was voted on by the City Council in February 2015, and is currently under review for approval.

Residential buildings in Tréguier, mostly single-family houses, are mostly main residences. 15% of all main residences are municipal social housing. During the summer season, hotels, rentals and B&Bs increase the total housing capacity.

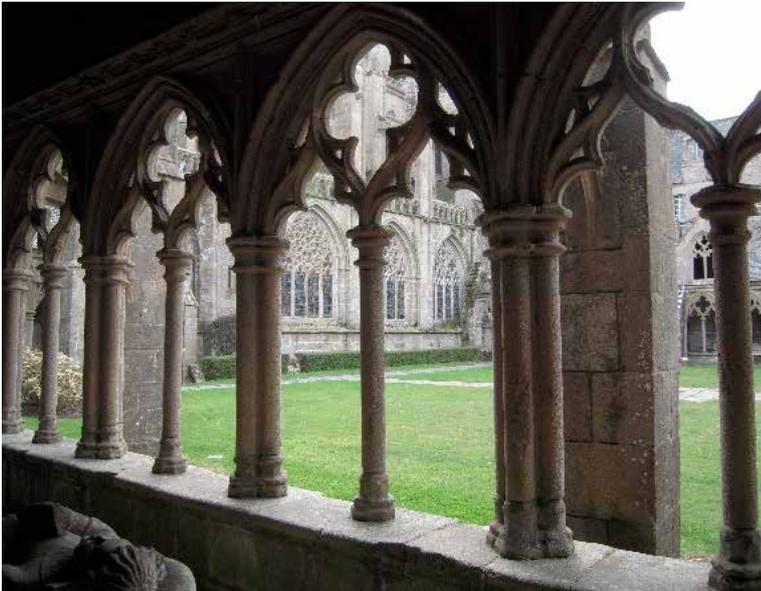
### Housing in Tréguier presents a number of challenges:

- City center lodgings are small and unsuitable for families
- The number of empty houses is high, twice the departmental average, as landlords neither want to renovate, sell nor rent. This means that residential buildings are gradually deteriorating. This is also true for commercial buildings: businesses want to set up shop in the town center, but landlords do not wish to rent out their property. They would have to bring their buildings up to standard, which is expensive and involves burdensome procedures.
- Seasonal workers who come to work on the farms around Tréguier have difficulty finding lodgings, since the priority is to rent to tourists, and, in any case, these rentals are too expensive. The workers are not officially allowed to use tents, yet they have no choice but to camp in extremely poor conditions.
- Tréguier's boarding schools, which receive boarders from the whole of Brittany, are under-equipped and have to resort to redirecting some of their boarders to the private rental market to find housing.
- Real-estate pressure is strong in Tréguier. It is impossible to satisfy the demand for lodgings, even though there is in fact a large housing stock.



### 3. Economic activities related to culture and creative economy: visions for the future

Culture is a major component of Tréguier's history. The town boasts a fine architectural heritage, a testimony to its past as an important religious center. Today, these buildings have been repurposed for new activities: the old Episcopal palace is now the town-hall and city library. A Neo-Byzantine chapel has become a theatre (the Théâtre de l'Arche) in partnership with a Tréguier high-school specializing in the arts. Another Chapel, the Chapelle des Paulines, has been restored in order to house exhibitions, which are renewed annually. Finally, a community music school, with ever-increasing enrollment, caters to both adults and children.



Cloister of the Cathedral

However, Tréguier's very dense architectural heritage is under-exploited. There are still a lot of wasted spaces, empty shells, which are left to crumble over time. The town is currently thinking of

implementing projects that will bring these buildings to life: a centre for the Interpretation of Cultural Heritage will soon have a place in the old Episcopal palace. In the old Sisters of Christ convent, there is a plan to build a Music center (Maison de la musique), offering classes and residences, in partnership with the Lanvellec festival.



Along with other villages in the area, Tréguier offers cultural and festive events for both tourists and locals. « Mercredis en Fête » (Festive Wednesdays) assembles thousands of people in July and August for the region's largest market fair, with open air concerts and traditional food in the heart of the city.

On the sea-front, the « Quais d'Escale » attracts large crowds with its exotic music. In the Autumn, Tréguier invites the Lanvellec International Festival of Ancient Music to perform in its cathedral and at the Théâtre de l'Arche.

Religious festivals abound In Tréguier, as well as in the surrounding villages, attracting both pilgrims and tourists. The idea is to offer a series of festivals (celebrating historical events, music, oysters etc.) across the area and throughout the year, in order to promote and develop local traditional, musical, and gastronomic culture.

The « Trégor Côte d'Ajones » tourist office in charge of information, communication and the sale of local goods, is a defining actor in Tréguier's economy. Tourism is currently the second economic sector of the Haut Trégor District Association. Tréguier and La Roche-Derrien (6 km away), both "Petites Cités de Caractère®", have a fine historical heritage, making them popular tourist attractions, along with the sea-side towns Penvénan and Plougrescant. The area offers a wide variety of nature paths and trails for biking, horse-riding, and kayaking. The Hiking path GR34 goes through the city along the banks of the Jaudy and Guindy rivers.

The potential for tourism has not yet been wholly tapped. The river, for instance, will soon have a slipway to organize local boating tours for tourists. Guided tours of the city, currently organized by an association, are lacking in quality and regularity. The town hall would like to implement a regular and well thought-out programme.

The bridge across the Jaudy river



Many traditional craftsmen and artists live in Tréguier and the surrounding villages. The city had a busy woodworking activity in its heyday, as illustrated by the furnishings decorating its monuments. More recently, Joseph Savina, a cabinet-maker and sculptor who worked for over 20 years with Le Corbusier, settled in Tréguier. He worked on the renewal of traditional shapes and patterns. Tréguier high-school is named after him. Riding on the wave of this strong artistic and cultural heritage, artists have started welcoming an increasing number of interested visitors into their studios for demonstrations and open days. Exhibits have been set up in heritage sites and community centers, and cultural associations and art galleries are offering painting, drawing, and graphic arts workshops to a wide range of visitors.



View from the port

## 4. Local governance and relationship with local culture

Tréguier, the district capital, is administered by the City Council, which is itself headed by the Mayor. Its 23 members are privileged actors in the local administration of the town, which has just under 3000 residents. The City Council insists that all ideas for projects should first be submitted to the residents, through public meetings and articles in the local newsletter.

The city's website is developing and is an additional outlet for diffusing information to a wider audience. The town understands that with the arrival of new generations, it will be an essential asset.

The town hall is in charge of general administration, urban planning, schools, sports and cultural facilities, maintaining and showcasing its heritage, as well as everything else that concerns its inhabitants. Administration of some sectors and activities has been transferred to the Haut Trégor district association: sanitation, management of cultural facilities, services for young people and children, environmental issues, public service centers, some of the sports facilities, waste management, accommodation and living conditions, ring-and-ride transport services, economic activity zones, tourism and so on.

A redistribution of management roles will be carried out in January 2017. Tréguier will maintain, and hopes to develop, its role as center and culture capital when the Haut Trégor district association (CCHT) joins the Lannion Trégor Community (LTC). A redefining of roles will no doubt take place at that time, and debates are already under way.

## 5. Urban/rural conservation and regeneration

For years now, successive City Councils have managed the conservation and enhancement of Tréguier's heritage, with projects to renovate the urban and landscape heritage: concealment of aerial, electric and telephone networks, road works to accommodate underground water and sanitation networks, implementation of car parks at the town's periphery to free up space around the monuments, repurposing heritage buildings for public use (theatre, exhibits, town-hall, school), implementing "soft" transport options in harmony with the architectural environment.

However, there are still many projects that should come to fruition in the upcoming years. These projects are linked to various surveys that have been carried out and to the above-mentioned programmes. All these programmes depend on financing by the department, region, state, and sometimes even Europe. Thanks to its Petites Cités de Caractère® network membership, Tréguier receives financial help from the region of Brittany. Individuals wishing to renovate their properties can also receive this type of funding. All these renovations help to make Tréguier more attractive for both visitors and residents, who appreciate the resulting living conditions.

The PADD (Sustainable development and planning project), the PLU (Local Urban Planning project), and the PSMV (Safeguarding and Presentation Plan) are all tools that are designed and implemented in consultation with the residents, with the aim of drawing up a programme and integrated protection plan for urban planning and development. Finding this fine balance has become a major challenge for the town's sustainable development within the context of its environment. Physical constraints due to topography, sloping roads and narrow streets are offset by appropriate spatial planning. They give the town its authentic character and delightful urban fabric, while adapting the site to the technological requirements of the 21st century.

## CONCLUSION

Tréguier has been successful in maintaining its heritage and traditions, undoubtedly because its residents have always been aware of the wonderful quality of life they enjoy in their town.

New information and communication technologies now make it possible to study the profound changes in our environment, well beyond the borders of the Trégor region. The residents of Tréguier are committed to technological progress and improved living conditions in the modern world, but they are also aware that their heritage constitutes a real asset for their town's development and that it is their duty to preserve and enhance it. They must make every possible effort to pass on this heritage, both tangible and intangible, to future generations. The Chaillot School workshops in Tréguier have been important events for the community. They have brought the attention of both elected officials and residents to the current challenges of local heritage valorization at the national, and even international, level. They have initiated a debate about renovation work. Tréguier's elected officials are aware that a successful future will depend on community work, in partnership with other towns and villages who share the same objectives.

Tréguier, an intellectual town, could adopt the following quote from Victor Hugo as its town motto :

« Every building has two dimensions: its use and its beauty. Its use is a matter for its owner to decide, but its beauty belongs to everyone. An owner therefore exceeds his rights if he destroys it.»

## METHODOLOGICAL NOTE

In 2014-2015, student architects from the Ecole de Chaillot/Cité de l'architecture et du patrimoine participated in a field workshop in Tréguier, in partnership with its municipal team and inhabitants. The workshop boosted residents' self-confidence in Tréguier and helped them fine-tune their strategy for the town's future. It also fostered dialogue and debate and encouraged reflection on project dynamics.

The study benefited from the contributions of Treguier's mayor and city services, the Haut-Trégor District Association, the Observatoire de la Chine/Cité de l'architecture et du patrimoine. It was based on the work of the student architects of the Ecole de Chaillot/Cité de l'architecture et du patrimoine, carried out during their field workshop in Tréguier in 2014-2015.

## RESEARCH TEAM

Guirec Arhant, mayor of Tréguier.

With the assistance of Stéphane Guillou, technical services director, Marie-France Gaultier; deputy mayor in charge of culture.

Alain Marinos and Patrick Toularastel, from the Association des Petites Cités de Caractère de France

Françoise Ged and Emilie Rousseau, Observatoire de la Chine/Cité de l'architecture et du patrimoine

From the École de Chaillot/Cité de l'architecture et du patrimoine :

Mireille Grubert, director

Véronique Villaneau-Ecalle, Florence Babics, Françoise Chatillon, Stefan Manciulescu, Frédéric Martorello, Gilles Séraphin, lecturers.

With the assistance of Lydie Fouilloux

Students : François Auger, Martin Bacot, Giulia Baldin, Olivier Bermond, Quentin Berton, Pierre-Henri Causin, Florentin Chodatton, Stanislas Coudière, Fabien Denis, Albéric Dervault, Fabrice Drain, Pierre Dufour, Franck Durand, Maxime Faure, Sophie Fleury, Giulia Gabellini, Fiona Gafsi, Bérénice Gaussuin, Renaud Gavach-Pepin, Rodolphe Gissingier, Camille Giuliani-Berthezene, Pauline Guillard, Charlotte Langlois, Jean-Vianney Leheup, Livia Meucci, Amandine Moskal, Alicia Orsini, Laura Pichon, Aurélie Randon, Romain Sas-Mayaux, Pierre Tourvieille de Labrouhe, Pierre-Louis Tricot, Véronique Veston.

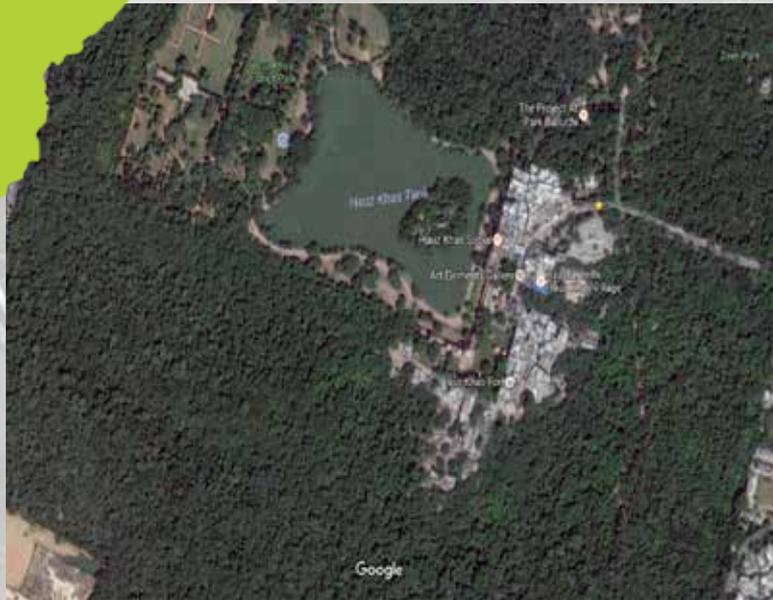
Photographs : Lydie Fouilloux, Guillaume Le Berre, Alain Marinos.

# HAUZ KHAS

## Delhi - India

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Pilar Maria GUERRIERI



### HAUZ KHAS (Urban Village)

<b>District</b>	South Delhi, National Capital Region
<b>State</b>	Delhi
<b>Country</b>	India
<b>Statistics</b>	Hauz Khas: 48298 (2010) population Size: almost 50 Hectares (2010) South Delhi district: 301.249 (2001) Delhi: 21.00 Million (2011)

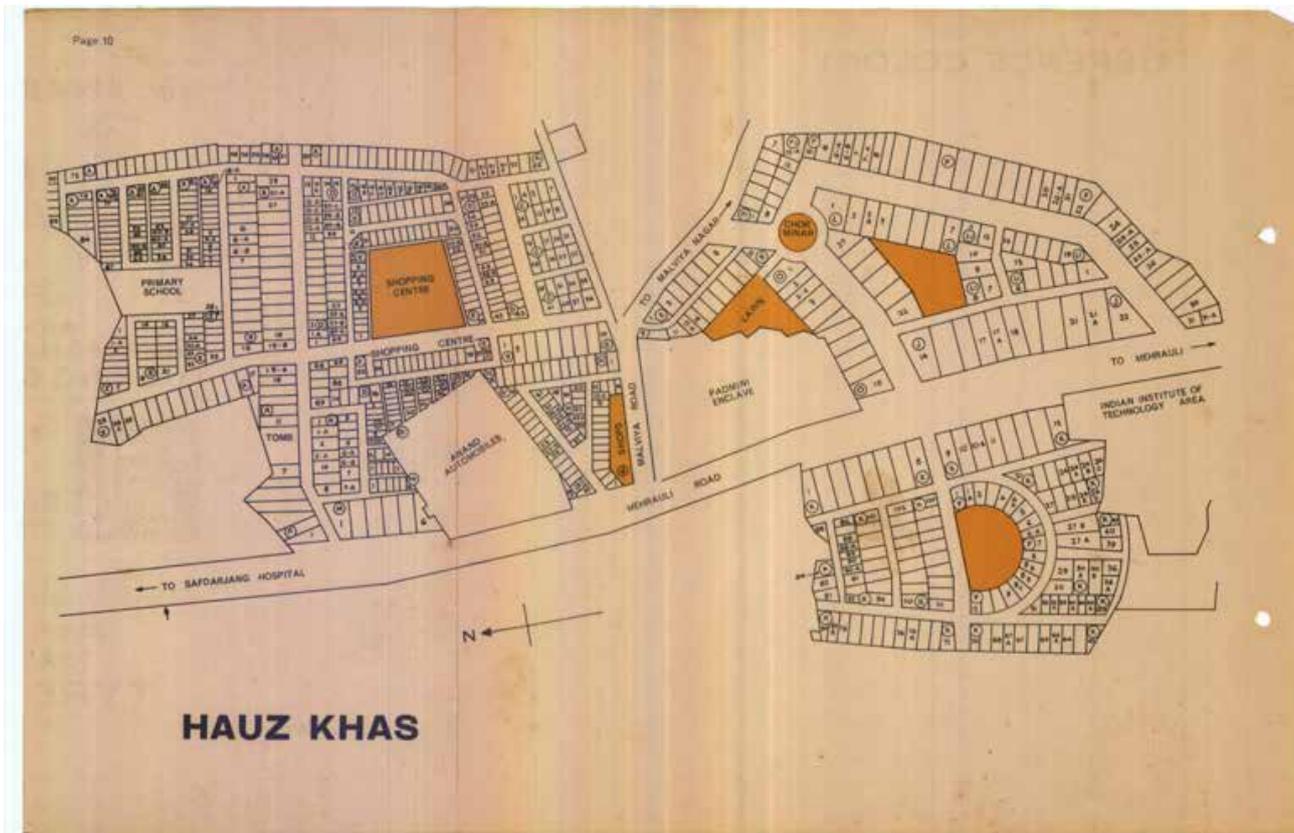
## MOTIVATION

Hauz Khas Village is an example of urban village settlement located in a country area of a region of the National Capital Territory of Delhi State in India. It is one of the wards of the South zone of the Municipal Corporation of Delhi. Hauz Khas Ward, 164, is primarily residential in character and presence of centrally protected monuments with their precincts makes this ward unique in character. The village's economy is mainly based on commerce and shops. Is one of the most popular villages in South Delhi. The village is rather developed compared to many other villages in Delhi. The local political vision is to cultivate an economic strategy based on heritage preservation and local cultural assets development.

“Hauz Khas village is a historic habitation around the Hauz Khas Complex, dating to much before establishing of New Delhi city. It existed as an urban village at the edge of larger Hauz Khas area, developed by DLF after the 1960s. The village area started getting modernized in mid- 1980s when designer boutiques of fashion designer like Bina Ramani, started moving in. Then, in the late 1960 restaurants started coming up in the area, today it has around 40 restaurants, bar, pubs and cafes” [https://en.wikipedia.org/wiki/Hauz\\_Khas](https://en.wikipedia.org/wiki/Hauz_Khas)  
The success of Hauz khas village has led and inspired the development of Shapur Jat and Lado Sarai as fashion and design markets also in the South Delhi area.

# 1. Basic information and regional context

Hauz Khas Village, located in South of Delhi, National Capital Region, is in the middle of the megacity, completely detached from the countryside. Despite the fact that it is in the middle of a city the village has a fairly ample green area around and is organized around a lake.



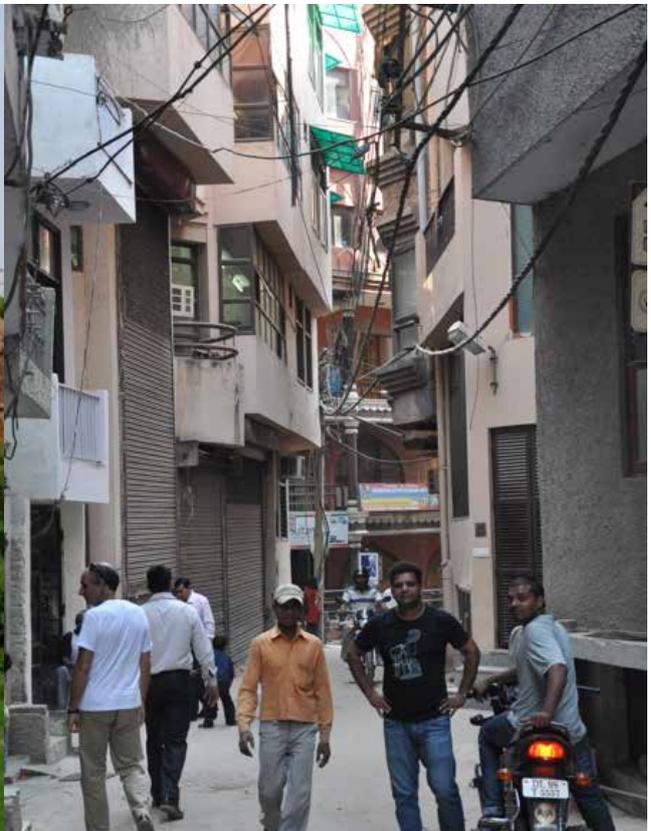
## 2. Local identity, local economy and morphology

Hauz Khas is an urban village in the smack centre of one of the biggest megacities in the world. In the last 20 years, this village has undergone rapid development, together with the expansion of Delhi itself. Hauz khas identity has evolved from a rural village to an important centre of leisure and commerce. On one hand, the archaeological Mughal ruins adjacent to the settlement makes the village very interesting as a touristic destination, on the other hand all the shops and the restaurants attracts locals and foreigners. The settlement is primarily residential in character and greens and commercials are distributed equally. The village was many years ago just a two storey buildings settlement, in the last years the two storey buildings have been elevated, with the result of having the same narrow streets but with much higher housing. In its own accord Hauz Khas has kept alive its character and peculiarities and is an incredible example of how an urban village can cleverly be converted from rural to urban, not completely destroying and losing its heritage and identity.

## Strengths/Weaknesses

The village is incredibly well developed compared to many other villages, which have been included and incorporated within the megacity of Delhi. It has become a model and an inspiration for other settlement and a bulwark towards malls. The park and the ancient buildings keep attracting funds. The buildings have been elevated and this fact unfortunately creates problems in terms of natural lighting and public artificial lighting should be developed more. The pathways of the village are very narrow compared to the height of the buildings. The commercial activities have changed the rural character of the village, and it is the most popular village in Delhi among foreigners. During the day, the incredible park and the pond adjacent to the village attracts the inhabitants and the visitors from others parts of Delhi, at night the restaurants and shops on the main road attracts all kind of people. The new urban development has brought massive investments to support development of this area, but it is mainly the money that all the activities are generating which is increasingly and steadily ameliorating the settlement.



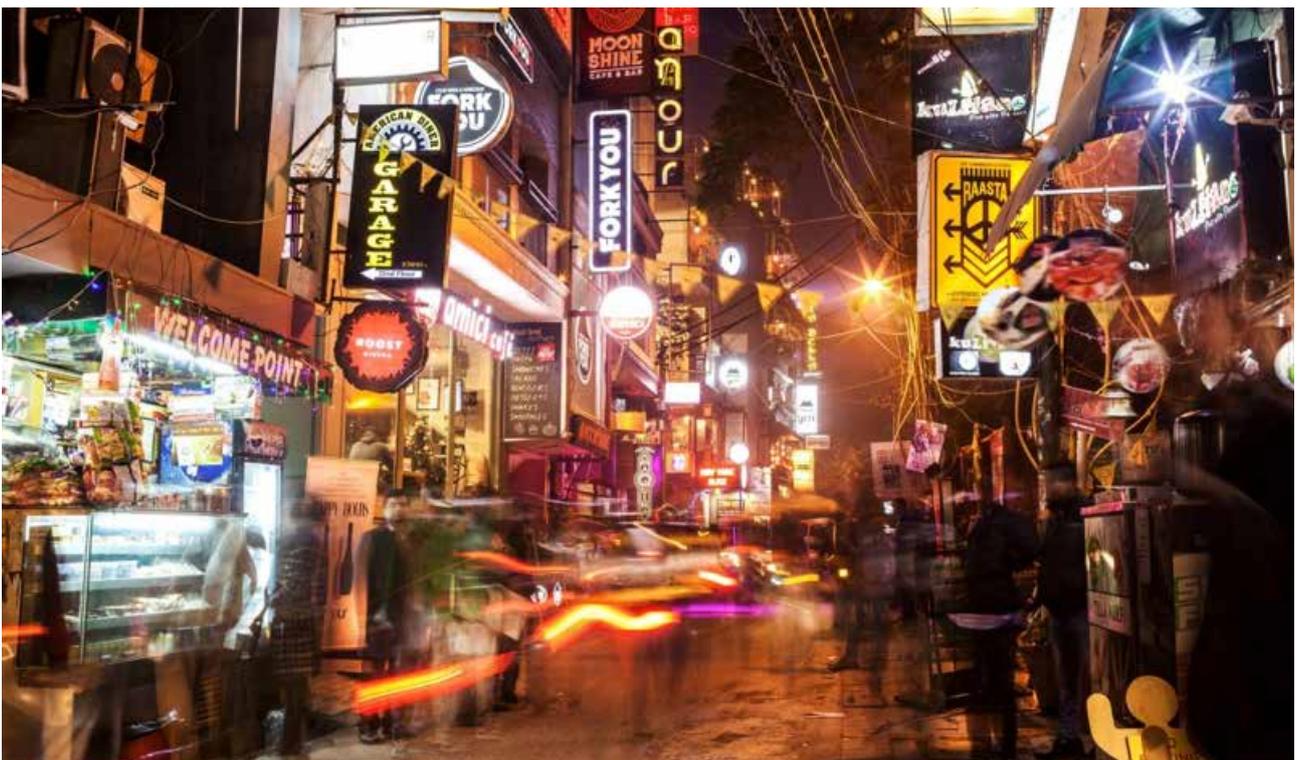


Case Study: Hauz Khas, India

### 3. Economic activities related to culture and creative economy: visions for the future



The local area development plan strategy is there to improve the overall village and environs. The plan includes a general reorganization of the village from several points of view: redevelopment of degraded areas, development of road space and parking facilities for different modes of transport, civic infrastructure up gradation and removal of dis-functionalities, transit oriented development, disaster mitigation. The idea is to redesign of the local public spaces, control the building aesthetic and development, preserve the village's morphologic identity and the conservation of the historic built environment.



## CULTURAL DOMAIN

- Cultural and natural heritage: This village belongs to the cultural landscape of the urban villages within the Delhi Capital Region India. There is an historic area in the village that deserve attention, which is the archaeological site, at the same time there is a green park, which has to be preserved and a village structure that has to be maintain.

## RELATED DOMAIN

- Tourism: The ruins and the beautiful monuments are developed, but could be done more in terms of activities organized within the archaeological site.
- Services and recreation: The idea is to increase the cultural activities within the archaeological site.

## SUPPORTIVE DOMAIN

- Commerce and secondary industry: the tourist, the inhabitants of the village and the people from other parts of the city of Delhi support the overall economy of the village, which is mainly based on high standard restaurants and shops.



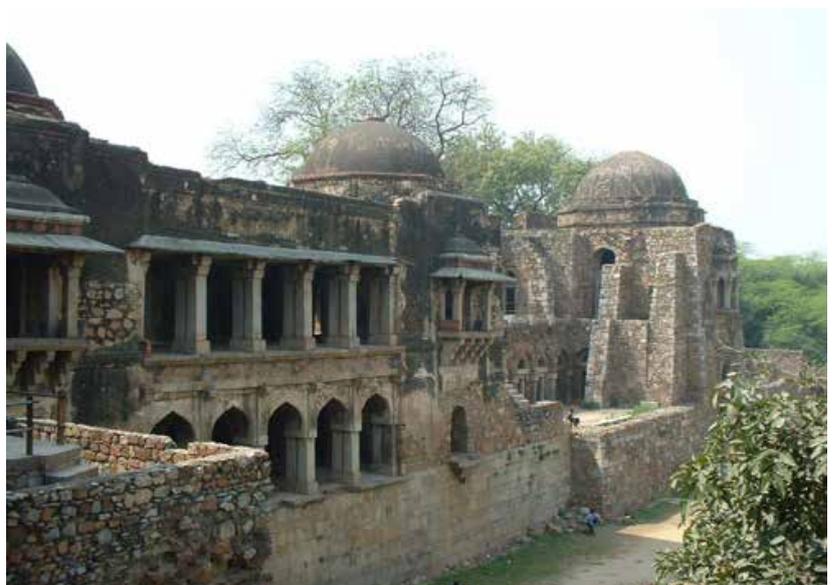
## 4. Local governance and relationship with local culture

Hauz Khas for its incredible hard heritage, its location and activities have become one of the high-end areas of the megacity of Delhi. There are regular participatory meeting between the Government, village leaders and the main village stakeholders. Other local policies for local culture at the district, city, province, country level.

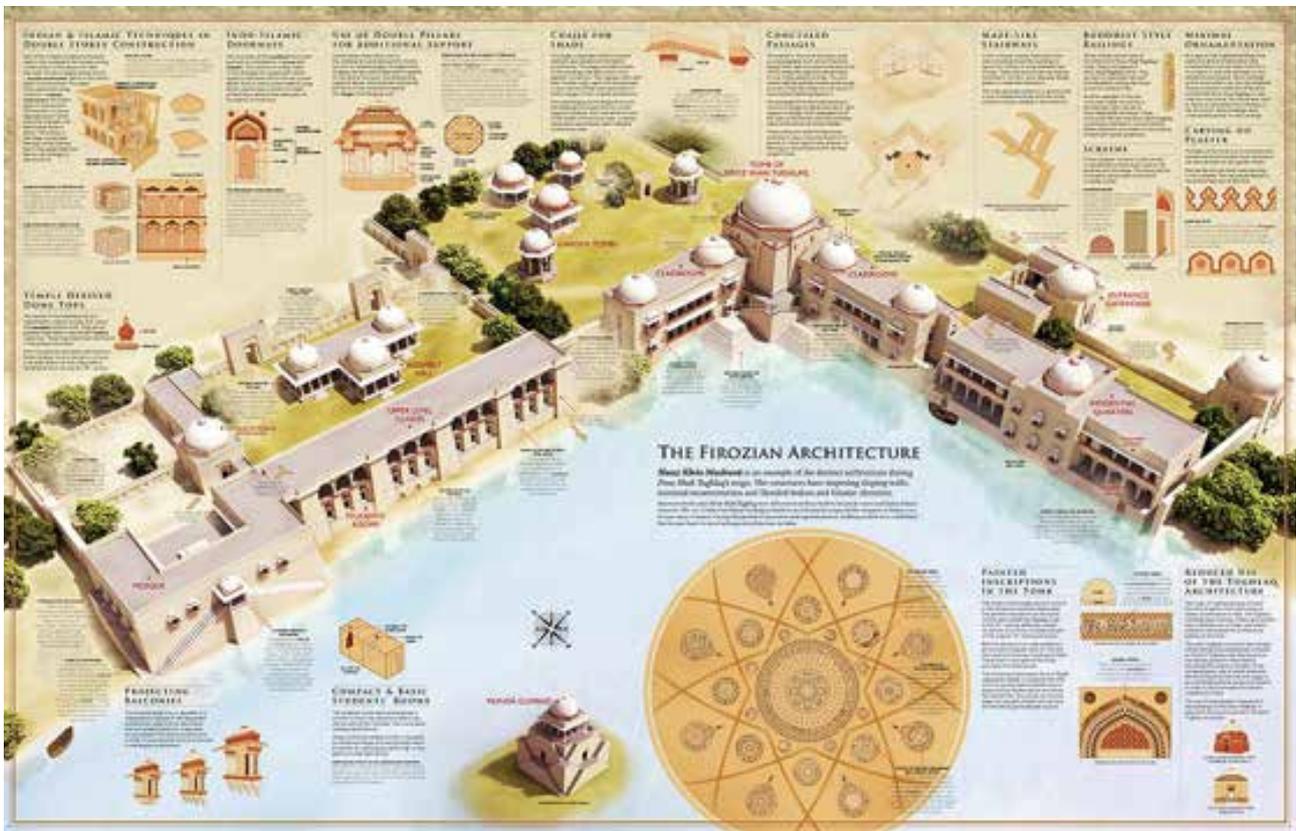


## 6. Urban/rural conservation and regeneration

Currently there is a conservation plan in the village and many buildings are listed among the listed heritage. The archeological area is protected by Archeological Survey of India and the Indian National Trust for Art and Cultural Heritage. According to ZDP - zone H, 1988, monuments and conservation area are important elements of urban Design and should be upgraded for enhancement of the visual quality. An area



up to one hundred meters from the protected limits of monument shall be declared as prohibited area and further beyond it up to two hundred meters as regulated area as per The Ancient Monuments and Archeological Sites and Remains (Amendment and Validation Act), 2010. Another act, which is protecting the monuments in place, is Delhi Ancient and Historical Monuments and Archaeological Sites and Remains, 2004. A fence, which closes at night, protects the historical site. The site is kept clean and has been furnished with boards with effective explanation of the buildings for tourists and visitors.



## RESEARCH TEAM

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 AG Krishna Menon, Architect and professor of conservation, convenor Delhi Chapter at the Indian National Trust for Art and Cultural Heritage  
 Chhabi Mishra, Dean of GD Goenka University - School of Architecture and Planning

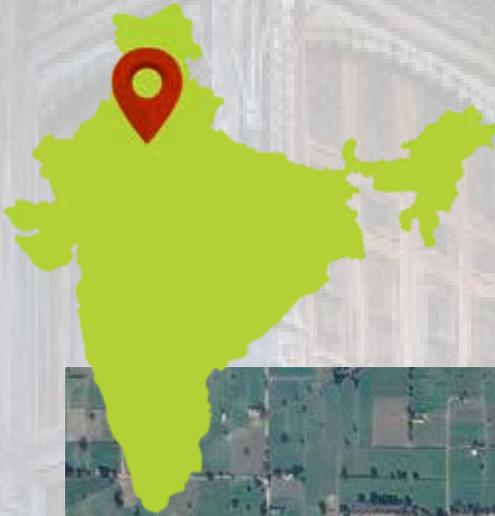


# Rakhigarhi

## Haryana - India

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Pilar Maria GUERRIERI



### **RAKHIGARHI (Village)**

Tahsil	Narnaun
State	Haryana
Country	India
Statistics	Rakhigarhi: 10.199 (2014) - 2003 households Size: 80-105 Hectares Hisar district: 301.249 (2001) Haryana: 25.35 Milion (2011)

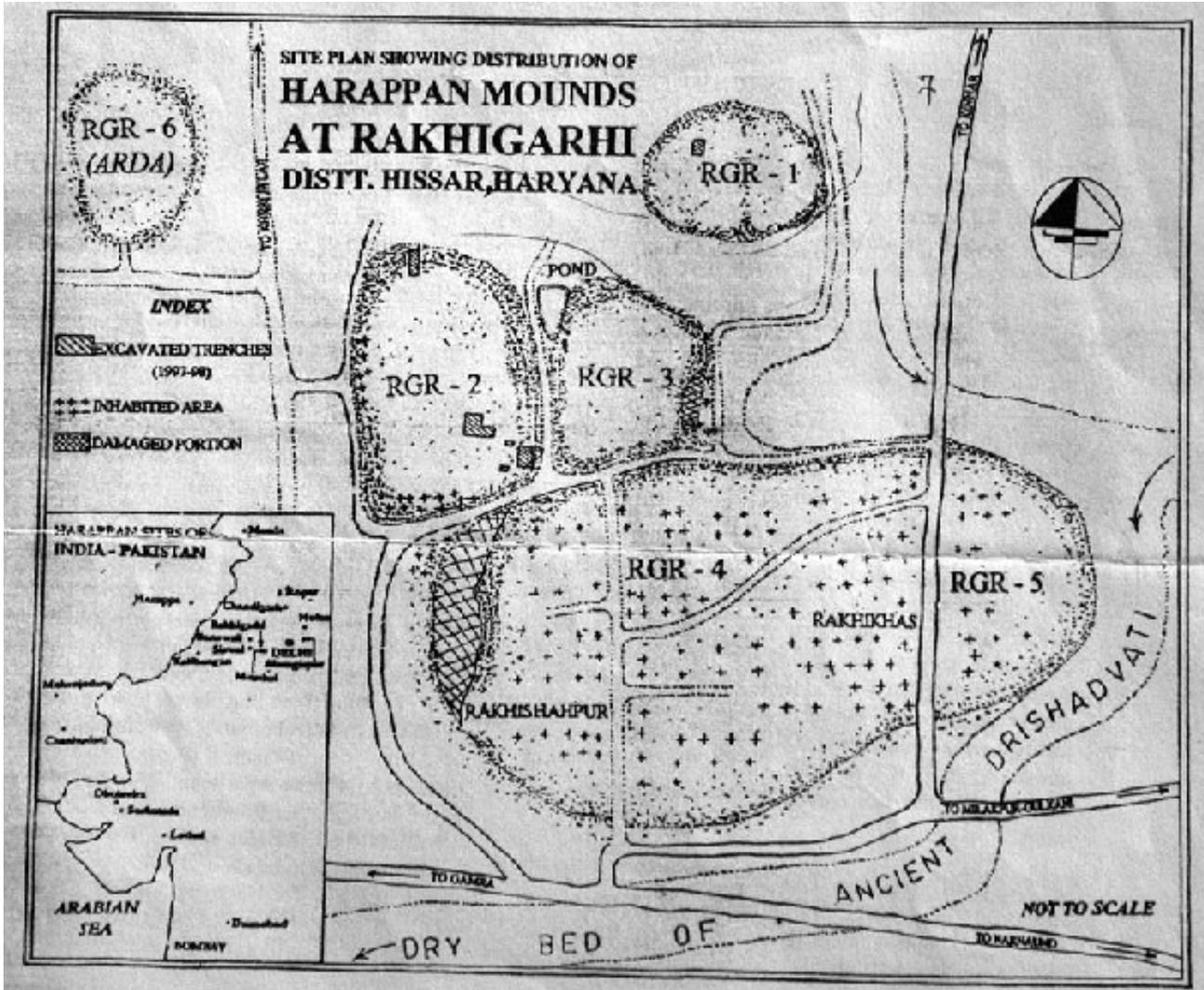
## MOTIVATION

Rakhigarhi Village is an example of agricultural settlement located in the region of the State of Haryana in India. The village's economy is mainly based on agriculture but Rakhigarhi shows indications of being the largest and oldest Indus Valley Civilization site yet to know, perhaps pre dating Mohenjo-Daro by as much as a thousand years. Latest research and excavations have revealed the presence of two more mounds in addition to the initial findings of seven mounds. According to experts, Rakhigarhi promises to be an archaeological site of great importance, and thus will go on to receive substantial global attention. The preliminary phase of excavation has indicated the rare occurrence all three phases of the Indus Valley Civilization, early mature and late with sophisticated sewage, water collection system and paved roads. The significance of the site can hardly be exaggerated, as a large number of objects recovered from earlier excavations are now housed in the National Museum. The objects discovered from the site to date exhibit refined craftsmanship and artistic sensibility.

Rakhigarhi is the largest Harappan – or Indus Civilization site in India and is one of the largest known Harappan cities in the south Asian subcontinent. Even though the harappan culture was one of the most advanced easily civilizations, contemporaneous with and a trading partner of ancient Egypt and Mesopotamia, relatively little is known about it, making Rakhigarhi an extremely important site for research and conservation. In 1963, archaeologists discovered that the village of Rakhigarhi was the sire of an extensive Harappan city and from 1997-2000 the Archaeological Survey of India (ASI undertook the initial excavation of the site, revealing the size of the lost city to be t least 224 hectares (2.2 km<sup>2</sup>) and recovering numerous artefacts, some over 5,000 years old. In size, dimension, strategic location and unique significance of the settlement, Rakhigarhi matches the major Harappan cities of Dholavira, Harappa and Mohenjo-Daro. In addition, the Early, mature and Late phases of Harappan Culture are all represented at Rakhigarhi, providing an excellent and rare location in which to study the development and decline of this enigmatic ancient civilization” from: Global Heritage Fund website on project investigations as on 06.08.2013 Rakhigarhi, India: Largest Known Harappan Site in India, [http://globalheritagefund.org/what\\_we\\_do/overview/investigations/rakhigarhi\\_india](http://globalheritagefund.org/what_we_do/overview/investigations/rakhigarhi_india). The interest for this village has been implemented even more when the Indian Trust for Rural Heritage and Development started working on the conservation of its Mughal heritage.

# 1. Basic information and regional

Rakhigarhi Village, located in Hisar District, Haryana, is in the middle of the countryside, far away from all the major cities. The village is 40 km from the city of Hisar and 150km north of the capital city of Delhi.



# 2. Local identity, local economy and

Rakhigarhi belongs to Haryana state well-known for its agricultural land. In the last 20 years, this state has undergone rapid development, especially after Gurgaon became such an important hub. For what Rakhigarhi is concern, the archaeological discoveries have given a completely different light to the village. These new excavations are bringing new awareness and there is the idea of making the site an important touristic destination. Moreover, the Indian National Trust for Rural Heritage and Development is bringing attention, not just to the archaeology of the area, but also to some Mughal havelis and other buildings. However, this region still retains a distinguished rural character, which should be kept as it makes this area unique. The village as soon as the excavation will be completed is expecting to be acknowledged as a UNESCO World Heritage Site.

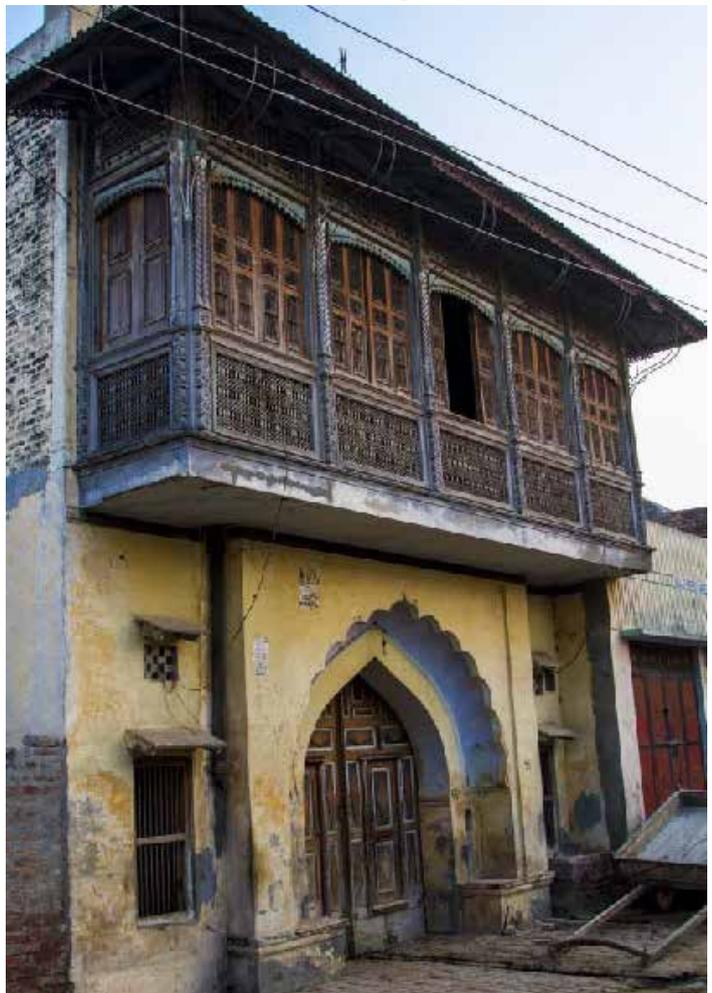


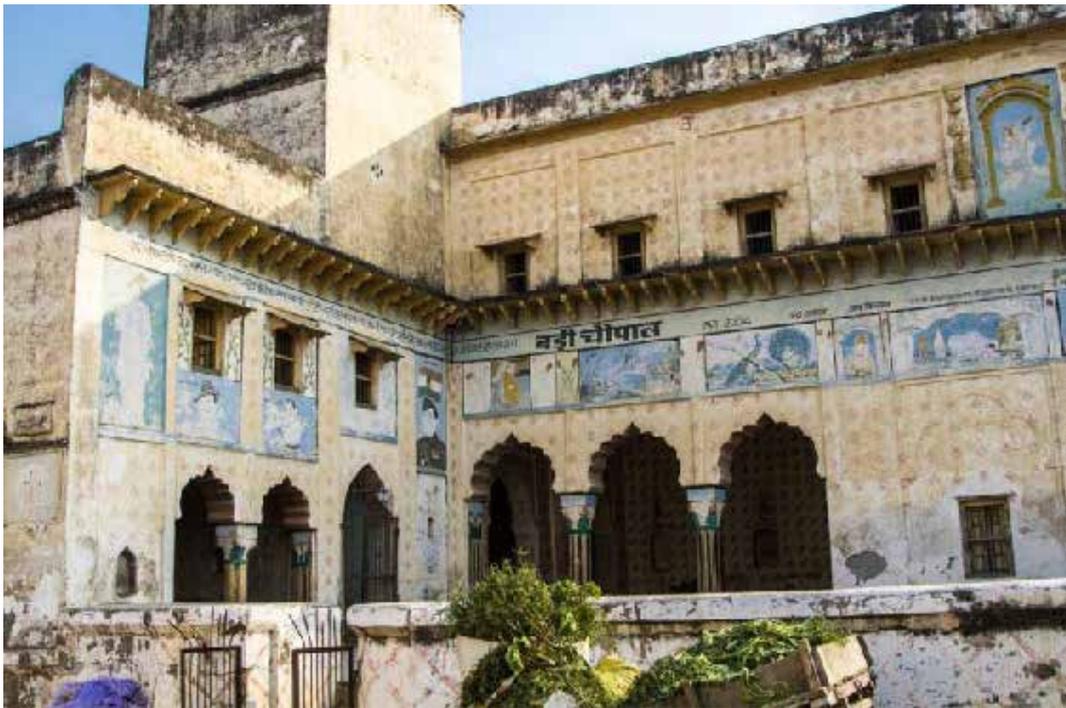
## Strengths/Weaknesses

The village has an incredible potential but the state of the buildings is damaged and the facilities are not yet developed. The quality of the buildings have the potential to attract funds but the realization of the projects has to be done fast and in an effective way. The main institutions concern and dedicated to the village development are the Archaeological Survey of India and the Indian Trust for Rural Heritage and Development.

The Archaeological Survey of India is taking care of the Harappa archaeological site. The Trust is keen in making the village of Rakhigarhi more attractive for tourism and protecting its heritage, conserving and reusing the plethora of charming historical structures from the 18th and 19th century, with a strong Mughal influence. The structure of the settlement still mainly untouched and this should become another key distinguish aspect of attraction.

There is the need of investments to support the conservation and development of this area, it is incredibly important that conservation and reuse projects for the village's heritage, natural environment, rural landscape and local identity are taken forward very soon. The lack of funds is letting the beautiful ancient buildings deteriorating, a horrendous threat to Rakhigarhi identity and beauty.





### 3. Economic activities related to culture and creative economy: visions for the future

Some new planning ideas and local development strategies are in discussion mainly related to: the optimization of historical ruins and re-use monuments and contextually the improvement of the overall village and environs through tourism; the preservation of the village's economic and morphologic identity and the conservation of the historic built environment; the redesign of the local road network in order to improve the quality of the village's open spaces and transportation; the improvement of water supply; improvement of the sewage and drainage system; the improvement of health care facilities.

In terms of local economic policy, the main strategy is to develop tourism, excavating the archaeological areas, restoring and reusing the beautiful Mughal buildings damaged and modernizing services and infrastructures.

Based on the classification provided in the introductory part of this report, below are the main 'domain' related to culture and creative industry, which can be found in the village.



## CULTURAL DOMAIN

- Cultural and natural heritage: This village belongs to the cultural landscape of northern India. There are two main historic areas in the village that deserve attention: the Harappa archaeological site and the Mughal structures.

## RELATED DOMAIN

- Tourism: The ruins and the beautiful monuments are suppose to be the main focus of touristic attraction
- Services and recreation: The idea is to built a tourist Lodge, tourist reception centre, tourist and hospitality operations

## SUPPORTIVE DOMAIN

- Commerce and secondary industry: the tourist visiting the archaeological site and the villages new structures would support all the other activities going on in the village.



## 4. Local governance and relationship with local culture

Rakhigarhi for its incredible hard heritage has been selected as one of the main projects by both the Archaeological Survey of India and the Indian Trust for Rural Heritage and Development.

There are regular participatory meeting between the village leaders and the main village stakeholders. Migrants are not identified and have no representation.

Other local policies for local culture at the district and Tahsil level are planned to start after Rakhigarhi has established itself as a successful project.

## 5. Urban/rural conservation and regeneration

Currently there is a conservation plan in the village and few buildings are in the process to be listed among the listed heritage. The whole archaeological site under Archaeological Survey of India is willing to become UNESCO Heritage site. For what the village buildings are concern the Indian National Trust for Rural Heritage and Development set up a project which includes: a Heritage Complex, safe drinking water facilities, community bio toilets, setting up a Primary Health Centre, training of young girls from depressed classes in Auxiliary Nursing activities, conservation and restoration of existing old structure for use as skill development center, vocational training in computer application programs for youth, training of local youth in Tourism and Hospitality Operations, relevant vocational courses or women in sewing and tailoring, demonstration plots for organic farming with Israeli expertise, formation of youth core group in the village, village infrastructure development, waste management and internal roads, harness solar energy to tackle the shortage of electricity for essential facilities such as schools, health center and street lighting, two homes to be identified and developed into homes stays.



### RESEARCH TEAM

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Vipul Bhole, Pallavi D

# Castroreale

## Messina - Italy

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Paolo CECCARELLI &  
Etra Connie OCCHIALINI



### **CASTROREALE (Village)**

<b>Province</b>	Messina (647,477 inhabitants)
<b>City</b>	Messina (238,842 inhabitants)
<b>Country</b>	Italy
<b>Statistics</b>	Inhabitants 2,495 (49,8 per sq km) Size of the Municipality 61,72 sq km Altitude 394m. The climate is mild during the whole year.

## MOTIVATION

Castoreale is an interesting case of a small settlement, with a long and important history, that progressively lost population and functions as a consequence of its limited accessibility and the crisis of its traditional economic base. Castoreale has reacted to the decay by developing a wide range of activities and projects partly related to cultural and nature-based tourism and partly to crafts and agricultural production. Its territory is included in fauna and flora protected areas, eco-museums and eco-tourism consortia. Castoreale will also play a relevant role in the just established Group for Local Action (“GAL Tirrenico - Sea, Mountains and Villages”) to promote integrated development. The program is funded by the regional government of Sicily and the European Union. GAL’s strategy is to network the small settlements of an area in order to capitalize on their specific resources, to share their potentialities and to create an adequate and diversified potential for development. GAL Tirrenico aims at rationalizing existing services in order to improve their performances while reducing their costs, and to implement new projects (improved mass transportation, better health services, adequate environmental protection) based on networks of public and private actors. GAL also offers the opportunity for a more effective citizens’ participation in decision-making processes.

The Department of Architecture and Planning of the University of Ferrara is a partner of the GAL Tirrenico and will promote and design projects for heritage rehabilitation and the development of creative activities.

# 1. Basic information and regional

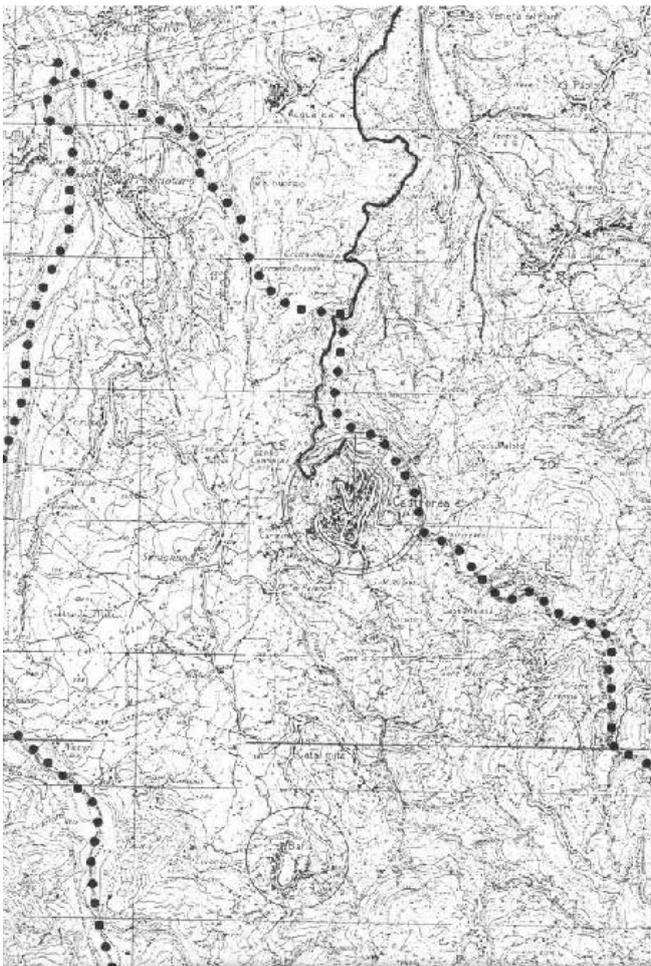


Castoreale is located in the northern corner of Sicily on the hills overlooking the plain of Barcellona Pozzo di Gotto and Milazzo and facing the Aeolian islands. Its altitude is 394 m above sea level.

Almost one third the population is over 60. Children less than 10 years old are 12%.

Castoreale has one nursery, one primary and one junior high school. High schools are 12 km (20 minutes) away.

Buildings are in good conditions and houses are fully equipped.



There is an Emergency Medical Care post but hospitals are 10 km away and are served by ambulances. Elderly people are home assisted.

The railway station is 10 km away. It is connected by bus. Other surrounding towns and villages are connected by bus. Fresh water and electric power supply are permanent and cover the whole settlement, while sewerage covers 90%. There is garbage collection service.

The Municipality of Castoreale belongs to the Municipal Union of the Patri Valley (4 Municipalities). It is also a member of the Club "I borghi più belli d'Italia" (The most beautiful Italian villages) which promotes tourism in well preserved historic scenic centres of Italy.

It is also a component of the Eco-Museum of the Peloritani Mountains, the Consortium Tindari-Nebrodi (composed by 14 municipalities) that runs the Tourist District Thyrronium-Tyndaris-Eco Sicily, SO.GE.PAT Messina (a territorial management agency), and "Messina" Spa.

Castoreale is member of the just established Group for Local Action ("GAL Tirrenico - Sea, Mountains and Villages").



## 2. Local identity, local economy and morphology

In spite of its small size Castoreale has performed for several centuries the role of administrative and economic centre of a large region made of wooded hills and fertile valleys and plains. This role became important in the 14th century (the king of Sicily, Frederick II of Aragon built there an important castle) and lasted for a couple of centuries. The local economy flourished also thanks to the activity of an important Jewish community. At the end of the 17th century after a major earthquake the settlement was largely rebuilt in Baroque style. A century later another severe earthquake originated the decline of Castoreale. The territory under its jurisdiction was reduced, new towns developed in the plains and many economic activities abandoned the settlement for more convenient locations. Only in recent years tourism created new opportunities for the recovery of the settlement.

### Strengths/Weaknesses

The quality of natural environment and landscape coupled with the high architectural standards of the historic centre of Castoreale are the main strength in a strategy of renaissance of the place. The existence of two museums and an important public library, and the offer of a jazz festival, many musical events, and other cultural activities all year long are a solid base for a development strategy based on culture and good environmental conditions.

The main weaknesses are two. On one side there is the strong dependence of local economy on a volatile day-trip tourism. On the other there is a lack of a solid and well organized base (adequate number of B&Bs, small hotels, etc.) for accommodating visitors who would like to stay longer. Projects, such as the “albergo-paese”(the hotel-village), to overcome these weaknesses are under development.



### 3. Economic activities related to culture and creative economy: visions for the future

#### CULTURAL DOMAIN

Castoreale has two small museums and a good public library. The Municipal Museum is located in a XVII century chapel and displays art works from the 15th to the 18th century. The Parish Museum has an important collection of religious ornaments and paintings from the 13th to the 18th century. The Public Library “Artemisia” has 27,000 books and magazines and an important collection of ancient books.

Local cultural life is vibrant thanks to several musical, religious, folkloristic, local food festivals taking place the whole year round. Since 12 years there is an important Jazz festival. There are also a literary prize, public lectures and visual art exhibits.

#### RELATED DOMAIN

An interesting tourist project under development is the implementation of a network of “theme” B&Bs, located in historic buildings of Castoreale . Each B&B is characterized by a peculiar narrative that offers a unique experience to incoming tourists. The project is called “albergo paese”. Castoreale has a very attractive youth hostel in a 14th century tower.

#### SUPPORTIVE DOMAIN

Castoreale had important craft traditions of fabric weaving, embroidered tablecloths and handmade linens, baskets of rushes or reeds and objects made of wood. Some of these activities are still existing. Other important traditional products are “U biscottu da Badissa” (the “Abbess’s biscuit”) a local well-known sweet, and sheep and goat cheeses.



## 4. Local governance and relationship with local culture

The establishment of the “GAL Tirrenico - Sea, Mountains and Villages” represents a strategic opportunity for improving the participation of the local community in the decision-making processes and for launching new activities strongly connected with local human and cultural resources. The first results will be presented in the coming months.

## 5. Urban/rural conservation and regeneration

Several urban conservation interventions have taken place over the years in Castoreale. Many of them concern valuable historic buildings.

# Gagliato

## Calabria- Italy

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Paola FERRARI



### GAGLIATO (town)

<b>Province</b>	Catanzaro. Population: 363 057 ; Size: 2 415,45 km <sup>2</sup>
<b>Region</b>	Calabria
<b>Country</b>	Italy
<b>Size</b>	6 Km <sup>2</sup>
<b>Climate</b>	Gagliato has a Mediterranean climate. Summer temperatures range from 23° to 30°, and winter temperatures range from 6° to 12°. Nestled in hills, the town overlooks the Ionian Sea and the Gulf of Squillace. Since ancient times, people have celebrated Gagliato's salubrious climate (described as a "salubri loco situm" in Latin documents) - especially its breezes, which mitigate the summer heat. Because of the breezes and dry summer climate, Gagliato has an absence of mosquitos, making it a desirable location as opposed to the once malaria infested coastal towns.
<b>Municipal Boundary</b>	To the Northeast, Gagliato borders the towns of Petrizzi and Argusto; to the South, Satriano; to the West, Cardinale.
<b>Population</b>	The latest census (2011) recorded a permanent population of 524 citizens. The population has decreased 71% since the census of 1951, which recorded a population of 1768. More recent data (2016) indicates a population of 484, of which 16% are over the age of 60 and 3.5% are under the age of 10. The population density is 74.4/ km <sup>2</sup> .

## MOTIVATION

Gagliato is a village perched on the hills overlooking the Golfo di Squillace (Ionian Sea) (ALTITUDE 330m). The area was part of Magna Graecia (Greater Greece) between the 8th and 4th centuries BC. Many vestiges of Greek presence have been found, especially along the then navigable river Cecino (today Ancinale). Decadence followed the Greek colonization, with several waves of invasions from both the East (Ottomans) and the North (Byzantines and Normans). A powerful earthquake vastly destroyed Gagliato, along with the whole region of Calabria, in 1783. The town has witnessed a steady population decline since the 1950s, mostly due to the lack of jobs. As a result, many have migrated to Canada and Switzerland. The major economic activities in the area have traditionally been agriculture, sheep farming and artisanal manufacturing on a family scale. In 2008, Gagliato hosted an international meeting of scientists and biotech leaders under the initiative of Mauro Ferrari, a pioneer in the field of nanotechnology applied to medicine, based in the United States. Since then, every year Gagliato hosts an annual gathering in the field of Nanotechnology. In 2009, the Accademia di Gagliato delle NanoScienze (Gagliato Academy of the NanoSciences) was born, along with its Junior Academy (NanoPiccola). Since then, the Accademia organizes a science festival (NanoGagliato) attended by prestigious world scientists, business leaders, physicians, and artists, every July. This regular international presence has generated several economic ventures and has reversed the general downturn of the town.

# 1. Basic information and regional

Though there has been a shift towards employment in the public sectors of services and administration (58 such employees in 2016), a substrate of family-based traditional economic activities such as agriculture and sheep farming remains.

The unemployment rate in 2011 was 18.6%

All local enterprises are small-scale and mostly family-owned and run. They belong to the agricultural, service, and construction sectors. Manufacturing professions such as blacksmithing, cobbling, and weaving - once prevalent in the local economy- are no longer practiced.



On the other hand, agricultural ventures of excellent quality have reemerged, especially in niche sectors such as the production of oregano, honey, and cheese.

The employment indicators for the last 30 years are summarized here:

Year	1991	2001	2011
Male employment rate	27,4	39,4	52,9
Female employment rate	7,0	15,8	20,2
Employment rate	16,7	27,2	35,3
Index of occupational change	256,3	282,6	319,0
Employment rate for ages 15-19	12,0	19,3	29,2
Employment rate in agriculture	7,4	15,8	13,2
Employment rate in manufacturing	23,2	22,3	18,9
Employment rate in services (no commerce)	49,5	51,1	51,6
Employment rate in commerce	20,0	10,8	16,4
Employment rate in highly specialized sectors	15,8	33,1	29,6
Employment rate in manufacturing, services, agriculture and construction	23,2	24,5	12,6
Employment rate in low specialized professions	27,4	21,6	27,0
Ratio self-employed male/female	47,3	96,6	304,4

Gagliato's only school has a total of 10 students enrolled in grades 1 to 5. The remaining children of Gagliato attend schools in nearby towns, deemed to provide education of higher quality.

The town has three medical doctors with private practices. No emergency services are offered within the municipality. The closest hospital is in Soverato - 10 miles away. The nearby town of Chiaravalle offers a medical structure for primary care. The only institution for the elderly is in Petrizzi. No dedicated structures for the disabled can be found



anywhere in the area.

All buildings receive drinking water on a permanent basis, and most farmed lands are irrigated via a water system.

An electric grid connects all buildings, including rural ones.

A sewage system serves all homes, and a municipal system of depuration is close to completion.

In 2016 a very organized system of collecting and recycling garbage, door-to-door, has been introduced with high levels of compliance and efficiency. The waste disposal center is in Catanzaro, 40 km away.

Inhabited homes are generally in good condition and have at least one bathroom and shower.

Returning immigrants and visitors use a large number of homes only during the summer months (some also during the Christmas holidays). Many homes, owned by people who do not reside in them year-round, are rented out during the summer.

After several decades of delayed work, a bypass now connects Gagliato's main road with the provincial highway, leading to villages and tourist attractions to the north (namely the important chartreuse of Serra San Bruno). It is too early to assess the impact of this major development; however, the diversion of traffic away from the town's center is clearly beneficial for Gagliato's residents. The cars and buses, no longer snarling through the town's narrow streets and compromising the safety and tranquility of locals, can now circumvent the town entirely. The effects on local businesses are uncertain.



## ENVIRONMENTAL CONDITIONS

Gagliato rests on a high-risk seismic area. Calabria was devastated in 1783 by a major earthquake, and another earthquake hit Gagliato in the early 1900s destroying many buildings.

A major health hazard in Gagliato is represented by the large number of roofs made with material containing asbestos (Eternit). The use of this material was widespread in the 60s and 70s. The costs of the safe removal, disposal and substitution of Eternit roofs are prohibitive for the homeowners, even after the state's partial contribution allowed by the law. Eternit roofs are commonly found in the abandoned buildings in the lower, and poorer, part of town. Disposing of all Eternit coverings is one of the current administration's priorities.



## Strengths/Weaknesses

STRENGTHS	WEAKNESSES
Location NanoGagliato Events Improved levels of education Availability of public real estate	Limited entrepreneurial attitude Limited public resources Difficult interactions with Provincial and Regional authorities
OPPORTUNITIES	THREATS
Expansion of tourism and farming activities Growing presence and activities of NanoGagliato Restoration of the historical center European Community Funds	Depopulation Natural disasters Public health issues (eternit)

## 2. Economic activities related to culture and creative economy: visions for the future

The main engine of the newly discovered cultural and social dynamism in Gagliato in recent years has been a series of scientific events known as NanoGagliato, which gave origin, in 2009, to the Accademia di Gagliato delle NanoScienze (Academy of Gagliato of the NanoSciences), and to its junior academy, NanoPiccola. For 5 days every year at the end of July, a select group of international scientists, biotech business leaders, and artists meet in Gagliato to address unmet challenges in medicine from different perspectives with a focus on nanotechnology and its biomedical application. Guests find accommodation in private homes in Gagliato, and engage the public in interactive conversations and social exchanges. NanoPiccola has brought innovative STEM learning to a population of children ages 4-18 from a particularly disadvantaged setting, especially with regard to science education. This is demonstrated, for example, by the fact that in Calabria, as in its neighboring regions in the South of Italy, there are no science museums. Over the years, the Accademia has become the catalyst of a revival of collaborative efforts among the people of Gagliato, especially its young adults. Many cultural associations have recently formed and/or engaged in a variety of projects, including the up keeping and beautification of neglected areas of town. These associations ('Gianni De Luca', Pro Loco, Ergon and Ma.Gi.Ca) also strive to revive old local traditions and customs such as the festivities of the Christmas season. The influx of tourists, including the international guests and their families whose number can reach 100 for each edition, is limited to the summer months, with the highest peak registered between the end of July and August. The first week of August is also dedicated to the celebration of Gagliato's patron Saint, San Nicola, with an intense program of religious functions and social events.



The initiatives offered during the rest of the year are attended exclusively by Gagliato's permanent residents.

The newly elected (2015) government of the town is the result of the civic engagement of a committed class of young professionals born in Gagliato and deeply rooted in the community. In 2014, they formed a 'lista civica' (civic alliance) named 'Gagliato in Comune',

and won the majority (about 350) of the votes in the administrative elections, a year later. They were elected on the basis of a detailed electoral program/manifesto containing projects and specific initiatives to improve the quality of life of the citizens of Gagliato. Many of the projects have been implemented, and the administration enjoys large public support. The town government holds two meetings a year (in November and May) with the local associations to plan and coordinate all the town's initiatives.



With the decline and eventual disappearance of the long held tradition of small handicraft business, the hopes and aspirations for a local economic turnaround are trusted - at least in some measure - on the consolidation of the presence of the Accademia di Gagliato delle NanoScienze, and on the expansion of the scope and duration of its activities. The influx of visitors channeled by the Accademia, not only generates significant income for the town in the form of rental fees for the guests' accommodations in private homes, the preparation of meals, and various services related to hospitality. New infrastructures and services have been established and other are planned to consolidate and expand this new form of 'scientific tourism'. An old oil mill is currently under construction to become the headquarters of the Accademia and its activities; a hospitality center equipped with a conference center and large kitchen has been completed and will soon be made available for use by the town's associations. Private enterprises have multiplied in the last years including the opening of a B&B, and a rotisserie/restaurant. In 2012, a state-of-the-art Vodafone internet antenna was installed near the cemetery, allowing now for superior connectivity in the area.

Aided by the artists and designers/architects associated to NanoGagliato, the administration has developed a plan for the revitalization of the lower and mostly abandoned part of town, to be turned into a 'NanoBurg', an urban space with pedestrians walks, squares, locally owned little shops and artisanal laboratories, and designed to connect the science education centers of the Accademia delle NanoScienze with other future cultural spaces. These projects have been submitted to the Italian ministry of Infrastructures, and will also be entered in the competition for grants of the European Community.

## CULTURAL DOMAIN

The rich and innovative experience of NanoGagliato and NanoPiccola has attracted widespread attention, both nationally and internationally, to the point that the town has earned the appellation of 'Town of the NanoSciences'. Rather than confining the town's vibrant potential to the rediscovering of a folkloric past, by hosting a unique think tank with renowned world leaders in science and medicine (including a Nobel laureate, and an astronaut among the many outstanding protagonists of NG nine editions) the town has reinvented itself as a laboratory of innovation in the field of dissemination of scientific knowledge and awareness of medical advances to a lay public, and to a vast population of young people (more than 1000 children ages 4-18 have received basic instruction in nanotechnology and medicine in the last 8 years thanks to a corps of highly qualified young volunteers).

## R E L A T E D DOMAIN

The events of NanoGagliato have introduced a form of tourism never before imagined in Italy, especially in the South: a 'scientific tourism' which attracts a large number of visitors both from Italy and from abroad, to a small and disadvantaged community, in search of updates on the last medical discoveries, and to meet and become friends



with renowned scientists. This annual influx of several hundreds people has generated a demand for services and infrastructures that is transforming the economic outlook of the town, and creating opportunities to reverse the population decline especially of the young generation.

## SUPPORTIVE DOMAIN

The international community that each year gathers in Gagliato has come to appreciate the many expressions of the local food, crafts and traditional products. A project is being developed to create a consortium of small producers in a 30km radius from Gagliato, and to ship a box with select seasonal specialties through a membership program to be built on the vast network of international guests of NanoGagliato.

The relevance of the NanoGagliato experience, the warm and familial hospitality and friendship offered by its population, and the availability of cheaply priced buildings, have motivated some international guests to buy properties in Gagliato, both for private and for community use. The latter is the case of a yoga master of Houston who purchased a large, deteriorated compound to be renovated into a yoga retreat and community center.

### 3. Local governance and relationship with local culture

The municipal government is actively supporting all efforts by the many local stakeholders to consolidate the town's process of renewal, in a very open and collaborative fashion. It is also effectively engaged with the regional government to seize funding opportunities for its projects.

### 4. Urban/rural conservation and regeneration

Like most similar communities in the area, Gagliato's urban development has followed the pattern of a 'mirrored' expansion from its center (the Church): the upper side is where the better-off families built larger and more comfortable homes; the lower side is where lower income families settled in more modest households, which currently present an almost uniform conglomerate of abandoned and decaying buildings. Since the activities of the Accademia di Gagliato are based in the lower part of Gagliato, a plan was elaborated with the municipality and discussed in open forums with the population to create a 'NanoBorgo', an organic transformation of this degraded part of town where new private homes will share space with new local economic ventures, infrastructures and services to meet the demands of its expanding role as 'Town of the NanoSciences'.

#### RESEARCH TEAM

Paola Ferrari, President, Accademia di Gagliato delle NanoScienze  
Domenico Aspro, Deputy Mayor of Gagliato  
Giovanni Sinopoli, Executive Secretary, Accademia di Gagliato delle NanoScienze  
Giulio Verdini, University of Westminster  
Accademia di Gagliato delle NanoScienze  
Amministrazione Comunale di Gagliato



# Gerfalco

## Grosseto - Italy

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Paolo CECCARELLI &  
Etra Connie OCCHIALINI



### GERFALCO (Village)

<b>Municipality</b>	Montieri
<b>Province</b>	Grosseto
<b>Country</b>	Italy
<b>Statistics</b>	Inhabitants 142
	Size of the Municipality 10,834 ha.

## MOTIVATION

Gerfalco is one of the hamlets of the small Municipality of Montieri, in the mountains of southern Tuscany.

It has been selected because it clearly exemplifies the crisis small villages that had an important role in the traditional economy are presently facing. But it also shows that new successful redevelopment strategies can be designed and implemented. The Municipality of Montieri is very active in associations of local governments fighting against the decay of marginal areas and small settlements. It also promotes cultural events connected with local musical traditions and rural culture and habits.

The UNESCO Chair in “Urban and regional planning for local sustainable development” at the University of Ferrara is advising the Municipality of Montieri on development strategies.

# 1. Basic information and regional

Gerfalco is located in the Province of Grosseto, Southern Tuscany in the Colline Metallifere (Metalliferous Hills) a mountain range of the Apennines. It developed in the 10th century as a Castle protecting a village in a mining area rich of argentous galenite. Its name suggests that its first inhabitants were miners of German origin. Mining lasted until few decades ago.

The village is surrounded by forests that in the past provided timber for the mining galleries and wood for melting the galenite ore. In the past century cattle breeding and forestry became the main local activities.

Nowadays these activities are coupled with tourism.

The Municipality of Montieri is an active member of the following associations of local governments:

- the Union of Municipalities including Massa Marittima, Monterotondo and Montieri. (the Unions of Municipalities are governmental bodies established in a national act of the year 2,000). The Union is responsible for a number of shared important functions and services (statistical recording, computerized services, civil protection, public education, public sector employment, productive activities)
- COSVIG, Consortium for the development of geothermal power
- FAR Maremma, association of municipalities for economic and social development
- UNESCO Mini Tuscan Geopark. A park of the old mining areas.

The Municipality of Montieri is one of the promoters of the “National Association of the Forgotten Municipalities” established in 2014 for defending small municipalities and safeguarding hospital care in marginal areas.



## 2. Local identity, local economy and

Gerfalco is a typical mountain village in a forested area of the Apennines. Its economic base is forestry and cattle breeding. In ancient times it was also a silver mining centre. Permanent inhabitants of Gerfalco are 100 (fifty years ago they were 600); in the summer season the population almost triples. 68% of the permanent population is older than 60. Primary and Junior High schools are located at a distance of 6 km, in Montieri, the main settlement of the Municipality. High schools are in Massa Marittima at 15 km distance. There is a first-aid station and an ambulance service. The closest hospital is at 15 km. Services for disabled and elderly people are supplied by voluntary organizations. The railway station is at 30 km. Gerfalco is connected by bus to the main towns and villages of the area. Water, power and sewage networks cover the whole village. Building conditions are average. 30% of the building stock is permanently vacant; 40% is used only during the summer season. Almost 40% of the housing is owned by people who do not live in Gerfalco.

Gerfalco can still capitalize on the distinctive characteristics of its heritage as a silver mining place. Its urban environment and some historic buildings make the village an attractive place for cultural activities like music classes and performances. In addition it is a natural pole for controlling the increasingly bad environmental conditions of a wide mountain area.

The lack of young residents is instead a severe weakness that is further increased by poor web connections and the very limited financial resources of the Municipality



### 3. Economic activities related to culture and creative economy: visions for the future

#### CULTURAL DOMAIN

The Municipality of Montieri promotes and financially supports since 2011 the “Festival of Viole and ancient musical instruments ” which takes place during the summer and fall and ends at Christmas. It is the only Italian festival of “Viola da gamba” (an important musical instrument that after being widely used in Renaissance and Baroque times was almost forgotten). The festival is composed of musical performances and international master classes that bring to Gerfalco a sizable amount of musicians and music lovers from different Italian regions and European countries.

In addition, local associations organize festivals of traditional agricultural practices and food.

The Municipality and local associations are also very active in promoting actions for supporting small settlements as important actors for the defence of the environment. A



project called “ Minor squares of Europe” is under development. It aims at promoting the commercial role and image of small settlements that play an important cultural role but are almost ignored by media.

#### RELATED DOMAIN

Tourist accommodation is mainly in B&B, agritourisms and in houses of the historic centre rented for the summer season.

After the successful experiment made in 2015 in Montieri, the chief settlement of the municipality, the municipality is promoting the organization in Gerfalco of a “widespread” hotel.

The woods and mountains surrounding Gerfalco are a main attraction for horse-riding and trekking. The production of local food to be sold to tourists is also an increasing source of revenue.

#### SUPPORTIVE DOMAIN

The educational activities in the field of music induce further possible developments in other cultural fields. Seminars, workshops and training programs in environmental protection, forestry, mountain agriculture could be successfully developed. Small shops for making and repairing string instruments could be another source of employment and revenue

## 4. Local governance and relationship with local culture

Most of the cultural activities and innovations in the field of tourism that take place in Gerfalco are promoted by the Municipality jointly with local citizens' associations. A consistent effort is made to more directly involve youth in local projects



## 5. Urban/rural conservation and regeneration

A project for paving the streets of the historic settlement with local traditional stones is under development. It is aimed at restoring the integrity of the original urban landscape.

The project can be seen on the web, [www.progettogerfalco.it](http://www.progettogerfalco.it)

The implementation of two other projects is taking place:

- a pilot project of "widespread hotel"
- an assessment of existing conditions in order to be entitled for EU financing for the conservation and enhancement of small historic settlements.

# Novara di Sicilia

## Messina - Italy

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Paolo CECCARELLI &  
Etra Connie OCCHIALINI



### NOVARA DI SICILIA (VILLAGE)

<b>District</b>	Province of Messina (647,477 inhabitants)
<b>City</b>	Messina (238,842 inhabitants)
<b>Country</b>	Italy
<b>Statistics</b>	Inhabitants 1,337 (2015), migrants 8% (100) Size of the Municipality 48,64 sq. km, density 28

## MOTIVATION

Novara di Sicilia has been selected for four reasons.

1. it is a good example of small settlement with a long history (dating back to 10,000 years ago) and a leading role in a rich agricultural area which in recent years has lost relevance (the present population is  $\frac{1}{4}$  of 50 years ago); the agricultural economy based on a wide range of crops is in a deep crisis). Novara is searching for a new role.
2. Its tangible cultural heritage is very rich but poorly used. In the urban fabric made mostly of 17th century buildings there are several abandoned mansions of the old landed gentry and historic churches and convents that are an important potential resource for tourism.
3. There is an important tradition of cultural activities, art events, festivals, etc. Two of them have a promising potential to attract tourists while preserving local traditions -the "Maiorchino" tournament and the historic Carnival
4. The municipality has joined other surrounding local governments in a Group for Local Action ("GAL Tirrenico-Sea, Mountains and Villages") to promote integrated development. The program is funded by the regional government of Sicily and the European Union. GAL Tirrenico aims at rationalizing existing services in order to improve their performances while reducing their costs, and to implement new projects (improved mass transportation, better health services, adequate environmental protection) based on networks of public and private actors.

The Department of Architecture and Planning of the University of Ferrara is a partner of the GAL Tirrenico and will promote and design projects for heritage rehabilitation and the development of creative activities.

# 1. Basic information and regional context

Novara di Sicilia is located in the north-eastern corner of the triangular island of Sicily, on the hills between the Peloritani and the Nebrodi mountains. It faces the Tyrrhenian Sea and the Aeolian Islands. It is at 70 km from Messina (the provincial capital) and 20 km from Barcellona Pozzo di Gotto (the second town in size of the province, 41,618 inhabitants)



## 2. Local identity, local economy and morphology

Novara di Sicilia is located north of the volcano Etna (600 meters above the sea level) in a hilly area, between the Peloritani and the Nebrodi mountain ranges, which face the Tyrrhenian Sea and the Aeolian islands, and it is crossed by the Mazzarrà creek.

The area has a Mediterranean climate (8° min. in January – 24 °max. in July) that makes possible the production of cereals, wheat, vegetables, fodder, grapes, olives, citruses and other fruits. Cattle, pigs, sheep, goats, horses and poultry are also bred. The industrial base is made of small firms producing foodstuffs and furniture and building construction firms. There is also a tradition of stone cutting .

Nowadays agricultural products are no more competitive, food industries are too small in size and the building industry is in a deep crisis. Novara lost population as a consequence of this crisis coupled with the attraction exerted by the nearby towns of Barcellona Pozzo di Gotto, with a growing economy based on floriculture, and Milazzo, with its port and oil refinery.

Novara has a very long history. The first settlements belong to the mesolithic period. Several thousand years later Novara developed as an important Greco-Roman agricultural centre (the name Novara comes from an ancient word meaning “fallow”). It was later under Byzantine and Arab rule. One thousand years ago the area was conquered by the Normands and several centuries later by the Spanish. Each civilization left important tangible and intangible traces.

The area has another peculiar characteristic: it is a “gallo-italic” linguistic island, i.e. the local dialect is totally different from the Sicilian language of the surrounding region. It was the language spoken by migrants from Northern Italy and other Northern European countries who settled in Sicily in the 11th century.

The rich and diversified natural environment coupled with an important cultural heritage are two main resources for the renaissance of the settlement.



## Strengths/Weaknesses

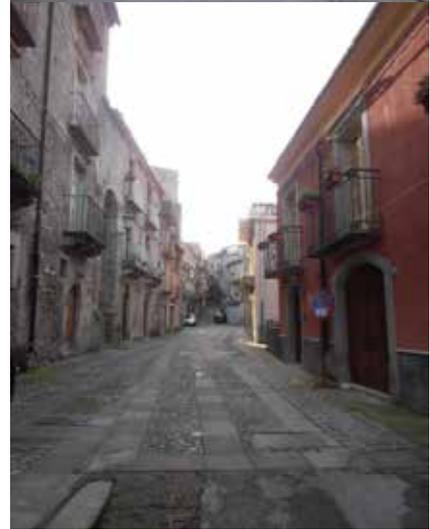
In 1977 the whole municipal territory was declared of “outstanding public interest” by the Regional Government of Sicily, and in 2000 the Italian Ministry of the Environment included the Rocca of Novara among the relevant biogeographic sites of the Mediterranean region.

Novara is also a member of the Club “I borghi più belli d’Italia” (the most beautiful Italian villages), an important association of the most attractive Italian villages and small towns. Another important opportunity for development is the Group of Local Action (GAL Tirrenico-Mare, Monti e Borghi) which associates 13 municipalities in joint programs ranging from administrative reorganization, staff training, public services and infrastructure management, education, tourist accommodation and services, cultural activities. GALs are based on public-private partnership and associate universities and research centres for advising and elaborating specific development programs. GAL can make the whole area more attractive

by networking projects that at present each settlement separately offers.

A present weakness that could become an important attractive resource is the unused housing stock (20% of the houses are permanently vacant and 25 % only seasonally used). It can be used to accommodate migrants (at present they are 12% of the local labour force of almost 300 but they will increase) and tourists (in the Summer the number of people present in Novara almost doubles). The offer of free ownership of buildings provided that it is rehabilitated is also a potentially attractive opportunity for investors. Empty houses are 20% of the total stock of 1441. The Municipality has already launched public tenders for free acquisition of vacant buildings. Some buildings have already been assigned to new owners.

Another weakness that could become an opportunity is the road system. The State Highway 186 connects by land Novara with the Channel of Sicily and the Ionian Sea to the east and the Golfo di Milazzo and the Tyrrhenian Sea to the north. It is a potentially very important tourist scenic road connecting areas with outstanding natural landscapes (the coastal lines, the Volcano Etna)



### 3. Economic activities related to culture and creative economy: visions for the future

Some new planning ideas and local development strategies are in discussion mainly related to: the The crisis of agriculture that was the traditional economic base of Novara has increasingly forced the settlement to look for alternative sources of jobs and income. Given the history of the place, its cultural heritage and the attractiveness of the landscape, an increasing role has been given to cultural tourism. In turn this gave rise to specific actions of conservation of the architectural heritage and enhancement of the urban structure, and the development of cultural activities. Participation in the GAL Tirrenico will offer further opportunities to improve infrastructure and services. It will also promote the development of culture related economic activities taking advantage of the existing wideband network and the free public hot spots (financed by the Sicilian Regional Government). New strategies along these lines are under development.



## CULTURAL DOMAIN

A wide range of cultural activities takes place during the whole year. They are:

1. The “Maiorchino” (a local aged cheese) tournament and cheese rolling festival, an event included in the Intangible Heritage Register of the Sicily Region;
  2. Pyro-musical shows organized by the local “Association Novareventi- Arte-Cultura e tradizioni”
  3. Musical festivals, painting exhibits, book launches, sport, wine and food events organized by different citizens’ associations (at least 15)
  4. Theatre shows in the old Municipal Theatre Casalaina
  5. The historical Carnival of Novara di Sicilia, the Easter rituals and other religious celebrations protected by the Superintendence of Cultural and Natural Heritage of Messina
- Since 2004 the Municipality of Novara is member of the influential club “ The most beautiful Italian small settlements” which associate a small number of municipalities to promote cultural activities and tourism.

The school system of Novara is limited to nursery, primary and junior high schools.



## RELATED DOMAIN

Local tourist accommodations are limited to agritourism, B&B, holiday homes. In addition to the visit to the monuments of the historic centre, open-air tourism opportunities are offered to tourists, like trekking to Rocca Salvatesta, “Site of European Community Importance” (92/43/CEE). Food and wine tourism based on typical local products has good potentialities of further development.

The municipal government formulated a project for the tourist district “ECOSICILY- Parks, Natural Reserves and Land of Normans”. Objective of the project is the creation of a register of tangible and intangible historic and cultural properties, the development of innovative paths enhancing the distinctive components of the territory, the development of a related software, a system of meetings for an Educational Tour reserved to a selected number of tour operators from Europe, USA and China.

## SUPPORTIVE DOMAIN

### Primary industry

Local agricultural products are still an important component of the local economy. A wide range of vegetables and fruits both for local consumption and export are produced in the countryside of Novara. Local food products are olive oil, preserves, cheese, cured meats.

### Secondary industry

There are small firms making furniture that can be supported to improve the quality of design of their products.

Local crafts can take advantage from the increase of cultural tourism. This could be the case of traditional crafts like stone cutting and needlework and embroidery.



## 4. Local governance and relationship with local culture

The turning point in local governance is the establishment of the GAL Tirrenico. Municipalities participating in it are asked to present development plans and forced to cooperate among each other in order to obtain financial support for their implementation. Most of the projects under consideration are directly connected with tourism and cultural activities.



## 5. Urban/rural conservation and regeneration

The local government is presently implementing three main initiatives of urban and rural conservation and regeneration:

- the launch of public tenders for free acquisition of vacant historic buildings to be rehabilitated by the new owners;
- 6. proposal for the creation of itineraries for nature-based tourism within the program “Design and implementation of itineraries for the enhancement of nature-based tourism” promoted by the Department Tourism, Sport and Culture of the Sicily Region;
- 7. program of cultural, artistic and scientific events “Sperlinga”: the first human presence between Mesolithic and the Early Metal Age” aimed at the protection and enhancement of that archaeological property.

# Tereglio

## Lucca - Italy

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Paolo CECCARELLI &  
Etra Connie OCCHIALINI



### TEREGLIO (Village)

<b>Municipality</b>	Coreglia Antelminelli (5,260 inhabitants, 52, 8 sq km)
<b>Province</b>	Lucca (391,228 inhabitants, 1,773 sq km)
<b>Country</b>	Italy
<b>Statistics</b>	Inhabitants 201
	Size of the settlement 9 sq km

## MOTIVATION

Tereglio is an isolated mountain village (altitude 560 m.) in the mountains of Garfagnana (Northern Tuscany); the traditional economic base is sheep and chestnut farming and forestry. Over the years many of its younger inhabitants left for better jobs in towns. Seasonal working in other countries became also an important source of income. As a consequence Tereglio progressively lost population and almost 50% of the remaining residents are now older than 60.

Things began to change few years ago when a cultural activity – the important Cello Classics Summer Course led by a group of world renowned cellists (Raphael Wallfisch, Roel Dieltiens and Sebastian Comberti) triggered new life in the village. Tereglio was chosen by these artists because of the quietness of the place, the beautiful natural environment, and the quality of local traditional food. This event originated other cultural activities such as exhibitions of photography, visual arts, local crafts and a film festival. The Cello Summer Course brought to the village students from different regions of the world, music lovers and other artists. This, coupled with traditional summer tourism related to mountain and chestnut woods trekking, had a positive impact on the economy.

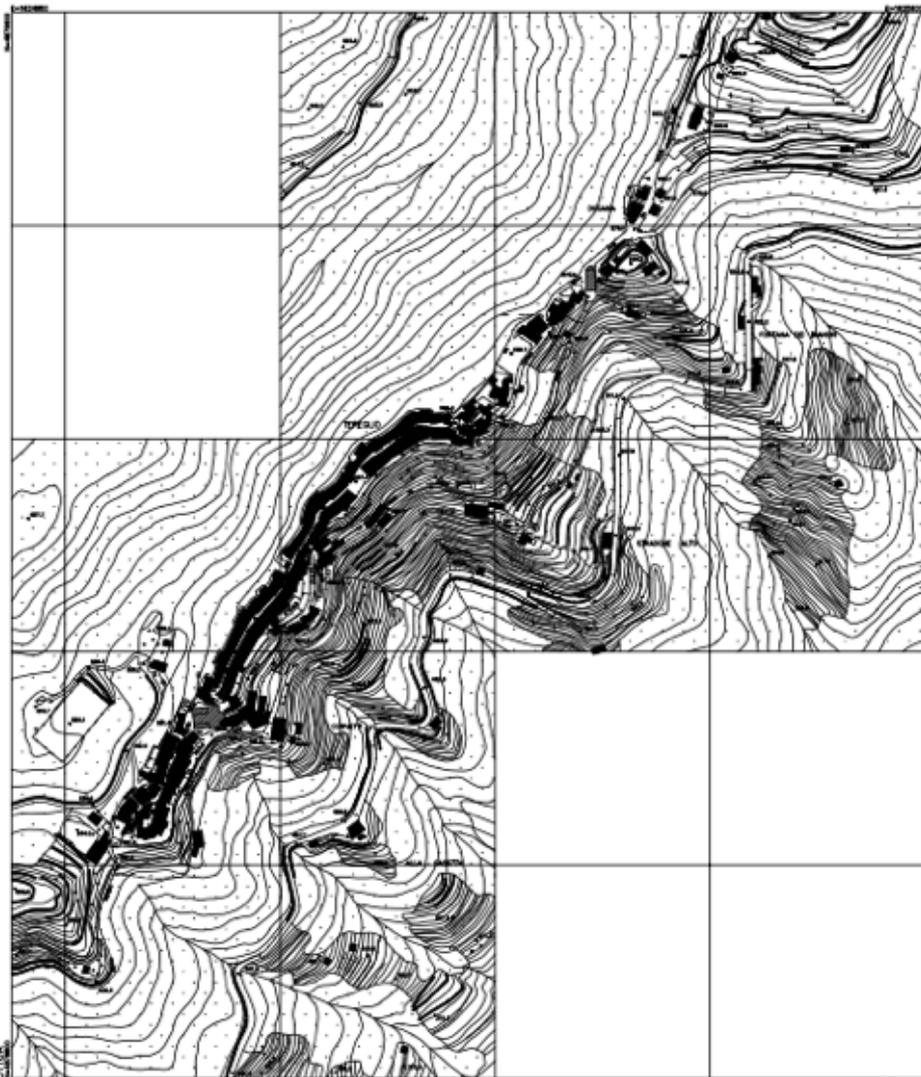
Younger people came back and started new commercial activities, opened B&Bs and restaurants. Abandoned houses were restored. There was also a promising renewed interest in chestnut and other mountain fruits farming, cheese making, and traditional crafts. Tereglio's community associations are planning to develop research and training programs in chestnut culture.

# 1. Basic information and regional context

Tereglio is one of the settlements of the Municipality of Coreglia Antelminelli. Coreglia, the main settlement, is 10,5 km (25 minutes) away from Tereglio. Tereglio has 201 inhabitants, 46% of them are older than 60. It is a member of the Union of the Municipalities of the Serchio Valley.

It belongs to the Land Reclamation Consortium, in charge of maintaining streams, moats and canals and preventing hydrogeological instability. Two regional agencies provide fresh water supply (AIT) and garbage collection (ATO). The fresh water and electric power networks fully cover the village and sewerage 90% of it. There is a local infirmary supported by the local community. It has non-permanent medical assistance. The nearest hospital is 21 km from Tereglio (it takes 45 minutes to reach it) . The General Hospital is in Lucca, 32 km (60 minutes) away. Ambulances are 13 km away from Tereglio. There are no schools. Primary schools are 9 km far (30 minutes trip) from the village. Elderly people have desultory house assistance.

Building conditions are average and all the buildings have sanitary facilities and equipment. Several buildings are under restoration. The inhabited buildings are few, those used only seasonally are 40. Buildings owned by people who are not from Tereglio are 31; there is an increasing interest in buying houses there.



## 2. Local identity, local economy and



The local economy is based on family farming, poultry farming, small-scale cheese production, retail, silviculture (chestnut trees), chestnut processing and marketing, tourism, wood and textiles crafts.

### Strengths/Weaknesses

A strength of the present situation is to have been chosen for a high level international cultural activity and to have attracted artists from different countries who have bought houses and spend there their vacation. It has become an attractive factor for cultural tourism. This core activity has generated other summer cultural events that in turn have a durable impact on the economic and social life of the community. Tereglio has rediscovered its identity and local people are active in generating new opportunities for development.

The main weaknesses are the very small size of the community and its unbalanced demographic structure and the absence of an effective protection of the natural environment. Regional policies against hydrogeological instability and control against illegal logging are inadequate. The protection of streams is also insufficient. These negative aspects could hinder the efforts of improving the tourist attractiveness of Tereglio.



### 3. Economic activities related to culture and creative economy: visions for the future

#### CULTURAL DOMAIN

Tereglio at present offers many cultural events, such as the international Cello Classics Master Classes, the Don't Panic Rock Festival, the Accordion Festival of folk music, a Film Festival connected with the Lucca Festival, and paintings and sculptures exhibitions. This year a program of Flute Master Classes will begin.

The community is engaged in improving a high level cultural offer in order to attract important artists and to become a small but world renown musical centre.

#### RELATED DOMAIN

The success of cultural activities is strongly related to the high quality level and the entrepreneurial ability of few entrepreneurs in the field of tourist accommodation (in Tereglio there are excellent B&Bs) and food and wine. There is also a successful strategy of low rentals for vacation homes. It is important to attract younger people.

#### SUPPORTIVE DOMAIN

Visitors to Tereglio for the musical activities and tourists attracted by the mountains and forests in the area gave rise to a sizable demand for high quality local food (chestnuts products, berries, honey, jams, sheep and goat cheese) and crafts products (hemp fabrics,



Set within a medieval village, tucked away high in the Garfagnana region of northern Tuscany, a course for cellists led by world-renowned

**Raphael Wallfisch and Roel Dieltiens**

with introduction and lessons in **Alexander Technique** given by **Selma Gokcen**

Applications are invited from cellists aged 17 and above, of undergraduate standard or higher. Places will be limited, so early application is advised.



Participants will be staying in one of several picturesque houses in the village, including La Fagiana ([http://www.la-fagiana.com/?page\\_id=52](http://www.la-fagiana.com/?page_id=52))  
Accommodation will be provided in twin bedded rooms (doubles can be arranged) with breakfast, lunch and dinner at local



## 4. Local governance and relationship with local culture

A committee, composed by residents and visitors, representing the community of Tereglio in the relationships with the municipality and other local governments has been established. It has successfully obtained an improvement of the sewerage and a reduction of its cost.

## 5. Urban/rural conservation and regeneration

The community is at present strongly involved in promoting the restoration of the historic custom house. The 19th century monumental building could host a centre for studying the chestnut cultivation.



# Santarém

## Santarém - Portugal

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Maria da Graça MOREIRA



### Marvila (parish)/ SANTARÉM (Town)

**District** Lezíria do Tejo (NUT 3)

**City** Santarém (municipality)

**Country** Portugal

**Admin/Legal Sctructure** The parish belongs to the municipality of Santarém and since 2013 it belongs to the parishes "União de Freguesias da Cidade de Santarém"

**Population** Marvila parish: 9584 ihab. (2001) and 9044 ihab. (Source: (2011))

**Instituto** • Rate of change (-5.6%)

**nacional de** • Size: 14.9 km<sup>2</sup>. Density (2011): 607 ihab./Km<sup>2</sup>

**Estatís-ca)** Santarém town: 28.852 ihab. (2001) and 29.929 ihab. (2011)

- Rate of change 3.7%

- Size: 55.5 km<sup>2</sup>. Density (2011): 539 ihab./Km<sup>2</sup>

Santarém municipality: 63563 ihab (2001) and 61.752 ihab. (2011)

- Rate of change (-2.8%)

- Size: 552.54 km<sup>2</sup>. Density (2011): 112 ihab./km<sup>2</sup>

Lezíria do Tejo District (NUT3): 240 832 ihab. (2001) 247 453 ihab.

- Rate of change 2.7%

- Size: 4275.00. Density (2011): 58 ihab./km<sup>2</sup>

### Climate

Santarém has a four-season, temperate climate with hot summers and cold and rainy winter.

(Source: Instituto Portugues do Mar e da Atmosfera)

## MOTIVATION

The town of Santarém is an example of an administrative centre of a very important rural area at the national level (Ribatejo), in Portugal, strongly affected by the economic crisis of the last decade.

The inner area, Marvila parish, has a very important built heritage from the 12th century but is losing population and has a poor condition.

The local authorities are implementing a plan to promote the urban regeneration of the medieval part of the city. According to this process, the local authorities are interested in a protocol partnership with the Faculty of Architecture of Lisbon to have students preparing their works in this parish, studying the cultural aspects of the regeneration of this area.

# 1. Basic information and regional context

## HISTORICAL OUTLINE

Santarem was an important harbor in the river Tejo, conquered by King Afonso Henriques (1st king of Portugal) in 1147 as part of the strategy to have Lisbon. During the XIII, XIV and XV centuries the courts were brought together, in this city, several times, which shows its importance at the time. With the construction of Lisbon, Porto railway in the XIX century, the city loses the link with the river banks and changes the direction of his development to north.

Analyzing the morphology of the oldest part of the town, between the plateau and the river banks the medieval characteristics are visible and can still be recognized the place of the ancient fortress "Alcaçova" and the remains of the wall.



The walls of Santarem

## 2. Local identity, local economy and ECONOMIC STRUCTURE

The Marvila area has a flat topography with an acceptable number of parking places which increase the accessibility. The built heritage is composed of some gothic churches and XVIII century civil buildings. The coverage networks (energy, water, telecommunications, and sanitation) exists, small shops with a personalized service and services and amenities.



### Weaknesses /Strengths

The area have several rundown buildings. Little dynamics of the rental market. Scarcity of economic resources by the owners. Desertification of the historic center to the detriment of new areas. Lack of maintenance of backyards and cisterns. Aging population and low education level. Inadequacy of many of the buildings to current comfort parameters. Large percentage of unoccupied homes. Little commercial, cultural and tourism dynamics. Lack of maintenance / inadequacy of existing networks (sewage, water, electricity, gas, public lighting). Lack of accessible routes for people with disabilities. Width of roads and car parking. Instability barriers. Licensing difficulties and work.

This area includes as strengths and opportunities, the existence of a significant number of parking spaces; a diverse heritage of several centuries, concentrated in the area; there is network coverage like energy, telecommunications, water, sanitation. It is served by a neighborhood shops that are closing; its plateau topography associated with the landscape is very interesting; an offer of intermodal mobility; the existence of equipment and services to support the population and visitors. We can also check for available buildings for the housing market; the opportunity to restructure the tourist and cultural offer; is a safe area for residents and visitors; there is also a legislative guidance and support frameworks for urban regeneration.



### 3. Economic activities related to culture and creative economy: visions for the future

#### OVERVIEW

The city of Santarém, known as "Capital of the Gothic," contains a vast and differentiated number of ancient monuments, with a proliferation of architectural styles. In addition to the very ancient monuments and high architectural and aesthetic value, Santarém also has a wide range of not so old buildings that the characteristics of its architecture reflect the intrinsic beauty of times. The rehabilitation of the area means opening more business and more business in the Historical Centre represent a strong incentive to have more people. Bring more young people to the Historical Centre, permanently and not only temporary, could allow these people to create social ties, cultural and others, with the space where they live.



## CULTURAL AND FESTIVE DIMENSION

The existing cultural institutions in the historic centre offers its users various activities such as painting workshops, theatre and drama, children's choir and adults, dance (ballet and ballroom), creative writing sessions, artistic expression, experiences with science, study skills, term explanations, guitar teaching, activities with infants (Art Workshops), children's stories, told on theme nights.

The work at social and cultural level is important to promote and develop the area, and that can get people to change their lives and the outskirts to live in the Historic Centre

Some of the important annual events that make the city of Santarém more competitive and consequently make many people moving to the city to take part, are the Feasts of St. Joseph (patron of carpenters and artisans) arising in March, in the former grounds of the National Agriculture Fair (outside the city). Extend for several days and are held in order to always include the day of the municipal holiday, March 19, the Feast of St. Joseph. That day is fulfilled the traditional procession through the historic centre of Santarém, the Mass in honour of St. Joseph and the blessing of the Brotherhood of St. Joseph Romeiros. The sacred and the profane are combined perfectly in these parties that involve a number of aspects such as folklore (with traditional dance Fandango), gastronomy, the "Campino" man viewed as a symbol of the Ribatejo, culture (eg taking Santarém from the Moors by D. Afonso Henriques, simulated by children).



## FESTIVE AND ECONOMIC DIMENSION

The Santarém Gastronomy National Festival takes place usually between late October and early November, where the city welcomes people from all over the country, in the House of Campino. This event is organized by the Regional Entity of Tourism of Lisbon and Tagus Valley and the country's oldest food festival to be held uninterruptedly (in 2012 was the 32nd edition), in order to make known what is best It is in the national cuisine.

In the old stables of the House of Campino, they serve the most varied traditional snacks of all regions present there (snacks, sweets, drinks, ...). This festival receives about 100,000 visitors a year.

The National Agricultural Fair is the largest national fair of agricultural and agro-industrial sector. The purpose of this fair is the promotion of national products and services, whether on the livestock, the vegetables, machinery and others but also the awareness of visitors to consumer products and services. Parallel to agricultural activities, this event also stem from activities related to crafts, cuisine, culture (with folklore and traditional running of the bulls), concerts and more. This event which was held within the city, went to be held on the periphery, on the grounds of CNEMA and receives an annual average of 160 000 visitors, which is a lot of business opportunities.

## HISTORICAL HERITAGE OF MARVILA

Several Churches like: Church of Graça of Santarem, Church of Santa Maria de Marvila, Church of Santo Estêvão or Church of Milagre, Chapel of Santo Estêvão, Church of Santa Maria da Alcaçova, Church of Jesus Cristo, Church of S. João de Alporão, Convent of Capuchas.

Museology Nucleon of Art and Medieval Archaeology, Cabaças tower or Watch tower.

Walls and the Doors of Sun, Door of Santarem,

Municipal Library, Theatre Rosa Damasceno (abandoned), Theatre Taborda and Theatre Sá da Bandeira

In the historic center the promotion of events and actions, where culture is related to the economy, pass through three aspects: the collectivities, very varied and dynamic; festivals, fairs and festivals, diverse and throughout the year; and historic heritage with a remarkable importance in the urban area. These aspects, dynamics, have a view to the future, as they have an ability to attract visitors and economic activity.

The population is organized in collectivities and associations with a variety of subjects like: Culture (Círculo Cultural Scalabitano, Associação de Estudo e Defesa do Património Histórico e Cultural de Santarem); Music (Banda dos Bombeiros de Santarem, Grupo Académico e Infantil de Danças Regionais de Santarem), Associação Cultural Recreativa e Desportiva de Alfange and Rotary Club of Santarem and more 25 collectivities. Buildings can be found available for the housing market, with the potential of being reused for the tourism / cultural offer or as spaces for small businesses (innovative commerce).



Improvement of the accessibility / mobility.

Improving infrastructure (energy, telecommunications).

Parking management optimization.

Legislative guidance and rehabilitation support frames

## 4. Local governance and relationship with local culture

Development of a Protection Plan in 2000, still not approved.

Creation of an Area for Urban Rehabilitation (ARU). It is understood that the social component is the most important variable in any process of rehabilitation, regeneration, revitalization of anywhere. If we are talking about historical centers, even more important it is, as in the case of Santarém its Historic Center does not have a positive dynamic. Anyway, there is the idea of recovering this dynamic, which can be possible. We know that, if more people live in the Historic Center, also means opening more business which represent a strong incentive to have more people. This is the basis of sustainability, it is intended that the strategy developed for this ARU be profitable. First, to enable young people live in the Historical Center, permanently and not only temporary. Second, allow these people create social, cultural and others ties, with the space where they live.

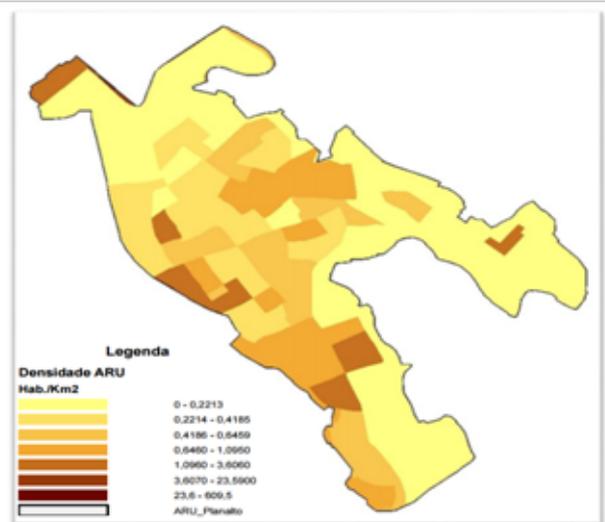
Production of the document "Estratégia de Reabilitação Urbana do Planalto de Santarém 2013-2027" (Urban Rehabilitation Strategy of Santarém Plateau 2013-2027)  
Development in 2014, of the local / municipal company "Viver Santarém" 100% financed by the municipality with the following purpose: "provision of public services within the framework of physical and sporting activity, recreation and leisure and other entertainment

# 5. Urban/rural conservation and regeneration



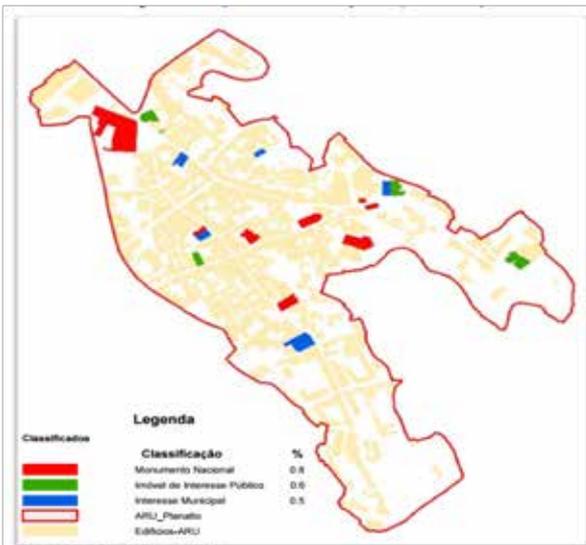
Fonte: Viver Santarém, EM, SA

Limit of the urban rehabilitation area (ARU) in the Plateau of Santarém



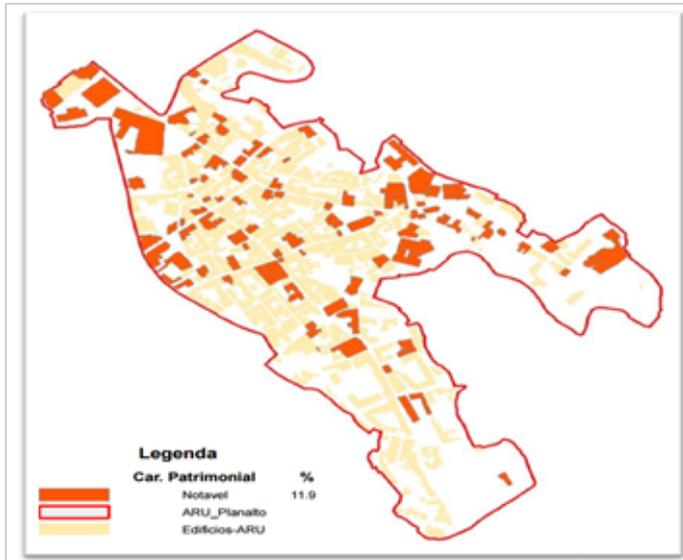
Fonte: Viver Santarém, EM, SA

Density of the population 2011



Fonte: Viver Santarém, EM, SA

Classified Buildings



Fonte: Viver Santarém, EM, SA

Remarkable buildings in ARU

## CONCLUSION

The identity of Santarem is deeply connected with activities, traditions and customs linked to its wider region and not only to the city itself. It is also formed by different components witnessed by the varieties of cultural expressions, events and festivities.

The strong ties of the city identity with the agricultural history of the region, including bullfights, differentiate Santarem from other towns. The town itself still retains its own local history and heritage. Overall some recurring features, which have characterised cultural events and festival of the town, are culturally and socially connected both to the “lezírias” and to the history of the city.

However, till now these strategies have been imo enough to increase the social economic development of inner city.

## RESEARCH TEAM

Maria da Graça Moreira, José Luís Crespo

With the participation of: Ângela Morais





# **ACTION-RESEARCH & EDUCATIONAL CHALLENGES**

**PART 2**



## **SMALL SETTLEMENTS: A SETTING FOR TESTING INTERDISCIPLINARY ACTION-RESEARCH**

Giulio Verdini, University of Westminster

By analysing the cases here presented in comparative way, it becomes apparent that small settlements can show an extraordinary local capability to invent and develop innovative and creative economies out of their own scarce resources. No matter if the transformation is an innovation of existing local productive processes or the insertion of compatible new activities, they are laboratories of experimentation where the production of good and services is transformed by ideas and ideas are influenced by their local conditions. In this respect, small settlements can be also considered unusual and inspirational learning settings where to test innovative educational programmes. As the case studies reported here can prove, many of these programmes have been implemented in various part of the world. Some of them are even long-lasting educational commitments. This coincidence of interest from scholars based in different countries has become apparent during the International Seminar on the 'Cultural dimension of the urbanisation' held in Paris in February 2016 at the Cite' de l'Architecture et du Patrimoine<sup>1</sup>.

The reason why small settlements are important from the point of view of the pedagogical outcomes in the field of urban studies is partially related to their size (see Mireille Grubert in this section) and it is paradoxically related to their fragility and flexibility. Smallness which is normally associated to weakness in the contemporary global order of accumulation of resources driven by urban agglomeration forces, might turn into an advantage for two main reasons. The first is factual and it is related to their nature. The second one is pedagogical and it is related to the possibility to engage, in a relatively easy fashion, different disciplines (scholars) in finding practical solutions.

1. Small settlements can be small scale incubators of real economies, if appropriately nurtured. The production of artefacts, events, but also social and cultural meanings, is tightly related to the development of ideas. This nexus is still quite recognisable and the actors involved in this process are still relatively visible. It is a recurring feature of small settlements in the western world. It is also common in the emerging world, where often pre-industrial conditions are present. This is something that paradoxically contemporary global cities are desperately trying to reproduce artificially within their own dense urban fabrics. It become an urgent social issues with the deindustrialization of former manufactured cities, leading to experiment urban regeneration processes (more recently culture-led regeneration). It has led eminent scholars to advocate for the resurgence of 'craftmanship' in the current global economy (Sennet, 2008). As a matter of fact, the risk of a detachment of theory from praxis of workers employed in many service sectors of the knowledge economy could increasingly expose them to the dark side of future smart cities: highly technological but very likely less in need of certain skilled workers (see also the Afterword from Ceccarelli in this research report). Therefore, small settlements are places where, in the best scenario, the reconciliation of theory and praxis can take place around the experimentation of real and more sustainable local economies potentially applicable to wider urban contexts and hopefully partially responding to wider global problems.

2. Small settlements are, *mutatis mutandis*, suitable environments for educational programmes and interdisciplinary action-research where theory can be relatively easily applied into practice. The advocacy of Sennet comes from concerns which has crossed the entire twenty-century and which has seen Hannah Arendt as one the main protagonists. Arendt's theory of social action attempts to reconcile the contemplative and active live (Arendt, 1958), promoting an idea of knowledge by making (within the dimension of the public space) as precondition for achieving meaningful social outcomes. The parallel that can be drawn looking at various approaches of contemporary education, primarily in the field of architecture and urban planning in search of more sustainable solutions for cities, is evident. However, this is not a recent trend but is the outcome of a long-lasting tradition of urban design studio pedagogy in the Anglo-Saxon world and the urbanism tradition in the Latin one. It is a history of ups and downs, with a resurgence of interest in the last twenty years (Neuman, 2016) and with important milestones in the post II world war period. The approach of producing knowledge 'by making' in the urban field, which is today associated with the concept of action-research, comes from attempts done by an entire generation of architects and planners, in primis the Team 10, who reacted against the abstract solutions of the Modern Movement (and the CIAM Conference). Their reaction has partially materialised in pioneer experiences of local participations (De Carlo, 1973) and in experimental educational activities, being Giancarlo De Carlo and ILAUD (International Laboratory of Architecture and Urban Design) one of the best example (see Occhialini in this section).

However, today the challenge is twofold: it is disciplinary and cultural. Disciplinary because the traditional urban design studio setting, led solely by architects and urban planners, is no longer enough to face multidimensional problems that need to be tackled in different ways and with broader interdisciplinary scope. This is currently widely discussed within the EU-funded COST Action 'INTREPID' (Interdisciplinarity in urban studies) and two small settlements (Gagliato in Italy and Guizhou in China) in this report will be used as study cases within the network<sup>2</sup>. It is also cultural because the traditional euro-centric way of designing cities, towns and villages is no longer entirely applicable (if not almost entirely outdated) to understand global challenges and problems of other countries located in South America, Africa and Asia. The effort witnessed in this section to look at different local experiences and successful and long-lasting partnerships especially with emerging countries (China in primis) is paradigmatic of this regenerating need.

## Note

<sup>1</sup> Information regarding the seminar are available at: [http://www.citechaillot.fr/en/cite/international\\_action/observatoire\\_de\\_larchitecture\\_de\\_la\\_chine\\_contemporaine/small\\_settlements\\_and\\_the\\_cultural\\_dimension\\_of\\_urbanisation](http://www.citechaillot.fr/en/cite/international_action/observatoire_de_larchitecture_de_la_chine_contemporaine/small_settlements_and_the_cultural_dimension_of_urbanisation).

<sup>2</sup>The case of Gagliato in Calabria (coordinated by Giulio Verdini) and the case of a village in Guizhou (coordinated by Francoise Ged) have been presented as case studies of the Intrepid network. Information are available at: <http://www.intrepid-cost.eu>

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# CASES



## THE VALUE OF TERRITORY AND LANDSCAPE REINSTATED VIA A WORKSHOP PROJECT

Vincent Bradel & Marc Verdier, École Nationale Supérieure d'Architecture de Nancy

### *The problem of rural areas in architecture schools.*

For about ten years now, my colleague Marc Verdier and I have taught a first-year Master's class at the National School of Architecture in Nancy on the topic of sustainable planning in rural areas, at the municipal level, within the context of regional parks that provide their logistical framework and their local knowledge.

This course includes a workshop project, including two weeks of fieldwork, as well as a seminar to help students organise their research. Each year, over the summer, the students publish a chronicle of their workshop experience, and the research is then presented in the Autumn to each of the municipalities involved in the studies. Every year, several students taking part in this workshop decide to continue the experience throughout their second year of Masters with a short dissertation or end-of-year project on the problematic of a rural area of their choice.

### *Food for thought for both elected officials and residents*

This learning project was organized with the help of the Regional Nature Parks of France. To mark its tenth anniversary, a large-scale study was carried out, surveying all of its participants – elected officials, residents and students – in order to better evaluate their reaction to the workshop and thus assess our project. The most surprising feedback was that many elected officials had seen the project as a training opportunity for themselves, when in fact we, and our students, had been seeking their expertise. While we were aware of how fruitful the exchanges with local actors had been during the two weeks of fieldwork, up till then we had mainly felt frustrated by the lack of time, which meant that we had not been able to delve deeper into our analytical thinking and into the possible project themes for each municipality. The feedback from the survey allowed us to put these feelings back into perspective and better understand how useful this educational initiative was in areas where rural planning expertise is scarce.

In Western rural areas, in France and in most rural European regions, local cultural heritage has been largely lost, due to heavy agricultural industrialization and considerable urban scattering, which have led to a physical and psychological dissociation of villages and agricultural or forest areas.

Having a group of students come to their town to discover and learn about it, makes the actors of a territory question their own knowledge of their land, but also and most importantly, it challenges their own representations and debates about their environment. Fueled by the students' analyses and work, these questions have become the starting point of a new dialogue between all the actors involved, reviving the area's assets and the practices that created them, and re-engaging with the area's living culture.

## *A nation-wide multidisciplinary network.*

This workshop has been available at the national level for several years now, via the « rural areas & spatial planning » network, which groups together about ten schools ( of architecture, engineering, landscaping etc) and organizes themed seminars for both professionals and elected officials. The multidisciplinary dynamics of this project, which maintains links with other European initiatives such as Alberto Magnaghi's Territorialist School in Italy, has allowed us to move beyond just theoretical teaching and to think about actual research projects and fieldwork.

In 2012, the conference "Urban areas and biodiversity" was organized at the National School of Architecture in Nancy. It aimed to examine green and blue belt networks as possible new links between urban and rural areas. The conference favored interdisciplinary exchanges at the local level with engineering schools offering agronomy and forestry courses, such as the ENSAIA and AgroParisTech-Nancy, with whom we then collaborated on research projects on the evolution of rural areas, and talked about implementing a doctoral course on these themes.



Workshop in rural areas. Photo & sketches: *Vincent Bradel and Marc Verdier.*

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<http://www.nancy.archi.fr/fr/masterbac-5.html>

The « Rural areas & spatial planning » inter-school network:

<http://espacerural.archi.fr>

# THE VILLAGE AS A TESTING GROUND: A DECADE OF INTERDISCIPLINARY COURSES AND INTERNATIONAL WORKSHOPS ON TRANSFORMING HABITATS IN THE PEARL RIVER DELTA

Francesca Frassoldati, Politecnico di Torino

In 2005, during my first encounter with colleagues at the South China University of Technology (SCUT) in Guangzhou, the prospects for traditional villages in a rapidly urbanising region appeared as marginal concerns. In the same year, however, Yushi Uehara published the Berlage Institute studio report, developed with SCUT, that contributed to popularize the 'village in the city' (ViC) as China's hidden forms of urbanity. In the following years, the study of transforming villages gained momentum in international design workshops with various universities as well as in regular urban design studios at SCUT in which I have been directly involved. The historical and analytical approach continued, but directions for action were more clearly added that gradually shifted the educational approach towards cultural discourse.

A number of reasons make villages in Southern China an interesting ground to test different educational models, whether traditional settlements in the countryside or those encapsulated into the city fabric are concerned. On the one hand a village is a relatively small 'universe' that fragments the complex issues of mega-urbanization into local themes; on the other, villages in Southern China accommodated until recently the majority of regional population, provide a first shelter to economic immigrants in the PRD, keep record of the overlaying of history, traditions, and contradictions of modernity. These settlements are regarded as problematic and obsolete or, alternatively, with a certain nostalgia for past times. Nevertheless they are incredibly adaptive. Traditional settlements were built generally without any designer, although spatial rules addressed their original layout. Crucial demands originate from these premises, about the imprint of formalization vs. self-organisation and the role of nowadays designers and planners.

People in the Pearl River Delta (PRD) have inhabited and modified delta environment throughout centuries. It was during the late 13th century that the low-lying alluvial lands of the PRD started to be arranged according to a pattern of compact villages that were connected by canals and surrounded by ponds, searching the way to optimize environmental safety and productive agriculture for local needs and trade. Yet their legacy does not consist of built forms only. Design studios represent in the SCUT experience the lens to rediscover the very nature of the PRD.

### *Small settlements and ecological networks: Dadun Village*

In 2007, the SCUT group led by Qingzhou Wu was joined by teams of young international design professionals from UC-Berkeley, under the supervision of Peter Bosselmann, to rethink one water village that was designated to become part of Foshan's new city centre. Dadun Village derived its livelihood from a combination of aquaculture and the growing of fruit trees, vegetables and flowers in garden plots. Despite the self-claimed consistency of the new district plan with the local context, the assumption was for the water villages to be replaced with an entirely new urban fabric. At the time of the workshop the villagers were resisting annexation. As an alternative to demolition, the team proposed an integration of villages like Dadun to create a green belt of ponds, canals and villages within the new centre. The work was supported by water quality analysis, which found high percentage of faecal coliform, and addressed some minimum technical proposals. The results were thus instrumental for the villagers to access further phases of negotiations based on water management with the city authorities, which eventually postponed and rearranged the transformation of Dadun Village.



Traditional village space (Dadun Village, 2015). Photo: Francesca Frassoldati

## *The legacy of someone vs. the heritage of many others: Pantang Village and Lijiao Village*

Urban villages have been a recurrent topic for regular design studios at SCUT, particularly with the aim of rediscovering a hidden cultural heritage. With colleagues Feng Jiang and Lin Zhi, we selected two urban villages in Guangzhou, Pantang Village in 2013 and Lijiao Village in 2014, where renovation plans were under discussion and villagers were negotiating their compensation with the local city district. These places provide a rich repertoire of vernacular architecture: paradoxically, 'urban' history has layered in a village in Guangzhou more than in the regular city. The studio adopted the educational model of simulation of possible futures, nevertheless the direct engagement of supervisors in the decision making process and students making interviews and precise survey of selected buildings consolidated some awareness of the morphological uniqueness of these places among original inhabitants, district authorities and developers, who revised their initial plans afterwards.

### *Local inclusiveness: Xinxi Village*

The role of the PRD villages goes far beyond environment and culture. Xinxi Village, a former agricultural settlement that now provide room for migrant families due to its location near Guangzhou harbour and industrial plants, was at the centre of another intensive workshop with UC-Berkeley. Xinxi villagers are approximately eight hundred, outnumbered threefold by migrant workers who rent living spaces from them. Native villagers have no pressure to withdraw their collective rights to land ownership, since any available space has good renting opportunities despite poor conditions. As long as the economy of the Huangpu district will gradually transform with the reduction of port activities and a better integration via subway to the rest of Guangzhou, we considered a number of macro-trends that will have implications on Xinxi yet will not reduce the need to supply housing for employees with low income and few choices in Guangzhou's high-priced housing market. Without any specific input, we used the Xinxi case study to test the design implications of an affordable housing scheme, with the hypothesis of negotiated collective loans that were not allowed at the moment of the workshop, that would address the need to decently house migrant workers in proximity of workplaces. In this case the results were more in the area of establishing the terms for a conversation with local authorities.

Education mixed with fieldwork in all the cases mentioned above allowed for testing innovative models of action with controlled simplifications. And most of all, established a technical level of discussion with stakeholders in the position of filtering and applying ideas into their reality.

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## A NETWORK OF CREATIVE VILLAGES IN INDIA: WORKSHOPS AND CAPACITY BUILDING

Pilar Maria Guerrieri, GD Goenka University, India & Indian Trust for Rural Heritage and Development

### *From Mega to Minor*

India is increasingly becoming central to international debate as a diverse country with a variety of kinds of settlements, from the largest megacities to the smallest villages. There are indeed so many villages that it has often been described as 'the country of villages'<sup>1</sup>. The forces of globalization are changing the face of India's cities and urban areas, but still it remains a land with an incredibly old and stratified tradition. Notable in this context is its age-old tradition of arts and crafts<sup>2</sup>. This is especially true of small rural villages where a rich variety of products have been locally produced over the centuries by skilled artisans. This tradition has sadly been gradually disappearing with the pressures of urbanization resulting in mass-migration to the cities and thereby depriving villages of their skilled artisans.



Hariarpud Mud House. Photo: Pilar Maria Guerrieri

Migration from the countryside to the cities is a worldwide phenomenon, but the potential of villages has been increasingly recognized and international institutions have been endeavouring to underline this. In this context, India presents one of the most interesting case studies given its incredible diversity of villages, each with a unique tradition worth rediscovering and developing. Villages have both a hard and soft heritage, 'hard' denoting buildings and urban structures, and 'soft' relating to the crafts. Most of the 'soft' traditions are directly or indirectly linked to design: for instance some villages specialize in textiles, others in rugs, shoes, pottery, furniture, traditional music, and the like.

National and international institutions are currently engaged in reviving and developing both the hard and soft heritages of these Indian minor settlements. In this endeavour they are actively collaborating with the Indian Trust for Rural Heritage and Development which has pioneered work in this area. The ITRHD, formed in 2011<sup>3</sup>, has in particular been engaged in the protection and the development of the local arts and crafts in the Indian minor settlements, be it textiles, pottery, carpets, chairs, furniture, clothes, bangles, jewellery, and the like. The Trust has been engaged in craft regeneration projects in various parts of India and aims one day to be in a position to cover the vast expanse of India in its entirety. Protecting the villages is not just about protecting an incredibly rich and ancient and valuable heritage but represents the starting point of a virtuous circle to make the villages self-sustainable. Indeed, well-maintained villages with rich local art and craft traditions usher in tourism, tourism produces money, money provides an opportunity to improve the village facilities and job opportunities provide an incentive for the young people to remain there. The Trust believes that involving village youth in local projects is key to the success of the cycle.

the ITRHD mission includes over 30 village projects. Among the most interesting of these are: 1. the Azamgarh creative cluster project in Uttar Pradesh; 2. the Rakhi Garhi Indus valley excavation site; 3. the restoration of Sheikh Musa Dargah mosque in Haryana; 4. the Maluti 'Temple Village' project in Jharkhand; 5. the textile waste water treatment project and Barmer 'Langa' musicians project in Rajasthan; 6. the living cultural heritage museum project in Nagaland; 7. the Telangana rural tourism promotion in Andhra Pradesh. Some of the projects, such as that in Azamgarh district, embrace more than one village. In Azamgarh, each of the three villages has a strong heritage asset: Hariharpur is a village with a unique classical music tradition; Nizamabad produces an unusual form of black pottery, and Mubarakpur is home to several thousand skilled silk weavers.

### *The Creative Cluster*

Hariharpur village is also known as the 'Musicians Village'. It is a very simple settlement, and is indeed the smallest of the three. It is inhabited by approximately 3000 people living in an area of 5000 ha, a miniscule population given the context. The population is subdivided into 500 joint families, among which 40 are dedicated to traditional local music and its performance, and the balance engage in agricultural activities and animal husbandry. The village is very poor with virtually no local facilities such as hospitals, drainage and sewage systems, street lighting, garbage collection, or clean drinking water. Wells provide drinking water and electricity is restricted to just a handful of houses. Most of the people live permanently in the settlement: 25 per cent of the population is over 50 years of age, the remaining 75 per cent is much younger, and 20 per cent of the children migrate to urban areas when they grow up.



The village is largely Hindu and has 3 or 4 temples. There are no public spaces apart from the temples, the front porches of the houses, and the holy tree. Many of the houses have the traditional mud structure but there are some a brick and concrete ones. The musical skills have been passed on by parents to their children in the traditional guru–shishya tradition. Quite recently the Trust set up a primary-level music school for those who cannot afford to join the government school, and is actively engaged in sending the musicians to perform around India.

Mubarakpur village is famous for weaving Banarasi saris. The Trust is trying to brand the village so that its saris will be recognizable as Mubarakpur's unique Banarasi saris<sup>4</sup>. The village manufactures handloom woven saris, dupattas, kurtas, and textile dress material, using largely silk fabric and golden thread. It dates to 450 years ago, when the Muslim king Mubarak Shah laid the foundation stone. There are 2,000 weavers in the village, and of these 95 per cent are Muslim. Most of its inhabitants are weavers, few own or work in shops, and there are no farmers. All the businesses are family-owned, the children learning from their parents. Each family is responsible for the production and the design of the products. The women are only permitted to work from home in contrast to the men. The organic pattern of the village includes large bazar roads and modern-style houses where the ground floor is used as a workspace. The entire village is divided into different wards and each has three or four mosques. Weavers are organized in small ward societies and the secretary of each is responsible for marketing the saris in larger surrounding cities. Both primary and secondary education is offered, and within the settlement there is a hospital with 30 beds, drainage and electricity is available, as are most hygiene facilities.

Nizamabad<sup>5</sup> is a potters' village, its specialty is black pottery. The colour is natural and achieved through a 'smoke' process applied to the baked clay objects. Nizamabad's population of around 12,000, is greater than that of Hariharpur but slightly less than that of Mubarakpur. Around 70 per cent of the population is below 50 years of age, and of this about 20 move out of the village each year in search of better opportunities. The population is distributed across 2000 ha of land. Over a 100 families working in pottery-related activities, the balance work in agriculture, a very few running shops. Pottery skills are passed down from father to son and each family can be viewed as a small enterprise. The village has a special school for pottery training and two primary and secondary schools. There is one health centre and a fairly good hospital nearby. There is reasonable infrastructure: most of the houses are provided with electricity, toilets, and waste collection facilities but there are open air drainage systems and only some houses are provided with drinking water facilities. It is predominantly a Hindu settlement and ten Hindu temples are located there. The houses are organized along a fluid and organic pattern of roads. Very few traditional mud houses remain, most of the others are constructed from concrete and bricks, one to three storeys high. Both the women and men work from the ground floor of their own houses, using the street space to dry and display their products, which are in the main sold in Varanasi. The Trust built a new, larger kiln to bake the clay and is actively helping in developing new designs.

## *The Role of Research and Training*

Because of the richness and variety it presents, the Azamgarh cluster has been adopted as a pilot project. On one hand, the three villages are considered to be a unit which could attract tourists from Varanasi, but on the other, each village is very different from the other and its needs have to be individually addressed. Diversity defines each village's identity and beauty for which the Trust has been developing ad hoc regenerative models. In each village the Trust has roped in particular industries and universities to actively collaborate. The project is structured in four phases: (1) Universities have been involved and students have begun surveying and documenting the villages, their inhabitants and activities to understand their strength and weaknesses; (2) In the specific cases of Mubarakpur and Nizamabad, a series of workshops have been organized to develop new and more marketable lines of products to be produced in collaboration with the village artisans; (3) A company willing to invest in the products manufactured in the village on a long term basis has been contacted; (4) The steady income generated by selling the products to the company will make the villages self-sufficient. Also, some of the extra money generated will be invested in developing the cluster's facilities, services, and activities, be it in the form of another more advanced school for children, computer facilities, tourist lodges, and the like. This development has not been free from failures but represents a first step forward.

The study of villages cannot be conducted in isolation but has to be achieved through a study of traditions and local experience. Stimulating a creative relationship between a university and the surrounding villages develops an awareness of minor settlements in a long-term perspective. The ITRHD youth-training programmes do not focus on tapping students from élite universities and colleges, such as JNU, the IITs, and Hindu where a surfeit of extra-curricular opportunities and internships are already provided to the students. The principal goal is to involve local universities in proximity to the villages. One reason for this is the ease with which students can reach the villages on a weekly/monthly bases, and the second is that such an interaction provides students with an excellent opportunity to develop a sense of responsibility towards their cultural heritage that can be sustained even after the completion of the project. In this particular case, the design and architectural universities in Azambagh have been identified as the most suitable partners in the Creative Cluster project. The ITRHD training programmes are pioneering initiatives in India, not just in order to build a national archive of India's rural heritage – through photographs, videography, interviews, and other forms of documentation – but to actively training an entire young generation to appreciate their heritage and protect it. Besides, in working directly with the village's inhabitants, buildings, streets, products, and land inspire the students to generate suitable design solutions to meet the people's genuine needs.

Through workshops and field visits, the young students are continually interacting with the villagers and getting directly exposed to the traditional designs. It is a mutual and fruitful exchange and interaction, where the artisans teach the students and the students endeavour to implement and update the artisans' work<sup>6</sup>. It provides a great opportunity for the villagers to be exposed to the ideas of the modern young generation and vice versa. Such fruitful interaction with the younger generation, from different parts of the country testifies that traditional designs can be incorporated in and integrated with new technologies and products. This fusion of the past with the present and future within design schools promotes a form of collaboration which starts 'bottom - up' rather 'top - down'.

The ITRHD is not only endeavouring to keep alive the memory of ancient craftsmanship but also to transform it into a living tradition. Universities, scholars, and students work together with the local inhabitants of the various minor settlements to develop new sustainable designs based on traditional ones that can be commercialized and sold on a greater scale. The encounter between universities, craftspeople, and industry provides an opportunity for a new beginning, which goes far beyond both pure artisanal work and standardization of design, and opens up vast opportunities of breathing new life into ancient.

<sup>1</sup> M. N. Srinivas, (ed.), *India's Villages* (Bombay: Asia Publishing House, 1963).

<sup>2</sup> Ilay and John Gillow Cooper, *Arts and Crafts of India* (London: Thames & Hudson, 1996); Ranjan, Aditi, and M.P. Ranjan (eds.), *Handmade in India: An Encyclopedia of the Handicrafts of India* (New Delhi: Mapin Publishers Pvt. Ltd., 2007).

<sup>3</sup> See the Trust's website: <http://www.itrhd.com/>.

<sup>4</sup> John Gillow and Nicholas Barnard, *Traditional Indian Textiles* (London: Thames & Hudson, 1993); Gautam Chatterjee, *Banarasi Saree* (<http://www.ibiblio.org/gautam/heri0005.htm>).

<sup>5</sup> Jane Perryman Jane, *Traditional Pottery of India* (London: A. &C. Black Pub Ltd. , 2000).

<sup>6</sup> Students will benefit from greater exposure and appreciation of India's diversity, history and challenges. Local projects will benefit from energy, organizational skills and tech-savviness of students (for example, digitizing local historical documents or producing short video clips on rural history of each district in India). ITRHD will benefit from getting skilled manpower at no cost, plus from the buzz and excitement created by this kind of unique youth corps in India', in *ITRHD Youth Corps - Concept* , 18 June. 2014. The Trust has a section called Youth Corps especially dedicated to youth which is specifically entrusted with the responsibility to moderate the long-term relationship between universities, colleges and village regeneration projects.



Nizamabad. Photo: Pilar Maria Guerrieri

## NEW TRAINING PROCESS ON SMALL SETTLEMENTS WITH HERITAGE

Mireille Grubert, Ecole de Chaillot/Cité de l'architecture et du patrimoine

### *Why study small settlements in heritage training cursus?*

How much is the territorial dimension taken into account in different countries when talking about heritage? The School of Chaillot is involved in several international cooperation aiming at training professionals for preservation, conservation and reuse of built heritage. It is a good observatory to study and compare this dimension between those different countries. As a well-known institution in this field, the School of Chaillot has been working for many years in different countries such as Syria, Morocco, Bulgaria, Greece, Italy, China and Cambodia (together with Vietnam and Laos).

In France, the School implements training curricula for architects to allow them to intervene on historical monuments, ancient buildings and sites. Both in France and abroad, the approach for heritage is enlarging its scope, including now territorial dimension. This approach is present everywhere but is differently taken into account according to the country and its specific culture. In Asia, either in China or in Cambodia, Laos and Vietnam, it is obvious for our local colleagues and students to study the sites at a large scale, and in an integrated approach combining environment, landscape and usages. The example of Zengchong and the way our French and Chinese students presented what they called the "circular economy" of the village was strongly influenced by the Chinese way of thinking.

### *Why to enhance territories and culture knowledge?*

In many cases, water and hydraulic networks are a key point for a comprehensive entrance on the territory. In Syria, where we have been working for six years until 2011, the re-discovery by our Syrian students of how the Barada River in Damascus had been important, the way it structured all the Faysal neighborhood as well as its links with the Old Town made sense to understand how buildings such as the hammams and the mills as well as houses were operating, and how they could be repaired and reused in contemporary life.

In Cambodia, the students are spontaneously keen at exploring the water systems which are part of the symbolic dimension of religious buildings as well as dedicated to irrigation. This gives way to a comprehensive approach of the sites and of the use their inhabitants are making of them.

### *Learning bottom-up process through the investigation on-site*

Because of the site investigations, our students are strongly interacting with inhabitants and local authorities. It happens more and more often for them to be hosted by them. Living in such conditions in small cities and villages allow them to open their mind to the wide picture. It enlightens their vision of heritage as a whole context in a territory. It gives them a kind of cleverness to understand how the buildings they are studying have been built, how they have been used, which role they played in the past urban fabric and how it can benefit from a second life, in the present and in the future. It is namely the case for our “Ateliers sur site” (on site workshops) in Britany (Quintin, Tréguier), where 40 of our students have been hosted (for free) for seven nights by the inhabitants. It provided them with a tremendous amount of “alive” information. It obviously responded to an attempt of the inhabitants, as the mayors of those two small cities insisted to tell our students, their teachers and to us.

### *Win-win process*

The onsite interaction between our school, other training institutions abroad, and local communities should be developed because it benefits to every partners. In terms of training, it offers our students a very practical opportunity to be in contact with real sites and monuments outside their usual working environment, to be in contact with rural population. It allows them to take the time (which practitioners usually lack) to understand local culture, the attempts of inhabitants, and to measure how important heritage is for the people. In terms of local impact, the results of the studies and projects produced during those workshops enriches significantly local reflection and encourage local authorities to go further with their policies in favor of heritage based redevelopment. For the inhabitants, the presence of the students and professors, the restitution of workshops to the people are very rewarding. These workshops can be considered as a “winner-winner” operation.



Workshop in Guizhou (China) and Cambodia. Pictures: Mireille Grubert

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# LEARNING FROM CHINA: CITY AND VILLAGES, SHARED RESOURCES

Bruno Hubert, ENSA Paris-Malaquais

## *Context*

We are living in a time of growing planetary concern about climate change and the need for better management of natural resources, about uncertain and changing urban policies, as well as short-term financial investment that is often independent of local policy. These concerns have all contributed to a new approach in architecture and the way it is taught today. Indeed, establishing an inventory of resources and how they are used, looking for more versatile habitats, examining structures and envelopes, as well as the impact of infrastructures, are just some of the themes touched upon in our pedagogical approach.

Globalization brings us closer to distant events and tragedies. It encourages architects to develop a common understanding of the various phenomena of territorial change (urbanized areas, farmed land) which, for the most part, are similar the world over. New protagonists in the project appeared when human activity started modifying the balance that had formerly appeared to be eternal. Air, climate, soil, forests, water are all affected, and they are the basic resources on which all habitats depend for their existence. This is therefore a crucial field of investigation for architecture.

## *Architectural alternatives and field-based learning in Xitou, a village in Zhejiang province.*

In 2016, the director of the architecture facility at the China Academy of Arts (CAA), Wang Shu, encouraged students at the Paris-Malaquais Architecture School to think about the future of Xitou and its 1800 inhabitants. The village of Xitou is part of Baoxi, a community of 11 villages near Lishui city in Zhejiang province. Zhejiang is one of the wealthiest provinces in China, and its population is nearly as large as that of France, with roughly 55 million inhabitants, spread over a territory six times smaller (101 800 km<sup>2</sup>), of which 70% is hills and mountains.

Xitou (« headflow ») is a mountain village, whose economy is based on the production of mushrooms, rice and bamboo, as well as the traditional manufacturing of terracotta, porcelain and pottery artefacts. Local authorities invited the students to spend several days in the village, which is known for its “International Bamboo Architecture Biennale”. Around fifteen structures, made out of earth, bamboo and wood, were erected with the help of architects from around the world. This architectural alternative, using an approach that is both rational and functional and which has defined modern Chinese urban areas, is the focus of our studies at our schools, CAA and Malaquais.

The first five days in Baoxi were spent exploring every aspect of the area, by means of surveys, interviews, meetings with local actors, etc. The last two days on the CAA campus, at the heart of the remarkable architectural environment created by Wang Shu and Lu Wenyu, were dedicated to finalizing the students' appraisals, which were then presented and discussed before a jury. A jury, set up in June 2016 at Paris-Malaquais, will provide an opportunity to discuss the projects and challenges of rural area urbanization and will invite outside experts outside the school to join in the debate.

### *What have we learned ?*

In China, economic growth is generating a rapid change in the built environment, but also in local specificities, habitus, climate, regulations, and the role of local actors. It is necessary for students and teachers to travel and work in China in order to really experience these phenomena, to work alongside the local actors who are bringing about these changes, and to effectively use these actors' expertise, observations and requests in drawing up a proposal for large-scale urban transformation. From the very start of this exchange with China in 2004, the projects of the ENSA Paris-Malaquais students have been presented publicly: publications, exhibits and awards have contributed to the diffusion of knowledge and the promotion of the work carried out. Indeed, leading Chinese universities have used these research projects as an idea lab and an opportunity for professional networking. Thus, in 2014, the CAA organized, in association with the Zhejiang province authorities, an international competition in which the Paris-Malaquais students were particularly successful: three groups, making up a total of nine students, were awarded a prize. Their study focused on Heyang villages, where they carried out field work with other Chinese students and their professor, Zhuo Min.



Pictures from the Report 'Urbanite' des campagnes. Villages du Zhejiang 2014 & 2015.



*Participating institutions and professors in 2016:*

In France : Paris-Malaquais National School of Architecture (EnsAPM), Bruno J. Hubert, Jean Attali, lecturers. In China : China Academy of Arts, in Hangzhou, Wang Shu and Lu Wenyu, Hu Zhenhang, architect and lecturer, Shen Wei, director. Guest participants : Françoise Ged, China Observatory. Judith Audin, sociologist, Caroline Kornig, Paris-Malaquais.

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## ILAUD GOES GLOBAL: FROM URBINO TO THE GLOBAL SOUTH

Etra Connie Occhialini, ILAUD & University of Ferrara

Two of the Italian cases illustrated in this report - the settlements of Castoreale e Novara di Sicilia - will be the object of a research and training programme that ILAUD is organising together with the UNESCO Chair and the Department of Architecture of the University of Ferrara, in collaboration with IUAV University, Venice; University of Basilicata; Politechnic University of Turin, Waseda University, Tokyo, South China University of Technology, Guangzhou. A first international workshop is foreseen for Spring 2017; after that work groups will be formed to develop local issues further.

Castoreale and Novara di Sicilia have a long historic tradition but recently have lost population, activities and economic opportunities to the advantage of the urbanised areas of the valley. They belong to a diffused type of settlement in crisis: small centers that have lost their capacity to contribute positively to the organisation and management of the territory and have progressively lost population. Instead, they could still play a role within the territorial network to which they belong. Both Castoreale e Novara di Sicilia have tried to oppose the crisis through cultural initiatives partly directed to tourism, partly to reinforcing local identity. These initiatives should be looked at carefully as they can suggest further development due to the existing complementarity among the various settlements where they occur and the possibility of involving also other sectors, such as training and research.

The area features diverse geographic, geo-morphologic and environmental characteristics - coast, plane, hill, valley, mountain - that allow for the implementation of a plurality of strategies, directed to agriculture, tourism, services. It is a unique microcosm-laboratory for experimenting different kinds of policies.

The most relevant issues are:

1. the creation of a network among urban settlements of different dimensions, vocation and environmental context so as to optimize the use of a variety of resources
2. the construction of a narrative of the territory (history, heritage, environmental resources, local products) aiming at defining a strong identity that can attract tourism, activate exportation of local products, characterise specific services.

Moreover it is necessary to identify possible new innovative activities, such as:

- experimentation in horticulture, related to climatic change and to the development of new species, and in agriculture especially for cultivation in hilly and mountainous areas
- creation of integrated systems of intangible heritage, cultural landscapes, natural environment, cultural and art activities, local products
- supply of systems of assistance for elderly, disabled or persons needing rehabilitation using small settlements of high environmental quality.

This research comes out of several years' work on similar issues that ILAUD has carried out in Italy and in other countries (among others: the study of the system of rural villages around the city of Suzhou, and the case of Shuang Wan Cun illustrated in this report, organised in 2012, 2013, 2015 by the Department of Urban Planning and Design Xi'an Jiaotong - Liverpool University of Suzhou with the participation of Ecole Polytechnique Fédérale de Lausanne, South China University of Technology, Suzhou University of Science and Technology, University of Ferrara, University of Liverpool, University of Newcastle, Wuhan University; the re-qualifying of the small villages around Urbino, heritage conservation and development in the oasis of Jericho, Palestine). All of these cases dealt with issues and problems that have a strong local identity but at the same time are common to many other places in the world.



Novara di Sicilia. Photo: Etra Connie Occhialini

### *Urbino, Italy: global issues and local context*

A planning and design laboratory was held in Urbino in 2012, with the participation of University of Ferrara; South China University of Technology, Guangzhou; Massachusetts Institute of Technology; Politecnico di Milano; Waseda University, Tokyo. The aim of the workshop was to reflect on issues related to heritage and landscape protection, to new conditions and living needs, to the impact on the territory of new modes of production.

As in other cases, the challenge was to turn a supposed weakness in an opportunity, and Urbino and its region were a very good laboratory for research and elaboration. The existing spatial structure (a main center, a system of villages and isolated houses, well preserved rural areas, woods, mountains) appeared as an appropriate case for exploring processes and designing solutions. Poor accessibility from the rest of the region and among its spatial components is a structural weakness of Urbino and its territory. The population is distributed in small villages and individual houses scattered over a very wide territory. These small settlements are inhabited either by elderly who frequently live alone and have difficult access to services or by nuclear families of commuters whose life styles do not help to create a local community. They lack higher level services and have precarious relationships with Urbino and the main urban centers of the Adriatic coast. At the same time they are places where adequate facilities for education and socialization are necessary. The first issue dealt with how to keep the inhabitants - and possibly attract new ones - through the offer of better living conditions, in order to guarantee the survival of local traditions and act as a defence of the natural environment and of the cultural landscape. This can be done by studying new forms of physical, functional and social organisation, new housing models, new types of services, new forms of work organization. Another issue was the conservation of a high quality cultural landscape such as the one of Urbino and its territory, the Montefeltro, where over the centuries human action was perfectly integrated with nature. At present there is the risk that these characteristics be altered by unplanned building activity, out of scale transport infrastructure, solar plants and windmills that can alter deeply the landscape, etc.

### *Jericho, Palestine: Planning and Design in Fragile Areas*

Jericho is a small city-oasis whose environmental, historic, cultural characteristics make it a unique case. It is the oldest urban settlement in the world, where the first forms of permanent agriculture developed. Jericho owes its existence since prehistoric times to the presence of fresh water springs at the foot of the mountain ridge that runs along the western side of the Jordan valley desert. It is a model of sustainability that risks being overcome by the very attractiveness its environmental characteristics and cultural heritage have generated for tourism and real estate investments. A significant part of the oasis still exists, with its water channel system and typical crops. The richness of natural and cultural make of Jericho a perfect laboratory for the understanding of complex situations and the solving of problems related to heritage and environmental conservation and enhancement. Three main issues were approached during the workshop: water (relationship between natural and built environment, correct use of resources, the role of water) typology and building materials, cultural heritage.

## *Water*

In the case of Jericho, on one side there is a problem of shortage of water due to uncontrolled urbanisation, lack of awareness and responsibility by the population, use of drinkable water for agriculture, etc. On the other side, water is the origin of Jericho. The old system of water channels is still visible and partly still in use: it could become a tool for the narration of Jericho as a cultural landscape, and possibly also a tool in planning its future.

## *Typology and building materials*

Jericho is the only place in Palestine where there is the presence of mud houses. They can be proposed today as a model for the design of contemporary dwellings that are sustainable and also acceptable for new life styles, as an alternative to imported models and to building techniques that are resource consuming. Last, conservation and correct management of the historic cultural landscape and of the physical landscape in all their components, conservation of monuments and historic sites is an opportunity for the qualification of Jericho, as well as an opportunity for economic development.

The results of the workshops are of great interest both as an experience of learning and exchange between different cultural contexts and as an opportunity to highlight problems that are relevant in locally but also in many other places the whole world; they also underline the need for a multidisciplinary approach when facing complex problems and the importance of communication and exchange of experiences and ideas. The workshop was organised in 2013 by ILAUD with the participation of University of Ferrara; Al Quds University, Jerusalem; An Najah National University, Nablus; Birzeit University, Ramallah; Waseda University, Tokyo; ISIA, Istituto Superiore per le Industrie Artistiche, Urbino; Dipartimento di Architettura, Design e Urbanistica, Alghero



Jericho. Photo: Etra Connie Occhialini

# POINT OF VIEW



## **SHIFTING PARADIGMS: SMALL TOWNS AND RURAL AREAS, THEIR ASSETS AND CULTURAL RICHNESS, AND THE ADDED VALUE OF PARTNERSHIPS.**

Françoise Ged, Observatoire sur la Chine Moderne et Contemporaine, Cité de l'Architecture & Patrimoine

Alain Marinos, Association des Petites Cités de Caractère de France

### *The Anthropocene Era and Habitat III: an opportunity?*

The notion of a new geological era, the Anthropocene, was introduced by atmospheric chemist and Nobel Prize Winner Paul Crutzen, in an article co-authored with Eugène Stoermer<sup>1</sup>. It refers to our current era, in which human activity is having disastrous impacts on the ecosystem: “entering the Anthropocene era” implies that the crisis is not a temporary one. Our every action, and in particular the way in which we design our cities and territories, what we build, where we build it and how we built it, are all profoundly changing our environment. This new era will progressively impose a paradigm shift in all areas of life.

The third United Nations Conference on Housing and Sustainable Urban Development (Habitat III), organized by the United Nations General Assembly in Quito (Equator) in October 2016, will be held on the theme of « sustainable urban development: What future for urbanization ? ». Twenty years after Habitat II in Istanbul, where communities became major partners, Habitat III aims to adopt a New Urban Agenda which will define new priorities and appropriate strategies, to which member states will be committed for the next twenty years. Habitat III's main challenge will be for member states to effectively shift paradigms and accept the reality of a new Anthropocene era.

With this in mind, spatial planning professionals agree that we must aim to design cities and territories in a way that promotes solidarity and integration, rather than the current phenomena of exclusion and inequality that have prevailed in the last 30 years, while at the same time “neo-liberalism accentuates segregation and divides urban territories into separate, sealed-off subsets”, as the philosopher Xavier Bonnaud and the sociologist Zygmunt Bauman have pointed out<sup>2</sup>. For the last 20 years, we have engaged in international cooperation, mainly with China. Through these human exchanges, we have been able to establish a common ground with a number of the actors involved in this project.

### *International cooperation to broaden horizons.*

The cooperation we set up with China in 1988 has led us to study other countries and other international programmes. While organizing a conference which was to be held on the 18th February 2016 at the Cité de l'architecture & du patrimoine<sup>3</sup> in Paris with Giulio Verdini, we discovered that the notion of "culture as a lever for land development" was a widely-shared idea amongst researchers and professionals the world over. This was echoed in the conclusions of the Hangzhou declaration that followed the "Culture for Sustainable Cities" conference organized by UNESCO in December 2015<sup>4</sup>. Highlighting the cultural assets of their area has become a leitmotif for many towns and communities in France, Italy, Europe, China, Latin America.

An awareness of these common challenges and the desire to share our acquired knowledge has led us to conceive this work, by gathering examples and comparing on-site experiences with local councils, architecture schools, and associations. All of these examples are based on detailed studies of territories, taking into account their geography, different histories, and changing realities. We gathered examples from very different entities over several continents. China is largely represented, since it is the crossroad of our studies and those of Giulio Verdini. It is also the main area of study for several lecturers, for example Bruno Jean Hubert at the Paris-Malaquais ENSA (National School of Architecture), who has worked since 2008 with the Chinese Academy of Arts' architecture faculty in Hangzhou, and Benjamin Mouton and Shao Yong, who led four cross-participation workshops in China, partnering the University of Tongji with the Ecole Chaillot from 2007 to 2015. While we were comparing workshops implemented in rural areas, we met Marc Verdier and Vincent Bradel, lecturers at the Nancy School of Architecture (ENSA Nancy), who were studying small towns in France. We sought out contacts who shared our interests and got them involved in our cooperative work with China: the Grands Sites de France Network and the Petites Cités de Caractère de France Network. Both of these associations facilitate communication between different entities over a same territory and organize networks to implement a *modus operandi*, to develop and learn how to use new tools, to discuss best practices as well as problems. This is a matter we will look at later. Similarly, the International Laboratory for Popular Habitat has provided us with testimonies and inspiring comparisons with Latin America, through its activities with communities, architecture schools and public authorities.

### *Learning from China : Tongli and the Guizhou villages.*

The Chinese situation highlights the upheavals in rural and urban areas due to the globalization of trade and the modernization of the economy. This gives us the opportunity to think about our present practices and discuss future challenges : how can we help small "human settlements" to remain alive, how can we protect and maintain an environment whose balance is so fragile? How can we evoke local history and learn from local culture? How can visitors, occasional and regular users of these areas, as well as residents discover and share the local history and culture? How can we develop new management models which integrate project management, project implementation and "mastered use" (i.e. the active implication and input of all actors who will use the new site)? How can we associate disciplines, organizations and institutions, in order to benefit from shared knowledge in the quest for new answers?

When we initially set up the cooperation process in 1998 with ZHOU Jian (now director of the World Heritage Institute for Training and Research Asia-Pacific, or WHITRAP), RUAN Yisan, SHAO Yong and their colleagues at Tongji University in Shanghai, none of us imagined how much we would all gain from these exchanges. In Tongli, a small spa town 60 km from Shanghai, in Jiangsu province, our aim was to define an experimental methodology to be implemented directly in the field, which would adapt historic areas to modern life, enhancing the inhabitants' living conditions, while maintaining and protecting existing valuable buildings, canals, roads and trees, which make up most of the urban environment. The objective was to assist the inhabitants, transfer knowledge and skills, train local authorities, all the while maintaining a holistic vision of the environmental, social, and economic conditions of the area, in partnership with the surrounding spa towns<sup>5</sup>. Domestic tourism, with city-dwellers visiting rural areas and small towns, was experiencing an impressive expansion and becoming a major factor of economic growth. Together, we learned how to bring our project to the attention of local authorities, village associations, construction workers, and doctoral students. Our collective task was to imagine how rural development and urban development could be managed organically, in a context of sustained modernization and constant change. The "plan de protection et de gestion urbaine" (Protection and urban management plan) which was drawn up at Tongli, as well as several quality studies carried out beforehand<sup>6</sup>, have become a reference and working tool for the next generations of professors and students.

In 2001, the project won a National Urban Planning award from the Chinese Ministry of Construction, a prize which brought our team recognition and paved the way for a new experiment in Shanghai. At the time of Shanghai's urbanization process, cultural heritage had a rather hazy status: it had memorial or historical value mainly in relation to the architectural quality of the structure, its interest as a tourist site, and the neighborhood's real-estate value. In 2003, The Municipal government of Shanghai approved the idea of drawing up and implementing regulations to protect architecture and urban areas, which would be applied to twelve different zones in Shanghai, over a total of 27 km<sup>2</sup>. Our partners at Tongji University were assigned the task of drawing up the management plan for the largest zone in the city center, which included half of the former French Concession and the adjacent part of the International Concession. During this project, they were also able to train their peers, by sharing their methods with the teams in charge of the other 11 city sectors. The example set by the city center extended to the whole city of Shanghai (23 million inhabitants). Surrounding towns and districts under Shanghai jurisdiction also carried out the same investigations, leading Shanghai government to declare 32 protected zones in 2005. The methodology and tools for urban analysis, planning and management which had been inaugurated in the little town of Tongli, were implemented within a much larger experimental zone in Shanghai, which presented new challenges that were made all the more complicated by the claims of the residents<sup>7</sup>.

In 2008, Shanghai was "twinned" with Dujiangyan, a former village of Sichuan province, elevated to the rank of « city<sup>8</sup> » in 1989, in order to provide financial and technical assistance in the aftermath of the disastrous earthquake that shook Western China. The region of Dujiangyan includes many villages, dotted around a wonderful rolling landscape, and two World Heritage sites. According to the directives from the Chinese Ministry of Housing, Urban and Rural Development (MOHURD<sup>9</sup>), Dujiangyan is destined to become a major tourist site, accessible via a high speed train line from the province's capital, Chengdu.

We therefore faced the following challenges: How could we find the proper balance between integrating tourism, with its crowds, and enhancing the natural heritage of an area ravaged by an earthquake? How could reconstruction respect the site and yet also remain in accordance with the directives for the development of tourism in Dujiangyan? How could we showcase natural, cultural and historic specificities while creating and implementing the new urban plans? How could we revive and promote a model of tourism based on the protection of the existent historic and cultural heritage?

In Guizhou province, South-West China, our Shanghai partners and the Province Bureau of Culture helped us to adopt a holistic view of the role of culture in the development of these villages. Indeed, this province, with its 40 million inhabitants, is largely rural, due to its mountainous terrain, and has therefore eluded modernity for a long time. The mountains in this province have been a refuge for many ethnic groups (Dong, Miao, Buyi, Yao, etc.), who have all developed a rich natural, cultural and intangible heritage. These villages were relatively autonomous until the beginning of the 20th century, when the arrival of highways, railways, and airports meant that most of the villages could be reached from big Chinese cities in a matter of hours, rather than days. Each village's exceptionally rich culture is now experiencing growing domestic tourism, which creates jobs and economic growth, but also threatens to upset the balance of these traditionally circular and environmentally friendly economies.

The choice of researching the quest to find a balance that is at once social, cultural and economic, led us to organize an on-site conference which brought together professionals and various expertise<sup>10</sup>. In a bid to encourage the holistic analysis of culture as a lever for territorial development, we combined expertise in agronomy, architecture, music, ethnology and cultural administration. In so doing, we noted that this kind of shared brainstorming, rather than the usual a posteriori association of specialised analyses, was a new experience to which these Guizhou villages had led us. The following year's cross-participation workshop in the village of Zenchong, led by the Ecole de Chaillot and Tongji University, used this work as a basis for their own survey, studying the existing circular economy and its maintainance, as well as botanic issues, water flows, etc. Building a shared knowledge base was the first step in our Franco-Chinese cooperation: what were the challenges in France, what were the challenges in China, what were the contexts, and how similar were they? What tools had we created in France to deal with these issues, what were the best practices, what legal or regulatory measures did we have at our disposal?

As a common guideline, we chose to focus on the skills of communities, State departments and public service associations. We created partnerships between qualified academics from the Tongji University Architecture and Urban planning faculty, the French National Schools of Architecture (ENSA) and the Ecole Chaillot, which has a specialized course in Heritage for qualified architects<sup>11</sup>. Since our studies were based on real cases, we organized many on-site visits and professional meetings, chosen amongst communities known for their good practices. Our cooperation continued in three complementary directions : personalized training for Chinese doctoral students in France, study trips for delegations made up of decision makers and technicians in charge of the plans for urban management of historic centers, and finally, study and expertise missions in China, bringing together researchers, elected authorities and professors whose expertise and experience are highly valued.

*Cross-participation workshops in villages for training, experimentation and the transfer of knowledge.*

Rural territories became the experimentation ground for our common programmes. In 2006, Tongji University had just approved the creation of a specialized course on heritage, and the course managers<sup>12</sup> set up, in partnership with the Ecole de Chaillot, which they knew well, some cross-participation workshops<sup>13</sup>, allowing around ten students from each country to work together on the same site, a village in China for a year. Organizing workshops in a rural site is a way of sensitizing two types of population to its potential: students and local authorities. It means drawing attention to the everyday challenges around the possibility of a future vitality, so that both inhabitants and local authorities may consider their sites as alive. Broadening the horizons of both students and public officials, and meeting with the inhabitants are all important steps.

The fact that we are strangers at the village, that we come from afar (whether from the great Shanghai metropolis and its famous university or from France) has the effect of drawing attention to these rural sites and their inhabitants and facilitating the process of analysis and valorization on multiple levels. Of course, having thirty “strangers” in their village for a week makes the inhabitants curious, interested or worried when faced with the thorough surveys carried out by the students on their natural and built environment. They are intrigued by these visitors. The cross-workshops are part of a process that includes conferences with the provincial public authorities, the communities and local associations who are keen to engage in an analysis of their territories. The selected villages, chosen by the French and Chinese professors, must be accepted as study sites by the local authorities. When organizing a trip for thirty people, it is indeed important to have the support and enthusiasm of provincial institutions, who consider these partnerships as an opportunity to enrich collective debate. The students’ work is presented publicly, and if at all possible, the students hold a special presentation of their work over the year for the inhabitants of the villages.

What is the best way to combine enhanced living conditions and domestic tourism development? How can we best adapt the old habitat to society’s current needs? What economic development should be prioritized? How can we leverage the sites’ cultural and natural assets? What tools and measures should be implemented according to our established priorities, and how will these be financed? What future can we imagine in terms of developing communication channels and technology? What role should be given to tourism, and what types of tourism should be preferred?

The chosen villages were Zhaji<sup>14</sup> in Anhui province in 2007-08, Liang in 2009-10 and Shuimotou in 2011-12 in Shanxi province, Zengzhong in Guizhou province in 2014-15 (see below for the shared report by the Circumpat collective, Ecole de Chaillot and Tongji University). After the studies in these villages, workshops are often set up by two associations (Professor RUAN Yisan in China and REMPART in France) for young volunteers to continue working in the field and discover local culture.

We know that time is a big factor in the whole process : It takes one or two generations<sup>15</sup> to change attitudes, change the way we look at Chinese rural areas, which were once considered places of exclusion, relegation and humiliation. Both countries engaged in this project have their heart set on valorizing rural areas, their diversity and rich cultural specificities, make them known and recognized by outsiders, make them a subject for intellectual debate and conferences.

*Targeted networks: a precious tool for developing coordinated strategies in rural areas.*

In France, the vitality of rural areas is very variable. As Régis Ambroise<sup>16</sup> reminds us, there can be no landscape without landscapers. In the bid to get small communities to act together, working with thematic networks seemed to work well. The Association des Grands Sites de France<sup>17</sup>, created in 2000, now boasts 41 noteworthy sites welcoming over 32 million visitors every year. They are often small sites, and the sheer number of visitors presents a threat to the villages they are located in. How can we find the proper balance between the area of interest, the inhabitants, visitors, and the managers of these famous sites? How to combine nature and culture as levers for appropriate development projects on a larger scale than just the area of the site alone? The Network's approach is to promote local partnerships as the key to success and appropriate management, having first defined the *genius loci*. It is a holistic approach that accounts for all the specificities and assets of the area in question, at different levels, and including all concerned communities.

The network carries out regular updates for its members, allowing them to benefit from the shared experiences of heritage site managers and think together about appropriate local development projects that would benefit the inhabitants first and foremost. It is therefore a tool for continuing education, capacity building, collective effort, trust and shared experiences covering varying themes. Similarly, The Réseau des Petites Cités de Caractère de France has implemented interesting projects to showcase atypical villages, both rural by their situation and small population, and urban by their history and heritage (see the Tréguier case study). These cities, which were formerly administrative, political, religious, economic or military centers, experienced a decline in their urban activity after the French administrative and industrial revolutions. They lost a great part of their urban roles and were left with too little human and financial resources to maintain their heritage. The Petites Cités de Caractère project is to gather all actors around a common goal : safeguarding heritage as a means for territorial development. To do so, it assists elected officials who wish to pursue urban development while respecting their natural and cultural heritage. It is a support and mentoring process for various public services, rather than a ready-made solution. To better expand their network, the association caters to the specificities of its member communities by implementing alternative and personalized programmes. All members agree to safeguard, restore, and maintain their heritage, to showcase it, promote it and bring it alive for residents and visitors, in the aim of encouraging economic growth and making the Petites Cités de Caractère® trademark a tourist reference in terms of quality and attractiveness. Is this thematic and network approach, which is on the rise in the last years, transferable to other countries ? It leads us to search for forms of governance which would be adapted to the different scales of rural areas in their relationship with urban areas.

*Urban and rural area complementarity, towards an integrated cultural strategy.*

China was for the major part a rural country when its economy started opening to the rest of the world in the 1980s. It decided then that it would aim to invert the numbers in the next decades<sup>19</sup> so as to achieve a ratio of 75% urban population by 2050, in alignment with the most developed countries. The urban population quadrupled between 1978 and 2013, going from 172 million people to 731 million, thanks to three processes: 15,5% of administrative urban area expansion was due to formerly rural population being requalified as urban, 12,7% was due to natural population growth, and 70% was due to domestic

migration<sup>20</sup>. The ongoing urbanization now targets secondary towns and their surrounding rural areas, where sensitization and education play a major role. China has very little arable land<sup>21</sup> : the country accounts for 21% of the Earth's population but only 8,5% of its arable land . Therefore, it is urgent to find a new balance to maintain and revive rural areas whose heritage is precious but who are also weakened by the rapidity of change. This is a major challenge of our times, concerning one of our planet's largest and most populous territories.

How can we design development that is both sustainable and based on the cultural assets of these rural areas ? It needs to be sustainable over time to enhance living conditions, allow children to be educated, open up access to healthcare, preserve and develop local culture. In his own way, mathematician Oliver Rey invites us<sup>22</sup> to imagine different solutions according to each area's size and in function of their relationships with each other. He reminds us that each living creature is only viable at its own scale. If we extend this reasoning to societies and cultures, he argues that most modern crises, whether political, economic, environmental, or cultural, are a direct consequence of our modern disdain of the notion of scale. Combining rural and urban areas helps to highlight assets and synergies. Implementing networks and partnerships helps to find the right balance between unkempt rural areas and big agglomerations under pressure, by working toward a revival of small towns and countryside. Furthermore, the human scale that characterizes small towns is easier to experiment with than big cities, allowing for innovative bottom-up projects. An integrated urban strategy puts an end to a string of independent and disconnected projects. It implies a strategic urban planning, created in a concerted effort by three clearly defined actors : a solid construction project, skilled implementation, and active implication of all those concerned, especially residents, and in some cases visitors. To find this delicate balance, we must listen to the inhabitants before drawing up any development plans, and also make decisions according to their answers, disregarding the pressure of lobbies, in order to manage the site fairly. We can no longer ignore the migration trends which will only grow in the coming years, as a consequence of global warming. What consequences will these migrations have on towns and territories ? Cultural isolationism and sectarian violence are steadily growing, be it in Europe, Asia, Africa or America. One of the major themes that must be touched upon at Habitat III is how to help cultures coexist, by enhancing the urban characteristics of the many small towns and territories, and making sustainable development first and foremost about community living.

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<sup>1</sup>[http://e360.yale.edu/feature/living\\_in\\_the\\_anthropocene\\_toward\\_a\\_new\\_global\\_ethos/2363/](http://e360.yale.edu/feature/living_in_the_anthropocene_toward_a_new_global_ethos/2363/)-visited on 7 July 2016

<sup>2</sup> Zygmunt Bauman, *Les riches font-ils le bonheur de tous ?*, Paris, Armand Colin, 2014 ; Xavier Bonnaud, « L'architecture à l'ère de l'anthropocène », in Chris Younès and Céline Bodart eds, *Encore l'architecture – Encore la philosophie*, Paris, Hermann, 2016 ; p. 98

<sup>3</sup> [http://www.citechailot.fr/fr/cite/action\\_internationale/observatoire\\_de\\_larchitecture\\_de\\_la\\_chine\\_contemporaine/small\\_settlements\\_and\\_the\\_cultural\\_dimension\\_of\\_urbanisation/](http://www.citechailot.fr/fr/cite/action_internationale/observatoire_de_larchitecture_de_la_chine_contemporaine/small_settlements_and_the_cultural_dimension_of_urbanisation/)

<sup>4</sup> <http://www.unesco.org/new/fr/culture/themes/culture-and-development/culture-for-sustainable-cities/> nd [http://www.unesco.org/new/fileadmin/MULTIMEDIA/HQ/CLT/pdf/SustCit\\_Hangzhou\\_Outcomes\\_FR.pdf](http://www.unesco.org/new/fileadmin/MULTIMEDIA/HQ/CLT/pdf/SustCit_Hangzhou_Outcomes_FR.pdf) - visited on 7 July 2016

<sup>5</sup> <http://www.alainmarinos.net/7-cooperation-france-chine-french-and-english-articles-de-fran%C3%A7oise-ged/>

Visited on 7 July 2016

<sup>6</sup> In 2001, a Chinese urbanist was trained to use new tools, such as GIS, at the Lab for IT applied to architecture (LI2A) at the Toulouse ENSA. This resulted in the creation of a corpus of images and data (architectural, historic, economic, social) which were associated to collective needs (networks) and private needs (sanitation facilities, kitchen fitting...).

<sup>7</sup> See article by Zhang Kai, « 'Qui' déloge 'qui' » dans les projets de rénovation de la vieille ville de Shanghai », 2013/1

<http://perspectiveschinoises.revues.org/6488> - visited on 7 July 2016

<sup>8</sup> The Chinese character « town, shi » reflects the notion of an administrative division of territory in a hierarchical system going from province to hamlet. See also : <http://www.ambafrance-cn.org/L-urbanisation-en-Chine-continentale> - visited on 7 July 2016.

<sup>9</sup> MOHURD is the acronym for Ministry of Housing, Urban and Rural Development, which replaced the Ministry of Construction(MOC). The label « Historical and Cultural Cities » was implemented by this ministry in 1982, and since 2003 it has extended to villages. A city or village who is given this label must draw up a heritage protection programme approved by the State council.

<sup>10</sup> See the 15 minute film created for this event : <http://webtv.citechailot.fr/video/culture-moteur-developpement-durable-approche-transversale>

<sup>11</sup> Architecture School facility members : Bruno Fayolle Lussac in Bordeaux, Jean Pierre Goulette (on GIS) in Toulouse ; Alain Marinos, then director of the Ecole de Chaillot.

<sup>12</sup> In particular ZHOU Jian and SHAO Yong who participated in many study trips to France.

<sup>13</sup> A book, in both Chinese and French, describes the field methodology : *Apprendre à lire le patrimoine – Ateliers croisés en Chine*, Ecole de Chaillot/Université Tongji, Tongji University publishing, Shanghai, 2013

<sup>14</sup> A film was made of the first workshop in Zhaji : [http://www.citechailot.fr/fr/formation/cooperations\\_internationales/chine/24163-video\\_un\\_atelier\\_franco-chinois\\_a\\_zhaji.html](http://www.citechailot.fr/fr/formation/cooperations_internationales/chine/24163-video_un_atelier_franco-chinois_a_zhaji.html); The workshop in Shuimotou, Shanxi province was made into a film and broadcast on Shanghai TV.

<sup>15</sup> See Frank Dikötter's excellent article « Mao Zedong and the Chinese Countryside », in Joshua Bolchover, Christiane Lange, and John Lin eds, *Homecoming – Contextualizing, Materializing and Practicing the Rural in China*, Department of architecture, The University of Hong Kong, Gestalten, Berlin, 2013; p. 39-55.

<sup>16</sup> Latest publications : Régis Ambroise and Monique Toublanc, *Paysage et agriculture- pour le meilleur !*, aducagri editions, Dijon, 2015; Régis Ambroise and Odile Marcel, *Aménager les paysages de l'après-pétrole*, éditions Charles Léopold Mayer, Paris, 2015

<sup>17</sup> <http://www.grandsitedefrance.com/> visited on 7 July 2016 – The « Grand Site de France » label, created in 2003, is awarded by the ministry in charge of environmental issues. It is valid for 6 years and can be taken away at any time if the site does not fulfill the commitments that this prestigious label entails.

<sup>18</sup> <http://www.petitescitesdecaractere.com/fr/lassociation-petites-cites-de-caractere-de-france/le-projet-petites-cites-de-caractere> - visited on 7 July 2016

<sup>19</sup> See Françoise Ged, « les villes en Chine », in La Chine aujourd'hui, Université de tous les savoirs (University of all knowledge), dir. Yves Michaud, Paris , Odile, Jacob, 2003. In 2002, China, which has 37% urban population, announced its objective to attain 75% urban population by 2050. In 1960, 80,3% of the population was rural and 19,7% was urban ; In 2010, 50.32% was rural and 49,68% urban (see Chinese Academy of Social Sciences website : <http://www.china.com.cn>)

<sup>20</sup> Bulletin économique Chine, n° 64 ; data over the period 1970-2010

<sup>21</sup> Centre d'étude et de prospective du Ministère de l'Alimentation, de l'Agriculture et de la Pêche, n° 24, L'agriculture clé du devenir économique et social chinois, octobre 2010.

<sup>22</sup> Oliver Rey, Une question de taille, Editions Stock, Paris , 2014



## FINAL REMARKS AND POLICY RECOMMENDATIONS

Giulio Verdini, University of Westminster

This research report shows different culture-based solutions that small settlements in China, Ecuador, France, India, Italy and Portugal have creatively implemented in recent years. It shows how they are facing their problems of marginality and how they are fighting potentially dangerous, and often non reversible, processes of decline. In some cases, they have invented new and innovative pathways for development tapping into their own local cultural resources in a very original way. In other cases, they have asked academia, NGOs and professional practices to develop ideas and solutions together with local stakeholders. They might not have not succeeded yet, but they have demonstrated a great capability in mobilizing scarce resources to create new scenarios for their sustainable future. They have been also the educational setting for a new generation of experts, coming from different disciplines such as urban planning, urban design, architecture, social work, anthropology, development economics, tourism, management, that have experimented interdisciplinary solutions learning by doing. Due to the relatively high accessibility to local policy makers and local communities, small settlements are indeed a suitable environment to develop ideas for the future potentially applicable in other cities and regions of the world.

Overall some recurring challenges emerge and these are summarised as follows:

- Small settlements are at risk of socio-economic and physical decline and local communities are at risk of being marginalized with potential negative impacts in the survival of their local traditional activities and cultural heritage;
- Local cultural resources are often underutilized or, conversely, threatened by processes of overutilization (being mass tourism a major threat). Their utilization is moreover often based on standardized models with the risk of lack of diversification;
- Creativity and innovation in small settlements is often limited by geographical isolation or marginality, scarcity of resources and lack of dynamic and young workforce;
- Small settlements are often suffering for the lack of adequate and effective territorial governance mechanisms to cope with their relative isolation and marginality;

Overall, despite the regional differences (in emerging countries or in relative disadvantaged areas of advanced countries) and their different geographical location (in remote rural areas or within larger metropolitan areas) a series of recommendations, globally valid, are suggested:

- To improve the preservation of the morphology of small settlements and to fully employ soft tool of conservation to preserve their historic landscape (following the UNESCO Historic Urban Landscape principles) and their tangible and intangible cultural resources;
- To improving community-based approaches and/or heritage recognition (awareness of identity) by small city's own residents;
- To preserve holistically their local culture (skills and productive knowledge, sense of uniqueness, tangible resources, territorial management capability, local sense of belonging), valuing local endogenous resources;
- To nurture and to incentivize new compatible creative and innovative activities mitigating the potential negative externalities of excessive over-specialization or over-commercialization especially in the tourism sector;
- To implement an integrated territorial approach aimed at enhancing the rural-urban linkages, preserving the distinctiveness of small settlements and ensuring, at the same time, their complementarity within the same regional context;
- To reinforce collaborative governance systems across network of small settlements in order to overcome their dimensional limits stimulating, at the same, the development of dynamic 'creative regions'<sup>1</sup>.

To achieve these ambitious goals, it is envisioned the need to implement experimental pilot projects in different parts of the world and to launch long-term interdisciplinary research programmes in the years to come. The 'New Urban Agenda' 2016-2036 needs meaningful translational initiatives to be successfully implemented locally and small settlement can become a privileged field of action and research for this purpose.

#### Notes

1. These suggestions have been reported in different form in: Verdini, G. (2016), 'Enhanced rural-urban linkages. Culture as a tool for harmonious territorial development', in UNESCO, 'Culture: Urban Future. Culture for Sustainable Urban Development', Paris: UNESCO.





# AFTERWORD

## ***Can the world do without villages?***

Paolo Ceccarelli, University of Ferrara & ILAUD

Can the world do without villages? Current trends of concentration of the population in mega-cities seem to suggest that the answer is yes. But in spite of the magnitude of present urbanization processes the world cannot afford to lose the positive contributions of small settlements. Information gathered in this dossier suggests a few questions worth remembering in this closing note.

A first obvious but often underestimated fact is the strong diversity of small settlements. I recall two extreme types, very different from one another. On one side there are isolated villages in less developed regions, far from the opportunities offered by cities, that survive in extremely precarious self-sufficiency. They progressively lose population and their few remaining inhabitants are usually old and unable to stop the local downturn. Thanks to their geographical context and landscape some of these settlements can attract tourists. This facilitates the return of old inhabitants, or the immigration of people from other places, allured by the opportunities of tourism. Life can flourish again in these villages. But most of these small settlements are bound for death; only those which are able to find a new *raison d'être* can survive.

At the other extreme there are small settlements which are located in the middle of large urban areas. They were located in previously rural areas, urbanized by the rapid large-scale growth of cities. They have become unconventional islands in a rough sea of new housing, infrastructures, industrial zones, tertiary areas. They do not lose population: instead they attract new economic opportunities and social functions, and have a lively environment. Their living conditions are very different from the ones of the surrounding anonymous and segregated fringe areas. Even in this case, however, their location in metropolitan regions does not ensure their survival as autonomous entities, with their own identity. They are often swept away by rapid urban developments that change everything.

Between these two extremes there is a great number of intermediate types, with different geographic, economic and social situations. There are thousands of small settlements in the world which have tried and are trying to react to the crisis of traditional factors for which they were born; and to invent new roles, new development opportunities, and consequently new identities. They manage to do this with their limited forces or by seizing opportunities offered from outside: new policies for the development of marginal regions, initiatives promoted by external actors, and so on. They show that the individual capacity to react and to be entrepreneurial in a creative way is very important. This is not enough however to ensure their success, for two reasons.

The first is that many of the principles underlying the frequent, but also very generic statements on the defense, preservation and enhancement of small settlements are hypocritical. In a world that is increasingly urbanized and dependent on development models based on urban interests and the urban culture, small settlements are inevitably bound for being marginal. They are therefore urged to invent new roles largely based on tourism and local handicrafts that no longer exist in cities, and that can attract urban interests.

The second reason concerns the solidity and durability of development processes. With reference to processes induced from outside, traditional villages can look very attractive as a location for entirely new activities. For a while this may generate flows of interest, increase the number of visitors, attract events of various kinds. But the aim to be reached in order to save them is to create a local permanent and well-rooted development. Instead it frequently happens that vibrant activities slow down after a while, and the imported functions move elsewhere. Only small-scale tourism, continuing by inertia, remains.

The issue is to decide whether small settlements can play a positive role in the present process of urban growth or if they are useless relics of the past, and will gradually disappear. If small settlements play a useful role they cannot be abandoned. The approach to this issue must radically change, starting from the assumption that the existence of villages is a key condition for the functioning of human society. They play and can play basic roles for our society, and a number of present processes of economic and social change will probably make them even more necessary in the future.

The villages in the mountains, in the forests, in remote rural areas often have a very important function of environmental protection. This crucial role has been forgotten over time. Their abandonment and the absence of a continuous monitoring of natural events and transformations of the environment is often the cause of disasters such as floods, landslides, fires. The careful control of the environmental conditions and the effectiveness of its maintenance by small communities in large areas cannot be replaced by aerial surveys, monitoring through drones, or industrialized forestation. It goes without saying that these roles require large-scale strategies supporting villages which perform functions useful for all. This support is provided by creating jobs for the youth; modern and good standard facilities; appropriate digital infrastructures; housing rehabilitation and upgrading, and so on. On such a solid base individual settlements can develop their capacity to promote other new initiatives

Similar considerations can be made for settlements that are small “poles of attraction” in large urban areas. Because of their enormous size, their low density and the absence of factors that structure them, urban systems of the future will necessarily have a much looser

structure than the great metropolis of today. Small efficient settlements with a strong identity will play a very important role in this fragmented environment.

Small settlements will also play a very important role in a likely return to the countryside and farming of large shares of the population, when in the near future, millions of jobs in services, transport, offices and industries will be destroyed by artificial intelligence and robotics. This is a problem that cannot be overlooked and which in turn makes necessary to develop strategies for redistributing the population in the territory.

These scenarios suggest how important it is to study the problems of small settlements in the present worldwide urbanization process. And how important it is to draw on this issue attention from leading international organizations and various governments. The creativity of individual settlements is important, but it requires to be supported by national and regional well-defined policies. These elements confirm the relevance of a research project focussing on several regions of the world and defining typologies of cases to be selected and analysed in more detail. This will be the second step of this on-going research.



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#### **Exhibitions**

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# ACKNOWLEDGEMENT

## Research Report Coordinated by:

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UNESCO Chair in Urban and Regional Planning for Local Sustainable Development,  
University of Ferrara & ILAUD (ITALY)

Cité de l'Architecture & du Patrimoine (FRANCE)

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This research is the result of a great collective effort. It is based on fruitful international collaborations among Universities, Research Institutes, NGOs and Local authorities based in Europe, South America and Asia. It has benefited from the constant exchange of ideas with the Culture Sector at UNESCO and with the UNESCO Creative Cities Network in the period 2015-2016.

This research has been presented at the UNESCO International Conference Culture for Sustainable Cities in Hangzhou (December 2015); at the Second UNESCO Creative Cities Summit in Beijing (June 2016); at the International Forum on 'Small Settlements Conservation' - China Traditional Village Qiandongnan Summit', organised by WHITRAP in the Guizhou Province, (October 2016). It has finally materialised in one of the Chapter of the UNESCO Global Report 'Culture: Urban Futures' presented at the UN HABITAT III Conference in Quito, Ecuador (18<sup>th</sup> October 2016). This research has been instrumental to develop the concept note of the forthcoming UNESCO International Conference on Small Settlements to be held in the Guizhou Province of China (14-16 September 2017).

