

PROCESSES AND ARTICULATE INTERVENTIONS ABOUT THE TRANSFORMED POMPEI

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Abstract

In 79 AC takes place the main eruptive phenomenon, as attested in the letter from Plinio il Giovane to Tacito "nonum kal. Septembres" nine days before the calends of September, that is the day corresponding to 24 August, the first seismic events occurred already in 62 AC. Pompei transformed city. Unpredictable natural factors of transformation of the urban reality. Currently the original Pompei, that is the Pompei of the archeological area, is characterized by a great emergency, a crisis of pathological decay. The collapses that have affected the site during the last years represent facts which increase the necessity to adopt the best practises already belonging to our culture, which must be rediscovered through a modern interpretation, with the technological support of the innovation and the integration with structures of territorial control actualized for the enhancement of an archaeological, architectural, historical and cultural patrimony that needs to be renewed to generate new processes of knowledge. Integration of multidisciplinary competences and innovative technologies free from invasive methods, having as a reference point the scientific responsibility of the Superintendence and relating to the traditional techniques. The transformed Pompei, a urban complexity which needs to be related with various actors: institutions; small, medium and large companies; research, university. Every single good project cannot prescind from a process of knowledge, survey and monitoring, of reversibility and social transformations, to reach to the planned post-maintenance. Is impossible to ignore, in the complexity of the territorial tangle of the religious pole identified with the Sanctuary of the Beata Vergine in Pompei which every year receive almost 4 million of pilgrims, the house of the Sacro Cuore or the copious greenhouses which paint the macro-urban planning with floral entities exported all over Europe. To recount and to capitalize ex ante, in itinere and ex post all the informations about the life of the archeological complex but even about the mutant city of Pompei, crossing the walls, as for, nothing has life on its own but instead as a urban continuum in which the different points of interest have to constitute points for an exchange network, able to produce development taking into account the various bonds individuated in the potentiality of the macro area of study.

Keywords: Pompei, transformed city, reversibility, urban complexity, maintenance

1. TRANSFORMATION AND COMPLEXITY OF AN HETEROGENEOUS CITY

Talk about the Territory of Pompei means to talk about a transformed city in which the idea of identity has dynamic terms, everything is defined by its directives of transformation. A city founded ex novo at the beginning of the XX century, this is a phenomenon caused by social and human motivations related to a territorial system that has a vocational characteristic of varied entity, measure, communicativeness and historical relation. The territory of Valle di Pompei or "Il Vallo", as the toponym reported in the Topografia dell'Agro Napoletano by Giovan Antonio Rizzi Zannoni in 1793, aggregated to Scafati, another district in the province of Naples, since the end of the XVII century was the subject of an articulated planning program promoted by the lawyer Bartolo Longo. The actions of Bartolo Longo allow, in a few years, the construction of the "New Pompei" aggregated around the Sanctuary of the Beata Vergine del Rosario and functionally separated from the archeological Pompei, the pagan one. The sanctuary was the cornerstone of the new urban system developed around the via Sacra, connecting with the train station and with the square named "piazza Nuova Pompei". The place, once almost unpopulated, that appeared as a moor where the wild nature had taken possession of the places with unhealthy swamp, did not obstruct the interventions of development, rather they were facilitated. The rural landscape of Vallo di Pompei was destined to become a real city within the fifty years following the first fortuitous visit of the Blessed Bartolo Longo. Longo carried out the reclamation of the territory beyond the "reclamation" of the spirits, improving the material and the spiritual life of the inhabitants. Were built the feminine orphanage, factories and laboratories addressed to the professional training, the hospice for the detainee's sons and the labor Houses. Then were built buildings addressed to the public benefit and structures for the numerous believers, in addition to new productive activities, launching a process of urbanization which led to the current Pompei. A decade after the laying of the first stone of the temple, we can count almost three active hotels built to respond to the needs of the travelers, who sojourned here not just for one day. «we tried to keep this land in communication with the whole world» B. Longo in Aniello Cicalese, Valle di Pompei e la sua stazione, Pompei, 2006. "the traveler, who wants to visit the Sanctuary, erected in honor of the Virgin of the Rosario on this piece of sky launched on the earth, as the poets called the area near the Vesuvio, can go to the station of Naples and ask for a round-trip ticket to Valle di Pompei, that is the station that follows the one of Pompei [...] all of that pagan greatness ended. That greatness does not cross the grave, and knows nothing about the future destinies of the human beings. [...] silence eighteen times on them! After only five minutes, the whistle of the locomotive shakes him and advertises him that he's leaving the station of the dead Pompei, and he's going to the resurrected Pompei". Bartolo Longo mentions in one of his passages the dualism of the religious city, "resurrected" with the interred city. The generation of a religious tourism that contrasted with the laical tourism. Johann Wolfgang Goethe, sensitive visitor/observer, is the one who correlates the archeological reality with the one external to the perimeter of the ancient walls. No more just a religious or archeological tourism but a smart visitor who can read the city in the whole complexity of its territory. The dualism of the dead Pompei with the resurrected Pompei. "the consistency of the ruins of the cities of Pompei and Ercolano and of the villae linked to them, hidden by the eruption of the Vesuvio in 79 AC, furnish a vivid and complete picture of the society and of the everyday life in a precise moment in the past that has no comparison in the world". So, the Commissione per il Patrimonio Mondiale, during the XXI meeting of December 6, 1997, motivated the registration of the archeological area of

Pompei, Ercolano and Torre Annunziata in the World Heritage List. Pompei is center of excellence, in the national and international territory, registered in the list of the sites considered World Heritage by the UNESCO since 1997, its poles of attraction generated a tourist flux which, in Italy, comes just after the flux of tourists to the capital. The tourist sector, undoubtedly, is the one equipped with greater potentiality in the territory of Pompei. Currently it is insufficiently enhanced and the main index is in the no-permanence of the visitors in the city and of the pilgrims to the Sanctuary. The analysis of the fluxes of the visitors' itineraries and a regeneration of these, help us to study and understand how positively guide the cultural process which activates with the visitors attracted by the riches of the territory already known. It is necessary that the territory is crossed by the knowledge during the analysis allowing the comprehension of the generating signs of the investigated context. As regards the Exceptional Universal Importance of the whole archeological area, today the most grave lack is the inadequate connection among the sites and the lack of an overview that goes over the walls of the archeological system; this is a flaw evident in the scarcity of logistical and promotional references among the three main sites of the System which would form a network univocally thematic with a great potentiality. The archeological area of Pompei, Ercolano and Torre Annunziata is one of the most studied and analyzed in the world, not only by the Superintendence, but by institutions and by national and foreign cultural companies. The UNESCO management plan of the site is not yet operational even if it exists, for the archeological area of Pompei the management plan of the travel fluxes, through the fulfillment of the differentiated pedestrian itinerary, to prevent anthropogenic loads in the most visited archeological site of the world. Are significant the strategies of tourist promotion; the participation of the local communities and of the privates in the planning and in the decision making processes; the plans for the education and the appropriation of the cultural, social and economic values of the artistic and environmental goods. A new challenge for the "modern" Pompei is the redefinition of a valuable model of production through an efficient and sustainable application of a new idea of project, track, model, transforming actors and protagonists of practices of social innovation in promoters, generating the prerequisites for a valuable creation, not necessarily and exclusively of economic kind. Today no identity can be read as an entity on its own, but can be just seen in its referential macro area. Through the versatile riches of the territorial system to capitalize, there are three receptive poles: the "ancient" archeological Pompei, the religious Pompei and the productive Pompei. These poles are translatable in fluxes of axis and itineraries in which can be recognizable a mutation through a process of collection of fragments of history, of traces and of the representation of the scenarios obtained by the city. We have add a new potential to the list coming from an ample analysis about the territory which makes visible the various greenhouses arranged in the peripheral areas, the one that stays at the border with the city of Scafati. In effect, the agricultural sector and the export of flowers strongly characterize the territorial structure of Pompei, most of all the one made of small companies. The transformed Pompei, a urban complexity to relate with different actors: institutions; small, medium and large companies; research, universities that can see its potentiality for the future of the city, taking advantage from what it possesses on its territory and in its referential area. We have a city transformed by a multiplicity of phenomenon starting from the extraordinary natural ones like the unpredictable eruption of the Vesuvio in 79 AC, the operations of re-growth and modification which have given the indelible trajectory to the actual development of Pompei ascribable to a religious input, such as the one of the aim of the diffusion for the devotion to the Beata Vergine del Rosario di Pompei.

It's our task to discuss and to be stimulated by the current emergencies which hit the city, to plan the operations necessary to the development and the maintenance of the urban structure that we have inherited.

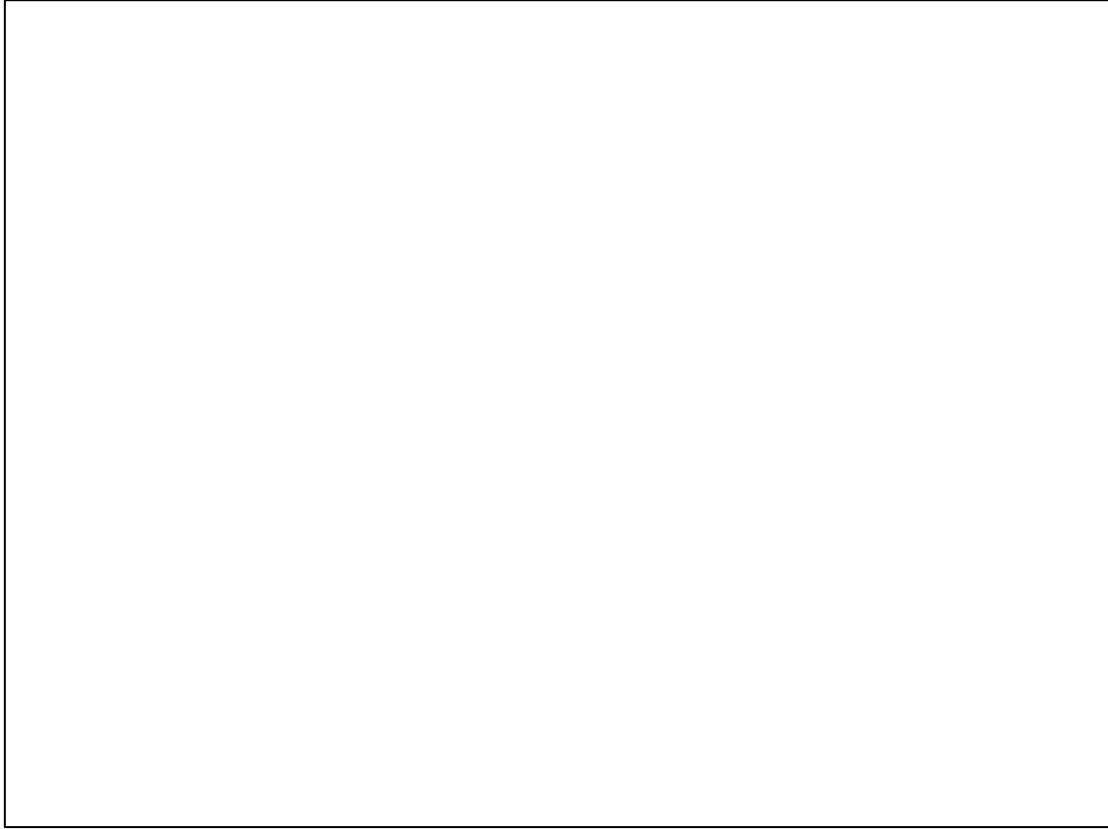


Figure 1. Hannover George H. Busse, Representation ruins of Pompeii and eruption of Vesuvius, Rome 1840, Lithograph



Figure 2. Gregorio Carafa, representation of 1632



Figure 3. Orthophotos with poles, streams, paths and wiring system of the city of Pompeii, 2013

2. CONCLUSIONS

The Pompeii, which rises from the now buried, is configured as the active site where the magnitude of the historicity shakes and guide the viewer to sensitive places. Therefore, the user places the trace of the sacredness of life and places, warns a new emotional boost that in this case translates into multi-dimensional projects, they also experience multi-level containers where the new project of an archaeological site on the net because it interacts with sites with relevance historicized perhaps even forgotten. This is therefore the active carrier of the territorial reconfiguration, an open attitude relative to a broad spectrum of problematic, thus configuring the city of Pompeii archaeological site and its future as a force of attraction for the development of the environmental and archaeological regional and national and international

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4. BIOGRAPHY

Rossella Bicco Architect graduated in 2012 at the Department of Architecture and Industrial Design "L. Vanvitelli" in Aversa, Province of Caserta. Registered as a professional of Architects of the Province of Caserta Sec. A no. 2584. He has done an internship at the Superintendence of Architectural Heritage of Caserta and a stage of six months at the association Orto di San Lorenzo requalification areas in the region through educational gardens. In 2013 he began his research at the department with a PhD in Environment and structures representation, protection and safety and land management. His research intends to investigate the links between architecture and medicine starting from the themes of landesign which is the design of the earth and the Mediterranean diet, diet in its original etymology "diaeta" indicates that a part of the Roman house dedicated to the reception. In 2014 is responsible for the visual and intangible heritage of the MAC (Museum of Contemporary Art in Capua). Member of the Committee on relations with universities and local authorities at the architects order province of Caserta.

Ludovico Mascia was born in Benevento province Campania almost at the end of the seventies. He studied and trained as a technical engineer at the Institute for Surveyors Galileo Galilei of Benevento. He continued his studies in the communication of architectural experimentation majoring in Architecture EU at the Second University of Naples; where it prefers engage in the research and communication of visual perception needs collimating technical readings and historical context. Artist, photographer designer is configured within a process of artistic production states participating in numerous exhibitions and conferences both in Italy and abroad. Sculpts, paints, producing a series of articles dedicated to recycling with the human figure produces black and white modular elements and individuals.

Publishing is present with numerous international publications concerning the sensory reading the new concept of Spatial mapping, testing and visual communication in the luxury goods and exhibition spaces within hd. He currently works in Italy and abroad, where he is a PhD at the Second University of Naples as part of the PhD in Architecture; at the same time visiting lecturer in science and mathematics; turns his contemporary research in new forms of communicative and expressive release, introducing the testing of new materials and innovative production techniques.