

MEMORY AND ESSENTIALITY IN THE TRASFORMATION OF THE ANTHROPHIC ENVIRONMENT IN CAMPANIA (ITALY)

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Abstract. The research aims at the sustainability and valorisation of the architectures (built on the *villae rusticae*) of small Italian Rural Centres of historical-cultural value in the High Caserta area (Italy) with the identification of *districts* for preserve the heritage images and for universal access. The originality of forms and types of the great farmhouses and hamlets which influenced Caserta urban culture until the threshold of the Modern Movement was the subject my publication *Architettura Rurale tra Villa Literno e Carinola (Caserta)* - Ed. Alinea, Florence (Italy) 2006 -No.18 Patronages: *European Council, Italian Ministry for cultural Heritage, etc.*).
Results: 1- rediscover ancient traces to safeguard the collective memory, 2- valorize the territorial, productive and cultural resources, 3- identify urban landscapes - Atlas Landscapes.

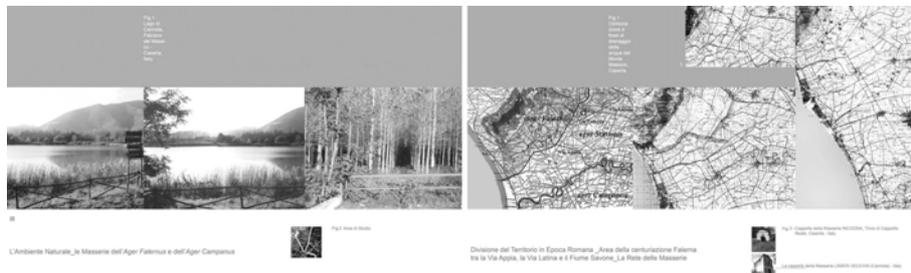
1. Introduction

1.1. PREMISE

The studies of the author on the *Architettura Rurale tra Villa Literno e Carinola* (Caserta, Italy) – Alinea Edtice 2006 and the *Trasformazioni dell’Ambiente casertano dopo i Borbone* were carried out at the Department of Culture of the Project of the Second University of Naples (Italy) and presented at the international Congresses, Forum and Meetings organized by ICOMOS, CIPA and *World Heritage Centre UNESCO* (Paris), of which the Author is a member. With the first research, acquired by the *World Heritage Centre UNESCO*, the natural environments of Carinola area were analysed which, though far from the coast area of Campania, were strictly connected to the development of trading between the sea and the hinterland. That

allowed the transformation of the agricultural area between Monte Massico and Volturno River in a territory having a great economical development, already organized in *centuriation* (decumans and cardines) and trading centres (*pagus, vici e terma*) since 350 b.C. for the storage and sale of the agricultural products. The research reflects the addresses of the Community policy (Axis V of the European Union and Corridor 1 north-south Berlin-Palermo) which, as a further expansion of the urban centres was considered not sustainable any more, stressed the need to pay attention to the valorisation of the rural communities. The main interest of the studies carried out concerns the themes involved with the transfer of the images of the great cultural heritage into the modern everyday life. (Figs.1-2)

As a summary, the study was carried according to the following directions: 1- conservation and valorisation, within the Convention on the preservation of *World Heritage Centre UNESCO*, the cultural heritage, both material and immaterial, of the examined territory; 2- promote the creation of a *Chart of the districts* of the environments and their natural and anthropic cultures (DPUU of Naples - Italy); 3- identify and localise urban landscapes having great historical and cultural value for the Atlas of Landscapes; 4- rediscover documents, historical evidences and ancient traces to safeguard the collective memory.



Figures 1-2. From left, Natural Environment: Ager Falernus, Roman division of the territory in ager (*Falernus, Statanus, Stellatis and Campanus*)

1.2. ACKNOWLEDGEMENT

For the studies carried out, the Author was:

– included by the *World Heritage Centre UNESCO* (Paris) among the experts of the Team International research “*The Rural Vernacular Heritage*” (2007-2011) coming from 14 remarkable Universities to constitute a research and investigation structure on the rural architecture;

– designed by the *World Heritage Centre UNESCO* (Paris) for implementation of the V CRITERION of the CULTURAL ASSETS of the *World Heritage Convention* (1972) del *World Heritage Centre UNESCO*.

The publication of De Masi A. 2006. *Architettura Rurale tra Villa Literno e Carinola (Ce)*. Florence (Italy): Alinea Editrice which received no. 18 Patronages (the *Council of Europe*, the *Italian Ministry of cultural heritage and environmental conservation*, the *University of Malta – Links Campus*, the *European University Centre for cultural Heritage*, the *Regione Campania*, etc.) was:

- acquired of the *Harvard University, School of Design*, of the *Princeton University, Graduate School of Architecture*, of the *University of Heidelberg* (Germany), of the *University of Milan – Bovisa, School of Design* (Italy);
- selected and reported in the *Final Report* of the 11th Forum International UNESCO – University and Heritage, Florence 2006;
- presented, upon invitation, during the TV programme RAI UTILE (Rome, ITALY) on March 2007;
- officially presented within the *IX Settimana della Cultura 2007– Italian Ministry of cultural heritage and environmental conservation*, at the Court Theatre of Caserta Royal Palace (May 14th, 2007);
- specially mentioned at Roberto Marrama Prize - *Alla Ricerca di Talenti*, 2005/2006- Denaro Ricerche e Formazione, Istituto Banco di Napoli Fondazione.

The research of De Masi A. 2006. *Le trasformazioni dell’Ambiente Casertano dopo i Borbone*. (MIUR – EF. 2000, Progetto Giovani Ricercatori) has received no. 12 Patronages (the *Italian Ministry of Cultural Heritage and environmental conservation - Regional Board B.A.P.P.S.A.E. of Caserta*, the *Università de Valenciennes -France*, the *National Committee of Architects, Planners, Landscape, designers and Conservators -CNAPPC*, the *Italian heritage cities UNESCO*, etc.)

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- the *Province of Caserta* (Italy);
- the *Consorzio Generale di Bonifica del Bacino Inferiore del Volturno – Caserta* (Italy);
- the *Municipality of Villa Literno – Caserta* (Italy).

Attestation in the field for research applied by:

- *General Director of the European Commission* (Bruxelles) – Education and Culture – dr. Odile Quintin;
- *Director of the World Heritage Centre UNESCO* (Paris) Prof. Francesco Bandarin.

2. Main Body

2.1. METHODOLOGY

The researchs *Architettura Rurale tra Villa Literno e Carinola (Ce)*, Alinea Editrice 2006 and *Le trasformazioni dell’Ambiente Casertano dopo i Borbone (Ce)* aims at: 1-identified territorial districts and areas of urban and rural housing, 2-elaborating a grid of knowledges which pointed out the key connections (attraction indexes); 3-

constitute a cultural presence interfacing with technical and cultural institutions, universities; 4- safeguard the collective memory. Within the computer representation the sector of the Visual Communication of the anthropic, urban, archaeological, environment assumed great importance being addressed to optimize: a) the historical and cultural value of the urban and rural environments; b) the images heritage with the relevant concepts of visibility and recognizability of the environment, as well as the value of identity of the places of the new cultural districts. The methodology consists of the following phases: (1) Analysis and Diagnosis of the territory, description of the architectonic heritage; (2) Survey and Representation of the architectures; (3) Restoration and Conservation of the typical environments of Cultural Landscape; (4) Creation of a bilingual baseline database *DASSACH* (*Data Acquiring and Sharing System for Archaeology and Cultural Heritage* - University of Naples Federico II) on related architectures with both images and detailed descriptive information; (5) Creation of a knowledge base by integrating in for knowledge sharing and universal access using the cutting-edge technological system developed - VRML. The general objective of the research was carried out through the structuring into *Work Packages* (WP) each of which is characterized by a specific objective and includes specific project actions (SWOT analysis). Thereby, three levels were identified of investigation applied to the territory and the architectonics manufactures: First level (L1) - Work Package (WP) of the Visual Communication; Second level (L2) - Work Package (WP) of the Territorial Districts (Key Connection); Third Level (L3) - Work Package (WP) of the interchange between Environment and Society; Final Report - Cultural Landscape. (Fig.3)

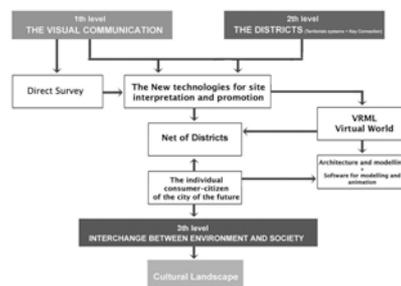


Figure 3. Applied Methodology to the territory and the architectonics manufactures

2.2. FIRST LEVEL

The study constitutes a draft of Visual Communication useful for the spreading of the acquired documentation and to “project” with innovative technological systems, new modalities of visibility and accessibility of the sites. The object is pursued with: (1) Analysis and Diagnosis of the territory, description of the architectonic heritage; (2) Survey and Representation of the architectures; (3) Restoration and Conservation of the typical environments (historical, archaeological, natural).

2.3. SECOND LEVEL

Formation of the Rural and Urban Areas to be preserved and spread in network system to give visibility to the urban history of the architecture and to the different cultures succeeding along the time and to constitute a cultural presence acting a interface with technical and cultural Institutions and Universities and spread on the Net the resources of the environment and of the architectural heritage by the use of specific technologies (CASI 1500, ADS 40, etc.). This level to define the relations among territorial systems (Cultural, Tourism, production, environment architectural-archeological and rural system) for form the districts (key connection). The objective is pursued means of: (4) Creation of a bilingual baseline database *DASSACH* on related architectures with both images and detailed descriptive information; (5) Creation of a knowledge base by integrating in for knowledge sharing and universal access using the cutting-edge technological system developed - VRML.

2.4. THIRD LEVEL

Interchange process among the urban planning systems being present on the territory (cultural-tourism-archaeological systems, urban system, production system) in established points called “critical keys“.

2.4.1 *Swot analysis: new Design of city and environments rural*

The more advanced cities, from the social and economical point of view, are searching for more immediate systems for their transformation – *Knowledge in Action* – in the awareness that the

adaptation process of an urban part with another, just 50 years older, that going back to the beginning of modernity, results more complex. In this sense, it might be stated that the post-modern city is antagonist of the architectonic culture even of the most recent past. On the other hand, the representation of the anthropic environment is influenced by the presence on the territory of actors (*stakeholder analysis*), that is protagonists being able to activate the circulation of innovations fit for the involvement of the entrepreneurial system with the research world. The MoMa from N.Y.C., as well as the Disney Concert Hall in Los Angeles, are examples of nodal attractors of the urban orthogonal network. The studies on the birth of the modern architecture such as those on the rural architecture in Caserta and adjoining territories were carried out by elaborating a grid of knowledges which pointed out the *key connections* (attraction indexes) with which the architectonic elements and their environment are enjoyed. From the key connections, where the exchange processes among urban environment, social culture and civil society are formalized, the extent characterizing the role of architecture arise, whose uniformity on the territory constitutes the *districts* (cultural, tourism, production) having territorial, environmental and architectonic value. The scope is get by a diffused computerization of the territory districts and architectonic areas, a competences network and a Knowledge-network for to involve the citizen-consumer on the future of their own urban environment invested by the economical globalization process.

2.4.2 *Interchange in the territorial and architectonic areas of the Ager Falernus (Caserta)*

The great cultural-tourism-archaeological systems (Parks, *villae rusticae*, great farms, historical parks, archaeological excavations, Savone river), transportation systems (Appia, Real Cammino, Strada Latina, systems *centuration*, *decumans* and *cardines*) “urban systems” (historical, environmental and economical housing) and the “productions systems” (agricultural, industrial, collective services, commercial and artisans centres) defining all together the “great Roman system”. This system, heritage of the international Community, is a territorial areas to be preserved for its peculiarity. The above referred territorial systems interact among them, upstream and downstream of the road and railroad. Geometry of the interchanges or a high number of interchanges concentrated on the

same knot express a difficult relationship with the urban and natural (environmental pollution) and the large archaeological areas protected. The collected material was duly divided in study areas being significant and equipped with the relevant synthetic files showed that a remarkable number of knots concentrated in a restricted place, plans, in points defined “critical knots” of the environment. (Fig.4)

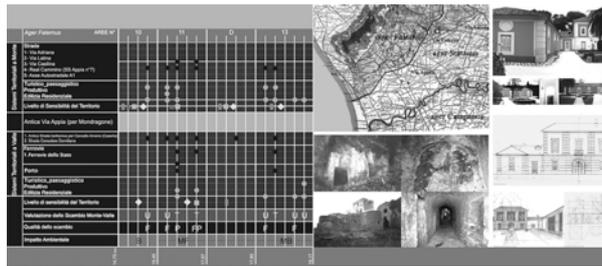


Figure 4. From left, Interaction Type - interchange (third level) among the urban planning systems of the rural area of the *Ager Falernus*, architectural-archaeological system: Farmhouse Del Vescovo, Farmhouse San Salvatore (Carinola) and system productive – agricultural: Royal Sites San Silvestro – Caserta (Italy).

2.4.3 District of Alto Volturno: the architectonic culture of the anthropic environment

Thanks to the third level, the critical knots (indicators) were found which characterize the territorial areas, corresponding to the intersections of the Roman century. Such critical knots define the urban planning systems as well as the cultural-archaeological, architectonic, production-tourism and agricultural systems prevailing on the territory. The production, cultural and architectonic systems (San Leucio monumental and industrial complex, Caserta Royal Palace) and the landscape systems (Caserta Royal Palace, Park, road infrastructures) interchange with the landscape and architectonic emergences being distributed at a strict contact with the Roman century of the city of Caserta.

2.4.4 Sustainability of environment

The network of competences built on an economical-cultural *model – environment* (prototype), has as its *spin-off* the preservation, valorisation and safeguard of the landscape and cultural heritage, intended as resources – income for a model of eco-sustainable development. All that considered within a *district of goods of the*

collective memory, as an aggregation moment of the strategies for the territory development and for the synergic process among competences of scientific research and market. For such reasons, the competences for the modern architecture and its environment should be acquired also for the rural architecture and its landscape, preserving the historical memory of the urban social culture. The sustainability of the areas subtend the knowledge of the *key connections* (attraction indexes) and the relations between the citizen-consumer and the cultural and productive Institution.

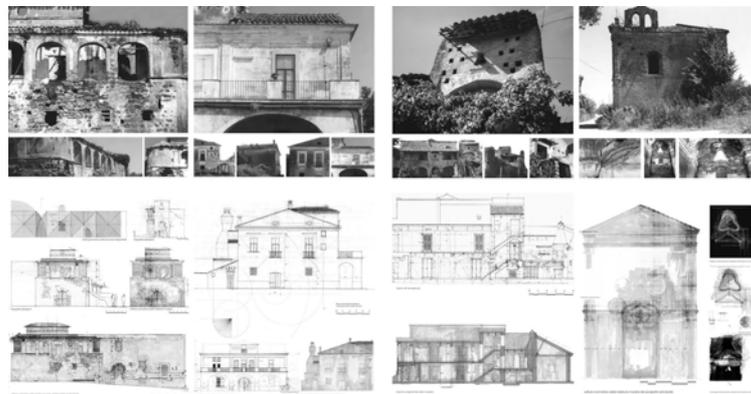
3. RURAL ARCHITECTURE: Great Roman SYSTEMS

3.1. TOPICS

The research followed the reconstruction of the rural world from the territorial, social, urban point of view in the area of the *ager Falernus*, *Statanus* and *Campanus* in Italy. The study area, included among the Monte Massico, the via Latina in the north, the via Appia in the south and the Volturno River in the east, was analysed in its relationship with the historical territory, economics and rural architecture. That in order to evaluate which value presently assumed the relationship between the impressive rural architecture diffused in the study area (*the great farms, the Royal sites*) and the Roman *centuriation* being still present in the sites. Furthermore, part of the study was referred to the Royal Sites (Shooting Lodges) as they constitute a rural settlement type particularly remarkable under the architectural point of view. Innovative aspects of research were found and read again in the light of the roman structuring of the territory, within the “*net system*” of the territorial areas having a naturalistic and anthropic value. For a concrete readability and sustainable preservation of the sites many scattered and disharmonious elements were recovered in a uniform framework congruent with the recovered documentation. Here are briefly reported the main topics : (1) The rural landscape and the historical cartography; (2) The Roman urban culture: *Centuriatio*; (3) The Geometry and nature; (4) The great Farms; (5) The Typology of the great Farms; (6) The Royal Sites and the Historical Development of the Urban Centres from the Romans to the Bourbons.

3.1.1 The rural landscape and historical cartographies

Since 1600, the cartographies report the names of the farms and farmhouses with the same graphical dignity chosen for the urban centres, even if the first ones represent a modest consistency as to the others. In fact, in the cartographies, the farms mostly built on the *villae rusticae*, constitute an important topographical reference, both for the localization of the ancient agglomerations - *pagus*, *vicus* and disappeared cities (*Forum Pompili e Urbana*) – and of the road maps being joined with the Roman planning organization. The farms Limata, S. Janni e Angiolillo, as an example are important evidences of ancient Roman sites' frescos whose remembrance is still present in the social culture. Indeed, the first two farms are located in *Statio ad Ponte Campanu* (see table Peutingeriana) which in a following period took the name of Porto dei Carri (Savarese cartography). The third farm, Angiolillo, placed northwards, is in the area of the disappeared Roman city of *Forum Popili*, nowadays called Civitarotta, which De Guevara cartography (1635) mentions with the Latin caption *Vulgo Civita Calena*. (Figs.5-6)



Figures 5-6. From left, the Great farmhouses Angiolillo (Carinola), the Casoni Saraceni, the Monastery-Great farmhouses Pelliccia and the Chapel of Limata Vecchia - Caserta, Italy (Surveys of A.D.M.)

3.1.2 Centuratio, pagus, vici and great farms

The infrastructures of the territory were represented by the centuriation including small rural centres and urbanized commercial area with autonomous administration (*pagus*, *vicus*, great Farm:

attraction indexes). The documentary sources report the existence of three important urban centres which were a strategic support to the economical development, e.g. *Forum Populi* (Civitarotta), *Forum Claudii* (Ventaroli) and Urbana. The *centuratio* is a net read as a geometrical structure constituted by parallels and meridians located on the examined territory. Along the lines of cardines and decumans at first small farm settlements concentrated (*pagus, vici, statio*), then well defined built-up areas where the factories respected the classical positions; successively, the junctions of the centuries - *key connections* (attraction indexes) - were occupied by new small centres or great farms whose form strictly dialogues with the centuriated net.

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BIOGRAPHY

A.D.M. (Oct.31th 1975) is in architect, graduated in the University of Naples Federico II (1999), M.A. II in *Ingénierie des Projets Immobiliers* at Université de Valenciennes et du Hainaut Cambrésis (France) and Ph.D. in *Design* at the Second University of Naples, Italy. Contract Professor of *Design* at Naples University Federico II. 3rd classified, Prize of Architecture for young Architects and Engineers-Italy. Member of the Forum UNESCO and Expert of the Rural Architecture. Invited speaker and papers at International Conferences. He took part to the team research PRIN 2003-2005 (Italy). He is author of two monographs and 35 paper proceedings and Chapters in Edited Books. He mainly looks after the themes of ancient and modern architecture drawing. In particular, he is interested in the peculiarity of the small urban and rural environments as well as in transferring their cultural heritage in the modern everyday life (Cultural Landscape). [Ref.77-ZNfW-13](#)