

## **INTERVENIRE CONSAPEVOLMENTE NEL PAESAGGIO URBANO: IL MANUALE DEL PIANO DEL COLORE PER LA CITTA' DI NAPOLI**

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### **ABSTRACT**

This paper focuses on the problem of the safeguarding and promotion of built urban environments. When approached from the periphery bigger cities, as well as smaller ones, tend to give an impression of similarity due to their anonymous look and being afflicted by shared problems. The distorted appearance of each of those peripheries leads towards an almost identical perception of the landscape and brings to a loss of identity. The city centres on the other hand usually preserve their specific character and many instruments are put in place in order to protect its values. One amongst the others is the *Piano del Colore*, of which the first Italian example was carried on in Turin in 1979. Also the city of Naples invested in a Colour Plan which was drafted, but never implemented: a very interesting interdisciplinary study carried out by an academic research centre, the CITTAM - Centro Interdipartimentale di ricerca per lo studio delle Tecniche Tradizionali dell'Area Mediterranea – entrusted in 2004 by the *Servizio Edilizia Privata* of the municipality of the city of Naples. The result of this consultancy was a conspicuous amount of material containing the studies of the research, which has been done taking care of the most different aspects, involving the research fields of history, archive documentation, quality of materials, geology, technology, jurisprudence. Despite more than ten years passed by, the hope that the Colour Plan of the city of Naples is going to be effective in the future is still alive.

**Parole chiave/Key-words:** *urban, landscape, identity, tradition, colour, plan, guidelines, city centre*