

VALORIZZARE ATTRAVERSO LA SUPERFICIE TRA CREATIVITÀ E CONSERVAZIONE

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ABSTRACT

The contribution presents an examination of programs of enhancement and regeneration of the historical urban landscape, realized through the design of architectural surfaces, aiming at modifying in a sensitive way the perception of the communities, realizing new meanings or revealing latent ones. These interventions could be born spontaneously, or on commission (as the well-known work of the street artist Blu in Bologna, born and removed by the initiative of the author himself; or the work of Hitnes, realized in Rome on behalf of the University "La Sapienza"); whether they could be permanent or ephemeral (an example could be the interventions in Salerno during the festival Muri d'Autore, or all those initiatives that involve light design for the enhancement of heritage, as in Lyon with the festival of lights Fête des Lumières - or in Rome, referring to the lighting experience of the Fori Imperiali during the Archeoshow of last summer), all these interventions are linked each other through a common objective, which is to favor the process of re-appropriation of the cultural heritage by the community that lives it, as stated by Faro Convention (2005). In the face of this analysis, the contribution questions from the technical point of view on the appropriateness of implementing strategies of a permanent or temporary nature, reflecting on their respective consequences and the limits of their scope.

Key-words:

Public art, Light design, Intangible Heritage, Preservation, Restoration