

ARCHITETTURA E CINEMA: STRUMENTI NARRATIVI ED ECONOMICI PER LA RIGENERAZIONE URBANA

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Abstract.

This proposal aims to trace a map of the relationship between cinema and abandoned towns, by analysing the role of cinematographic production in order to represent a fundamental identity element.

The sight of the ruins makes us fleetingly sense the existence of a pure, lost time that art sometimes manages to find. A unified and forward-looking collective effort can be achieved by combining traditional methods and new techniques, urban re-design, landscape management and restoration, also artistic practices. The interest in narrative and invention is arranged according to various art forms: novels, the travelogues of walkers and ruin-seekers, photographers, filmmakers active both in fiction and documentary.

The case study of Craco represents an abandoned hamlet in the southern Italian province of Matera, Basilicata. It has undergone a total depopulation process due to a landslide in 1963, and is, today, the subject of enhancement actions connected to cinema due to its strong, impressive evocative environment. Cinema is the art form that more than others has contributed the most in order to convey the image of Craco and Basilicata both to a general public. In recent years, the Lucana Film Commission has greatly promoted the production of films in Basilicata, also involving Craco. They are responsible to promote the territories in order to obtain funding for film productions. The economic value the film commission encourages is of massive importance due to its different forms, that is, enjoying services and tourism. In these processes, regions, provinces and municipalities are more and more important for the film and television industry.

In Basilicata, the population benefited from such productions. Cinema has always played an important role, thus involving the population in order to be an active part of the production itself. Afterwards the places of the films were chosen as tourist destinations and the economic benefit did not run out with the specific experiences, thus extending over time. Local authorities and the film commission promoted tourism, thus leading to the so-called Film-Induced Tourism, provided the socio-cultural changes and the needs of the tourism market. However, in recent years, a new field of research has been set out, for the enhancement of the heritage: urban storytelling, an operational association between the different needs of the historical-cultural areas. The aim is to develop a model for various contexts, thus attempting to take into account the current challenges of contemporary reality related to the management of intangible heritage and the system of physical and

digital connections. The region of Basilicata is, today, experiencing an extraordinary opportunity, because Matera won the bid for European Capital of Culture 2019. This will bring many projects to the region, marginalized by massive development and neglected for a long time.

Keywords: *Cinema, Storytelling, Urban Regeneration, Film-Induced Tourism, Memory, Abandoned Towns, Carlo Levi, Matera, European Capital of Culture, Cinematographic Imagery, Film Industry*