

IL SITO DI SIDI HARZEM DI JEAN FRANÇOIS ZEVACO E LA DIMENSIONE DEL CONSUMO TURISTICO

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Abstract.

THE SITE OF SIDI HARZEM BY JEAN FRANÇOIS ZEVACO AND THE DIMENSION OF THE TOURIST CONSUMPTION

The thermal complex of Sidi Harazem in Morocco, designed by the Franco-Moroccan architect Jean François Zevaco between 1960 and 1970, is today a case study of great interest to analyze the loss of legibility of a site. Especially known for the iconic work of Zevaco for the use of rough concrete, an expression in post-colonial Morocco of architectural modernity, Sidi Harazem's project records in its author's language the brutalism of Le Corbusier and the organicism of Wright. The original project included a series of buildings positioned in a difficult desert-hilly landscape, near the oasis of Sidi Harazem. The survey concerns the complex not only in its essence of architectural work, but also in its relationship with the surrounding territory, with respect to innumerable mutations, within a landscape layout. Its value is highlighted and analyzed through a study aimed at the conservation not only of the artifacts, but of what they have represented for decades from a political and ideological, economic and social, anthropological and artistic point of view, mainly through the examination of what the thermal complex has meant a time for the population and how it is perceived today by tourists too often distracted. The proposal is that of a reading key aimed at studying the interrelations that have always been present in the "system", including the thermal landscape, the desert area, the park and the reinforced concrete buildings, conceived as a union of the Moroccan tradition and of the architectural modernity.

Keywords: *Zevaco, Sidi-Harazem, thermal bath complex, Brutalism.*