

STRATEGIE DI VALORIZZAZIONE CULTURALE E PAESAGGISTICA DELLA CAVA PONTRELLI ANCHE DETTA “DEI DINOSAURI” AD ALTAMURA (BA)

ANGELICA DISABATO

Università Federico II di Napoli/Scuola di Specializzazione in Beni Architettonici e del Paesaggio
angydisabato@gmail.com

Abstract

The paleontological goods of the Murgia territory can be considered of consolidated supranational interest. Among these, one emerges with arrogance: the Valley of the Dinosaurs. In June 1999, 5 km from Altamura, a dense area of dinosaur footprints (about 25,000) spread over an area of 12,000 square meters was discovered. This is the dinosaur footprints field that is among the largest in the world, also interesting for its high biodiversity, evidenced by the same footsteps, which affected the area. Strategic objective: to create a management system for an articulated cultural offer that produces attractive forms of communication and dissemination, such as to trigger a new development that is generated with its own potential, based precisely on the enhancement of the complex of cultural resources present in the of the quarry, in the scientific field of paleo-history, but also in the values of local material culture.

The general objectives are:

- RECOVERY of the "site" of cultural values and enhance it as a "container" of cultural services and performances.
- IMPROVEMENT and increase of tourist attractiveness and accessibility
- FAVORITE SOCIAL INCLUSION in a transversal way
- TO VALUE the paleontological heritage

This approach presupposes a broad participatory base, characterized by the representativeness of the implementing actors. The construction of a dense network of strategic interventions necessitates the identification of a group of stakeholders or public and private stakeholders who can deal with different levels of construction, management, maintenance and use of the territory. It is necessary to convey a series of forces that make possible a strategy by degrees, that act in different fields and plans but have the same purpose, restore dignity to the place and make it an ATTRACTOR element of a dense network of significant cultural elements of a place. Defining those who are the figures involved is the fundamental step for such a result. Identified the different figures involved it is necessary to start research of fundraising aimed at access to public or participated funding for the realization of the project .. It is by virtue of these researches and the results obtained that it is possible to identify the optimal management model that passes DALL SELF-FINANCING (through Ticketing) to PRIVATE INVESTMENT with the provision of services and the COLLABORATIVE PLATFORM (sharing platform, social landing and crowdfunding).

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