

2° GENERAL STATES OF

# INDUSTRIAL HERITAGE

Rome · Tivoli  
June 9 · 11, 2022



ASSOCIAZIONE ITALIANA  
PER IL PATRIMONIO  
ARCHEOLOGICO INDUSTRIALE



SAPIENZA  
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ASSOCIAZIONE  
ITALIANA PER IL  
PATRIMONIO  
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INDUSTRIALE



DIPARTIMENTO DI INGEGNERIA  
CIVILE EDILE E AMBIENTALE

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THE INTERNATIONAL  
COMMITTEE FOR THE  
CONSERVATION OF THE  
INDUSTRIAL HERITAGE

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# 2° SGPI

## Rome · Tivoli

## 2° General States of Industrial Heritage

Rome · Tivoli | June 9-11, 2022

The Italian Association for Industrial Archaeological Heritage – AIPAI, calls scholars, administrations, institutions responsible for conservation and protection, planners, associations, tour operators and all those involved in the vast endeavour in this still-young area of heritage, once again wanting to celebrate 25 years of commitment regarding the census, knowledge, protection and enhancement of industrial heritage.

### International Congress | call for papers

#### Thematic areas

- ① historical machines and production cycles of the industrial heritage
- ② cities and Industrial territories
- ③ landscapes of production
- ④ infrastructure and urban heritage
- ⑤ construction for industry: technological innovation  
and experimentation with materials, techniques, and procedures
- ⑥ memory of industry and work
- ⑦ history and work culture
- ⑧ restoration, conservation, and recovery
- ⑨ reuse and regeneration practices
- ⑩ image and industry communication
- ⑪ industrial tourism: experiences of use and mobility

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# 2° SGPI

Rome • Tivoli

Contemporary territories and cities are innervated by the signs of production and work: from those imprinted in the post-industrial landscape to those recognizable in the organization, aspirations and criticalities of our contemporary society. They are the visible effects of a very near past, impossible to overlook because of the cultural, economic, social and environmental challenges of the presents and the coming years. Therefore, the recovery of the Industrial Heritage is strategic and it passes through the recognition of industrial heritage's values which leads to the emergence of conspicuous deposits of memory able to help to understand possible ways and structures of the society and contemporary man, thanks to the affirmation and spreading of Industrial Archaeology's methods.

It is a process of collective enrichment that makes even clearer the urgent need to disseminate the tools of investigation, reading and protection that have been the prerogative of Industrial Archaeology's founding disciplines from the very beginning, starting with the historical, economic, architectural, technological and industrial ones, to which over the years new and essential sensitivities have been added, like those concerning landscape characteristics and sanitary and environmental qualities of post-industrial territories. In this familiarization with the recent past, a fundamental role must be certainly recognized in the versions and operators of industrial tourism as well as in the affirmation of heritage marketing considered as a resource for the company and its territory.

European cities, especially Italian ones, show signs of a secular patrimonial stratification that goes beyond the very borders of Industrial revolutions. Productive vocations, which have been perpetuated over centuries or millennia, the extended exploitation of natural resources, the amazing longevity of infrastructures or hydraulic works in order to support production – firstly artisan-organized and then industrial – are a widespread feature of our land capable to place the Industrial Heritage at the centre of the stories' interest – economic, construction, architecture, building's ones – and in the middle of government, planning, project and entrepreneurial initiatives.

In the general climate of rethinking urban contexts and productive lands, there are many areas that challenge the Industrial Heritage's operators in order to offer plural environment for sharing studies, methodologies, good practices and positive experiences.

For this reason, the congress appears very articulated, with 11 thematic areas that introduce a broad and new reflection not limited only to the classic fields and specialisms of Industrial Archaeology.

We start from the machine, the industry's pivot, to broaden our eyes to cities, territories and landscapes, studies, strategies and operational practices. The patrimonial reflection is all-round and concerns, on the one hand, objects and organisms: machine tools, engines, factories, industrial architectures, corporate buildings, urban, regional and higher infrastructures; on the other, the documents, figurative world, communication and evidences that allow the narration of work's memory. It regards the whole spectrum of principles and actions related to the management, use or new life of the factory, architecture and industrial areas: from restoration to recovery, regeneration practices, it is necessary to implement complete and culturally compatible visions for a contemporary use of heritage.

At the centre there are the need and opportunity to build a shared awareness of heritage recognition. This leads to a conscious enhancement of industrial cultural resources, to the cooperation between protection bodies, universities and companies, like AIPAI, for the definition of informed protection, of every order and degree, from local and planning measures to national ones, from the patterns implemented in the management and development of UNESCO sites of Industrial Heritage present in the World Heritage List to the several and multiple strategies tested in the design practice. Basically, there is the ability to involve the resources and land's subjects in the process of sustainable protection and regeneration, by inserting them into the national and international network.

For this reason, the Italian Association for Industrial Archaeological Heritage – AIPAI, wanting to celebrate 25 years of commitment regarding the census, knowledge, protection and enhancement of industrial heritage, organizes and promotes the 2nd General States of Industrial Heritage, which will take place in Rome from 9th to 11th June 2022, in order to call scholars, administrations, institutions responsible for conservation and protection, planners, associations, tour operators and all those involved in the vast endeavour in this still-young area of heritage.

Therefore, the congress vision shows a broad perspective and it is well represented by the presence of thematic areas, which regard all current issues of the Industrial Heritage. Finally, the numerous sessions propose specific insights able to be integrated by those that will arise from the participants' submissions.

Edoardo Currà | *President of AIPAI*

## Historical machines and production cycles of the industrial heritage

Issues relating to machines and historical production cycles of the industrial heritage have, over the years, received little attention compared to those of monuments, sites, and areas. Therefore, we intend to look at the machine through the analysis of technical progress and their application to industrial processes in the various sectors of the permanence of ancient machines and their projection, thanks to slow but not insignificant transformations, until recently. The first session proposes to focus on the entire production process, on its phases and evolutions; the second deals with the single machine as a theme, and in the third, its relationship with the building object. The fourth session finally opens the perspectives to the themes of conservation and the enhancement of machines and cycles.

## AREA 1

Renato Covino,  
Antonio Monte,  
Laura Severi

### Production cycles

Renato Covino, Antonio Monte

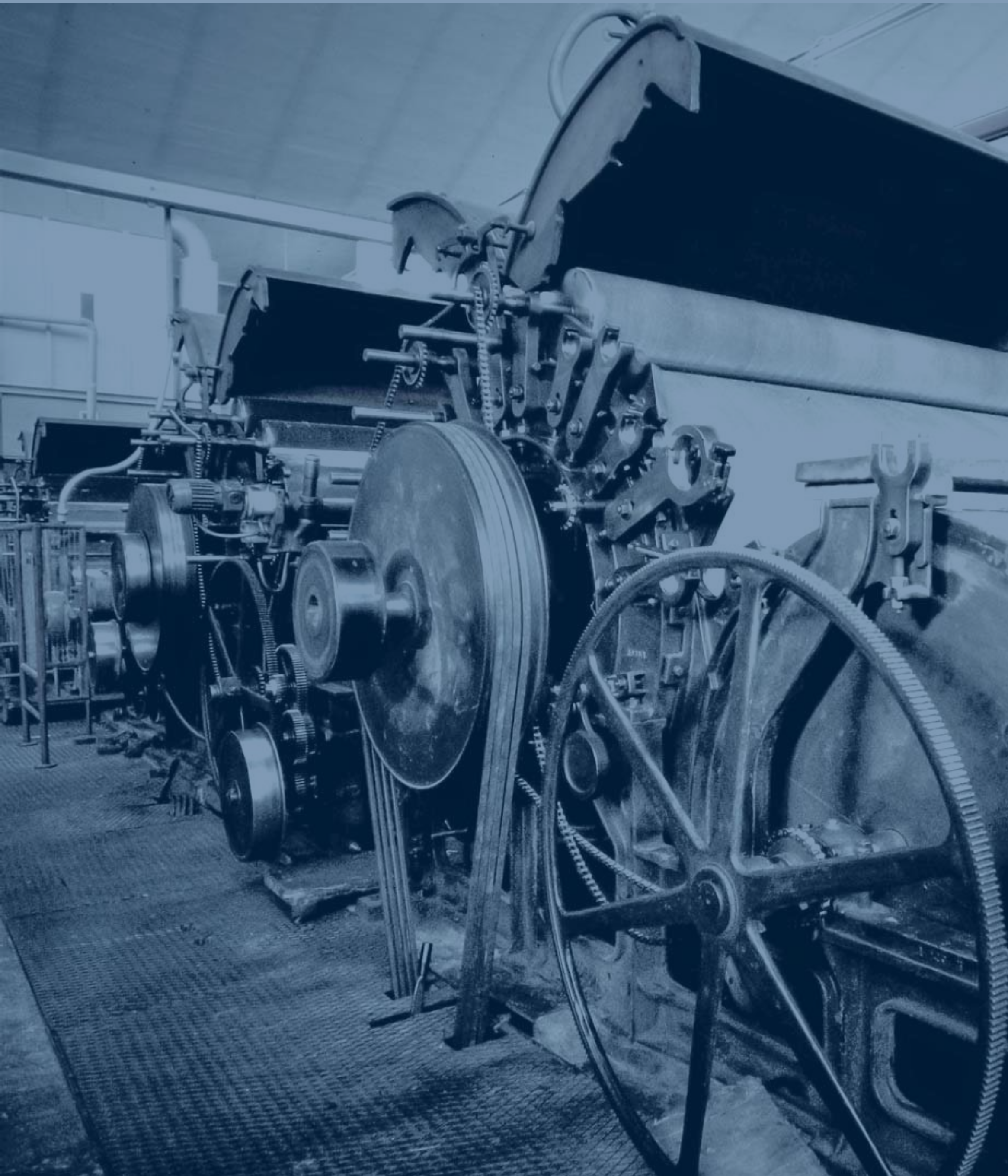
A first focus is on historical production cycles or complete and articulated production paths that start from raw materials and arrive at the finished product. All types of processes will be dealt with, both hot such as (steel, brick, glass, etc.) and cold such as (textile fibers, paper, mechanics, wood, etc.) and those of the food sector as well as their application in the various industrial branches and the different evolutions that have occurred over time.

### The machines

Renato Covino, Antonio Monte

The session is intended to be dedicated to individual machines, from silk mills to wheat and oil mills, real gears inside the factory such as (millstones, sifters, rolling mills etc.) from large lathes in mechanics to smaller ones in steel and ceramics, from hydraulic hammers in paper mills to those in ironworks.





## Between machine and factory

Antonio Monte, Laura Severi

The range of relationships that are established between the machine and the building organization in industrial architecture is wide. They range from the undifferentiated object to conditions of bi univocal so strong that they do not allow the survival of the building beyond the machine on which it is molded. Sometimes the building object itself is almost considered part of the machine. How the shape, size, method of use and organization of processes, have influenced the construction of the factory in its formal, structural, and architectural elements? And with the machine missing, can the factory help explain it, to trace the paths of the processing phases? On these issues the session deals with descriptions, analysis and good design practices.

## Conservation and enhancement of machines and cycles

Renato Covino, Antonio Monte

The attention is focused on the few cases of knowledge in cataloging cycles and machines, on the paths of conservation and enhancement and in some cases of monumentalization that have been undertaken, on the participatory processes that these paths have set in motion and on the reflection of the relationship between conservation and reuse, with a view to the restoration of industrial heritage.



## Cities and industrial territories

# AREA 2

David Celetti,  
Giovanni Luigi Fontana,  
Andrea Gritti,  
Amedeo Lepore,  
Massimo Preite

The companies carried out works of territorial infrastructure and social engineering in all phases of the industrialization process, initially in support of specific entrepreneurial initiatives, then in the implementation of increasingly complex and diversified projects. The session aims to analyze how the social works of companies, in particular those intended for employee residences, have influenced the phenomena of urbanization and social aggregation, accompanying the evolution of industrial cities, from proto industrial communities ` factories to the first isolated city experiments of work up to their complete definition and integration in large urban and metropolitan contexts.

### Workers` villages, company towns, cities of work. New interpretative approaches

Giovanni Luigi Fontana, Andrea Gritti

The phenomenon of housing settlements and services provided by businesses is as extensive as it is varied and changing in space and time. In its analysis, the specialized literature has very often used the same definitions for very different cases and, on the contrary, used different denominations to describe very similar situations. Moreover, the phenomenon has long been interpreted according to ideological categories or in terms of pure philanthropism. The session intends to propose more articulated reconstructions in relation to specific experiences and rather attentive to the needs of companies and workers.

### Mono functional cities in Russia, Eastern Europe and Eurasia.

#### Experiences, comparisons, perspectives

David Celetti

The city created and developed around individual industrial projects is one of the typical characteristics of the Soviet industrialization process and of planned economies. The cities of iron and steel, heavy mechanics, aeronautics, or nuclear power have dotted, and still mark today, the urban landscape of Eurasia. The session aims to comparatively analyze the genesis, development,





and recent formation of mono functional cities in Russia and other countries. Attention will also be paid to the effects of deindustrialization processes and to the prospects for economic, urban, and architectural transformation of urban ensembles born and raised around individual industrial complexes.

## **The negative legacies of industrialization. Which assets?**

Amedeo Lepore, Massimo Preite

More and more experts are identifying a new geological era in the current one – The Anthropocene – determined by the cumulative effects of human action, in this case of industrialization, on ecosystems and on the environmental system. An interpretation of the industrial phenomenon, which does not want to be partial, must therefore include in the list of testimonies also those that offer documentation of the environmental alterations produced by past industrial activity. With what approaches and objectives? And with what consequences on our vision of industrial heritage?

## Landscapes of production

# AREA 3

Industrial anthropization is the common thread that unites the extra urban landscapes of all Europe, from territories of great value to those compromised awaiting regeneration. It was with the advent of industry, in fact, that the landscape, until then considered only in a dimension oriented by aesthetic naturalistic categories, was perceived as a complex reality, the result of forays that brought to the foreground aspects such as scientific technical progress, mass production and speed. From that moment on it was increasingly important to integrate architecture, economy and social issues for the understanding and care of the new dimensions of landscapes: from industrialized agriculture to suburban production districts, from extractive realities to sectors of production connected to them. We intend to dedicate a space in this area to all those aspects and many others linked to postindustrial territories.

Maria Carcasio,  
Franco Mancuso,  
Claudio Menichelli,  
Maurizio Morandi,  
Silvia Tardella,  
Augusto Vitale

### Industrial Landscapes

Franco Mancuso, Claudio Menichelli, Maurizio Morandi

Today the landscape is postindustrial. Time and space show the architecture and the remains of industry as a familiar reality and the wounds of the past become cultural heritage and opportunities for reinterpreting territories in dialectical relationship with the cities. Agricultural land with the characteristic connotations linked to crops, areas on the edge of rivers, dotted with productive structures, coastal territories marked by the presence of plants linked to fishing and fish farming, but also the areas of pastures and woodlands, industrial settlements and much more give shape to the territory and define the characteristics of the landscape.

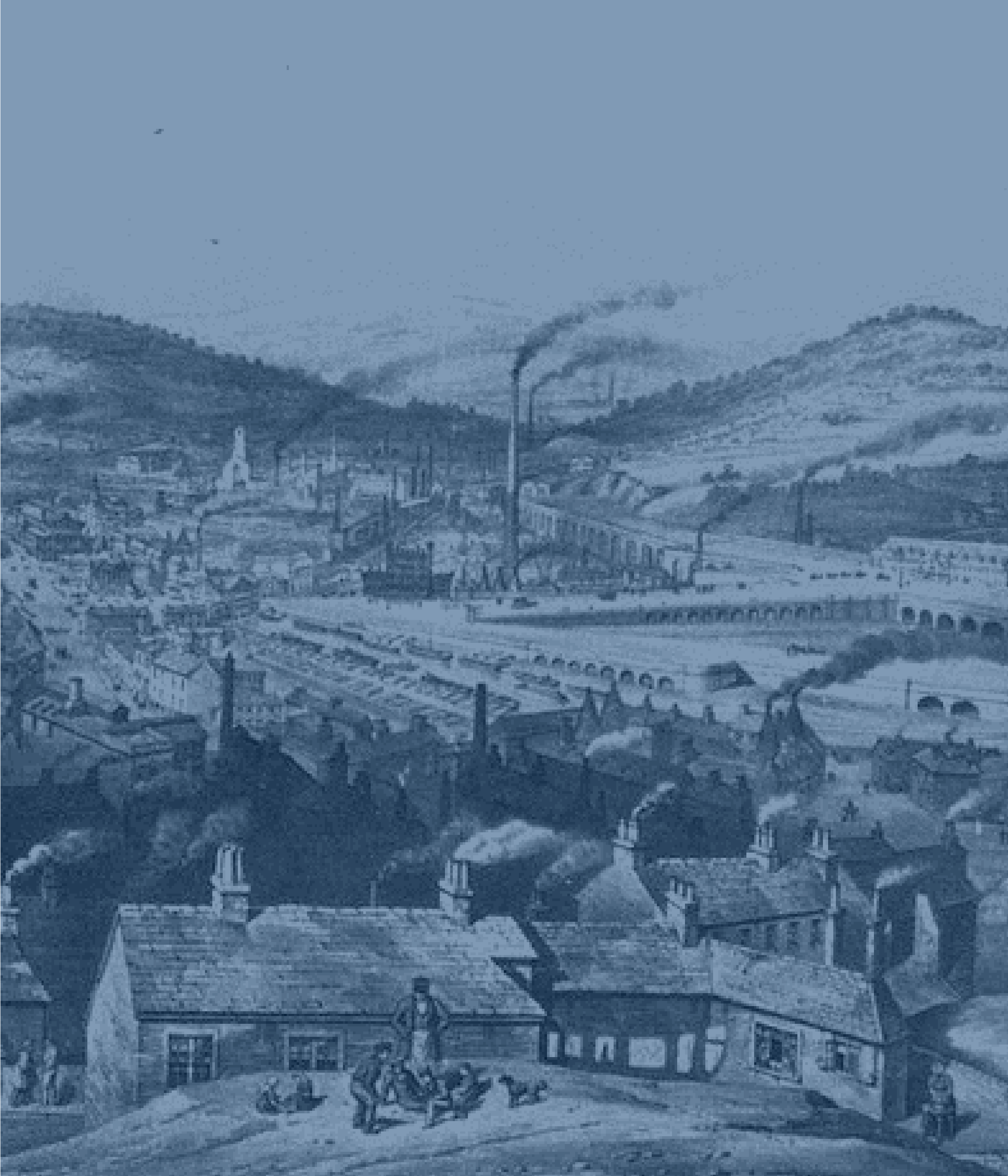
### Mining landscapes between knowledge and fruition.

#### Sulfur routes and other routes in the mining sector

Maria Carcasio

The Italian mining landscape is linked to territorial systems of entire economies, such as that of iron, stone, and coal. In this session we intend to investigate the topic, dedicating a specific focus to the economy of sulfur, but open to the different dimensions, in an interdisciplinary way. The aspects that will be taken into consideration will be the historical and socio anthropological,





museographic, cultural policies for the protection, enhancement, environmental redevelopment and use of abandoned areas, European, national, and regional regulations, the use and management of museums and mining parks, their problems and lifelong education for sustainable cultural tourism.

## **Industrial decommissioning in the change of the city and the territory.**

### **Losses or rebirths? Defeats or conquests?**

Franco Mancuso, Silvia Tardella, Augusto Vitale

The attention of research and the media to the industrial heritage of the nineteenth and twentieth centuries testifies to the relevance of the role of the industrial settlements in the city and in the territory, even in the phases of their decline, due to their qualities, dimensions, roles, and histories. At the same time, deindustrialization involves different levels of investigation and opens up diversified scenarios for debate on the contemporary crises, on urban policies and on the challenges for the future.

## Infrastructure and urban heritage

# AREA 4

In the years of profound transformations affecting large cities starting from the mid nineteenth century, the design or implementation takes on a leading role, from those in ports to those for transport, for energy, for the distribution or disposal of water. Public policies for the supply of foodstuffs have led, in the same years, to the construction of a large number of wholesale and retail markets, which still characterize and innervate our urban centers. Overall, a system of elements, punctual, diffused or networked, at the service of the city, of extreme interest but still poorly studied, is outlined. A heritage that is at times abandoned, often little known or forgotten, which requires in depth analysis and proposals respectful of meanings and values, for its re-entry into the contemporary world.

Marina Docchi,  
Ilaria Giannetti,  
Franco Mancuso,  
Stefania Mornati,  
Palmina Trabocchi,  
Rita Vecchiattini,  
Ilaria Zilli

### A heritage not to be forgotten. The markets

Marina Docchi, Rita Vecchiattini

The design and construction of wholesale and retail commercial structures, for cities in full expansion since the end of the nineteenth century, were often a testing ground for new materials and technologies: from iron to reinforced concrete. The first half of the twentieth century saw the consolidation of ancient architecture and the search for formal and structural solutions, first in the context of Italian rationalism then in the adoption of new forms of reinforced concrete such as vaults, shells, membranes. We aim to investigate the prospects for the reuse of a heritage as vast as it is often not recognized, through national and international examples. Space will also be given to the most recent experiences of re appropriation and participatory planning by associations and citizens, the first users of these spaces, which have always been places of socialization.

### The port heritage

Franco Mancuso, Ilaria Zilli

The port heritage, from its formation to recovery, is seen through the analysis of realities belonging to large and small cities, in relation to their different historical and territorial situations. The main issues as a first approximation, can be described as follows: the diffusion, in the different



historical and geographic realities, the relationships with the cities they belong to, the characteristics of the buildings and equipment, the industries and the external services linked to the port, the interventions for the protection and the enhancement. We intend to analyze the theme through episodes and components that are specific and different each time: basins, piers, warehouses, headlights and lighthouses, bridges, cranes, loaders, trains and vehicles, factories, construction sites, lazarets, handling machines dredgers and so on, but also through the identity of the protagonists: ship owners, entrepreneurs, navigators, administrators, sailors, captains, inventors.

## **Water infrastructure of the industrial city**

Ilaria Giannetti, Stefania Mornati

The birth of the contemporary industrial city, between the nineteenth and the twentieth century, required the design and strengthening of particular network infrastructures for the management and integration of water in the production cycle and for the development of waterways for transport: urban river routes, canals, sewerage, new aqueducts. These works, characterized by continuous technological and design experimentation, represent a subject of study that has not yet been investigated by the history of construction and of the city and constitute an infrastructural heritage still in use, to be exploited.

## **II The train in the city: passenger stations, stopovers, and industrial buildings**

Palmina Trabocchi, Ilaria Zilli

The railways form the backbone of the country's industrialization and modernization. They are essential for the location of companies, for the mobilization of goods and passengers. The intent is to focus attention, between use, abandonment and recovery, on the structures that represent the backbone of the service: the stations (architectures and functions intended for both passengers and the loading of goods), the railway workshops and auxiliary structures, such as the timber warehouses and raising teams, the trunks inside the factories that connect them to the network, the disused railway sites, areas owned by the railway companies that have now lost their original function.

## Construction for industry. Technological innovation and experimentation with materials, techniques, and procedures

Research in the field of the history of construction on architecture, engineering works and industrial infrastructures favor a multidisciplinary approach, moving through studies on materials and techniques, actors and processes, theories and economies. Construction for industry constituted, in the nineteenth and twentieth centuries, a privileged place for technological experimentation and within this theme it is possible to identify significant cases of industrial complexes, figures of designers or stories of companies involved in the proposition of innovative materials and solutions. The specificities of the history of construction help to define coherent and adequate processes of maintenance, conservation, and transformation of historical structures, putting the original readings of the actual state of the factory buildings at the service of the evaluation of the interventions.

## AREA 5

Edoardo Currà,  
Ilaria Giannetti,  
Rossella Maspoli,  
Antonello Pagliuca,  
Cesira Paolini,  
Martina Russo

### Construction techniques and materials for industry

Antonello Pagliuca, Cesira Paolini

Between the end of the nineteenth century and the first half of the twentieth century, those production processes that lead to the experimentation of new technological construction systems begin. However, only after the Second industrial revolution did the industrialization process and the application of new construction technologies and materials also affect the construction sector, marking a radical passage from a local and artisanal production to a serial and industrial one. The application of new materials such as cast iron, steel, glass, or reinforced concrete, gave rise to new architectural types and gradually led to a real revolution with respect to the construction tradition. The session intends to explore innovative construction techniques and their experimental applications in architecture for industry whose application gave rise to new architectural types.

### History of industrial construction

Rossella Maspoli, Antonello Pagliuca

The history of construction aimed at the heritage of industry concerns the ways of studying construction techniques to understand and date the structures, often subject of different phases of intervention, it also refers to the evidence of the particular continuity of innovation in the industry,





in terms of technical, business and professional bodies. We also want to focus attention on the development of crafts and artisan knowledge, on entrepreneurial structures, on socio economic, planning and construction aspects, on the organization of work and on training methods. The technical technological aspects concern materials and components that define the building and plant systems and related design methods and codes. The sources of reference consist of the permanence of industrial assets, as well as company archives, drawings, models, photographs, orality, documents of material culture of companies and craftsmanship.

## **Structures and spaces for industry between experimentation, technology, and design**

Edoardo Currà, Ilaria Giannetti, Martina Russo

In the twentieth century, the development of the industrial building is characterized by a profound relationship between advanced structural and technological solutions and new spatialities of production. The rigorous reflection on industrial functions and structural typologies transforms spaces for industry into privileged places for technical and architectural design experimentation. With a particular focus on reinforced concrete structures, between the early and late twentieth centuries, the session intends to explore micro-stories of industrial construction that reflect on the relationship between form and structure, through the analysis of projects and prestigious construction sites.



## Memory of industry and work

# AREA 6

Vittoria Ferrandino,  
Giovanni Luigi Fontana,  
Amedeo Lepore,  
Carolina Lussana,  
Massimo Negri,  
Massimo Preite

The story of the companies has been and still is at the center of the country's industrialization process. Industry, people, and territories are the bearers of a culture made of institutions, activities, behaviors, and languages that are widespread and varied, which has changed over time. This change is analytically recorded in the archives and museums. Not only protected and active archives and museums, but also an ecosystem made up of archives and museums of work, of trade unions, archives, and public museums, of central or local institutions, schools and educational institutions, archives of architects and engineering companies, representative organizations, and associations, private or family archives and museums. The pervasive and transversal role of archives and museums on the industrial heritage make them elements to be protected in their materiality and to be valued, dynamically and in a network logic, with approaches that are as open and transversal as possible.

### Archives and industrial heritage

Amedeo Lepore, Carolina Lussana

Archives, museums, groups, collections on industry and work are essential tools for a complete historical knowledge of the industrial heritage in its various aspects: infrastructures, raw materials, energy, machines, installations, sites, products, human resources that design, manage, build, and use them. The archives are also tools whose in depth knowledge is necessary for the purpose of more conscious and documented interventions of enhancement, reuse, redevelopment of buildings, sites and territories. They can be company or labor and trade union archives, industrial heritage archives are essential tools to be protected and made known. Making the commitment to safeguarding alive and dynamic means combining the care for the conservation of the materiality of the archives with an active and dynamic process of collecting and transferring an intangible heritage of memories, knowledge, and cultures of industrial territories to the younger generations.

### Foreseeable unexpected events. Museums from postmodern to post Covid

Massimo Negri, Massimo Preite

The theatricalization of museum displays in the last twenty years has gone hand in hand with the monumentalization of buildings (read archistar). The use of techniques taken from scenography has



found an emblematic linguistic correspondent in the adoption of the term installation, taken from contemporary art and enhanced by the competitive availability of multimedia digital tools. Covid broke down on these processes. The museum seemed to be seeking new virtual sceneries during the very long closures. Forced to represent itself through immersive images (and no longer strictly documentary, as in catalogs) even the most modest museum had to invent its own stage presence on the web. The trauma of Covid has raised the question of new staging of the museum and of unexpected emotional circuits, between physical and virtual spaces. At the reopening can we speak of a post Covid museum theatricality?

## Company museums and corporate cultural heritage

Vittoria Ferrandino, Giovanni Luigi Fontana

The different types of company museums are an essential tool for the conservation, enhancement, and transmission of the corporate cultural heritage. This heritage consists of both material objects (archival documents, photos, films, machinery, collections of brands and products, advertising, etc.) and from intangible resources (knowledge, technical knowhow, technological innovations, creative and design skills, etc.) that have determined the competitiveness of the company, the recognition of its brand, and its identity in the territory of belonging. The session's aim is to examine in depth, through the analysis of specific cases belonging to different sectors and geographical areas, the role, functions, and strategies of company museums, as places of cultural memory of individual and collective subjects, in the construction of corporate brand identity and in maintaining the competitiveness of companies and their territories.

## History and work culture

# AREA 7

Andrea Caracausi,  
Paolo Raspadori

It aims to deepen the relationship between industrial archeology and the history of work in a long term perspective, also looking at the pre industrial age, including the Middle Ages, addressing issues related to topics such as organization and work relationships, the emergence of new forms and work spaces, environmental sustainability, gender division, sociability (canteens and after work), private life (homes and working class neighborhoods), and the work memory (stories and the ideology of work).

**From domestic work to industry, from industry to smart working.**

**Concentrations and dissipations in the history of work**

Andrea Caracausi, Paolo Raspadori

The history of work plays an important role in the enhancement and management of the industrial heritage. Work was not only an integral part of places and buildings for the activities carried out within it since their construction and during their operation, but it has also permeated the social and community life of workers inside and out the productive spaces. In addition, the recent recovery processes of industrial building artifacts and the consequent reconversions towards new forms of culture economy and creativity have caused radical change in professions, especially the emergence of new jobs and workplaces. Finally, the recent pandemic has redefined workspaces, highlighting the importance of reconstructing, also from a historical point of view, domestic workplaces and co working, both in the countryside and in the cities.

**Organizations and labor signs. Intangible heritage and material evidence**

Andrea Caracausi, Paolo Raspadori

The experiences, conditions and work organization are now only partially visible in their materiality, but they cover a vital part of the history of a site also from an intangible point of view:





the attention to the material artefacts produced by a company, the oral testimonies collected over the years and the documentation present in the archives allows us to revive an intangible heritage that still survives in many industrial or deindustrialized territories. Looking at the changes in the work environment, from the workers' perspective, nevertheless allows us to consider the effects that buildings have on people and their lifestyles, on social practices, habits, and mentalities. Such an approach also makes it possible to make informed choices in building reuse policies or to rethink workplaces from a more sustainable perspective.



## Restoration, conservation, and recovery

# AREA 8

The issue of use and reuse is at the heart of any reasoning regarding the conservation, restoration, and recovery of industrial heritage, whether it can continue to carry out its function, or whether it has to welcome new ones. In both cases, conservation must coexist with transformation, to bridge the gap between the needs of the past and those of today. Knowledge, in its various forms, accompanies these processes and guides operational choices, while protection is a necessary condition for maintaining the tangible and intangible values of the heritage to coexist with its evolutionary paths.

Massimo Bottini,  
Marina Docchi,  
Rossella Maspoli,  
Claudio Menichelli,  
Cristina Natoli,  
Manuel Ramello

## The factories of the Modern. From preservation to the reuse project

Manuel Ramello, Cristina Natoli

heritage, have been the subject of a specific national census project by the Ministry of culture in order to identify the forms of protection necessary for the maintenance and transmission of cultural values and the author's design will. The issue of the protection and recovery of these buildings intersects with other current regulatory provisions: among which energy efficiency is the most complex to combine with an approach to restoration not yet consolidated compared to twentieth century architecture. The session intends to open a debate and a comparison on these topics which, compared to a series of cases, allow to reflect and advance in the theorization of a correct approach for the twentieth century architectures especially for the author's factories.

## Marine colonies and corporate welfare. Hypothesis for the knowledge and preservation of a historical and architectural heritage of the Modern

Massimo Bottini

The intention is to propose a new look at the Italian coast through the marine colonies, the last landscape gates of the coast, with an aim of reconstructing a new pilot book of the welfare state. These territorial structures are representative of places and manifestations of the welfare state



that began to spread, at a European level, in the thirties, to guarantee the possibility to the children of workers to prevent and treat the diseases that were widespread at that time, with a view to enhancing the cult of the body and health and which rethought the sea not only as a place of arrival or departure, but also as a permanent home, as an alternative to unhealthy cities and villages. The heliotherapy colonies are identified as the ideal location for developing an archeology of wellbeing, and to reflect once more on the sea as a common good and on the historical, architectural, social and urban aspects to treat the sick bodies of our cities.

## **The cinema industry. Intangible and material heritage**

Marina Docci, Claudio Menichelli

In this session we want to focus on the entire film industry chain. An articulated and complex system, which has developed for the production of intangible assets, but which is characterized by a substantial material heritage, consisting of the production places, the machinery construction industries and the cinematography equipment, the places designated for use, but also by the films themselves and by the archives where they are kept. Referring to the conservation of the built heritage, the criticisms are considerable. The places of the film industry, often characterized by considerable architectural values, have an uncertain and often compromised future: for a long time, in fact, they have been the subject of profound transformations, linked to the changing needs of use and the objective reduction of demand while in many cases they are abandoned or even demolished.

## **Automotive heritage. Heritage and symbolic values linked to the history of the automobile**

Rossella Maspoli

The tangible and intangible aspects of the mobility of vehicles have shaped modern societies: in the twentieth century the city in fact became a place of production, use and exhibition of vehicles. The values and roles of the automobile city have characterized many realities for more than one hundred and twenty years, in a complex and continuous process: from the development of craftsmanship, to the exorbitant emergence of the new sector at the beginning of the twentieth century, to Fordism and large factories, to the processes of disposal and transformation. At the end of the mechanical factory season, with the change in the roles of work and city, there is a distance from the past. The previous ages of the automobile have become history, both as an immovable and mobile heritage, full of particular symbolic meanings linked to the automobile object. New perspectives are opening up in the transmission of memories and in museumization, not secondarily for industrial tourism.

## Reuse and regeneration practices

# AREA 9

Reuse, adaptive reuse, temporary reuse, recovery, regeneration, re functionalization, redevelopment: a lexical universe to frame the nuances of afterthought of abandoned industrial areas as an opportunity for the territory. What are the ingredients for the success of these initiatives? Industrial archeo knowledge, visionary approach – which does not lack the examination of the boundary conditions – and design experimentation. They are essential prerequisites, as well as the ability to collect and direct funding and other possible resources. From this point of view, in Europe there is the priority of innovation and green economy, placed at the core of the recovery and a renewed competitiveness. Between urban and territorial strategies, architectural solutions and implementation tools, considerations of this thematic area give space to experimental and innovative practices that give prominence to the industrial heritage.

Maria Elena Castore,  
Edoardo Currà,  
Sara De Maestri,  
Cristina Natoli,  
Cesira Paolini,  
Manuel Ramello,  
Laura Severi

### Regeneration strategies and models

Edoardo Currà, Cristina Natoli, Manuel Ramello

Which strategies and regeneration models, consolidated or innovative, stand as examples of success in view of the potential of abandoned industrial sites in different contexts? Industrial archeo awareness, urban planning vision and architectural quality are compared with support for economic development, with the experimentation of implementation tools, with green priorities. Among the promising opportunities, the experimented public/private and public/public cooperation to create for the purpose governance models. The flexibility of the project is rewarding, and perfectly fits with the flexibility of the structures accommodating functions to keep up with the needs of contemporary society, not only culture or production, but also more demanding uses, such as welcoming new forms of accommodation (hotels, hostels, cohousing). A renewal in balance with the transmission of cultural values, both material and intangible, and the permanence of historical memory.

### The gasometer, the vacuum`s second life

Sara De Maestri

Gasometers came about in the nineteenth century to serve the city, but they soon became essential in the production cycle, because they were intended to compensate for the imbalances



between production and withdrawals: in gas networks and in many industrial plants, including steel mills for the storage of blast furnace gas and coke ovens for the coke ovens gas. As a result of the progressive dismantling, their structures have become the object of interest of industrial archeology. The architectural, historical and economic value is combined with one of the most widespread type of industrial products, the possibility of their functional as well as symbolic recovery is therefore interesting. In Italy recovery is preferably interpreted from a landscape point of view, within larger redevelopment projects, but elsewhere the most numerous redevelopment interventions have provided for freer reuse, from residential, to sports, to exhibitions and cultural structures.

## Power plants between use and reuse

Sara De Maestri

In view of a continuous increase in the consumption of electricity from primary sources, the need to reduce CO<sub>2</sub> emissions in compliance with the Kyoto protocol and the growing use of renewable energy, in Europe a gradual closure of coal fired thermoelectric plants is underway and there is a minor interest in large hydroelectric plants. Later in Italy, after the 1987 referendum, the nuclear power plant programs were suspended. Large production areas are thus freed up, with plants and technological solutions that are sometimes of great value, which would be perfect for a compatible enhancement and reuse. In view of a practice, unfortunately consolidated, which in the large urban transformation projects of disused industrial areas leads to the cancellation of the historical evidence, it is proposed to identify good practices that allow the recovery and enhancement of the areas with the preservation of the identity memory of the places.

## Alternative spaces, art districts, creative districts

Maria Elena Castore, Edoardo Currà, Cesira Paolini, Laura Severi

Since the second half of the twentieth century, art has been a driving force for the introduction of new uses that have had important effects on the forms of expression and the afterthought of industrial spaces. Starting from the existential nature of the experiences of the first artists who actually inhabited the factory, the alternative spaces of the exhibition were hybridized with training, culture, commercial and museum functions. Real estate has registered the attractive power of the art districts thus built and has made the pivot on which to develop a new form of economic and social aggregation and on which to base the recovery of the industrial area. These balances have led to virtuous or critical processes. What historical or recent examples bring together the social and economic purpose and the cultural demands of industrial areas? What proposals do they generate for the city? Which creative districts in the places of industry and how?

## Image and industry communication

# AREA 10

Renato Covino,  
Angelo Desole,  
Carolina Lussana,  
Antonio Monte

Since its inception, the industry has made use of communication and promotion tools, starting with the brand, the first element carrying an identity and communication value, and more, with institutional advertising of products and services. There is also the commercial front, with catalogs, brochures, albums on products and systems, there is technical communication made of bulletins, reviews, usage and installation data sheets, description of departments and production processes, there is institutional communication, made of publications, brochures or editions made especially for events, constructions, inaugurations, visits. Various sources and documents, where the new languages of the nineteenth and twentieth centuries were soon added to the illustration and design of the industrial years: photography first and then cinema. A wealth of essential sources for studying industrial heritage.

### Trademarks and industrial advertising

Renato Covino, Antonio Monte

In this session the intent is to define how the forms of communication of industrial companies have evolved in Italy, on the wave of foreign experiences, starting from trademarks, they are proposed as a guarantee of product recognition and quality, up to the forms of advertising (from trade fairs to advertisements in newspapers and magazines, to billboards and posters, to the use of modern mass communication tools). A particular attention should be given to how the image of the company is communicated through labels, letterheads, packaging, etc.

### Photography, cinema, house organ

Angelo Desole, Carolina Lussana

Within the means of communication and promotion of the industry, photography has always played an important role. In the main industries, leading photographers have been called to document and interpret the various aspects of corporate life. With personal ways and forms, the authors participate or are affected by the renewal of the photographic language, more generally, and of industry in particular. In many cases, images





and publications do not perform the mere function of documentation and information, but become a means of communication that goes beyond the company's story to become the mirror of a cultural transformation. The use of images is also widely adopted in house organs, an important vehicle for internal and external communication. With the spread of cinema, industries adopt this powerful language for internal and external institutional and commercial communication.

## Industrial tourism. Experiences of use and mobility

AREA11

Francesco Antoniol,  
Massimo Bottini,  
Maria Elena Castore

Industrial tourism is often identified as experiential tourism. In view of critical issues and opportunities that emerged from the pandemic which, on a global and not only cultural level, has severely tested the visit and use of the industrial heritage, it is appropriate to reflect on the actions implemented by those involved in the enhancement of industrial heritage for tourism purposes. What is the post pandemic state of the routes of industrial heritage? How do the routes and soft mobility projects come out? What are today's evaluations on a classic fruition system based on the transmission of content in presence and what are the potentialities of using them remotely? The digitization of communications and relationships between subjects interested in the promotion and sale of the tourist product has brought together realities that traditionally travel at different speeds: museums, cultural promotion associations, agencies, tourist guides and hospitality actors?

### Local and remote tourism and post Covid developments

Francesco Antoniol

Between leaps forward and stubborn resistance, between driven storytelling and laboratory experience what is the best way for integration of content, audience and performance on the tourism market that allows the industrial tourism product to no longer be the younger brother of the more classic and consolidated forms of tourism? What solutions can this sector offer to the increasingly pressing demand, also reinforced by funds in the European planning, for a balancing of tourist flows, both towards alternative destinations and in terms of seasonality? Can industrial tourism become the way to plan territorial marketing interventions that have, at least for Italy, the key of Made in Italy to reading the entire history of the country? The solutions proposed by the participants in the session will be the answers to these questions, the way to the definitive emancipation of Italian industrial tourism.

### Soft mobility between knowledge and territorial development. Processes, experiences, actors

Massimo Bottini

Soft mobility and industrial heritage have found their ideal *trait d'union* in greenways: through the practice of reuse these greenways give new life and sustainability to old disused railway lines. But





this is not the only profitable combination: mines, ironworks, old hydroelectric plants, furnaces, and mills are often the artifacts around which the territories organize paths of knowledge and enhancement. These processes spring from the activation of the patrimonial communities prefigured by the Faro Convention and are a model to be studied and copied.

## **Storytelling and new media for the enhancement and tourist use of the industrial heritage**

Maria Elena Castore

The techniques of storytelling and new digital technologies, widely used in heritage marketing, are joining the traditional tools for the enhancement and tourist use of the industrial heritage. The crisis in the cultural tourism sector, which became more prominent with the recent pandemic, has accelerated this process. A heritage as varied as the industrial one, in which, often, the link with the territory is the central element of the identity of the communities to which it belongs, can and should be told by the different agents involved and in different ways. In the context of the concept of experiential tourism, the various stories that derive from it can become one of the tools on which to base its tourist use, emotionally involving the user and allowing him to live a unique experience. The proposed theme is open to research, projects and concrete case studies, such as company and industrial museums, thematic itineraries, etc.... in which storytelling and/or new digital technologies become the founding elements of the tourist experience of the industrial property.



# 2° SGPI

Rome • Tivoli

## important dates

|                  |  |
|------------------|--|
| January 10, 2022 | Deadline <b>abstract</b> submission                    |
| January 15, 2022 | Notification of approved abstracts                     |
| March 15, 2022   | Deadline <b>full paper</b> submission for blind review |
| March 21, 2022   | Notification of approved papers with review            |
| April 4, 2022    | Deadline <b>final paper</b> submission                 |

## instruction for the submission

The contribution proposals' **abstracts** must be forwarded to the organization via Easy Chair platform. In order to access and use Easy Chair, you need to register for free on the same platform, which can be done by clicking on «Create an account» command.

In order to send the abstract, necessarily within 1500 characters including spaces, you will have to start a «new submission», filling the fields relating to the authors, title, abstract and keywords (between 3 and 5) all in a single language (Italian or English). During this phase, you will have to upload a .docx file with a short CV composed by 300 characters for each author; it will also be possible to upload a representative image of the proposal (it is optional). Then, please note that it is not necessary to enter any bibliographic references.

In the following step of sending the **full paper** to be submitted to the review process, a .docx file must be also uploaded in the «uploads» section, laid out according to the format that can be downloaded from the conference website. At this point, it will be also possible to update the authors' list, the title, the abstract and the keywords of the contribution via «update information/author/file» or withdraw the article with «withdraw».

The final texts of the papers must be reloaded by the authors always in .docx format in the same section of the Easy Chair website.



## venue

The congress will take place in Rome and Tivoli:

**School of Engineering of the University of Rome «La Sapienza»**

Via Eudossiana 18, Rome

**Santuario di Ercole Vincitore**

Via degli Stabilimenti 5, Tivoli

The round-trip transfer Rome-Tivoli by bus will be arranged by the congress organization.

## registration fee

Registration by **April 10, 2022:**

**160 €**      AIPAI members

**125 €**      AIPAI members under 35

**240 €**      Not AIPAI members

**175 €**      Not AIPAI members under 35

Registration by **May 10, 2022:**

**220 €**      AIPAI members

**145 €**      AIPAI members under 35

**290 €**      Not AIPAI members

**195 €**      Not AIPAI members under 35

In the registration fee for the congress is included: conference proceedings in digital format, coffee break and buffet lunches (for the three days), Rome-Tivoli-Rome bus (10 June) and a Sapienza/AIPAI welcome package.

In order to participate as AIPAI member and take advantage of the discounted rate, you must check your renewed registration for the year 2022 or make a new one through the Association's website.

## contact

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Further information:

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