

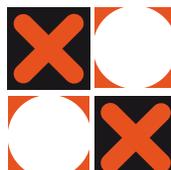
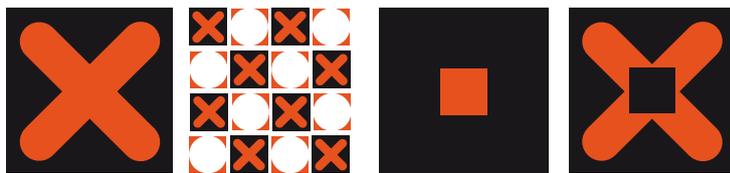
Fabbrica della Conoscenza

Carmine Gambardella

## XI Forum Internazionale di Studi



Le Vie dei.  
Mercanti



# HERITAGE

## ARCHITECTURE

## LANDESIGN

focus on

CONSERVATION

REGENERATION

INNOVATION

**Fabbrica della Conoscenza numero 39**  
Collana fondata e diretta da Carmine Gambardella

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# **HERITAGE ARCHITECTURE LANDESIGN**

focus on **CONSERVATION REGENERATION INNOVATION**

Le vie dei Mercanti \_ XI Forum Internazionale di Studi

**Carminé GAMBARELLA**



**La scuola di Pitagora editrice**

Carmine Gambardella (a cura di)  
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focus on CONSERVATION REGENERATION INNOVATION  
**Le vie dei Mercanti**  
**XI Forum Internazionale di Studi**

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**Caterina Cristina Fiorentino**  
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**focus on Conservation Regeneration Innovation**  
**Le vie dei Mercanti**  
**XI Forum Internazionale di Studi**

Aversa | Capri  
June 13th- 15th, 2013

*Conference topics:*

**Heritage**

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Heritage management,  
History,  
Culture,  
Collective identity,  
Memory,  
Archaeology,  
Cultural landscapes.

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**Peer review** Scholars has been invited to submit researches on theoretical and methodological aspects related to Heritage, Architecture and LanDesign, and show real applications and experiences carried out on this themes.

Based on blind peer review, abstracts has been accepted, conditionally accepted, or rejected. Authors of accepted and conditionally accepted papers has been invited to submit full papers. These has been again peer-reviewed and selected for the oral session and publication, or only for the publication in the conference proceedings.

**Conference report** 200 abstracts received from:

Australia, Austria,  
Brazil,  
Canada, Chile, China, Cyprus,  
Denmark,  
France,  
Germany, Greece,  
India, Israel, Italy,  
Jamaica, Jordan,  
Kingdom of Bahrain, Kosovo,  
Lebanon,  
Malaysia, Malta, Morocco, Mexico,  
New Zealand,  
Poland, Portugal,  
Russia,  
Serbia, Slovak Republic, Spain,  
Tunisia, Turkey,  
Ukraine, United Kingdom, U.S.A.

About 300 authors involved.

157 papers published.

**Preface** The XI edition of the International Forum Le Vie dei Mercanti entitled Heritage, Architecture, LanDesign aims to promote an international debate on local experiences relating to the issues of conservation, regeneration and innovation in heritage, architecture, landscape and design.

In recent years, technological developments have revolutionized not only the forms that surround us but also our daily routines. However, this new global language often does not take into consideration the identity and vocation of the area, which require appropriate courses of action in relation to both the individual context and local traditions.

The historical memory of the characteristics of the identity, local materials, building traditions as well as the tangible and intangible cultural heritage is a repertoire of signs to draw from in order to operate within each historical context and consequently enhance its uniqueness.

The recovery of the authentic vocations of a place does not mean inaction, but rather regeneration through measures to enhance an area by increasing its natural strengths, transforming the weaknesses into opportunities for future development based on innovation.

The international comparison can be an opportunity to share good examples of conservation, regeneration and innovation related to the tangible and intangible heritage in its broadest sense; architecture intended as the identity of the places that shapes the landscape, from traditional to global forms; design at all scales, from the object to the territory, in a sustainable way to start a process of regeneration through a new relationship between man and the environment.

The conference is open to multidisciplinary experiences of one or more of the proposed themes. Scholars are invited to submit research on theoretical and methodological aspects as well as present experiences and practical applications carried out on these issues.

Carmine Gambardella

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