

International open conference ASSISI, 23 november 2012

REGION UMBRIA



WHERE



ASSISI



HYBRID PARKS



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Abstract

The enhancement of **parks and gardens can strongly affect economic growth** and local development.

Different strategies are implemented to **find models of sustainable management** both at the economic and the environmental level.

The variety of these solutions depends on many different factors:

- the particular type of asset (natural reserve, park or garden);
- the ownership (public or private);
- the predominant function (recreational, productive, educational, etc.);
- the availability of regulatory instruments;
- other factors (?)

The development of parks and gardens is often made through the **creation and promotion of networks, cultural events, foundations or recognition** of sites as valuable resources.

These models of management and development of sites and territories also contribute to bring **positive effects in the tourism sector**.

The main objective of the conference is **to identify the strategies that the public institutions and the private sector should follow to preserve and enrich the natural heritage and landscape**.

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Focus **ECONOMY**:

TOURISM AND URBAN (RE)DEVELOPMENT THROUGH PARKS AND GARDENS

DRAFT PROGRAMME

The conference aims at exploring **how** public institutions and economic entities are currently operating to integrate strategies of landscape's enhancement.

The conference's **morning session** will be devoted **to present the different approaches** proposed or adopted by local and national institutions, the private sector or foundations, with a view to protecting, managing and planning the complexity of the European parks and gardens' heritage in order to produce a new model of local and general development. In this regard, a session will be dedicated to the virtuous public-private partnerships aimed at promoting a sustainable use of interstitial urban spaces and peri-urban critical agriculture areas.

The **afternoon session** will focus on a debate aiming at **comparing the different approaches** and discussing into detail the following issues: realization and management models (differences between the public and the private sector), involvement of social capital, economy generated, interaction with other sectors (touristic, cultural, educational, social ...), potentialities and difficulties, in order **to identify the strengths and the weaknesses and check the transferability of the success factors**.



TOURISM AND URBAN (RE)DEVELOPMENT THROUGH PARKS AND GARDENS

DRAFT PROGRAMME

Session 1 :

GENERATING VALUE THROUGH PARKS AND GARDENS: GOOD PRACTICES.

Chair:
Lucina Caravaggi, Professor of Landscape Architecture, Università La Sapienza, Rome

Lucina Caravaggi, Professor of Landscape Architecture, Università La Sapienza, Rome

- Awareness as an engine for development

Ilaria Borletti Buitoni, President of FAI (Italian Environment Fund)

- "The Gardens of Lower Austria"

Franz Gruber, Managing director for "Die Gärten Tulln"

- The network *Grandi giardini italiani*

Judith Wade, Founder of Grandi giardini italiani srl

- The network RuGiad'A of gardens and the project for therapeutic gardens in Umbria

Maria Carbone, Umbria Region, head of the landscape enhancement office

Monica Botta, Architect

- Illumina and the experience of the European Network of gardens (EGHN)

Jens Spanjer, project manager EGHN

- The experience of Riserva Naturale Abbadia di Fiastra

Luigina Giordani, Architect, Consultant at the Giustiniani Bandini Foundation



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DRAFT PROGRAMME

Session 1 :

First release of the book "The junction and the biodiversity"

of Lucina Caravaggi (*Professor of Landscape Architecture, Università La Sapienza, Rome*)

an experimental project by the Region Umbria and the Municipality of Trevi pursuing the dialogue between agriculture, environment and landscape. The book is a methodological translation of the project for the recovery and the development of marginal areas.

The title is ironically borrowed from an Italian book of M. Cerruti "Constraints and possibilities" (Road Junction = svincolo ("un-restriction"))



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DRAFT PROGRAMME

Session 1 :

Public/private approaches to enhance the heritage of parks and gardens and promote the knowledge

-Ilaria Borletti Buitoni, the President of the FAI (Italian Environment Fund), will present the **awareness-raising initiatives** supported by the Fund for the recognition of the places value and to raise funds for their recovery.

She also will present the greater involvement of the FAI in the **management** of some places **extending their intervention beyond the protection** and conservation of sites.

-Franz Grueber (managing director for "Die Gärten Tulln"), **Judith Wade** (founder of Grandi giardini italiani srl) and **Maria Carbone** (Region Umbria, head of the landscape enhancement office) in collaboration with **Monica Botta** (architect) will present **three different cases of Gardens "networks"** (Network of Gardens of Lower Austria, Network of Grandi giardini italiani and RUGiaD'A).

The presentations will **highlight the origin of networks**, the public-private partnership, the **strengths and the weaknesses** of the management.



Matching culture and environment as a virtuous approach

-Jens Spanjer (project manager EGHN) will present the experience of Illumina Festival and the issues and tasks of Schloss Dyck Foundation and EGHN.

-another **Garden Festival** experience will be selected to present an overview of international landscape design and the prototypes for the future (*allegedly, the DEUTSCHE BUNDESGARTENSCHAU - Federal Garden Show*)

- **Luigina Giordani** (Landscape architect, Consultant at the Giustiniani Bandini Foundation) will present the experience of the Foundation Giustiniani Bandini, owner and manager of the Natural Reserve of Abbazia di Fiastra, that continues to protect the natural area and to improve the touristic use of the Reserve.

Concluding remarks of the **regional alderman of agriculture Fernanda Cecchini**



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DRAFT PROGRAMME

Session 2 :

TOWARDS THE DEFINITION OF A ENVIRONMENTALLY AND ECONOMICALLY SUSTAINABLE MANAGEMENT MODEL

Interview by **Ed Bennis**, *Visiting professor at the University of Novi Sad in Serbia*

Guests:

Ministry

Francesco Scoppola *Regional director of the cultural and environmental heritage office*

Foundations

Marco tamaro, *Fondazione Benetton*

University

Arturo Lanzani, *Professor of Urban planning and design, University of Milan
Regional administration*

Territory management

Ciro Becchetti, *Umbria Region, Coordinator: Agriculture, culture and tourism*

Diego Zurli, *Umbria Region, Coordinator: Territory, infrastructure and mobility*

Enterprise

Laura Zegna, Director of "Oasi Zegna" in Biella



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Session 2 :

Interview by **Ed Bennis**,

Visiting professor at the University of Novi Sad in Serbia, landscape architect, has researched, designed and evaluated parks and gardens in a career spanning four decades. Considering his long and broad experience and the quality of the invited speakers, we would like to structure the interview as a dialogue between a foreign expert and the Italian institutions, foundations and academics about the definition of an environmentally and economically sustainable management model for parks and gardens.

Guests:

Ministry: Francesco Scoppola

(Regional director of the cultural and environmental heritage office)

should make a quick digression on the legislative developments and outcomes in the centenary of law 688/1912 concerning the protection of "Villas, Parks and Gardens" and the 40 years of *Charter of Gardens*;

University: Arturo Lanzani *(Professor of Urban planning and design, University of Milan)* will make a short presentation about the manners and the reasons why the new parks can efficaciously developed and designed by public / private partnerships using the urban or peri-urban interstitial areas;

Territory management: Ciro Becchetti *(Umbria Region, Coordinator: Agriculture, culture and tourism)* and **Diego Zurli** *(Umbria Region, Coordinator: Territory, infrastructure and mobility)*; should therefore be debated of as parks and gardens "create" economic value;

Enterprise: Laura Zegna *Director of "Oasi Zegna" (Biella)* will bring the experience of the oasis as an example of territorial "rooting" and how local development can be sustainable for landscape and environment;

Foundations: Marco Tamaro, *(Fondazione Benetton, Treviso)*. Will focus on sustainable communities, awerness raising and capacity building.

Concluding remarks of the **regional alderman of culture Fabrizio Bracco**

Question times will be open on both sessions

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An **exhibition** will also be organized to disseminate good practices in managing and conservation of parks and gardens, collected through a call for papers

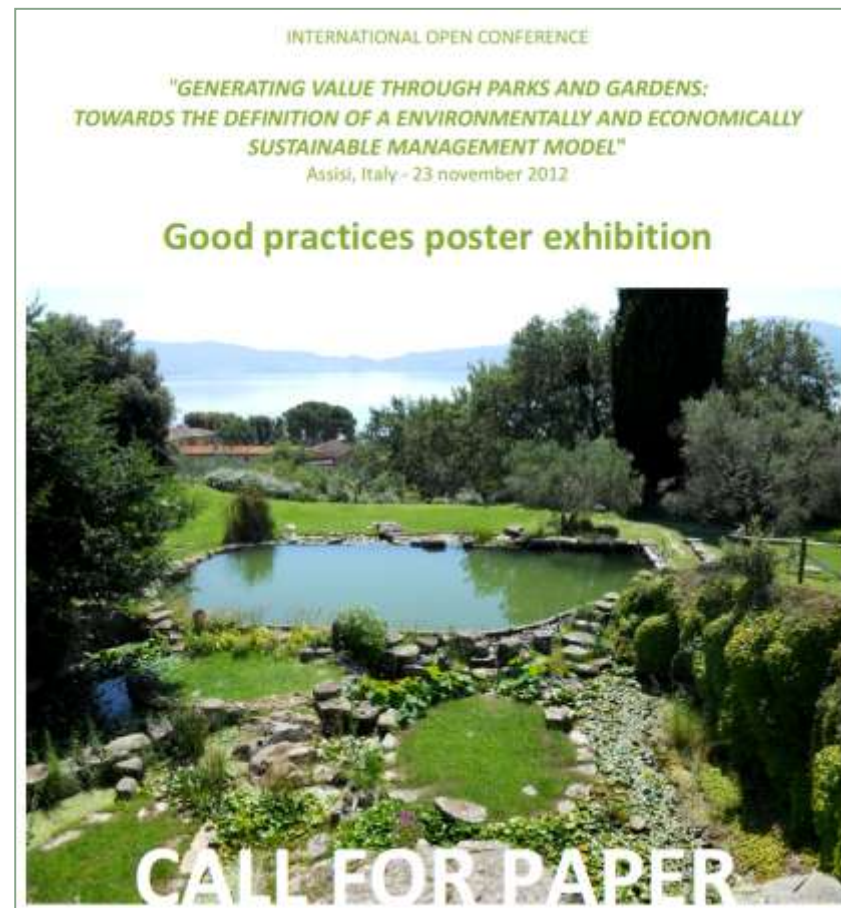
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For those who will stay, the 24 november will be devoted to a site visit at Bosco di San Francesco, Villa Fassi and Gubbio



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The bosco di S.Francesco is a natural park recovered by the FAI in which **Michelangelo Pistoletto** has created a land art masterpiece called "The third paradise" about the relation between the man and the nature.

Villa Fassi is a nineteenth century villa surrounded by a forest of over 450 hectares.

Based on environmental sustainability philosophy has led in the years to maintain the flora and fauna natural biodiversity and to enhance the organic culture.

In the centre of the estate is located the villa, designed by the Florentine architect Nello Baroni which overtops the lush Italian style gardens performed by the famous landscape architect **Pietro Porcinai**

Animal breeding, truffle hunting and a rich organic garden produce meat and vegetables that you can buy or taste in the restaurant.



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TO YOUR
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THANK YOU
AND
SEE YOU IN ITALY..

Regione Umbria – Agricultural policies department
General Administrative Management Resource Umbria
Protected areas and zootechnics

PAOLO PAPA *Department manager*
RAOUL SEGATORI *Technical manager of Hybrid parks*

Presentation by Leonardo Giofrè

