

ARCHITECTURE HERITAGE and DESIGN

Carmine Gambardella

XVIII INTERNATIONAL FORUM

Le Vie dei  
Mercanti



# World Heritage and Contamination

ARCHITECTURE | CULTURE | ENVIRONMENT | AGRICULTURE | HEALTH | ECONOMY  
LANDSCAPE | DESIGN | TERRITORIAL GOVERNANCE | ARCHAEOLOGY | e-LEARNING



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Carmine Gambardella  
WORLD HERITAGE and CONTAMINATION  
Le Vie dei Mercanti  
XVIII International Forum

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## Peer review

Scholars has been invited to submit researches on theoretical and methodological aspects related to Smart Design, Planning and Technologies, and show realapplications 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

300 abstracts and 650 authors from 44 countries:

Albania, Arizona, Australia, Benin, Belgium, Bosnia and Herzegovina, Brasil, Bulgaria, California, Chile, China, Cipro, Cuba, Egypt, France, Germany, Georgia, Greece, India, Italy, Japan, Jordan, Kosovo, Lebanon, Malaysia, Malta, Massachusetts, Michigan, Montenegro, Montserrat, New Jersey, New York, New Zealand, Poland, Portugal, Russian Federation, Serbia, Slovakia, Spain, Switzerland, Texas, Tunisia, Turkey, United Kingdom.

At the state of art, with profound pride I register that the previous editions of the Forum “Le Vie dei Mercanti” have favored the creation of an international scientific community with over six thousand researchers, distinguished professors, institutional and business sector representatives from more than one hundred Universities and Research Centers from fifty countries in the world. The XVIII edition of the Forum titled “World Heritage and Contamination” aims to create a cross-critical dialogue, open to cultural contamination and “without limits”, in a logic of integration between competences which extends, and is not limited to, the following disciplines: Architecture, Culture, Environment, Agriculture, Health, Landscape, Design, Territorial Governance, Archeology, Economy, e-Learning.

The activities of protection and promotion of World Heritage, understood as a asset shared by all Humanity, are particularly relevant in Italy, responsible towards the world of custody of the largest number of assets protected by the UNESCO. To the World Heritage Properties is added a landscape heritage of enormous variety and beauty to be protected also through the regeneration of degradation and of the “minor heritage”, in line with the provisions of the UNESCO Conventions on material and intangible assets as well as the European Landscape Convention. In this framework the multidisciplinary topics of the Forum represents a “thing tank” of confrontation, exchange and cultural contamination oriented towards the United Nations Millennium Development Goals.

The location of the Forum is of excellence. Campania Region with six World Heritage Properties, two Unesco Man and Biospheres, three assets registered on the Intangible Heritage List is one of the richest Regions in the world for cultural and landscape heritage, particularly “contaminated” by Mediterranean cultures. No coincidence that the Forum takes place in Naples and Capri, with site visits and presentations of scientific research and operational projects by the Benecon University Consortium, consisting of five Italian Universities, head office of my UNESCO Chair on Landscape, Cultural Heritage and Territorial Governance. The papers, selected by the Forum’s Scientific Committee, will be published in the Proceedings of international relevance. Furthermore, the most innovative research and projects will be published in the “Quaderni” of the A Class international magazine “Abitare la Terra / Dwelling on Earth”.

*Prof. Carmine Gambardella, General Chair XVIII Forum  
UNESCO Chair on Landscape,  
Cultural Heritage and Territorial Governance*

Con profondo orgoglio, allo stato dell'arte, registro che le precedenti edizioni del Forum "Le Vie dei Mercanti" hanno favorito la creazione di una comunità scientifica internazionale costituita da oltre sei mila ricercatori, distinguished professors, rappresentanti istituzionali e del settore dell'impresa provenienti da più di cento Università e Centri di Ricerca di cinquanta paesi nel mondo. La XVIII edizione del Forum "World Heritage and Contamination" si propone di creare un dialogo critico trasversale, aperto alle contaminazioni culturali e "senza limiti", in una logica di integrazione fra le competenze che si estende, e non si limita, alle seguenti discipline: Architecture, Culture, Environment, Agriculture, Health, Landscape, Design, Territorial Governance, Archeology, Economy, e-Learning.

Le attività di tutela e promozione del Patrimonio Mondiale, inteso come bene condiviso da tutta l'Umanità, sono particolarmente rilevanti in Italia, responsabile nei confronti del mondo della custodia del maggior numero di beni tutelati dall'Unesco. Alle Properties del World Heritage si aggiunge un patrimonio paesaggistico di enorme varietà e bellezza da tutelare anche attraverso la rigenerazione del degrado e del "patrimonio minore", in linea con quanto previsto dalle Convenzioni Unesco sui beni materiali e immateriali e dalla Convenzione Europea del Paesaggio. In questo framework i topics pluridisciplinari del Forum rappresentano un "thing tank" di confronto, scambio e contaminazione culturale orientati verso gli Obiettivi di Sviluppo del Millennio delle Nazioni Unite. La location del Forum è d'eccezione.

La Campania con sei siti iscritti nella lista del Patrimonio Mondiale, due Man and Biospheres Unesco, tre beni iscritti nella Lista del Patrimonio immateriale è una delle regioni più ricche al mondo per beni culturali e paesaggistici, particolarmente "contaminata" delle culture del Mediterraneo. Non a caso il Forum si svolge a Napoli e Capri, con sopralluoghi e presentazioni di ricerche scientifiche e progetti operativi a cura della Consorzio Universitario Benecon, costituito da cinque Atenei italiani, sede della mia Cattedra Unesco su Paesaggio, Beni Culturali e Governo del Territorio. I paper, selezionati dal Comitato Scientifico del Forum, saranno pubblicati negli Atti di rilevanza internazionale. Inoltre, le ricerche e i progetti più innovativi saranno pubblicati nei "Quaderni" della Rivista internazionale di Classe A "Abitare la Terra/Dwelling on Earth".

*Prof. Carmine Gambardella, General Chair XVIII Forum  
UNESCO Chair on Landscape,  
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**ID 164** *Advanced representation for preservation  
and communication of cultural heritage*

**Giulia PELLEGRÌ**  
**Francesca SALVETTI**  
University of Genoa  
Italy

This essay explores the level of practice of the instrumental survey connected to the advanced representation methods aimed at the restoration, fruition and safeguarding of the tangible and intangible cultural heritage.

The research exposes and compares the different typologies and experiences of survey, also by drone, in front of the possibility of fruition of the works with very high resolution digitized images on the following themes: the churchyard of the Certosa in Genoa and the painted façades of the historic center of Genoa (drawing-geometry-historical treatises).

From the LIDAR survey by low-altitude in a limited environment, for the drawing representation of the historic flooring (mosaic in two-colored pebbles), to the photogrammetric survey, to the digital infographic processing for the drawing representation of the historical façade design apparatus,

The critical ability to systematize instrumentation and cultural competence on the basis of a vast literary reference case, provides a philological and narrative reading system capable of communicating, at different scales, the value of cultural heritage.

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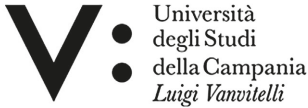
## **CARMINE GAMBARDELLA**

UNESCO Chairholder on Landscape, Cultural Heritage, and Territorial Governance; President and CEO of Benecon SCaRL University Consortium - Research Centre on Cultural Heritage, Ecology, Economy (University of Campania “Luigi Vanvitelli”, Pegaso University, University Federico II of Naples, University of Salerno, University of Sannio). Full Professor of Drawing at the Pegaso University and at the University of Campania. President of the International Forum “Le Vie dei Mercanti” since its first edition in 2003 to the XVIII edition in 2020. Editor and Founder of the series “Surveying is/or Project”, “Knowledge Factory” and “Architecture, Heritage and Design”. Component of the Scientific Committee of International Class A Magazine *Abitare la Terra/Dwelling on Earth* (Gangemi Editor International Publishing). He covered various roles for the University of Campania, including the Pro Rector of Institutions, Academic Senator, Director of the Department of Architecture and Industrial Design Luigi Vanvitelli, Dean of the Faculty of Architecture Luigi Vanvitelli, Director of the Department of Culture of Design, Director of Doctoral School in the Discipline of Architecture, Coordinator of the PhD in Protection, Safety and Representation of the Environment and Structures and Territorial Governance, Coordinator of the PhD Program in Surveying and Representation of Architecture and the Environment. He is author of numerous scientific international papers, publications and proceedings on surveying and representation of the built and natural heritage.

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