

Centro Studi  
Vitruviani

Università Politecnica  
Marche

Uniscape

Università  
degli Studi di  
Urbino

Distretto culturale  
evoluto Flaminia

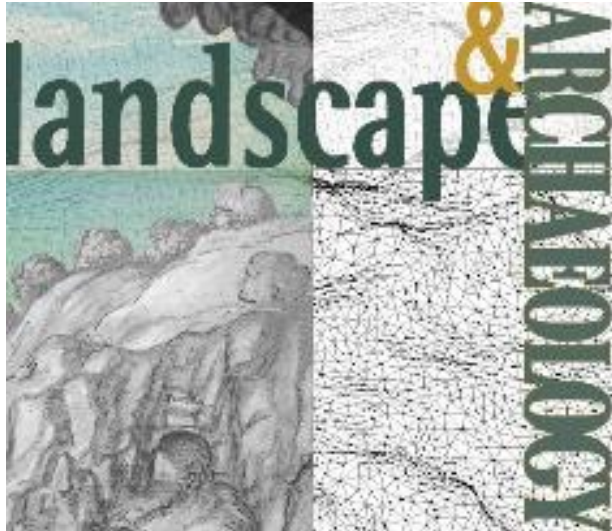


UNIVERSITÀ  
POLITECNICA  
DELLE MARCHE



are pleased to announce

## CALL FOR PAPER



**Landscape & Archaeology**  
Uniscape En-route international  
seminar in Flaminia  
23<sup>rd</sup>-24<sup>th</sup>-25<sup>th</sup> June 2016  
Fano, Fossombrone, Cagli

[www.centrostudivitruviani.org/landscapearchaeology](http://www.centrostudivitruviani.org/landscapearchaeology)

### Patronage

UID (Italian Drawing Union)

CEIT (Centro Euromediterraneo di Innovazione Tecnologica per i Beni Culturali e Ambientali e la Biomedicina)

TICCIH (The International Committee for the Conservation of the Industrial Heritage)

### Sponsor

City of Fano, City of Fossombrone, City of Cagli

### Preamble

The ancient consular route Flaminia was one of the most important connection between Rome and the towns of Fanum Fortunae and Ariminum on the Adriatic coast. The lands buffering the remnant itinerary is still today a remarkable territorial setting (i.e. archaeological remains, outstanding rural and natural landscapes, ancient and modern infrastructure and heritage). The memory of the ancient Roman Empire is still rooted in this territory, as witnessed by the rich archaeological heritage and the predominant buildings along the way. The need to foster and to maintain such outstanding common patrimony has been motivating for local politicians and public administrators to begin a series of actions highlighting its Roman past. Thanks to the engagement of the centre of Vitruvian Studies (CSV), local administrators acknowledged a joint initiative to start smart cultural and rural-environmental tourism activities. This also raises important questions concerning the revitalisation of territories and their historical heritage, on the demand for a sustainable development and maintenance, in order to strengthen the relationship between dwellers and the palaces they live.

## The Uniscape En Route seminar “Landscape & archaeology” will focus on smart and sustainable initiatives in landscape & archaeology.

The “En Route international seminar” series is a tool to promote the European Landscape Convention, addressing both the European-wide academic community and local stakeholders (institutions, politicians, inhabitants, social and economic actors). This provides local landscape actors the opportunity to raise the questions they are facing at home to a wider European context, as well as providing academics the opportunity to present their research to a new audience within a specific landscape context. Thus, by reaching out towards local landscape actors and combining the more academic activities with other thematically related events (site visits, films, exhibits, etc.), the seminars will offer a concrete opportunity for “awareness-raising“ (Chapter II-Article 6).

## Presentation

---

In many European countries local cultural heritage is a powerful driver for developing various economic activities related to tourism. Management and open access to cultural heritage are challenges in territorial democracy, enabling local communities to conserve their resources.

There are three main pre-conditions for the development of sustainable tourism of cultural heritage:

a) good knowledge of cultural heritage; b) strong awareness of local people for their protection in any economic activity; c) access to innovative and creative ICT tools to design tourism solutions with a low impact on the environment and a relevance for local identity.

This **Uniscape En Route** seminar will investigate how it is possible to increase cultural identity and promote cultural tourism in the region, thanks to the knowledge, representation and valorisation of architectural and archaeological heritage and landscape, conceived in a broad sense. A main goal for the “Landscape and Archaeology” conference is to share and compare positive experiences in several working fields involved in tourism, use, preservation and dissemination of landscape & archaeological heritage. In particular, the event will discuss how it is possible to make the pre-conditions and their results SMART (specific, measurable, achievable, realistic and time related).

The seminars provide a forum conducive to sharing best practices (by researchers, designers, SMEs) from their real experiences. **The “Landscape & archaeology” seminar will deal to the following four topics.**

## Smart Landscape

The very concept of Smart Landscape, underlined in this initiative, is of particular interest to rural areas. The interest of people in starting up economic activities and new enterprises linked to agriculture is on the increase. Such a return to agriculture is marked by the need of people to express new ways of creating agricultural enterprise, through new “smart” management frameworks, able to combine new technologies with the preservation of rural resources (landscape, biodiversity, food quality and safety). The multifunctional services potentially provided by the sector (environmental, social and cultural services) represent an important opportunity for traditional rural areas and the new emerging contexts of peri-urban and urban fringes.

A new and interesting concept gaining ground in urban planning research concerns the “playable city”, that is, a creative, homely and attractive city, which is able to captivate both its resources and citizens in a shared process of giving new meaning to its landmarks. Here great attention is paid to people, hospitality and openness, because they are the key factors in reconfiguring urban services, places and stories.

“Playable city” could appear as a counterpart to “smart city”, because the idea of creative, brilliant and talented territory seems opposed to functional and technological aspects. Nevertheless we are deeply convinced that the two features should be reasonably kept together in order to trigger effective and positive changes. The broad and open theme of playable city is, moreover, fits perfectly with the European Landscape Convention’s principles. Disseminating measures aimed at enhancing and developing smart and playable culture in our territory makes it a qualified theatre for our action.

In recent years, it seems possible to promote a local development based on tangible and intangible cultural values and ICT tools, increasing the competitiveness and attractiveness of rural, suburban areas and towns. Heritage and cultural identity become catalysts for creativity and innovation.

## Archaeology and digital documentation

Smart archaeology is framed in a complex of activities regarding the whole process of conservation, enhancement and engagement of archaeological evidence. All these aspects are closely related. In recent times, archaeological remains have been involved in several kinds of investigation: from preventive archaeology to excavation, to virtual archaeology or cyberarchaeology.

The seminar will share experiences of sustainable tourism and archaeological heritage protection and will analyse partnerships among several subjects involved in dissemination and safeguarding activities (superintendents, research institutions, governments, sponsors, cooperatives).

A specific aim is to make archaeological science more accessible in order to improve its appreciation and engagement through the use of digital tools (3D model, 3D reconstruction, VR & AR exhibition) as well as experimental archaeology. These kinds of technologies are effective for researchers or non-expert users for all archaeological data: single artefacts, archaeological complexes or cultural archaeological landscapes.

Due to EU policies on cultural and creative industries (Green Paper on the potential of CCIs), some approaches involve the digitalization and virtualization of archaeological heritage. According to the idea of archaeological landscape and evidences as heritage, new life can be breathed into cultural landscapes arising from new functions and values, and contributing to the sustainability of heritage.

## Smart Industrial Archaeology

Technical and productive innovation, often real deindustrialization processes, which affect modern post-industrial societies are a key issue on local agendas (management, development, cultural heritage, economic activities). In particular the sprawling Italian landscape masks a complex of different layers (proto paleo-industrial, infrastructural, manufacturing plants), which are specially dense along the historical roads and the traditional networks of communication. This situation is often found in rural areas, where the lack of preservation of the ancient cultural heritage, tradition and identity presents challenges for the policy makers and land managers. A careful restoration to preserve the identity of places in rural settings could provide an opportunity to these places for the renewal of a symbolic past - paper mills, kilns, mills, warehouses for goods, customs, etc. A renewed social, cultural and territorial context could help to stimulate tourism and preserve important aspects of the cultural landscape of many territories.

## Heritage sustainable valorization and cultural districts

The use and re-use of cultural heritage will address the challenges of economic impact and sustainable tourism. This kind of economic growth arose thanks to the increase in culturally-centred business which are firmly embedded within the territory and the local community. They are developing through new management techniques, devoted to the tourism experience.

The discussion over strong and weak points of the extra urban cultural districts (E-UCD), especially prevalent in Mediterranean countries, is central to the “Landscape and archaeology” seminar. This concept is not exclusively rural, since it contains small towns, usually important in terms of heritage and tradition. Nevertheless, the countryside distinguishes itself for its valuable landscapes and traditional agricultural or food and wine productions (DOCG, designation of origin etc.). Furthermore, in recent years E-UCDs became destinations for cultural tourists, interested in a holiday experience that combines entertainment, culture, relaxation and also fine cuisine. For this reason, the local supply has been usually developed towards tourism services and the organisation of events.

Best practices often show a public-private partnership with some SMEs engaged in technology, cultural industry and heritage exploitation, developing the concept of cultural districts. Using landscape and cultural identity as a framework, the cultural districts can be a way of overcoming the fragmentation of initiatives and the multiplicity and geographical dispersion of bodies and institutions. Because regional and local development strategies have been successfully integrated in many areas, the En Route seminar will involve: promotion of cultural heritage for business use; development of cultural infrastructure and services to support sustainable tourism; clustering of

local businesses and partnerships between cultural and creative industries (CCIs) and industry, setting up of innovation labs; development of cross-border integrated strategies to manage natural and cultural resources and the revitalisation of local economies.

## Participants

Scholars

Researchers

Academics

NGOs Associations

SME or start-up specialized in the I&C technologies

Public Institutions involved in Touristic activities

PhD students and students

Representatives of some projects (tourism-landscape-archaeology - ICT) developed at local, national or international level

## Preliminar scheduling of seminar

---

### 23<sup>rd</sup> June 2016

Arrival of participants at **FANO**, registration

**Key note speech: Salvatore Settis (title TBD)**

indoor seminar: first session of presentations (morning)

indoor seminar: second session of presentations (afternoon)

### 24<sup>th</sup> June 2016

#### En-route seminar along Flaminia

Exploring the archaeological sites and the landscape along the Flaminia road (morning and early afternoon). Starting point Fano, end point Fermignano (around 50 km). Intermediate stops: Acqualagna, Fossombrone, Furlo Gorge and Cagli. Transport media: cycle, bus or car. Along this route, three or four stops will be made with three or four En-route sessions (seminars "en plein air") with the participation of local people, administrators, and experts.

Conference or Round table at Fossombrone.

### 25<sup>th</sup> June 2016 -CAGLI

**Key note speech: TDB**

indoor seminar: session of presentations

early afternoon: Conclusions

## Topics

---

### T1-Smart Landscape

1. Rural Tourism an opportunity to foster local economy

2. Ecoservices and multifunctionality of rural landscape
3. Landscape management and maintenance
4. Rural Urban partnership: increasing competitiveness of rural and urban spaces
5. Improving the quality of urban and rural spaces involving citizens
6. New territorial instruments (ITI, CLLD; etc.) to improve attractiveness of rural and urban spaces
7. Open Spaces and ICTs (geospatial technologies, Drones, Beacons, etc.)
8. Monitoring of Urban, Rural and intermediate landscapes: the role of Landscape Observatories
9. Landscape in action: ecomuseum and participative processes

## T2-Archaeology and digital documentation

1. Digitization of archaeological heritage
2. Remote sensing techniques in the archaeological field
3. 3D reconstruction
4. Point cloud analysis
5. 4D modelling
6. Predictive and preventive archaeology
7. GIS and related databases
8. Virtual archaeology
9. Web archaeology
10. Virtual and Augmented Reality applied to the visualization and conservation
11. Monitoring and conservation of archaeological remains
12. Archaeology of architecture: methods and interpretations

## T3-Smart Industrial Archaeology

1. Industrial landscape of historical routes and traditional roads
2. Archaeology of transports and road infrastructures
3. Industrial heritage and industrial location: the role of land transport
4. Industrial heritage and Roman consular roads: fractures and continuity in the long and very long term
5. Contributions of the industrial heritage to the enhancement of the historic and cultural routes (archaeological, artistic, religious, food, etc.)

## T4-Heritage sustainable valorization and cultural districts

1. Cultural districts
2. Strategic actions for territorial development
3. Policies and regulatory framework in archaeological exploitation
4. Tangible and intangible heritage
5. Valorisations of ancient routes
6. Compatible re-use of archaeological sites
7. GIS tools and applications
8. Portals and Digital Libraries

9. Mobile applications
10. Remote sensing applications for cultural heritage
11. Museum and exhibition technology
12. Virtual museums, virtual tours

## Publications

---

The Flaminia En-route seminar will accept only original, unpublished work.

All accepted papers or abstracts will be published in UNISCAPE En-route: I Quaderni, a special series of the Quaderni di Careggi.

Each accepted paper needs at least one paid registration fee.

The 10 best submitted papers will be published in the Journal **SCIRES-IT** (SCientific RESearch and Information Technology), e-ISSN 2239-4303 (<http://caspur-ciberpublishing.it/index.php/scires-it>).

## Committee

---

### Program committee

Paolo Clini, Andrea Galli, Ramona Quattrini

### Scientific committee

Alonso Addison, Berkeley, University Of California  
Fabrizio I. Apollonio, Alma Mater Studiorum-Università Di Bologna  
Cristiana Bartolomei, Alma Mater Studiorum-Università Di Bologna - SCIRES-IT  
Stefano Bertocci, Università Di Firenze  
Carlo Bianchini, Università La Sapienza, Roma  
Howard Burns, Scuola Normale Superiore di Pisa  
Francesco Chiapparino, Univpm, Aipai Mual  
Michela Cigola, Università di Cassino  
Augusto Ciuffetti, Univpm, Aipai Italia  
Paolo Clini, CSV-Univpm  
Livio De Luca, CNRS, Marseille  
Patricia Duff, University of Cambridge  
Francesco Paolo Di Teodoro, Politecnico di Torino  
Maurizio Forte, Duke University  
Nicoletta Frapiccini, Museo Archeologico Nazionale di Ancona;  
Marco Gaiani, Alma Mater Studiorum-Università di Bologna;  
Andrea Galli, Univpm-Cirp,  
Enrico Giorgi, Alma Mater Studiorum-Università di Bologna;  
Pierre Gros, Università Aix En Provence, Marseille;  
Eva S. Malinverni, Univpm-Cirp;  
Ernesto Marcheggiani Univpm-Cirp/Kul-Ees  
Oscar Mei, Parco Archeologico Fossombrone  
Antonio Monterosso Checa, University Of Cordoba  
Conor Newman, National University of Ireland, Galway  
Mario Pagano, Soprintendenza Archeologia delle Marche;  
Juan M. Palerm, UNISCAPE  
Bas Pedroli, UNISCAPE  
Sofia Pescarin, CNR-ITABC, Roma

Valeria Purcaro, Università Carlo Bo, Urbino  
Fabio Remondino, FBK, Trento  
Andreina Ricci, Università Roma Tor Vergata  
Mario Santana Quintero, Carleton University, Ottawa  
Therese Steenberghen, KUL-SADL  
Simon Stoddart, University of Cambridge  
Virginia Valzano, CEIT, Italy - SCIRES-IT

## Organizing committee

Ramona Quattrini  
Francesco Leoni  
Adriana Formato  
Anna Paola Pugnaroni  
Laura Bertuccioli  
Laura Invernizzi  
Arianna Trifogli

## Important dates

---

29<sup>th</sup> January 2016 ASTRACTS DEADLINE

The “Landscape & archaeology” seminar accepts English or Italian written abstracts. Each abstract should not exceed 500 words. In the abstract will be indicated author’s name and institution and general and specific topic.

Send a PDF file (first-author\_etal.pdf) via email to [en-route@uniscap.eu](mailto:en-route@uniscap.eu)

22<sup>nd</sup> April 2016 NOTIFICATION OF ABSTRACT ACCEPTATION and SELECTION POSTER/PAPER

BEST PAPERS SELECTION DURING THE SEMINAR

October 2016 QUADERNI DI CAREGGI PUBLICATION

December 2016 JOURNAL PUBLICATION