

9. Strategies in hazard zones: a case in central Italy

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My contribution in the section ‘Strategies for Underground Built Heritage reuse and valorisation’ opens with the definition of ‘cultural heritage’ and with a focus on the history of this term in the European culture as well as with the role played by the International Charters. The pioneering experience of the British culture, due to the campaigns by William Morris that in 1877 founded the Society for the Protection of Ancient Buildings (SPAB), has evolved into the leading role of the Historic Buildings and Monuments Commission for England (Historic England). They published very useful guidelines for recognition, protection and conservation of cultural heritage. An important action towards a wider awareness of the value of the heritage was in 2018, when the Council of Europe launched the campaign ‘European Heritage Days’ aimed at ‘promoting *diversity* and *dialogue* through access to heritage to foster a sense of *identity*, *collective memory* and *mutual understanding* within and between *communities*’. The action following the assessment of the value of a place is its ‘conservation’, intended as the process of managing change in way that will best sustain its heritage values. To ‘sustain’ embraces both ‘preservation’ and ‘enhancement’ to the extent that the values of a place allow. Such a delicate process of understanding the limits of the changes in a significant place should be a shared responsibility of the scientific community and of the decision makers together with the citizens. The concept of the ‘Historic Urban Landscape’ (HUL) is central in

this process. As Jukka Jokilehto wrote, HUL – which had its origin in the international conference of Vienna in 2005, calls for a systematic approach to an ‘urban area understood as the result of a historic layering of cultural and natural values and attributes’. The above concepts and strategies are the base of an ongoing experience of Università Politecnica delle Marche in the Apennine areas in Central Italy, affected by recurrent earthquakes, the last in 2016-2017. The earthquake, shaking a large area in the territories of four regions, has revealed the weakness of our heritage. The loss is not only physical but mainly human and social. The immediate question is why such dangerous territories should be still inhabited, why not move the villages in more safe places. The answer is evident: these places preserve an immense value for their historical layered history. Our answer to those questions lays in the title of our research project : ‘Living with earthquakes’, an interdisciplinary research and educational project for a larger scale strategy for the prevention of future damages. The project has been the base for a summer school in the Province of Fermo, south of Marches region. The chosen area is characterised by a really rich landscape, raising from the sea to hills and mountains, pointed by towns and villages on the top of the hills. Each place has a unique urban pattern woven into the forms of the territory and to the colours of the geology. The notion of ‘Historic Urban Landscape’ is perfectly matching to it.