



United Nations
Educational, Scientific and
Cultural Organization



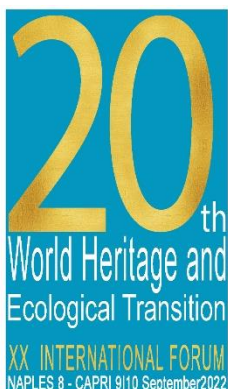
forum UNESCO
UNIVERSITY AND HERITAGE



Università
degli Studi
della Campania
Luigi Vanvitelli



Benecon S.C.a.R.L. | Cattedra UNESCO on Landscape, Cultural Heritage and Territorial Governance



WORLD HERITAGE and ECOLOGICAL TRANSITION

ARCHITECTURE|CULTURE|HEALTH|LANDSCAPE|DESIGN|ENVIRONMENT|AGRICULTURE|
ECONOMY|TERRITORIAL GOVERNANCE|ARCHEOLOGY|SURVEY|HERITAGE|e-LEARNING

Le Vie dei Mercanti XX INTERNATIONAL FORUM

Naples 8 - Capri 9 | 10 September 2022

XX INTERNATIONAL FORUM 'LE VIE DEI MERCANTI' WORLD HERITAGE and ECOLOGICAL TRANSITION

Naples 8 September 2022

Registration h. 9.00, Pegaso University, Centro Direzionale Isola F2

General Chair

Carmine GAMBARDELLA
President and CEO Benecon University Consortium
UNESCO Chair on Landscape, Cultural Heritage and Territorial Governance

LIVE STREAMING on YOUTUBE PEGASO UNIVERSITY

DRAT PROGRAMME - INVITED SPEAKERS

10.00 Introduction

Carmine GAMBARDELLA, President and CEO Benecon University Consortium, UNESCO Chair

Institutional greetings

Fabio VACCARONO, Multiversity Group, President and CEO

Andrea Ferrante, CVC Capital Partners, Senior Managing Director

Andrea BUONOMO, Multiversity Group, Chief Operating Officer

Francesco FIMMANÒ, Pegaso University, Scientific Director

Giuseppe PAOLISSO, University of Campania, past Rector

Gianfranco NICOLETTI, University of Campania, Rector

sede legale
uffici

via Santa Maria di Costantinopoli 104, 80138 Napoli
via San Lorenzo ad Septimum I, 81031 Aversa (CE)
ars fabbrica immateriale • Via I Maggio, 81030 Frignano (CE) • tel/fax +39.081.8122530
www.benecon.it • info@benecon.it
Capitale Sociale euro 150.000,00 interamente versato
Codice Fiscale, Partita Iva e Registro Imprese di Napoli 06453531219

Anna DEL SORBO, Naples Enterprises Union, President of the Small Industry Group

Lectio Magistralis

Danilo IERVOLINO

Digital and Ecological Transition: an innovative perspective

Lectio Magistralis

Luigi NICOLAIS, President of the Royal Site of Carditello Foundation

New Entrepreneurship, PNRR and Ecological Transition

Invited Speakers

Antonio URRICCHIO, President ANVUR

Andrea PURGATORI, journalist

Maurizio CARTA, past President Polytechnic School University of Palermo

Francesca FATTA, President Italian Union Drawing, Mediterranean University of Reggio Calabria

Mosè RICCI, University of Trento, Centro Linceo Interdisciplinare

Michelangelo RUSSO, Director Department of Architecture, University of Naples 'Federico II'

Naples 8 September June 2022 – Pegaso University – I Parallel Section

General Chair: Carmine GAMBARDELLA

ID 004_Emanuele NAVARRA. The recovery of Miseno and its untold architectures

ID 006_Caterina GATTUSO, Domenico GATTUSO. Via Popilia in Calabria. Potential of a tourist-cultural itinerary

ID 008_Piero BARLOZZINI, Rossella NOCERA. Research notes on safeguarding architectural heritage: a proposed mode of operation for defining territorial buffer zones

ID 009_Maria Carolina CAMPONE, The oldest ecological Law and the "Ecological Transition" in Athens

sede legale
uffici

via Santa Maria di Costantinopoli 104, 80138 Napoli
via San Lorenzo ad Septimum I, 81031 Aversa (CE)
ars fabbrica immateriale • Via I Maggio, 81030 Frignano (CE) • tel/fax +39.081.8122530
www.benecon.it • info@benecon.it
Capitale Sociale euro 150.000,00 interamente versato
Codice Fiscale, Partita Iva e Registro Imprese di Napoli 06453531219

ID 010_Saverio CARILLO, From rural design ideas for the ecological transition. Conservation as a technology transfer

ID 012_Maria MARTONE, Architecture and territory. The former convent of the Maddalena in Castel di Sangro

ID 015_Piero BARLOZZINI, Fabio LANFRANCHI. Analysis of an ancient fresco expression of mediation and transition between action and contemplation

ID 016_Stefania GRUOSSO, Andrea DI CINZIO. Kaleidoscopic ecologies. New scenarios, from ecological utopia to probiotic architecture

ID 019_Adriana ESPOSITO, Fengshui theories for a harmonious and sustainable environment

ID 020_Takeyuki OKUBO, Riku SUNADA, and Dowon KIM. An effectiveness of Spreading Fire Mitigation by the Traditional Knowledge Using Group of Trees in Japanese Historic Districts

ID 021_Angelo TORRICELLI, Giuseppe DI BENEDETTO. "Sub specie æternitatis": the role of the ruin and the ancient in the process of architectural renewal between metamorphosis and resurgence

ID 022_Gigliola AUSIELLO, Luca DI GIROLAMO. The rural architecture enhancement through the sustainability search in the ecological transition era

ID 023_Anna Marie FISKER, Daniele SEPE, Jeppe Heden CHRISTENSEN. Towards a Sustainability of Cultural Heritage

ID 024_Bernardino CHIAIA, Giulia MARASCO, Salvatore AIELLO. Innovative strategies to preserve the Italian engineering heritage: the historical tunnels

ID 026_Diana CARTA. Architecture as a in fieri work. Ecological transition to ensure the resilience of a community

ID 027_Violeta BAKALCEV, Sasha TASIC, Minas BAKALCEV. The Seven Maples as Spatial and Social Places in Veles

ID 029_Hanan KAFFAOURA, Nicola SANTOPUOLI, Ossama KHALIL. The Ecological Transition Role in the Sustainable Development of Historic Urban Ports, The case of the old urban Port of Lattakia in Syria

ID031_Chiera INGROSSO. Renato Avolio De Martino architect of the SME

ID 032_Laura RICCI, Carmela MARIANO. Urban regeneration, climate adaption, and territorial governance. Experimentation and innovation in the Plan for an integrated strategy between urban planning and ecology

ID 036_Tiziana CAMPISI, Simona COLAJANNI, Manfredi SAELI, consultant: Luisa LOMBARDO. Material and immaterial culture of the internal minor centres. Studies and researches for the ecological transition of the Madonie inner mountain area in Sicily

ID 039_Fernanda CANTONE, Francesca CASTAGNETO, Rita VALENTI. For ecological transition: analysis and projects in ‘sciulitato’ landscape (RG)

ID 040_Valeria MINUCCIANI, Nilufer SAGLAR ONAY. The Valorization of Cultural Heritage to Preserve ‘Biodiversity’ in Lifestyles

ID 042_Antonella SALUCCI, Francesca LIBERATORE. Lens on Landscape. Atlas of the coastal villages of Lake Bolsena (Central Italy)

ID 043_Massimiliano CERCIELLO, Maria Carmela GAROFALO, Sabina MARTUSCIELLO. Urban Gardens as Drivers of the Ecological Transition in Italy

ID 046_Serena VIOLA, Anna Rita VILLANO, Francesca CIAMPA. Towards long-term sustainability: design priorities for outdoor green spaces

ID 047_Massimiliano AGOVINO, Antonio GAROFALO, Maria Carmela GAROFALO. Is Transition Design an alternative way to create sustainable future? Starting from the differences between recycling and overcycling

ID 048_Andrea ROLANDO, Alessandro SCANDIFFIO. The Grand Tour UNESCO in the Piedmont region. A slow travel route across ‘in between’ territories, to improve the accessibility of places in cultural landscapes

Naples 8 September June 2022 – Pegaso University – II Parallel Section Section

General Chair: Carmine GAMBARDELLA

ID 049_Marco RUSSO. Experiencing places of worship

ID 050_Ana VASCONCELOS. The interactive condition of the wall: between world heritage and ecological transition. The Storefront Gallery in New York by Steven Holl and Vito Acconci

ID 051_Antonio BIXIO, Giuseppe D’ANGIULLI. The transformation of the contemporary city. Exercises of retrofit and improvement of architectural and urban heritage.

ID 052_Maria Rita PINTO, Maria Giovanna PACIFICO, Francesca CIAMPA. Heritage performance realignment for contemporary community: a maintenance strategy for the historical built environment

sede legale
uffici

via Santa Maria di Costantinopoli 104, 80138 Napoli
via San Lorenzo ad Septimum I, 81031 Aversa (CE)
ars fabbrica immateriale • Via I Maggio, 81030 Frignano (CE) • tel/fax +39.081.8122530
www.benecon.it • info@benecon.it
Capitale Sociale euro 150.000,00 interamente versato
Codice Fiscale, Partita Iva e Registro Imprese di Napoli 06453531219

ID 053_Teresa CILONA. Living in future cities: from overbuilding to ecological transition

ID 054_Soheyl SAZEDJ, Jorge CRUZ PINTO, Ljiljana CAVIC. Stone facades and curtain walls

ID 058_Alexandra AL QUINTAS. The wild garden inside: The universal everlasting dream of capturing nature and bringing in into our lives

ID 060_Giovanni MONGIELLO. Metaverse: The architectural speech of digital representation

ID 061_Alessandro SCANDIFFIO. Exploring representation tools for mapping landscape evolution. From historical maps to satellite multispectral imagery

ID 063_Elisabetta BENELLI, Francesca FILIPPI, Jurji FILERI. Sustainability in Eyewear Design

ID 064_Hyunguk RYU. Historical Transition of North Korean Commercial Art (1945-2019)

ID 067_Anna CATANIA. A new sustainable food delivery platform

ID 069_Francesca COLOSI, Roberto ORAZI. Chan Chan Archaeological Park: looming threats and suggested remedies

ID 071_Daniela PITTALUGA, Giacomo CALVI. A possible sustainability in the conservation of the material heritage: examples in the part of Genoa

ID 073_Francesco MAGLIOCCOLA. Best drawing for best conservation of Dawan Chinese Village

ID 074_Efisio PITZALIS, Marco RUSSO, Noemi SCAGLIARINI. The talking garden. Distant dialogue with San Lorenzo ad Septum

ID 085_Ferdinando VERARDI. New urban communities and the strategic value of knowledge. How networks are changing the urban future by offering an emergency way out

ID 087_ António MORAIS, A. BASTO DIOGO, Svetlana IVANOVA MORAIS, J.CARMO FIALHO. A Theoretical Contribution To Improve The Formation In The Historical Lisbon School Of Architecture – The Forgotten Dimension of the Technological Perspective

ID 088_Dominik LENGYEL, Catherine TOULOUSE. The amphitheatre of Dyrrachium

ID 089_Riccardo RENZI. Mosul UNESCO heritage site. Rebuilding the Al Nouri complex and cultural center

ID 090_Salvatore LOSCO, Claudia de BIASE. Urban heat island phenomenon and ecological indicators: the case study of the historical town center of Aversa (CE)

ID 091_Giuseppe D'ANGELO, Rosaria SAVASTANO. Philosophy physics and math in architecture

ID 092_Domenico PASSARELLI. Energy as a paradigm of urban planning. Towards an ecological transition

ID 093_ Michele D'OSTUNI, Leonardo ZAFFI. From horizontal to vertical. Advanced food production in urban areas through vertical farming projects

ID 095_Andrey VASILYEV. New Result of Industrial Noise Monitoring and Reduction on the Example of Samara Region of Russia

ID 096_Andrey VASILYEV. Environmental Control of Toxicity of Water Reservoirs During Pollution by Toxing Substances

Capri, Congress Centre Friday 9 September 2022 h. 3.00-7.00 pm - III Session

General Chair: Carmine GAMBARELLA

Riccardo FLORIO, University of Naples 'Federico II'. "Toward a smart cultural heritage. Improving transition through the implementation of digital heritage technologies: the case of Baia Castle".

ID 035_Andreia GARCIA. Ecological Redevelopment, A territorial (re)generation of the interior region of Portugal

ID 003_Cristiana CARLETTI, Mariella PAGLIUCA. ESG criteria to monitor and assess women's empowerment in development process: basic framework and proposal for a preliminary theoretical analysis

ID 017_Pedro António JANEIRO, Dulce LOUÇÃO, Gisele Melo de CARVALHO. The drawing of the natural landscape in the housing. Jacques-François Blondel's 18th century recommendations

ID 018_Nicola ORLACCHIO. Digitalization and ecological transition through digital twins. An added value for society

ID 031_Chiera INGROSSO. Renato Avolio De Martino architect of the SME

ID 034_Alessandra BADAMI. Restoration of the Østerå river system as an ecosystem service for the ecological transition of Aalborg

ID 041_Francesca MUZZILLO, Fosca TORTORELLI. Food Design: Art and Food Culture

ID 050_Ana VASCONCELOS. The interactive condition of the wall: between world heritage and ecological transition. The Storefront Gallery in New York by Steven Holl and Vito Acconci

ID 055_Valentina SANTORO, Lucia DEL CORE. Digital manufacturing systems and smart materials for sustainable anastylosis process

ID 072_Simona CALVAGNA, Fabio Agatino REALE, Andrea TORNABENE. On the Margins of the Anthropocene. Landscape, architecture and sustainability

Capri, Congress Centre Saturday 10 September 2022 h. 10.00 am – 1.00 pm - IV Session

General Chair: Carmine GAMBARDELLA

ID 057_Sara ERICHE, Francesca SALVETTI, Michela SCAGLIONE. The visual identity of wine landscapes through the Piedimont wine posters

ID 062_Carla GIORDANO, Davide BARBATO, Barbara MESSINA. Safety begins knowledge: a BIM approach for monitoring-built heritage

ID 065_Cesare VERDOSCIA, Michele BULDO, Riccardo TAVOLARE, Antonella MUSICCO. Integrated 3D survey techniques for historical architecture. The Church of S. Maria Veterana in Triggiano (Italy)

ID 066_Giancarlo BILOTTI, Domenico BRUNO, Renato S. OLIVITO. Preservation and enhancement of masonry arch bridges: restoration strategies

ID 070_Mariacarla PANARIELLO. The experience of the limit

ID 075_Federico BUCCI, Elena FIORETTO, Nora LOMBARDINI. The role of UNESCO Chair in the strategies for the enhancement of Cultural Heritage. An overview between Garda Lake and Mincio river

ID 082_Massimo MALAGUGINI. From ‘villa’ landscape to industrial landscape. And now?

Saturday 10 September 2022 h. 2.00 pm
Lunch, Villa Galeotta, Via Don Giobbe Ruocco, Capri