PhD in CONSERVAZIONE DEI BENI ARCHITETTONICI / PRESERVATION OF THE ARCHITECTURAL HERITAGE
- 35th cycle

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<th>Number of scholarship offered</th>
<th>7</th>
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<tr>
<td>Department</td>
<td>DIPARTIMENTO DI ARCHITETTURA E STUDI URBANI</td>
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**Description of the PhD Programme**

The Doctorate Course in Preservation of the Architectural Heritage, first held at Milan-based Politecnico back in 1983, is about to celebrate the 35th research and education anniversary where overarching attention will be paid to currently crucial themes such as protection, design and intervention over the built heritage and landscape. The team of professors promoting the debate underway on an international scale will deal with issues requiring multi-disciplinary knowledge. The tutorial activities will be contributed by professors from prestigious schools of architecture and engineering as well as cultural heritage experts from foremost Italian Institutes (ICVBC of the National Research Council; ISCR, former Istituto Centrale del Restauro). The Faculty Board organization allows to investigate extremely relevant, up-to-date topics that describe the complex domain of preservation, a strategic field and one of the chief resources of the Italian economy and future.

A list of the themes, which doctorate students might take up in their thesis work:

- Historical territory and cultural landscapes: history, protection and suitable exploitation.
- Cultural Landscapes in countries in transition: history, building traditions, protection, restoration, and identification of particular territorial environments in relation to specific architectural themes and/or systems of settlement, from the 18th to the 20 century.
- Relationship between architecture and types of territorial use: theoretical reflections; the practice and technology of building in modern settlements.
- Historic centers in the present: role in the Territory, fragility and potentiality.
- Preservation, conservation and use (or re-use) of pre-20th century architecture; the issue of current exploitation as possibly in conflict with conservation.
- The restoration site over the past few centuries until today.
- Protection, conservation and new exploitation of works of twentieth-century architecture.
- Twentieth-century building techniques and techniques of the restoration for such structures.
- The New in the Old: a. the cultural landscapes of the 21st century; b. the history, use and subsequent behaviour of walled structures strengthened or partially rebuilt using reinforced...
concrete.
Energy and historic buildings: the concept of historic climate and cultural heritage. Historical systems of heating, lighting, water supply and drainage/waste evacuation in individual buildings and on an urban scale.
Inventories of cultural heritage, their history and methodologies.
Wooden and masonry structures. Historical development and diffusion; traditional construction techniques and conservation problems.
The materials and finishings of historic buildings.
Technical literature on construction: texts and their transmission, treatises, early technical and scientific journals, architectural manuals and journals.
The Archeology of Buildings and Sites: practical issues in archaeological research.
Diagnostics and Structural Issues. Protocols for monitoring the state of preservation of architectural materials. Innovative methods for the dynamic monitoring of resisting structures (under the effect of environmental noise or specific stimuli). Critical evaluation of empirical construction technologies developed in the pre-scientific age to meet special needs (in particular, resistance to earthquakes).
Museums in seismic-risk areas: anti-seismic measures for the protection of museum collections.
Materials and methods for conservation works on architectural surfaces: cleaning, surface consolidation and water repellants treatments; tests Protocols aimed at the evaluation of effectiveness and harmfulness of conservation works and their performance monitoring. Innovative materials and methods for the conservation.
The research aims to carry out a 'Census of good and incorrect practices' for conservation and reuse of architectural heritage in areas at risk of depopulation. The study takes its cue from the different initiatives promoted by local administrations, pool of municipalities or corporations and groups, with the purpose to gather good practices for environmental sustainability and social solidarity (Cacciari 2016) (see, for example, the network of good practices 'Si può fare', promoted in 2015 by the Veneto region, or the project promoted by Utilitalia in 2017 for the construction of a data base which gathers the best practices for environment in public services).

These initiatives are mostly promoted to gather information on sustainable projects for the environment, health, and public services, which do not include architectural heritage. The purpose of these initiatives is to collect information on positive experiences and to show their potential repeatability or reproducibility to local administrations, but also law-making, parliamentary commissions, centres for research, and those who, for many, different reasons, are involved in the rebirth of fragile territories. Following this current, and moving from the awareness that there is not exist a similar approach in relation to programs and project related to architectural heritage, apart from some limited analyses, the objective of the proposed research is to fill this gap.
The principle aim is an assessment ex-post of the projects. The final score is not the elaboration of a ¿map of good and bad practices¿ - in relation to which it would be very difficult to define objective parameters for the identification - but to focus on the main reasons which caused the failure or the inefficacy of the interventions and/or the management of them once realized.

The final result is a summary of good and incorrect practices whose main utility is to take some positive and/or negative tendencies from the suitably studied data base which could be assumed as paradigmatic (of course, considering the specific characteristics of historical buildings or historical urban fabrics which we generally define architectural heritage).

The study also could indirectly trace a map of the areas characterized by scarce planning quality, hence, indirectly, the map of the architectural heritage which is at risk of disappearing.

The field of research is Architectural Restoration. For the difficult phase of organization of the census board a collaboration with experts in data digitalization and computerization is suggested; a collaboration with experts in urban planning, modern history and economic history is also recommended.

Data collection is based on a hermeneutical approach, similar to the method used for the interpretation of literary texts (Gadamer 1983). The research is based on an interpretative process built on an ex-post assessment of the project but also of the results after its realization. The quality of the intervention is quantified considering the efficacy of the relationship between the studied object - the historical building or group of historical buildings - and those who use it/them. The purpose is to outline a well-thought data base of good and incorrect practices based on two different levels of interpretation: one related to the historical building and its conservation, always considered prevalent; the other related to the potential users (local communities, tourists, and so on). The final assessment could be totally negative (both for the buildings and the...
user), partially negative (for the building or the user), totally positive (for the building and the user).

The research is organized in a first phase of pre-census, where the interventions to be classified are identified. In this phase, a first survey is included, starting from those areas where the SNAI has been realized or those areas, not included in the SNAI but at risk of depopulation, where projects of re-launch which included architectural heritage have been realized (green communities, bio-regions, bio-districts and so on). To outline the potential differences between the diverse geographic context (e.g. North and South), it is useful to consider the entire national territory.

The second phase of the research includes the collaboration of those who are involved in the design and realization of the selected interventions and consists in the organization of a form, which contains the main information about the project. The form is submitted by those who realized the project or is in charge the management of the building after the realization of the intervention (identification of the receiver of the form). Of course, the projects should be selected from among those which are completed and whose results are measurable and checkable. The form should be defined in collaboration with experts in data digitalization.

The third phase concerns the critical elaboration of the collected data; for example, the relationship between the effects of the intervention on the building/s in terms of physical and material transformations, the level of satisfaction of the users, and the social and economic effects.

The final result is a consultable tool useful for those who, at different levels, face the topic of conservation and reuse of historical buildings in fragile areas. Apart from a panorama of what has been already realized and on the main strategies adopted, the Census offers some indications on the possible repeatability of those interventions or strategies which had offered positive results.

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**Educational objectives**

The National Strategy for Inner Areas is inefficacious for
those aspects which concern the enhancement of cultural heritage. In fact, they are completely entrusted to local administrations. A first assessment of the projects realized in the pilot-areas of the SNAI clearly shows the weakness of the system in relation to this aspect, mostly due to the scarce planning quality of the offices that are responsible for the realization of the projects, but also to the difficulty in connecting these projects with the more general strategies for the economic re-birth of that particular area. This problem is very often common to those initiatives, which are progressively increasing in our country, which regard the re-launch of fragile territories at risk of depopulation based on environmental sustainability and social cohesion in many areas that are not included in the SNAI. The census of good and incorrect practices offers an indicative, even if not exhaustive map of the realized interventions and their effects. The map could also become a useful tool in the ex-ante phase of conceiving the projects. The rational collection of data is also useful to characterize the level of planning quality in the national territory, mapping those areas, hence the goods which are at risk, that are not included in programmes of re-birth. Lastly, but not less important, the census that also considers the degree of satisfaction of the users and the economic effects of the studied interventions, could also be useful to map possible cultural and behavioural changes that the interventions could induce in local communities and institutions in relation to the perception of the architectural heritage in fragile areas, hence a new attention for its preservation and management over time.

**Job opportunities**

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| Composition of the research group | 10 Full Professors  
| 10 Associated Professors  
| 1 Assistant Professors  
| 22 PhD Students |

| Name of the research directors | M.C. Giambruno, A. M. Oteri |

**Contacts**

**Contact of the phd coordinator:**
prof. Mariacristina Giambruno  
e-mail: mariacristina.giambruno@polimi.it;  
tel. +39 02.2399.5645

**Research Director:**
prof. Annunziata Maria Oteri  
e-mail: annunziatamaria.oteri@polimi.it

**Contact in the PhD Office at DASTU:**
dr. Marina Bonaventura  
E-mail: marina.bonaventura@polimi.it;  
tel. +39/02/2399.5165

*Marilena Mastalli*  
e-mail: marilena.mastalli@polimi.it;  
tel. +39/02/2399.5405  
Website: http://www.dastu.polimi.it/index.php?id=148

**Additional support - Financial aid per PhD student per year (gross amount)**

| Housing - Foreign Students | -- |
| Housing - Out-of-town residents (more than 80Km out of Milano) | -- |

**Additional information:** educational activity, teaching assistantship, computer availability, desk availability, any other information

List of Universities, Companies, Agencies and/or National or International Institutions that are cooperating in the research:

1. National Technical University of Athens (N.T.U.A.), Greece  
2. Departamento de Historia del Arte, Universitat de València, Spain
3. Department of Architectural Composition, Universidad de Castilla-La Mancha  
4. École Nationale supérieure d'architecture de Paris-La Villette (ENSAPLV), France  
5. Faculdade de Arquitectura da Universidade do Porto, Portugal  
6. Université Paris I - Pantheon - Sorbonne, Parigi, France  
7. Universidad de Sevilla, Departamento de Historia de América, Spain  
8. ICVBC-CNR Istituto per la Conservazione e la valorizzazione dei beni culturali (Italy)  
9. ISCR Istituto Superiore per la conservazione e il restauro (già ICR), Roma

**Educational activities** (purchase of study books and material, funding for participation in courses, summer schools, workshops and conferences): financial aid per PhD student per year ("DOTE"):  
1st year: max 0 euros  
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PhD in CONSERVAZIONE DEI BENI ARCHITETTONICI / PRESERVATION OF THE ARCHITECTURAL HERITAGE - 35th cycle

Research Field: CULTURAL HERITAGE AND ECONOMIC DEVELOPMENT: A POLICY ANALYTICS PERSPECTIVE.

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In case of a change of the welfare rates during the three-year period, the amount could be modified.

Context of the research activity

Interdisciplinary PhD Grant
The PhD research will be carried out in collaboration with research groups of the PhD programme in "Architecture, Built Environment and Construction Engineering". http://www.dottorato.polimi.it/en/phd-programmes/active-phd-programmes/architecture-built-environment-and-construction-engineering/

Motivation and objectives of the research in this field

Starting from the analysis of the economic and social impacts of regional policies for cultural heritage, the research aims to provide an analytical and decision-aiding framework to support the policy cycle/process. Place-based approach, multidimensional setting and value-driven approach are the distinctive features of the research, which aims to provide new knowledge on the complex and long-term interrelated effects produced by policies in the field of cultural heritage preservation, such as the growth of the cultural capital, the strengthening of social cohesion, the economic development and the improvement of the quality of life. Under a decision aiding perspective, the evaluation of the impacts can contribute to the definition of robust strategies aimed at the conservation of the cultural heritage and its transmission.
The research compares the methods generally used to analyse the economic impact of public policies with the decision aiding methodologies, starting from the definition of an appropriate research question. The counterfactual economic methodologies able to inform the decision-maker (DM) about the causal relationships between policies and development, will be combined with the decision aiding techniques, according to a notion of evaluation meant as an iterative process capable of integrating different knowledge in order to generate new knowledge.

This proposal represents a first attempt to start a research cooperation between different scientific fields (Project Appraisal and Evaluation, Applied Economics and Cultural Heritage Conservation) with complementary research approaches and tools. A first innovation especially consists in moving the current cultural heritage policies from an Evidence Based Policy Making (EBPM) approach to a Policy Analytics perspective, which considers the policy decisions process as a cycle starting from setting the agenda until assessing the consequences of implementing it. The added value of the cooperation also consists in defining an integrated analytical framework, capable of producing new and useful knowledge about the impact of policies on cultural heritage with respect to the peculiar evaluation instances that characterize this kind of assets in terms of coexistence of a multiplicity of tangible and intangible values, as well as of a plurality of actors, whose active participation in the process of preservation and enhancement of cultural heritage is still a challenge. Finally, the scale of the investigation (impacts of the regional policies) is considered as a critical aspect within the analysis of public policies, that the interdisciplinary nature of the proposed research should address.

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validation of a decision aiding model for supporting the public policy cycle in order to improve transparency and effectiveness of public resources allocation in the field of cultural heritage preservation. Starting from the assumption that data are not enough for complex decisions, the definition of the decision aiding model will be value-driven. As a consequence, attention will be paid to the knowledge aiming at supporting the processes, as well to the knowledge produced within the cycle and beyond it for: understanding the interests at stake; foresee the potential unexpected/undesired consequences of potential courses of actions; arguing about choices; designing new alternatives; strengthening legitimacy; defining the correct spatial scales on which to implement policy interventions; determining the time-spans over which to implement the policies and expect their dynamic outcomes. The decision aiding model will be then applied to a pilot case study in order to test its robustness and to provide operational recommendations.

Job opportunities

Graduates of the PhD programme have often found employment in public sector and conservation institutions, as well as in professional practices and in the business world, in specific specialized fields. PhD candidates from abroad find job in their native countries at University or in Cultural Heritage Institutions. As regards Italy, the relationship with Italian Ministry of Cultural Heritage (Mibact), has been definitely fruitful, especially when we consider that many among the best PhDs in Preservation of Architectural Heritage have been hired as officers and executives to the above ministry: recently (February 2018) twelve PhD from this Programme won the competitive exam to become public officers in the Ministry of Cultural Heritage and most of them are now responsible in prestigious seats.

Composition of the research group

- 10 Full Professors
- 10 Associated Professors
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- 22 PhD Students

Name of the research directors

C. Giambruno, A. Oppio, U. Fratesi, S. Della Torre
Contacts

Contact of the phd coordinator:
Mariacristina Giambruno
e-mail: mariacristina.giambruno@polimi.it;
tel. +39 02.2399.5645

Research Director
prof. Alessandra Oppio
e-mail: alessandra.oppio@polimi.it
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The research programme will enhance the cooperation with the following partners:

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PhD in CONSERVAZIONE DEI BENI ARCHITETTONICI / PRESERVATION OF THE ARCHITECTURAL HERITAGE
- 35th cycle

Research Field: CULTURAL LANDSCAPE AND ALTERNATIVE AGRICULTURE: COGNITIVE TOOLS TO SUPPORT NEW STRATEGIES FOR SAFEGUARDING AND ENHANCING THE TERRITORY, PRODUCTION AND TRAINING.

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The recovery of fragile territories is too often linked only to tourism; on the contrary it needs to connect to promote activities that are configured as real production chains. It is also important, in the field of agriculture, to think of plantations that contribute to the control of natural cycles and events. It is also advisable that they concern "niches" and do not require infrastructural systems of great impact, too expensive and often incompatible with the territory conditions. The activities that start up again must reconnect both to more extensive and complex production networks, and also to research and training. Only in this way we can activate exchange and knowledge circuits which are essential for territorial rebalancing. Fragility is primarily a cultural concept. A curious example is offered by the dyeing plants, which allow an extensive farming. On the contrary they require fairly sophisticated work of transformation. Initiatives recently launched, from central Italy to the Languedoc (concerning the woad or glastum and the garance), have achieved - thanks to a systematic use of the most advanced means of promotion and communication - a good economic autonomy, and they are accompanied by training and cultural exchange activities in the production sites. On the other hand, the search for dye earths, which up to fifty years ago had an important economic role, is in crisis - at least in Italy. In
In this case the abandonment was also a cultural fact, a lack of specific competences, and the cautious recovery, in some company realities, is linked to the adoption, in such cases, of a strengthening of the research and development sectors. In some cases, as in the Istrian plateau, the revaluation of the colouring earths has given rise - together with the production of lime - to a chain of building materials whose realization and use of which become themselves an attraction. More generally, the low energy consumption and the extremely low harmfulness of the products ensure high environmental sustainability. The reactivation of these activities is necessarily favoured by a parallel recovery and by the updating of the specialized knowledge in these particular fields, which involve a plurality of related competences, especially but not exclusively linked to the conservation of architectural heritage, to the studies on historical techniques, to the archaeology and the sciences. Indeed, these subjects allow to develop new relationship between historical research and scientific research, Understanding, with the most advanced tools of the analytical disciplines, the construction techniques of the past allows to overcome the role too long assigned to the sciences in the cultural heritage sector, that is to favour the transfer to this field of industrial products developed for other contexts. This orientation has lost credibility to research, which is slowly recovering a higher profile.

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<td>A detailed state of the art will document the initiatives launched in Europe in this field and highlight the direct and indirect criticalities in management and results. The experiences in progress allow to evaluate the effects on the management of the territory, its contribution to revitalizing the social life and preserving the environmental frame. However, the research will deep the knowledge on the historical landscapes determined by these plantations, both physical and social. The better understanding of use of these products, and the related techniques is a parallel aim of this research. Indeed, the knowledge is scarce in particularly in the field of construction. The research involves different disciplines. The history of</td>
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the techniques reconstructs the historical use patterns, through the literature, and where possible, through the documentary sources, and recognizes the artefacts in which the different agricultural products were used. The research will also verify what were the reasons and the aims of the use of these techniques, and the qualitative limits and the specificities of the products they gave rise to.

The chemical-physical-mineralogical analyses contribute to this goal. The analyses allow also to better focus the possible current uses. In the context of historical geography, the case studies will be focus on the areas of production and consumption of the "building targeted" crops and how they change over time, and they will be chosen among the Italian "internal areas". The research investigates both the changes induced in the past by certain plantations to the territory structure and the socioeconomic transformations developed in parallel. In many territories, the above mentioned activities formed a characteristic in the modern Era and still in the Eighteenth Century: they will primarily be investigated to understanding the better conditions for its development.

The aim is to identify the environmental conditions, which allow also today to obtain good results.

Finally, it is now necessary to assess the overall sustainability of crops and products, on the basis of already completed and documented experience and by the further knowledge acquired by the research. It needs also to consider the socio-cultural effects induced by the recovery of this set of skills, and measuring them in well-defined contexts, including also the possibility to promote qualified training initiatives.

In a more general sense, these niche initiatives postulate specialist skills - also in terms of communication and exchange - and good levels of training, and consequently they culturally infrastructure a territory and therefore reduce its "fragility". Indeed, production techniques form a part of the intangible cultural heritage of a territory; they improve both the attractiveness and the productive dimension of the sites, and especially in promoting cultural exchanges and training initiatives. The above...
The mentioned type of crops involves an extensive agricultural use of the soil and allows the maintenance of vast surfaces, contributing to the hydrogeological balance. In many European countries this last function is considered essential in defining agricultural policies. The agricultural products for the building are not specific to the hilly and mountain areas, but were also cultivated in the plains, and a more in-depth reflection on them can offer alternatives to an intensive agriculture in crisis, that favours the abandonment of the rural settlements.

The themes enunciated here only recently have become object of scientific research - both in the field of human sciences and in that of natural sciences - and also in this respect they have a considerable development potential. Moreover, in this field, the action of the third sector is developing: the foundations emanating from groups that operate in niche sectors for promoting handicraft with high added value can be responsive, and it would therefore be possible a further self-financed extension of this research area.

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Contacts

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Context of the research activity

The academic plan of the PhD programme revolves around 3 main research lines:

1. HERITAGE AND LANDSCAPE PRESERVATION: CULTURE AND PRACTICE
2. METHODS AND THEMES OF HISTORICAL RESEARCH. CONSTRUCTION HISTORY
3. SCIENCE AND INNOVATION IN DIAGNOSTICS OF MATERIALS AND STRUCTURES. REHABILITATION OF HISTORICAL BUILDINGS

The program of study leading to the doctoral degree is organized to attain the following objectives:

- To *enable students to engage in advanced study and research*;
- To *foster original and scholarly research* that contributes to enhance knowledge in the field of Preservation of the Built Heritage and Cultural Landscape;
- To *enable graduates to integrate their professional education and experience* with the larger problems of the professions around the field.

Methods and techniques that will be
The PhD programme, lasting three years, calls for the acquisition of 180 credits overall:

**25 credits** (minimum) are divided as follow:

**15 credits** (minimum) offered by PhD courses organized by the PhD programme in Preservation of the Architectural Heritage;

**10 credits** offered by the PhD School (transferable and soft skills).

In support of research carried out for their thesis, students will benefit from several laboratories both inside and outside the University. The activities undertaken during the second and third year also include attendance of workshops, seminars, national and international conferences related to individual research, with great attention to conferences wherein PhD candidates present the results, even partial, of their research theses. Periods of study at foreign university and research centers are also provided.

Educational activities are related to research either underway or at an early stage of development, some of which addresses major monumental structures and some of the most renowned sites of the world. To the aim of their thesis research, PhD candidates have the opportunity to rely on facilities and laboratories, both inside and outside the University, the breadth and width of which provides them with a crucial support to the aim of acquiring competence for highly qualified research activities in the domain of cultural heritage protection. As for the thesis research, candidates thus have the opportunity to address and investigate in-depth the wide-ranging themes connected to heritage knowledge and preservation broadly meant, such as advanced methods of investigation; knowledge management and preservation processes applied to historic traditional buildings, as the ones related to the archaeological sites and remains or to twentieth-century heritage and cultural landscapes. This aspect increases the technical characteristics, and will make PhD immediately competitive at the European level.

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program work closely with one or more faculty members of the school and from their related fields of study. Members of the field and invited experts will also play important roles in a students academic progress and PhD candidates will be prepared to fill faculty and researcher positions or secure positions at research institutes and centers.

Upon successful program completion, we expect that they will:

- Be prepared for employment in research/faculty positions at high-level research institutions
- Engage in and promote evidence-based practices through the application of rigorous methodology
- Provide leadership in the field by developing an independent line of ethical and culturally responsive research
- Contribute to development of the next generation of scholars.

### Job opportunities

Graduates of the PhD programme have often found employment in public sector and conservation institutions, as well as in professional practices and in the business world, in specific specialized fields. PhD candidates from abroad find job in their native countries at University or in Cultural Heritage Institutions.

As regards Italy, the relationship with Italian Ministry of Cultural Heritage (Mibact), has been definitely fruitful, especially when we consider that many among the best PhDs in Preservation of Architectural Heritage have been hired as officers and executives to the above ministry: recently (February 2018) twelve PhD from this Programme won the competitive exam to become public officers in the Ministry of Cultural Heritage and most of them are now responsible in prestigious seats.

### Composition of the research group

- 10 Full Professors
- 10 Associated Professors
- 1 Assistant Professors
- 22 PhD Students

### Name of the research directors

Giambruno, Di Biase, Grimoldi; Forni
Contacts

Contact of the phd coordinator:
Mariacristina Giambruno
e-mail: mariacristina.giambruno@polimi.it;
tel. +39 02.2399.5645

Contact in the PhD Office at DASTU:
dr. Marina Bonaventura
E-mail: marina.bonaventura@polimi.it;
tel. +39/02/2399.5165

Marilena Mastalli
e-mail: marilena.mastalli@polimi.it;
tel. +39/02/2399.5405
Website: http://www.dastu.polimi.it/index.php?id=148

Additional support - Financial aid per PhD student per year (gross amount)

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Additional information: educational activity, teaching assistantship, computer availability, desk availability, any other information

List of Universities, Companies, Agencies and/or National or International Institutions that are cooperating in the research:

1. National Technical University of Athens (N.T.U.A.), Greece
2. Departamento de Historia del Arte, Universitat de València, Spain
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**Educational activities** (purchase of study books and material, funding for participation in courses, summer schools, workshops and conferences): financial aid per PhD student per year ("DOTE"): 1st year: max 0 euros 2nd year: max 1,534.33 euros 3rd year: max 1,534.33 euros

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There are various forms of financial aid supporting the teaching practice. The PhD candidate is encouraged to take part in these activities, within the limits allowed by the regulations.

**Computer availability:** In the PhD candidates room are available workstations for shared use, connected with the printer. All the PhD students can use their own laptop with the wireless connection. Workstations and other equipment are available in the various laboratories linked with the doctoral programme.
A new interest for territory is the basis of new ideas for the re-birth of fragile territories, not in the sense of disembodied and globalized place, as has been seen in contemporary age, but as a place with specific local and productive characteristics. It is a complex perspective, based on awareness that territorial heritage is a common good, which is inspired by new economic models built on the notion of "consciousness of places" and "productive choral quality" of these territories (Becattini 2015; De Matteis Magnaghi 2018).

This new conception also suggests that fragile territories at risk of depopulation could slow down economic crises which involve urban areas, thanks to their territorial resources. In this perspective, architectural and landscape heritage, as well as agricultural and wooded heritage and, more in general, territorial resources, assume a relevant role in the rebirth of Inner Areas, as also clearly emerges from the National Strategy for Inner Areas (SNAI), based on place-based policies for their renaissance (http://old2018.agenziacoesione.gov.it/it/arint/).

However, no specific suggestion for the preservation of cultural heritage is present within the Strategy, which is the main governmental tool for the rebirth of Inner Areas. It is also important to observe that there is no reference to the identification or definition of this heritage, which in the common belief corresponds to important monuments and...
suggestive settlements (the so-called “borghi”) which, however, are only a small part of the entire architectural heritage (Lucatelli, Monaco, Tantillo 2018).

These orientations have mainly been interpreted by local administrations, which are now applying the SNAI, in programmes for the reuse of historic buildings or abandoned villages for touristic purposes that are based on a vague and intangible idea of identity and tradition. The method followed up to now is mainly the "old manner" system of increasing the economic value of the good or goods, investing exclusively on its/their restoration with more or less positive results in term of cultural, economic and possibly social improvement of their context, in relation to specific interventions (a museum and its visitors; a scattered hotel and the allied context, and so on).

This approach does not look at either the peculiarity of each territory, or at their specific history of production over time, hence ignoring the vocation of each territory in producing new form of local economies. In doing so, the risk is to activate policies of rebirth which are "blind to places" and to produce a geography of wide-spread architectural heritage which is unreal, in relation to history and identity, and not sustainable in term of economic recovery as they are not connected to programmes for the general development of the territories to which these goods belong.

The areas to be studied will be selected within the pilot-areas designated by the SNAI, which have already defined the programs for the re-launch of their territory ( accordi di programma-quadro/agreement of foundation project) (Valchiavenna, Alta Valtellina, Appennino Basso-Pesarese e Anconetano, Basso Sangro-Trigno, Alta Irpinia, Valle dell?Antola e del Tigullio, Casentino-Val Tiberina)


The studied model is based on a "territorial" interpretation of the notions of territory, identity, community, and is
organized into 4 phases:

1. elaboration of a "geography of the territory", not intended as an immaterial element but as the keeper of multi-layered cultural and social values. This phase involves an analytic approach to the history of the selected areas, including the history of economic production over time;

2. elaboration of a map of the architectural heritage and the related identity of the place which includes it (the concept of identity is here intended as a process of learning [Bettini 2016] rather than an immutable legacy. In this phase, an analytic approach and the use of tools which are proper to the culture of conservation are required to clearly identify wide-spread architectural heritage and its possible vocations within the wider programs for the economic re-launch of the area (agreement of foundation project/accordi-quadro);

3. Shared knowledge of wide-spread architectural heritage; this phase involves local communities in the processes of knowledge and comprehension of the potentiality of cultural capitals. Local communities, which very often do not exist anymore due to progressive depopulation, may have (or have to have) a relevant role in the processes of rebirth of inner areas, but only if oriented in the comprehension of the extraordinary cultural and economic potentiality of this heritage;

4. definition of a "programme of the us" of architectural heritage. The last phase of the research, based on a rational organization of the data collected in the previous phases, consists of the elaboration of a programme for guiding and supporting local administrations, private enterprises and those involved in the processes of economic re-launch of inner areas. The programme defines specific indications for conservation of historical buildings, which have been previously defined in their physical and material characters, besides their identity. These indications are not studied so as to have immediate economic benefits.

Educational objectives

The first expected result is the active participation of those who study and work in the field of conservation of
architectural heritage in the application of the SNAI. The second expected outcome, probably more ambitious as it deals with human behaviour, is a significant change in the approach to knowledge and conservation of this heritage; a programme which is not imposed ‘from above’ with the aim to obtain immediate, but often irrelevant results, but long-term plan based on the real cultural and productive vocations of the places. The third expected result of this research deals with practical aspects: defined a ‘programme of the reuse’ (not rigid and compelling measures but steering tools) for conservation of architectural heritage to support and guide local administrations, private corporations and those variously involved in the processes for repopulation of inner areas. Lastly, proposing suggestions regarding an approach based on active and shared knowledge of cultural heritage, intended as continuous learning, the research could potentially and positively improve the scarce planning quality of public and private subjects involved, which already emerged in the first phases of implementation of the national strategies for Inner Areas.

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Name of the research directors

M.C. Giambruno, A. M. Oteri
### Contacts

**Contact of the phd coordinator:**
prof. Maria Cristina Giambruno  
e-mail: mariacristina.giambruno@polimi.it;  
tel. +39 02.2399.5645

**Research Director:**
prof. Annunziata Maria Oteri  
e-mail: annunziatamaria.oteri@polimi.it

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*dr. Marina Bonaventura*  
E-mail: marina.bonaventura@polimi.it;  
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