

and trade-offs are necessary. While there is a range of factors involved, the most germane are impact on the environment and quality of the experience. Sustainable tourism depends on encouraging the desirable and discouraging the undesirable. IRT has a major part to play in making sure that this balance is maintained.

The whale shark is the largest fish in the ocean. A tourism industry based on interacting with whale sharks has developed recently off the coast of Western Australia (Davis, 1997). This is the only known, accessible place in the world where whale sharks congregate in significant numbers. Results from surveys of participants in the whale shark experience report that the experience is extremely satisfying for most. However, IRT has to address sustainability issues such as diver-to-shark separation distances, the appropriate number of operators, and the economics.

Another popular marine tourism activity is whale-watching where visitors travel by boat about four or five kilometers into the sea and observe whales that swim up to the surface of the sea. Often it is assumed that whale-watchers wish to get close to whales. Studies of motivation for other recreational activities show that humans seldom undertake recreational activities for simplistic reasons. Thus, Orams (2000) studied what factors influence whale-watchers' enjoyment, and whether geographical proximity of whales was in fact an issue. Results showed the number of whales and their behaviour, numbers of fellow passengers, cruise duration, boat construction and sea-sickness influenced satisfaction. The geographical proximity of the whales was not a major influence. Many whale-watchers returned satisfied even when no whales were sighted. Whale-watching is not simply about getting close to whales, many other variables are important. A better understanding of the watchers, as well as the whales, will assist in the sustainable management of this growing tourism industry.

Sustainability of the ecological balance is a key factor in IRT. Humans may be keen on relating to certain life style experiences but this should not be at the expense of wildlife. This is especially important in cases where wildlife resources are declining due to habitat destruction, poaching and other human threats, as is so for sea turtles. Wilson (2001), shows that a significant potential exists for developing sea turtle-based tourism. Threats to sea turtle populations are growing especially as a result of human activities and these underline the importance of finding an economic rationale to conserve the remaining species. Economic benefits from turtle-based tourism can provide such a rationale. However, such tourism must be managed appropriately if it is to be sustained.

Another area where habitat destruction needs to be controlled is, for penguins. Penguin Island in Melbourne is a holiday destination with many activities for visitors. Farm living, penguins, sea lions, koalas are all part of a family holiday where visitors can relate to an island life style. However, IRT must ensure sustainable numbers to protect the wildlife.

An industry based upon taking tourists to watch, swim and otherwise interact with dolphins and whales in the wild has expanded rapidly over the past decade (Orams, 1997). It is now a large and geographically dispersed activity which occurs in over 65 countries worldwide. One aspect of this industry involves interacting with dolphins and this has become particularly popular in Australia and New Zealand. There are many historical accounts of human-wild dolphin interaction and a detailed review of these records shows that the 'new' dolphin based tourism industry has developed from a long history of human-dolphin relationships. There are considerable risks, both for the dolphins and for the tourists as a result of these encounters. Risks include harassment, stress, injury and death for dolphins and also injury for humans. It is important that dolphin tourism operators, management agencies and tourists themselves are aware of these risks and manage their activities accordingly.

Some visitors interviewed by Tourism Australia are not alone in their comments about what they experienced "My life-changing experience happened in the outback of South Australia." "The first time I saw this incredible island, I fell in love with it immediately. I arrived amazed by the beauty but departed knowing I would return". These comments show that today's tourist looks for a new experience, not merely to say "I too have seen it" but to feel up lifted by the experience.

**FORECASTING REGIONAL TOURISM IN AUSTRALIA**

To develop relational tourism it is necessary to promote tourism in the regions not just in the capital cities. To this end tourist arrivals to Australian States and Territories were forecast using the Basic Structural Model. The model has taken into account the seasonal aspect of tourist arrival, the overall increasing trend in tourist activity and the fluctuating numbers in the recent past as a result of cyclical changes in global economic activity. Univariate time series data were used to forecast arrivals in each region namely, New South Wales, Victoria, Queensland, South Australia, Western Australia, Tasmania, Northern Territory and the Australian Capital Territory using quarterly international arrivals data at the major ports of entry to Australia over the research period from March 2002 to March 2009. Forecasts of international arrivals are made for the period from June 2009 to December 2011.

Historical, international tourist arrival data were obtained for the eight regions for the period March 2002 to March 2009 based on information obtained at major ports on entry to each region. The period from March 2002 to March 2008 was taken as the within sample period and the period June 2008 to March 2009 was taken as the out of sample period for which the forecast error was calculated. Since the level of forecast error was found to be acceptable, the model was used to forecast arrivals for each region for the period from June 2009 to December 2011. The results of the analysis are presented below:

International Visitor Arrivals to Australia by State/Territory Visited									
Out of sample forecasts and errors									
	Quarter	NSW	VIC	QLD	SA	WA	TAS	NT	ACT
Actual	Jun-08	2806	1481	2129	361	671	156	332	161
Actual	Sep-08	2821	1487	2098	362	666	158	339	160
Actual	Dec-08	2768	1479	2051	356	676	152	328	157
Actual	Mar-09	2740	1477	2019	350	674	147	323	157
	Quarter	NSW	VIC	QLD	SA	WA	TAS	NT	ACT
Forecast	Jun-08	2784	1482	2154	365	694	158	339	157
Forecast	Sep-08	2721	1487	2129	366	708	154	330	148
Forecast	Dec-08	2697	1503	2111	374	714	159	328	147
Forecast	Mar-09	2692	1519	2094	381	717	158	326	148
		NSW	VIC	QLD	SA	WA	TAS	NT	ACT
Error	MAD	60	17	48	14	37	6	5	9
Error	RMSE	67	24	52	18	38	7	6	9
Error	MAPE(%)	2	1	2	4	5	4	1	5

Using the model developed from the March 2002 to March 2008 data forecasts were made for June 2008 to March 2009. These forecast were compared with the actual arrivals for that period which was the designated out of sample period. From this comparison three forecast error calculations were made for each region, the mean absolute deviation (MAD), the root mean square error (RMSE) and the mean absolute percentage error (MAPE). These errors are all very small, the MAPE showing errors as low as between 1% and 5%. Therefore the model is used with confidence to forecast arrivals for the period June 2009 to December 2011. These forecasts will be useful for tourism operators in the states and territories who wish to promote relational tourism associated with each region to know what tourist numbers to expect.

International Visitor Arrivals to Australia by State/Territory Visited									
Out of sample forecasts for the period June 2009 to December 2011									
	Quarter	NSW	VIC	QLD	SA	WA	TAS	NT	ACT
Forecast	Jun-09	2700	1534	2079	385	708	154	321	150
Forecast	Sep-09	2724	1539	2070	386	698	157	315	156
Forecast	Dec-09	2769	1556	2060	384	705	159	312	157
Forecast	Mar-10	2795	1572	2034	383	715	155	304	153
Forecast	Jun-10	2803	1588	2018	380	720	158	301	152
Forecast	Sep-10	2776	1593	2002	375	726	155	293	152
Forecast	Dec-10	2740	1611	1995	378	728	158	289	155
Forecast	Mar-11	2697	1628	1985	387	736	159	286	163
Forecast	Jun-11	2658	1643	1966	395	762	154	283	164
Forecast	Sep-11	2626	1649	1942	398	786	157	277	160
Forecast	Dec-11	2636	1667	1933	399	798	160	277	156

## CONCLUSION

Australia's cultural heritage and the diversity of its life styles that vary from region to region and stem from multi-cultural origins, together with its land of natural wonders begs the promotion of integrated relational tourism. The country has all the ingredients to attract international tourists to experience and immerse in its relational life style resources. Australia's Aboriginal origins, culture, art and craft, beliefs and myths fascinate tourist from every country whether it be from the west or the east. Living amongst the Aboriginal people, in massive farms amidst farm animals, in or around wineries and experiencing life in rain forests, desert land, around beaches and rivers admiring the rare fauna and flora on land and in the ocean will require long stays and several visits creating a great potential for IRT.

Australian regional tourism has not hitherto been forecast in the literature. Regional tourism is forecast in this paper as a first step in encouraging the development of integrated relational tourism. The many Australian experiences that attract the relational tourists are spread around the different States and Territories. This paper forecasts tourist arrivals to each State and Territory up to December 2011. New South Wales, Victoria and Queensland are the States that attract the most international tourists. New South Wales will experience a slight reduction in the arrivals from 2769 in December 2009 to 2636 in December 2011 probably due to the effects of the current financial crisis. Queensland too will experience a slight reduction in the arrivals from 2060 in December 2009 to 1933 in December 2011. However, Victoria will experience a slight increase in arrivals from 1556 in December 2009 to 1667 in December 2011. Western Australia which has the next highest number of arrivals will experience a slight increase in arrivals from 705 in December 2009 to 798 in December 2011. South Australia, Tasmania, the Northern Territory and the Australian Capital Territory have a relatively smaller number of arrivals that would remain fairly stable up to December 2011. Similar forecasts made regularly will assist the industry to ensure the availability of transport, accommodation and service facilities required to cater for the expected tourist demand.

It is important to note that these forecasts do not include interstate travel by tourists from one state or territory to another. Data have been recorded at the port of arrival to the country where immigration details are collected. Tourists may then travel using domestic air, rail or road transport to other states and territories experiencing considerable travel within the country before departure. Industry operators must therefore take note of not only the forecast arrivals to its own state but also expect a proportional share of the forecast arrivals in other states.

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**“MEDITERRANEAN TEXTILE POLE” IN MELILLI DISTRICT. A PERSPECTIVE  
OF TERRITORIAL, SOCIAL AND INTEGRATED EXPLOITATION.**

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**Abstract**

The Foundation “Melilli Polo Tessile del Mediterraneo” (Mediterranean Textile Pole), recently formed, it applies to a central and profound conceptual innovation of the idea of territorial development in Sicily, with the explicit goal of the entire textile chain governance (from the production of herbs to the realization of dyeing fabrics, dresses and costumes on stage), according to technical and craft surveyor traditionally understood. The trans-disciplinary vocation and the role of ethics which characterize the purpose, are a prerequisite for the recovery of a critical area today, which you can apply to open laboratory for the future establishment of an spreaded eco-museum.

The model of governance and the museological category identified indeed allow reading, analysis and proposal for conversion of land different and alternatives to model unique and highly pervasive that the petrochemical district of Priolo-Augusta-Melilli currently imposes. This virtuous process - not necessarily be considered an antagonist of the existing, but, in contrast, can become a stimulus to the improvement of industrial quality - not only fuels the debate and argument between the scientific community, the civil – institutional components and the petrochemical pole, but it is causing in time a different awareness of the local potentiality, of local skills and objectives to be achieved in the medium and long term.

The “Mediterranean Textile Pole” offers a healthy, productive, high skills and strong ethics model to the local community. It provides young people with awareness of new and different environment-friendly production processes, as well as to self-employment in various sectors identified. From this elevation follows the conceptual placement in the territory of a different model of fruition, because the space so revised - with the establishment of the Park of officinal and dyeing herbs, the starting of the mills for dyeing, weaving, embroidery and lace, the costume and tailor’s workshops, the laboratories of restoration and servicing of textile and dress -, these new productive points, changing the features of the space in “a culturally determined place”.

The union of these points becomes net and the willingness of its operators to supra local dialogue, becomes an alternative pattern and dragging factor to complementary expertises, contiguous or subsidiaries which, if elevated to system, outlines the prospect of an eco-museum. Meaning with such expression, today in progress in many clusters of ancient Italy and the world, the relocation, the systematic organization of property (tangible and intangible), of human knowledge and traditional production activities (but also of industry already historicized, or industrial archaeology) on a given territory, resulting in the identification of integrated thematic itineraries, available in several profiles and aspects (manufacturing, educational, tourist, devotional, etc. ...).

**Key words:** Melilli Mediterranean Textile Pole

## INTRODUCTION

This work is aimed at introducing the project *Melilli Mediterranean Textile Pole*<sup>1</sup> and, at the same time, the homonym Foundation<sup>2</sup>, which has been recently set up in order to achieve specific objectives under new methods. The final objective, arising from this particular conceptual innovation, is the local development in Sicily. In carrying out this plan, there will be put into practice the following intermediate objectives:

The activation of a textile chain (from production of dye herbs to dyeing works), the production of fabrics, dresses and scene costumes under land surveying, hand crafted, ecological and technological advanced techniques;

The recovery of a territory under crisis to set as an open laboratory for the future set up of an ecomuseum system thanks to the trans-disciplinary vocation and the no profit and ethical aims of the Foundation.

The Pole, in giving its contribution to the scientific and technical debate about the recovery of traditions and innovation of the textile chains of the Mediterranean Area, it is the milestone and coordinator in order to restart the textile production between history and tradition, aimed at *transfer and not lose* a range of crafts typical of the production activity in the textile chain and give value to a manufacturing system having social implications.

The project will involve the Mediterranean Countries that want to share with us a common process of *culturalization* and social development, characterized by modern methods of teaching and planning, recovery of traditions and technological innovation.

The Pole has found two main thematic areas for developing this *culturalization* and social trail:

### The territory

#### The recovery

The project starts with the restoration of raw materials production, historically brought into position in Sicily and shared with many production Districts in the Mediterranean (cotton, linen, wool, silk), the recovery of traditional weaving, the restoration of dyeing using natural pigments.

This is a productive and teaching activity that may involve technicians with special skills and younger who are breaking into the job world with a particular attention to those *social categories defined as "disadvantaged", such as disabled people, both physically and/or mentally or abused women*.

The objective is to realize a product with a strong local identity to be perceived and shared by all local Mediterranean Communities which will take part to the project. This *culturalization* process will then be complete so as each person may see in it the value of human dignity, of arts and professions, and of all local skills.

What in other historical contexts has naturally happened during time<sup>3</sup>, often encountering obstacles, up to its crisis, from new materials and from the mass industrial process, in Melilli it is being experimented as recovery of cultural and economic values in a form of training and productive laboratory. Therefore, it is part of the project just because it strategically assumes the territory and the recovery of a tradition, and this is what we can call "*integrated relational tourism*" being a tangible pleasure. In details:

In the prestigious Sicilian textile heritage, which is part of the historical Sicilian identity, preserved in museums, churches, collections, etc. . . ;

In a territory selected like a laboratory, where this identity may return in training, productive and research forms, in order to set up an *Eco-Museum of Sicilian Textile Manufactures*, always keeping in mind the social aspects of this action.

## THE SELECTED AREA

The Melilli District is part of a wider area in the Province of Siracuse (Sicily), which, soon after the Second World War has been identified as one of the most important petrochemical pole in the South of Italy. Presently, the industrial plants in the District of Augusta-Melilli-Priolo occupy a wide coastal area (ill. 1), for

decades, the main job and earning source for the local population working in the various main companies and/or in the induced businesses.

Nowadays there are some troubles linked to these businesses and the local Institutions, mainly the Municipality of Melilli, are particularly wakeful on these troubles and are trying to face them. The petrochemical plants, in fact, is seen as a factor of environmental pollution and risk for public health. Moreover, it is now starting a process of job crisis which has negative effects particularly on young generations, representing a serious problem for the future job allocation, unthinkable for the past generation. Under the social-anthropological aspect this evidence is even more worrying, as the encouraging presence of the petrochemical pole for nearly sixty years, has gradually weakened the entrepreneurial and drive capacity of the local population, which has completely relied on these petrochemical companies. This situation has also generated a loss of professional skills and/or ancient crafts (in agriculture, in handicraft, in farming) depressing any entrepreneurial initiative. Moreover, the presence of the petrochemical pole has blackened the enormous cultural value of the District with naturalistic and archaeological value such as Megara Hiblea and Thapsos sites, the Mastro Pietro cave and the Sant'Antonio quarry. The project is related to these sites by dyeing factories and by the setting up of the *Imaginary Park of the Officinal and dyes Herbs*.

### THE DISTRICT AND ITS RECOVERY

It is in the above described frame that the project idea is founded so as the consequent Foundation. The Model of business governance and the museological category, allow a better interpretation of the District and, at the same time, an analysis of the different opportunities and a re-conversion proposal of the area in order to correct all those negative effects brought by the petrochemical pole. A virtual process which not necessarily has to be considered as conflicting with the existing one, but, on the contrary, may become a stimulating factor for improving the industrial quality, able to feed the debate among population, scientific community, local institutions and all those who are in charge with the petrochemical activities, in order to set up a full awareness of all local skills, giving possibilities to define economic and social growth, balanced, environmentally friendly and with great cultural value.

The Mediterranean Textile Pole proposes a healthy, productive, professional qualified, cultural and ethic model. The idea is to give to young people the awareness of different productive but ecological processes and useful tools for a process of self job in the different identified sectors. The *different fruition model* of the area, the business opportunities awareness, the creation of new possibilities, thanks to the *Imaginary Park of the Officinal and dyes Herbs*, the setting up of the factories and professional training courses, is determined by new and precise productions, able to change and enrich the area with professional and cultural values. The final aim is to set up a network able to be an alternative model for local governance and, at the same time, driving force for complementary, subsidiary and neighbouring experiences which, if raised in a system, they can define a perspective of an ecomuseum. Thanks to this expression, which is under research in many ancient productive districts in Italy and in the rest of the world, they want to set up a methodical organization of assets (tangible and intangible), a replacement of professional skills and traditional productive activities on a given area (but also of the historicized industry, the so called industrial archaeology), with the consequent identification of thematic integrated itineraries available under different profiles and aspects (productive, tourist, educational, devotional, etc...).

### THE RECOVERY: TRADITION AND INNOVATION

Sicily traditionally is the Mediterranean Centre. A supremacy that, geographically and for business reasons resists up until the discovery of America, but in the Mediterranean cultures it remains even further like a place and example of classical models. But, for what we are interested in, Sicily has recently been a great producer of yarns and high quality textile manufactures. This is a tradition which has its roots in the Bizantine time, carries on developing



during the Islam experience and is driven to its maximum stylistic and business capabilities during the Norman-Svevian time. The propagations of this experience arrive up to the Liberty splendour and its productions. The identification of the Pole as an articulation of a thematic cultural process (the textile industrial chain) finds two strong justifications: for historical reasons just described and, in the meantime, for the key role expressed by the Made in Italy in textile and fashion design and, at the same time, in the preservation and restoring of the cultural heritage.

### **ITS REALIZATION BECOMES A MODEL FOR DIFFERENT AIMS:**

The recovery of a "culture" able to give concrete opportunity of *qualifying professional skills*;

The *realization of productive activities* which found their reasons in the innovation of tradition, in the research of new markets and in the capacity of economical autonomy (ill. 2);

The research and the intercultural exchange among textile districts under similar experience which, if shared, may guarantee the respect of technological productive and traditional style identities, giving to them an experimented local model.

The project, set up in Melilli has to be seen like a re-qualification opportunity for the area and regeneration of social-anthropological resources rooted in it. It also is a ring of a wide system, made by productive plants, international relations, cultural and educational structures and also by scientific events. This is the general sense that, beyond the specific project contents, has been given to the term "Pole".

In the given sites, the Pole wants to realize the following objectives:

- a) Reactivation of production of aulic fabrics, historically certified in the metropolitan textile manufacturers in Sicily, to be used, among others, in the sector of conservation and restoring of historical residences, of ancient dresses and accessories and scene costumes.
- b) New production of textile manufactures to be sold for furnishing, fashion and couture for cinema and theatre.
- c) Realization of a "tailoring workshop" which, beyond the ordinary production of couture and theatrical costumes, may contribute to the research and awareness aiming at excellences for classification and filing of data concerning the costume and sketchy heritage in the Mediterranean area, in different sectors of the ancient, modern and contemporary theatre and cinema.
- d) Set up of a park for the production of officinal essences and cultivated dyeing, used for herbal, agricultural and food purposes, but particularly for dyeing knot, in thread and in cloth of textile manufactures. On one hand, it will be possible to recover the skills and land-surveying techniques related to the use of these essences (in the project plan, there is also a documentary centre which will explore, on an international level, skills and cultivating techniques); on the other hand it is planned to set up a productive activity able to link the use of natural essences by innovative and environmentally friendly technologies<sup>4</sup>.
- e) Set up of a textile dyeing as a collection point, also useful for selection and desiccation of plants and their reduction and use for dyeing aims. The factory will guarantee the creation files of fashion colours, respecting all international hypo-allergenic and ecological standards required by the sustainable ethic under the frame reset by ancient productive cycles.
- f) Planned maintenance<sup>5</sup> of all fabrics, dresses and scene costumes. This activity is linked to the creation of new and high qualified professionals, thanks to specialization courses in the sectors of identification, classification, planned maintenance and conservation.
- g) Re-use of polluting energy sources as renewable source of energy for supplying all productive plants<sup>6</sup>.
- h) Set up of a start up business consultancy<sup>7</sup>.

Research and training are the milestone for realizing all objectives. They sustain the project in its progress, starting from the historical, territorial, technological and market analysis up to the definition of highly qualified professional courses in the specific courses of textile and fashion spinneret.

### INTEGRATED AND RELATIONAL TOURISM AS A COMPLEMENTARY AND FINAL PROJECT RESULT

The district, identified as “area culturally determined” gives a clear idea of the museological issue set out since the beginning. A question is, how could the project affect the district in which there will be linked other and internal territorial areas including the South-East zone, the Val di Noto, which is strongly related with Melilli? It is possible to imagine a slow ecological and anthropological change under the impulse of ideas realized or induced by the project? What is the expected influence of this process on the exploitation of the area, on tourism issues and, hence, on a possible Relational Integrated Tourism?

The activation of courses, the presence, in that area, of teachers and students, the research and scientific dissemination activities, the factories’ activities, with their workers and the induced activities, are, for their nature, engines of an economy that affects the potentiality of a thematic tourism. The productive sites, full of attractions, imagines, perfumes, sounds and colours, are usable areas, where the tourist walk in as in an itinerary of senses and memories, but out of emulation risk or historical recollection, as they are active factories (ill. 5).

To this network of activities, promoted by the Pole, are linked other forms and expressions of local culture, traditionally identified for tourist uses<sup>8</sup>. This because it is possible to identify places and museums’ areas already existing in the District, linked to the project in a sort of integrated thematic itineraries.

A strong emotional impact provokes what we have above defined *Imaginary Park of the Official and dye Herbs*. It contributes not only to the supply chain for factories and dyeing. It is conceived as an educational-scientific garden to go along to using specific guides. The Park has to be seen like an experience laboratory for refining senses towards an ancient and deep perception of nature as a “pleasure”, sort of *hortus conclusus* of classic tradition that during the Middle Ages had its higher aesthetic and gnostic definition. To go along it will allow to enjoy all those incentives for senses which belong to gardens and botanical gardens, which are thought and constructed for stimulating the imagination of visitor, but specifically supported by a specific education system (museal didactic). A similar implication assume the dyeing and textile factory, where the reference to ancient productive cycles is, in itself, an educational and museum opportunity.

The model here proposed makes use of a forty years experience in “territorial museum” systems<sup>9</sup> which has found a valid application synthesis in the significance of eco-museum, expressed in 1971 by Hugues de Varine<sup>10</sup> and Georges Henri Rivière<sup>11</sup>, nowadays very discussed in the International museological debate and at the centre of a tight network of local systems, all related by a national managing authority which, in Italy is the Eco-museum Laboratory, set up in 1998 by the Piemonte Region ([www.ecomusei.net](http://www.ecomusei.net)).

### CONCLUSION

The principles that have brought to plan and set up the Textile Mediterranean Pole are strongly related to a theorization and to a standard practice which put as main object the tradition, giving value to it for future and using it also for more surprising recovery, which is the *human being value and its dignity*. The project is an opportunity to discover the deep link among fabrics manufacturing, the history of costumes, the increasing value of typical manufactures, but, mainly for starting a series of real initiatives able to create an active bridge between past and future. This procedure is the ingredient of a key network and contacts which, starting from this project and territory, they may join other traditions.

A politics like this is also an essential component and privileged means for promoting and disseminate the imagine of Italy already known for its huge cultural heritage. It also is a mean to identify culture as a mean of knowledge among populations and, at the same time, source of growth and development mean. A culture oriented towards those aspects of knowledge traditionally liberal-humanistic, but also linked to science and technological innovations, design and fashion, in order to stimulate research and establish a right and good connection with the productive world, the economy and tourism.

We may say *Culture that is preserved, transmitted or communicated and culture that is self producing and*

is a guarantee for a good foreign affair, and, in the end is the best mean for an effective selection and international circulation of our most qualified intellectual production, so as very often proposed by the Italian Foreign Office Ministry.

The project, in general terms, put, as centre issue, the art of weaving. It only could be enough for defining the imagine of a Country, its colours, its natural, anthropological and social and economic heritage. These factors which are the frame of the project giving back a complicated image. This structure identity is enough in order to form a visible spectrum of strong cultural identity: *a possible living art*. It is from this introduction that Esperia, in partnership with the Municipality of Melilli and the homonym Foundation, set up by them, want to restart in order to give honours to an activity which, very often gives contribution to the keystone of a Country and its population, of a nationality or a particular social group for recovering, by innovative means, a tradition which mainly uses local resources for rising it not only from a productive point of view but also for an ethic and social use. *The weaving is not an art for contemplation*. It is an ancient practice, sewn on human being like a tailor, but, not for these reasons classified and "filed" like an anthropological mean for museum. The work at the loom is an activity which nowadays and in different human contests, produces important and useful means for a daily use and particular "luxury goods". The weaving is a slow activity. Usually the production is of a few centimetres by day and even less once the work is nearly to be ended and the weft turns complex and precious. We nearly may say "so slow is the production of the pearl inside the oyster". And it is for this reason that in every weaving form, from the poorer to the higher, it is expressed a language of the sewer, who let his movement to be settled, his own knowledge and his habits. In the decoration of a fabric there is the same aesthetic tension that is possible to find in a painting, with the additional element of the human ordinariness, which turn the dyeing good into something to be used daily.

If this has a value for the art of sewing, it is also valid for all other possible cases in the spectrum of professions and crafts identified by the planners of the Pole, up to combining (sometime re-combining) a systematic frame. And this frame, in its turn, set up the network of cultural and productive relationships where the local population and Institutions are called to take part of it.

The presence to this conference has the meaning of a methodological and comparative approach with the scientific community of the Countries here represented, which would join the project, bringing to it all single contribution of other local realities in the Mediterranean area, in the perspective to set up a concerned network of entities with similar aspects. Then, the Conference itself, will be a reference point in terms of methods and organization, starting from the identification of potential international partner.

**English translation:** Maria Pia Sola

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1. Melilli, landscape of the petrochemical pole.
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4. Culture – Production – Tourism – Research: some examples in the Mediterranean area.
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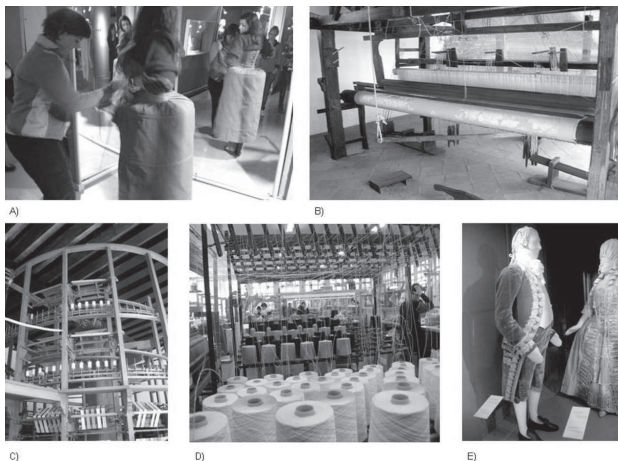


1. Melilli, landscape of the petrochemical pole.



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A) Palermitan manufacture, cloak of Ruggero II, 1133; B) Florio factory, tapestry with applications in coral.



*3. Realization of productive activities.*

*A) Terrasa (Sp), Museo Textil y de Indumentaria, conservation laboratory; B) San Leucio (Caserta), textile workshop; C) San Leucio (Caserta), warp machine; D) Terrasa (Sp), Texidors factory, warp machine; E) Terrasa (Sp), Museum Textil y de Indumentaria, showcase.*



*4. Culture – Production – Tourism – Research: some examples in the Mediterranean area.*



5. The Emotional park of the medical and dye herbs. From the right: the park area, some dyeing herbes and three examples of historical garden in Sicily.

1. *Mediterranean Textile Pole: Project for recovering the Sicilian textile tradition and a new contemporary production. Maintenance and conservation of the historical textile heritage.*
2. *The Foundation was established on 6th August 2009. It has two partner: the Municipality of Melilli, in the Province of Syracuse, and the no-profit Cultural Association named Esperia. The headquarter of Esperia is in Palermo. It is formed by experts in the specific sector who have planned the draft project related to the feasibility plan of the Pole. Esperia was established by the following team: Francesco Indovina (President), Angela Lombardo (Vice President), Daniela Ciraulo (member of the CEO). Other members are: Franco Landini, Roberta Orsi, Eugenio Vazzano and Vittorio Ugo Vicari.*
3. *In the international district panorama, some historical or contemporary examples are the following: Saint Leucio and Venice Lagoon (Italy); Bruges (Belgium), Valenciennes, Lyon or Lille (France); ancient centres like Fez (Morocco).*
4. *With this aim, the Municipality of Melilli and the Foundation have identified a wide rural area near the city of Melilli, looking at the sea, sheltered by the counterforts of the upland on which the ancient centre was found. The area, which is a Military property and for this reason named "Polveriera" ("powder-keg"), is now under redemption. In these areas there will be allocated cultivations, desiccation and transformation plants for processing cultivated species and essences addressed to dyeing aims. For this reason it will be exploited a strict network of wall galleries which will look over the valley and the ancient rural mansions located in it.*
5. *The meaning of the expression "Planned Maintenance" represents a different organization in relation to the preservation practice. The restoration, in itself, must mainly to be intended as last principle or motivation (so called "extrema ratio"). The maintenance, instead, privileges (but not in substitution to the restoration) the concerted planning of all those periodic interventions and precautionary actions, organized on the base of specific priority and utility criteria, aimed at the renewal of the cultural heritage, the correct maintenance on site, the control and the possible adequacy of the exhibition environment where it is set up.*
6. *Under the environmental strategy network, the Park gives its contribution to the reduction of pollution, both*



- adopting materials under the photocatalysis method which make inactive some polluting air elements, and by "green" actions, setting up and experimenting vegetation types able to resist to the air polluting elements.*
7. *Without giving for granted that the education, in itself, may be changed in creation of new productive activities (new as production typology, new as businesses, new as market), such activities have to be supported by a specific structure able to facilitate the set up, but particularly the market positioning, planning the most suitable profile, organization and technology.*
  8. *A draft list of equipped sites and museums, active in the district, worth visiting, are the following: A) Museums and collection on History of the Arts: Regional Gallery in Palazzo Bellomo, Siracusa; Civic Museum in Avola (Syracuse). B) Sites and archaeological Museums: Archaeological Museum in Lentini; Antiquarium in Megara Hyblaea, Augusta; Archaeological Area - Neapolis and Dionisio Ear, Syracuse; Archaeological Regional Museum Paolo Orsi, Syracuse; Papyrus Museum, Syracuse; Antiquarium of Ionic Temple, Syracuse; Antiquarium of Eurialo Castle, Syracuse. C) Castles: Maniace Castle, Syracuse; Swabian Castle, Augusta; D) Museums demo-ethno-anthropological: House Museum Antonino Uccello, Palazzolo Acreide; Museum of the Travellers in Sicily, Palazzolo Acreide; Rural work sites. Ethno-anthropological local itinerary, Buscemi; Museum of the Opera dei Pupi, Sortino; Museum of apiculture (bee-keeping) named "A casa do fascitraru", Sortino; Museum of the rural culture iblea, Florida; Museum of the memories of people from Canicattini Bagni; E) Naturalistic Museums: Natural History Museum, Melilli. F) Museums of textile, embroidery and lace: Fabric Museum and emigrate home, Canicattini Bagni; Permanent Museum of artistic laces and embroideries, Solarino. G) Other Museums: Palaeontologic Museum, Carlentini; Museum of Cinema, Syracuse; Museum of Ancient Drama of the National Institute of Ancient Drama (INDA), Syracuse; House of 19th Century (Casa del Novecento), Solarino. H) Itineraries, museal network and territorial-museums: Ecomuseum Buscemi – Village Museum of people's life, Buscemi/Palazzolo Acreide; Ecomuseum Hyblon, Solarino; Ecomuseum of Climiti Mountains, Melilli.*
  9. *Spreaded from France during the Seventies by the experimentation of the musée éclaté, it is a museological category mainly applied to the industrial archaeology and to the landscape, even if the research of cultural and territorial nexus involved in the expression, does not seem to go beyond the composition of an infinite number of places, indoor and outdoor, natural and artificial, situated in a geographically bounded space.*
  10. *Former Director of ICOM (International Council of Museums), from 1965 to 1976.*
  11. *Promoter of the Musée national des arts et traditions populaires in Paris; co-promoter of the above named ICOM, where he has been Director from 1948 to 1965.*

## TOWN PLANNING AND THE PROJECT FOR IMPROVED TERRITORY AND INTEGRATED TOURISM

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**Key words:** town planning, landscape, safeguarding and improving territorial resources, integrated planning.

### INTRODUCTION

Today town planning finds itself, more than ever, elaborating ways of planning and managing the territory. It has to use different methods to aid the process of decision making and planning choices that will eventually lead to a sustainable development that favours the territorial heritage as well as the economic and social capital.

This is based on the construction of processes concerning knowledge and organisation that guide the outlining, planning and management of the territory. It is a complex system that must be identified and organised within the founding constructions so that we can gain the maximum amount of quality and be able to improve the resources we have at hand whilst respecting each single context.

Quality is at the base of every move because the territory must retain its values, and these values will lead to quality planning if they are reintroduced into it. The territory must be allowed to rediscover its sense of worth if it is to be the engine of collective well-being, the builder of social harmony and the guarantor of fundamental rights.

For these reasons, planning must be seen as an integrated organisational activity that manages territorial systems, that are identified as such by their value, so that they can be subjected to the best possible plan that will itself be used in the most appropriate way.

The ability of town planning consists in finding the best way to make sure that any intervention is in full respect of the identity of the area. In fact, town planning should be all about safeguarding the environment and the cultural heritage.

In this way, the territory acquires quality and meaning because it is structured according to the requirements of both its own needs and those of tourism.

The idea of a territorial ecomuseum is a valid planning scenario: in this case it is the territory that is telling its story; it tries to make the local community a part of the venture and brings the historic and cultural past to the fore. For this reason an ecomuseum is not only linked to conservation but also to a deeper concept which identifies a heritage to which a local community belongs and allows it to lose its local aspect and become open to a wider audience – a world-wide one. This can be achieved through a strategic and ethical informative process that leads to a global social exchange.

### AN INTERDISCIPLINARY PROJECT FOR THE GOVERNING OF TERRITORIAL CONTEXTS

The territory is composed of contexts that have been built-up over time by previous generations. These generations have organised living spaces where man has carried out various activities that then led to the creation of a variety of systems.

The city itself is constantly changing, becoming a territory of transversal and mutating relationships in all sectors that are interested in processes. If we are to operate on the territory we need to activate awareness processes that can identify meaningful and pre-eminent aspects; to define problem areas, that can be resolved in conformation with the aims of the project; to construct planning scenarios that satisfy the needs and the desires of the local population.



By working towards the correct management of the territory we are guaranteeing the development of integrated systems of value and quality.

A territory which has been observed and proposed far from its specificity with little information to make it much more than a generalised concept does not have enough opportunity to express itself. By observing, researching and gaining knowledge the territory loses its generalised and limited aspect and becomes richer and more complex, releasing dimensions that are priceless and give it its real character.

By being aware of this, territorial planning becomes indispensable because it creates ways of increasing well-being which is in itself a guarantee of quality. By laying out organisational modalities and planning guides we can indicate the path that will allow us to reach our highest goals.

A territory of values (identified by awareness processes and followed up by coherent and suitable projects) is the winning solution and is the ethical result of a disciplined attitude which is in keeping with the times. It must absolutely recognise within itself normal planning activities.

Every reality is a complex unit because it reveals itself through the visible expression of its components, which are likewise revealed because they are an organised entity. If this complex paradigm is confirmed, we must also confirm the need to conceive and use a new disciplinary methodology that can guide the plan's construction processes so that it can build territories that add value to the area while respecting the resources. Planning territorial cross-sections that are full of qualities and values means integrating the indications given by the local community with the planning proposals supplied by the experts. The planning activities lead to social well-being and satisfy the requirements of the collective population.

### **INDICATIONS FOR THE PLANNING OF VALUED TERRITORIES**

A planning system is built in function of the aims and characteristics of the context and it can be the coordinating outline, as far as information is concerned, and the control outline, as far as the choices that feed the town planning project are concerned.

Policies and choices based on ethical principles allow us to conform the instruments that guarantee the development and improvement of the local context.

The quality and the value of local systems, taken into consideration by town planning which then legitimises the choices made by means of argumentative processes, permit us to structure any problems, to identify the resources and the shared values, to coordinate the knowledge, to guide the project and the regulation of fruition and compatible uses, so that we can obtain a quality plan that looks at local systems and endows the urban territory with every environmental comfort.

The activity of town planning is an activity that has an ethical base because this leans towards the identification of values; it is responsibility and choice in favour of the possible so that it can answer the needs and requirements expressed by those who use the area; it is the identification of planning scenarios that indicate the way to development.

Every type of knowledge becomes organised construction by means of attempted and improved hypotheses growing towards a joint view point that aims at identifying and doing what is right for the collective unit.

Common well-being must be the goal and the end product of these policies and it must be composed of multiple goods and constitute a collective heritage with universal values.

The identification of the invisible patrimonies of every local context and their organisation by the use of appropriate safeguarding actions transforms them into universal patrimonies that are part of a complex system which creates a good quality of life that satisfies the needs and desires of everybody.

By using town planning projects we satisfy the need for balance and harmony, creating a correct relationship between social needs and economic and environmental development.

Interactive knowledge, that is to say knowledge that differs both to that of the expert and that based on experience, is built up thanks to interpretation and reinterpretation, adapting itself to the contexts until it reaches a vision of complicity.

This is what must be created to define shared scenarios.

Differences, which exist everywhere, must be seen as an opportunity because they are a resource that qualifies an area and help to satisfy the needs of the community that lives there.

Furthermore, this type of activity is woven into the founding principles of cohabitation and must give quality and cohesion to the lifestyle of the community, adding value and meaning while taking into consideration solidarity, competitiveness and care for the environment.

If we are aware that a territory is made up of systems with multiple characteristics and differing values, how can we use town planning to foresee the correct means of intervention and establish adequate ways of safeguarding the area, that measure the dynamic nature of the area, as well as the resources that characterise it? And, furthermore, how can we establish and catalogue coherent principles on the base of which we must choose the correct types of intervention that respect the canons of aestheticism? How can we propose possible scenarios that cover all aspects leaving restrictions to exceptional cases?

Quality projects, that at the end give structure to the landscape and allow it to be revealed, become occasions to govern the territory in the best way possible.

They are controlled by the various phases that lead to their completion, phases that look at every detail and lead to the executive plan which maintains independence and creativity, but also looks for compatibility and coherence.

All of this moves away from the practice of just dealing with emergencies and leads to the creation of programmed interventions that follow precise guidelines which are able to predetermine the best collocation for a project so that the entire territorial system benefits.

It is the single projects, collocated and coordinated in a controlled way, that determine qualified aspects of landscape. The interaction that goes on between these territories, in their totality, gratifies the areas drawing out the resources, the hidden potential, the revitalised identity and this guarantees a certain quality of life to the inhabitants who benefit from the social well-being.

The fundamental activities needed to govern the territory are synthesised in the following:

- identification of systems;
- organisation of classes;
- configuration of problems and policies;
- choice of opportune policies;
- definition of guiding criteria that lead from planning to design and execution;
- indication of coherence to guide the realisation of the projects.

### **THE ART OF PLANNING THE TERRITORY**

The usual procedure carried out up to now concerning town planning allows a system of restriction to regulate the territory. Acts of administration become the legitimately-acknowledged restrictions regarding the instruments used in town planning, and these allow the governing bodies to manage any authorised uses. Therefore, in extremely synthesised words, according to this method, it is the restriction used by the plan which turns into the method used to manage the territory. The planning interventions are often without a correct integration into the complex territorial system.

Town planning is an instrument which identifies the systems of the territory and their importance, as well as special or exceptional resources to highlight. It organises the working method and is aware of the problems and risks of each area and all of this leads to an optimal plan of intervention.

The art of planning, including the analysis, evaluation and verification of sustainability and compatibility, opens up towards the future aspect of the area. It is good thinking that determines the development of a given space, that indicates the potential and how to augment resources and meaning which ultimately leads to giving it that extra something that makes the difference.

The coherent indications proposed by the plan will guide the project and identify what is not necessarily seen straightaway. They will look beyond and create a vital future with their constant search for controlled quality. The structure of the following report is based on the configuration of the problems and the policies needed to resolve them. This phase is vital to the realistic and well-thought out development of space and it animates the entire planning process.

The declared finalities will allow us to delineate how to conform to the successive and most adapt planning scenarios.

#### **CONFIGURATION OF PROBLEMS AND POLICIES: THE TUTELAGE AND IMPROVEMENT OF THE HISTORIC-CULTURAL RESOURCES.**

Aim: to safeguard, preserve and improve the cultural, testimonial and historical resources.

- to define the strategies for the conservation and support of traditional life styles and activities;
- to safeguard, preserve and help the social integrity and cultural identity of the settled areas;
- to safeguard, preserve and rehabilitate the historical centres, sites and archaeological areas that are of great social and cultural value;
- to safeguard, preserve and help agrarian landscapes of historical significance and rural areas.

#### **CONFIGURATION OF PROBLEMS AND POLICIES: THE TUTELAGE AND IMPROVEMENT OF THE AGRICULTURAL SYSTEM.**

Aim: to safeguard, orientate and improve agricultural methods so that they are compatible with the protection of the environmental and agricultural values.

- to safeguard the destined areas of help and to choose the correct methods for good agricultural land;
- to safeguard and recuperate the adapt areas for agricultural experiments in ecological areas of high naturalistic sensibility;
- to give support to the economic activities in agricultural areas and other areas in decline;
- to guide and give support to cultivations in areas undermined by structural difficulties;
- to guide and give support to the reorganisation and reintroduction of native plants.

#### **CONFIGURATION OF PROBLEMS AND POLICIES: DEVELOPMENT.**

Aim: to programme the residential, commercial and handicraft developments and to model the interventions following the principal of auto-organisation and compatibility regarding the global ecologic tutelage of the area.

- to guide the functional recovery and reuse of existing urban areas, recovering areas or systems within or on the border of these existing areas;
- to guide the localisation, guaranteeing environmental and landscape compatibility of innovative elements to be introduced;
- to give balance back to living necessities;
- to give permission to investing interests only within development areas.

#### **CONFIGURATION OF PROBLEMS AND POLICIES: TOURISM, FREE TIME AND RECREATION IN OPEN AREAS.**

Aim: to organise tourist, free time and recreational activities in open areas that are compatible with the character of the area based on the different forms and amount of use.

- to safeguard, preserve, improve and equip the areas depending on the natural resources, such as the flora and fauna;
- to produce organisational and recreational bodies that cause a minimum amount of impact on the land;
- to direct the most intensive recreational activities to appropriate areas;
- to direct the recreational activities that need permanent fixtures to urban areas or areas just outside that do not present problems to the environment or landscape.

### **EXPECTED RESULTS**

#### **WHAT TO USE AND HOW TO BRING OUT THE BEST IN SPECIAL TERRITORIAL CONTEXTS: THE TERRITORIAL ECOMUSEUM**

By thinking of a territorial ecomuseum as a possible way of bringing out the best in special territorial contexts means being able to identify the right resources to represent their identity. This would be based on being aware of the fact that we are the owners of our patrimony and that the environmental heritage is also a cultural one and, therefore, universal.

Any planning activity should be able to find the right types of methods which are always dictated by the ethic profile, and then work within a mechanism that never forgets the identity factors but rather positions and evaluates the environmental and cultural heritage so that these can be effectively managed by a planning process.

An ecomuseum looks at settlements; it is a place where particular objects are exhibited, ones that are recognised values in today's world or are such because they no longer exist.

The ecomuseum tries to convey the knowledge that a local community has acquired regarding its historic and cultural past.

The aim is to transform special territorial contexts into ecomuseums: the territory tells the story, exposing itself. In fact, as a museum it has to contain the acquired heritage, but as a museum must also transmit or communicate something we wish to present consolidated, recovered and upgraded forms.

The ecomuseum, therefore, is not only linked to conservation, but also to a deeper concept which identifies itself with the heritage of a community but is also a part of humanity.

The idea of an ecomuseum must work on the base of visibility, it must use information strategically and ethically, basing itself on global transmission and international exchange.

The territorial ecomuseum should be the answer to an ethic value which is a part of a real and active conservation process.

The knowledge it exposes should not only belong to one area of expertise, but it should be a part of a greater community.

Until this awareness becomes a reality, the problem of territorial degrade, the loss of values and the loss of culture will continue, and it is ethical principles that allow us to really begin conservation processes, not preventive or repressive laws that try to stop the degradation of the territory.

The ecomuseum is, therefore, a territorial unit that will be subjected to a process of identification and qualification. Definite policies and ways of bringing out the best in these areas must be created so that the entire territory can be managed using an integrated urban-territorial plan that keeps tourism in mind.

### **CONCLUSIONS**

The great changes within world tourism confirm the need for renewed offers and increased synergy between the various systems.

Calabria could potentially attract a lot of tourism due to its many resources: the sea, the mountains, the natural beauty of its landscape, the culture and the traditions.

So that tourism becomes a real opportunity for development, it is important that this principle is incorporated into the local population, which must first and foremost believe in the territory that it lives in. The existing natural resources must become a part of the economy and the culture.

The archaeological aspects and the landscape must be developed but only if they are acquired by everyone. The community, apart from believing in this process wholeheartedly, must begin a process that allows it to consider the resources as a personal patrimony, a determining factor in the economic and social growth of the area.

Tourism is not only about facilities and activities, it is about the systematic organisation of the territory so that the best of what it has is on display.

We have to differentiate as far as possible the various offers and integrate them with the different resources, promoting and spreading local values that are linked to the culture and traditions.

Tourism must become a modern and global industry while being careful not to destroy the territory and its identity.

The idea of an ecomuseum integrated into the territorial system, one of several scenarios, proposes to highlight the landscape which has modelled the way of life, the economy and the cultural traditions of the local communities.

An ecomuseum, while allowing for constant development, becomes a part of the surrounding area and intends to give those who use it an idea of the identity, diversity, timeless culture and characteristics of the territory it is in.

An ecomuseum will guarantee the capitalisation of the territorial heritage and will encourage the local communities to develop their knowledge and actively participate in the developmental decisions regarding the area. It will, above all, safeguard the cultural heritage and be a part of the conservation of the life that has given the territory its identity.

The regional operational programme outlines a new approach to the problems regarding tourism, it looks to a rationalisation of the system, to the concept of sustainable tourism and to create a network between what the territory offers. It tends to:

- diversify the offer by creating innovative products and packages;
- qualify, strengthen and highlight the accommodation offers;
- propose and spread images of the region, giving support to commercialisation;
- favour the concrete improvement of transport networks;
- improve the policy of welcoming tourists;
- build a system within the territory which leads to greater awareness of its existence.

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**WORK IN PROGRESS FOR THE CONSTRUCTION OF A NEW STRATEGIC SCENARIO FOR A MORE BALANCED DEVELOPMENT OF THE SICILYAN TERRITORY. THE NEW VISION: REGENERATION OF THE COASTAL AREAS IN RELATIONSHIP WITH THE NEBRODI PARK.**

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**Abstract**

The consideration stated in these papers keep to the need of strategic territorial planning based on values that are often missing on the Nebrodi territory (situated in the provinces of Messina, Catania and Enna in Sicily) and that always, as in most of the Italian territories, it has been penalized by an exaggerated growth that has not paid attention to the local values. In fact it is not generated by a real planning of the territory (landscape and ecological planning). This has produced a phenomenon that today has no systematic relationship between ecology and society and economic system and settlements that show a certain fragmentary nature with forms of spatial disorder and excessive anthropological pressures, which bring aspects of environmental alterations. Such a sequence suggests an application of new strategic forms of planning that are directed towards new types of visiting tourism integrated with the cultural and natural heritage: a way with which today it could be possible to launch and give new life to the important role the Nebrodis have in Sicily.

**Key words:** territory, vision, strategic scenario, landscape.

**The territory of the Nebrodi: capability of the urban and territorial systems.**

The territory of the Nebrodi is in Sicily in the province of Messina and, it includes an area that goes from the Tyrrhenian coast towards the inner part of the region, with its fluvial systems that spring in what today is called Nebrodi Park (full of woods and fauna) together with its woods and historical villages create a very evocative landscape, a very vast "bioregione" that contains in both sea and mountains.

In this area there are the main towns of the province of Messina as Patti, Capo d'Orlando e Sant'Agata di Militello in which can be found structures, commercial and business activities available for all the area.

From a demographic point of view the territory of Nebrodi has a very low population concentration. It is of 166.000 inhabitants spread out in about one hundred of town centres grouped into 43 administrative centres, none of which rich 14.000 inhabitants.

In the Nebrodi since like in most of the Italian territory there has always been a heterogeneous growth not caused by a regional planning and this has given the current social, economical and building development.

Today the territory of the Nebrodi is divided in three macro systems that have their own life cycle. These three big systems are located in the inner part which is the Nebrodi Park, the rivers in the hill area and coastal zone present a comb "shape" form ending in the Mediterranean sea.

The area that is considered in this paper is a very interesting ecological system.

**A new vision of the Nebrodi**

The vision will be based on the examination of the territorial and the landscape cultural heritage with its inner aspects which in this case define the main aspects of the socio-environmental system we are investigating.

The requalification process should be in the general position to cover the urban and environmental development: in the Nebrodi context the problems are due to the recent transformations that's occurred when quality circle (local economy- environment- settlements) that had marked the history of this area broke. (Ingrilli, 1996)

The vision of a real sustainable development should be carried out without bringing any harm to the ecosystems and to important landscapes paying attention to the building criteria so that it will regain its functions, its beauty and its architectural forms avoiding great "Junkspace" (Koolhaas, 2006).

The need to restore the urban areas e not only the landscape but also concerns the sustainable development of the Nebrodi.

It is not possible to have further expansion in trade, housing and tourism at the sprawl rate of previous years. The recovery of the ecological quality, the preservation of the local identity, the sustainable development and the quality of the urban growth make up the "manifesto" that must be followed.

The necessary achievements in the Nebrodi are:

The recovery of the coastal zones; the need to preserve the natural environment still plentiful in coastal zones; the defence of the rivers as greenways that connect to coast to hills or mountains; preserve the natural features of the Park like ecological habitat and heritage sites; development of ecotourism and participation of the inhabitants of the areas in this process.

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## DESIGN & CRAFTS

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### Abstract

In today's world design is deemed to be a factor for development, capable of stimulating commendable processes in those areas that might embrace it strategically. In the last century design represented "a formidable tool to improve human life through the production of industrial artefacts that show a synthesis between technique and aesthetics". If we bear in mind this definition, we see that design, along with economic development, encourages social and cultural improvement, and democratic processes that subsequently affect the majority of the populace.

In recent times, however, a definite rift has evolved between design and industry, terms which have long been closely associated with each other. In the third phase of the Industrial Revolution, dominated by electronics, a so-called post-industrial society has emerged, supplying not only products, but information, services, images, communication. In short, the flow of information is more important from the economic standpoint than the production of physical artefacts.

It is interesting to notice that, for example, the prestigious Eindhoven Academy of Design has recently eliminated the term *Industrial* from its logo, in order to emphasise that design is more a question of concept than of industrial practicability.

Another example is self-production, where the designer is involved not only in the design process, but also in the realization of an artefact; this is accomplished using computerized machines and methods linked to highly technological handicraft. It is no longer a question of exception or avant-garde experimentation, as it was in the eighties (thinking of Alchymia and Memphis). It is now a question of a practice which is currently widespread among young designers (and not only), who thus manage to produce on a small scale and yet, command considerable attention. As Andrea Branzi often stated, self-production as a sophisticated craft is not contending with industry, but, rather, integrating it, to the extent that the self-made product can be tested and, eventually, produced industrially.

It is interesting to note that Italian designers have distinguished themselves by their unique ability to present artefacts that incorporate both industry and crafts in the best way possible, often half-completed works, but technically impeccable and rounded off with a craftsman's care and diligence. The result is often a wonderful blend of tradition and innovation.

This is the case with the *Superleggera* chair by Gio' Ponti, designed for Cassina in the fifties, along the lines of the so-called *Chiavarina* (a chair widespread in Chiavari) – a first-rate product, technically well-resolved and consolidated in the public imagination. Ponti's version is somewhat lighter than the classic *Chiavarina*, due to his tapering of certain parts and his inclusion of ingenious elements borrowed from the aviation industry. All of this results in one of the most emblematic products of Italian design, which has not repudiated traditional craftsmanship, but integrated it synergically with industrial procedures.

Taking this as a basic case reference, the Department of Design (University of Palermo) has initiated a project to re-design the classic Bivona chair. This solid and functional chair, an object of spartan beauty, is found widely throughout Sicily, but unfortunately is gradually disappearing, because it is dependent on one single remaining craftsman possessing the necessary, precious skills. In accordance with the wishes of the mayor of the town of Bivona, which in this case has taken on an entrepreneurial role, the Department of Design has offered to assume the responsibility of revitalising the Bivona chair through a



series of operations, commencing from the craft tradition and integrating the use of innovative methods, procedures and materials. The stakes are high; it is not only a question of (re-)creating a fine chair, but also stimulating the economy of a small town. Everybody should benefit, from the designer to the technical professional, from the entrepreneur to the advertiser, but, in any case, the principal objective being for Bivona to maintain its manufacturing and cultural heritage in this specific field.

**Key words:** Design, Identity, Culture

## INTRODUCTION

In today's world design is deemed a factor for development capable of stimulating commendable processes in those areas that might embrace it strategically. In the last century design represented a formidable tool for improving human life through the production of artefacts that featured a successful blend of technique and aesthetics. If we bear in mind this definition, we see that design, along with economic development, encourages social and cultural improvement, as well as democratic processes, which subsequently have an impact on the majority of the populace.

## THEORETICAL AND METHODOLOGICAL APPROACH

Compared to several years ago, in the recent past the merchandise and geographical sector with regard to design, has spread like wild-fire. Whereas once upon a time one would allude to a certain kind of product (above all, furniture, lamps and motor-vehicles), nowadays there is no object that has not undergone a process of (re-)planning and aestheticization: from shoe to sauce-pan, from crash-helmet to tooth-picks. Whereas formerly only a few countries (mainly in the West) were actively involved in design, nowadays there isn't a country that isn't occupied in the design sector (from Australia to Canada, from China to Brazil), or to be more precise, isn't endeavouring to exploit design as a sort of spur to launch innovative strategies. This dual observation highlights something that was right in front of our noses: for better or worse, design is today, and more than ever, responsible for the majority of material and cultural changes representing a basic requisite for present-day society. As Gillo Dorfles comments: «Many have not yet realised that a large part of our "formal panorama" (from utilisable object to decorative element, from machines to computers) is directly or indirectly regulated by design data» (Dorfles 1996, 21). Again it is Dorfles reaffirming: «The products being turned out by industry have become everywhere, and more and more each year, the dominators of popular culture (and not only popular culture); their shapes, their colours, their scintillating sinuosity have infected sculpture and painting; plastic materials, duralumin, polyesterized colours, perplex, plexiglass, polystyrol have become the new materials which we all love using» (Dorfles 2003, 231-32).

In recent times, however, a definite rift has evolved between design and industry, terms which for a long time have been closely associated with each other; talk had always been of *industrial design*. During the 3<sup>rd</sup> phase of the Industrial Revolution (from the seventies onwards), dominated by electronic technology, a so-called post-industrial society has emerged, providing not only (industrial) products, but also services, images, communication; a point has been reached where the flow of information is more important from the economic standpoint than the production of physical artefacts (Bell 1973)<sup>1</sup>.

Thus it happens that, for example, the prestigious Eindhoven Academy of Design has recently eliminated the term *Industrial* from its logo, in order to emphasise that design is more a question of concept than of industrial practicability. In fact, today, design denotes idea, the idea that is behind every project, i.e. the elaboration of concepts as something separate from the (industrial) production process.

<sup>1</sup> Bell reiterates, quoted in Kumar 2000, 13: *our society «is an information society, in the same way that the industrial society is a society producing goods».*