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TASTING THE LANDSCAPE

53rd IFLA
WORLD CONGRESS
APRIL • 20th 21st 22rd •
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53rd IFLA WORLD CONGRESS
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The Central Park in between Torino and Milano

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1. The "Central Park" as a complex system based on nodes, connections and places of interface, integrating existing quality spaces (rivers and canals, parks, agricultural and human landscapes) with the infrastructural network.

- a system of parks along the rivers and other unique protected areas like those of the morainic landscape around Ivrea, the Baragge, the remains of the planitial forest emerging from the rice fields nearby Trino, Ticino river, Groane Park, the agricultural park around south Milano and others;
- close connections with Unesco sites (vineyard landscapes, Sacri Monti, the candidate site of Ivrea and Olivetti);
- canals for irrigation and energy production (with the monumental Canale Cavour among all);
- strongly structured agricultural landscapes (rice fields, orchards, vineyards);
- important super-places like factories (Pirelli in Settimo Torinese), shopping malls (Settimo Cielo, Vicolungo Outlet), logistic poles, Malpensa airport, Fiera Milano and the Expo 2015 site.

Considering the fact that the whole system, including the infrastructural network is today mature and complete in terms of infrastructure and settlement, the whole Region can be considered as an ideal ground of action, to improve its spatial quality by enhancing a system of inter metropolitan parks, well innervated in terms of accessibility.

There is a concrete opportunity to re-connect and rethink the whole landscape, by producing a new kind of public inter metropolitan "Central Park", considering the infrastructures and the in between left-over spaces as the most meaningful places where to intervene, even with light projects based on the improvement of the existing physical asset.

To achieve this goal, two main perceptive and design approaches are proposed, to re-think of the role of the infrastructural system as a positive element of a complex human landscape:

- to consider the landscape of infrastructures as it is perceived by travelers moving along it and by the inhabitants of the crossed territories, improving in both cases their experience;
- to improve the spatial quality of the places of interface between infrastructure and its environment (natural, agricultural and built) like the "banks" of the highways and railways, the stations on the regional railways network and the service areas placed along the main road and highways and to be considered as gates to this system of parks.
- To consider the Torino Milano Region as a place of experimentation of a new kind of inter metropolitan park is possible, also considering that the event of the Expo 2015 in Milano has produced, as a positive legacy, some landscape design approaches and solutions (waterway through the Groane Park, parks and other linear open spaces around the site) that could be applied to other, somehow similar, areas like the logistic poles of Novara, Biandrate or Abbadia di Stura, the Vicolungo and Settimo Cielo shopping malls and others.

As a framework, to support this idea could also refer to recent developments of the idea of smartness, extending it from the urban scale to the regional one, by experimenting the use of the ICTs and of specific digital services in marginal places as a tool to integrate the traditional spatial design actions, so to create better living conditions and contribute to better relationships between people and places.

This paper aims at discussing a possible legacy of Expo Milano 2015 by proposing a new idea of park based on different layered landscapes in the Region between Torino and Milano.

This work is part of a wider research program developed at the Department of Architecture and Urban Studies of the Politecnico di Milano.

The first research phase is focused on the analysis of the Region – moreover similar to most Italian human landscapes – where:

the cities and the villages (especially in their historical centers) are characterized by an outstanding spatial quality;

vast portions of the open spaces, both natural or exploited for agricultural uses, are well set, maintained and already considered as parks, either by being formally protected or by being in fact used as leisure areas and therefore included within public and private actions of informal attention and care, responding to a more and more pressing demand from inhabitants (insiders) and "users" like the tourists (outsiders);

several fringe areas like those between the built centers, their peripheries and the countryside, the borders of the infrastructures, the industrial settlements, the areas surrounding shopping centers are dramatically lacking in terms of spatial design.

The case study is of particular interest, for the presence of two of the major cities of the Po valley, emerging from a system of medium sized and small cities, and where different entities are overlapping to create a complex layered landscape:

- a bundle of infrastructure belonging to the "long and fast" network of European corridors, intersecting just in the middle of the area;
- a thick network of "short and slow" regional railways conceived and built in the years 1850-1930s;
- historical paths across the Alps (via Francigena);

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LANDSCAPE & MEDIA FORUM

Making Landscapes is acting, devising, and concretely working to develop Landscapes and promote Landscape Culture.

A solid approach to current media needs to include the new communication trends that are all quickly taking shape and evolving. Only a strong synergy between the people who CREATE Landscapes and the people who SPREAD the knowledge of them will deliver the most effective results. Mutual awareness of requests, changes, and needs should be the common goal to outline and spread the Culture of Landscape into the Third Millennium.

With this purpose, the **landscape & media forum** explores the present state of the relationship between the creation of and communication about Landscapes. By examination of the actions of media and professionals in landscape architecture, those synergies and interactions are encouraged for an active spreading of the Culture of Landscape. The forum consists of two sessions that deal with the orienting communication both towards the professional audience and a heterogeneous public. In them journalists, editors, photographers, and bloggers all share their experiences, ideas, and skills.

Along with the forum are the **Silent Interviews**. These are short interviews by international experts that form a background to the forum activities. They add further topics of interest to those already kindled by the live forum, and highlight the most important issues, giving them more depth.

Chair and coordinator: Monica Botta, Federica Cornalba

FORUM: EDUCATION FOR LANDSCAPE. KEY QUESTIONS IN A GLOBALISED WORLD

Landscape is a dynamic and complex system that is in continuous change in response to natural processes and human intervention: it is a physical object and, at the same time, the cultural perceptions of it. Landscapes policies imply conservation, enhancement, re-qualification, and management over time and are related to sustainable development; they also imply the involvement of a diversity of actors and stakeholders and their awareness on landscape.

The Forum is discussing some key questions:

Which are the specific fields of landscape architects' activity in today's globalized world? Which are their core competences? Is a landscape architect with generalist competences still a competitive figure, or is there an increasing demand for specialized figures?

How interprofessional collaborative practice with neighboring disciplines (i.e. urban designers, territorial planners, architects, agronomists, ecologists, naturalists, economists...), could be improved?

How can the interaction between professional figures and students be improved in order to offer an effective moment of mutual growth, both in the training of specialists-to-be and in the continuing professional education? Is it possible to define an internationally shared standard for the management of continuing professional education?

How can raise other actors' awareness regarding landscape (public administrations, citizens, politicians, stakeholders, technicians, children and schools)?

Chair and coordinator: Lionella Scazzosi

Scientific Group: Mario Allodi, Carlo Bruschi, Ferruccio Capitani, Julia Georgi, Maria Valeria Mininni, Luigino Pirola, Bianca Maria Rinaldi, Anna Sessarego, Antonella Valentini, Flora Vallone

INSTITUTIONS & LANDSCAPE FORUM (120')

(AIAPP Coordinators: Maria Quarta, Elena Cattarossi, Lara Riguccio)

Protection and enhancement of the landscape: policy, tools and strategies from the European scale to the local scale. Comparing experiences.

The Member States are required to adopt policies aimed at landscape preservation and appropriate action planning and management, which have a positive impact on it, including awareness raising and education of citizens and operators.

An effective definition and implementation of these policies can be ensured only by a coordinated action of the European Union, Member States and regional and local authorities.

The Forum goal is to allow a comparison between the public actors that, at different institutional levels, have responsibilities for the governance of territory and landscape and, through planning instruments, should ensure the implementation and integration of the various European policies and strategies for sustainable development, natural and cultural resources, and landscape.

The role of the landscape and of the landscape planner is central in the definition of these policies and territorial governance tools.

The Institutions & Landscape Forum has two focus.

The first focus is on European Landscape Convention and its implementation within the policies and landscape planning and management instruments at the regional scale. Three Italian regions (Piemonte, Puglia e Toscana) compare each other.

The second focus deals with the implementation of other European strategies (as Alpine Convention, EUSALP Strategy etc.) in the planning tools and in strategic projects that include the landscape and are oriented to the creation of local sustainable development models and green economy.

Chair and coordinator: Maria Quarta, Elena Cattarossi, Lara Riguccio

LANDSCAPE NETWORKING FORUM

Landscape: Heritage and Resource

Goal

Starting from UNESCO World Heritage up to common landscapes, the Forum aims to collect experiences and good governance practices that put the landscape heritage in the centre of social and economic interest.

For this purpose it is planned the involvement of governmental and non-governmental institutions at the local, national and international level, which implement landscape management policies, protection and land development actions, cultural promotion activities.

The goal is to build a proactive networking between governmental and non-governmental institutions, in order to establish a concrete action plan in favor of the landscape as a common heritage and resource.

Discussion questions

How much they are considered the places of high landscape value (World Heritage Sites - both cultural and natural landscapes -, Biosphere Reserves, natural monuments, etc.) in the territorial government instruments?

What concrete actions are taken to ensure that landscape have an active role (and not only of protection) in the territorial and economic transformation scenarios?

The forum is interested to discuss good practices that concern areas of management, planning and programming:

management plans of different landscape types (rural, urban, marine, mountain, etc.);

landscape plans which improve the quality of the landscape and the economic development of local communities;

overall strategies to support the landscape values when faced with economic and cultural transformations deriving from global changes and / or from status of World Heritage Site.

Chair and coordinator: Cesare Micheletti, Loredana Ponticelli

FORUM AFRICA

The goal of 2016 IFLA African Forum is the regionalisation of International Landscape Convention as developmental solution to contemporary global challenges. This paradigm shift sees landscape as human construct reflecting dialogue that occurs between human and ecological processes. Such dialogue is influenced by history, ecological diversity, geomorphic formations, climatic differences, belief system and conflict of interests. This is true of Africa with complex and diverse landscapes celebrating human interactions with rural, urban and natural destinations. The question is will today's celebration provide desired opportunity for tomorrow without diminishing meaningful environmental features for the people? What type of regional landscapes do we want?

As an easily accessible heritage, everybody's opinion matters on landscape issues. Participatory landscape decision making open essential window to carry people along in the planning, restoration, protection of national and cross national landscapes. This is because landscape remains a major determinant of individual and community social wellbeing. Sustainable planning and design, on this platform, then recognize synergy in policy objectives for urban planning, heritage conservation, productive agricultural land management, protective forest resources and restoration of conflict landscapes. Your opinion matters as we strive to craft Africa Landscape Initiative. Please join us.

Chair and coordinator: Tunji Adejumo

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VANNUCCI PIANTE

YOUR GREEN GLOBAL PARTNER

Since 1938 we have been nurserymen in Pistoia, producing ornamental garden plants. We have always been working here on the one side by embedding respect for our environment and the individual; on the other side by drawing the attention to research and development. Our nurseries now covers 530 hectares, where more than 1500 species and varieties of plants are cultivated grow in soil (240 hectares), in containers (240 hectares) and in containers under cover (50 hectares). Moreover, a suggestive showroom, representing a sample case of our stock, covers 3000 square meters. We export to 54 countries worldwide. This strong export performance, on the one hand, the richness and the extreme adaptability of our plants range to different exotic climates and landscapes. On the other hand, our company shows to be efficient and to have vocational competency in the production and logistic management. In this way, experience, professionalism and new energies converge and have a single aim: customer satisfaction.

We project and realized the first nursery park in Europe. It contains instant-effect specimens which can be moved and transplanted. They are set in flower-beds, along winding paths, very different from the traditional straight line of a nursery.

So each specimen of this monumental plant collection - unique for the vast number of species - can be imagined by visitors in the landscape they are creating on designing.

We set up a Campus to study plant nurseries and landscape to transmit our love for our work to younger generations and

to contribute to training increasingly specialised professionals. This is the beginning of an adventure: we are setting out to learn things we don't know yet, listen to sounds we've never heard before, and express what is still unexpressed. We want to create an ideal site where young people can be trained and supported, but also inspired and left free to express themselves, so that they can give shape to new projects for a new environment and a new mankind.



KOMPAN è leader mondiale nella fornitura di attrezzature ludiche di qualità.

Sviluppiamo, produciamo e commercializziamo una vasta gamma di strutture per parchi giochi per tutte le fasce d'età. Il nostro concept è favorire il benessere e lo sviluppo fisico, mentale e sociale dei bambini attraverso il gioco. Un concept riassunto nei quattro benefici principali del gioco: fruibilità ludica, benessere, apprendimento e inclusione sociale.

Tutti i nostri parchi giochi sono progettati dall'inizio alla fine per migliorare la salute e l'apprendimento dei bambini, offrendo allo stesso tempo un design irresistibile, un alto potenziale di gioco, una sicurezza inflessibile, un'innovazione unica e qualità duratura.

Il nostro scopo è soddisfare i bisogni e le esigenze dei bambini in termini di design e di funzionalità del prodotto, massimizzando al contempo i benefici del gioco per quel che riguarda la salute, l'apprendimento e l'inclusione sociale dei bambini; obiettivi che spesso si rafforzano reciprocamente.

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ALL+ is the brand name from Alluminio Sammarinese that denotes furniture in aluminium for indoor and outdoor public areas. Addressed to admirers of a material known to be fully recyclable and environmentally friendly, the ALL+ brand combines design and technology, matching know-how and research with creativity and contemporaneity of form. Sensitive to design and aesthetic components of each object, ALL+ interprets indoor and outdoor spaces through the realisation of mix and match systems, with a deep respect for the structural heart and formal linear profile of each project.†

URBAN DESIGN: LOCO the system designed as street furniture and suitable for all public and private waiting areas. Indoors, outdoors, anywhere. With separate or composite benches. Basic or accessorised. Neutral or personalised. With numerous add-ons according to the location and function. Logical and technological, stable and light, one or many, infinitely modular and recyclable. The LOCO system takes its form from a design concept that is unique and infinitely expandable: shelters, tables, speed bumps, notice boards, cycle holders, internet stations, gazebos all complete and enrich the seating arrangement.

OUTDOOR: Protective canopy systems and chairs and tables projects. Design objects that go beyond the concept of outdoor furniture, transforming the shape function, blending naturally with the environment around them. This is ALL+ outdoor, collections of furniture items designed to create welcoming places, relaxing corners, waiting areas or meeting. In the garden and the terrace of the house. In the open spaces of hotels, spas and restaurants. In the squares of cities and towns. In trade fairs. At the heart of every project is aluminum, with a simple but revolutionary insights and shapes, which change the way of thinking and designing the outdoor. With no compromise for innovation and modularity.

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Hunter Industries is a family-owned global company that provides high quality, efficient solutions for the irrigation, outdoor lighting, and custom molding industries. Our diverse array of products can be seen everywhere from residential landscapes, to stadiums, national landmarks, theme parks, city parks, commercial complexes, hotels, and municipal buildings around the world. Whether you're from New York, Shanghai, Sydney, Paris, Moscow, or Cairo, the odds are you've probably encountered a Hunter product somewhere along the way.

Headquartered in San Marcos, CA since 1981, Hunter is a market leader in producing and marketing a full range of water-efficient, easy-to-use irrigation solutions for residential, commercial, and golf course applications. Designed with the demands of irrigation professionals in mind, the current Hunter irrigation product line includes pop-up gear-driven rotors, high-efficiency rotary nozzles, spray sprinklers, valves, controllers, central controllers, professional landscape drip, and weather sensors. Since the beginning, Hunter's core business interest has been producing products that allow irrigation professionals to create solutions that use as little water and energy as possible to create optimal landscape function and ambiance. In the interest of sustainability and maximizing our infrastructure and capabilities, we have diversified into the landscape lighting industry through the acquisition of FX Luminaire. FX lighting products are manufactured in San Diego, CA, ensuring the highest quality standards are adhered to. As a further step of expansion we have also acquired a Custom Molding company and started Hunter Custom Molding. Beyond efficient product innovation, Hunter is also known as a leader in outstanding customer service, product training and technical support in all of our business segments. Moving forward, Hunter is committed to pushing the boundaries of technology, conservation, quality, and customer experience in every product and project we undertake. In the factory, the office, and the field, we put innovation to work every day for every one of our customers around the world.

Other Sponsor



Agrinsieme è il coordinamento delle organizzazioni CIA, Confagricoltura, COPAGRI e ACI Agroalimentare (AgciAgrital, FedagriConfcooperative, Legacoop Agroalimentare) nato il 9 gennaio 2013.

Agrinsieme costituisce un nuovo modello di rappresentanza unitario, orientato al rafforzamento dell'impresa e alla diffusione di strumenti di collaborazione tra imprese agricole e tra i diversi soggetti della filiera agroalimentare, agroindustriale e della distribuzione.

Le priorità dell'azione di **Agrinsieme** sono:

- la definizione di strategie di sviluppo agricolo ed agroalimentare che possono fornire un contributo essenziale alla crescita economica e sociale generale del Paese, valorizzando le risorse imprenditoriali del settore;
- la definizione di politiche che, attraverso l'affermazione di un ruolo strategico dell'agricoltura, garantiscano redditività alle imprese e alle cooperative agricole, proiettandole verso il mercato più ampio dell'intero comparto agroalimentare.

Agrinsieme rappresenta oltre il 50% delle imprese agricole italiane e, tra queste, gran parte delle imprese attive nel settore del florovivaismo italiano.

Per lo specifico settore il **Coordinamento Agrinsieme** è impegnato a rappresentare aziende che sono leader nel comparto produttivo e che commercializzano sia in Italia che con l'estero.

Le aziende del settore che rappresentiamo hanno capacità produttive importanti potendo produrre fiori, piante sia da esterni che da interni e servizi per il verde in generale, per tutte le esigenze.

L'impegno di Agrinsieme per il settore è nella creazione di filiere fortemente innovative per il verde urbano ed extraurbano, per il recupero delle aree dismesse e, in generale, per la manutenzione dei territori e la valorizzazione dei paesaggi italiani.

L'impegno di Agrinsieme inoltre vuole valorizzare tutte le funzioni del verde da quelle ecosistemiche ed ornamentali a quelle salutistiche e psicosociali.



Proludic Creatore di Giochi, creatore di Emozioni

Proludic crea e produce attrezzature per aree gioco e di sport dal 1988.

Questa esperienza, la rende uno dei leader mondiali del mercato dei giochi all'aria aperta.

Società francese che si trova nella Regione Indre-Loire, nel cuore della Valle della Loira, Proludic ha 5 filiali (Inghilterra, Germania, Italia, Olanda, Australia) ed esporta in oltre **30 paesi nel mondo**.

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Tale successo è stato costruito ed è cresciuto attorno a valori forti che ancora oggi sono alla base della filosofia di impresa. Prima di tutto il bambino, la sua crescita intellettuale, emotiva e fisica, l'accoglienza dell'adolescente e dell'adulto. Qualità dei materiali, studio continuo e continuo miglioramento sui materiali, sui servizi, sul rispetto dell'ambiente e le risorse umane.

Negli anni Proludic ha ricevuto diversi premi di Design, ha ottenuto le più importanti certificazioni di qualità (ISO 9000 – ISO 14000 – ISO 26000).

Proludic, ha saputo sviluppare negli anni una caratteristica rara, la capacità di creare prodotti ad Hoc conformi alle Norme Europee sulle attrezzature ludiche, studiati e creati insieme ai **progettisti del paesaggio** per una perfetta contestualizzazione dell'area giochi nel progetto generale arricchendolo e tematizzandolo, senza dimenticare il primo obiettivo di una area giochi, far divertire, svagare il bambino.

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Why **Tasting the Landscape** for the IFLA World Congress 2016?

Tasting the Landscape calls for the interpretation of the landscape project as an expression of a greater consciousness of the transformation processes and as an opportunity to improve the places where populations carry out their life.

Tasting the Landscape implies an attention given to the sensorial dimension of a place, a consideration of slowness as a value: it urges us to not forget the emotional and perceptive aspects as creative agents for the project.

Tasting the Landscape interprets the landscape project as an instrument that produces quality, wellness and resources focusing on the common good, as well as the central role of the landscape professional in the regeneration and reconfiguration of places.

All contributions submitted have been divided into four thematic lines investigating some emerging questions in the practice of landscape architecture:

1. Sharing Landscapes
2. Connected Landscapes
3. Layered Landscapes
4. Inspiring Landscapes

The Congress is meant to constitute a privileged field for confrontation and discussion on the issues related to the peri-urban landscape, areas where different practices, lifestyles and forms of change meet and collide. These are the sites where a good part of the sustainability challenge is playing out for the city of the new millennium.

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