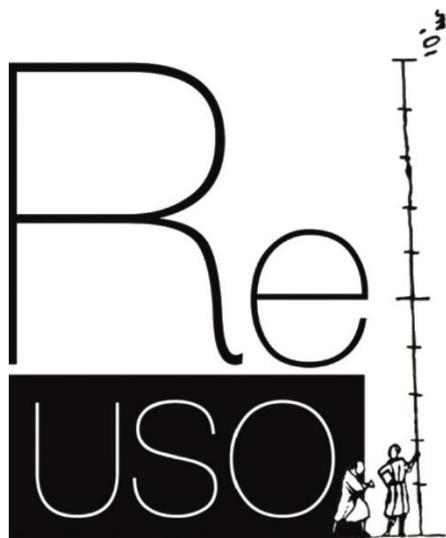




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Place and identity. Conceiving the *Genius Loci*

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The human existence is deeply anchored by the relationship with its current location. The consequence of this association is the origin of the *Genius Loci*, but where does its original meaning come from?

According to ancient mythologies and religions, some places were emotionally abundant because they were also home of a deity or a demon who interfered, acted and intervened in human life. In fact, Servius Marius Honoratus, in his work ‘*Commentaries to the Aeneid*’, wrote in the fourth century A.D. “*Nullus locus sine genio*” (“no place is without *Genius*”) affirming the importance and the presence of this entity. What is the genesis of this articulate expression? Clearly, this expression was coined during the Romans era, however, it is also necessary to refer to the Hellenistic age, as the *Genius* was often compared with the Greek *Daimon* (“*Δαίμων*” in ancient Greek).

The discussion about this topic is very extensive and complex: in fact, there are numerous authors, poets and philosophers who have analysed this mystic figure; there are also many interpretations and some of them are even antithetical. Another challenging element is that translated texts often do not fit the primary sources. In some writings it is evident how not even the Romans were able to fully understand the characteristics of this entity. Through the Book V of the ‘*Aeneid*’, it is possible to know that Virgil is uncertain about the attribution of this spirit to either family or space, that correspond to the *Genius* of the father or the *Genius* of the place.

Greeks, like Romans, also recognized the importance of the *Daimon*, a divinity who controlled, guarded and protected the place where they used to live.

The *Genius Loci* is like a spirit that instills places with a certain identity and recognizability. The presence of this divine spirit generates emotions that create wonder, terror and even shock. These ever-changing feelings are triggered by the characteristics of each place; some of these features are culture, landform and inhabitants.

Nowadays, after overcoming the classical concept of the *Genius Loci* as a divine entity, the expression refers to the essence, the uniqueness and the nature of the place. In particular, this expression is adopted especially in architecture to refer to the two-way relationship between man and the environment.

Romans were used to pay respect to the place in order to avoid divine hostility. Today understanding the *Genius* helps to act respectfully towards a specific area. Probably, it is in this particular act that the pre-existing heritage protection is realized.

