



ACUPUNCTURE



THANKS

LIST OF PANELS

0. GEOGRAPHIC INFORMATIONS : Vignale Monferrato framing by orthophoto and territorial map 1:10000, region diagram

1. CONTEXT ANALYSIS : demographic analysis,cultural heritage,historical development map,land use map

2. CONTEXT ANALYSIS THROUGH THE SURVEY : general plan with pros and cons in 1: 5000 scale, visual analysis sketches of the survey, rural and urban panoramas handmade digital redesign

3. RURAL ACUPUNCTURE : general strategy plan in 1:5000 scale with values recognition, energy flows' catalysts scheme, sections in scale 1:2000

4. RED NEEDLES – SURGERY : problems' analysis, plans in 1:1000 scale, sections in 1:500 scale, masterplan 1:5000

5. RED NEEDLES – SURGERY : strategies, energy flows' diagram, strategies models, masterplan scale 1:5000

6. INFERNOT SURGERY : plan scale 1:500, climate analysis, site analysis, shadow analysis, sections scale 1:200

7. INFERNOT SURGERY : albedo analysis, material choice, collage concept idea, shadow analysis

8. BLACK NEEDLES – SOFT ACUPUNCTURE : X ray general roadscape problems, general guidelines, visual analysis "before"

9. BLACK NEEDLES – SOFT ACUPUNCTURE : general plan, strategies sketches, visual analysis "after" schemes

10. SCORE EVALUATION : road map evaluations results 1:10000, triangle evaluation legend

11. STRETCH 1,2 : road map evaluations results 1:10000, stretches 1 and 2 pictures evaluated with specific results

12. STRETCH 3,4,5 : road map evaluations results 1:10000, stretches 3 4 and 5 pictures evaluated with specific results

13. STRETCH 6 : road map evaluations results 1:10000, stretch 6 pictures evaluated with specific results

14. ACUPUNCTURE CHECK : comparison between results of score evaluation map 1:1500 and previous acupuncture conceptual map

15. DAVINO CONCRETE WALL : comparison between proposed design and residents solution, prospectus, schemes with problems' analysis



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FINAL THESIS - RURAL ACUPUNCTURE

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Introductionpag 5

PART I - Cultural Heritage and the case of Monferrato Casalese

I.I The concept of Cultural Heritagepag 6-7

I.II The Landscape idea after ELCpag 8-9

I.III Selection criteria and Monferrato “outstanding value” recognized in Monferrato Casalese.....pag 10-13

PART II - Case study : Vignale Monferrato

II.I The town.....pag 16

II.II Geography.....pag 17-19

II.III Climate.....pag 20

II.IV Demographic analysis.....pag 21

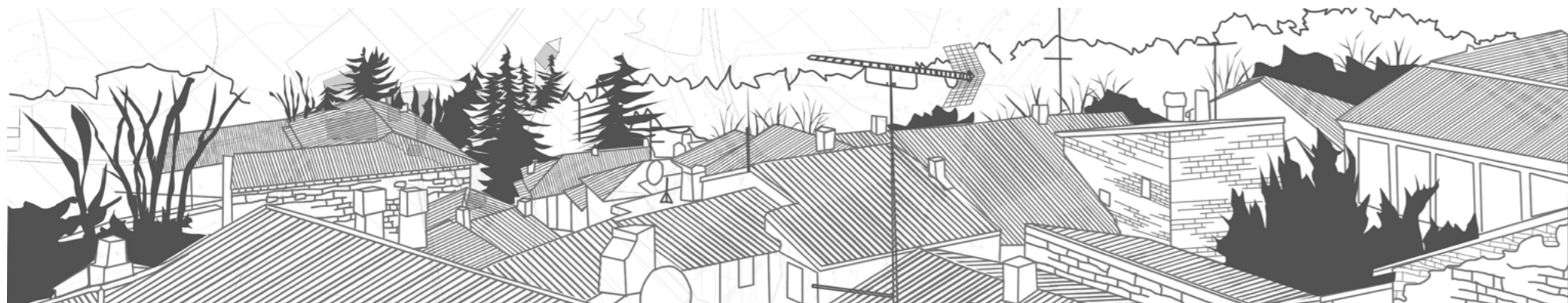
II.V Socio-economic aspects.....pag 22-23

II.VI Monferrato Landscape Observatory work.....pag 24-25

PART III - Evaluating landscape perceptions : inhabitants and visitors

III.I Premise.....pag 28-29

III.II Analysis through the survey.....pag 30-32



III.III Main meridian storytelling sketches.....pag 33-51

III.IV The need of a univocal method.....pag 52-55

III.V Score evaluation method.....pag 56-58

III.VI Residents’ evaluations.....pag 58

III.VII Externals’ evaluations.....pag 59

III.VIII Representation on the mappag 59-60

III.IX The six stretches: results.....pag 61-63

PART IV - Proposals

IV.I Acupuncturepag 66

IV.II Red needles pag 67-68

IV.III Small scale project : UNESCO infernot pag 69-71

IV.IV Black needles pag 72-77

IV.V Overall weaknesses : census.....pag 78-80

IV.VI Stretches 1,6 : the extremes problems.....pag 81-82

IV.VII Stretch 3 : the core problem.....pag 83

IV.VIII Proposals and simulations.....pag 84-89

Conclusionspag 90-91

Bibliography and sitography.....pag 92-93

<< “Landscape” means an area, as perceived by people, whose character is the result of the action and interaction of natural and/or human factors >> (European Landscape Convention, Florence 2000)

According to the Convention of 2000, the landscape is the result of the perception of populations. Consequently, to improve it and take advantage of its qualities, it is necessary to understand how it is perceived by those who live in it and use it. Sometimes perception does not capture all the stimuli and information of which a landscape is rich, each one reads it with a filter of its own cultural model. These interactions do not always correspond to the judgment of experts and institutions. For institutions and everyone, it is difficult to evaluate and quantify the indispensable actions for

On these premises we have proposed to experiment in terms of application some of the indications contained in the report: “Towards a grammar for European landscapes”, written on behalf of the Council of Europe and presented in Strasbourg at the IX Conference on the European Landscape Convention, in 2017. With this objective, we used the material provided to us by the **Landscape Observatory for the Monferrato Casalese**, a non-profit association active since 2004, trying to deepen and develop some of the experiences already conducted. The little town of **Vignale Monferrato**, located in the UNESCO’s “core zone 6” of the Langhe Roero and Monferrato winegrowing landscapes, is a historic agricultural town that well **sums up problems common to the many villages** of the Monferrato area. The thesis project intends to

respond to the needs highlighted by the Observatory itself:

- facilitate the start of development processes, starting with the landscape and places of interest
- enhance the SP72, the road linking the two ancient settlements of San Lorenzo and Vignale.

(on the left) Monferrato typical roofs panorama handmade sketch
(below) Monferrato typical vineyards panorama handmade sketch



I.1 THE CONCEPT OF CULTURAL HERITAGE



UNESCO has defined 'cultural heritage' in its Draft Medium Term Plan 1990-1995 as the entire corpus of material handed on by the past to each culture and, therefore, whole of humankind. As a constituent part of the affirmation and enrichment of cultural identities, as a legacy belonging to all humankind, the cultural heritage gives each particular place its recognizable features and is the **storehouse of human experience**. The preservation and the presentation of the cultural heritage are therefore a corner-stone of any cultural policy. The cultural heritage should be considered both in time and in space. The idea of the **heritage** has now been broadened to include both the human and the natural environment, both architectural complexes and archaeological sites, not only the rural heritage and the countryside but also the urban, technical or industrial heritage, industrial design and street furniture. Furthermore, the preservation of the cultural heritage now covers the non-physical cultural heritage, which includes the signs and symbols passed on by

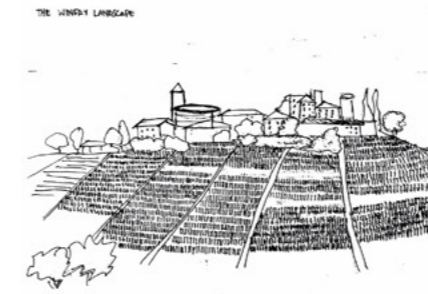
oral transmission, artistic and literary forms of expression, languages, ways of life, myths, beliefs and rituals, value systems and traditional knowledge and know-how. In fact, in our case, the heritage is **"The vineyard landscape of Piedmont: Langhe-Roero and Monferrato."**

Criteria under which property is nominated «Bear a unique or at least exceptional testimony to a cultural tradition or to a civilization which is living or which has disappeared»

«Be an outstanding example of a traditional human settlement, land-use, or sea-use, which is representative of a culture (or cultures), or human interaction with the environment especially when it has become vulnerable under the impact of irreversible change»

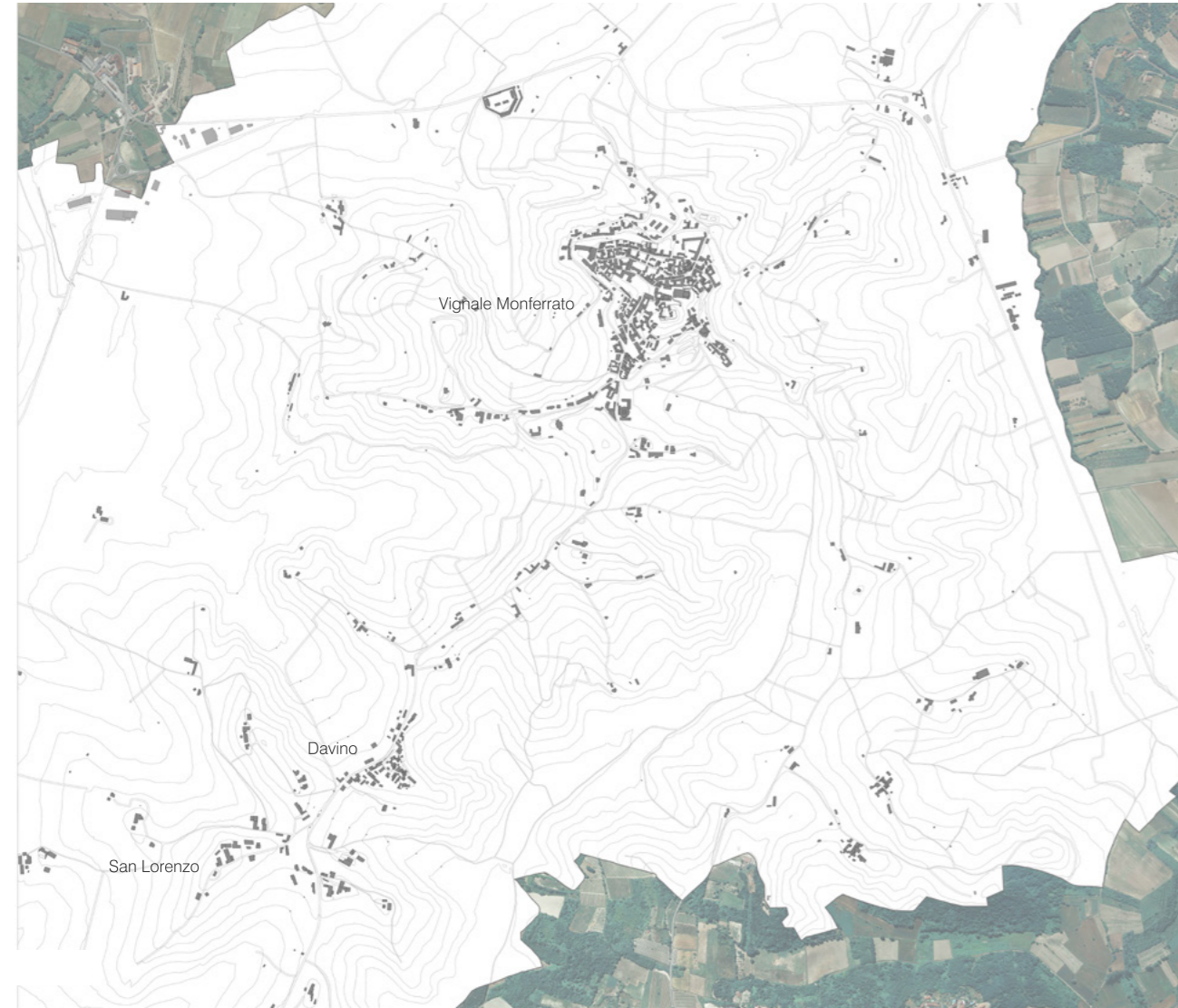
The vineyard landscape of Langhe-Roero and Monferrato is an **extraordinary and unique example of a cultural landscape** derived from the interaction between Man and Nature over two thousand years, revolving around the culture of wine and its production chain. This landscape is made up of a hillside range featuring gentle slopes where rows of vines are grown with the girapoggio ("around the hillock") system, densely populated with

farmhouses and rural settlements, small hill-top villages, commercial and industrial settlements along the valley floor and special areas tied to the winemaking production chain which are integrated in an extraordinarily harmonious way with their surroundings, providing high aesthetic quality. Evidence of the winemaking production chain from different historical eras is present in both monumental and vernacular buildings and can also be either urban settlements or civil buildings, all of which are designed to meet the needs of grape cultivation, winemaking and wine storage. The architectural assets of the area are emblematic of its history and its socio-economic structure, where medieval castles – altered in later eras – stand out as recognisable landmarks in a landscape of high aesthetic value.



(above) Vignale Monferrato winery landscape sketch

(abreast) Extract photo from the UNESCO book



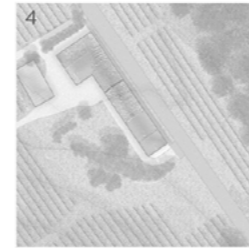
(on the left) Inside UNESCO core zone 6 - "Il Monferrato degli Infernot"



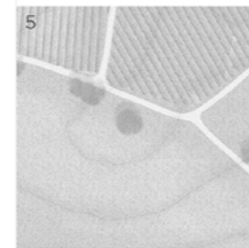


2020 marks the twenty year anniversary of the adoption of the European Landscape Convention (ELC), the first international legal instrument to be exclusively concerned with the protection, management and planning of all landscapes in Europe. The convention aims to encourage public authorities to **adopt policies and measures at local, regional, national and international level for protecting, managing and planning landscapes** throughout Europe, so as to maintain and improve landscape quality, and foster a recognition of the value and importance of landscape. It provides for appropriate strategies and measures to be determined by different signatory states (parties) tailored to their requirements, encouraging European wide cooperation. The ideal of the ELC is expressly democratic, seeking to safeguard the quality of all landscapes, our “res publica” with the full and participatory involvement of the. Specifically, the ELC defines landscape as “an area, as perceived by people, whose character is the result of the action and interaction of natural and/ or human factors” (Article 1); It is clear how important is landscape perception as Article 1 said “perceived by people”. But the landscape of everyday

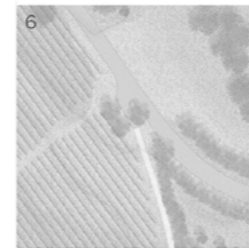
life is so familiar to us, so we do not read it anymore. Meanwhile, reality is so rich in information and stimuli, of meanings and symbols that always interacts with us. Even though we all perceive it visually in a similar way, everyone reads it with the filter of their own cultural model, entrusting its own meanings and values. These interactions are always present and, without realizing it, they improve or they make our life worse. The definition of the European Landscape Convention, significantly, begins with the premise that **landscape is a product of peoples’ perception**. Landscape appreciation is not solely a matter for expert judgments, and one of the convention’s strengths is its recognition of the need for dialogue and exchange across the full spectrum of society. Everyone can create their own perceptions of the landscape where they live or work, and it is these democratic perceptions that give landscape its cultural and social as well as environmental and economic significance. Democratizing landscape, however, **requires citizens to have access to the processes of deciding** which landscapes are most valued and, more importantly, access to the decision-making processes by which landscape is changed, protected and managed. The



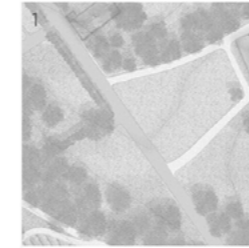
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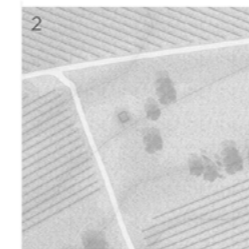
UNCULTIVATED FIELD ON THE SLOPE OF A SMALL HILL



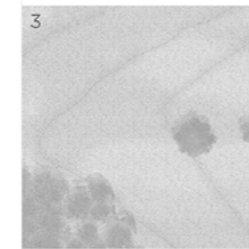
ENTRANCE TO THE FIELDS



GRASSY EDGES OF THE MAIN STREET



ABANDONED CIABOT AND UNCULTIVATED FIELD



DOWNSTREAM GRASSY FIELD

convention is therefore a democratising Instrument, stating unequivocally that landscape is a common heritage and a shared resource. It emphasises that everyone therefore has the right and the responsibility to help in constructing and protecting our perception of it. Action on landscape, reflecting local circumstances, is needed at every level, from the pan-European to the local, from the expert to the personal, and at local and regional as well as national government level. In conclusion, we still know very little about the relationships that occur between inhabitants and places. Above all we do not own the tools to collect and attempt to measure that “how” is perceived by the populations which characterizes the European Landscape Convention; There is thus a need for developing appropriate instruments for implementation of the ELC’s provisions, but which must be flexible in order to be tailored to the different needs of different states. De Montmollin* notes that the development of the required participatory tools should:

(i) Facilitate community input to and participation in the protection, management and planning of landscape; and (ii) Allow for work at local level helping communities to identify and understand the characteristics, value and vulnerability of the

landscapes in which they live, and to express their aspirations;

An exploration of general public perceptions of landscape may provide a useful starting point for informing the development of such innovative participatory instruments, particularly given that not much is known about how European citizens perceive their landscapes. Perception research has a long-standing history in landscape studies, with key areas of focus including the identification and understanding of beauty, the development of methods and techniques, and cultural, temporal and spatial variations in. However, there are few examples of research that investigates how an understanding of perception can usefully inform the work of policymakers, planners and managers, and certainly much scope for further work in this area. In the light of the ELC, such an understanding of perception is necessary to manage landscapes as areas “as perceived by people”. Furthermore, a solid understanding of public views can enhance the effectiveness of policy-making given that “public perceptions are the basis of an individual’s commitments to an organization and its goals and they are major influences on the behavior of both members and leaders”.

**Bertrand De Montmollin : “Landscape and sustainable development” (on the left) Vineyard-scape main features*

I.III SELECTION CRITERIA AND MONFERRATO “OUTSTANDING VALUE” RECOGNIZED IN MONFERRATO CASALESE



«Bear a unique or at least exceptional testimony to a cultural tradition or to a civilization which is living or which has disappeared»

«Be an outstanding example of a traditional human settlement, land-use, or sea-use, which is representative of a culture (or cultures), or human interaction with the environment especially when it has become vulnerable under the impact of irreversible change»

The vineyard landscape of Langhe-Roero and Monferrato is an **extraordinary and unique example** of a cultural landscape derived from the interaction between Man and Nature over two thousand years, revolving around the culture of wine and its production chain. This landscape is made up of a hillside range featuring gentle slopes where rows of vines are grown with the girapoggio (“around the hillock”) system, densely populated with farmhouses and rural settlements, small hilltop villages, commercial and industrial settlements along the valley floor and special areas tied to the winemaking production chain which are integrate in an extraordinarily **harmonious way with their surroundings**, providing high aesthetic quality. Evidence

of the winemaking production chain from different historical eras is present in both monumental and vernacular buildings and can also be either urban settlements or civil buildings, all of which are designed to meet the needs of grape cultivation, winemaking and wine storage. The architectural assets of the area are emblematic of its history and its socio-economic structure, where medieval castles – altered in later eras – stand out as recognisable landmarks in a landscape of high aesthetic value.

(on the right) Definition of the buffer zones based on the borders of the Landscape Units of the Regional Landscape Plan



The vineyard landscapes of Langhe-Roero and Monferrato in Piedmont consist of a selection of five distinct winegrowing areas and a castle, whose names evoke profound and ancient expertise in the **relationship between man and his environment**. They reflect a slowly developed association between a diverse range of soils, grape varieties that are often native, and suitable winemaking processes. They offer **panoramas of carefully cultivated hillsides**, following ancient land divisions punctuated with buildings that lend structure to the visual space: **hilltop villages**, castles, Romanesque churches, farms, ciabots, cellars and storehouses for cellaring and for the commercial distribution of the wine in the small towns and larger towns on the margins of the vineyards. The serial property is **outstanding for its harmony**, and the balance between the **aesthetic qualities** of its landscapes, the **architectural and historical diversity** of the built elements associated with the **wine production activities** and an authentic and ancient art of winemaking.

Criterion (iii): The cultural landscapes of the Piedmont vineyards provide outstanding living testimony to winegrowing and

winemaking traditions that stem from a long history, and that have been continuously improved and adapted up to the present day. They bear witness to an extremely comprehensive social, rural and urban realm, and to sustainable economic structures. They include a multitude of harmonious built elements that bear witness to its history and its professional practices.

Criterion (v): The vineyards of Langhe-Roero and Monferrato constitute an outstanding example of man's interaction with his natural environment. Following a long and slow evolution of winegrowing expertise, the best possible adaptation of grape varieties to land with specific soil and climatic components has been carried out, which in itself is related to winemaking expertise, thereby becoming an international benchmark. The winegrowing landscape also expresses great aesthetic qualities, making it into an archetype of European vineyards.

(on the right) Vineyards photo extracted from UNESCO book



Integrity

The integrity of the serial, immovable, property is satisfactory, as it contains all the elements required for full expression of its values. Considered as a whole, its five components fully express the cultural, residential, architectural, environmental and productive complexity of this wine-growing and winemaking region. It bears witness to an ensemble of centuries-old traditions that have gradually been built up. The integrity of the nominated serial property is fully justified, and all the technical and social processes associated with grape production and winemaking, with a high degree of expertise, are properly illustrated.

Authenticity

The authenticity of the landscape elements and the many cultural elements of the serial property has been justified. The use of the soils, the built structures and the social organisation of all the stages of the winemaking process, from tending and harvesting the grapes to vinification, are an expression of continuity of ancient practices and expertise to form authentic ensembles in each component of the se-

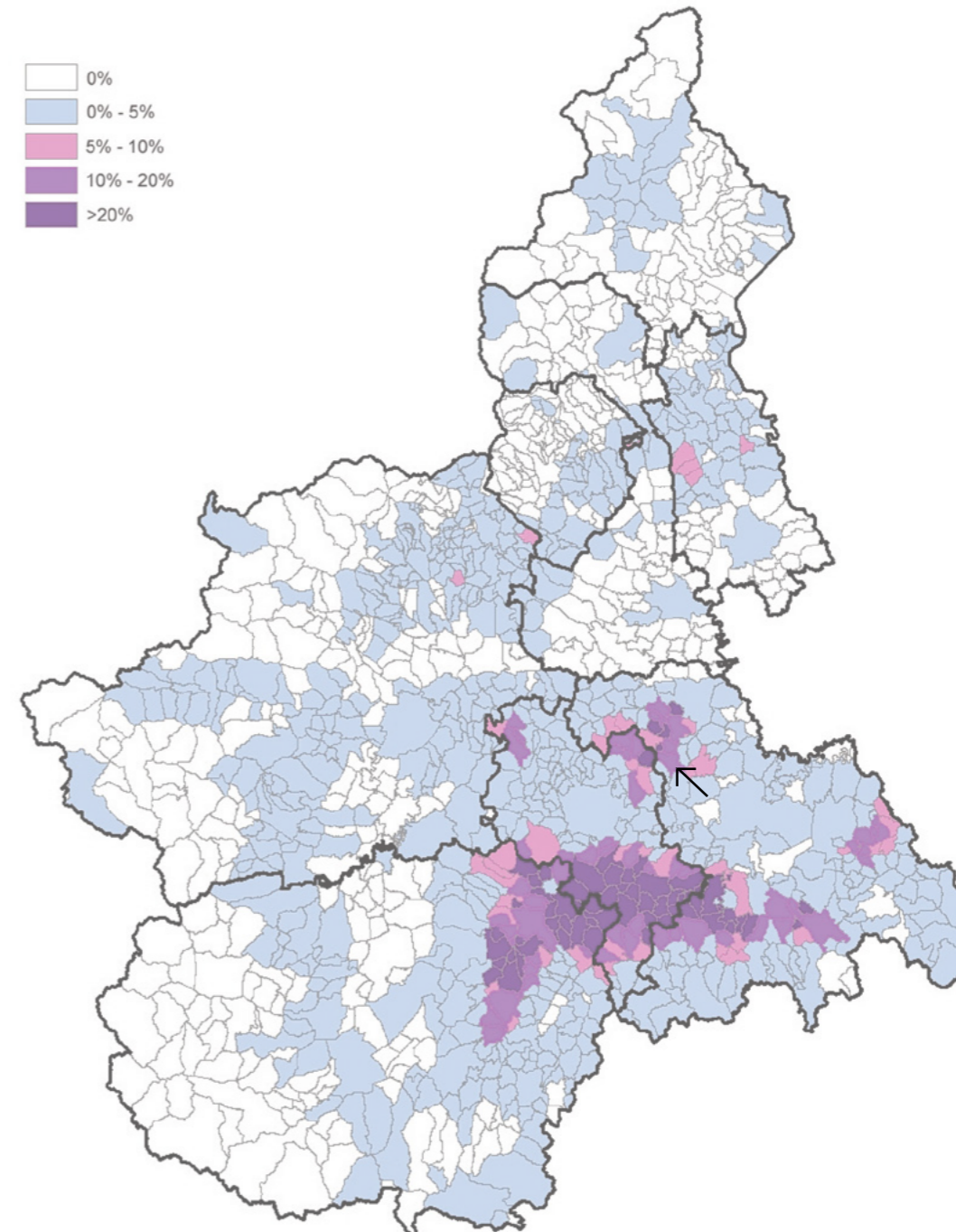
rial property. The Piedmont vineyard landscape is undoubtedly one of the most harmonious and most consistent with the ideal of a "scenic" rural and vineyard landscape, accentuated by the gently rolling hills that provide many vistas and panoramas with subtle nuances.

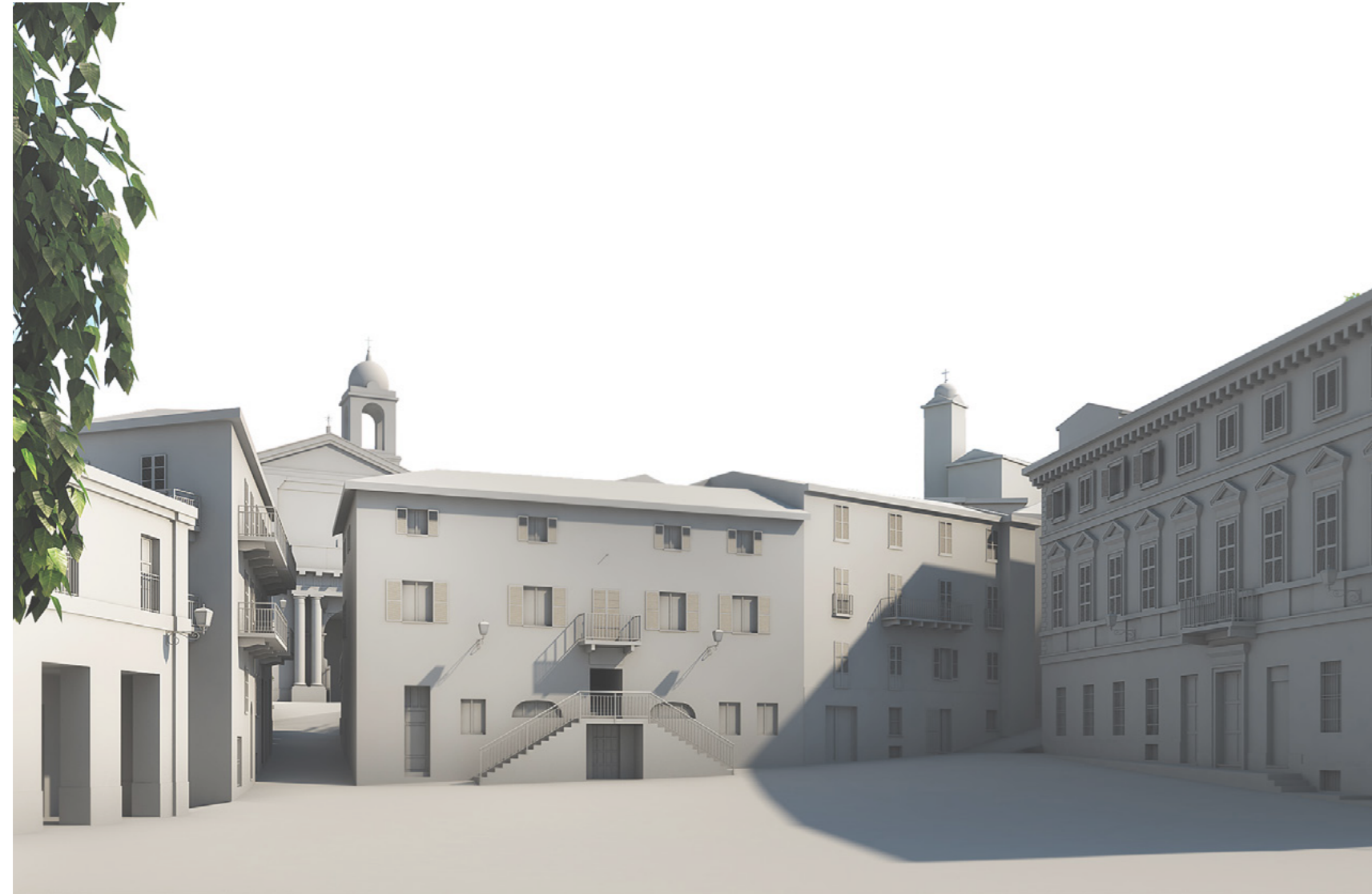
Protection and Management requirements

The property is protected under the Cultural Heritage and Landscape Code (Decree n°42 of 22 January 2004), under the responsibility of the Cultural Heritage Ministry and its regional agencies. It defines the responsibilities of the public regional and local authorities and the application procedures. The municipalities regulate and control permits for building and alterations. They do so with reference to municipal regulatory plans and urban development plans. The protection of the buffer zones has been confirmed by the Provincial Act of 30 September 2013. The Management Association groups together the municipalities covered by the serial property and buffer zones, under the authority of the Region for the purpose of coordinating the conservation measures. This results in the implemen-

tation of precisely defined programmes, gathered together in the Management Plan. The Agreement Act embodies the commitment of each municipality and each administration to apply the protection measures and the sector conservation plans, and to actively participate in the management and enhancement of the property.

(on the right) Map on percentage of vineyards cultivated area on total surface of Piedmont





Piazza del Popolo from the 3D model



Piazza del Popolo from our camera

II.I THE TOWN

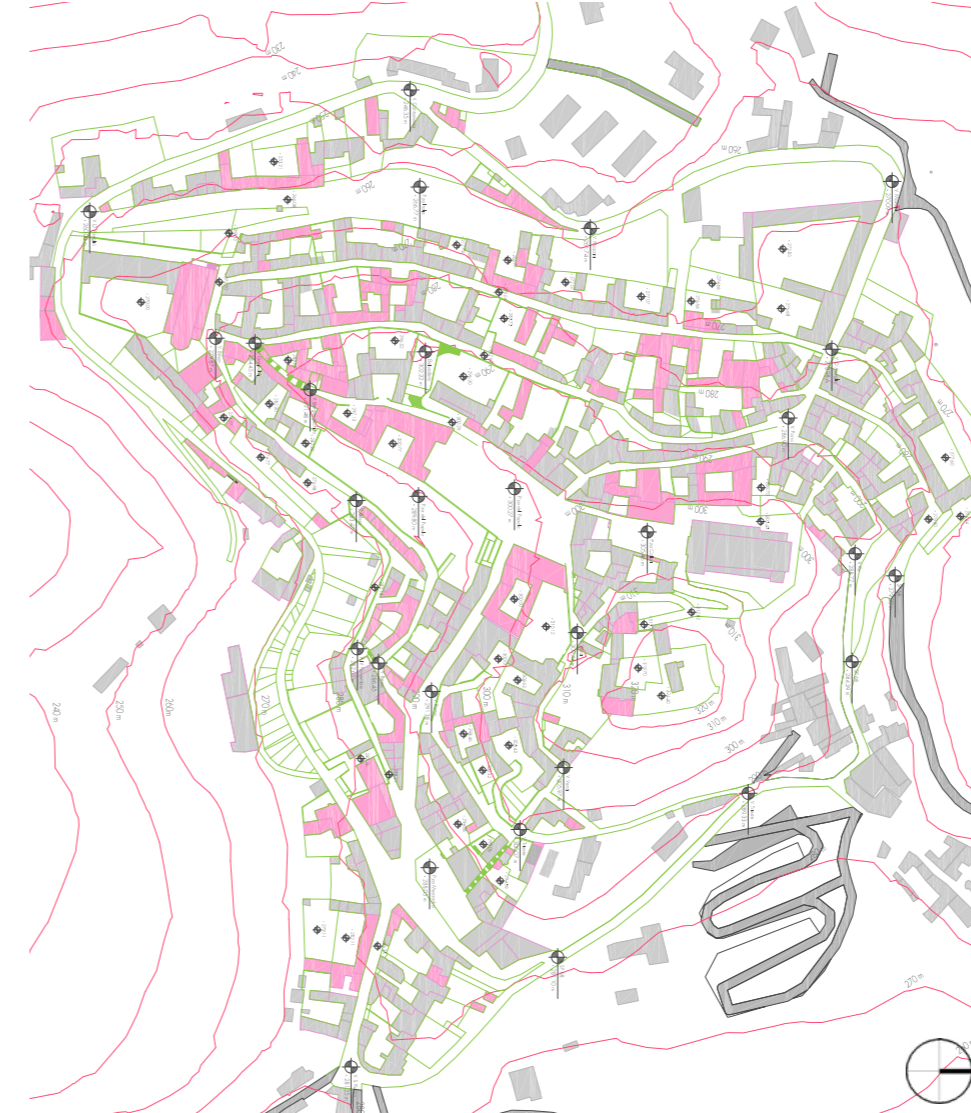


The plan of the historical town of Vignale dates back to the military settlement of the IX century. Its structure unfolds starting from the hill's vertex, then descended on the slopes in the following centuries, in particular south and west, follows the different extensions of the walls and highlights **several terraces**, often bastion, due to the concomitant practices of quarrying and construction with the local stone. The stone is easily workable, called "Pietra da Cantoni". The settlement presents one cluster structure on different levels interconnected. The entire town rests on a **large sandstone bank**, which beyond support the building and provide the building material. It also becomes the site of underground passages, wells and underground environments, of wine cellars : the "infernot" . The image of Vignale, **clearly visible from afar**, is dominated by the mass of parish church. The summit of the Borgo is identified by the double presence of bell towers and Callori belvedere tower. The town interior is characterized by the system of squares and open spaces on different levels, present on the North-South ridge. Here the volume of the XV century **Palazzo Callori** develops longitudinally and overlooks the parallel large terracing to the East. The peculiarity of this

large volume is that is not easily perceives from the outside and, even more, that its own main elevation with the important entrance stairway is visible from the front in very few points. Other landscape structure elements are: to the east the axis of via Roma which continue from Piazza Mezzadra the main access road. The parallel streets which follow the perimeters of the various city wall. Vignale Monferrato is **an historic town full of charm**, with architectural presences, panoramic places, glimpses of views on the territory and a compact and surprisingly rich building fabric views.

(on the left) Vignale Monferrato Ortophoto

II.II GEOGRAPHY



Vignale Monferrato (Vignà in Piedmontese) is an Italian town in the province of Alessandria, in Piedmont, located on the Monferrato hills on the left of the Grana stream. **Vignale is part of the so-called Basso Monferrato**, which is characterized by its soft hills which, with the exception of the Sacro Monte di Crea (455 m), never reach heights of over 400 meters; territorially includes the part of the province of Alessandria consisting of the countries that gravitate around **Casale Monferrato**, one of the historic capitals of this territory. It is bounded on the north and east by the course of the Po and Tanaro rivers. Valenza is certainly another important city. The territory represents **a mixture of the hilly landscape and the plain** that are characterized, respectively, by the **viticultural and the rice cultivation**. There are numerous castles as well as characteristic villages are often characterized by the typical "Pietra da Cantone" of which they are constituted. Vignale is **located 308 meters above sea level** and its surface is 18,73 km² . Nowadays(2019), the total inhabitants are 981 (istat source), with a density of 52inhab./ km². The seismic classification here is 4, that means **not seismic at all**. The nearest railway station is in Alessandria from which

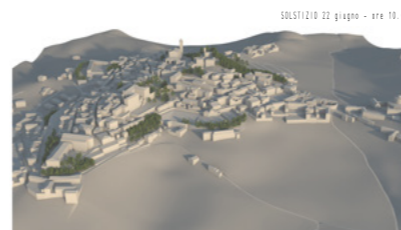
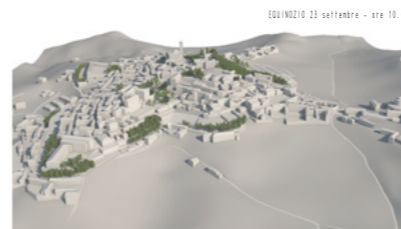
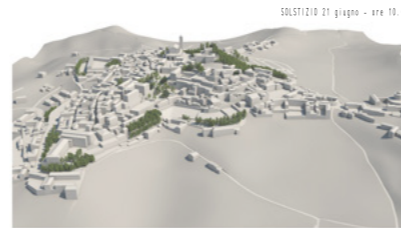
which the Arfea bus service to Altavilla departs. The Observatory of Landscape for the Monferrato Casalese worked for collecting as much material as possible about the territory. The Monferrato Casalese territory is characterized by its geological history; there are rocks of the Miocene period such as the "pietra da cantoni", a marly-calcareous or siliceous-calcareous sandstone, whose origin can be attributed to ancient sedimentary deposits, characteristic of shallow marine environments. The stone, geologically known as sandstone, by all improperly called "tuff", is very suitable for the excavation and creation of infernot because it is quite workable and ensures constant and fit climate and humidity for storage of bottled wine.

(on the left) Vignale Monferrato CAD

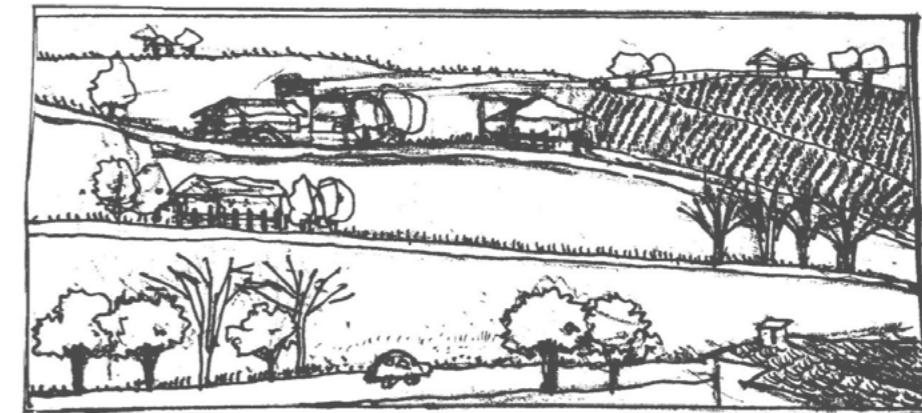
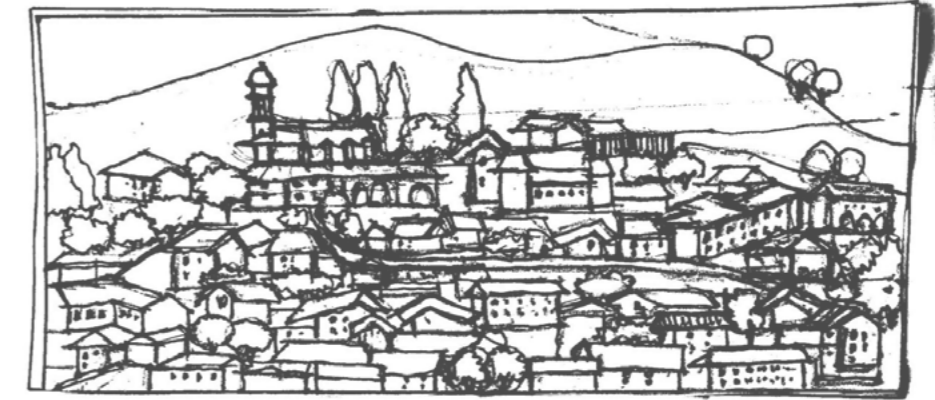


The plain nature of the area and its agricultural vocation, have favoured the development of a dense network of roads in depth in the settlement. Inside Monferrato, more generally, we can identify structural elements that have their distinctive features. Minor watercourses, right tributaries of the Po river, that flows in the west-east direction, are surrounded by between-hills valley bottoms, where dry farming prevails with dominant cereals, poplar trees and meadows. These are truffles high attitude areas, in particular, to signal the Stura of Monferrato, which flows in Val Cerrina, subparallel to Po river, before its confluence at Pontestura. Going east hills lower and become progressively thin, separated from plains of the Tanaro, in the south and the Po river, in the east, by residual portions of ancient terraces that descend towards the plain with steep slopes. In the northeast the Po plain widens, characterized by rice use.

(on the left) Vignale Monferrato 3D model



3D model of Vignale

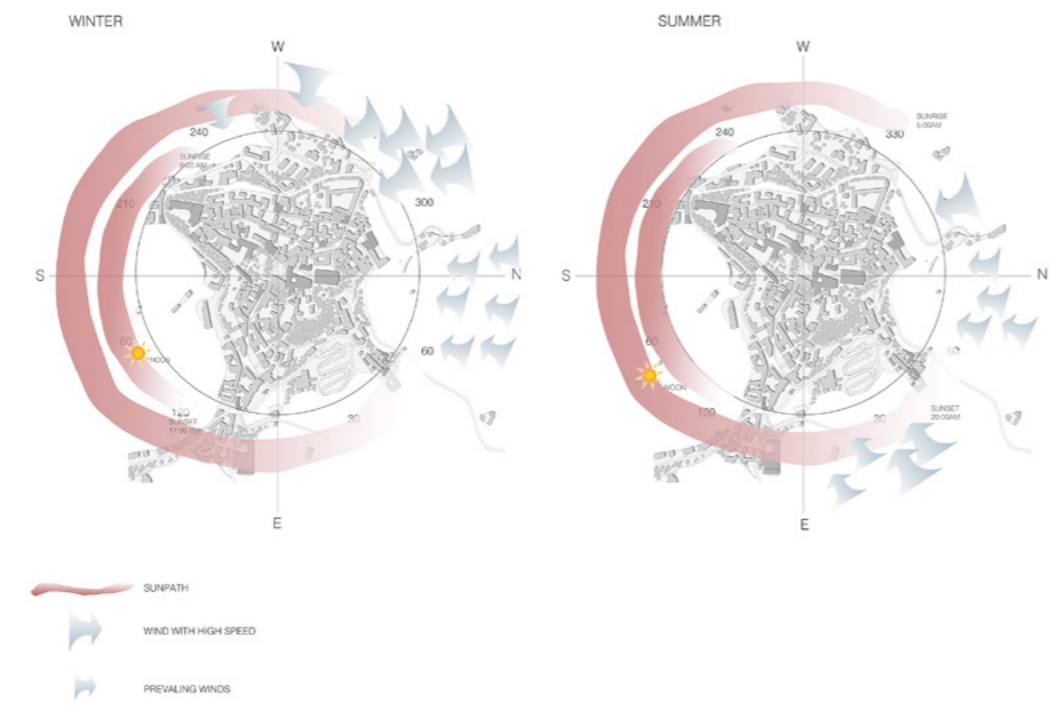


II.III CLIMATE

Hot and sultry summers, cold, humid and foggy winters. The climate which characterizes the province of Alessandria, where it does not rain a lot during the year, about 600 mm, and it does so especially in autumn and spring. It should however be said that compared to the rest of the territories of the Po Valley, the climate is slightly less humid, which leads to a greater rigidity of temperatures during the winter and, on the other hand, a high number of dry and sunny days during the summer quite above the average of the rest of the territory. The **minimum temperatures** are usually recorded in **January**, with an average close to zero, while the **hottest in July**. The direction of origin of the air masses has a great influence on the rainfall. If they are humid and come from south, south-east or east, the mountain chain bares their way (this is the phenomenon called stau): in this case the rains can also be very abundant, especially on the first mountain slopes, sometimes provoking floods. In the case instead the air currents come from north, north-west or west, the humidity is discharged on the western slope of the Alps and therefore the air that reaches the region is dry, being able to provoke the absence of precipitations even for weeks. In Vignale Monferrato, the **climate is warm and temperate**. There is significant rainfall throughout the year. There is a great deal of rainfall, even

in the driest month. According to Köppen and Geiger, this climate is classified as Cfb. The average temperature in Vignale Monferrato is 11.8 °C. The average annual rainfall is 861 mm.

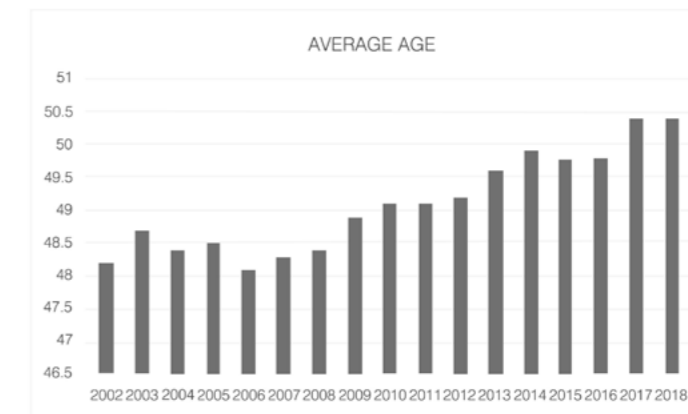
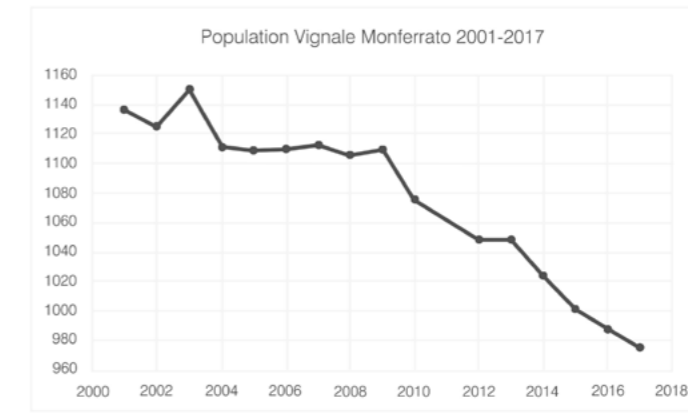
Climate analysis scheme of Vignale (down). Altitudes section (abreast)



II.IV DEMOGRAPHIC ANALYSIS

The total population number of Vignale Monferrato is 984. The density (per square km): 52.3. As we can see from the graphs, in general, it is very clear how the population trend is going. In fact **the medium average age is 50 years old**, few young people live in here, most of them just leave Vignale after 20 to work away. The population has been steadily declining for years, and as a result the average age decreases. Perhaps the lack of services, the lack of youthful attractiveness, the lack of jobs for the youngest, of schools has increased this negative trend. As a result, the project cannot fail to take into account the age target of the area. Who should we turn to? **What is our audience, our clientele?** These are the questions we asked ourselves before we started reasoning. Before proposing great things for the young, for the future, we think it was right to propose little things for the real inhabitants of the place, who really needs an intervention to live better.

*(abreast) Vignale Monferrato population trend
(abreast) Vignale Monferrato inhabitants average age*



II.V SOCIO-ECONOMIC ASPECTS



Monferrato, long depressed area (especially after the progressive abandonment of forms taken by casalese economy since decades between the centuries XIX and XX) it offers itself now, like the Langhe and the Roero, as area with strong touristic vocation, supported and encouraged by the activities related to the viticulture and food-and-wine. The phenomenon itself, positive, however, threatens to undermine the consolidated territorial dynamics putting the ambit to the same risks of other areas that present similar forms of territory economic exploitation incompatibility between historical territorial structures and accommodation needs, extremes of trends to monocultural transformation of the countrysides, spread of productive activities, commercial and services in the areas of the valley bottom. On the other hand there are dynamics of transformation of crop planning and of naturalistic system overall, after processes triggered by the abandonment of traditional farming practices:

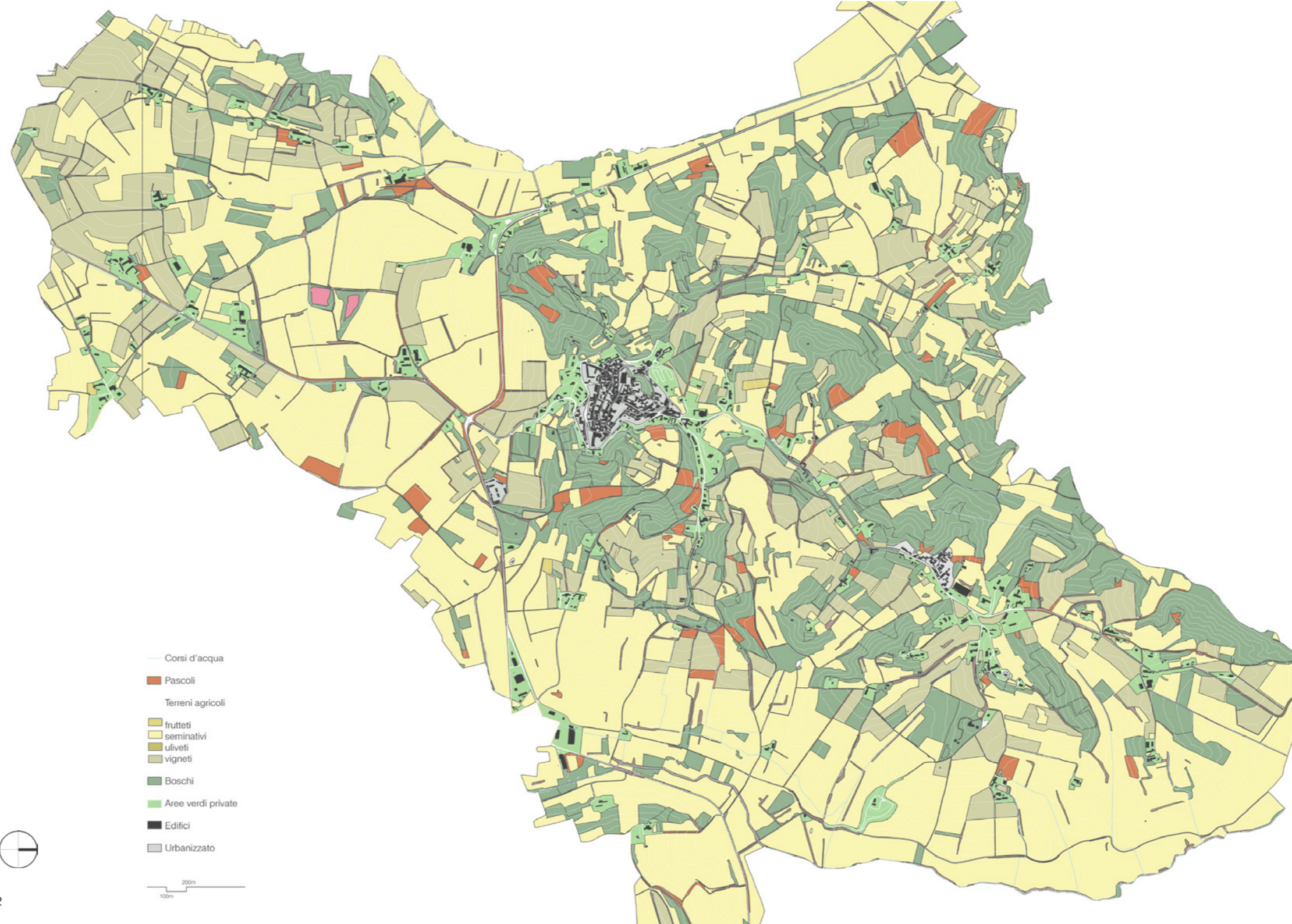
- erosion determined by runoff waters is consistent in particular where the vineyard cultivation remains, even for the poor maintenance of the works of water regulation;

- there is a progressive abandonment of wine-growing with a return by tree species (both locust-tree and native species), and in "oldest" invasions there is already a form of coppice prevalent treatment and exploited for the production of firewood.

The peculiarities of the area, accentuated by a specific historical-cultural identity, are still clearly recognizable and strongly linked to the presence of viticulture.

The hilly territory, in the wooden portions, preserves in part its naturalness and takes advantage of the progress of the recolonization of these surfaces with the promotion of integration/replacement of specialized maicoltura. Monferrato is one of the most famous Italian wine regions in the world, especially with regard to red wines and sparkling wines .

The dry continental climate with hot summers tending to drought and particularly cold winters and the particular hydrogeological conformation of the soils are favorable to viticulture, which is moreover dominant throughout the territory, making wine not only an element of economic wealth of the entire region, but also and above all a true symbol of the Monferrato culture and tradition. The widespread diffusion of native vines and consequently of a



multiple variety of wines, are witnesses to this. Among the wines (DOC and DOCG) the most famous are:

- Red wines
- Barbera d'Asti
- Barbera del Monferrato
- Dolcetto d'Acqui
- Dolcetto d'Ovada
- Grignolino d'Asti
- Grignolino del Monferrato Casalese
- Ruby of Cantavenna
- Ruché of Castagnole Monferrato
- Freisa d'Asti
- Piedmont Bonarda

- White wines
- Cortese di Gavi
- Sparkling or dessert wines
- Asti spumante
- Brachetto d'Acqui
- Malvasia di Casorzo
- Malvasia di Castelnuovo Don Bosco
- Moscato d'Asti

In addition to viticulture, important activities for the Monferrato economy are agriculture (hazelnuts, fruit), breeding (meats, cheeses), gastronomy (truffles) and tourism (a sector currently growing and undergoing raise). In a more limited way, also the industry ap-

pears in the local economy, in fact in the last twenty years small-sized companies in the construction, engineering, food and manufacturing sectors have developed. However, due to the economic crisis of the last few years, industrial development has been reduced and in many cases has been stifled. In fact in the last twenty years small-sized companies in the construction, engineering, food and manufacturing sectors have developed. However, due to the economic crisis of the last few years, industrial development has been reduced and in many cases has been stifled.

(on the left) Vignale Monferrato territory land use

II.VI MONFERRATO LANDSCAPE OBSERVATORY WORK



Agriturismo La Pomera, 4 dicembre 2017

Accanto a ogni luogo proposto nell'elenco sottostante, si invita a scrivere un numero al fine di costruire un ordine di priorità degli interventi di recupero/riuso. Minore è il numero, maggiore è la priorità assegnata (1=max priorità, 18=min priorità). È possibile aggiungere luoghi di San Lorenzo non presenti in elenco e assegnare, anche qui, un valore di priorità.

| Luoghi del borgo storico | Ordine di priorità (da 1 a 18) | | | | | | | | | | | | | | | | | | Totale | |
|--|---|----|---|---|----|----|----|----|----|----|--|--|--|--|--|--|--|--|--------|----|
| 01. Ingresso di S. Lorenzo da Vignale (cartello) | # | 5 | 6 | / | 18 | 18 | / | 9 | 18 | 17 | | | | | | | | | 105 | 16 |
| 02. Bivio per Ca' Larovere e Ca' Montalbano | # | 3 | 6 | \ | 17 | 6 | | 19 | 18 | 5 | | | | | | | | | 28 | 13 |
| 03. Ingresso di Davino | # | 2 | 2 | \ | 19 | 9 | 6 | 10 | 4 | 9 | | | | | | | | | 65 | 7 |
| 04. Centro di Davino (muro di cemento) | # | 1 | 1 | \ | 5 | 4 | 3 | 2 | 4 | 3 | | | | | | | | | 27 | 3 |
| 05. Via Ca' Davite | # | 2 | 2 | 2 | 4 | 3 | 7 | 7 | 2 | 10 | | | | | | | | | 39 | 4 |
| 06. Corte Interna | # | 1 | 5 | 2 | 11 | 7 | 9 | 11 | 3 | 11 | | | | | | | | | 69 | 9 |
| 07. Strada sopramuro | # | 1 | 1 | \ | 10 | 8 | 2 | 6 | 2 | 14 | | | | | | | | | 48 | 5 |
| 08. Strada di uscita verso Cuccaro M.to | # | 1 | 1 | \ | 6 | 5 | 8 | 12 | 5 | 15 | | | | | | | | | 57 | 6 |
| 09. Casa sociale | # | 1 | 1 | 1 | 1 | 2 | 4 | 3 | 1 | 1 | | | | | | | | | 15 | 1 |
| 10. Bivio per Ca' Sansiro | # | 4 | 4 | \ | 16 | 14 | \ | 14 | 6 | 16 | | | | | | | | | 88 | 13 |
| 11. Casa Colonna | # | 8 | 3 | 3 | 15 | 13 | 5 | 8 | 9 | 4 | | | | | | | | | 68 | 8 |
| 12. Bivio per borgo S. Lorenzo (pesa) | # | 6 | 4 | / | 9 | 15 | / | 13 | 10 | 6 | | | | | | | | | 86 | 12 |
| 13. Borgo e chiesa di S. Lorenzo | # | 7 | 4 | / | 14 | 12 | / | 15 | 15 | 12 | | | | | | | | | 93 | 15 |
| 14. Borgo La Pomera | # | 9 | 4 | / | 13 | 16 | / | 17 | 16 | 18 | | | | | | | | | 107 | 17 |
| 15. Regione Monfretto | # | 10 | 5 | / | 12 | 11 | / | 16 | 11 | 13 | | | | | | | | | 92 | 14 |
| 16. Cantieri nuove villette | # | 2 | 1 | / | 3 | 1 | 1 | 4 | 1 | 2 | | | | | | | | | 19 | 2 |
| 17. Regione Saliceto | # | 12 | 5 | / | 7 | 10 | 18 | 12 | 7 | | | | | | | | | | 85 | 11 |
| 18. Il Boschetto (?) | # | / | 5 | / | 8 | 17 | / | 5 | 10 | 8 | | | | | | | | | 80 | 10 |
| 19. Altro <i>Monte strade compatte</i> | # | | | | 22 | X | | | | | | | | | | | | | | |
| 20. Altro <i>Verdine Fonti in valle</i> | # | | | | 3 | | | | | | | | | | | | | | | |
| 21. Altro <i>Regione 2200</i> | # | | | | | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | | | | | |
| Note | Tot 9 schede. Aveva mancato valore massimo alt. in min. = 1/18 | | | | | | | | | | | | | | | | | | | |

Tot. 1231 / 18 = 63,8 media

The Landscape Observatory for the Monferrato Casalese is a free **non-profit association** active since 2004. The Observatory brings together people and organizations with the aim of operating in place to stimulate considerations, facilitate studies and improvement actions, promote knowledge and good practices. This association operates through models and concrete proposals for the protection and enhancement of the territory, in the awareness that the landscape is an important resource, source of cultural wealth and economic development for those who live and visit these lands. By protecting the beauty and quality of the environment, the Observatory intends to promote a better **growth model for tourist, artisan, agricultural and food and wine activities**. The Observatory assumes the definitions of the European Landscape Convention, the national and regional legislation on the landscape and in particular the instruments of guidance of the Piedmont Region. In particular, the Observatory of Monferrato proposed to lead the requalification project on the “UNESCO core zone 6” in consistency with the important definitions of the European Landscape Convention. For this reason, it privileged the reading of perception of

the inhabitants which is a crucial point in the Convention. To achieve this goal, the Observatory has taken a third part figure **between administration and citizenship**. In the years from 2007 to 2011/2012 the observatory focused more on projects concerning the historical village of Vignale, such as the project “Control of the castle enclosure” or “SWOT territorial analysis and enhancement of a historical heritage. Case study: Municipality of San Giorgio; two private buildings Castle and hotel”. Only later, the “readings” and the evaluation maps were extended to the area of San Lorenzo. All the material of the most recent research on the centre of Vignale Monferrato, the physical and digital models and evaluation elaborations, have been organized in exhibition panels and presented to the public in the halls of Palazzo Callori in September 2017. At the end of the public presentation, the Observatory organised a **Workshop** and invited citizens to participate. The meetings, open to all, were held from the end of 2017 to 2019, at monthly intervals. As previously anticipated, the precedent experience with the historic centre, has speeded up the work of analysis of the area of San Lorenzo, making its assessment faster and more efficient.

But why the road between Vignale Monferrato and San Lorenzo? The S.P.72 was built to unify two hilltop towns and presents a linear settlement system, which overlooks the Casalese wine-growing landscape. This main axis that structures and defines the image of the town, becomes the strategic element for any hypothesis of **enhancement** of the whole inhabited centre, as also confirmed by the inhabitants and external observers.

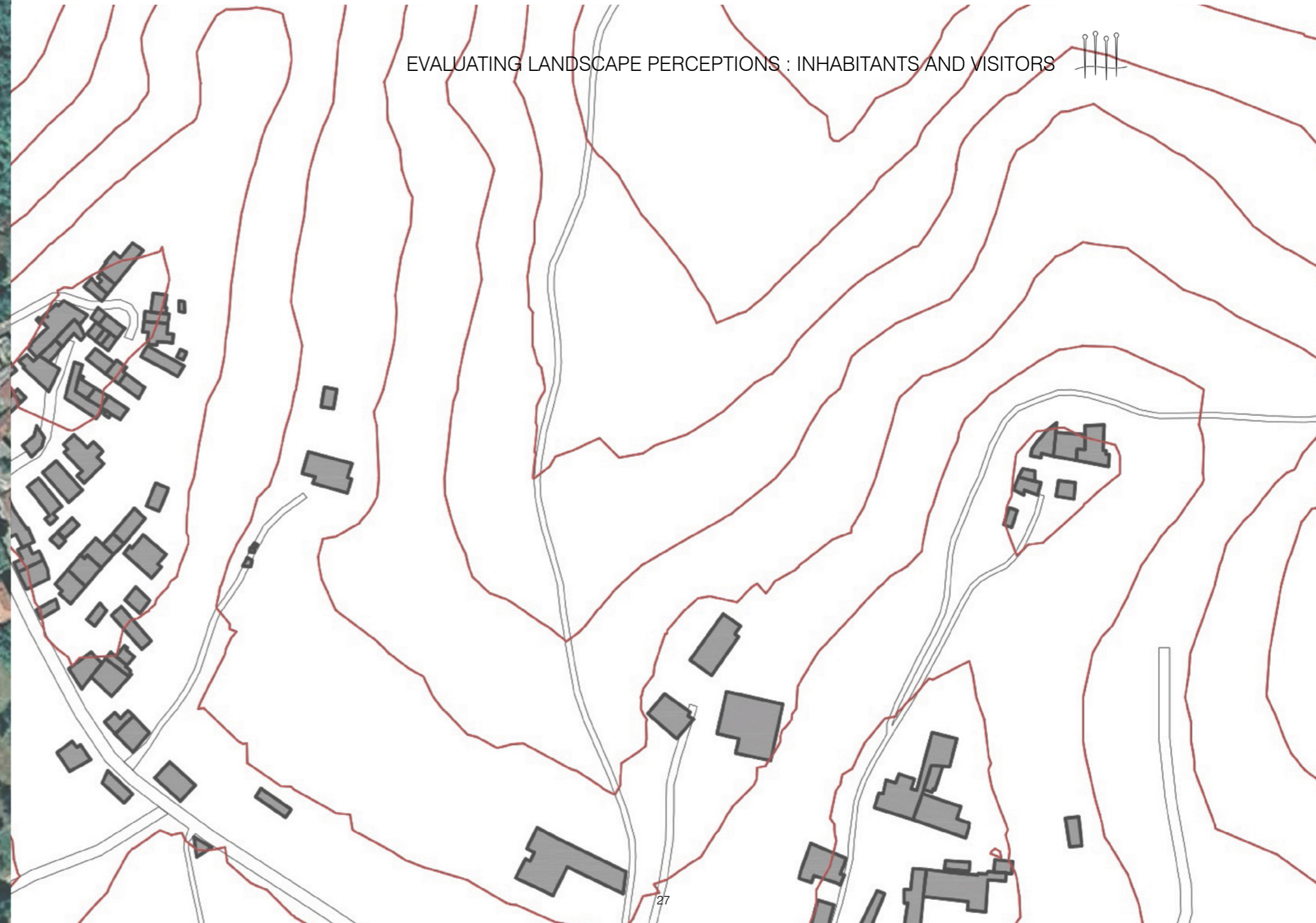
The workshop with San Lorenzo residents started in 2018 identifying which **places** (areas or internal points) were generally considered of **greater interest**. In this initial phase, 18 places of interest emerged, such as the social house, the Saliceto region and the area of La Pomera. Subsequently the places of interest were reduced to 13. Each place was then given different **priorities for improvement** intervention. Among the places considered of first priority are the social house, Via Cà Davite, the concrete wall at the entrance of Davino. Some of the places with less priority are the area annexed to the Pomera, the village and church of San Lorenzo and the Monfretto Region. Then, on the same places (excluding the social house where the works started) an

evaluation of appreciation was carried out through fortnightly meetings. At this stage it seemed immediately interesting to collect evaluations of how the landscape under investigation was **also** evaluated by external observers. The evaluations of the residents were then flanked by those of students, some trainees, university students of various disciplines such as architecture, agriculture, science and technology of cultural heritage (Polytechnic of Milan and Turin, University of Milan and Genoa) who were visiting the town with “virgin eyes” for the first time. The externals have different backgrounds, different study programs and didactic experiences. The residents should analyse something “usual” to them, their everyday life. A **comparison** was then made **between two maps of observers** (residents and externals) and finally a map, which reunites the different perceptions, was done. These evaluations were developed during the workshop with the San Lorenzo Committee (2018). The method consisted in attributing a score of 4-3 for positive places, 2-1 for negative ones. The attributions of positive and negative values were represented with different shades of colour (very positive, dark green; positive, light green; negative, orange; very nega-



tive, red) to make them easily readable. In this first draft, the evaluations indicated with color fields are not characterized by numerical indicators, but anyway, a new matrix and a map have been obtained. The **reading of the evaluation sheets**, which took place initially in the Cascina Pomera and, subsequently, in the space made available by the Municipal Administration in Vignale’s Landscape Centre, took one hour. For each point of interest, 5 to 20 evaluations were obtained, for a total of 565 evaluations, 410 of which in the direction from North to South and 155 from South to North. The collection of the sheets with evaluations was followed by data processing, in which the total averages at each point (which we will call TaV) were calculated. Regarding the development of the map representation and methodology of the evaluations obtained in this first phase see the following paragraph and part III “score evaluation method”.

(on the left page) Outcome of the davino group workshop
(on the left) pictures of inhabitants participation to workshops



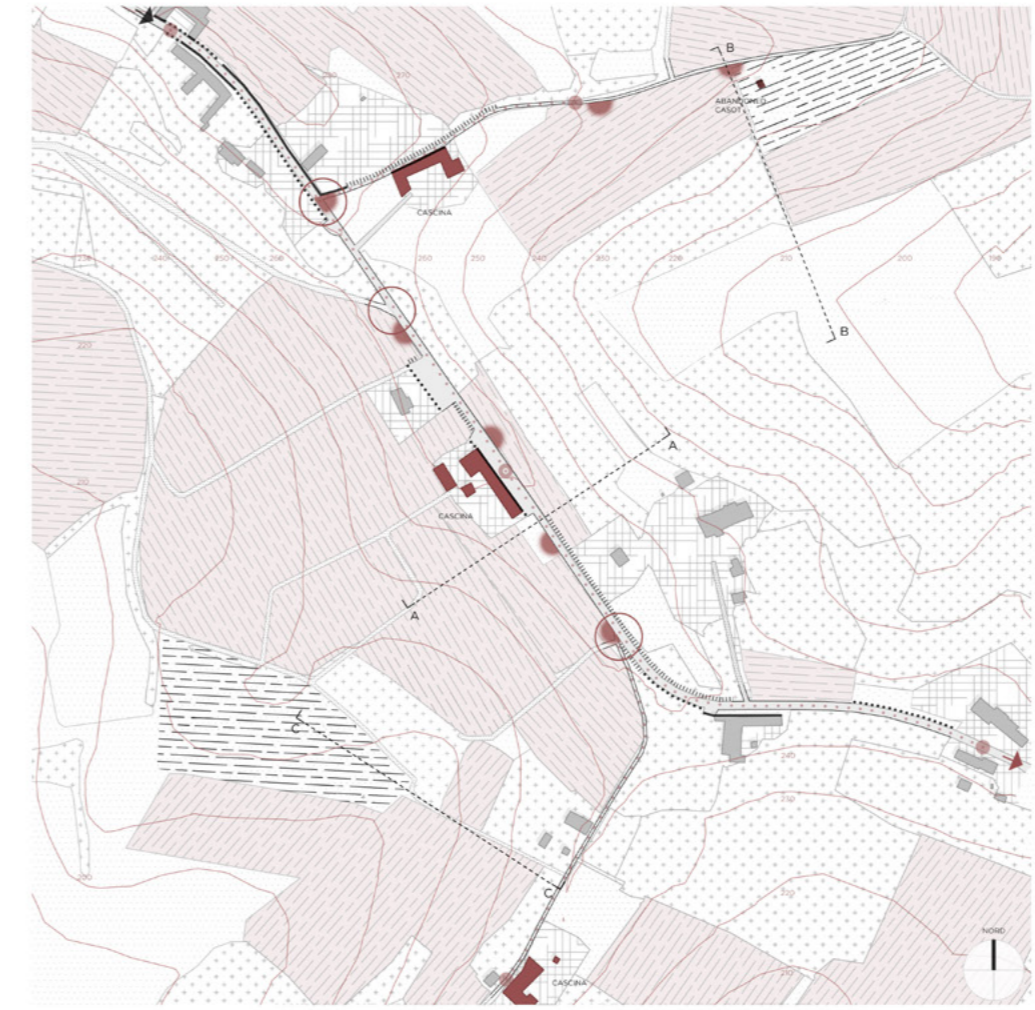
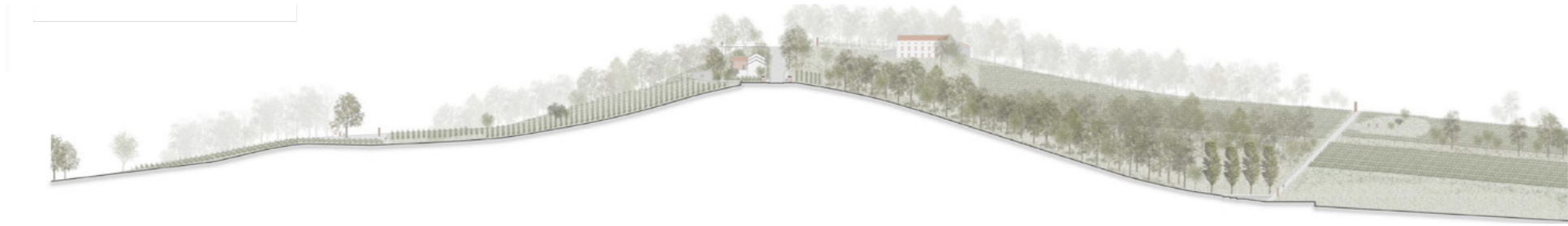
III.1 PREMISE

The phenomenology of the landscape, the feelings it induces, our attribution of meanings and values, the interaction between us and what surrounds us, thus our **perceptions of the landscape**, they all represent a vast **field of investigation**. For Simon Shama*, every landscape is a “work of the mind, a repository of memories of the people who gaze upon it”. Landscape is all that is around us, a common good, an important resource that can get lost or increased. It is a complex system of many, even small, things that we have, and we will, always have to deal with. The perception of landscape that links everyone is **visual perception**. However, each of us analyses it in a different way, attributing meanings and values to it, also according to how we interact with the landscape itself. Sometimes we underestimate what is familiar, which some-

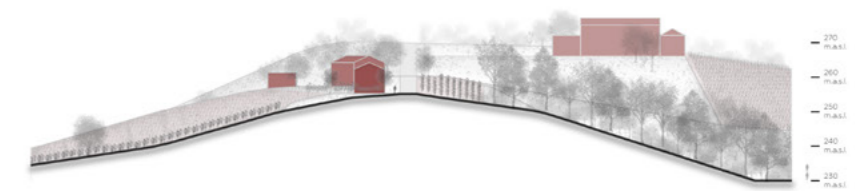
how eludes our recognition and appreciation. Moreover, the landscape in which we live is in continuous **transformation and evolution**. it is modified and shaped by man and nature. All of us can therefore propose to improve it and take advantage of its qualities. But to do this, we need to know how it is perceived by those who live in it and benefit from it. We need to excavate **below our conventional sight-level** and make commonplaces eloquent again. The work that we have proposed to do, deepening that of the Landscape Observatory for Monferrato Casalese is therefore to investigate and give “measure” to the perception of a landscape. So we have tried to experiment in applicative terms the indications contained in the report: “Towards a grammar for European landscapes”, presented in 2017 in Strasbourg at the IX Conference on the European Landscape

Convention. Subsequently, we compared the results obtained from the “measurement” of landscape perception with the work of rural acupuncture carried out previously. We have chosen the area of Vignale Monferrato because it is a fragile area, but rich in potential for a proposal of landscape enhancement, being part of the “core zone n.6” UNESCO. Moreover, it was already the object of study of the Observatory, where the internship activity was carried out.

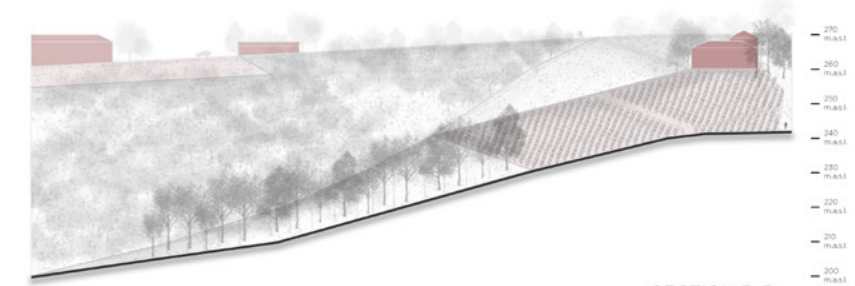
**Simon Shama, Landscape and Memory, A.A. Knopf, 1995
(on the right) Monferrato cultivations system analysis and sections
(below) Monferrato typical territorial section with altitudes*



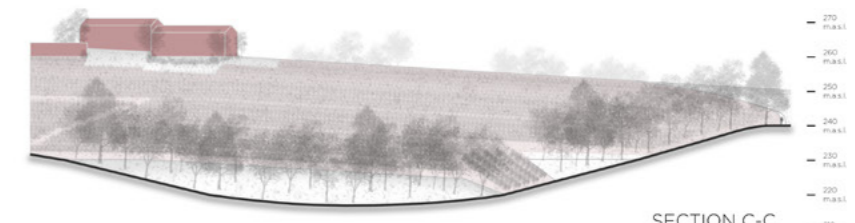
- | | | | |
|---------------------|----------------------|--------------------------------------|---|
| PATH BORDERS | BUILDINGS | OPEN SPACES | |
| — wall, facade | ■ cascina, “casot” | — asphalted street | ● panoramic point |
| — flat border | ■ other building | — permeable street | ○ public entrance to the fields |
| fence, hedge | ■ abandoned building | — vineyard | ○ ● five-minute walk (starting point and final point) |
| escarpment | | — wood, row and orchard | ▲ street from Vignale |
| | | — yard (trees and grass) | ▲ street to Davino |
| | | — crop and field | |
| | | — uncultivated fields (old vineyard) | |



SECTION A-A



SECTION B-B



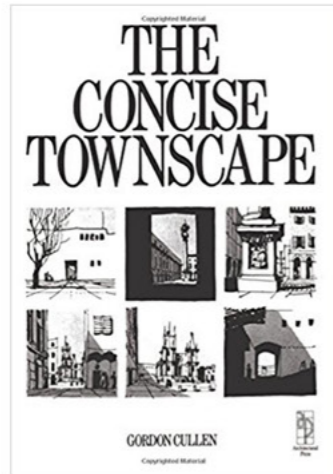
SECTION C-C

III.II CONTEXT ANALYSIS THROUGH THE SURVEY

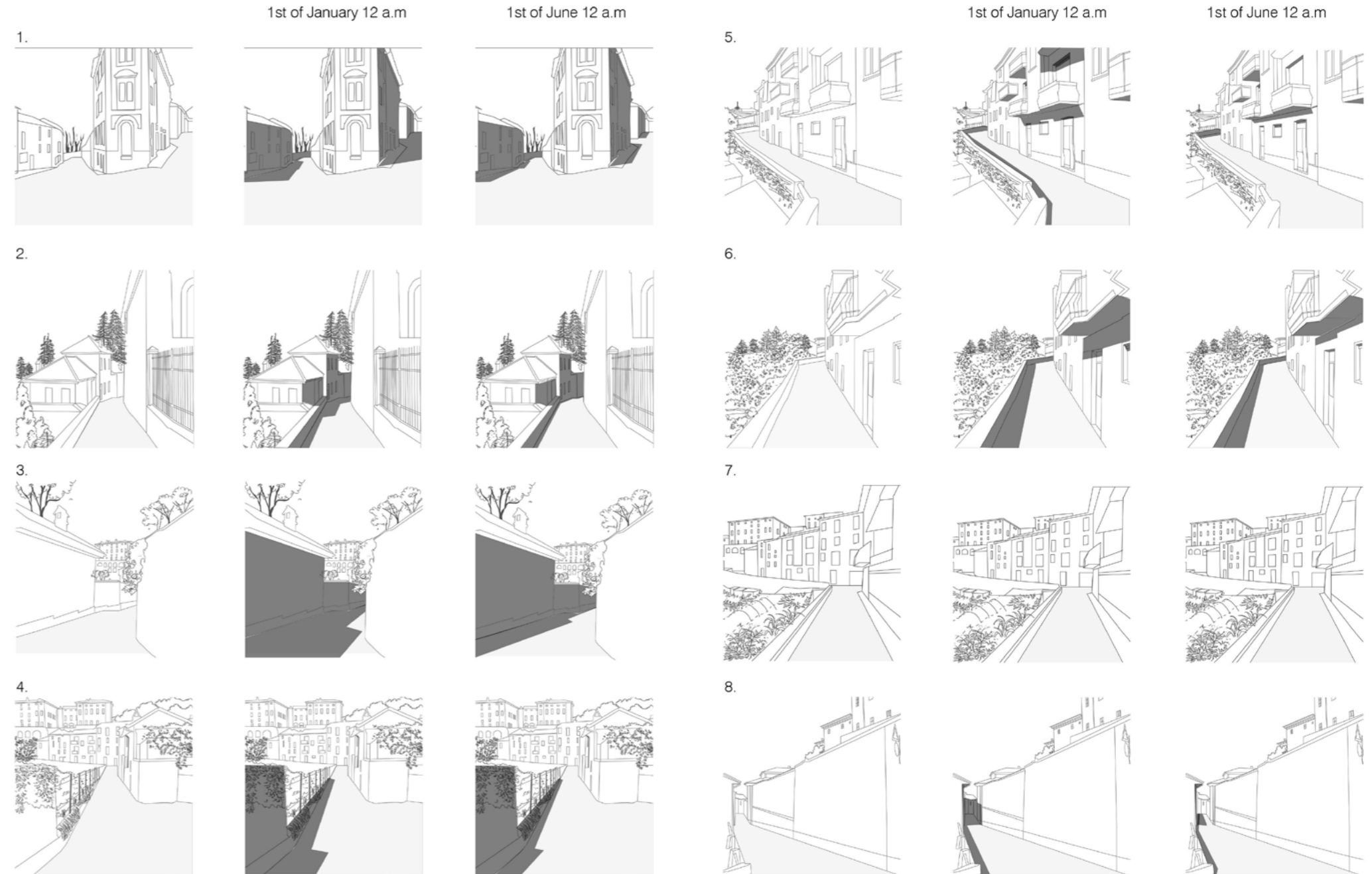


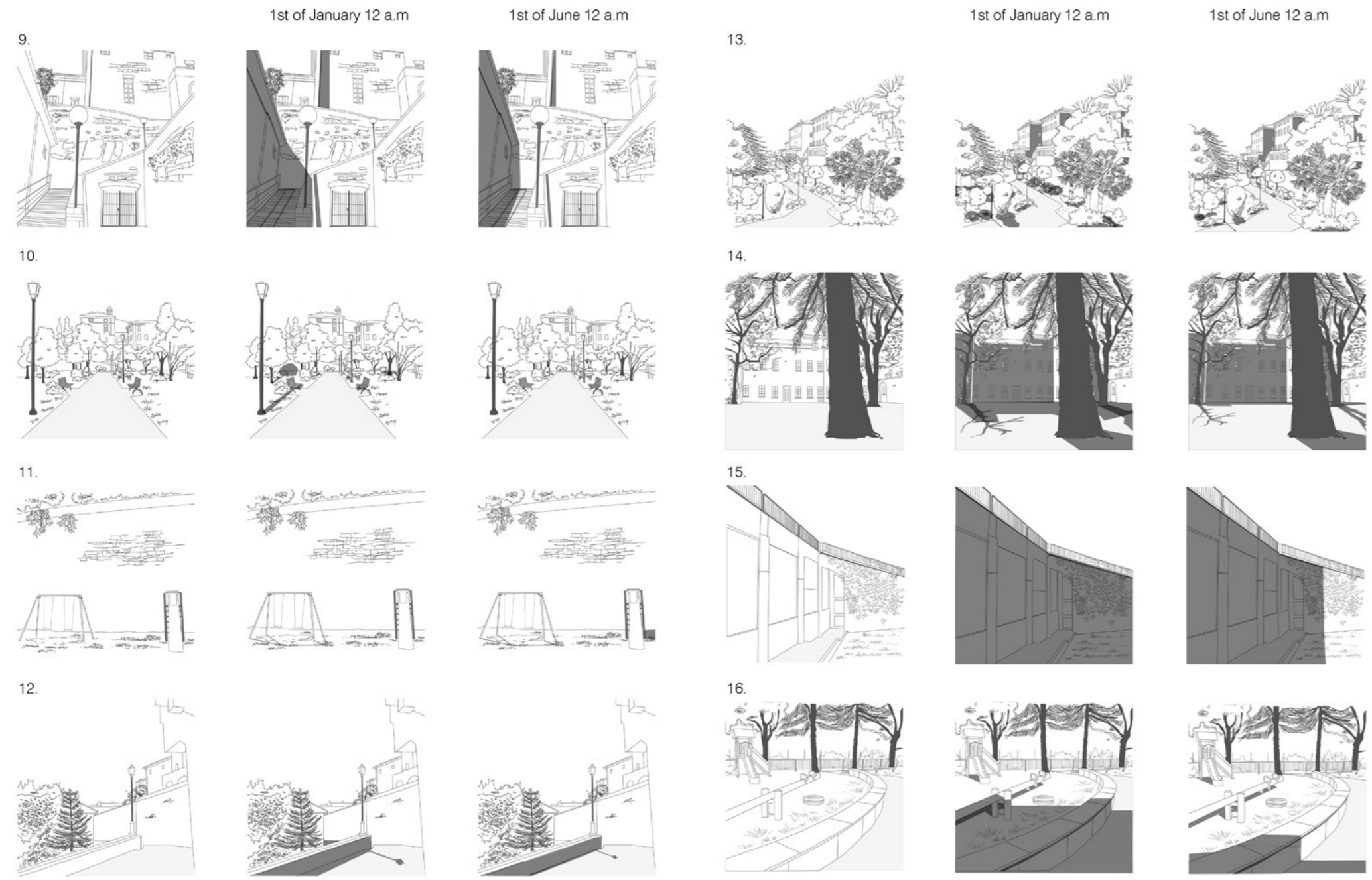
The survey of Monferrato region brought out the abundance of the region's inherent heritage that we can divide in two main groups: tangible and intangible. The tangible heritage is characterized by all natural or man-made elements: the ancient autochthonous vegetation, the old farmhouses which testify the wine culture of the territory, the city center of Vignale Monferrato and its in-fertots. Vineyards are the main protagonists of the area and integral part of the heritage. On the contrary, the intangible heritage is composed by customs and traditions, sounds and smells in-strict to the territory. Other intangible heritage are the inhabitants themselves, their culture and their participation to the life of the area. Starting from our own survey we have always tried both in the analysis both in the project to narrate the experience of walking through the streets of the towns and of the countryside. In order to stress the elements which mark the walk we elaborate some sketches to represent our view of the landscape by summarizing it and clarify how the landscape is perceived by the user. In addition, we deepened the study of the shadow which is, in our opinion, fundamental to develop a future project of the area. The choice of interventions, both strong and soft acupuncture, should be based on this analysis. We deepened in particular the most dense area of our project close to Cal-

Palace, and all the town streets we want to include in the future project. In this case, our inspiration had been "The concise Townscape" book by G. Cullen. He faced the themes of the urban vision which had to have as a peculiar aspect the impressing one who looks at it. The theme of the view and the concept of planning as an artistic form had been developed by Cullen in the book.



"The concise Townscape" by Cullen cover
Shadow analysis reference map (abreast)





1st of March 12 a.m

1-4.



1st of June 12 a.m



1st of October 12 a.m



1st of March 12 a.m

1-7.



1st of June 12 a.m



1st of October 12 a.m



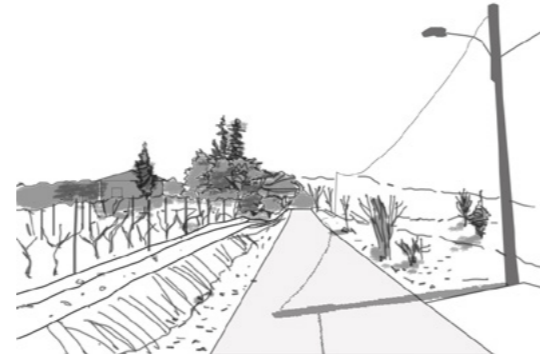
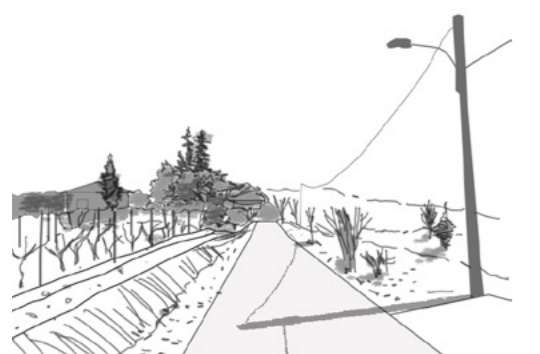
1-5.



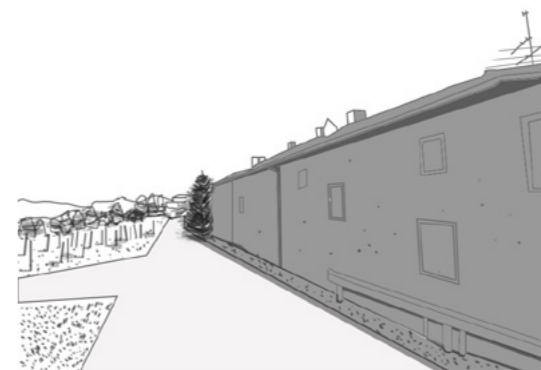
1-8.



1-6.



1-9.

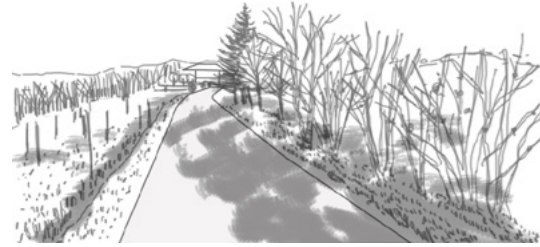


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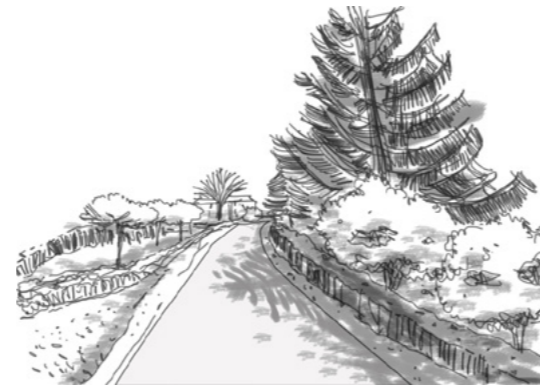
1st of June 12 a.m

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1-10.



1-11.



1-12.



1st of March 12 a.m

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1st of June 12 a.m

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2-13.



2-16.



2-14.



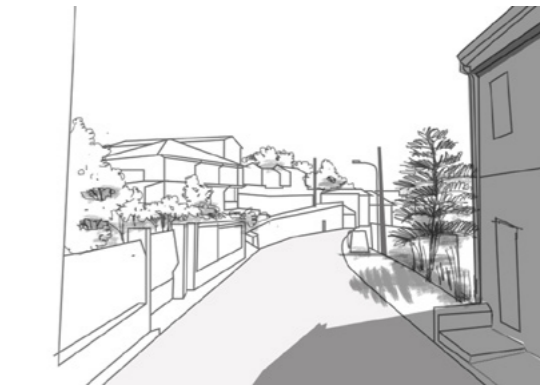
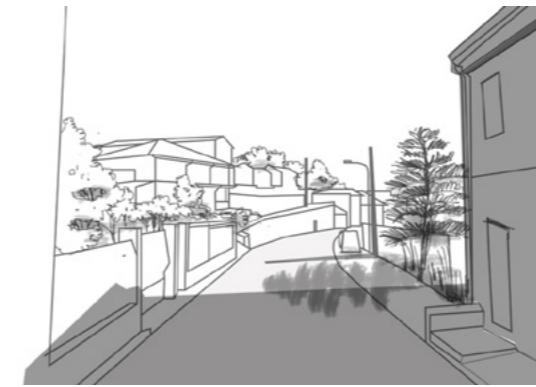
2-17.

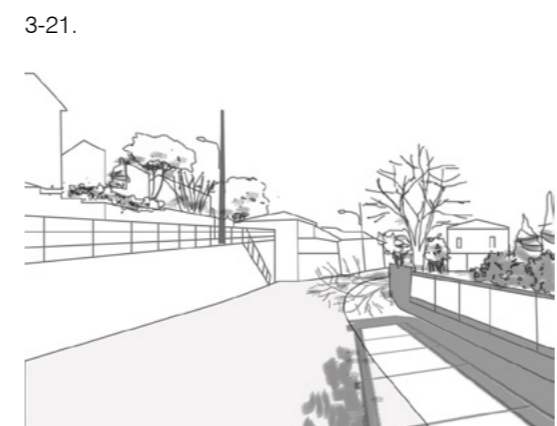
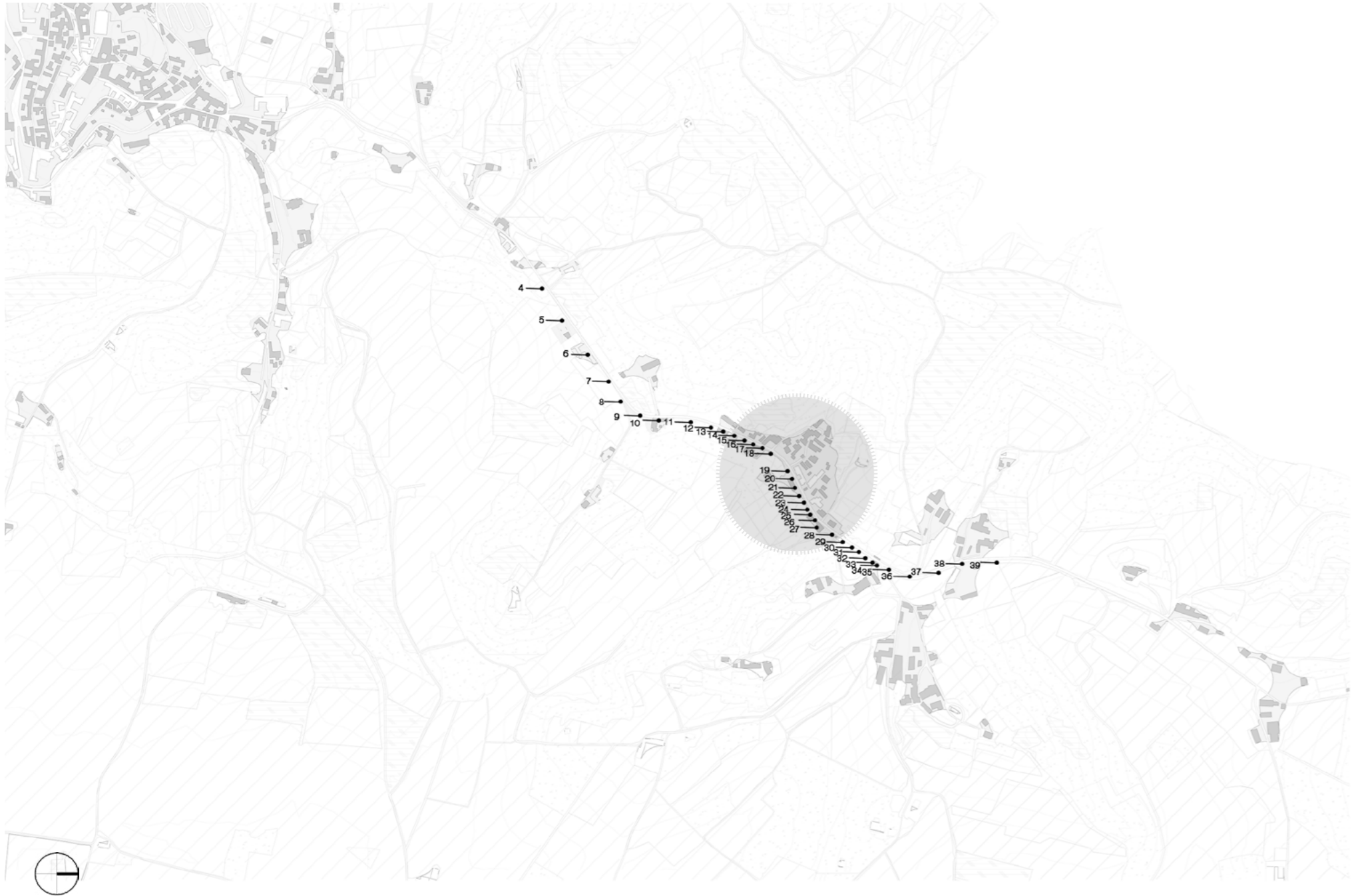


2-15.



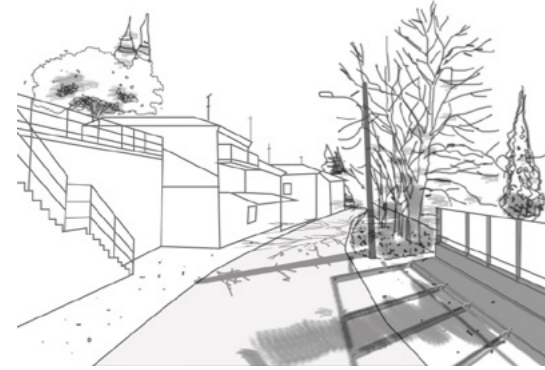
2-18.





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3-22.



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4-24.



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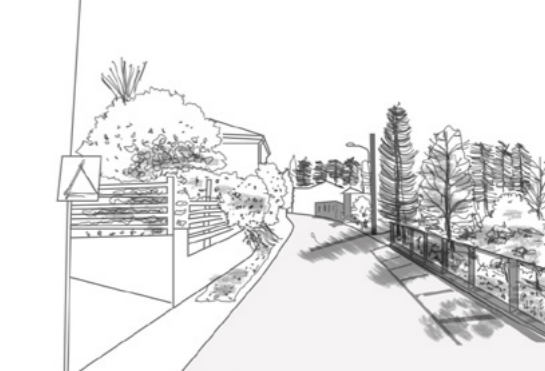
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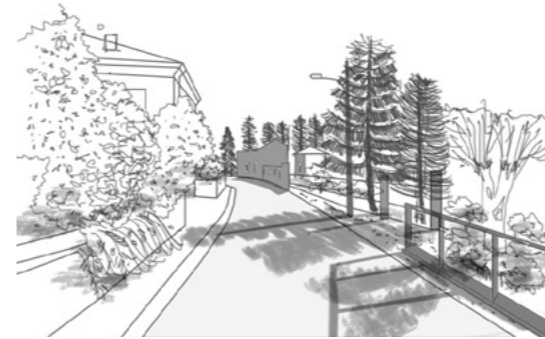
3-23.



4-25.



4-26.



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1st of October 12 a.m

4-27.

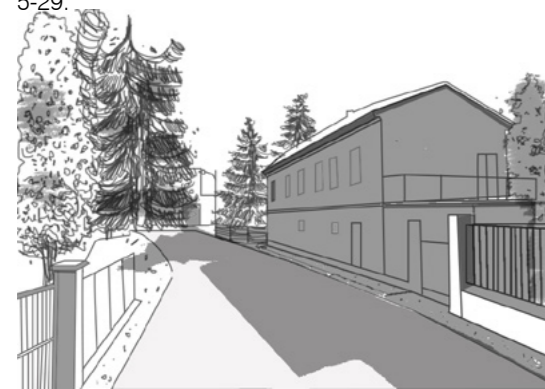


4-28.



1st of March 12 a.m

5-29.



1st of June 12 a.m

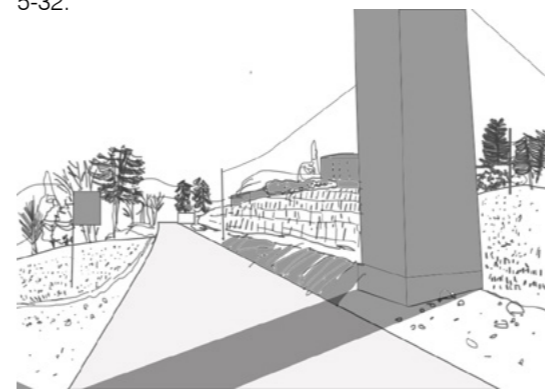


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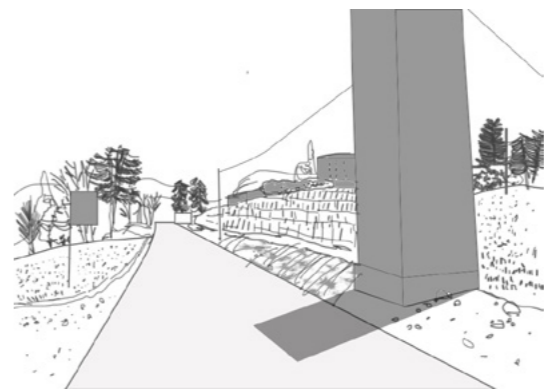


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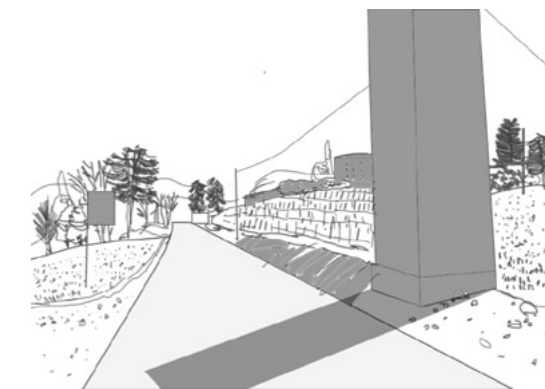
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1st of October 12 a.m



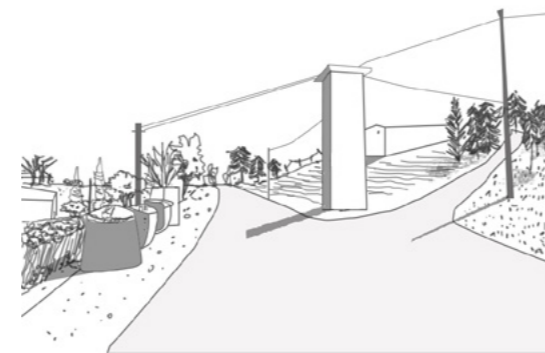
5-30.



5-33.



5-31.



5-34.



1st of March 12 a.m

5-35.



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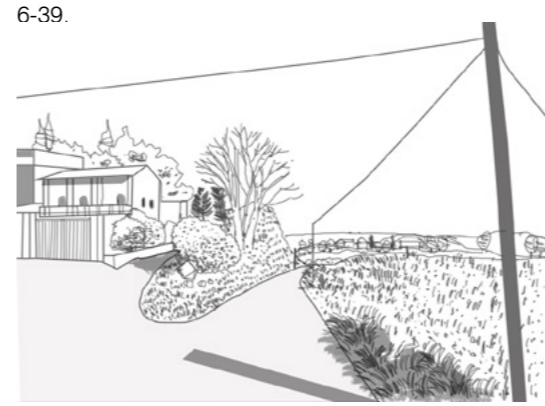
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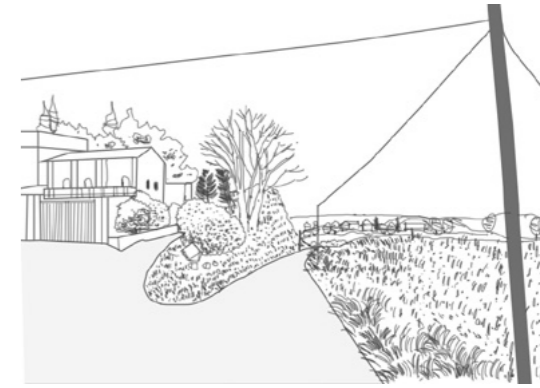
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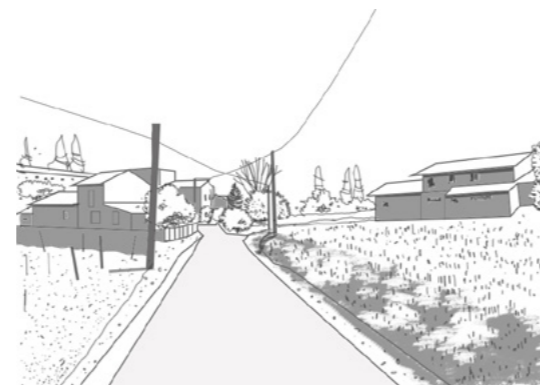
1st of October 12 a.m



6-37.



6-38.



Da San Lorenzo a Vignale, S.P. 72 - Anno 2012



Dare una valutazione per ogni quadrante della fotografia secondo la scala di valori 1 (molto negativo), 2 (negativo), 3 (positivo), 4 (molto positivo). Indicare con OO (molte opportunità), O (poche opportunità), ⊖ (nessuna opportunità), MM (molte minacce), M (poche minacce), ⊕ (nessuna minaccia). Specificare a lato quali opportunità e minacce sono state individuate.

Note

dir SE-NO T7 F37



Opportunità - Quali?

Minacce - Quali?

III.IV THE NEED OF A UNIVOCAL METHOD 

When we look around, at home or outside, in the city or in the countryside, and we perceive the landscape, which surrounds us through our senses, we elaborate evaluations. When we recognize something, we compare it, even unconsciously with our knowledge, experience and cultural models. The result is the construction of a composite judgment that we then articulate in infinite nuances of the two great categories of what we are pleased by, or unwelcome. More generally, what we consider positive or negative. So we tried to collect and start measuring the “perception of populations” referred to the European Landscape Convention. The Observatory of Monferrato Casalese started from these two big, but complex, main categories, well known by everyone (positive or negative). To collect a judgment that could appeal to anyone, emotionally and rationally, the sum of all those “impressions” that each of us attributes, everywhere and always, to the things around us. By condensing judgments in those two simple terms, it leads to implicitly placing even those most structured judgments (aesthetic, functional...), without making any aspect exclusive or preponderant. The lack of useful descriptive methods for acquiring generic impressions, led them

to try to define way to transcribe the judgments of any subject and adaptable to any type of landscape. With this objective, it has been chosen to just express positive or negative judgments through numerical codes as follows :

- very positive : 4
- positive : 3
- negative : 2
- very negative : 1

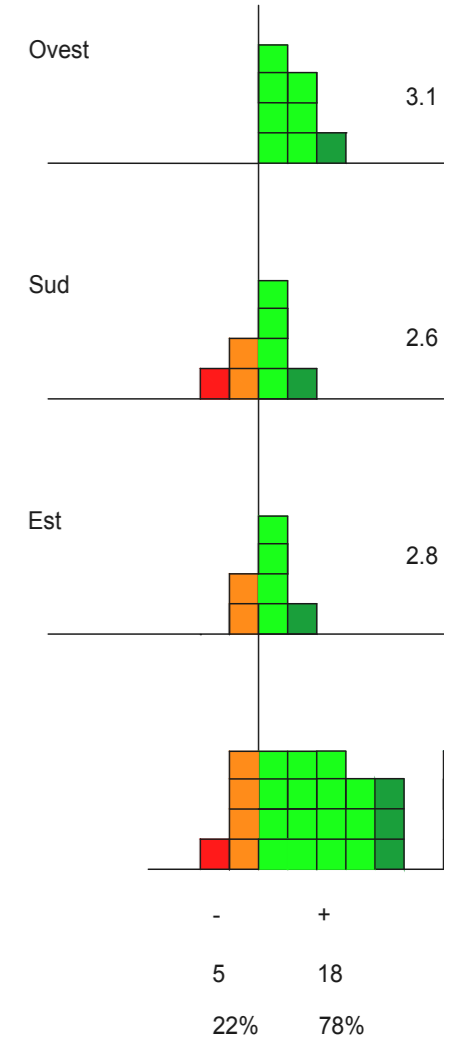
To express the same judgments graphically some colors has been chosen as follows :

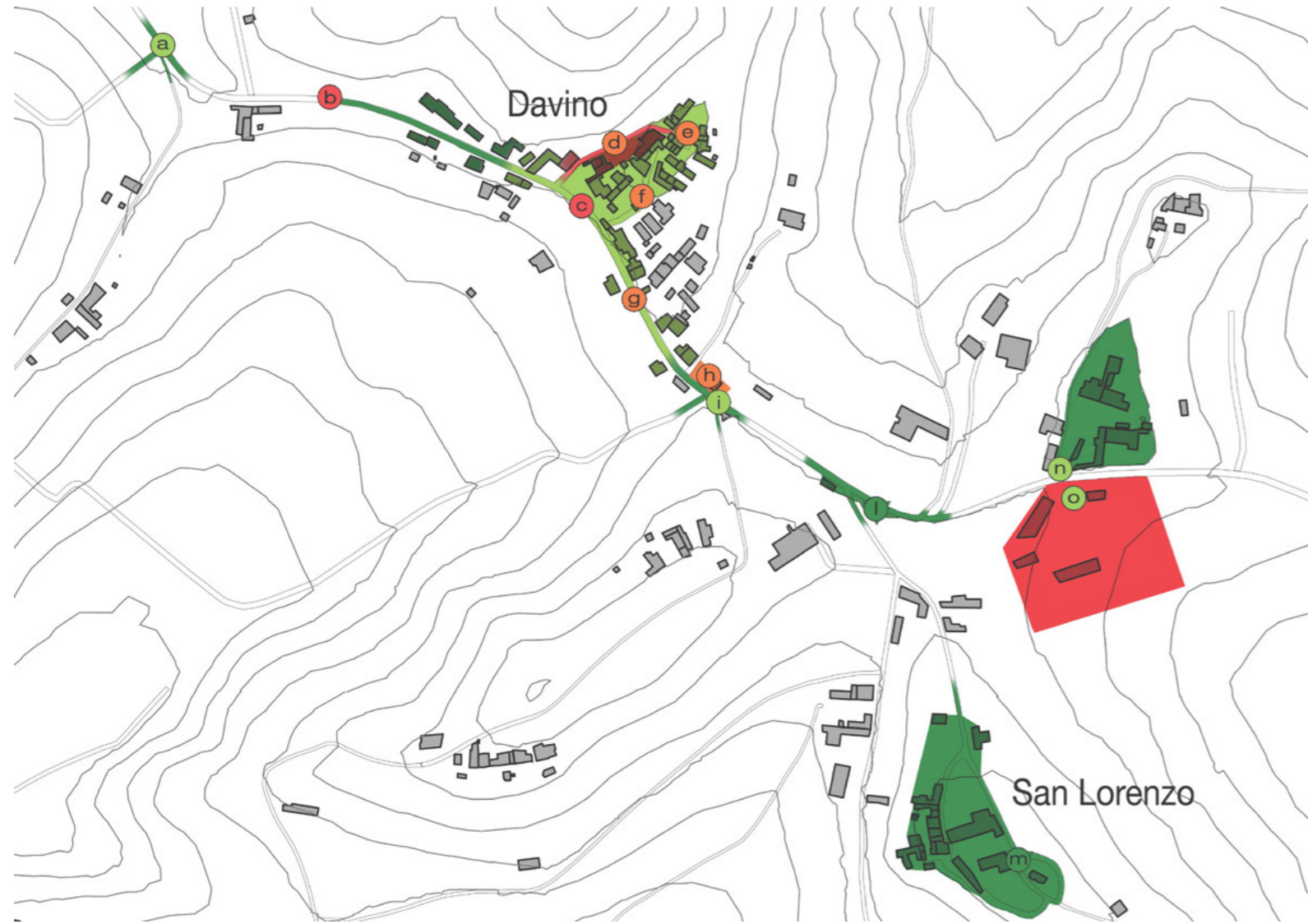
- very positive : dark green
- positive : light green
- negative : orange
- very negative : red

In the case study of Vignale Monferrato, the rural, agricultural or built areas were subjected by this procedure, which has always been simple and easily applicable. This methodology can be applied to any viewpoint, to every observer category (resident/external), every observation modality (direct or indirect). It allows to compare the various assessments of the same place, evaluated from residents, external visitors, experts;

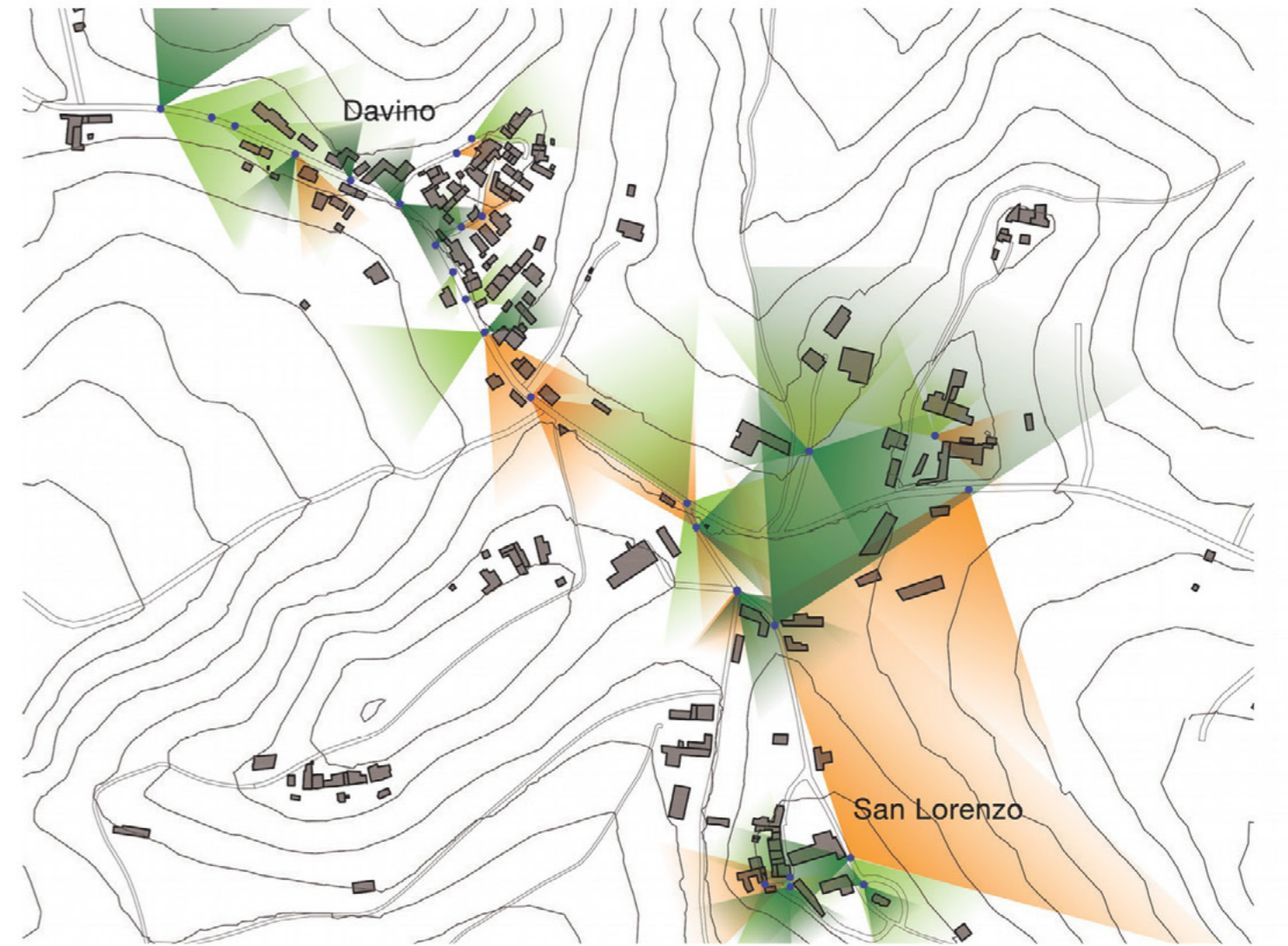
This kind of evaluation attributed to the viewpoints, can be represented on cartographical bases (see the panel “Score Evaluation”, where the scale is 1:10.000) to allow the drafting of an evaluation map for each place at every scale. Thus, the use of numeric values allows you to record and measure the different perceptions of landscapes. Moreover, the judgments can be always compared over time and always examined very easily. Surely the nature of the numerical evaluation, from 1 to 4, is subjective. But the sum of many different opinions makes the judgment more objective and reliable because it is shared by many people.

(on the left) Example of an old evaluation form, delivered in situ to the evaluator
 (on the right) Example of an histogram evaluation of Callori Gardens in Vignale
 (on the next pages) 7th November 2017 evaluations results : first graphical attempt

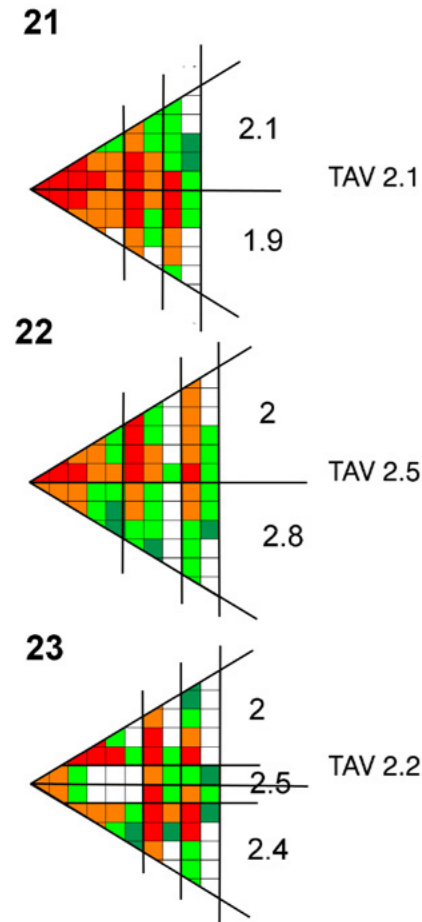




Inhabitants' evaluations results - first draft

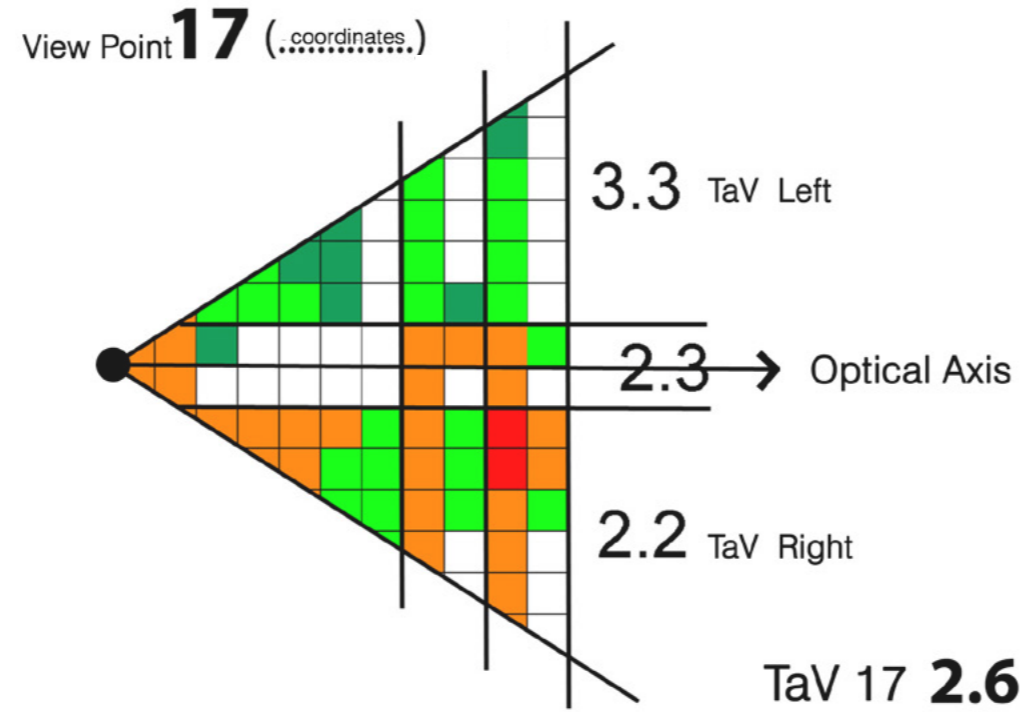


UNIMI students' evaluation results -first draft



In order to obtain an adequate number of ratings of the various places of interest to build the evaluation map of the entire route, the last scoring evaluation mentioned above works in “sections” that we will call “stretches”. The inhabitants and the foreigners were invited to attribute positive or negative evaluations to places they could see on some printed images, but staying on site. The axis which crosses S.Lorenzo is divided into 6 stretches : section 1 concerns the most used entrance from Vignale, section 2,3,4 highlight three different area of the town, section 5,6 are the entrances from the opposite part, so from Cuccaro. All along the way they have selected view-points in progression with interconnected views, which have been numbered from 1 to 39 from Vignale to Cuccaro, from 1 to 34 from Cuccaro to Vignale.

On each of the selected points frontal images have been obtained in the two directions (north-south, south-north). Many images were prepared to facilitate the work, in some paper of evaluation. Papers of evaluation contained an image divided in areas, left and right, and a space to evaluate both of them. For each point two tabs (one per view direction) were filled in. So the same point has been evaluated both from south to north



LEGEND

- 1 Very negative
- 2 Negative
- 3 Positive
- 4 Very positive

and both from north to south. Once the place was recognized, each observer was asked to freely express his own judgment and register it by assigning a numerical code (4 very positive, 3 positive, 2 negative, 1 very negative), for the left part of the image and for the right part of the image. The collection of the papers of every evaluator was followed by the data processing, in which the values of the evaluations were summed and the total averages of each single evaluator were calculated. If the Total Average Value TaV > 2.5 the evaluation is positive, if the TaV < 2.5 the evaluation is negative. By applying these indexes it is possible to compare variations of evaluation between the points, the differences in the different directions. Every square represents 1 evaluator, and the square colour represents the positivity or negativity of the average of its judgment. We can call a square a “partial average”, because it is the average of just 1 evaluator referred to side left or right of the image. For example, if an hypothetical evaluator XY, evaluates (on the left page) Example of some view-points triangle evaluations (on both pages) Explanation of score evaluation - representation’s method (on the right) Divisions of stretches with their evaluations



III.VI RESIDENTS' EVALUATION



ates the view point 17 left side, with a total average TaV left of 2,2 (which is lower than 2,5). XY's square on the optical cone will be orange. Orange means negative. But this calculus it's only one average between many other averages of evaluators, that will be summed (both TaV left and TaV right) to obtain the Total Average of point 17. In any case, both partial and total average, the TaV is calculated as follows : $(4x+3xb+2xc+1xd)/(a+b+c+d)=TaV$ that can also be written as :

$$\frac{\sum_{i=1}^4 i \cdot n_i}{\sum_{i=1}^4 i \cdot n_i} = TaV$$

Where 4,3,2,1 are the evaluation indexes (4 very positive, 3 positive, 2 negative, 1 very negative); A,b,c,d represent the times the indexes of positivity or negativity are repeated.

For each point, therefore, all the information collected are represented through

the triangular graphic, which expresses : the number of evaluators/judgments, the partial averages of each side (left and right) with a color (dark green, green, orange, red) and the TaV, the total average of the view point. The graphical representation highlights the **number of evaluators**; the colors allow a quick consideration of the relationship between positive and negative values attributed. At glance, the prevalence of **reds and oranges**, indicates **negative evaluation** with $TaV < 2,5$; the prevalence of **greens** denotes **positive assessment** with $TaV > 2,5$. The set of representation lets you see it on the map, or extract the evaluation of the whole path from the different routes. With these graphs and indices placed in their respective points on one cartography of places it is possible to create a map of evaluation. This type of map can represent all the values attributed to the landscape by the subject questioned. It also allows you to compare the changes in ratings between values of the same point of view perceived by the two opposite directions, or those between different groups of observers.

The Observatory set out to lead the entire project **in consistency with the important definitions of the Landscape European Convention (ELC)** . For this reason they privileged the reading of that "perception of the inhabitants" which is central to the Convention, but still often disregarded and poor in methodological experiments and tools. For this purpose, the Observatory has taken a third part figure between administration and citizenship and has experienced several methods. Among these, a **long campaign of interviews and their elaboration** have engaged the whole first phase of the project. The **workshop with the residents** of San Lorenzo began in 2018 identifying which places were generally considered of greatest interest. Many images, about 80, have been shown to facilitate recognition. Evaluation assessments were subsequently conducted at each site (scores 4-3: positive, 2-1: negative) and **a map was obtained**.

To achieve it, as previously said, the axis that crosses San Lorenzo is divided into 6 sections: section 1 concerning the most used entrance (the one coming from Vignale), sections 2,3,4 highlight three different areas of the town, sections 5 and 6 at exit 8 (or at the entrance com-

ing from Cuccaro) are more sparse and connect important aggregates separated by the main route. The **primary and secondary schools** of the place were also involved in the evaluation of the area. Since involving the new generations means putting knowledge and culture at the center of one's sustainable development. The first phase, in this case, took place between 2016 and 2017, with the active involvement of the students of the "Franco Mezzadra" school and of the second class of the "Francesco Besso" school.

III.VII EXTERNALS' EVALUATION



In October 2018 a group of students from the course "Built Environment and Landscape Design" of **Politecnico di Milano**, mostly foreigners, were invited to conduct the evaluation in the same 6 stretches which have been previously assessed and judged. For each portion of the image, students were asked to make different assessments in relationship to pleasure, management and utilization. The evaluation were made always **distinguishing left and right sides of the optical axis**, sometimes also in the centre. In the graphical representation, the grid of the units of evaluation has been divided into 3 vertical sectors: the first, starting from the vertex, collects the assessments of pleasure; the second, those of the state of maintenance; the third, about the congruence to the use of artefacts. This evaluation can be considered a refinement of the previous one: the representation allows to make the reading differences explicit on two or three portions of each image and also to compare, visually too, the interferences between several parameters, which in this case are pleasure, state condition and consistency of use. This external reading is the basis of a comparison with that created by the residents and it brings out convergences and evaluation divergences.

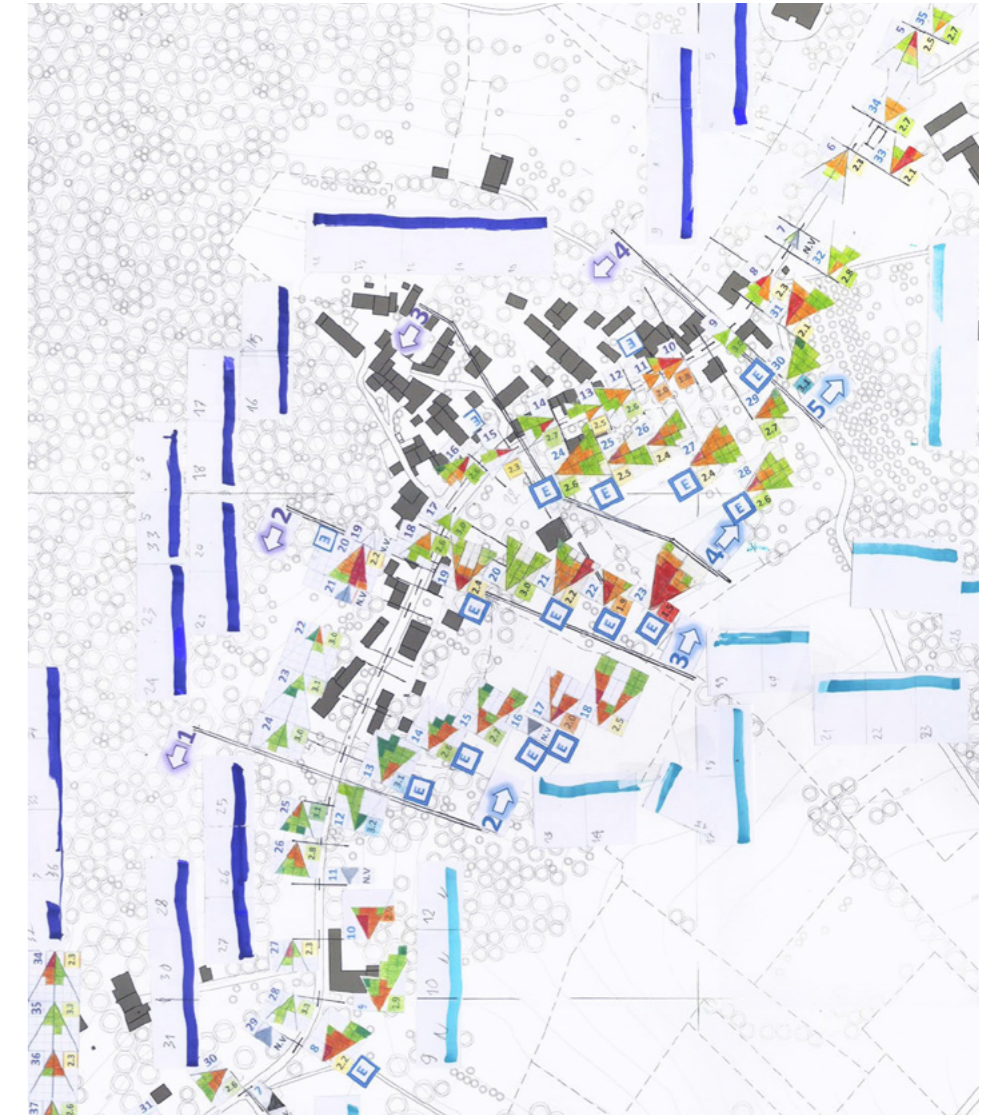
III.VIII REPRESENTATION ON THE MAP

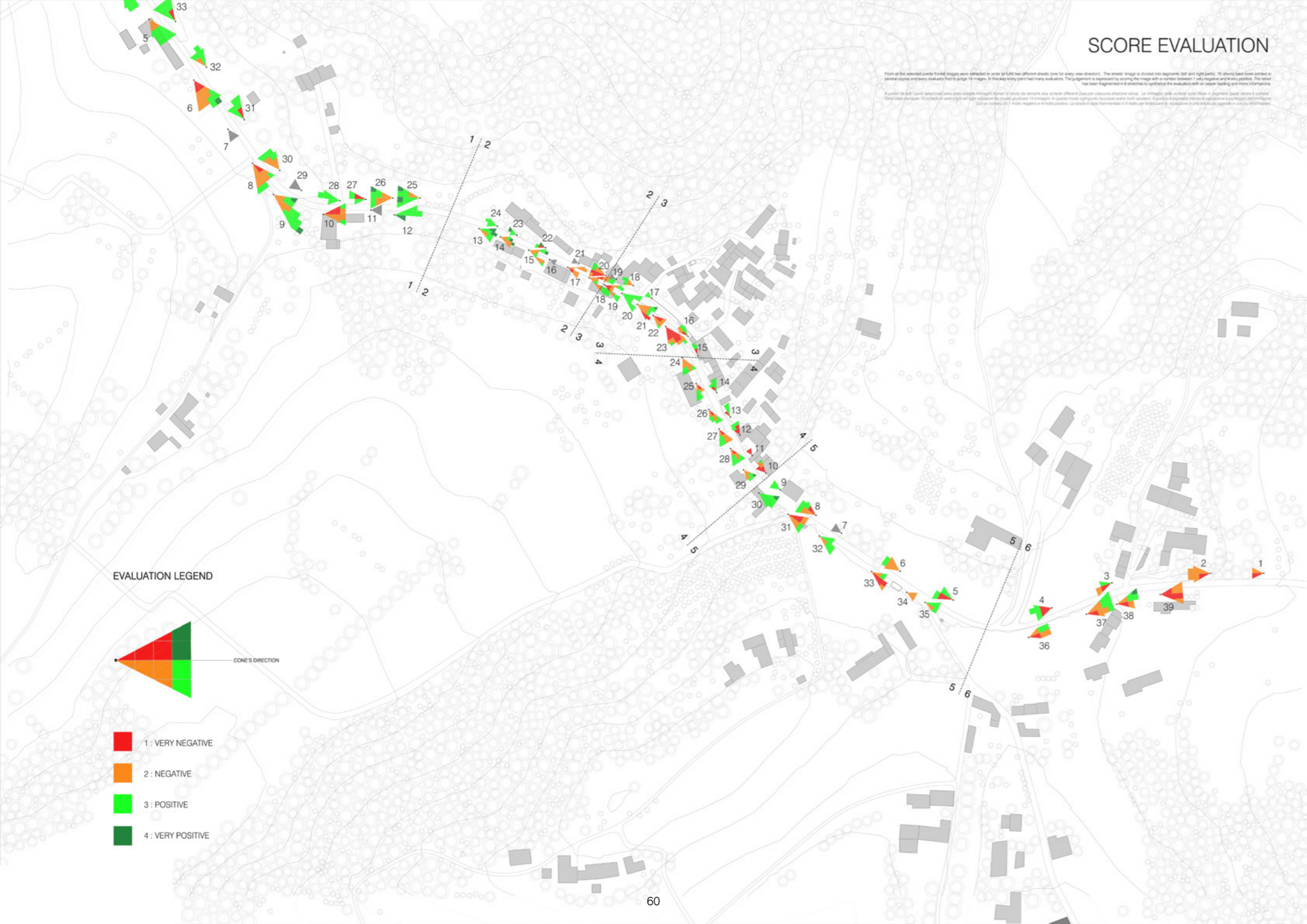


Different visual representation methods were tested to allow an **easy reading of the evaluations**. We have chosen to indicate on the plan the sections, the shooting points, the frames and the relative optical cones; the latter are represented with triangles open towards the view direction and contain an orthogonal grid inside which each portion represents a unity of view which is also the evaluation expressed by each observer through different colors. Greens indicate positivity, while reds indicate negativity. As you can check in the **panel "Score Evaluation"** the road has been divided in 6 stretches, characterized by all the view points in each direction (north-south, south-north), 39 and 37 view points, in total. Every view point has his own triangle with all the evaluations, and the Total average Value (TaV).

(on the right) A first handmade map with all the evaluations

(on the next pages) Summary representation on the map, check Panel "Score Evaluation"





SCORE EVALUATION

From all the selected points, 36 points were selected in order to fill two different sheets (one for every view direction). The sheets are divided into segments (left and right parts). 10 sheets have been printed in several copies and every evaluation sheet is given to 10 people. In this way every point has many evaluations. The judgement is expressed by scoring the image with a number between 1 (very negative) and 4 (very positive). The sheet has been fragmented in 6 sheets to facilitate the evaluation with an easier reading and more information.

A partire da 36 punti selezionati sono state estratte 36 immagini di punti da sempre due schede differenti (una per ciascuna direzione visiva). Le immagini delle schede sono state in 10 copie e distribuite a 10 persone. In questo modo ogni punto viene valutato da 10 persone. Il giudizio è espresso con un numero compreso tra 1 (molto negativo) e 4 (molto positivo). Le schede di ogni valutazione si dividono in due parti per facilitare la valutazione in una lettura più agevole e con più informazioni.

III.IX THE SIX STRETCHES : RESULTS



The results of the mathematical calculations of all the assessments provided are listed here:

STRETCH 1

south-north direction
 lowest result: point 36
 highest result: point 25

north-south direction
 lowest result: point 10
 highest result: point 9

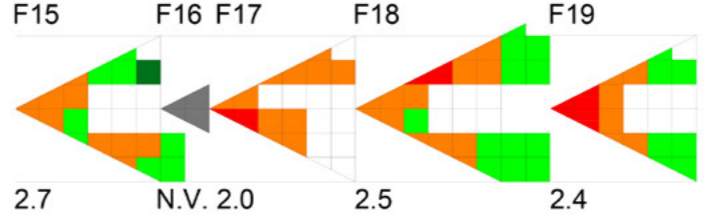
stretch 1 total average: 2,41

STRETCH 2

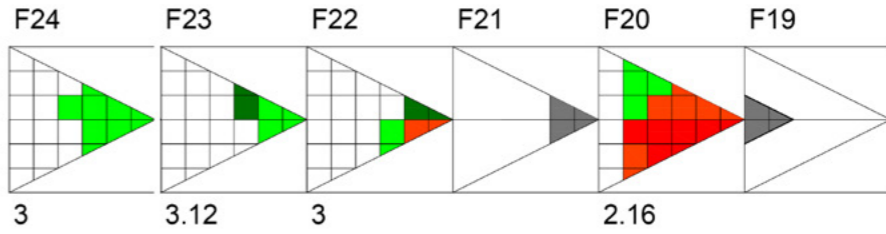
south-north direction
 lowest result: point 20
 highest result: point 23

north-south direction
 lowest result: point 17
 highest result: point 13

stretch 2 total average: 2,70

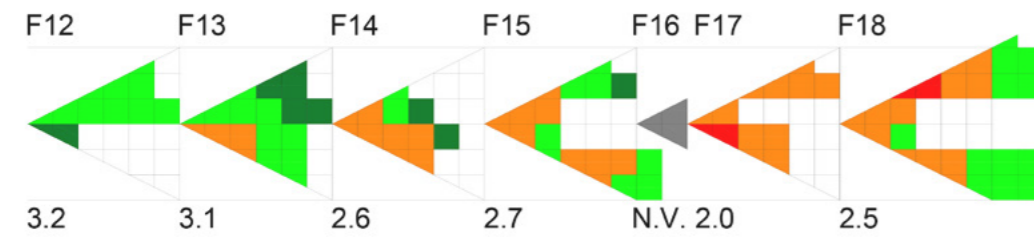


STRETCH 1
North-South

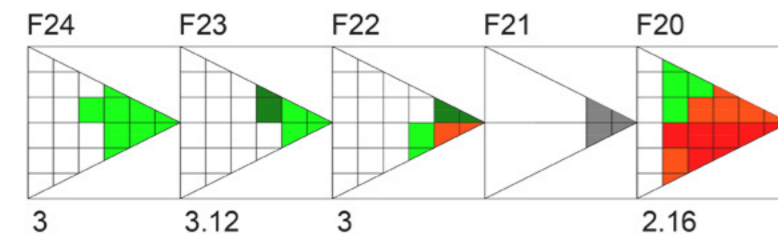


STRETCH 1
South-North

STRETCH 2
North-South



STRETCH 2
South-North



STRETCH 3

south-north direction
lowest result: point 16/18
highest result: point 15

TaV 2,62
TaV 2,60
TaV 2,30

north-south direction
lowest result: point 23
highest result: point 20

TaV 2,20
TaV 1,50
TaV 3,00

stretch 3 total average: 2,41

STRETCH 4

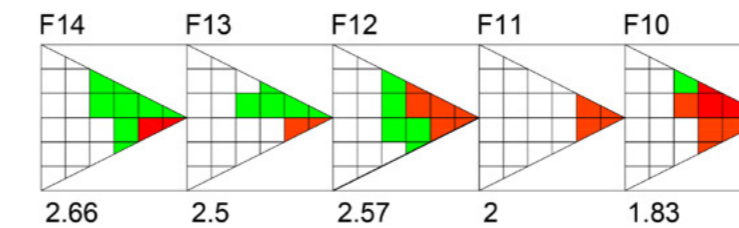
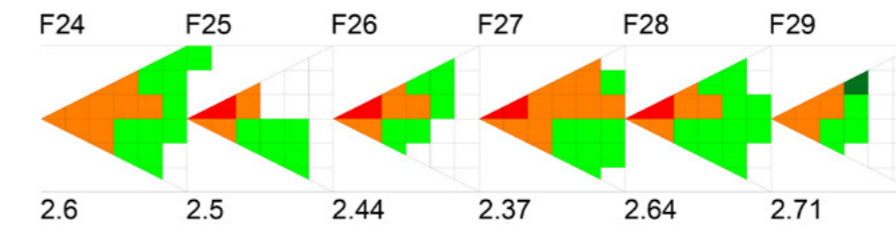
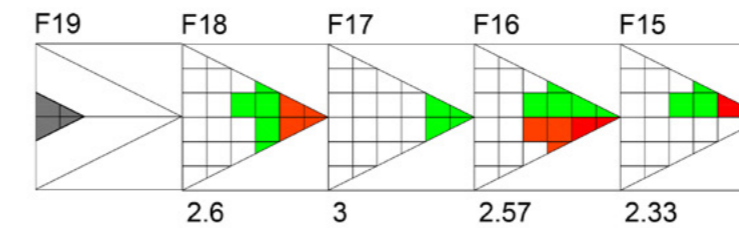
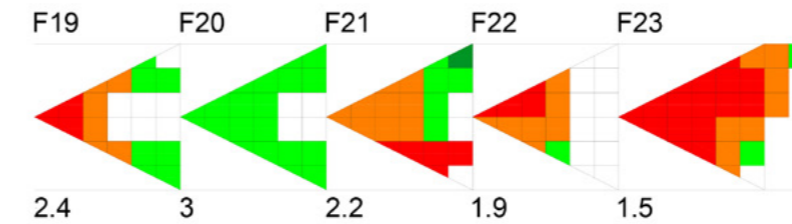
south-north direction
lowest result: point 10
highest result: point 14

TaV 2,31
TaV 1,80
TaV 2,70

north-south direction
lowest result: point 26/27
highest result: point 29

TaV 2,58
TaV 2,40
TaV 2,70

stretch 4 total average: 2,45



STRETCH 3
North-South

STRETCH 3
South-North

STRETCH 4
North-South

STRETCH 4
South-North

STRETCH 5

south-north direction
lowest result: point 6/8
highest result: point 9

TaV 2,56
TaV 2,30
TaV 3,00

north-south direction
lowest result: point 31/33
highest result: point 30

TaV 2,53
TaV 2,10
TaV 3,10

stretch 5 total average: 2,55

STRETCH 6

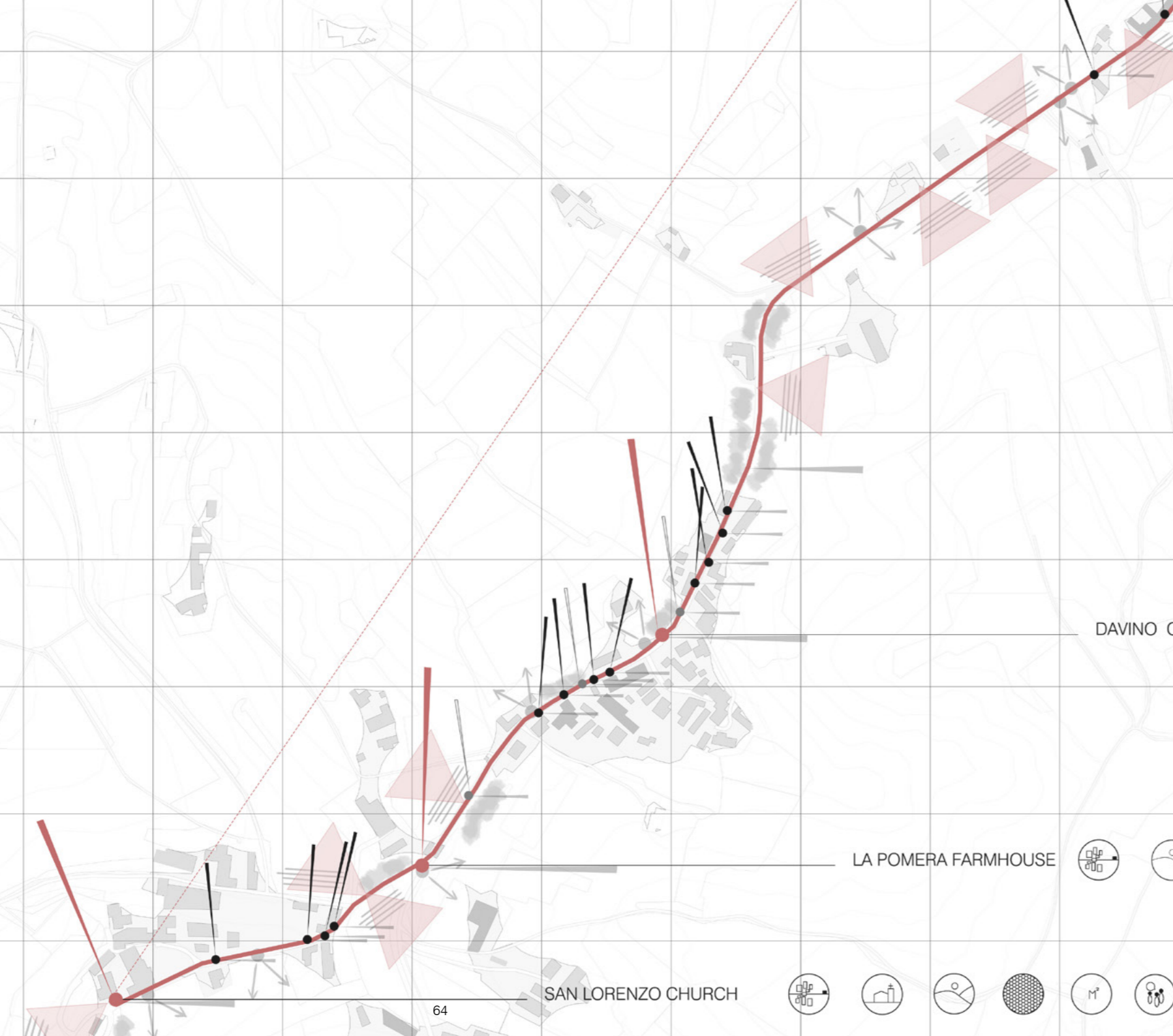
south-north direction
lowest result: point 1
highest result: no
positivity

TaV 1,93
TaV 1,50
TaV no

north-south direction
lowest result: point 39
highest result: point 38

TaV 2,10
TaV 1,50
TaV 2,50

stretch 6 total average: 2,00



SAN LORENZO CHURCH

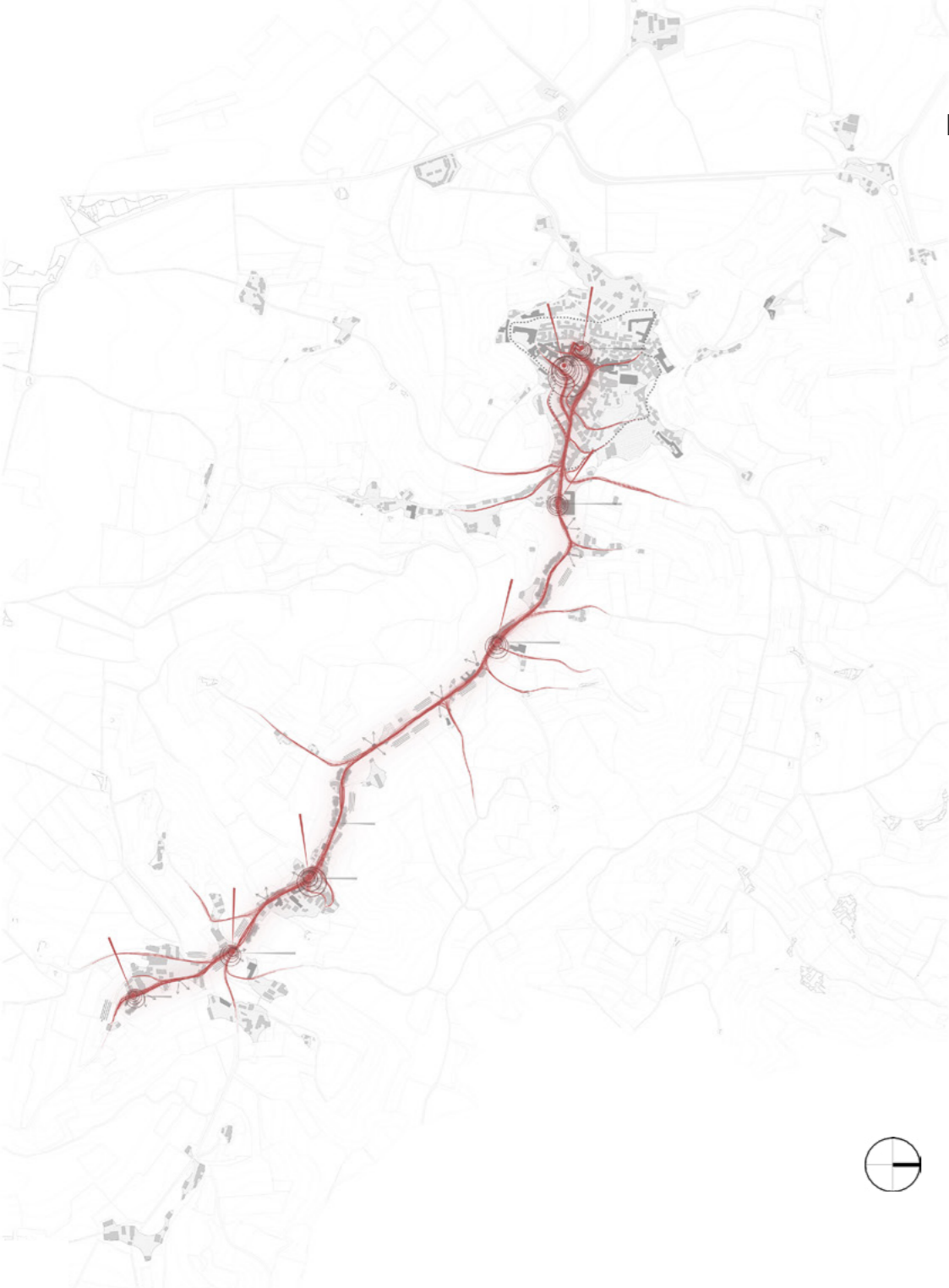


LA POMERA FARMHOUSE



DAVINO CROSSROAD





IV.I ACUPUNCTURE



Acupuncture: is a socio-environmental theory that combines contemporary urban design with traditional Chinese acupuncture, are selected through analysis of aggregate social, economic and ecological factors, and are developed through a dialogue between designers and the community. Just as the practice of acupuncture is aimed at relieving stress in the human body, the goal of acupuncture is to relieve stress in the built environment. An acupuncturist will insert needles into a person's body with the aim of balancing their energy. This, it is claimed, can help boost wellbeing and may cure some illnesses. Produce small-scale but socially catalytic interventions into the city's fabric. Good acupuncture is about understanding places better, understanding that one city is not like the other, understanding what it is that is missing in a neighborhood before. A simple, focused intervention can create new energy, demonstrating the possibilities of a space in a way that motivates others to engage with their communities. Through this technique our goal is to revitalise and activate the rural life that can satisfy people's different needs for activities and strengthen the local citizens' cultural identity for their special history, and improve the connection and the continuity between Vignale Monferrato and other two towns. By doing this, ex-



ploiting the existing UNESCO heritage, enhancing it and making it more attractive like the heart of the body.



(on the left). Energy flow diagram (on the left) Urban acupuncture by J.Lerner (on the top)

IV.II RED NEEDLES



The "body" of the project area contains some core points which have some identified values. These points, stronger than the rest, are the main organs from which secondary peripheral organs radiate. They need more care and attention because they are subjected to more important interventions but they already provide potentialities as energy flows' catalysts. The main issues of the body of the project road can become its strongest potentialities. In order to do that, the first step is to treat the wounds, by understanding which are the major diseases which affect the main organs of the body. So we proceeded with an X-ray of the organs, underlining the most critical, sick parts.

Infernot entrance

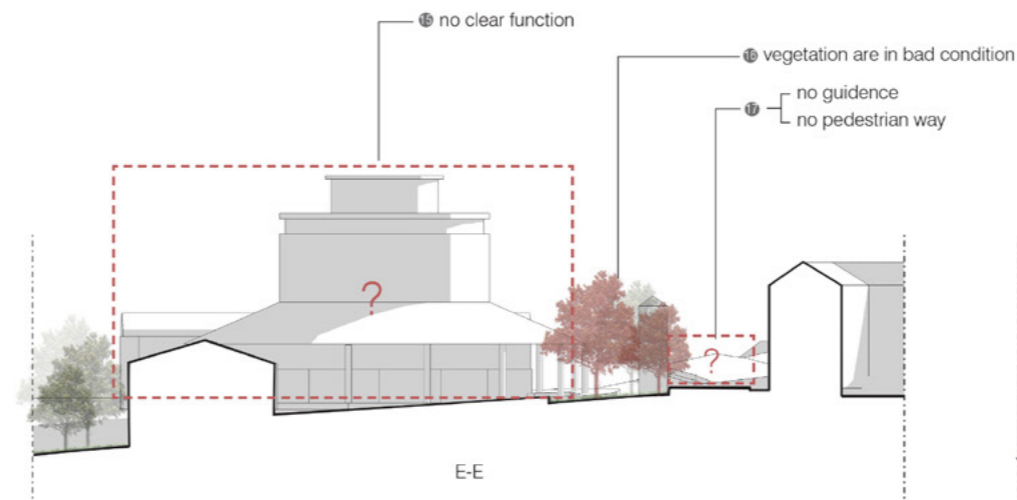
Problem: infernot as a important place to show the local vine culture and history, its front square only used as a school playground. There is no interactions between infernot and the square. The square has no identity.

Reason: Through redesigning the front square of infernot, it can attract more people to know the local wine culture and history, especially for young generation.

Davino crossroad

Problem: as the "square" of Davino, it does not consider the needs of pedestrians. The travelling lines of people and cars are overlapped, which puts people in danger.

Reason: through separating the travelling



E-E

lines of cars and people, the entrance can be safer for pedestrians. Since Davino doesn't have a public area, redesigning the crossway can offer more opportunities for different activities.

Abandoned factory

Problem: it is abandoned and it doesn't give any value to the surroundings

Reason: since it is located in the entrance of the Vignale Monferrato, through giving it new functions, it can satisfy contemporary needs of people and attract more people to come to the town.

Vine factory

Problem: no interactions with surroundings and people

Reason: it is the only wine factory along the road, so it's a good place to show local vine production skills.

Farmhouse

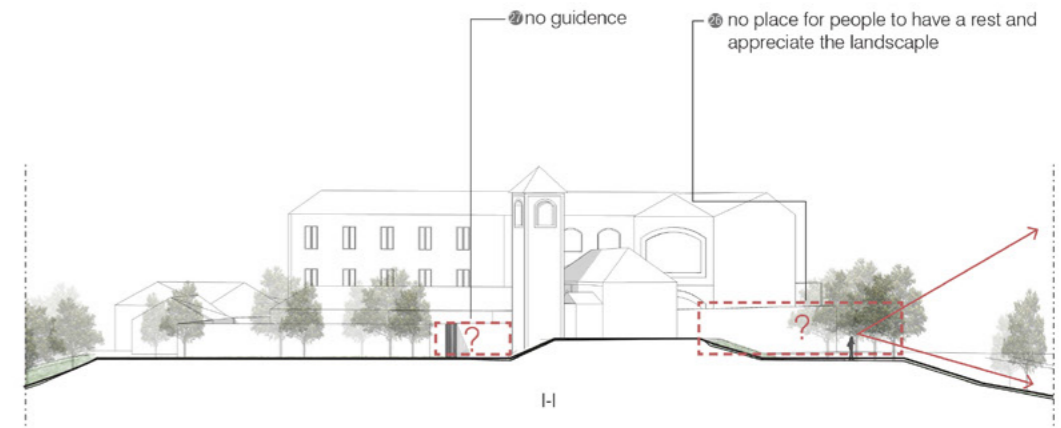
Problem: no interactions with surroundings and people

Reason: a good strategic place to show the local food culture

Historical San Lorenzo Church

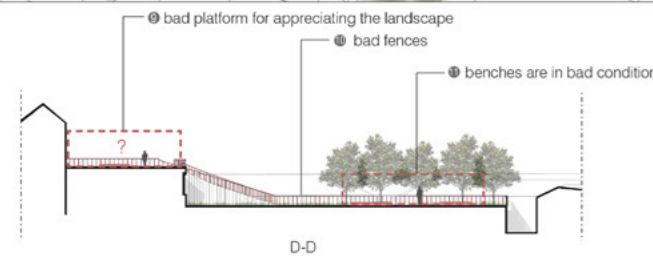
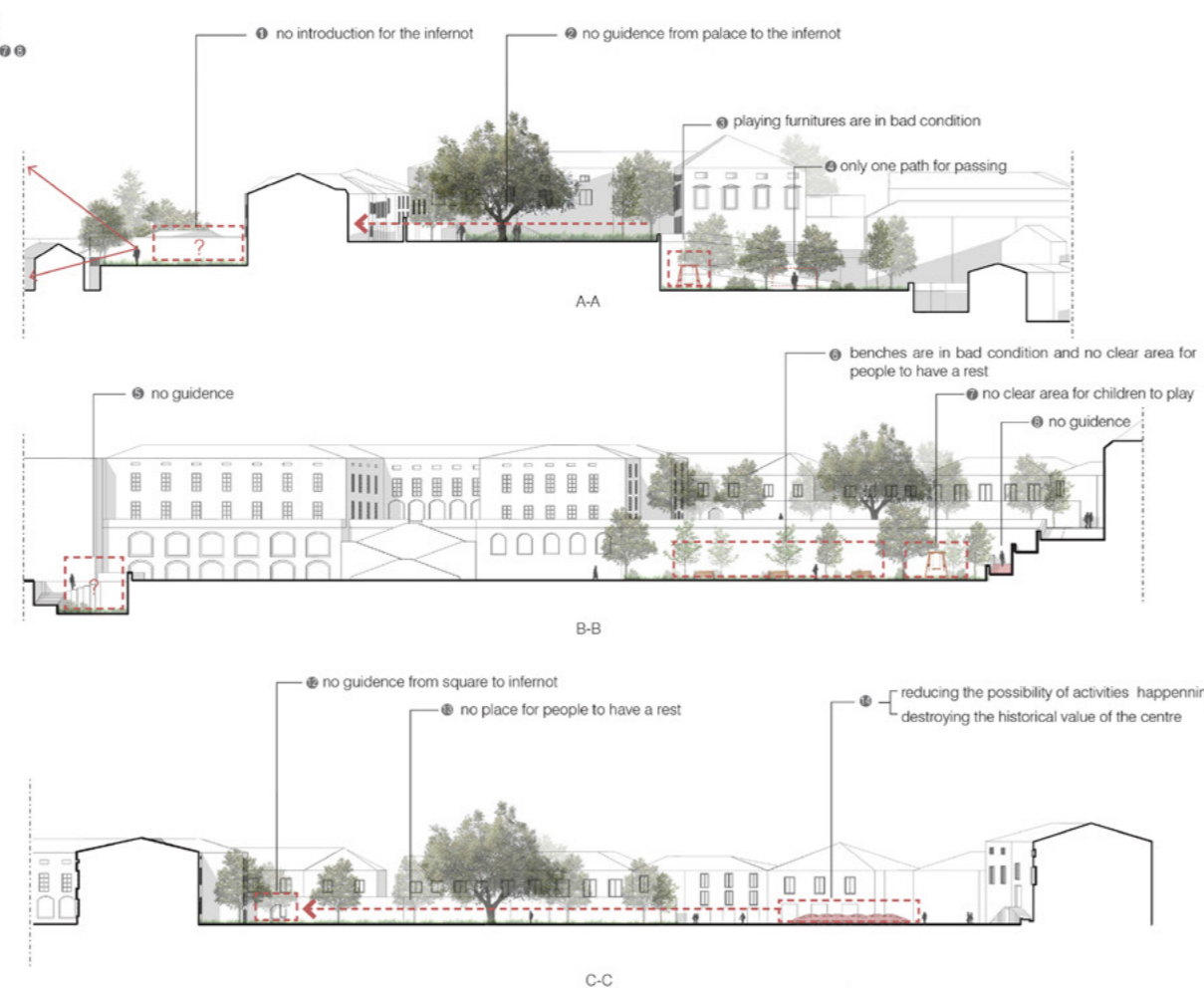
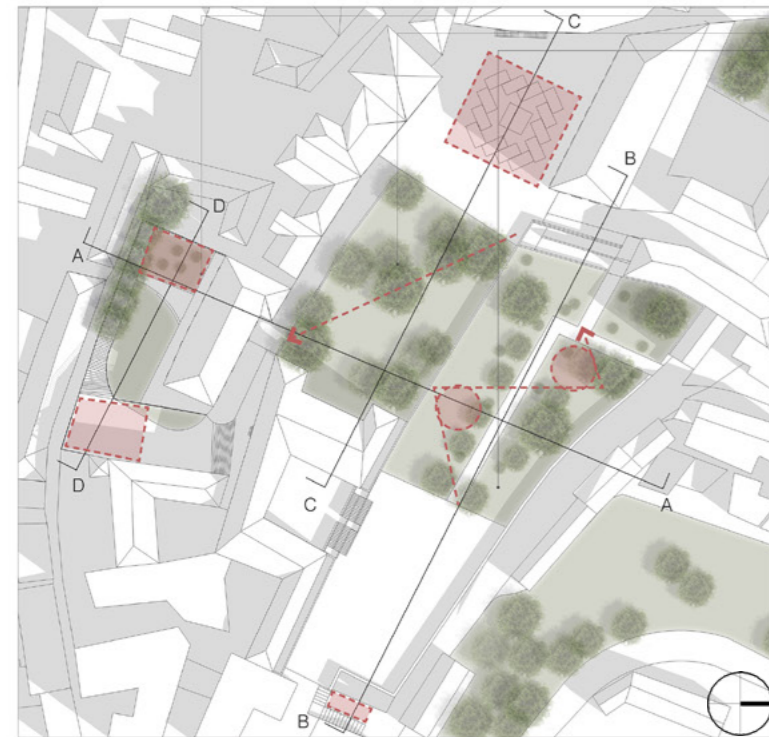
Problem: no rest area for people to stop and appreciate the landscape

Reason: good place to appreciate the rural landscape.



H-H

IV.III SMALL SCALE PROJECT : UNESCO INFERNOT



The architectural project area is the hearth of the system, a place which already contains a strong identity, a witness of local tradition, and a UNESCO heritage. This place, despite its strong cultural meaning, it is not properly valorized. It has strong potentialities such as a central position and a precious panoramic view in front of the school. With some analysis and clever stratagems we try to do justice to this place and make it attractive. The choices we made are all the result of our previous analysis about environmental factors such as the winds trend and albedo. We decided to protect the area from cold winds which come from north and hit in the project area. Considering that precipitation and humidity in this area do not have much impact, the effects of solar and wind are relatively seriously. It's more useful to analyze solar and wind here. These two red arcs represent the path of the sun in winter and summer, and it is clear that the summer's range is wider than in winter. In the summer, the sunrise is early, the sunset is late, it is 5:00 am and 8:00pm, and the winter is just the opposite, 8:00am and 5:00pm respectively. About the wind, there is a wind as a prevailing wind from North all the years, and in winter, winds come from the northwest is very strong, with high speed, and in the summer, the wind also will come from the northeast. We think



All surfaces defining urban spaces, absorb and reflect the solar radiation



think the entrance of infernot has good potentiality, so we focus on this place, do more detailed site analysis about it. Firstly, is shadow analysis. We did a 12-month shadow analysis of this place at three time points. 10:00am, 12:00am, 16:00pm, we thought these time points which are people like going out. We found that the sun light in this place is very abundant, and most of the time it is exposed to the sun, except for the very cold mornings of winter. What's more, we analyzed its pedestrian pathway, and along this pathway, what view pedestrian can see, and the present devices, and last one is wind analysis, because as we shown in the previously, the north wind is a prevailing wind, people who stand here will always fell wind, especially in winter. Then, we do the albedo analysis here. We understood that the albedo of these materials is not very high. The grass, the brick, make these area looks a little bit down. There is a unofficial saying, the albedo of the objects is more close to the skin, the more comfortable we feel. The albedo of skin is 50. That's why we choose wood when we design the platform. After all these previous analysis, we starting to design this part. Firstly, along the visit way, we create a green wall with light system to guide visitor come here, both in

(on the left) . Albedo study of the project area



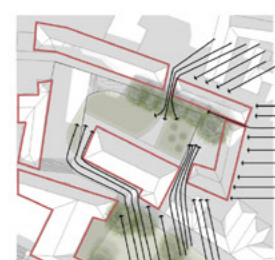
PEDESTRIAN TRAFFIC



VIEW FROM SITE



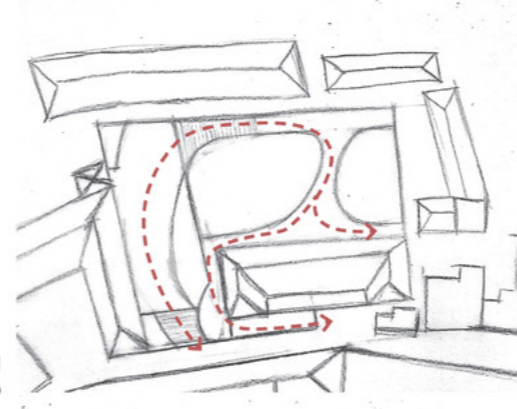
INFRASTRUCTURE ANALYSIS



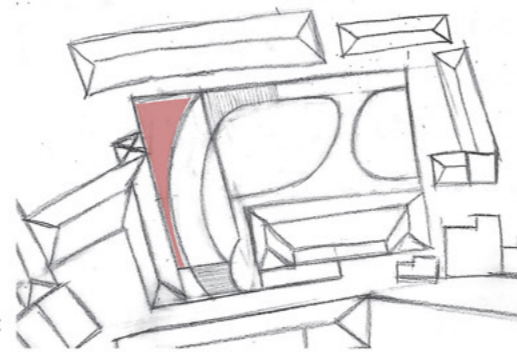
WIND ANALYSIS

the night and day . It enhances the recognition of infernot, and open the corner of this square, **guide people to go through the site**. And for platform, we separate the passing area and the rest area, make them not bother each other. For rest area, We designed a wooden platform with steps, These steps have a certain width, and people can use them as benches to sit on top and enjoy the panorama without standing in front of the old fences. Considering our wind and solar analysis, we found that the site always has sunlight in the winter ,so we add benches here for people rest and also put **some trees here ,for prevent wind**, to make people more comfortable and to screen the unpleasant wall on the north. In this case, the **wall** can become also a “**piece of art**” , it can be painted by an artist or by the children of the school. In consequence, with the trees in front of it, it can give birth to a new way of experiencing the area, in the north side.

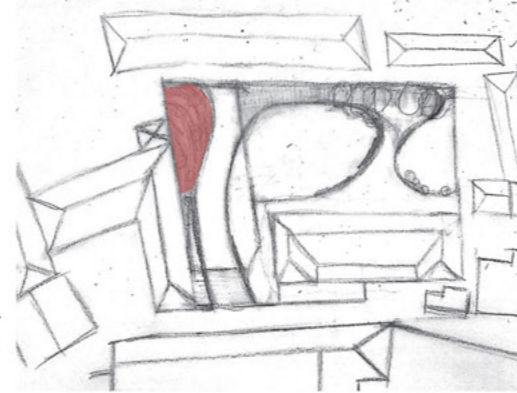
Site very first analysis (on the left)
First sketches of the new design (abreast)



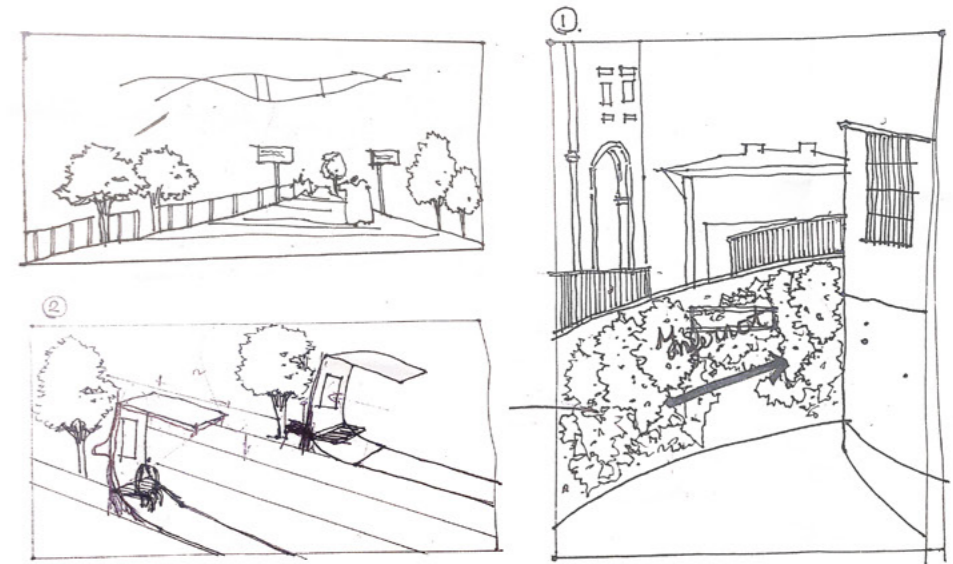
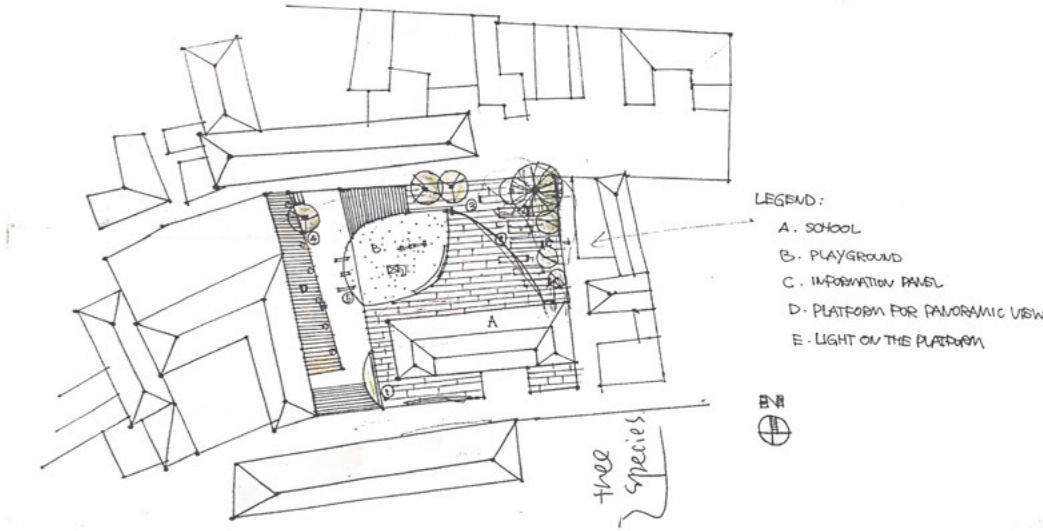
open the corner and guide people to go through the site



separate the passing area and the rest area



make a platform for people to have a rest



IV.IV BLACK NEEDLES



As a doctor, the acupuncturist will insert needles into a person's body with the aim of balancing his energy. This, it is claimed, can help both wellbeing and may cure some illnesses. Some of the diseases are less deep compared to others and affect some common places of the typical section of the road. We divided them in 4 main categories : the illnesses of the walls, the illnesses of the road, the illnesses of the fences and the illnesses of vegetation.

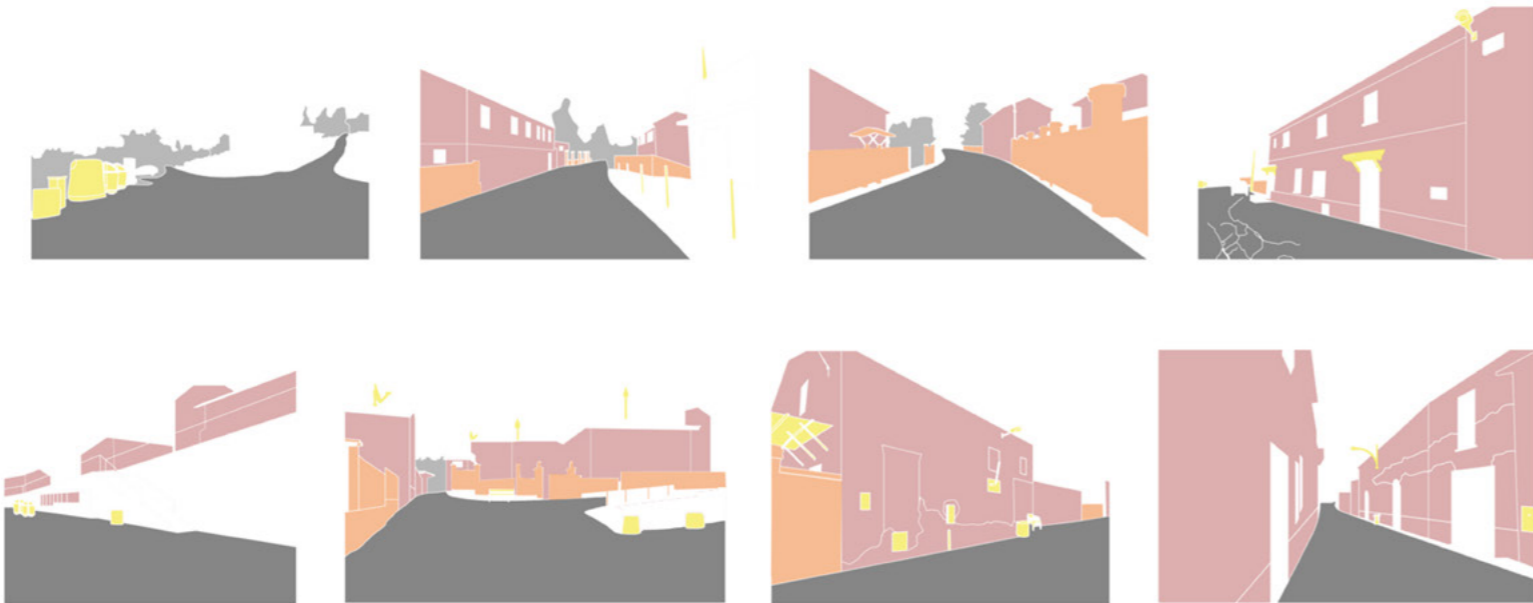
After having analyzed more general diseases linked with the landscape quality aspect of the street, we go more in deep, by analyzing each problem more in detail in order to provide the correct medications. Before doing that, it is fundamental to establish a severity grade scale, to understand the priority of the interventions and so, what to operate more fast, what can wait.

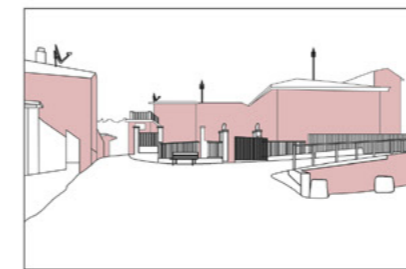
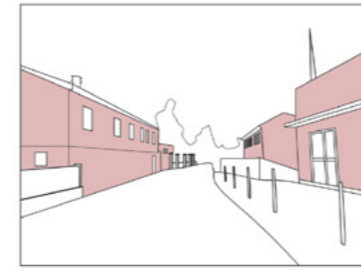
After a scrupulous X-ray analysis of the disturbances afflicting the body of the road, follows the proposal of some small, repetitive interventions with little impact, which however can give a much more pleasant image, albeit with slight expedients. We tried to simulate the new image of the road through simple diagrams, but designed to the original photos. The change, albeit slight, of the action of soft acupuncture is evident. And this is pre-

(above). Severity grade scale
Scheme of the road body diseases

LANDSCAPE QUALITY ILLNESSES

- 1. Disturbing objects :** furnishing objects such as rubbish cans, street lamps, antennas etc. located in the street or on the façades without any criteria
1. Oggetti disturbanti : oggetti di arredo come bidoni, lampioni, antenne ecc. situati sulla strada o sulle facciate senza alcun criterio
- 2. Vegetation :** parts where it worsens the quality of the lanscape without a correct pruning
2. Vegetazione : parti in cui peggiora la qualità del paesaggio senza una corretta potatura
- 3. Road surface :** the asphalt is always damaged by cracks and malfunctions, lack of sidewalks and space for collectivity
3. Manto stradale : l'asfalto è perennemente danneggiato da crepe e malfunzionamenti, assenza di marciapiedi e spazio per la collettività
- 4. Fences :** affected by lack of homogeneity and absence of an aesthetic criterion
4. Recinzioni : affette da mancanza di omogeneità ed assenza di un criterio estetico
- 5. Façades :** the walls materials suffer from some pathologies of varying severity
5. Facciate : i materiali murari soffrono di alcune patologie di diversa severità





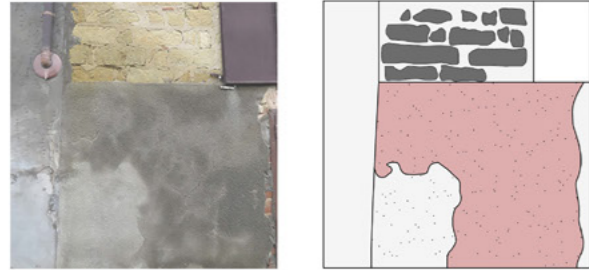
precisely the meaning of black needles.
STRATEGIES

The goal of the following strategies is to improve the quality of the landscape. The black needles are intended to perform a soft acupuncture that allows to obtain the maximum result with minimum effort

1. removal of urban furniture objects that disturb the landscape quality of the place in cases where shielding is not effective or it is not possible. In cases where removal is not possible, try to keep a uniform image as much as possible
2. Artificial or vegetable shielding or combined to hide objects
3. Vegetation intended as a decorative element but also an element to be treated with careful pruning
4. Arrangement of the road surface or complete remake of the same with the addition of sidewalks for pedestrians
5. Interventions on the facades of the buildings, for further information see

(on the left). Facades problems and foto, followed by our proposals (on the left)

5.A RISING DAMP



The water present in the subsoil dates back to the foundations of the building. The most sensitive materials to this phenomenon are brick and tuff

L'acqua presente nel sottosuolo risale dalle fondamenta dell'edificio. I materiali più sensibili a questo fenomeno sono il mattone e il tufo

PROBLEMS

Health problems: mold is a fungus that feeds on moisture
Problemi alla salute: la muffa è un fungo che si alimenta con l'umidità

Static problems: deterioration and weakening of the structure
Problemi statici : deterioramento ed indebolimento della struttura

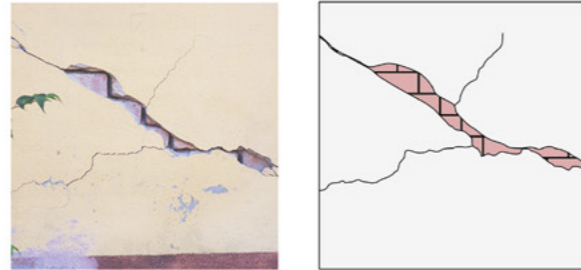
Economic problems: thermal insulation is compromised
Problemi economici : l'isolamento termico risulta compromesso

Aesthetic problems: unraveling of the plaster, swelling and peeling of the paints
Problemi estetici : distacco dell'intonaco, rigonfiamento e scrostamento delle pitture

SUGGESTIONS

Do not: work on an unhealthy substrate, use plasters that are not dehumidifying, direct contact with the sidewalk, cover the surface of tiles, marble or other unsuitable materials
Evitare : lavorare su un supporto non sano, usare intonaci che non siano deumidificanti, il contatto diretto con il marciapiede, rivestire la superficie

5.B WALLS' CRACKS



The cracks are unsightly and increase the risk of moisture. They can be caused by moisture and compromise the supporting structures

Le crepe sono antiestetiche e aumentano il rischio di umidità. Possono essere causate dall'umidità ed compromettere le strutture portanti

PROBLEMS

Static and structural problems: they can be signs of structural failure
Problemi statici e strutturali : possono essere segni di cedimento strutturale

Economic problems: thermal insulation is compromised
Problemi economici : l'isolamento termico risulta compromesso

Aesthetic problems: deterioration of the wall with consequent deterioration of the appearance
Problemi estetici : deterioramento della parete con conseguente peggioramento dell'aspetto

SUGGESTIONS

Do not: act without understanding the nature of the crack and its severity. Start the work without a structural check, underestimate the cracks from plaster, forget to check the less important cracks. Avoid the "do it yourself", contact an expert
Evitare : agire senza capire la natura della crepa e la sua gravità. Iniziare i lavori senza un check up strutturale, sottovalutare le crepe da intonaco, dimenticare di controllare le crepe meno importanti. Evitare il "fai da te", rivolgersi ad un esperto

5.C PULVERIZATION



Decohesion which manifests itself with the spontaneous fall of the material in the form of dust or granules due to microorganisms

Decoesione che si manifesta con la caduta spontanea del materiale sottoforma di polvere o granuli a causa di microrganismi

PROBLEMS

Static and structural problems: reduction of the mechanical strength
Problemi statici e strutturali : riduzione della resistenza meccanica

Aesthetic problems: worsens its characteristics, even under the conservative profile. The morphology of the artefact is lost
Problemi estetici : peggioramento delle caratteristiche, anche sotto un profilo conservativo. La morfologia del manufatto è perduta

SUGGESTIONS

Do not: sin of excess. Intervening even in the sections not seriously compromised with the consolidant, do not consider the healthy part of the product. Act without verifying the compatibility between materials
Evitare : di peccare di eccesso . Intervenire anche nei tratti non gravemente compromessi con il consolidante, non considerare la parte sana del manufatto. Agire senza verificare la compatibilità tra materiali

5.E CHROMATIC ALTERATION



Alteration that manifests itself through the variation of one or more parameters: tint, clarity or color saturation

Alterazione che si manifesta attraverso la variazione di uno o più parametri : tinta, chiarezza o saturazione del colore

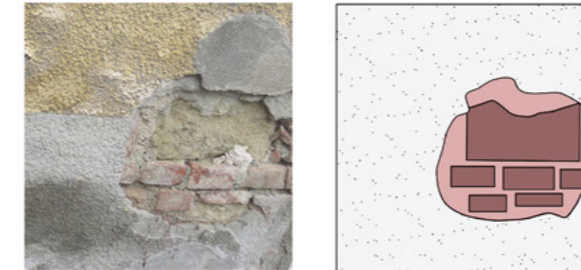
PROBLEMS

Aesthetic problems: interruption of the continuity of the surface
Problemi estetici : interruzione della continuità della superficie

SUGGESTIONS

To do : careful visual diagnosis by the operator to understand the extent of degradation and choose the right type of intervention. Possible color restoration
Da fare : attenta diagnosi visiva da parte dell'operatore per comprendere l'entità del degrado e scegliere il giusto tipo di intervento. Eventuale ripristino del colore

5.D MISSING PARTS



Falling and loss of parts with highlighting of the innermost layers

Caduta e perdita di parti con messa in luce degli strati più interni

PROBLEMS

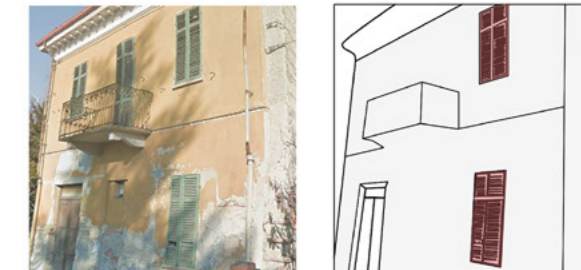
Static problems: deterioration and weakening of the structure
Problemi statici : deterioramento ed indebolimento della struttura

Aesthetic problems: interruption of the continuity of the surface
Problemi estetici : interruzione della continuità della superficie

SUGGESTIONS

To do : Careful observation of the affected portion to understand if it derives from a lack of maintenance or other reasons. Proceed with a possible reintegration using a previous cleaning
Da fare : Attenta osservazione della porzione interessata per comprendere se essa deriva da una mancanza di manutenzione o da altre ragioni. Procedere con un eventuale reintegro utilizzando una pulitura precedente

5.G FRAMES



The fixtures appear degraded and in some points missing, compromising the vertical closures of the building envelope

Gli infissi si presentano degradati e in alcuni punti mancanti, compromettendo le chiusure verticali dell'involucro edilizio

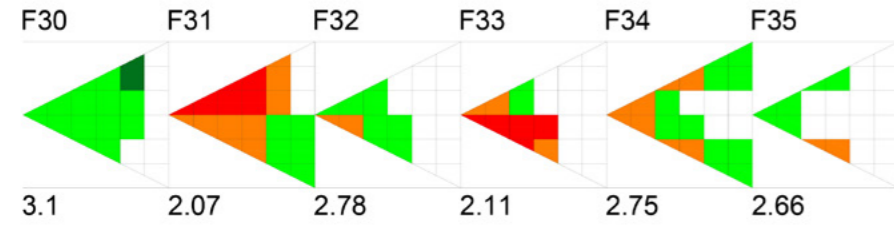
PROBLEMS

Aesthetic problems: worsening of the overall vision
Problemi estetici : peggioramento della visione di insieme

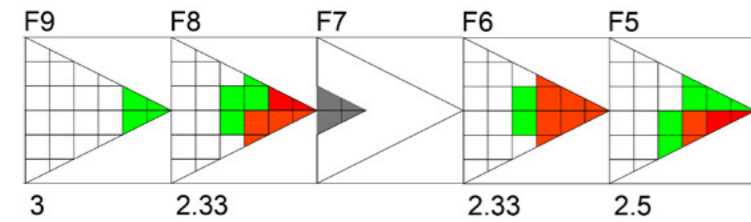
SUGGESTIONS

To do : replacement of damaged fixtures with new fixtures created tailored in line with local materials and colors
Da fare : sostituzione degli infissi danneggiati con infissi nuovi creati su misura in linea con materiali e colori locali

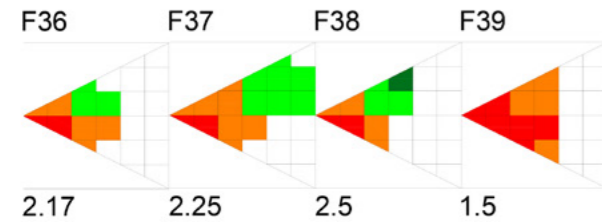
IV.V OVERALL WEAKNESSES : CENSUS



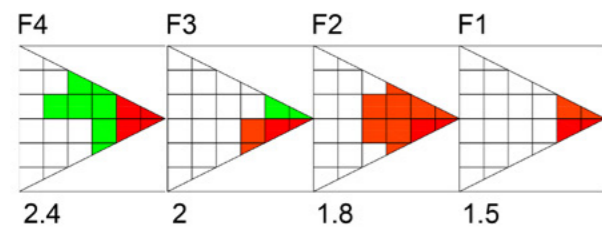
STRETCH 5
North-South



STRETCH 5
South-North



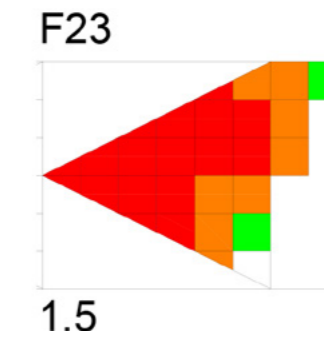
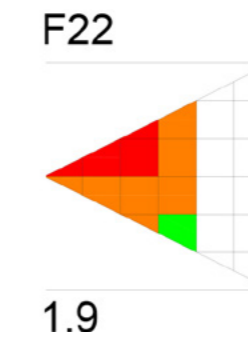
STRETCH 6
North-South



STRETCH 6
South-North

In general, we can consider the weaknesses of the whole road axis and then concentrate on the problems of the individual stretches. As a first observation of each image that has been submitted to the judgment of residents and external evaluators, it is possible to state that they are **anonymous** images, without any particular peculiarity. This condition is, however, in contrast to the context. Indeed, we must not forget that this is a UNESCO area site, the wine-growing landscapes should make the route unique and inimitable. On the contrary, we are faced with a road axis devoid of life, of details. Even for the residents, these places seem to have become **silent, indifferent**, any place. However, they must be listened to, noticed in their thousand facets and stratifications, in their relationships that constitute an invisible, daily reassuring plot. So the aspect that absolutely all images have in common is anonymity. These places could be anywhere, **nothing** characterizes them and links them to the particular context in which they are really located. Going into detail of the road instead, we can see how some aspects that greatly worsen the pleasantness of the route and its functionality. We can therefore relate to the concepts of black needles studied

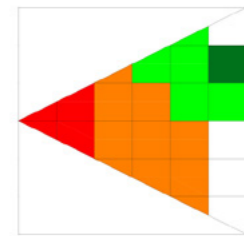
previously, since these problems concern the diseases of the quality of the landscape. The landscape quality illnesses can concern the facades problems, the walls materials, which suffer from some pathologies of varying severity. Or can concern the **fences illnesses**, affected by **lack of homogeneity** and absence of aesthetic criterion. Or, in a third case, a specific point, vegetation worsens the quality of landscape without a correct pruning. Also disturbing objects and bad road surface condition contribute to the unpleasantness of the route. **Disturbing objects** like rubbish bins, benches, **arranged without any criteria** are always in a state of neglect. In the image 15 of stretch 3, in south-north direction for example, the long concrete retaining wall has been considered negative (TaV 2,30). In fact this image contains unpleasant billboards in sheet metal and some rubbish bins. In addition, the houses adjacent to the site are **degraded and dishomogenous**. The image 22, so the same place but in the opposite direction (north-south direction), is considered even worse with an evaluation of 1,90. Picture 23, the following one, characterized by some houses, is the lowest score of all the stretch, with an average of 1,50. stretch 3, as well as the central



section of the system, proves to be the most fragile, together with the “extreme” stretches, i.e. stretch 1 and stretch 6. The **problems** are therefore **concentrated on the limits** and in the **heart of the road**. Route 3, particularly in a north-south direction, has an average value of 2.20, which is very low compared to the adjacent sections 2 and 4, which both have an average value of 2.58. Section 3 is about the centre of Davino, a small village with residential houses, farmhouses and some private green areas. The only common space is the widening characterized by the concrete wall, which, however, following the evaluations, proves to be the weakest element. It can therefore be said with certainty that this is precisely the site to be enhanced, valorized and improved, both as a common space itself and as the most critical part of an entire system. The acupuncture technique can help us in this, suggesting **small improvements** in order to make the space more **pleasant** and consequently improve the surrounding area. As far as the “extreme” areas are concerned, **sections 1 and 6** suffer the most from the problem that actually unites the entire road axis: **anonymity**. For example, if we look at route 1, the one that serves

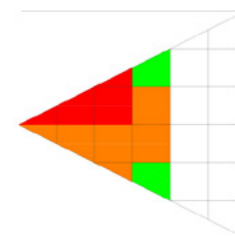


F6



2.3

F10



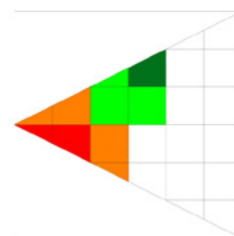
2

as the entrance to the Davino aggregate, we can verify that the score evaluation of the north-south direction contains several points considered negative: 1,6,8,10. Their scores vary from an average of 2.40 to 2.00 and always concern the same subject, a road in the middle of a rural agricultural landscape, with some traces of vegetation. We can deduce that the problem in this case does not concern a specific point, as in the case of the widening of section 3, but a dilute problem along the entire road axis. Surely in these cases there is no need to upset the road layout, nor to think of extravagant methods of solution. We will therefore resort to a light, non-invasive intervention, such as that proposed by the black needles. The same is true of the other extreme, stretch 6, which suffers from the same diseases. In particular, in a south-north direction, the average total value is 1.93, which is very negative. In this section, in fact, there is no trace of positive evaluations, except for point 38, the only point out of 8 to have an evaluation at the limit of positive, of 2.50.

(abreast) picture, sketch and evaluation of stretches' points



F38



2.5

IV.VI STRETCHES 1,6 : THE EXTREMES' PROBLEMS



As previously highlighted, the extremes stretches are the most problematic, together with stretch 3. Stretch 1 represents the most used entrance to Davino (coming from Vignale), while stretch 6 is the way out or still the entrance (coming from Cuccaro). Both mirror sections are sparse and connect important aggregates, separated from the main path. Therefore their main function is connection. But, in this particular case, the connection takes place along a road in a panoramic position, which overlooks the vineyards. In these sections, vineyards are more recognizable, due to the 360 degrees field of view in most cases. We have previously explained the criteria by which vineyards landscapes have become part of the UNESCO World Heritage. They represent the identity of the place and make it unique. Consequently, they also make this road and its spectacular panorama unique. In these stretches, where there are NO particular visual barriers, you have full opportunity to admire the UNESCO heritage, to experience it first-hand. It should be noted that these landscapes do not appear only fleetingly, as is the case in some points of the central sections. The views in these cases are far from hidden, they are purified of obstacles. In conclusion, we would expect a more than

positive evaluation in the points belonging to these sections, given the great landscape value they contain. But on the contrary, we find the lowest ratings ever. The first reason has already been illustrated above, and it could be the lack of "character" of the road, and it is quite anonymous and tasteless. We indicate below the arithmetic averages calculated for both routes:

STRETCH 1:

south-north direction TaV 2,62
lowest result: point 36 TaV 2,25
highest result: point 25 TaV 3,14

north-south direction TaV 2,20
lowest result: point 10 TaV 2,00
highest result: point 9 TaV 2,90

stretch 1 total average: 2,41

STRETCH 6

south-north direction TaV 1,93
lowest result: point 1 TaV 1,50
highest result: no TaV no
positivity

north-south direction TaV 2,10
lowest result: point 39 TaV 1,50
highest result: point 38 TaV 2,50

stretch 6 total average: 2,00

Stretch 6 contains the lowest total average of all the routes analyzed. In fact, the average of the lowest points in both directions is the lowest of all the other routes. Even in a south-north direction, there is never a positive average rating for any of the points selected. All assessments in this direction are negative. Indicatively, stretch 6 can be considered the most problematic of all, the weakest, it has the lowest scores. In comparison, route 1 has more positive evaluations, which are not enough to align it with central stretches such as 2 or 4. It is interesting to note that in route 1, in a north-south direction, the only image where the view is wide and without visual obstacles such as houses or fences (point 10), is the lowest SCORE of the whole route (TaV : 2,00). The image is very similar to point 6, also evaluated negatively. Point 6, however, presents a construction in the distance, and does NOT present any visual vegetative obstacles like shrubs, trees or bat-

6

TaV 2,30



STRETCH 1
North-South

10

TaV 2,00



STRETCH 1
North-South

IV.VII STRETCH 3 : THE CORE PROBLEM

1 TaV 1,50



STRETCH 6
South-North

38 TaV 2,50



STRETCH 6
North-South

tered hedges. On the contrary, point 10, has no reference to buildings, but presents only **vegetation** in a clear state of **abandonment**, in disorder and without any kind of pruning. **The condition of the green spaces seems to have a great influence** on the opinions expressed. This can also be deduced from the analysis of stretch 6. **Where the vegetation seems more bare**, less cared for, abandoned to itself together with the adjacent spaces, **the score is low**. Let's look at point 1, which has the lowest score (TaV: 1.50) and point 38, in the opposite direction, which has the highest score of the stretch (TaV: 2.50). it is immediately clear the difference of green areas. In point 38 the greenery seems to have undergone human intervention, the image presents a perspective focus given by a majestic tree. In route 1 the feeling is one of sloppiness, flatness, carelessness and abandonment. We can therefore say that a further problem with extreme stretches is the state of the vegetation. To conclude, we can therefore say that **stretches 1 and 6** are weak, **although they represent what should be the potential of the place**, as they overlook and cross the wine-growing landscapes that have made

the area a world heritage site. The main problems that can be deduced from an analysis of the evaluations and related images, are the **sense of general neglect** that is perceived especially in the green traits, and the sensation of flatness and anonymity of the place. The inhabitants therefore worked to improve these places with their possibilities. An example is the intent to modify the Enel tower, next to the crucifix. In fact, some possibilities for the new appearance of the tower were requested. (Check the simulations in "Proposals and simulations chapter). At the moment the tower has not yet been repainted, but the planters below have been decorated with bright colors and floral representations, as other points along the road.

Stretch 3 shows that sections 2 and 4 are part of the town of Davino. It constitutes the focal point of the entire road, its beating **heart**. It is also one of the few "common" points where the **desire for aggregation** has pushed the inhabitants to place benches in the most unthinkable positions. In the centre of Davino there is in fact a road widening, consisting of a **concrete retaining wall**, which houses numerous sheet metal billboards. Here the land is public, and is mostly **used as a waste collection area** through a few bins. It is a blind wall, visible from some images in points 15,16,21,22, obviously from both directions. The images were all negative except for point 16, which was assessed as positive overall. Even from points 19 and 20 you can see the wall in the distance. In this case the evaluation was negative with an average of 2.40 for point 19, positive with an average of 3.00 for point 20. Point 20, closer to the wall than point 19, had only positive evaluations. The evaluation of this section is very variable. It goes from negative evaluations to positive evaluations with minimal shifts of view. It should also be considered that an average of 3.00, as in the case of point 20, is very high, compared to many other points. Below are the values of the route :

15 TaV 2,30



STRETCH 3
South-North

16 TaV 2,60



STRETCH 3
South-North

19 TaV 2,40



STRETCH 3
North-South

20 TaV 3,00



STRETCH 3
North-South

| | |
|-------------------------------|----------|
| STRETCH 4 | |
| south-north direction | TaV 2,31 |
| lowest result: point 10 | TaV 1,80 |
| highest result: point 14 | TaV 2,70 |
| | |
| north-south direction | TaV 2,58 |
| lowest result: point 26/27 | TaV 2,40 |
| highest result: point 29 | TaV 2,70 |
| | |
| stretch 4 total average: 2,45 | |

There is a difference between the routes in the different directions of 0.27. The scoring variability of this nodal point may have different keys to interpretation. Perhaps some evaluators have seen a **potential in it**. The potential that the place actually has, being a large space that lends itself to a place of aggregation. Others, on the other hand, assessed it as a de facto state of affairs, that is, as a **blind wall without any value**. This place, as highlighted in the acupuncture master plan, is a great energy catalyst, a central space with great potential, which undoubtedly needs an intervention. But, unlike routes 1 and 6, the intervention here must be more invasive, so the use of a red needle and not a black needle is confirmed.

The aim of all this work carried out in the territory of Vignale Monferrato is to **find, show to everyone and manage** its hidden treasures. The small town of Vignale is more than a thousand years old, it is a historic village that is located in **a unique landscape**, along its streets you come across sudden glimpses and wide open views of Vignale. Today the village has many points of interest but most of them are inside the village. However, outside the historic center it is easy to notice the state of abandonment of the streets and buildings. The non-use, **inadequate maintenance, degradation** and, in some cases, collapse. So how should we act in this situation? Through various convergent actions, with the citizens concerned and economic operators. The Order of Architects of Alessandria has also made its contribution, as well as the UNESCO club, the Politecnico di Milano and the Politecnico di Torino. However, **the greatest action was taken by the workshops**, which, through the study of assessments and swots, recognized valuable or critical locations, opportunities and threats. Following the elaboration and presentation in the workshop of the previous detailed evaluations, we tried to test the possibility to collect also different

also different options of possible operational actions, from the most conservative to the most transformative ones, up to demolition. **The committee of San Lorenzo** who participated in the workshop, **developed proposals and simulations**. In particular, at first, it evaluated negatively the widening present in section 3 characterized by a long concrete retaining wall that houses numerous sheet metal billboards. For the concrete wall, the elimination of the billboards and the movement of the bins was proposed and requested. The local committee took action to **promote the construction of a mural**. This hypothesis was then considered extensible also to some of the many blind walls visible in the path. In particular, simulations have been made for the wall escarpment without metal panels, with ivy or murals. The latter was then carried out with little expenditure of money. A simulation was also made for route 6, with a picnic area and **the enel tower**. All these simulations and, in some cases, realizations are an example of how with a **minimum budget and a minimum effort** you can **change the image of a route**. One deduces the attempt of a small slice of inhabitants, all of a certain age, to change what they themselves : el-

derly people who **worked to make their daily space more pleasant**. Likewise, scoring can also be applied in any context. It represents the first step towards change.



*(on the right) Landscape Observatory for Monferrato Casalese elaborations for Davino retaining wall - not realized
(on pages 86-87) Landscape Observatory for Monferrato Casalese elaborations for Enel Tower
(on pages 88-89) Cleaning interventions and decorations for road objects and new painting of the Davino's retaining wall, created by the San Lorenzo Committee*



*ENEL TOWER
Status quo*



*ENEL TOWER
Two-tones painting*



*ENEL TOWER
Red painting and ivy*



*ENEL TOWER
Ocher painting and ivy*



*ENEL TOWER
Original color and ivy*



ALONG THE ROAD
A new trash can



ALONG THE ROAD
Planters



DAVINO CROSSROAD
Ivy and pink-blue tone



DAVINO CROSSROAD
Ivy and pink-blue tone



The title of all the work refers to the book “urban acupuncture” by Jaime Lerner, an urban planner, designer and also mayor. Jaime Lerner has a deep understanding and passion for planning and politics but **he cares about people above all**. Reading Urban Acupuncture, you get the feeling that you can actually make a difference; you can do it not alone, but together with others. Ways to bring all **groups of citizens together** are very much present in the book, and for good reasons, as the social, democratic aspects of life are of the utmost importance to make our cities work in the future as balanced communities for all. Good acupuncture is about understanding places better, understanding that one place is not like the other, understanding what it is that is missing in a neighborhood before designing. Here Lerner touches upon an important issue: the need for good programming. There is plenty of good design but an exorbitant lack of good programming with a deeper understating of problems, people, and places. Just as good medicine depends on the interaction between doctor and patient, successful urban planning involves triggering healthy responses within the area we work on, probing here and there to **stimulate improvements**

and positive chain reactions. **Intervention is all about revitalization**, an indispensable way of making an organism function and change. We decided to adopt this strategy also because we are an Italian-Chinese group. In China, the **concept of acupuncture coincides with that of Lerner**: small, non-invasive interventions that can improve the liveability and pleasantness of a place. Furthermore, also the acupressure is a therapeutic technique belonging to the branch of the so-called traditional Chinese medicine, based on the same ideas of the acupuncture: there would be, therefore, in the body, some main channels which can be mechanically solicited. This was the principle adopted for a very fragile and unique area: the core zone n.6 UNESCO World Heritage Site. A rural area, surrounded by the evocative landscapes of Monferrato, **not adequately valorized**. However, the method employed has the function of setting an example for many other small towns suffering from the same “diseases”, including the demographic problem. The initial project, by means of deeper or shallower needles, had the objective of improving, when possible, the route between the town of Vignale and the small settlement of San Lorenzo. The

interventions were, in some cases (red needles) more impacting, in others lighter (black needles). By **operating in strategically selected points**, the whole road axis was improved, as suggested by the metaphor of acupuncture. The second part of the work wanted to further confirm the project carried out previously. Since the rural acupuncture project was developed in arbitrary points, chosen with the exclusive eye of architecture students, **a more objective confirmation of the selected points was needed**. For this reason, thanks also to an internship at the Landscape Observatory for Monferrato Casalese, we studied the perceptions of the real users of the area: the inhabitants. In addition, we also took into consideration the opinions of outsiders like us. Through the perceptive analysis of about 40 points along the provincial road n.72, evaluation maps were made. The latter can help the ordinary management of the urban and architectural transformations of the territory. In fact, starting from these perceptions, the landscape, a complex system of materials, energies, signs and meanings becomes a key to development. The **comparison with the collection of evaluations after the project**, could confirm or overturn

what was previously hypothesized. In most cases these were confirmations, which further strengthened the initial acupuncture project. Thanks to this comparison, **what used to be subjective becomes objective**, as a result of numerous evaluations. Both the acupuncture method and the analytical method, that confirmed it, are repeatable. These two methods are comparable, i.e. the results of one can be verified with the other. They are “democrats” because they take into account the opinions of everyone, both professional and not. They can be applied in any other context that needs small or large interventions, aimed at improving the quality of life.



(on the right) Color plan proposal for Davino, elaborated by San Lorenzo residents

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