

# EXPLORE LAB #24

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# PRINCIPALITY FOR SALE

€14.000.000,-









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[...] a time to tear down and a time to build, [...]' (Ecclesiastes 3:3)

Er is [...] een tijd om af te breken en een tijd om op te bouwen.'
(Prediker 3:3)

[[...] tempo di demolire, tempo di costruire'

(Qohèlet/Ecclesiaste 3:3)







#### PROBLEM STATEMENT

Agricultural vacancy in Central Italy

# RESEARCH QUESTION

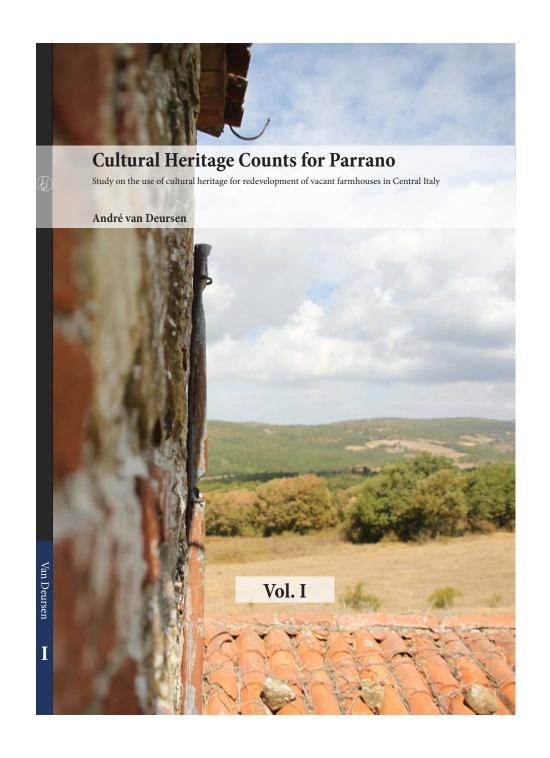
"In what ways can the study of cultural heritage be of advantage for redeveloping vacant farmhouses in central Italy?"

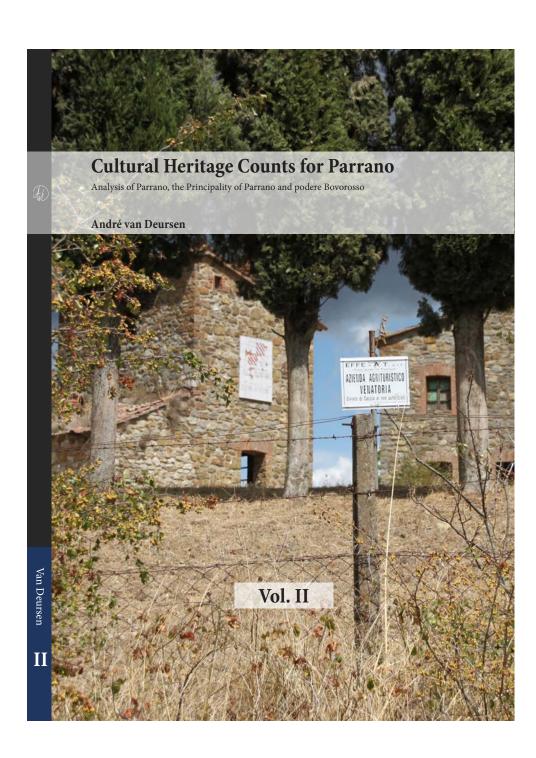
#### AIM

"A sustainable development plan for the Principality of Parrano, laborated in a new design for Podere Bovorosso, as an example how to deal with agricultural vacancy in Central Italy"

#### GRADUATION PROJECT

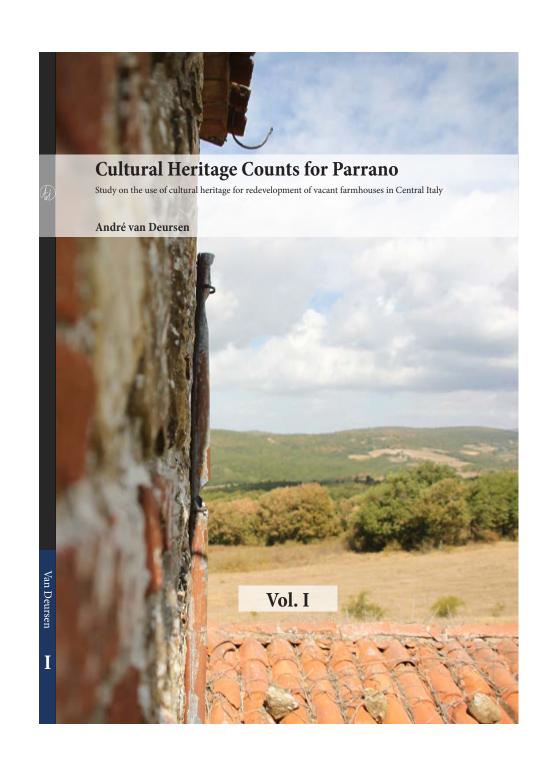
#### RESEARCH, ANALYSIS, DESIGN

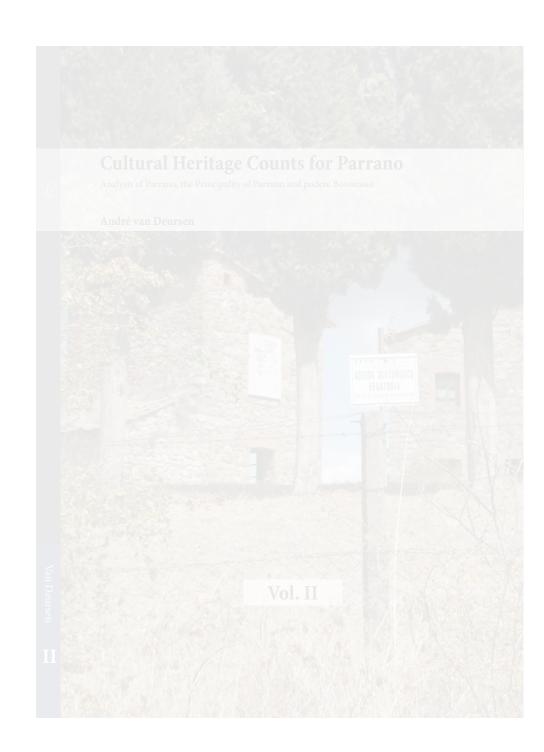


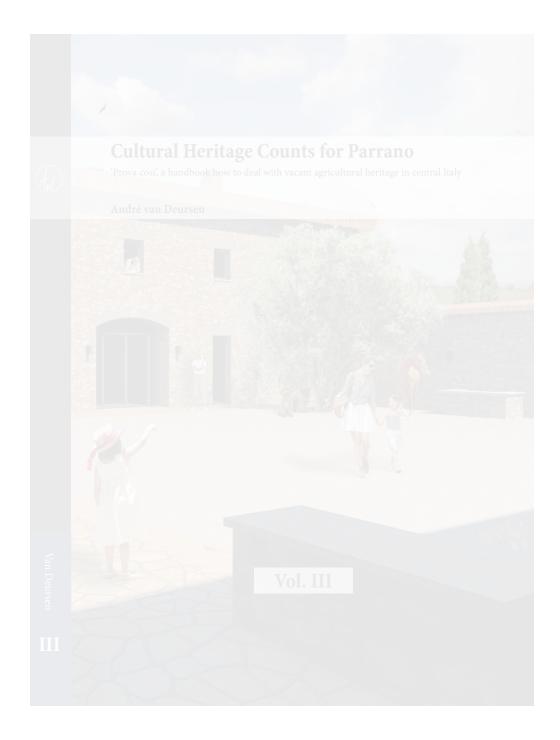




"In what ways can the study of cultural heritage be of advantage for redeveloping vacant farmhouses in central Italy?"





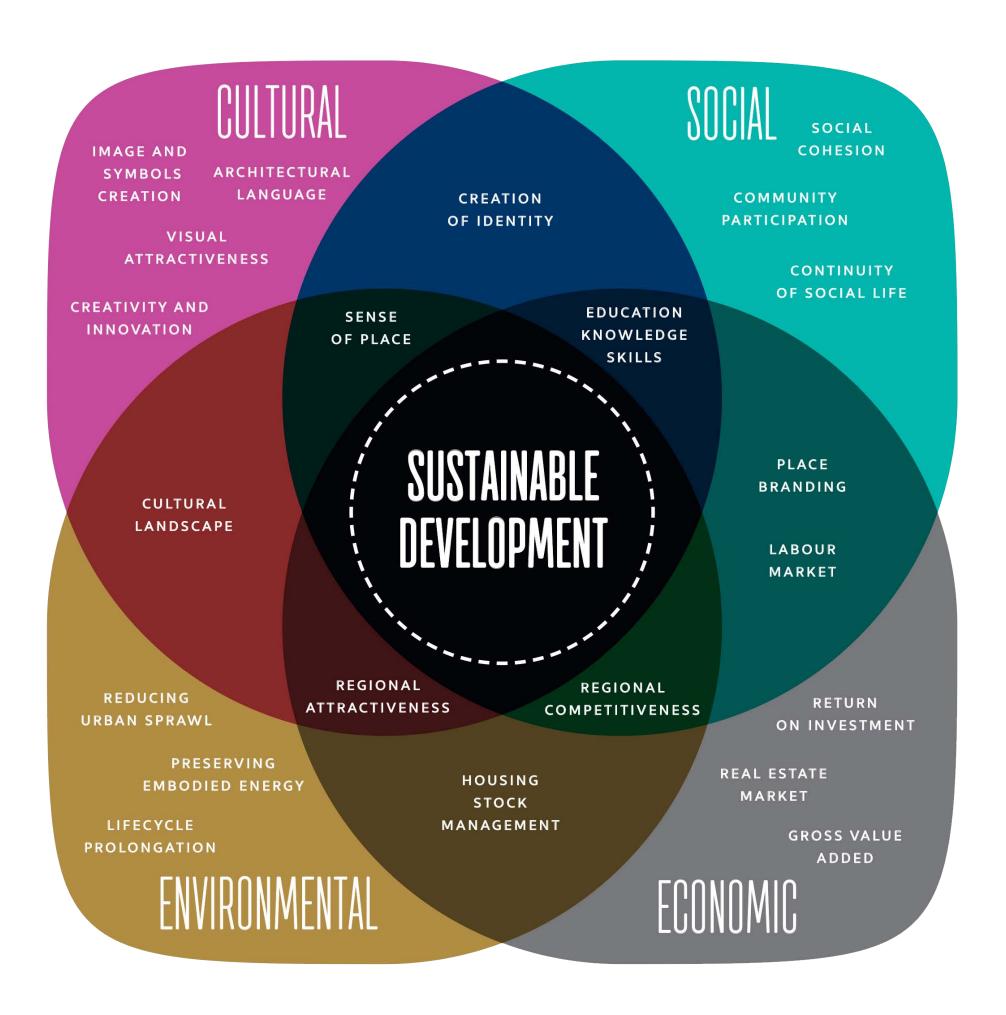


#### TYPOLOGIES AND CATEGORIES OF CULTURAL HERITAGE

Reigle (1902)	Lipe (1984)	Frey (1997)	English	Burra Charter	Cultural Heritage	
			Heritage	(1998)	Counts for Europe	
			(1997)		(2015)	
Age	Economy	Monetary	Cultural	Aesthetic	Cultural	
Historical	Aesthetic	Option	Educational and Academic	Historic	Economic	
Commemorative	Associative- symbolic	Existence	Economic	Scientific	Environmental	
Use	Informational	Bequest	Resource	Social (including spiritual, political, national, other cultural)	Social	
Newness		Prestige	Recreational			
		Educational	Aesthetic			

Summery of heritage value typology and categories, based on Mason (2002).

#### SUSTAINABLE DEVELOPMENT KEYS



Cultural Heritage Counts for Europe (CHCFE), (2015), The different subdomains for a sustainable development of cultural heritage.

#### PASSIVE VERSUS ACTIVE



worldwide

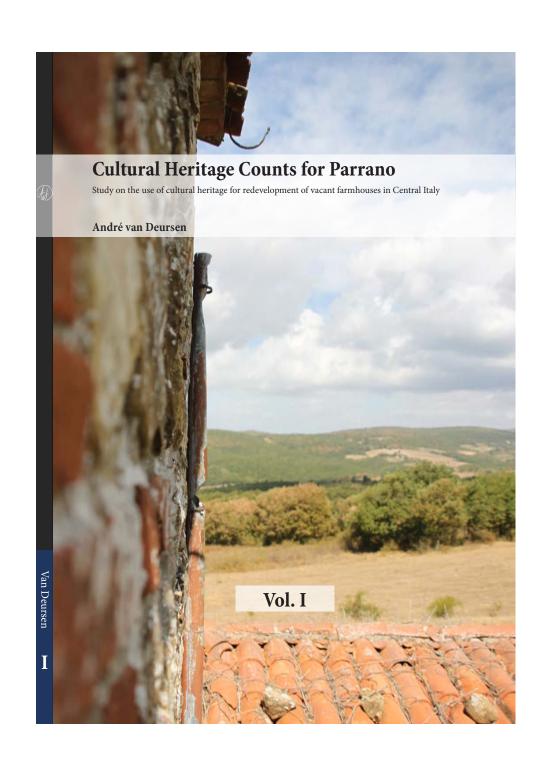
preventive

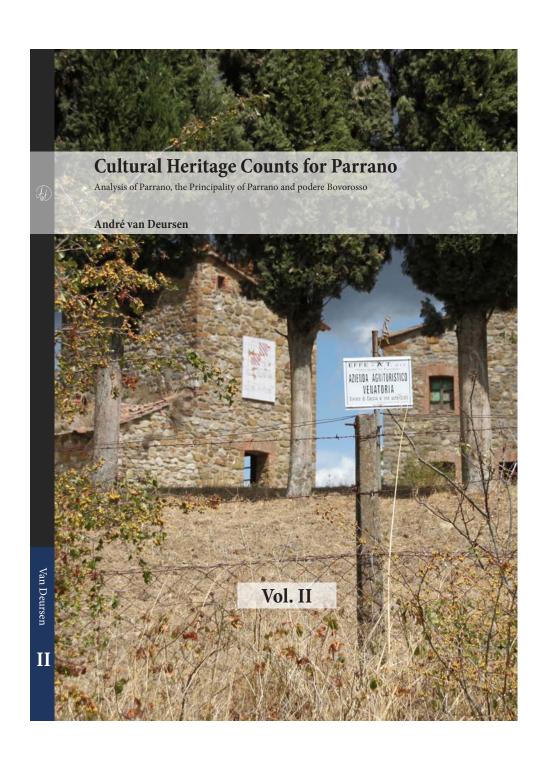
protective

passive



European Union
research and study of potential (like CHCfE)
reuse
active





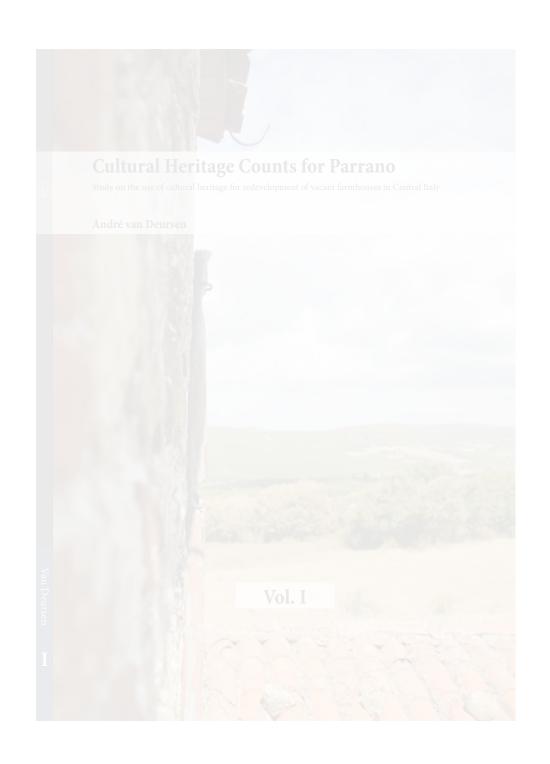


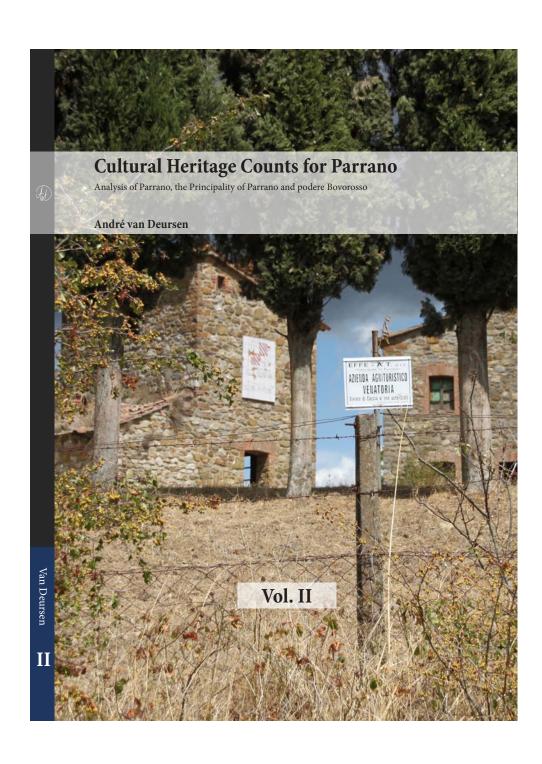
MEZZADRIA

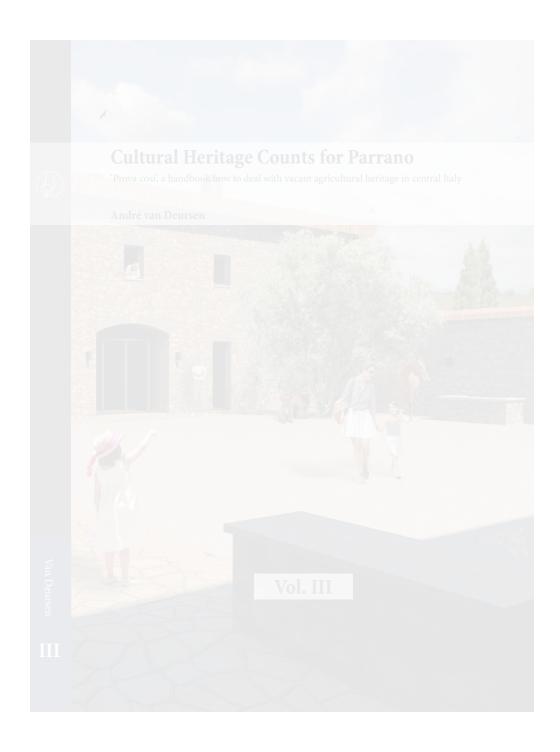


MEZZADRIA









#### UMBRIA IN ITALY

#### Umbria:

- province of Terniprovince of Perugia

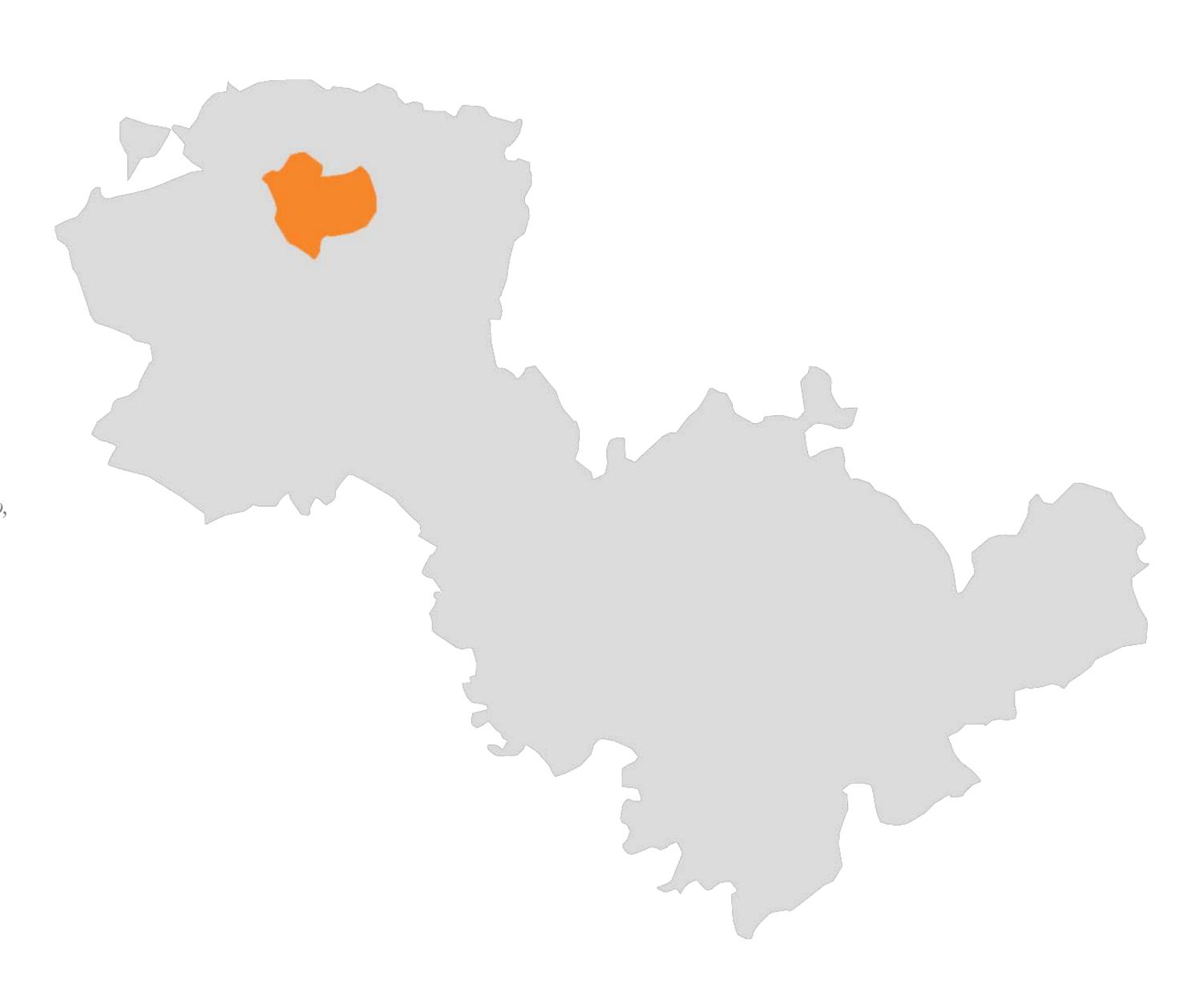




#### PARRANO IN TERNI

#### Terni:

- Municipality of Parrano
- surrounded by Montegabbione, Fabro, Ficulle





#### PARRANO

Parrano: 40,1 km²
Principato di Parrano: 15,6 km²
Frazioni: Cantone, Pievelunga,
Frattaguida





PODERE BOVOROSSO

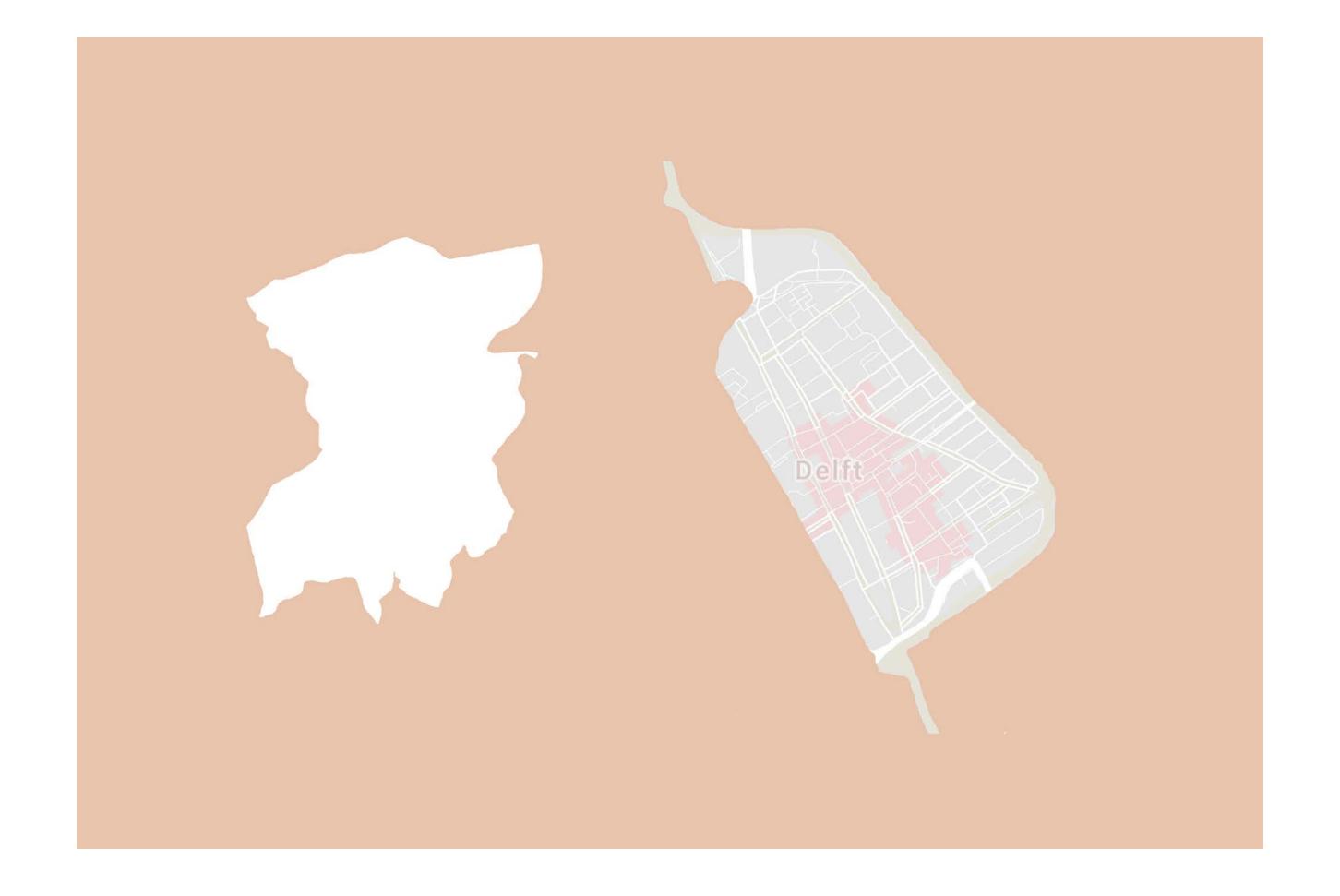
Podere Bovorosso: 190 hectares primary and secondary (forest) land





PLOT SIZE

Main part of Podere Bovorosso is comparable with the city center of Delft





#### IMPORTANT HISTORICAL FIGURE

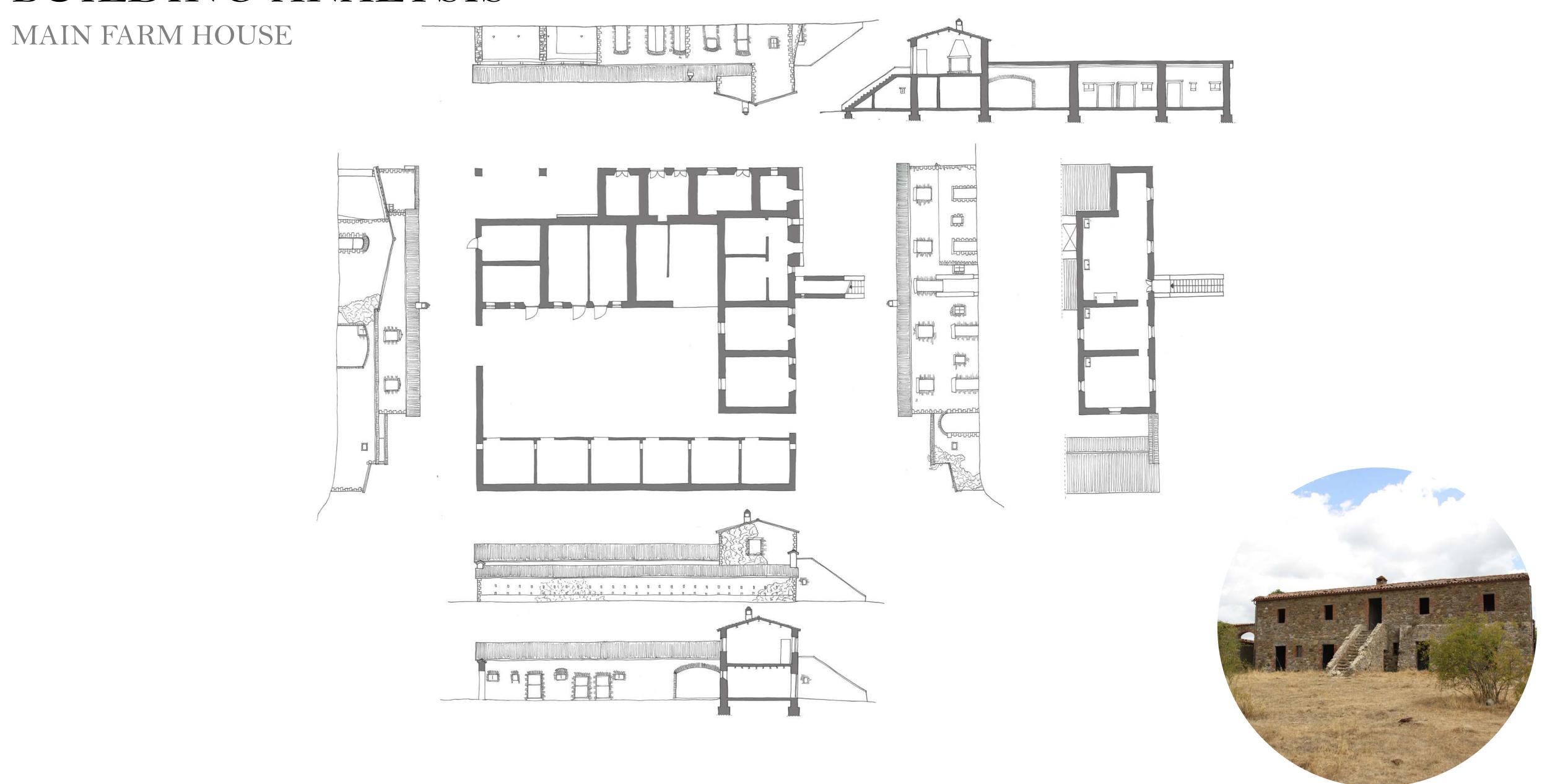
FIAT CEO Vittorio Valletta (center)

owner Principality of Parrano: 1960-1967

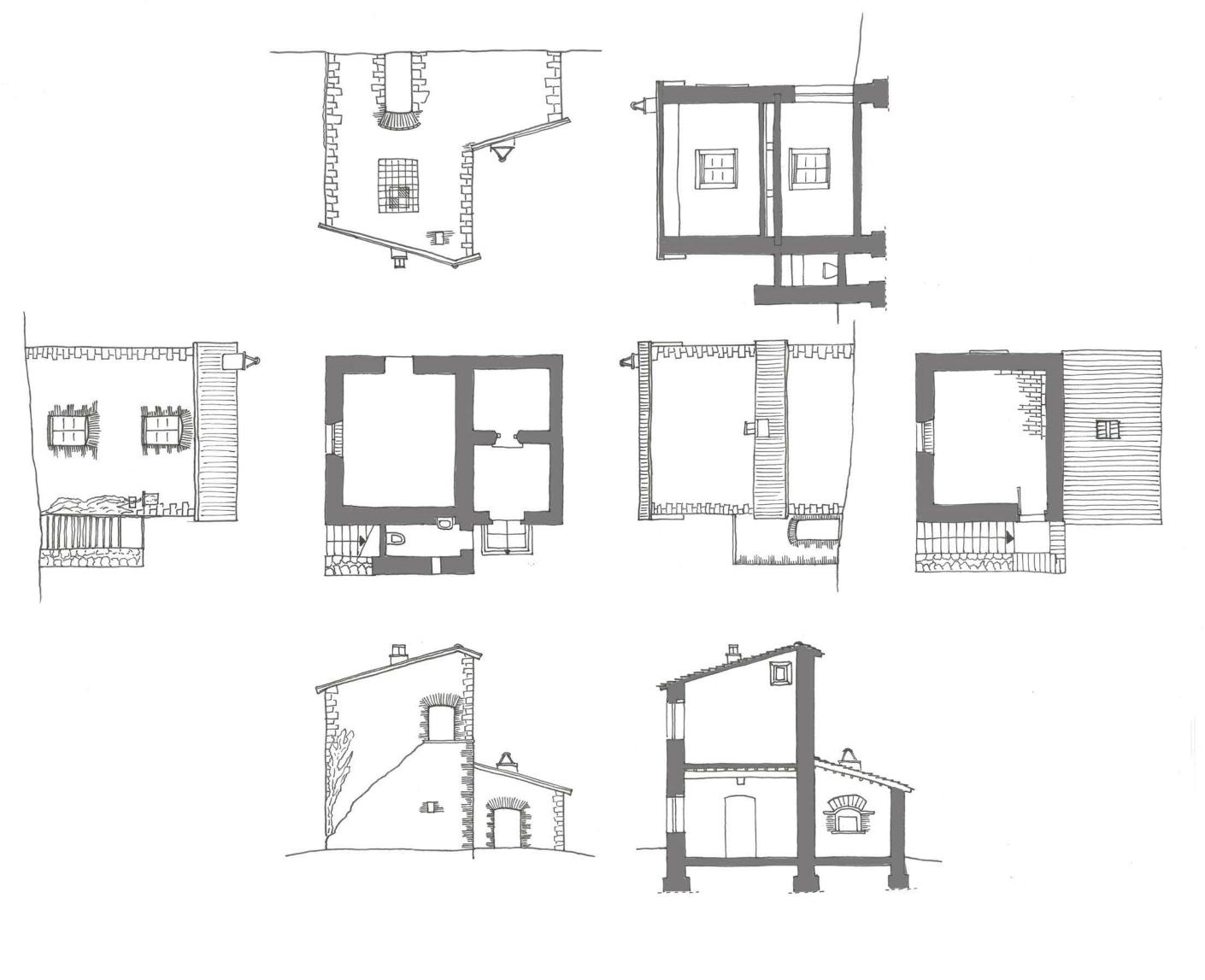


#### HERITAGE VALUE MATRIX

	I	T.						
Heritage Value Matrix <ul> <li>high value</li> <li>average value</li> <li>low value</li> </ul>	AGE VALUE	HISTORICAL VALUE	ARTISTIC VALUE	COMMEMORATIVE VALUE	USE VALUE	NEWNESS VALUE	CONFLICT VALUE	NOSTALGIC VALUE
SURROUNDINGS	the past has left its traces in the surroundings: - cypresses - dry stone walls  A.1	sharecropping and self-sufficiency influenced the structure of the surrounding lands, division of land, scattered buildings, use of the land  A.2	hand-build dry stone walls, iconic hillside view of central Italy, postcard panorama	agricultural landmarks representation of the former agricultural practice  A.4	a vast territory of land is part of the farm, can be used for many purposes	surroundings are still in use as meadow without functional use of the farm -> new use	every farm was independent as organization but suppressed by landlord in the village	sloping hills, scattered farms wildlife and nature. In search of the past (in general)
STORY	residual stories are scarse -> specifically for the twentieth century heydey. Information of the farm is mainly from the second half of the twentieth century	Mezzadria was an agricultur- al practice that became part of the Italian culture because of the longstanding use and great impact which is also embedded in the history of Parrano and visible in podere Bovorosso	farmers built almost everything themselves and many products were homemade; from clothing to honey and grappa, but also ceramic decorations like the tableau at podere Bovorosso are artistic storytellers B.3	the history of the principality is part of the local heritage all inhabitants consider the local history as heritage	history of the place inspires for many new functions and use based on culture and heritage	story of podere Bovorosso ends in 1960's, latest owner did not do anything with the farm	mezzadria practice disappeared gradually; new contracts could not be made anymore since 1964 and the practice became illegal in 1982.	nobody wants to return to the times of the mezzadria but do want the return of the heydey in the Italian countryside
SITE	features of the region like existing greenery but also erosion of walls, soil and roads as well as the contrast between cultivated and non-cultivated land	traditional fencing to seperate the surrounding land from the property of the farm, dry stone walls to create terraces	- panorama hillside position - decorations attached to walls are visible by entrance of the property  C.3	widespread local knowledge of the farm, the estate, and the former owners	hill has low sloping angles around complex and even equal level grounds. former use as hunting farm company. berry bushes on site  C.5	the site is nowadays used for cows and donkeys to graze 4	large distance from the castle, head office of the agricultural estate	daily life at the farm; men in the fields working with the oxen, women around the house and in the kitchen gar den cultivating vegetables
STRUCTURE	traces of passing time visible in wathered stone facades, rotten wood constructions and pulverized flooring stones (mattone)	structures can be divided by the period they are erected -> clear distinction between traditional wood-stone and conventional steel-concrete structures. Use of wood, bricks and straight-cut natural stone around wall openings and on egdes facades, rubble masonry	craftsmanship to build traditional walls, floors and <b>△</b> ceilings	development of the farm, built by generations of farmers, latest additions to the structure are by the owner from the 1960's Vittorio	the structures are strong with exception of wood/mattone flooring in building A. Technical specifications are however insufficient	steel-concrete structure is in proper state, new from approximately the 1960's when Vittorio Valletta had renewed most buildings as well as podere Bovorosso	different structure materials and techniques used next to eachother	surrounding walls around courtyard; protective
SPACE PLAN	tradition of living above stables in buildings placed around a courtyard or 'Aia'  E.1	the courtyard was a traditional building space plan; plan of living above stables is nowadays forbidden, as is the lack of sanitary - both situations represent a time that would not be reinstated  E.2	typical courtyard structure for mezzadria farming in central Italy as visualized in movies like Il Novecent (1977) by Bernardo Bertolucci; it was just functional but became iconic as well through time	courtyard and 'aia' was used for celebrations (harvest) and daily life activities, all animals are held close to the farmers	enfilade plan for living- rooms, small living quarters, as well as many small stables; inefficient, some low ceilings specifically in stables	actual floorplan with enclosed courtyard is from 1960's; latest addition by Vittorio Valletta	not allowed to live that close to the animals and with a lack of proper sanitary  E.7	protected farm by its spatia plan around a courtyard
SKIN	natural stone in the facades is influenced by weather for decades	use of local quarried stone and bricks produced in the nearby brick oven For- nace which does not exist anymore	yellowish appearance of the facades as result of local natural stone, which is probably a Carboniferous Sandstone, and mortar with the local stone as aggregate	stairs to first floor of the main building are iconic, everybody recognizes the farm by its staircase	walls protected the family, are still in proper state, they merge in the landscape because of local, natural building materials	concrete skins of stable exterior and interior of most rooms	outside facade is mostly in proper state and appealing while internal facade is less appealing	traditional craftsmanship, self-built structures by the farmers
SERVICE	traditional heating methods: - warmth of animals used to heat the living spaces - fire places G.1	use of natural water supply from nearby lake and underground	bathroom is only room with wall decoration in blue/white colored tiles  G.3	the introduction of water supply and sanitary was revolutionary	one toilet for whole farming complex, useful fireplaces in living quarters, viewing hatches in flooring to control the animals	toilet is latest addition and was a brand new service at its commissioning/installation G.6	virtually no sanitary  G.7	less is more, no electicity, no bath nor shower, one toilet, back to basics
STUFF	- abandoned machines refer to the former use as farm - rusted iron rings in the wall to tie up the oxen for shoeing them	objects reminding of former use at the farm: - oven - rings - feeding boxes - mixer H.2	decorations on the wall of main building: ceramic number plate, and on building A: name plate, saint figures, ceramic tiles with emblem  H.3	objects are the most tangible reminders of the farms former use	(non)-useful features: - rings to attach oxes can be used for new purposes (horses) - no bathroom, one toilet - viewing hatch in floors H.5	mixing machine is quite new and can be reused  H.6	asbest used for feeding/ storage box H.7	old mixing machine referring to heydey, so is the ceramic emblem on the facade of building A
SOCIAL	many Italians still know family members or others who worked and lived in mezzadria farms	period of important family life, family relationship, large families working together on a farm, everyone with his or her own task, contact between podere	All building activities, craft, daily living was organized by one large, intimate family or local compagnons	important family life, family hierarchy, patronage land- lord, family roles spread over property	family life was important and still is in Italian culture	old users have left, died, nothing is known	ownership principality causes friction with locals	actual trend of Italians that would like to return to their roots in the countryside

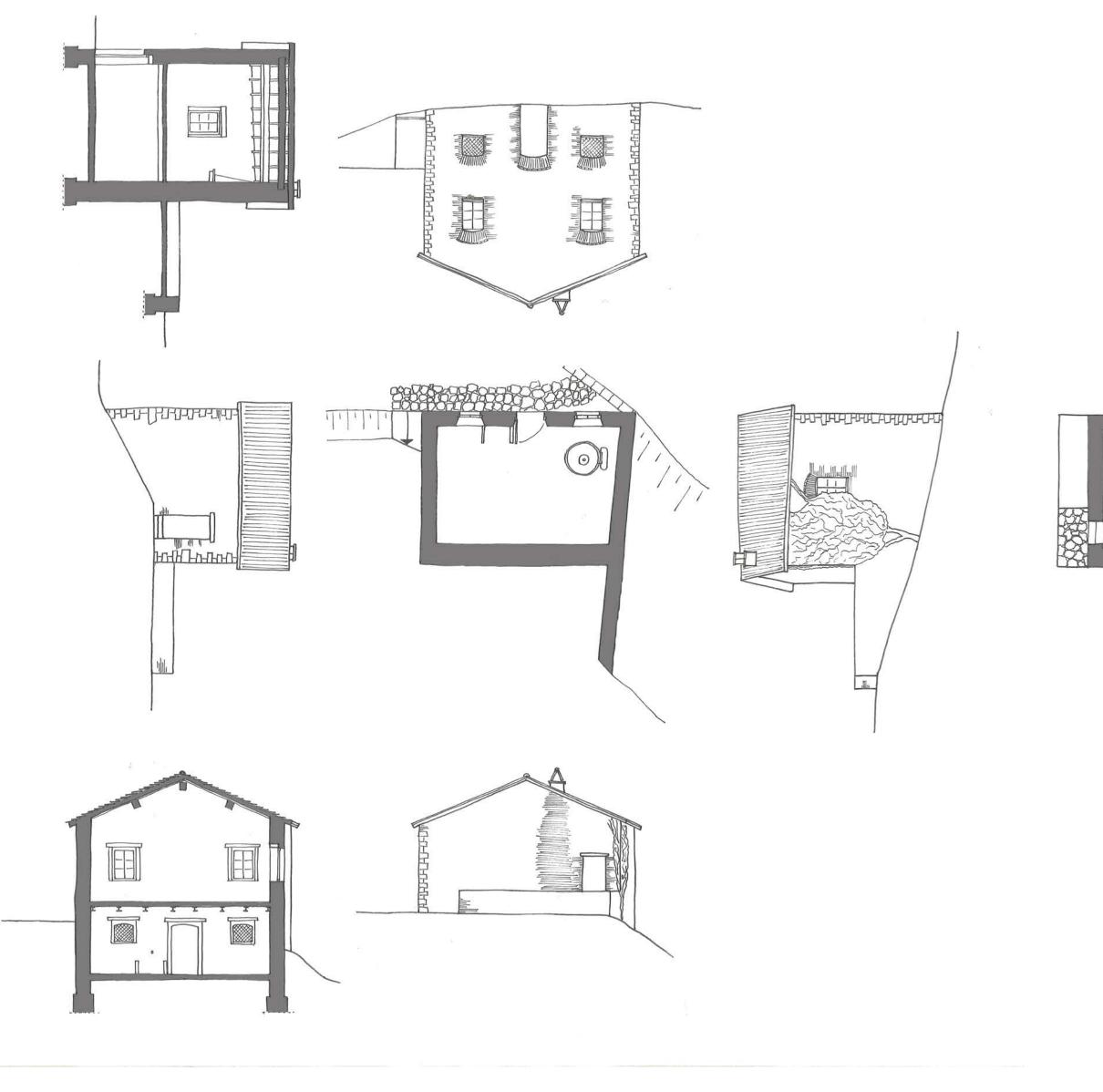


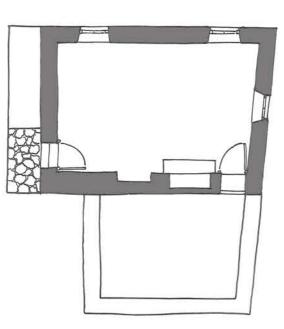
SECOND FARM HOUSE





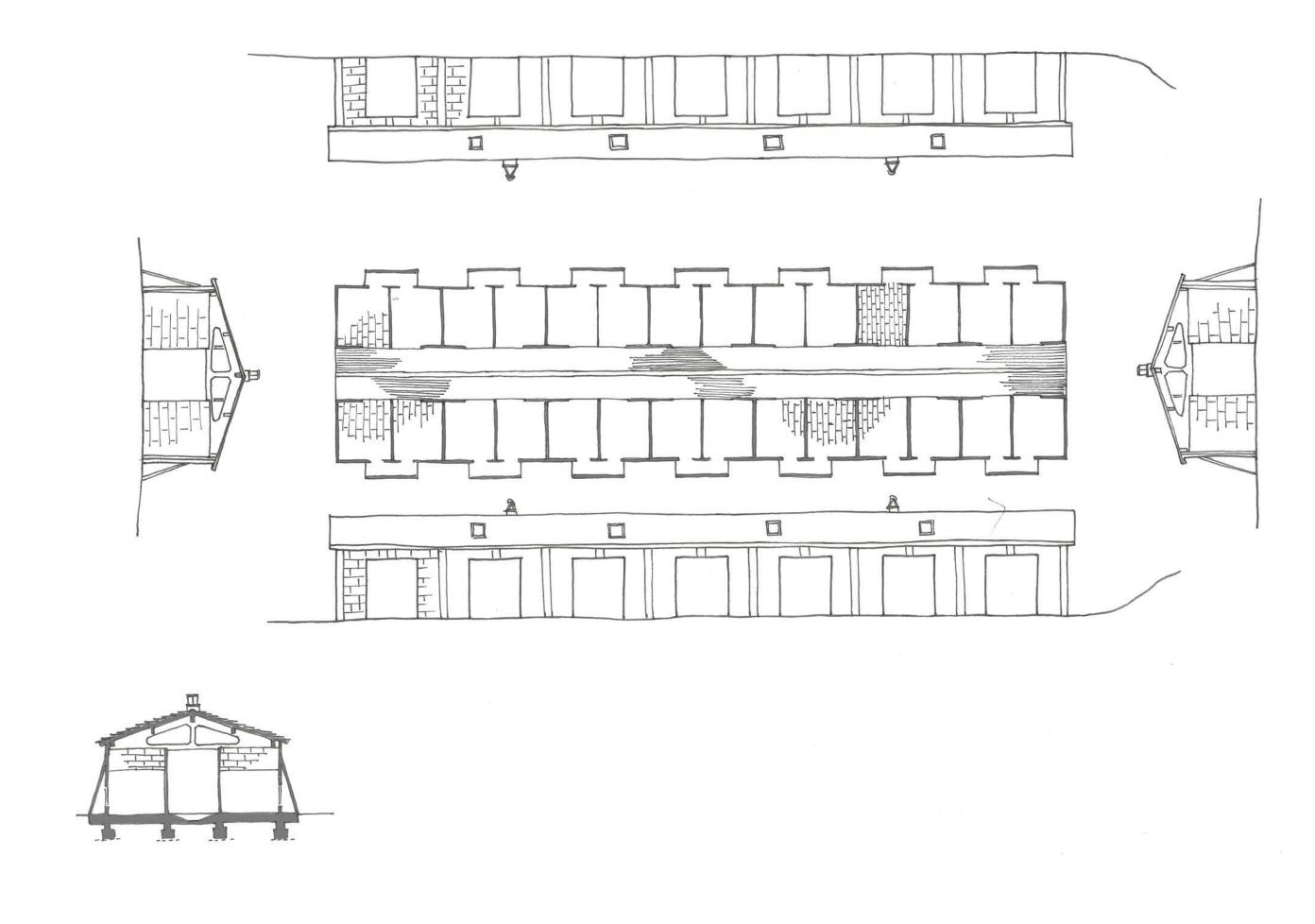
THIRD FARM HOUSE





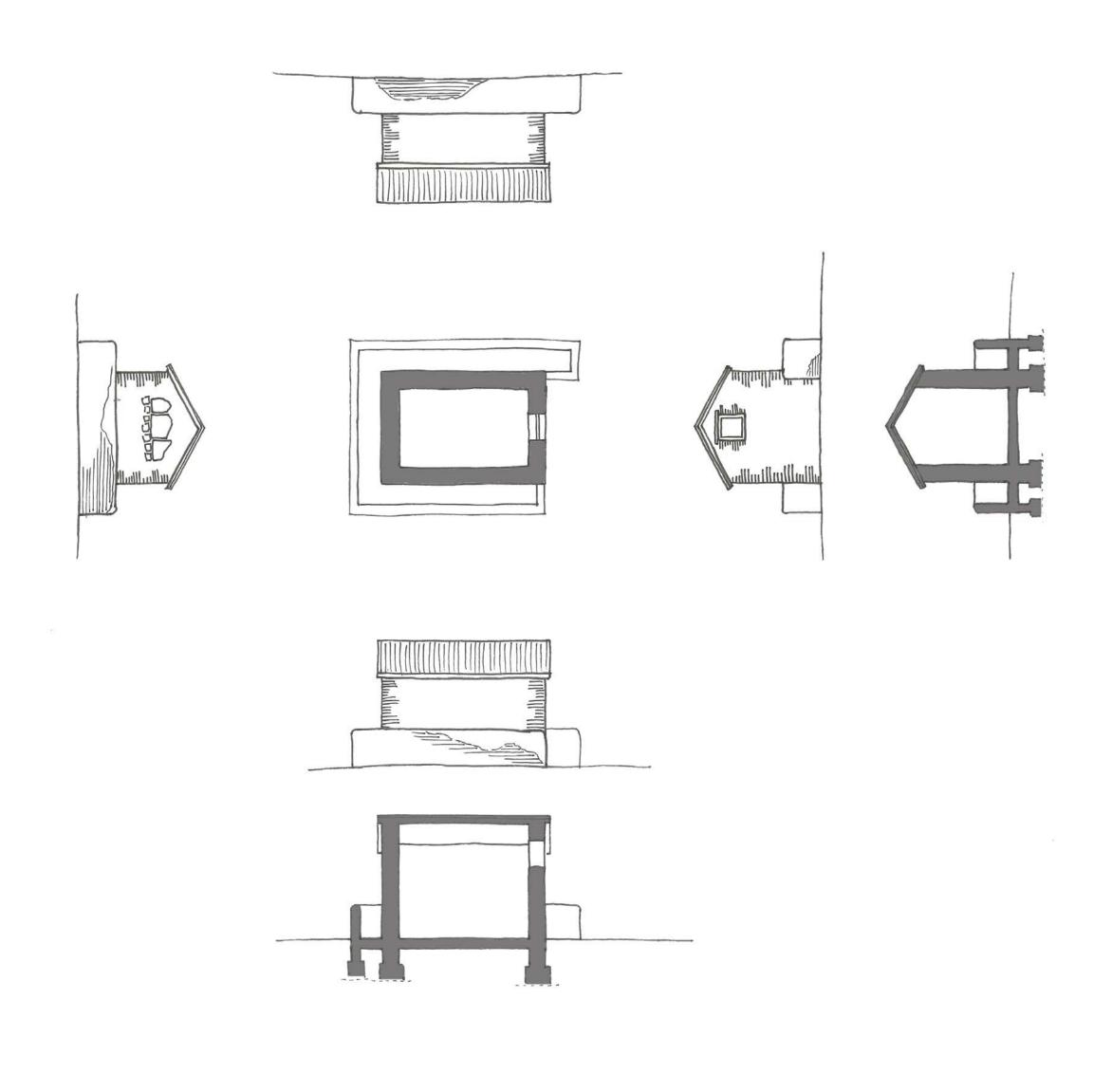


DOG KENNEL





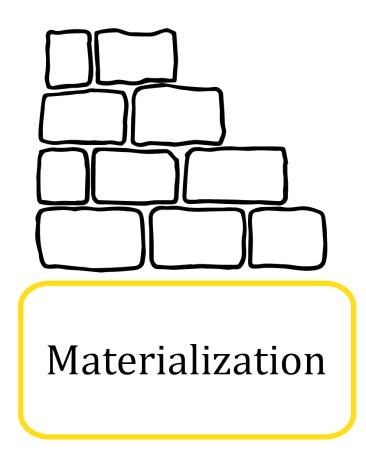
WATER TROUGH

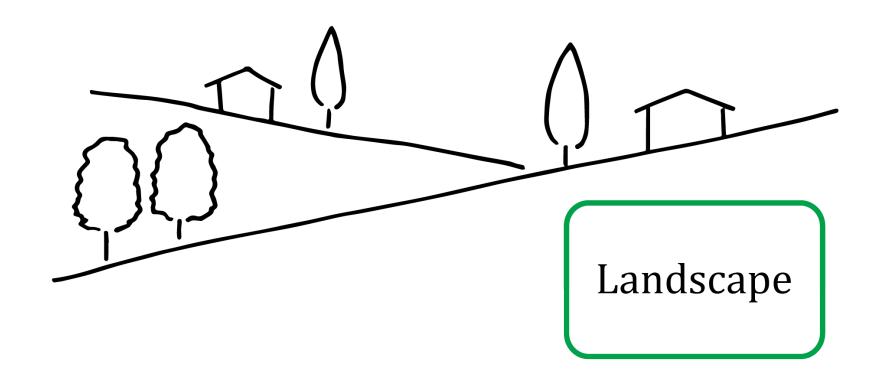




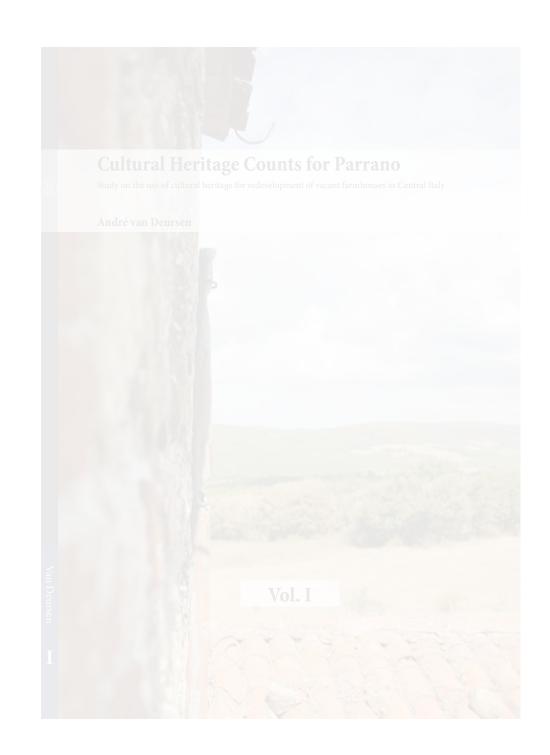
#### THE CULTURAL HERITAGE OF THE MEZZADRIA

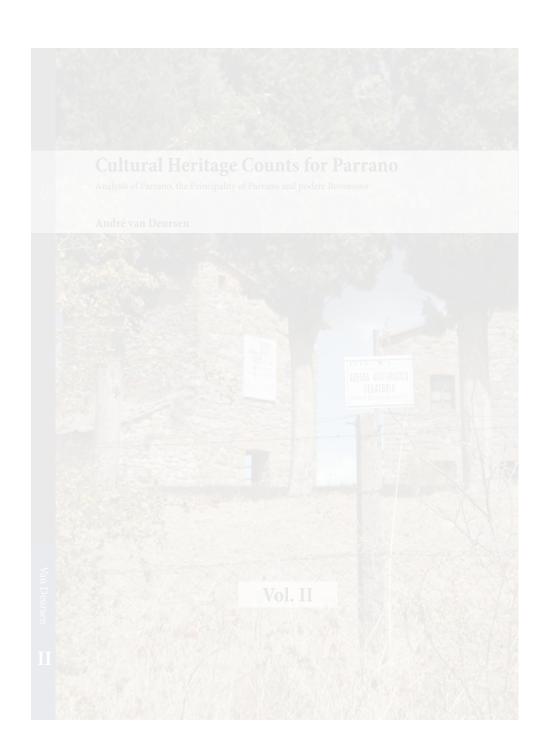






### DESIGN







'Prova così', a handbook how to deal with vacant agricultural heritage in central Italy

# // Cultural Heritage Counts for Parrano

### DESIGN PALETTE

### QUALITIES



#### Facade openings

Characteristics of the existing, dark, empty and hollow wall openings have become a theme for the newly designed windows and doors as well as the framing of the wall openings.



#### Climate

Climatological conditions are location specific. Some conditions are positive and can be used, others are less desirable and need control. Specifically the regulation of internal climates inside buildings is of great importance within this theme.



#### Landscape

Existing characteristics of the Parrano landscape like: terraces, greenery, pavements, 'muro a secco', sightlines, hills and panorama's are all part of the landscape theme. Their influence on the climate make these elements of great value for the loca-



#### Cittaslow

Parrano is part of the International Cittaslow network. The values and qualities that Cittaslow includes and represents are a theme for the redevelopment of the Principality of Parrano.



#### Colors

Colors of Parrano are related to the soil and the landscape. They characterize the place and are in some ways part of the cultural heritage. New colors, used in accents, can add value in all kinds of ways and is worth attention.



#### Society

The social aspect of the mezzadria, as well as the importance of social coherence in developments, has mede this theme of great importance to implement the project successfully in the existing community, to involve the population with the plan and to attract new people to Parrano.



#### Economy

Like the economic situation of the principality was of great importance in the past, also the future economic activity is a crucial element for a succesful redevelopment of the principality to make it flourish again.



#### Environment

Environment and Sustainability are linked. Taking care and improving the environment asks for sustainable methods of using it. Both natural and built environment are considered, within this theme, as important elements for a successful development.



#### Culture

Parrano has many cultural assets that can be cultivated to make them of greater value. Some investment or some improvements can make them even more valuable. Culture is one of the keys for Parrano's successul future.



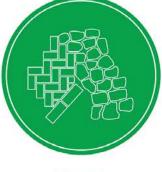
#### Self-sufficiency

Farms were operating self-sufficient as much as possible within the mezzadria. Farmers and their families grew multiple crops to provide both themselves as well as their landlord. Spreading risks and economic profit is the basis of this theme to make the principality self-sufficient.



#### **Building Materials & Techniques**

Local building materials and traditional building techniques are important elements for designing new buildings and renovating or restoring existing buildings.



#### **Pavements**

Like greenery and building materials, the pavements became a specific theme within the redevelopment. Floorings, paths and pavements represent history as well as function, use and esthetics and therefore influence behaviour and appearance.



#### Greenery

Because of the importance of greenery, it has become a specific theme. Traditional vegetation is maintained and cared for while new plants, trees and flowers are introduced to improve the greenery status of the principality.



#### Organization

Mezzadria was an hierarchical structure to organize agriculture in Italy. This structure stopped working in the twentieth century and a new organization is needed to redevelop the Principality of Parrano.





#### Program

The new program is based on functions from the past, valuable assets that can be exploited, existing program qualities that need refurbishment and ideas that will be implemented because they upgrade the present values.



Sustainability

Re-use, reducing waste material and operating self-sufficient are some of the main elements from this theme that will be implemented in the new development plan.



#### Roofings & Pergolas

Both roofings and pergolas are important tools in characterizing architecture to place and culture. Italian characteristics of both elements are authenticized and modernized in this design to represent the culture of these elements and to improve them.



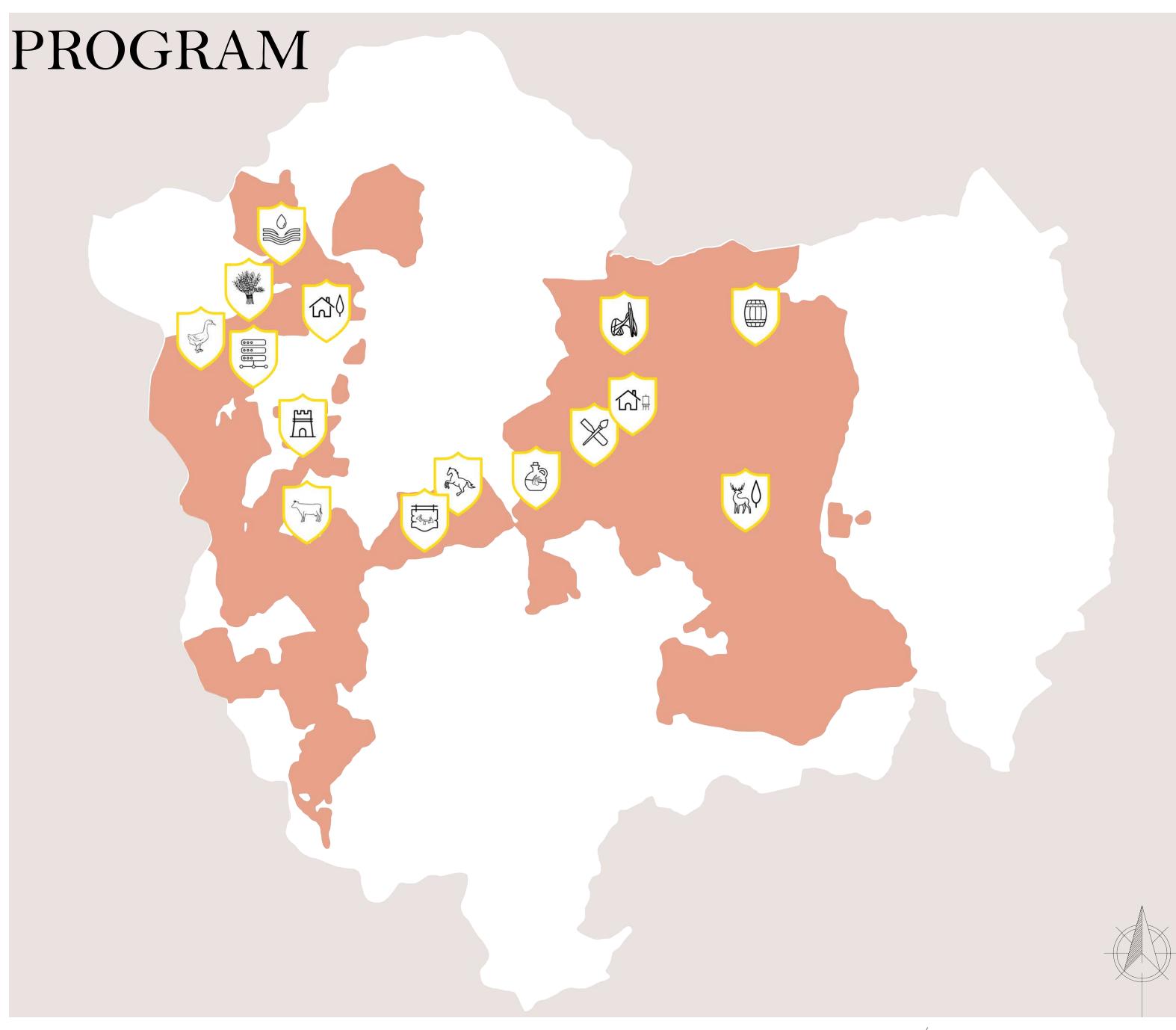
#### **Upstairs** - **Downstairs**

The traditional 'upstairs-downstairs' organization of the Italian farmhouse can not be maintained but because of the cultural and architectonic importance, this theme stimulates new solutions based on this characteristic structure.

### PRINCIPATO DI PARRANO

THEMA: 'EcoDiversa'







#### Tane del Diavolo

Thermal Spa Resort

- public swimming pool
- thermal spa - spa resort
- cave excursions
- thermal water products



#### Podere Turbina

Arable Farming

- production of wheat

- example traditional farming



#### Podere Lontaneto

Goose Farm

- goose breeding
- meat
- feathers



#### Podere Pantovenzo

ICT Farm

- server farm

- ICT development



#### Poderetto

Agritourismo

- maintenance function - tourist housing



#### Parrano Castle

Museumhotel & Community Center

- hotel
- museum
- Parrano community center
- storage local products



#### Casale dei Sassi

Horse Farm

- riding school
- equestrian sports - horse breeding
- horse riding
- horse pension

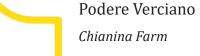


#### Casa Giovanile\*

Youth Home

- children daycare center
- activities playground
- self-organized

\*former hunting trainingsground



- Chianina breeding - example traditional farming



#### Primo Casale

Olive Farm

- olive grove - oil production
- cooperative production
- Secondo Casale Art Community Center
  - workshop
  - artist residences
  - outdoor museum
  - art parc



Agritourismo & Artist Residence

- artist residence
- tourist housing



#### Podere Bovorosso

Vinyard Estate & Solar Farm



- wine - solar energy
- olive
- agritourism



لننتا

#### Pian di Meano

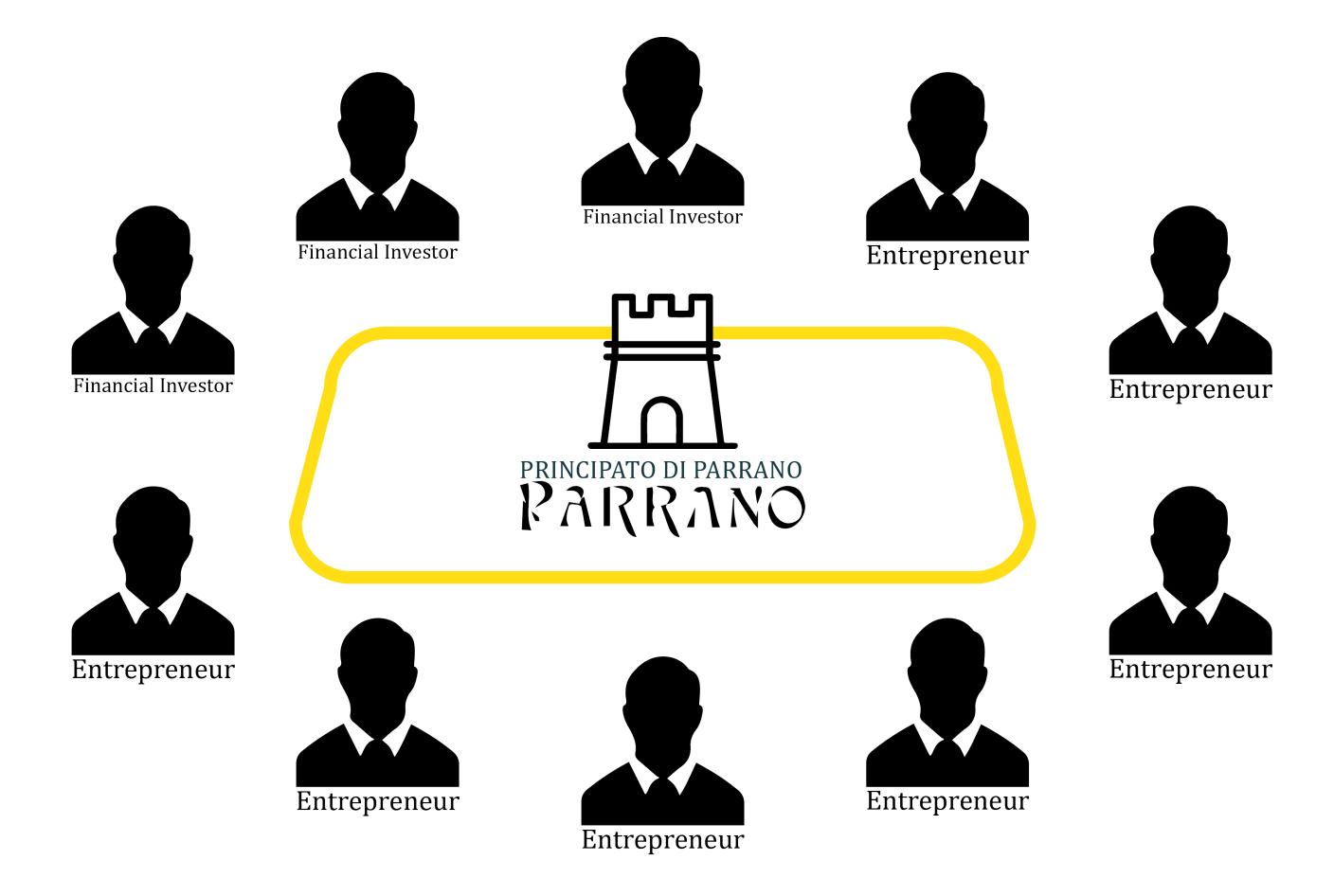
Parrano Natural Reserve

- hunting & truffle lodge
- hotel
- restaurant



### PRINCIPATO DI PARRANO

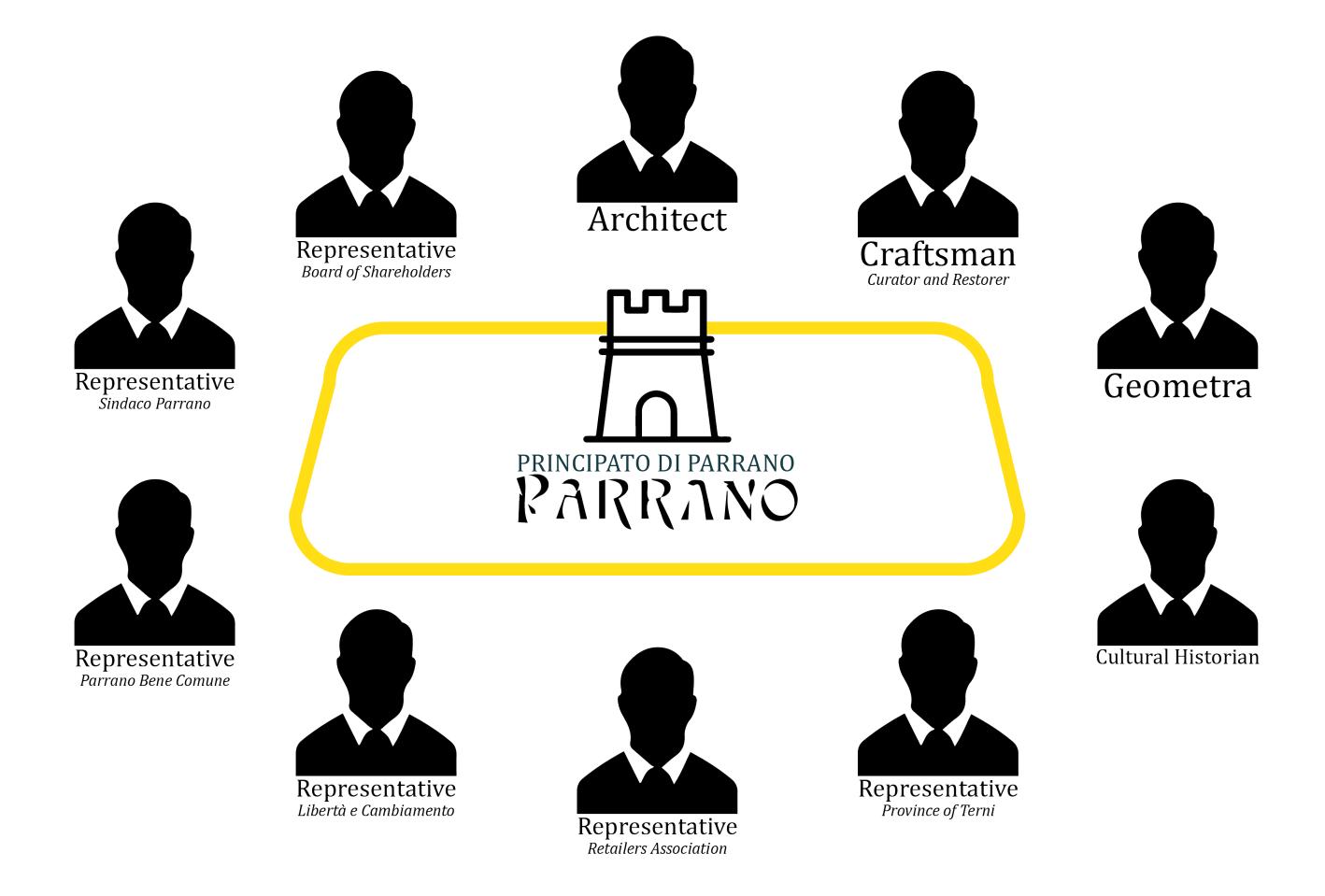
### ORGANIZATION



Board of Shareholders

### PRINCIPATO DI PARRANO

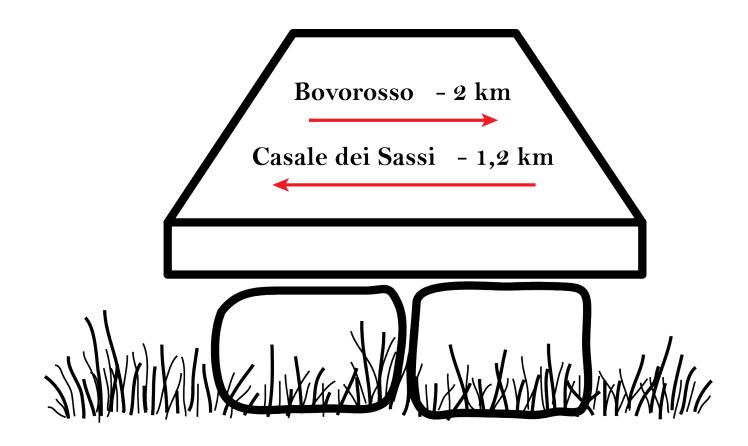
### ORGANIZATION

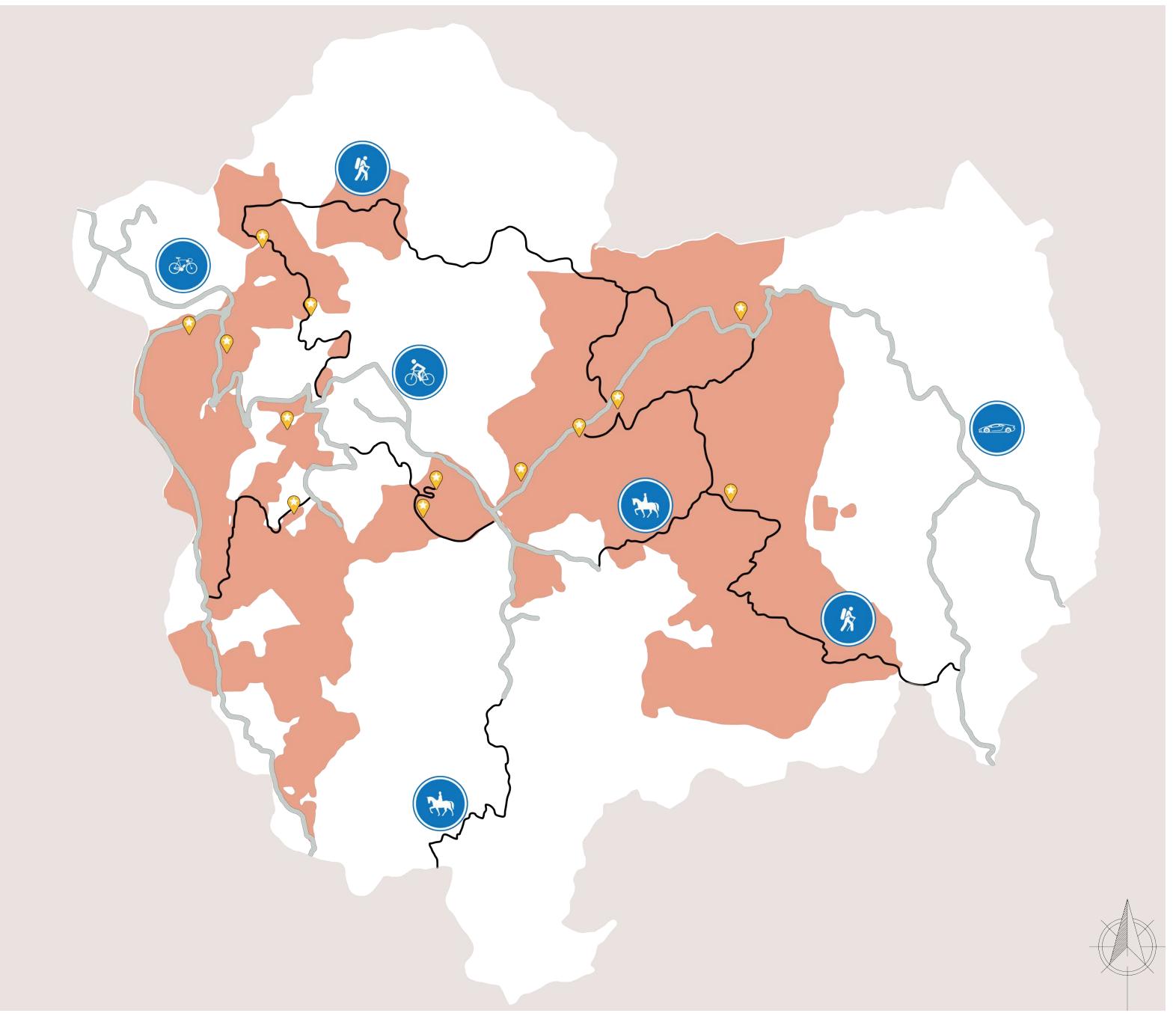


Participation Council

### MASTERPLAN

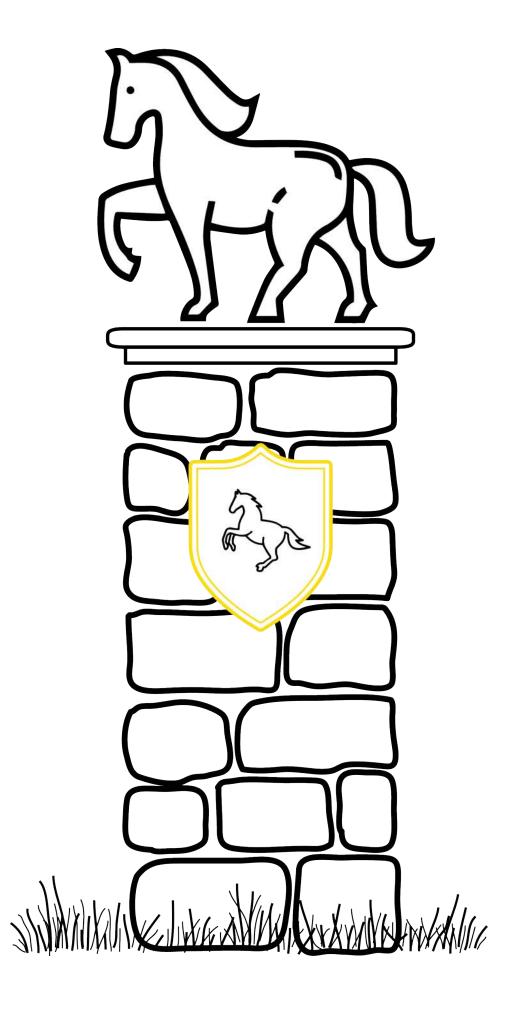
INFRASTRUCTURE

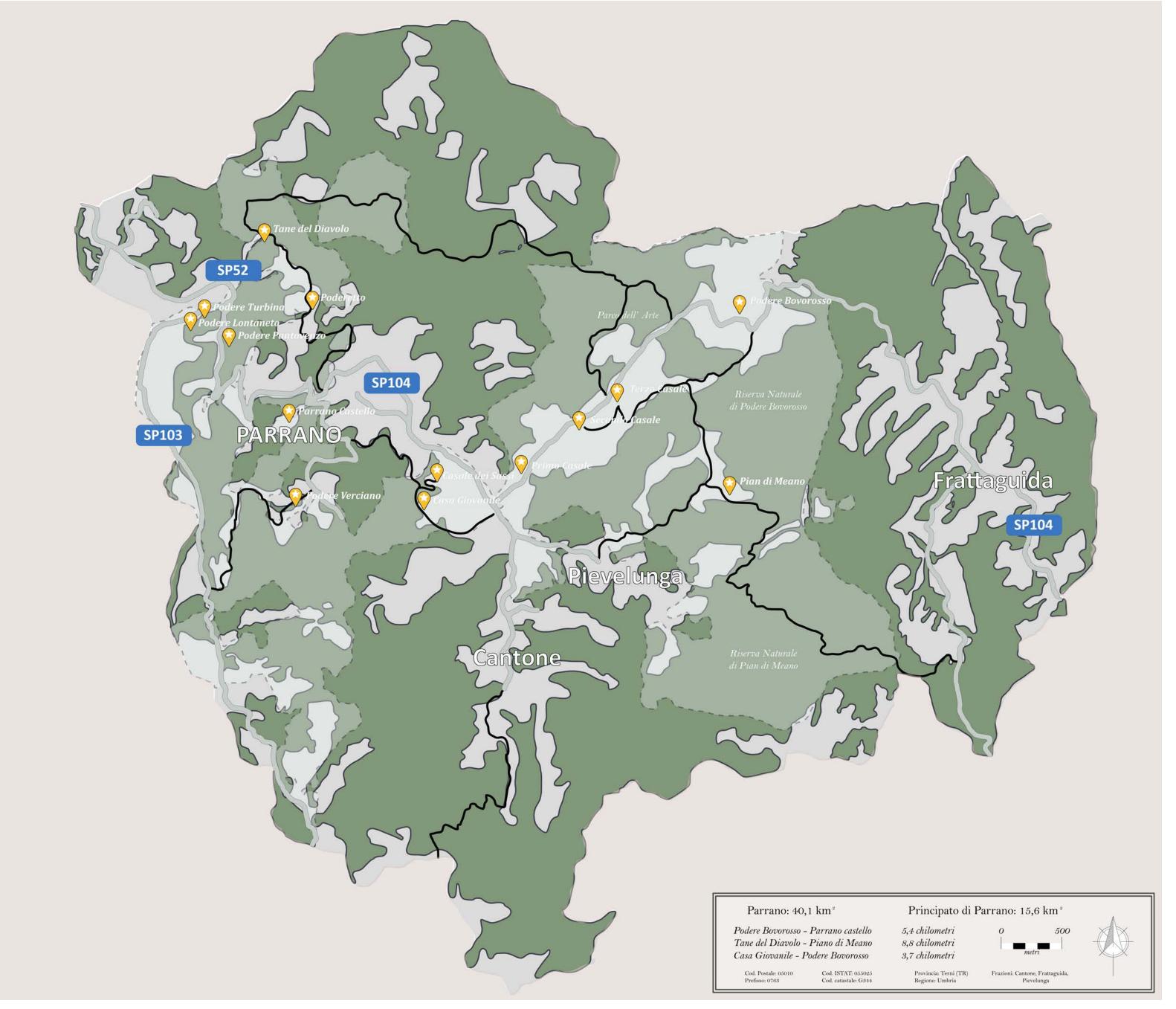




### MASTERPLAN

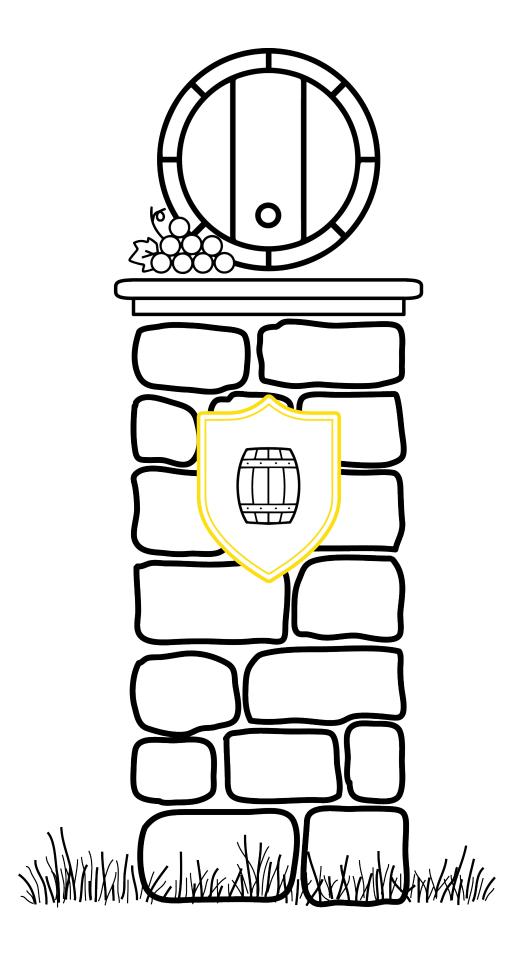
LANDSCAPE DESIGN

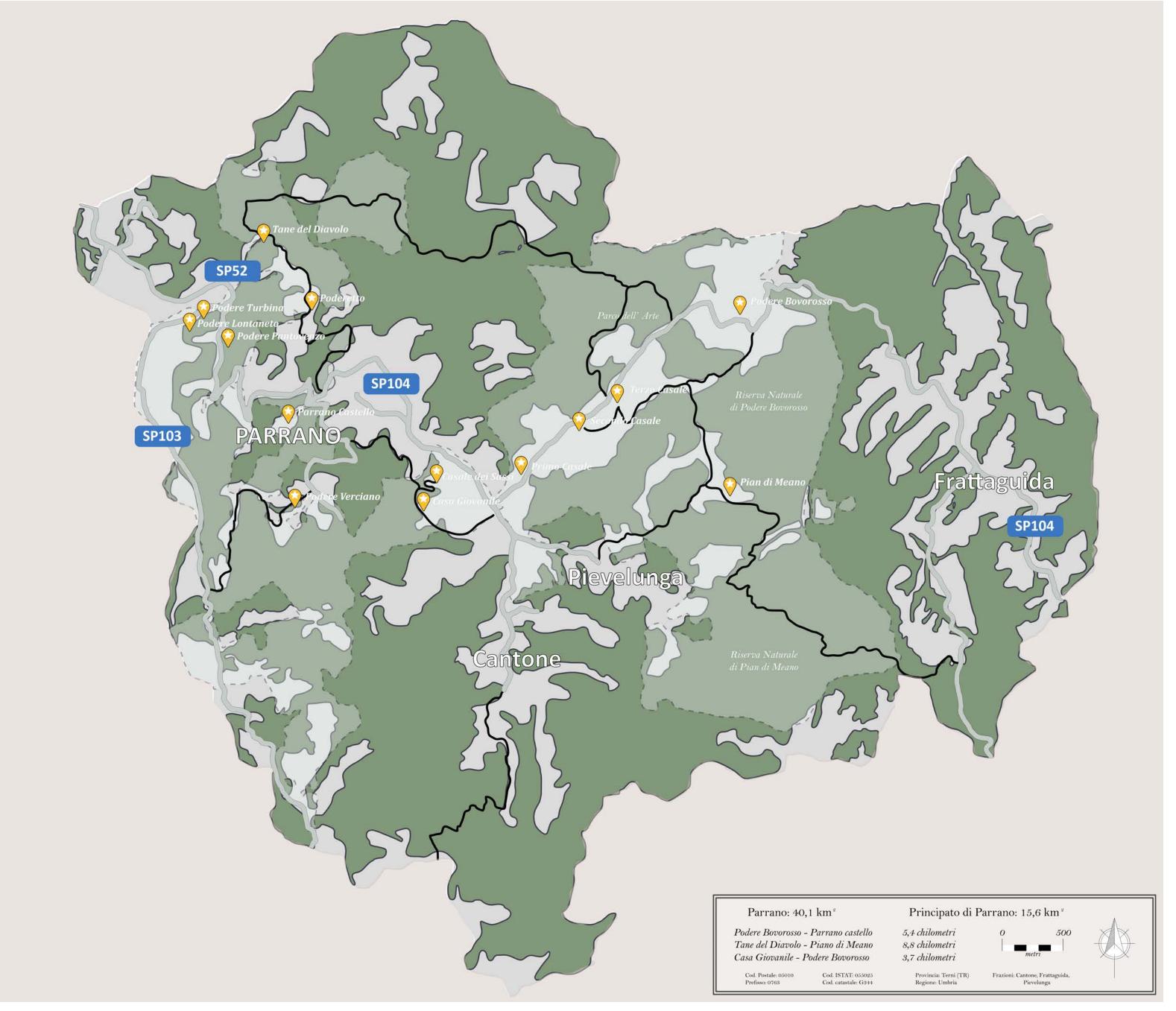




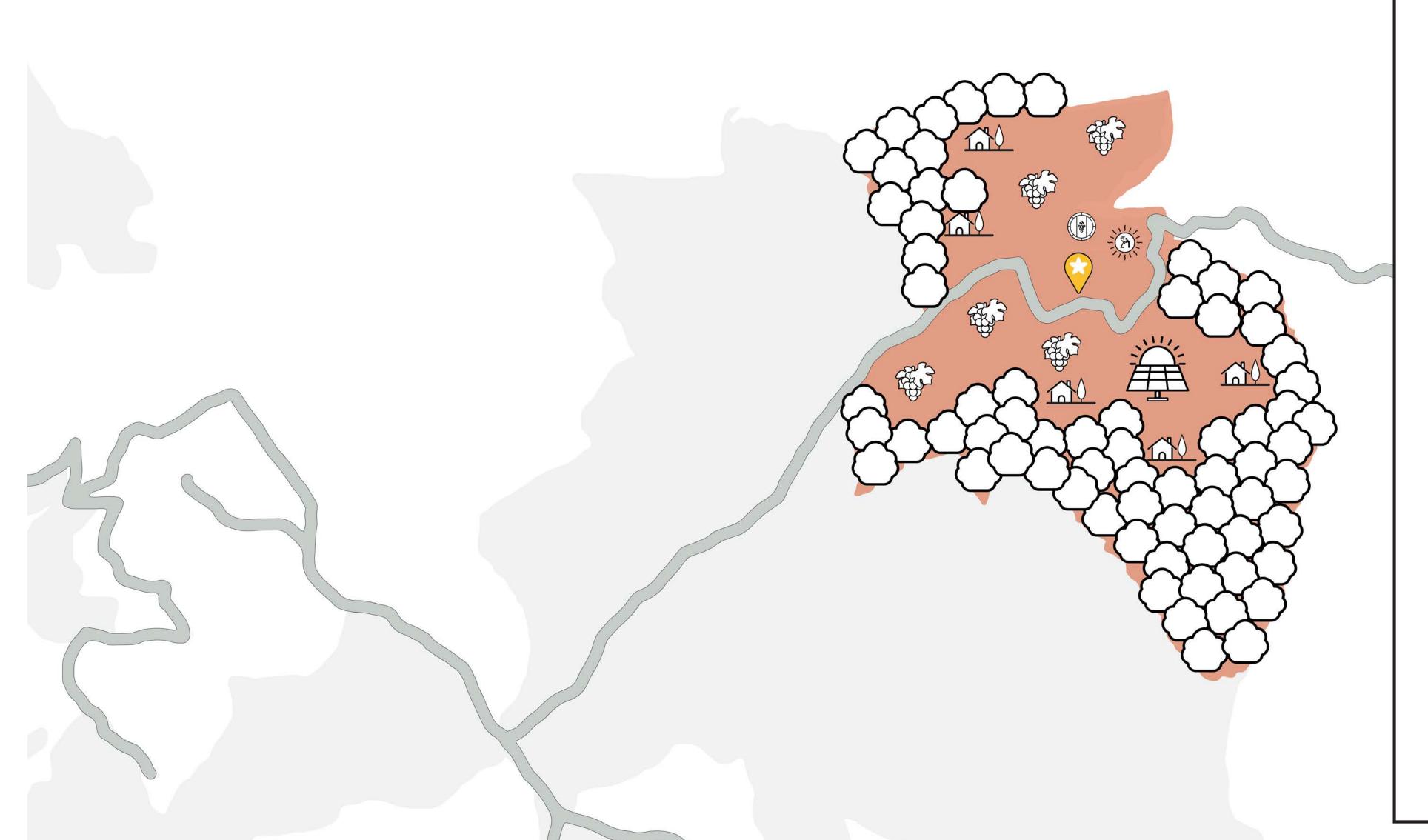
### MASTERPLAN

LANDSCAPE DESIGN





PROGRAM



### Legenda



Solar and Territorial Information Center



Winery, Distillery and Production Facility



Podere Bovorosso Headquarters and Cantina



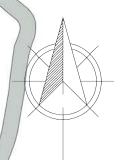
Solarparc - Parco Fotovoltaico





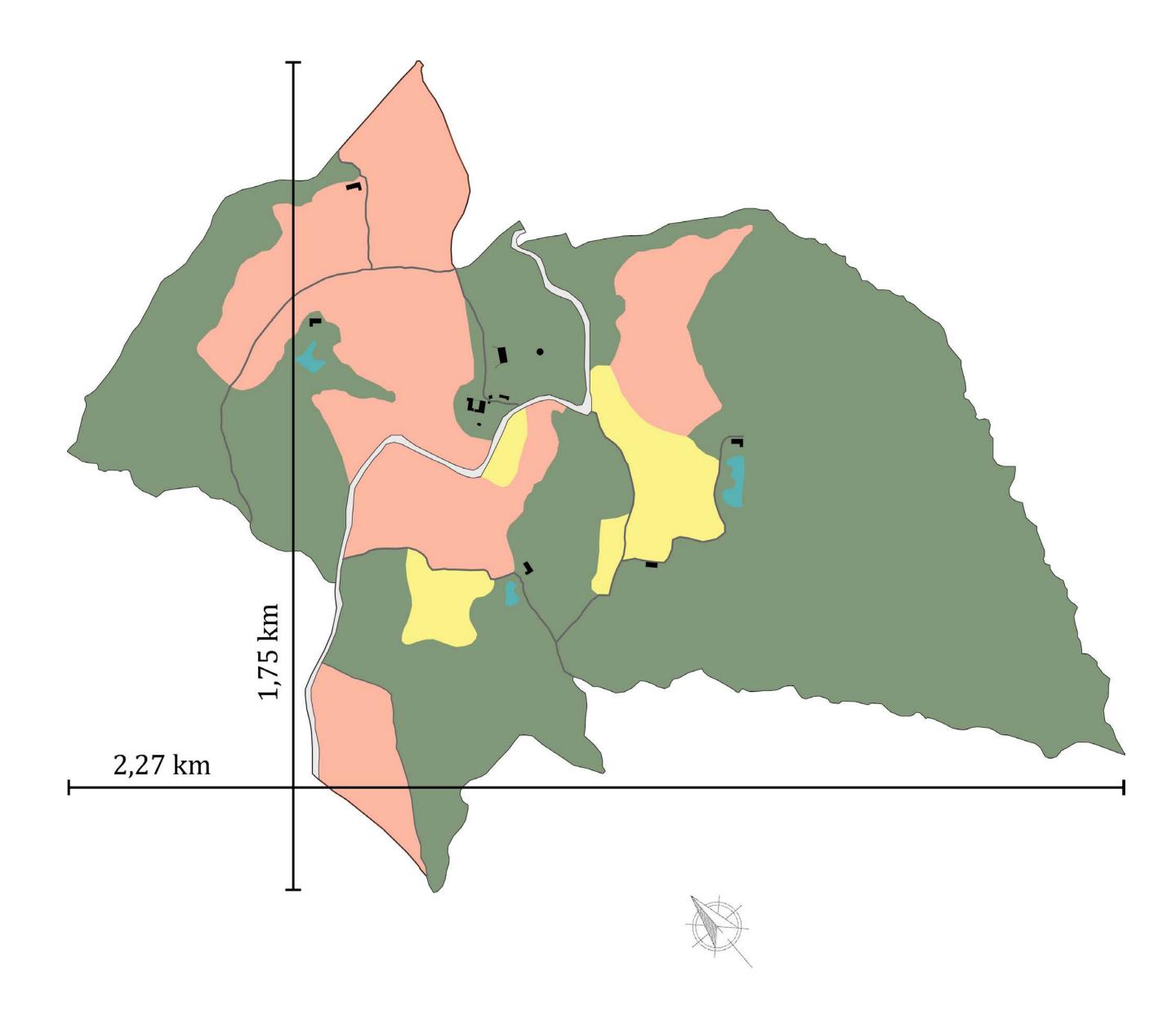


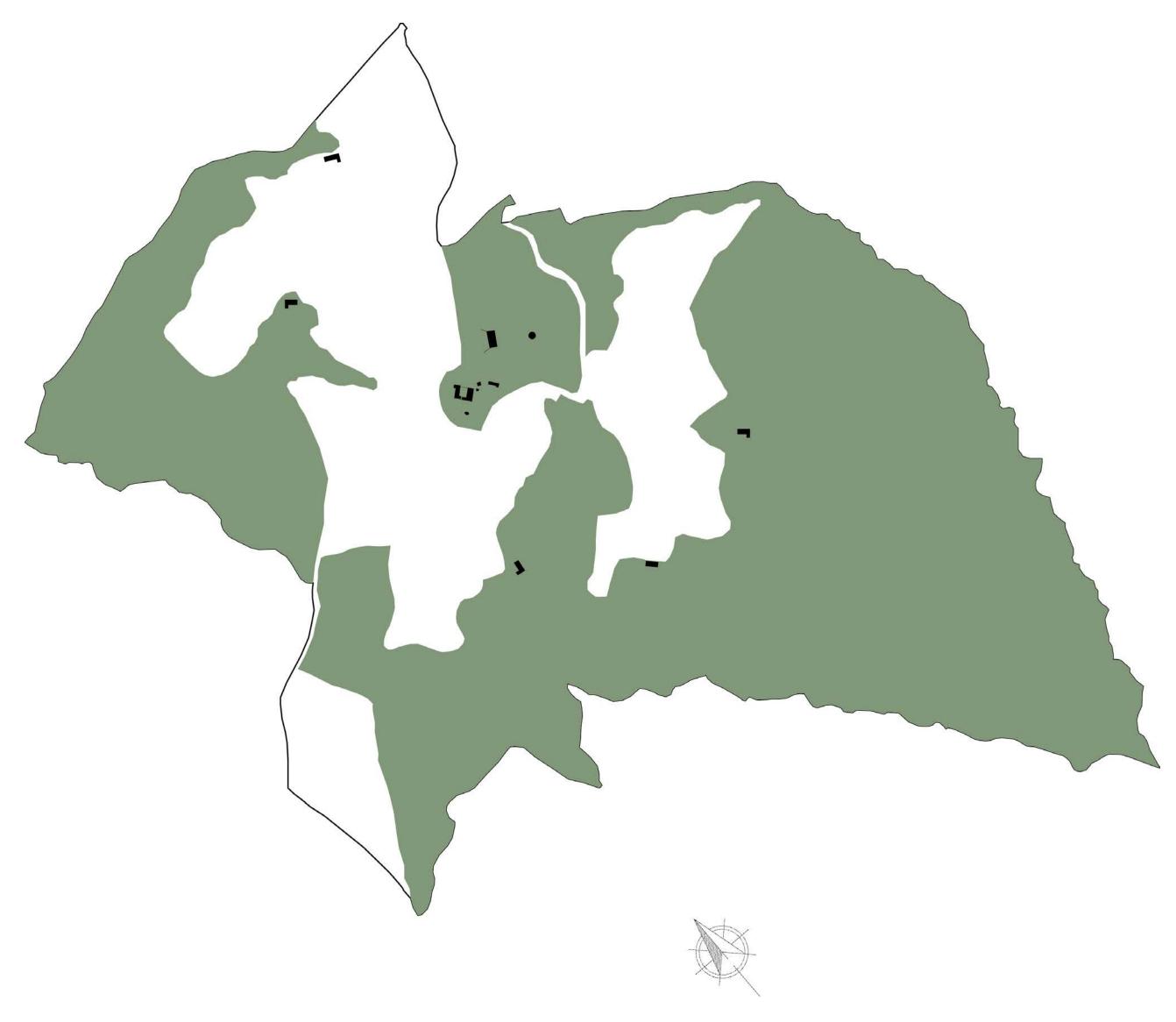
Podere Bovorosso, Parrano, TR

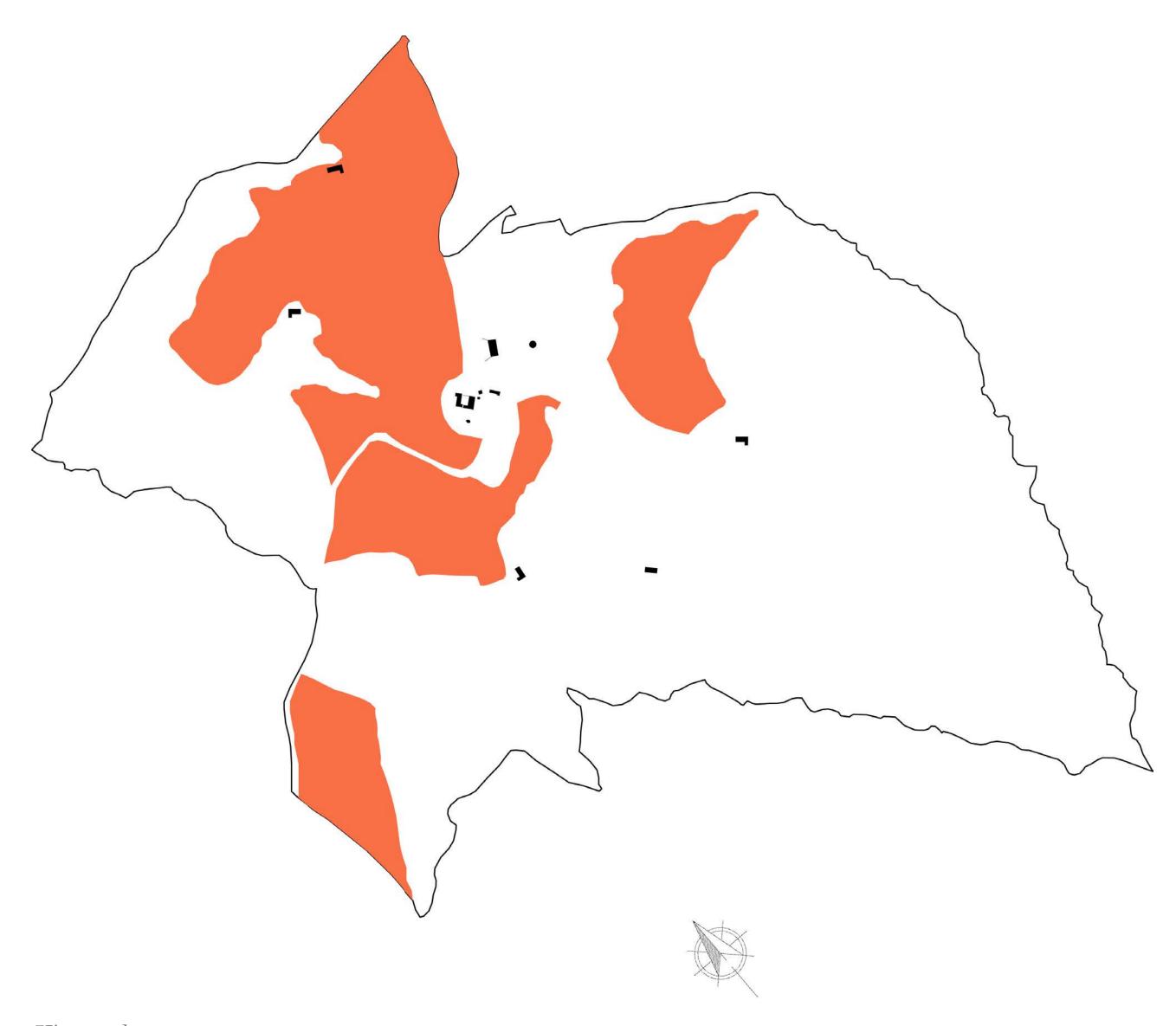


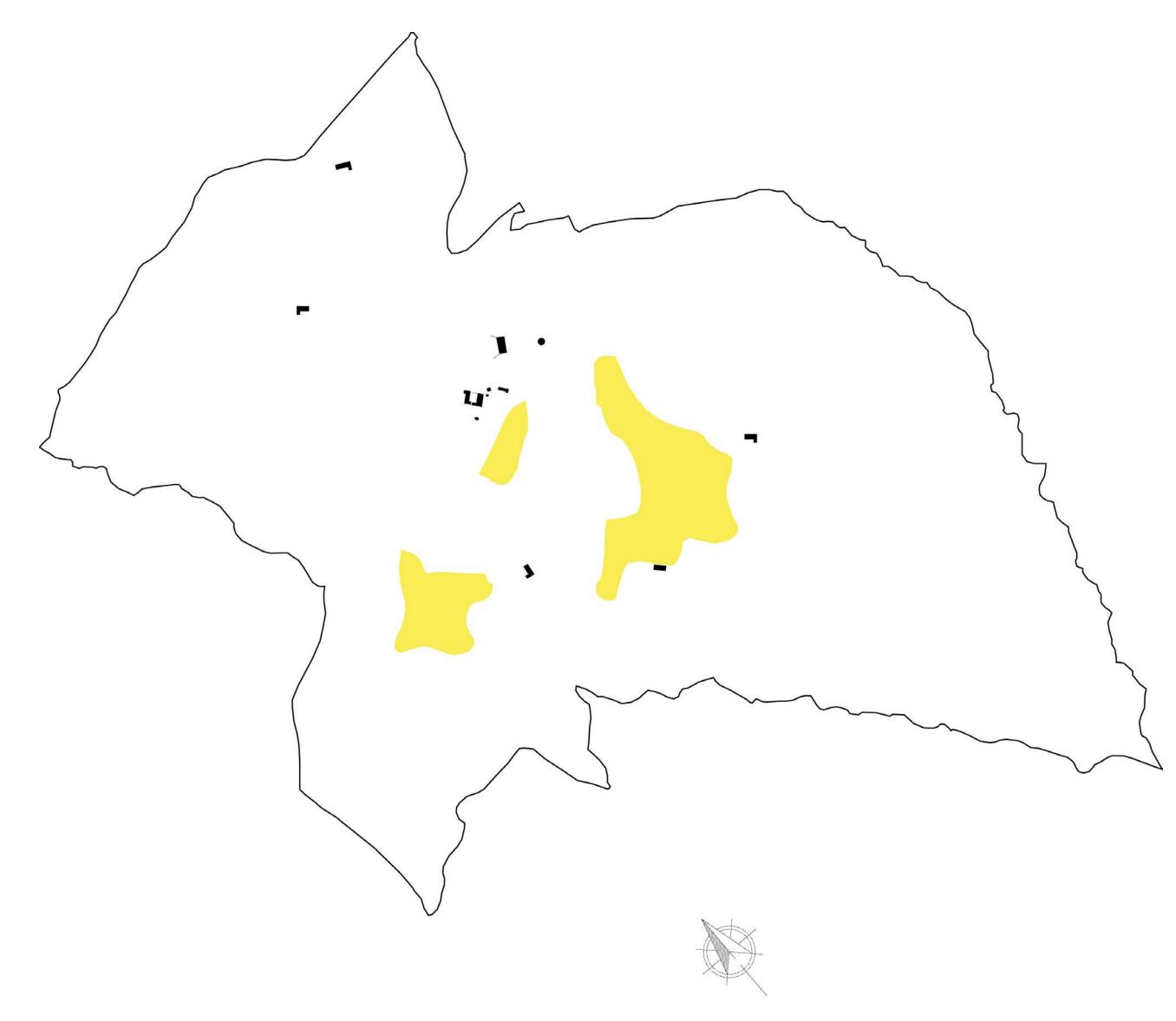
# BOVORROSSO



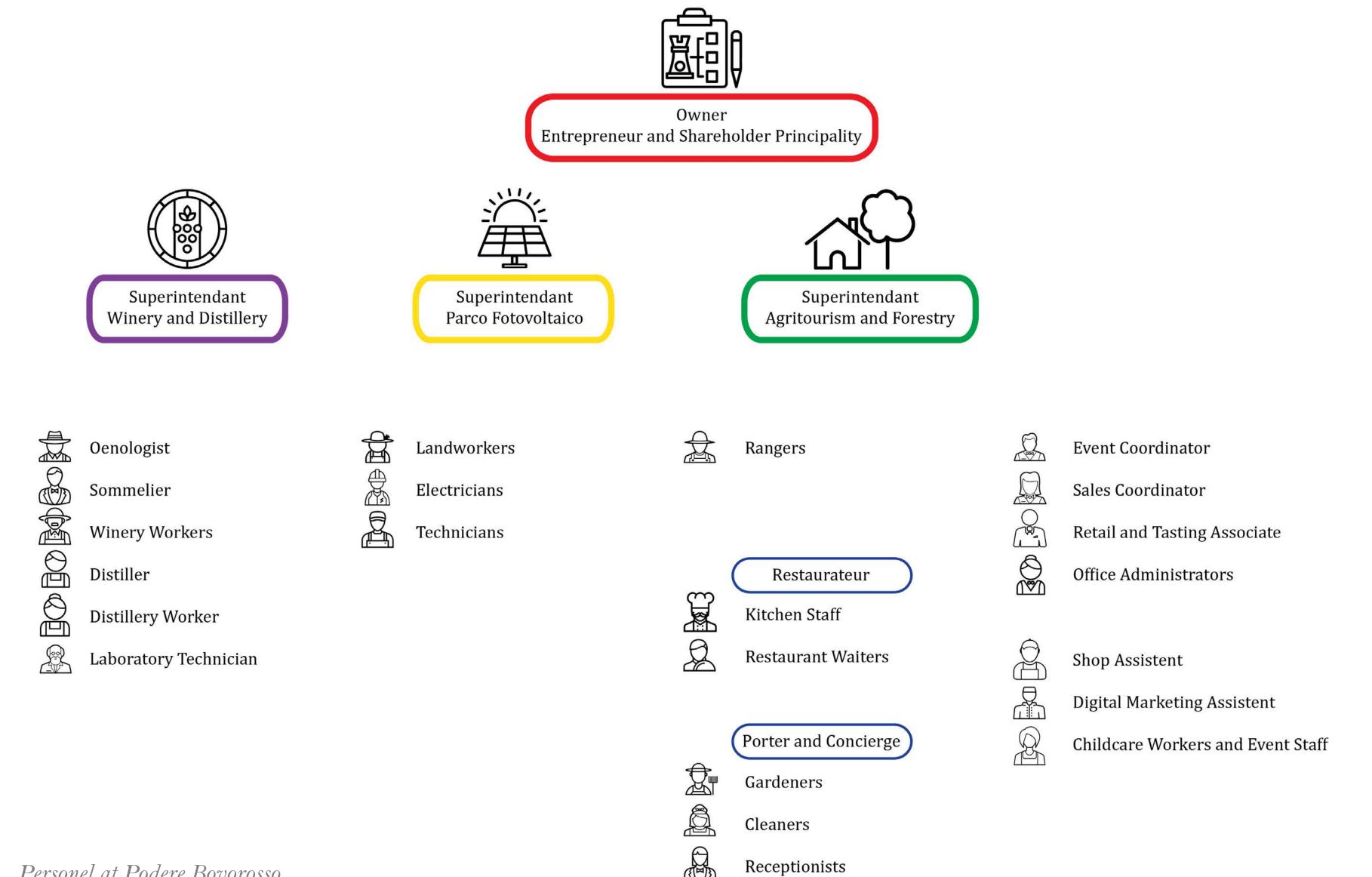








### ORGANIZATION



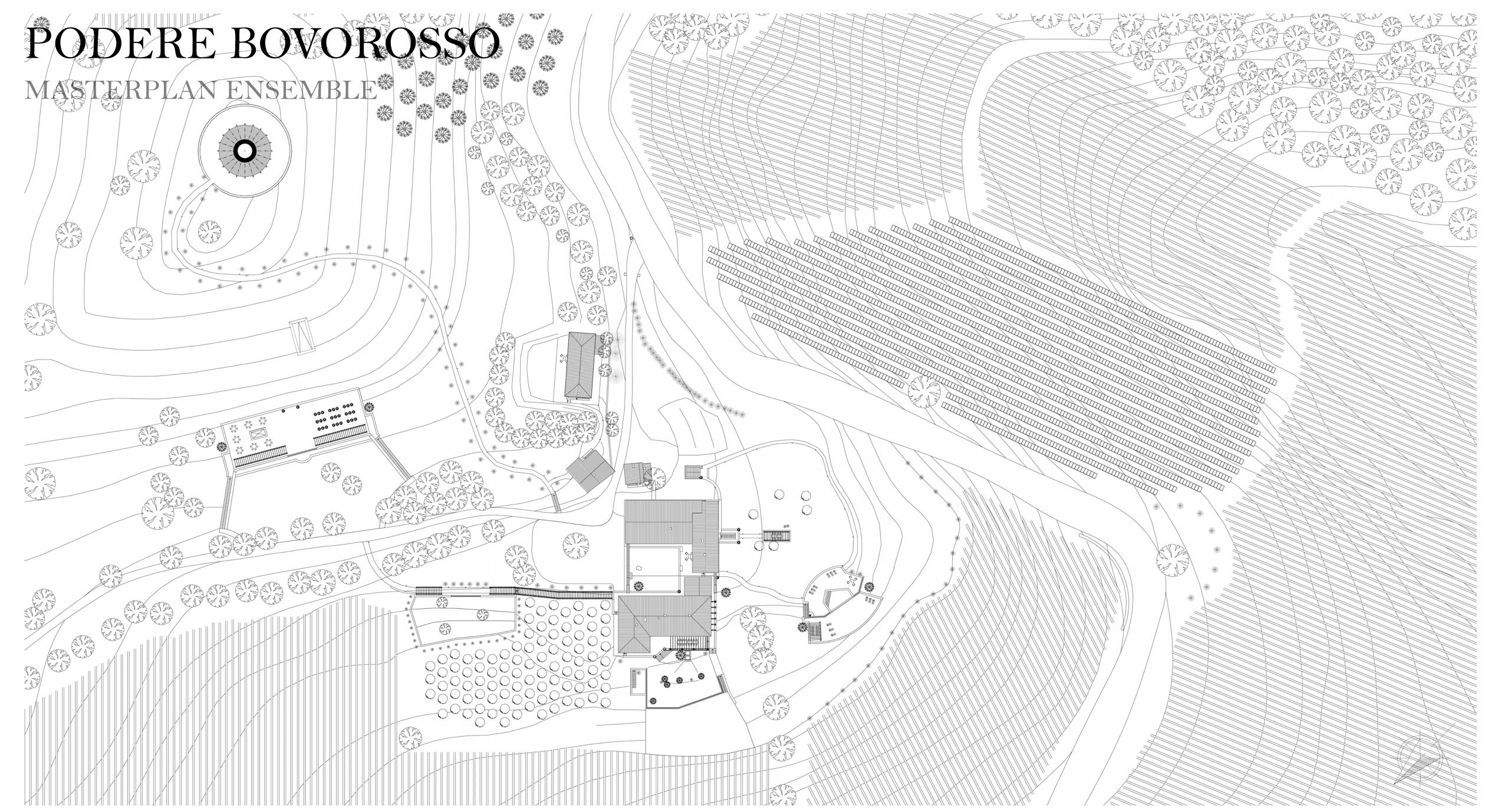
Personel at Podere Bovorosso

CURRENT SITUATION



NEW SITUATION





FARMHOUSE & CANTINA



FARMHOUSE & CANTINA



WATER TROUGH SHED



WATER TROUGH SHED



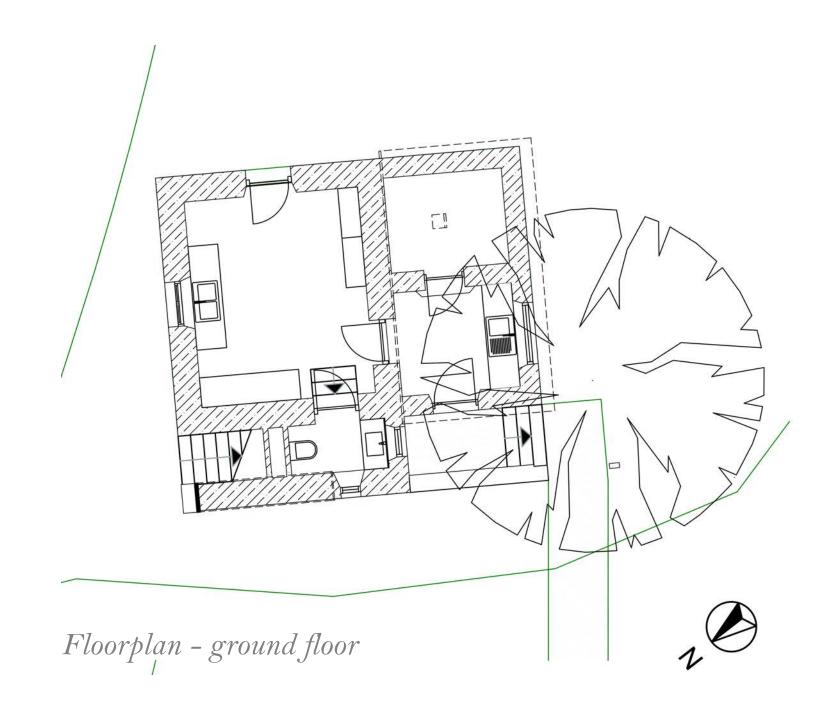
BAKERY & RECEPTION BUILDING

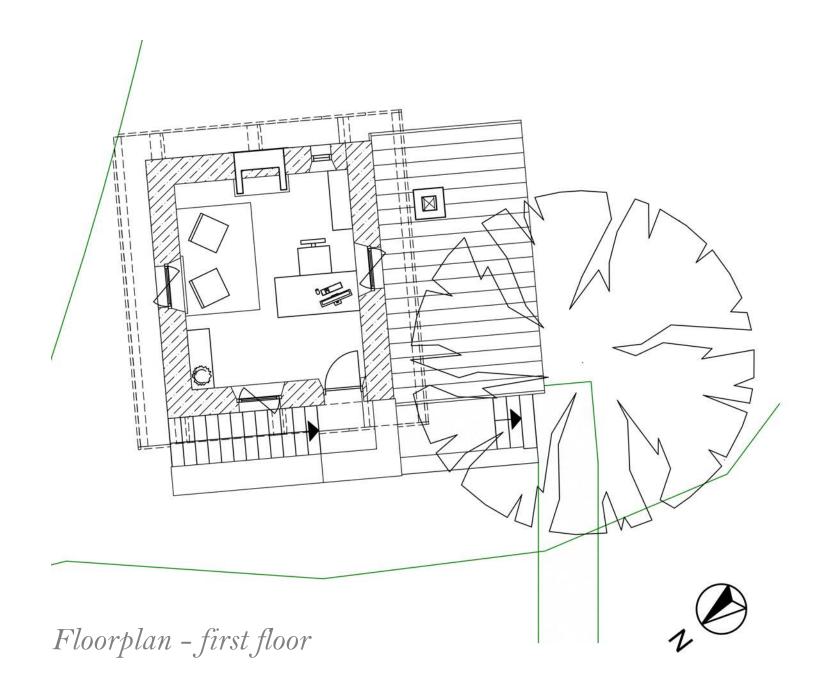


BAKERY & RECEPTION BUILDING



### BAKERY & RECEPTION BUILDING





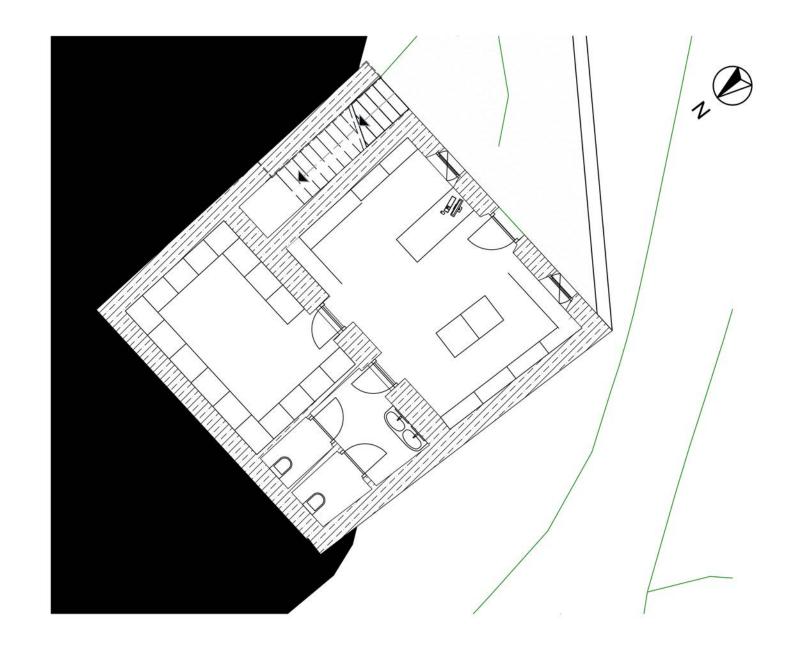
STORE & OFFICE BUILDING



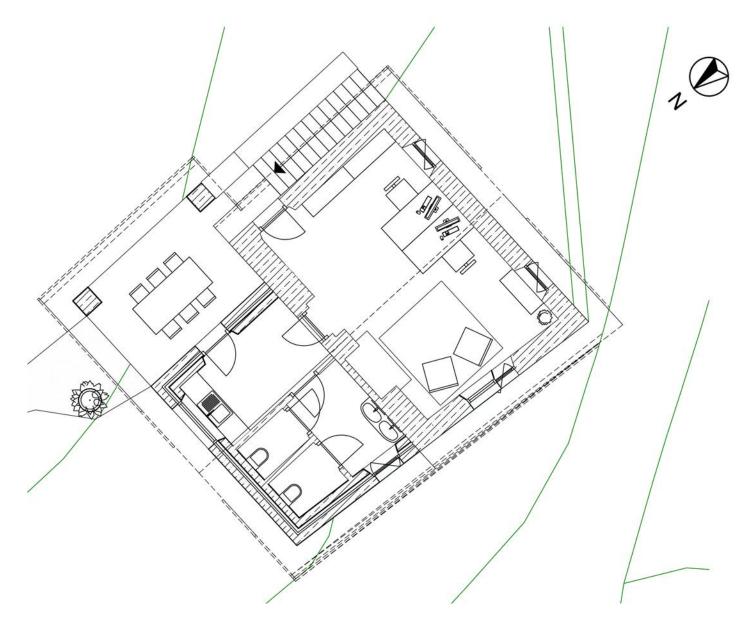
STORE & OFFICE BUILDING



### STORE & OFFICE BUILDING



Floorplan - ground floor



Floorplan - first floor

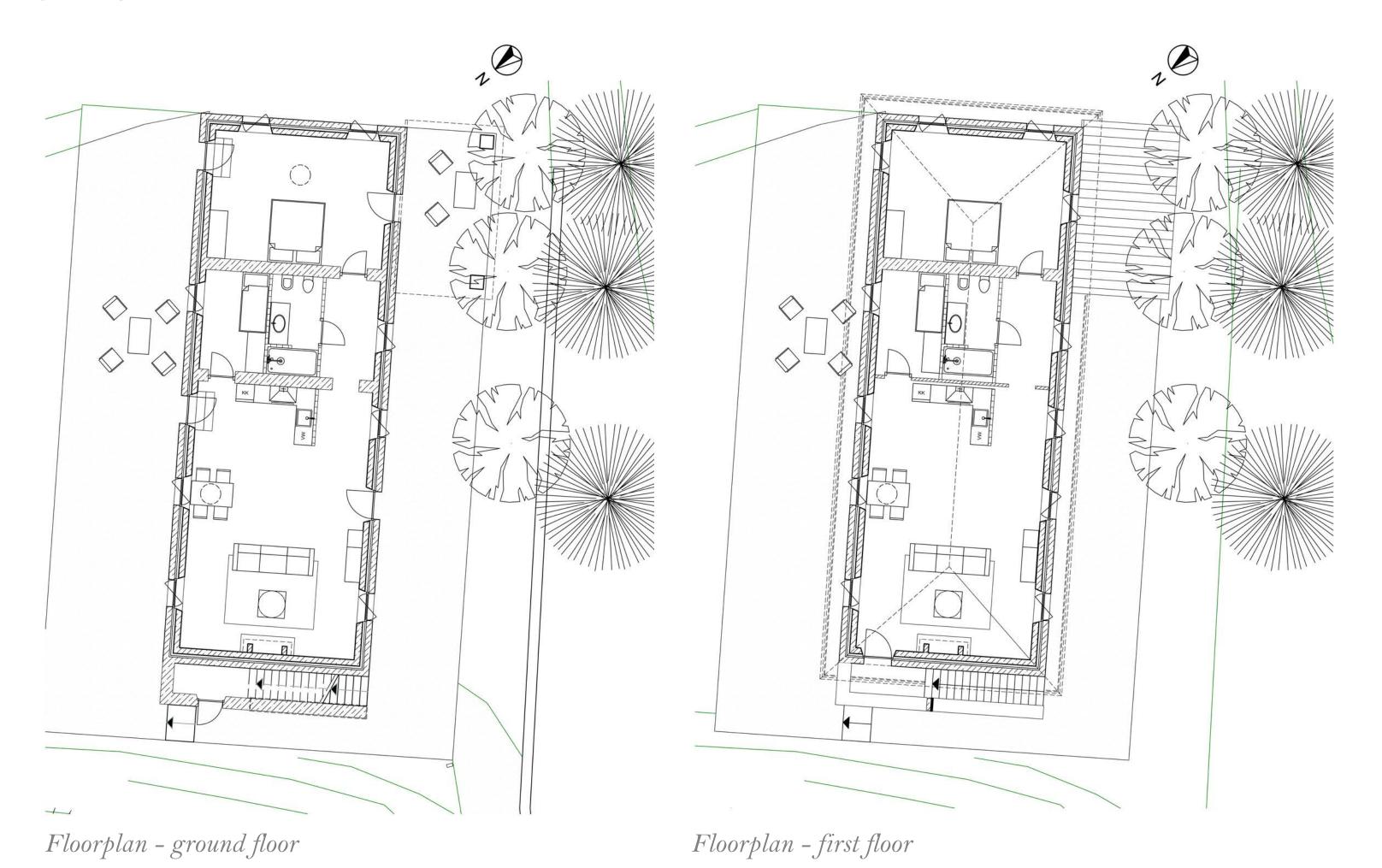
### APPARTMENT BUILDING



APPARTMENT BUILDING



### APPARTMENT BUILDING

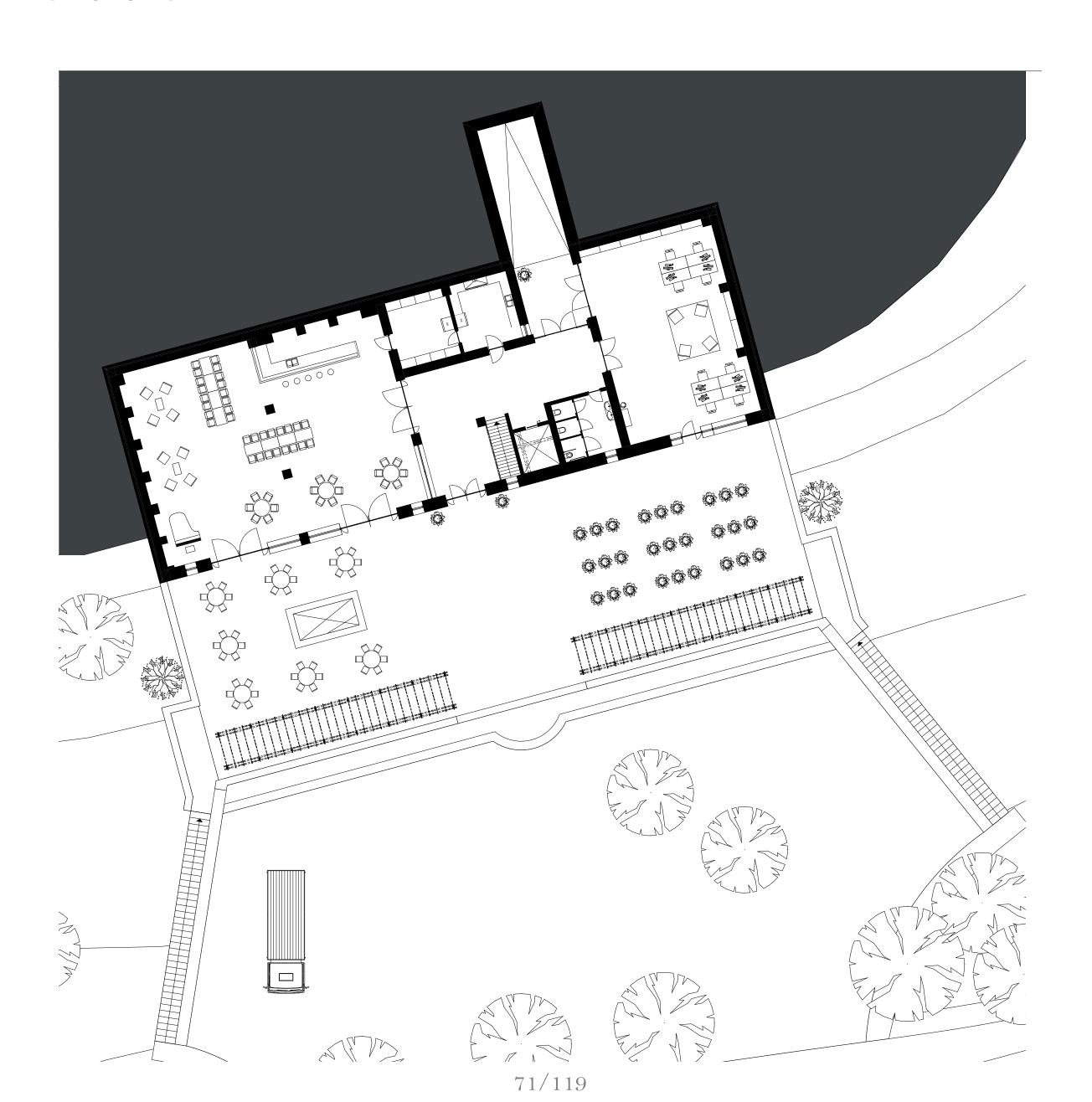


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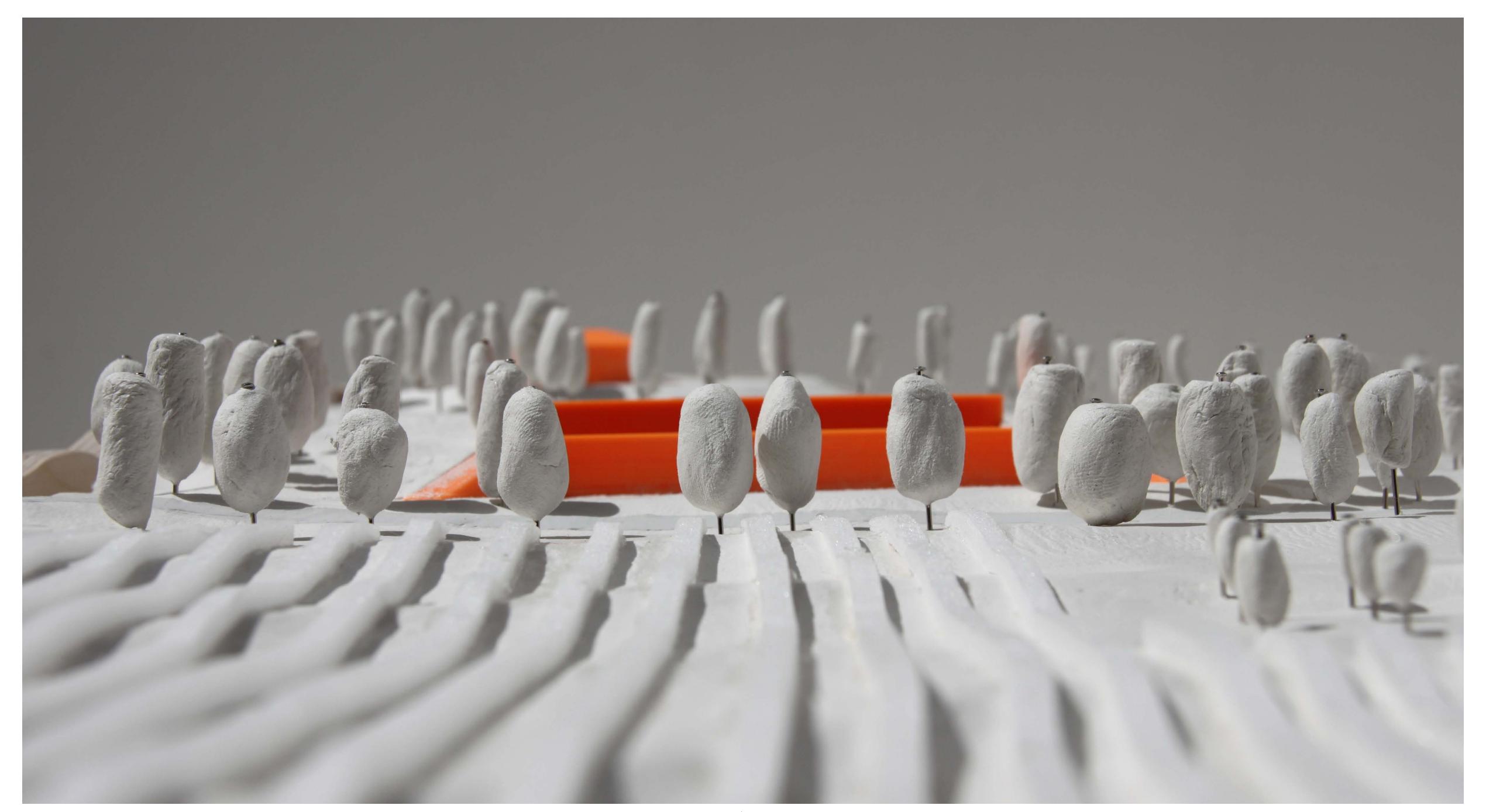
WINERY



WINERY



Floorplan - first floor



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PANORAMA WELL



EXHIBITION TUNNEL

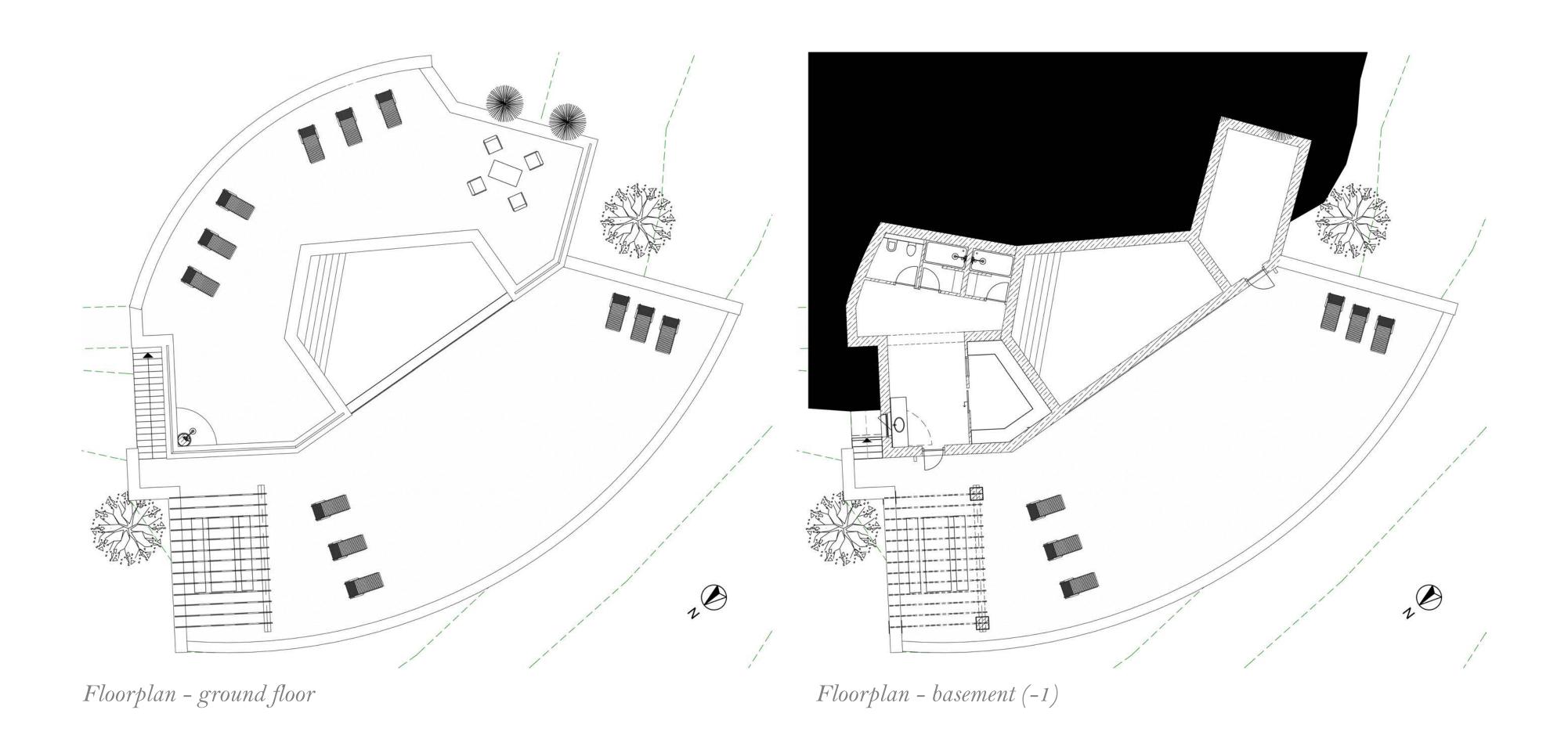




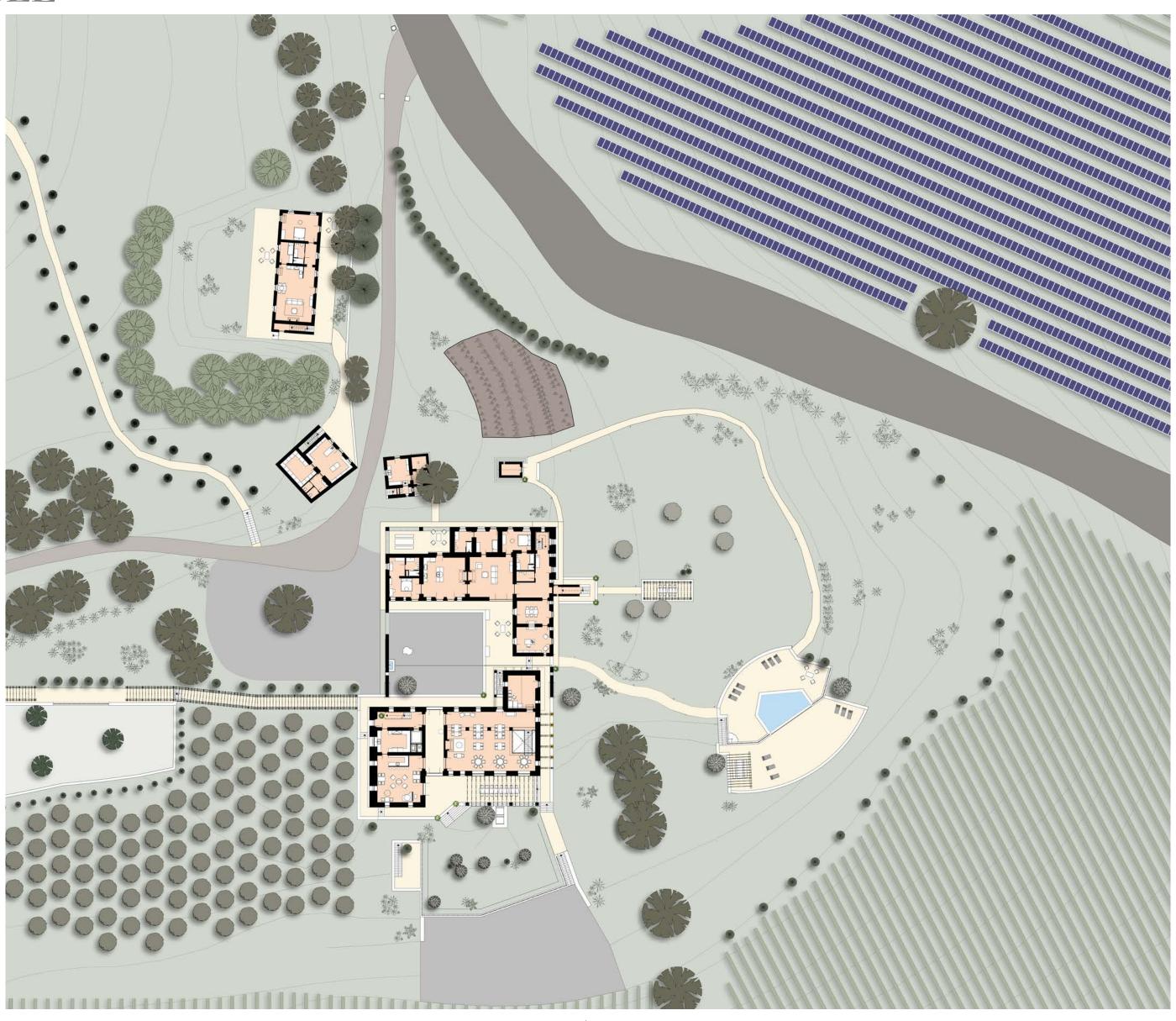
SWIMMING POOL



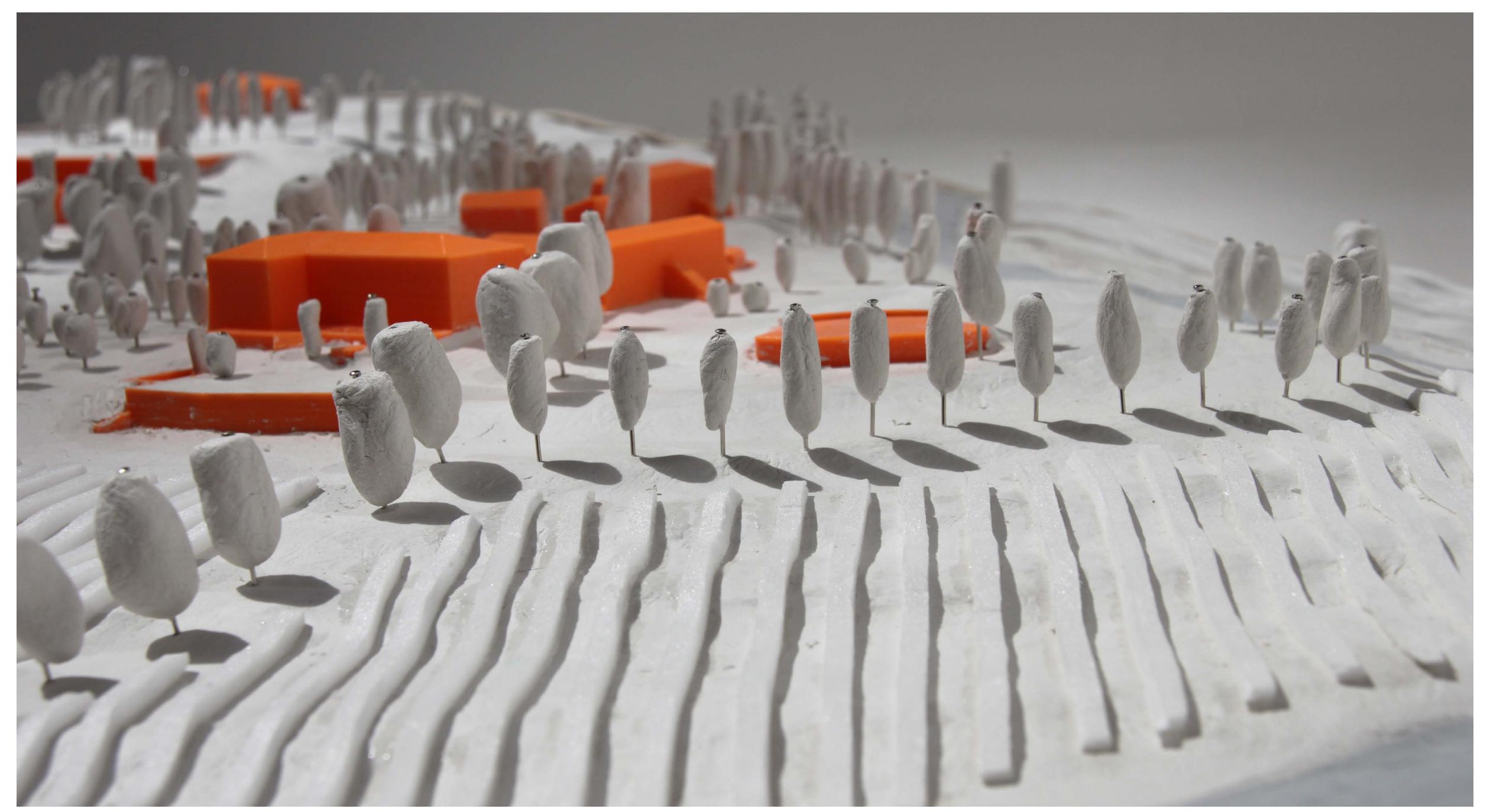
## POOLHOUSE



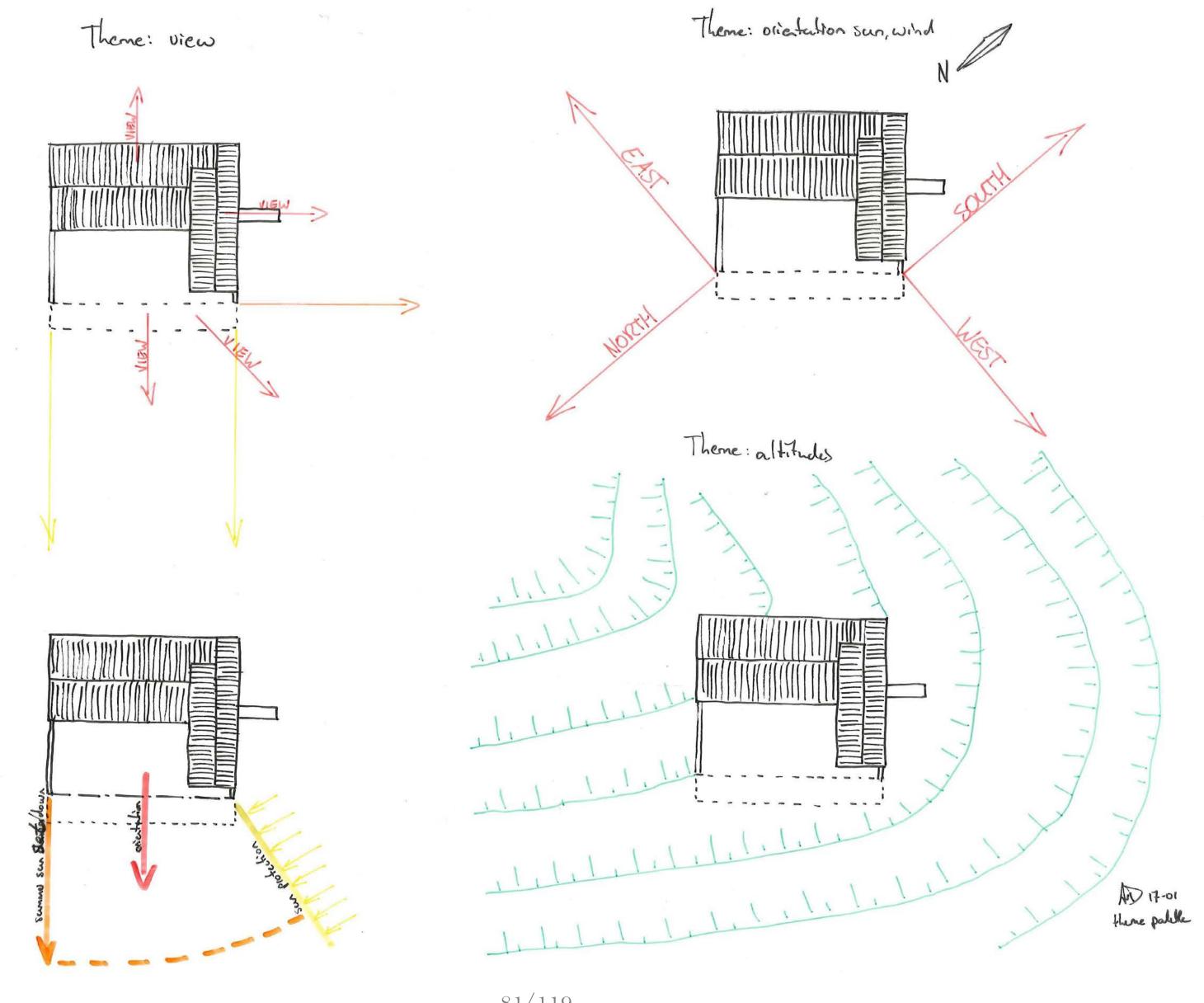
MASTERPLAN ENSEMBLE



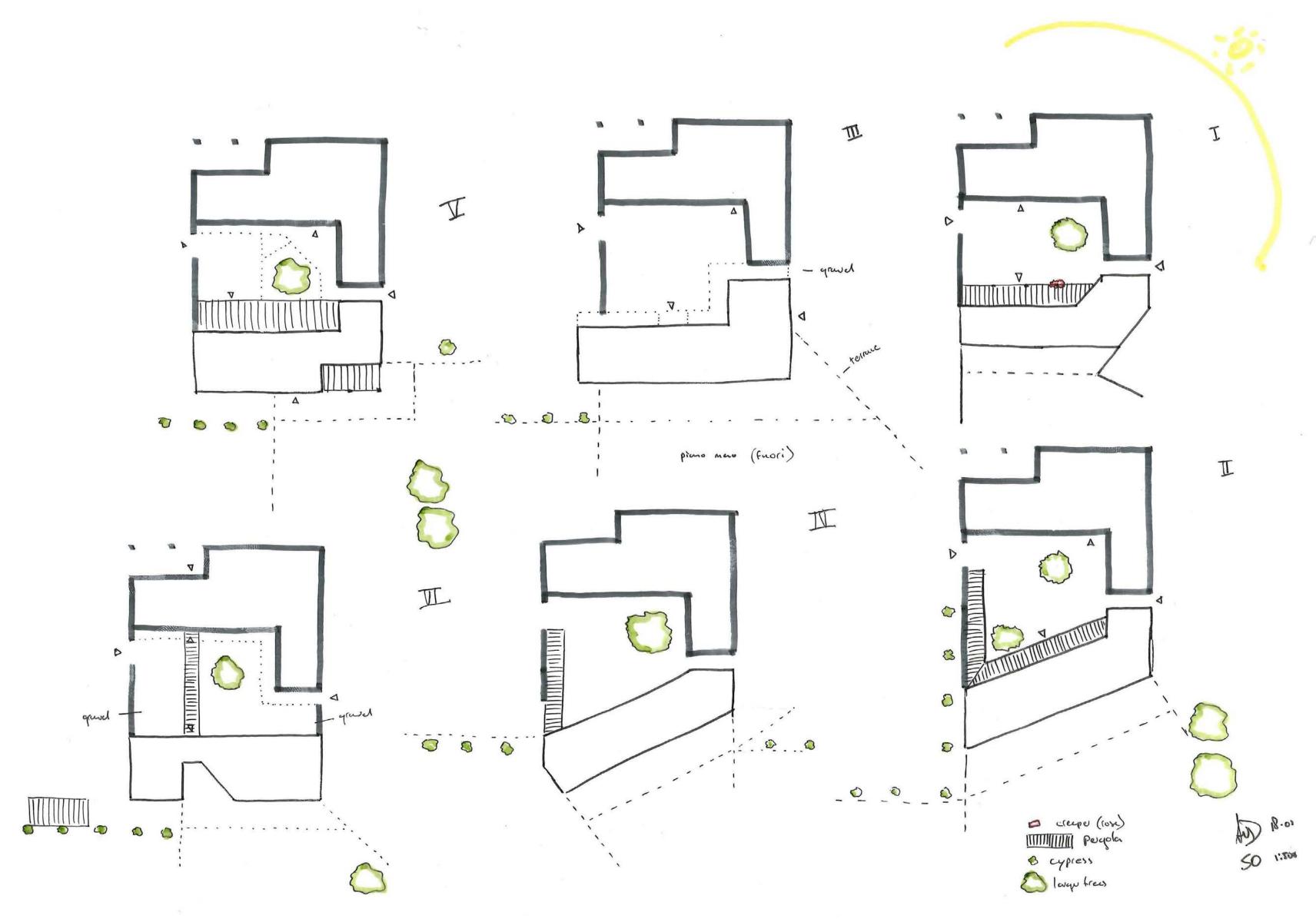




STARTING POINTS



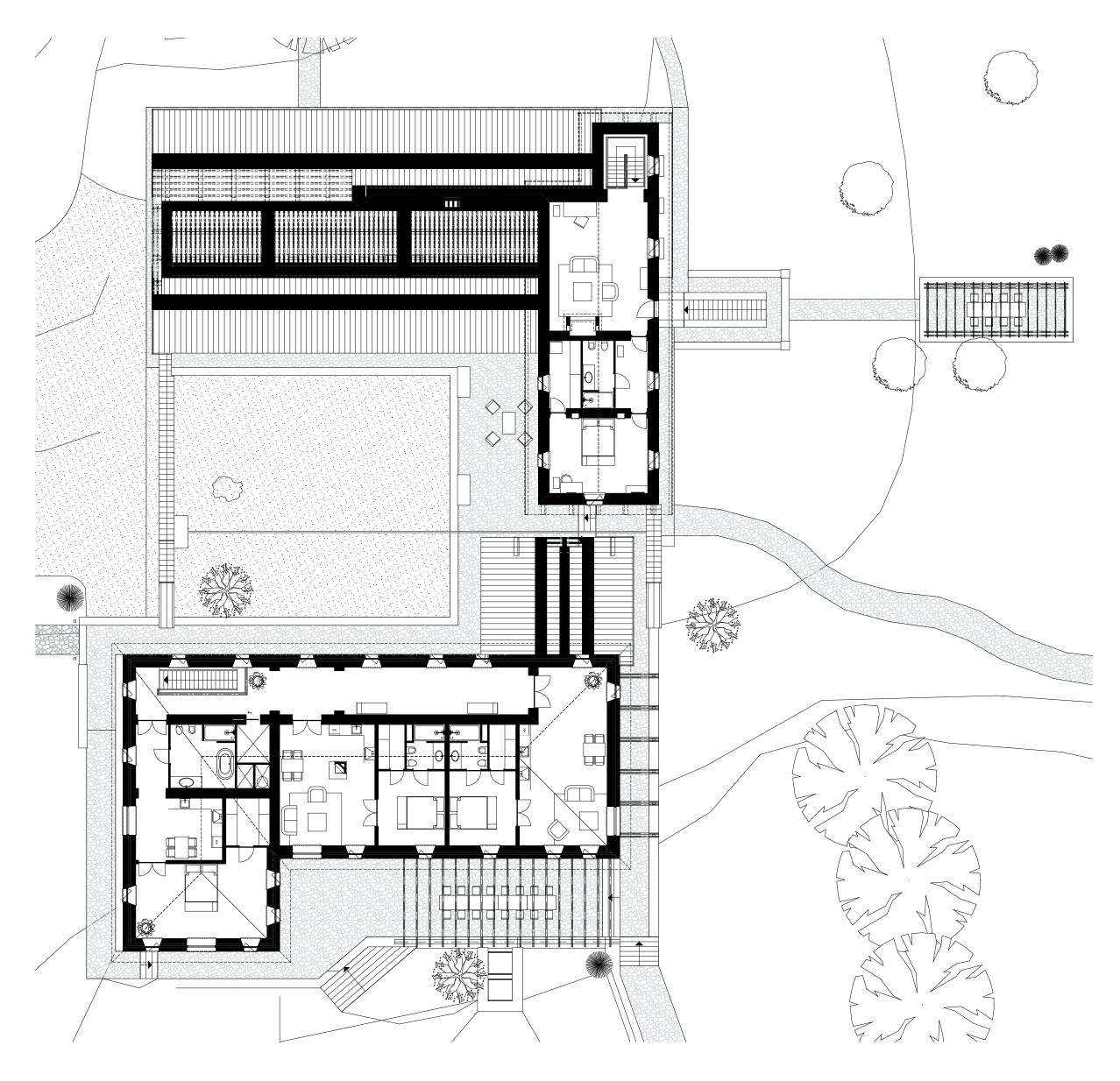
DESIGN STUDIES



GROUND FLOOR



FIRST FLOOR







86/119

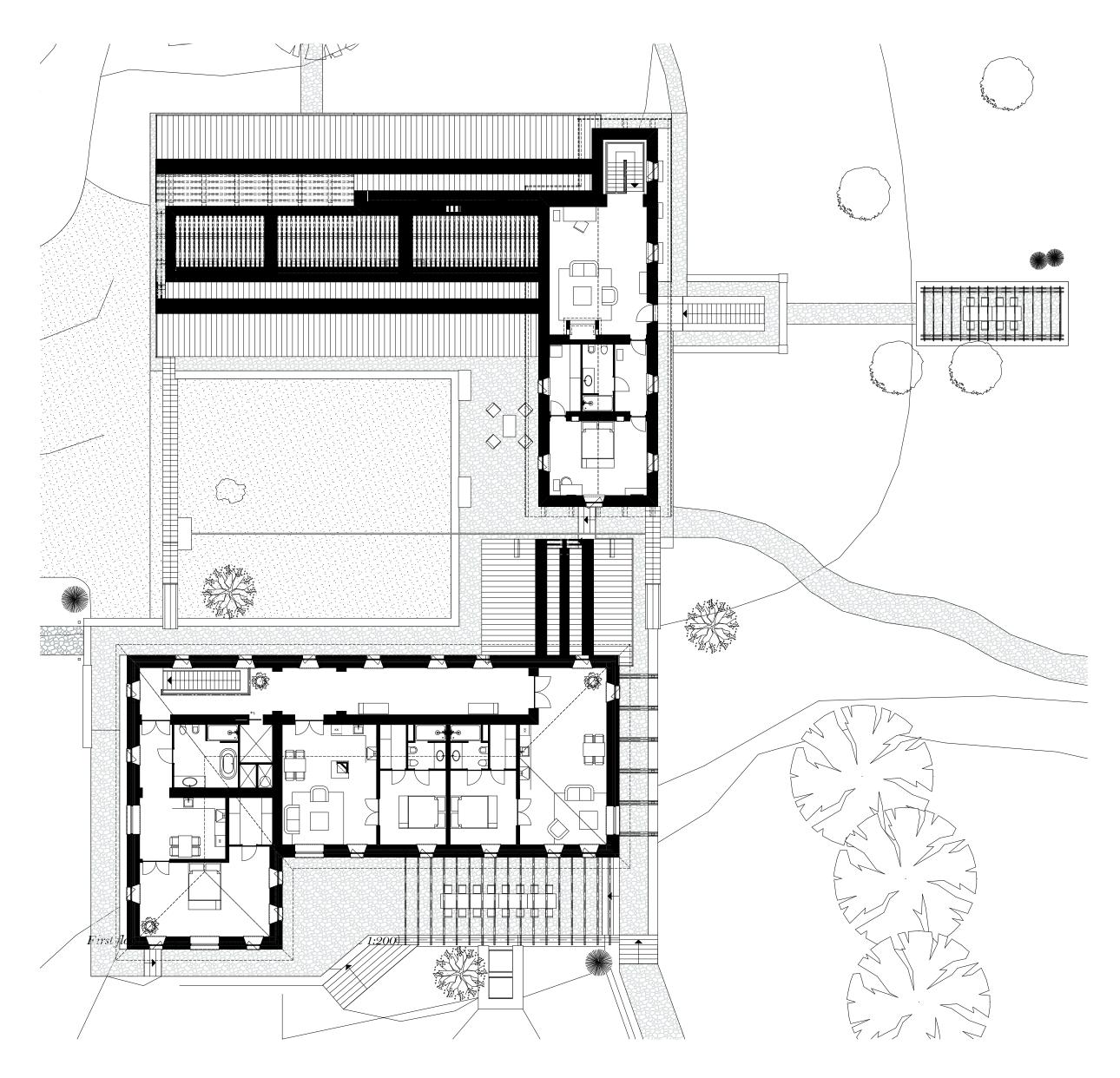
GROUND FLOOR



CANTINA



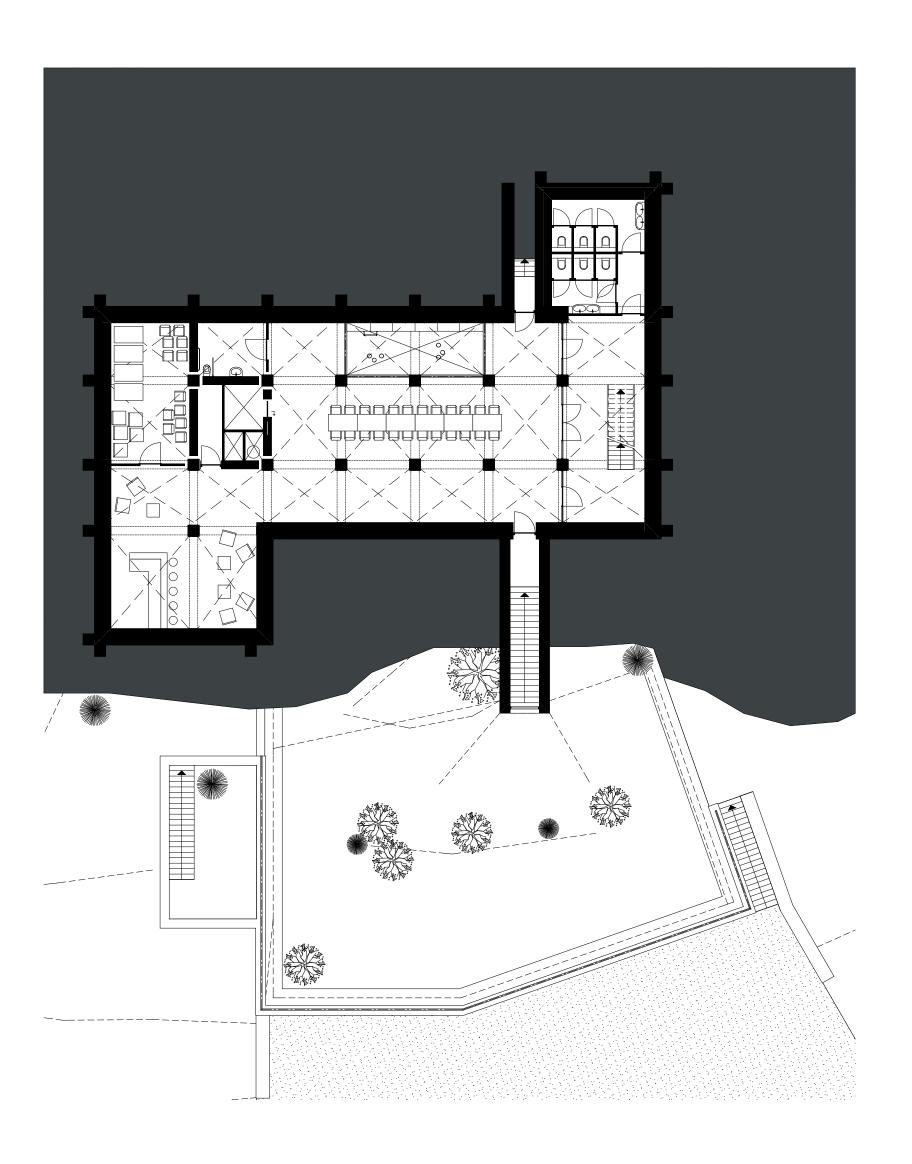
FIRST FLOOR



CORRIDOR



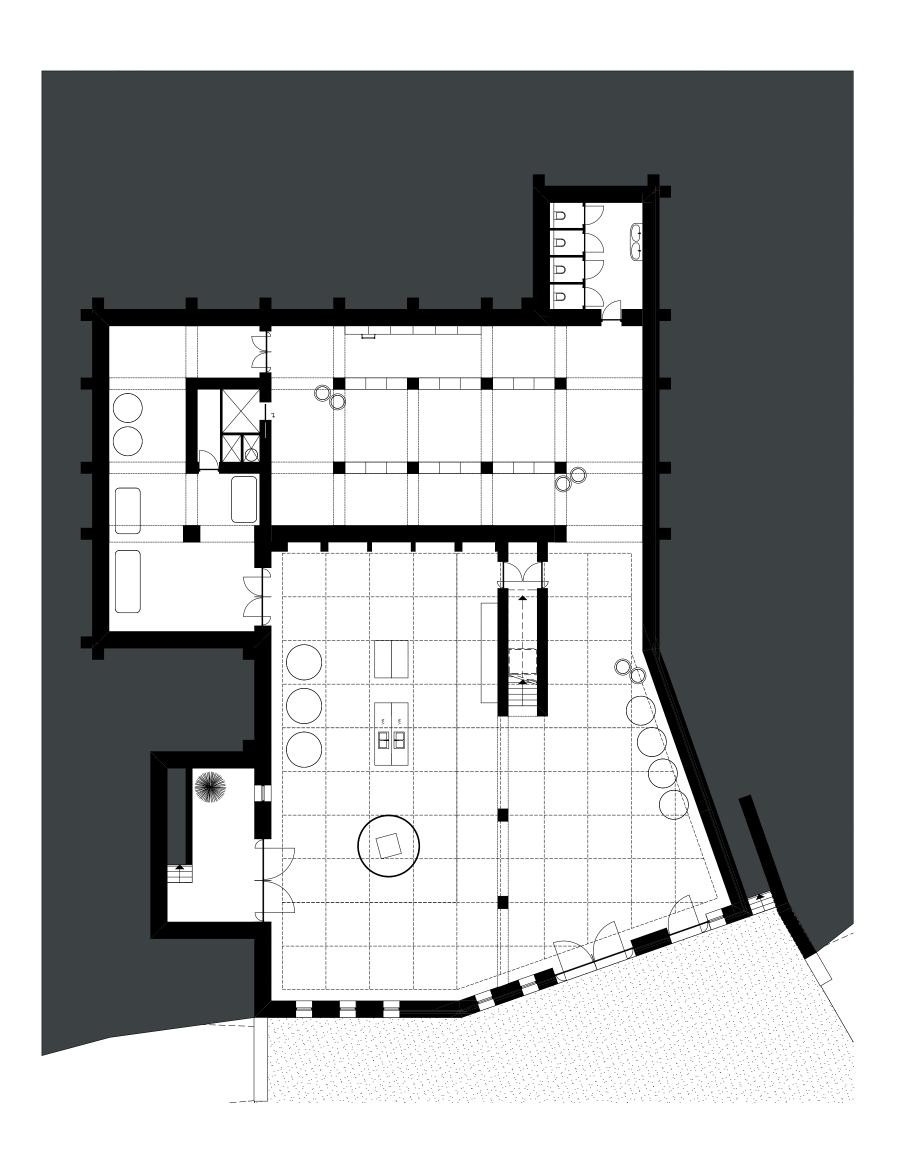
CELLAR



CELLAR



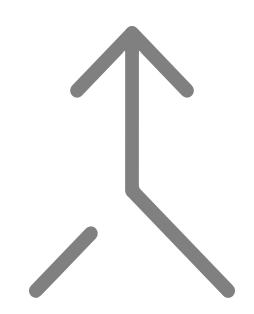
BASEMENT

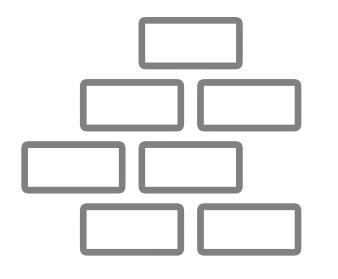


## CRITICAL REGIONALISM

BETWEEN TRADITIONALISM, MODERNISM AND REGIONALISM





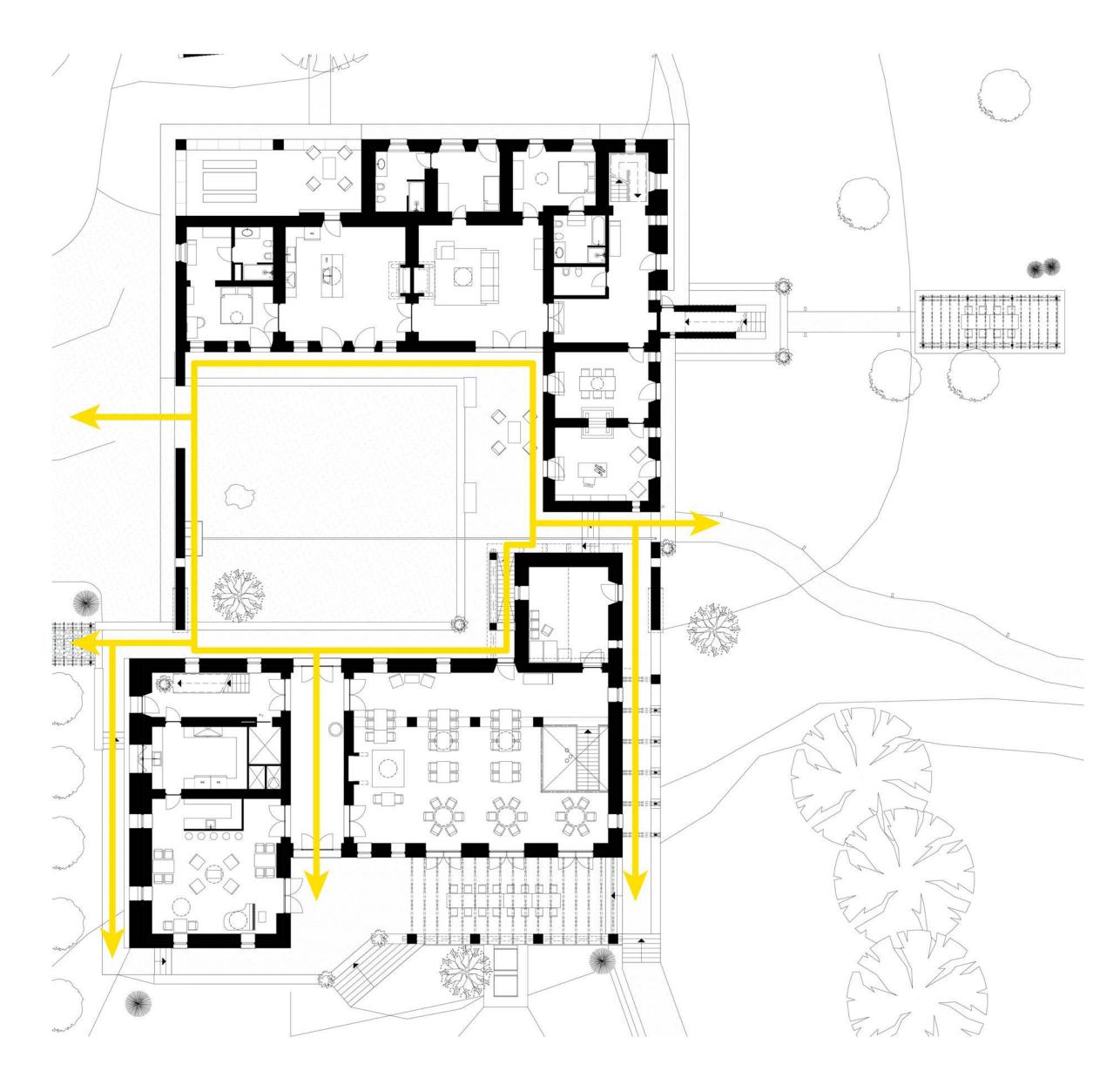






Inventive new opportunities and means

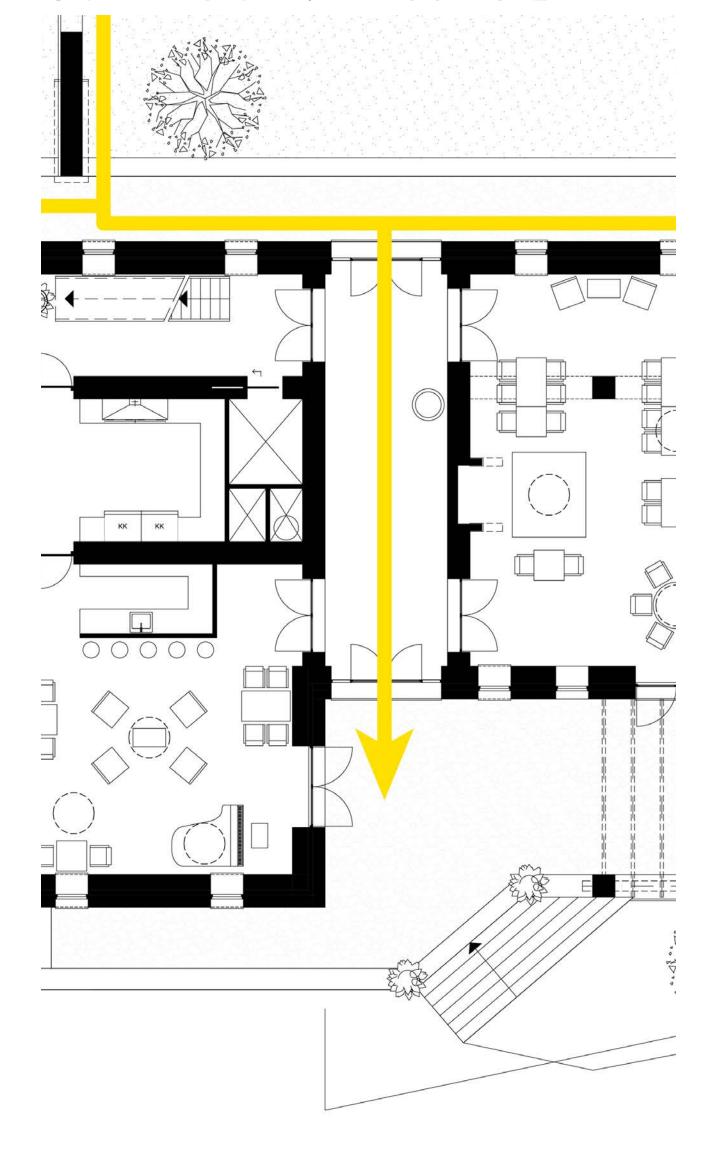
## IMPLEMENTATION



CORRIDOR / PASSAGE

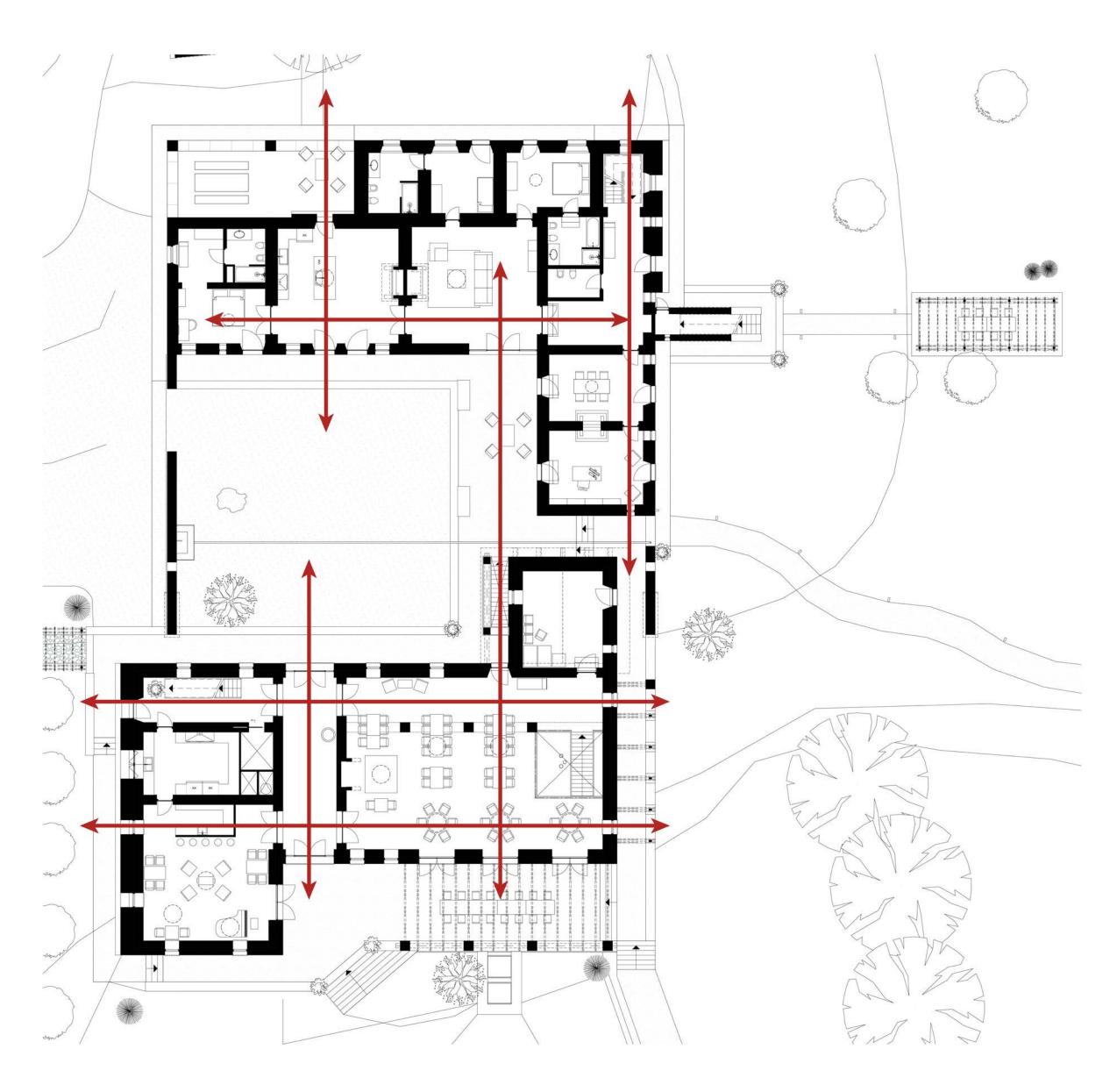


CORRIDOR / PASSAGE





## IMPLEMENTATION

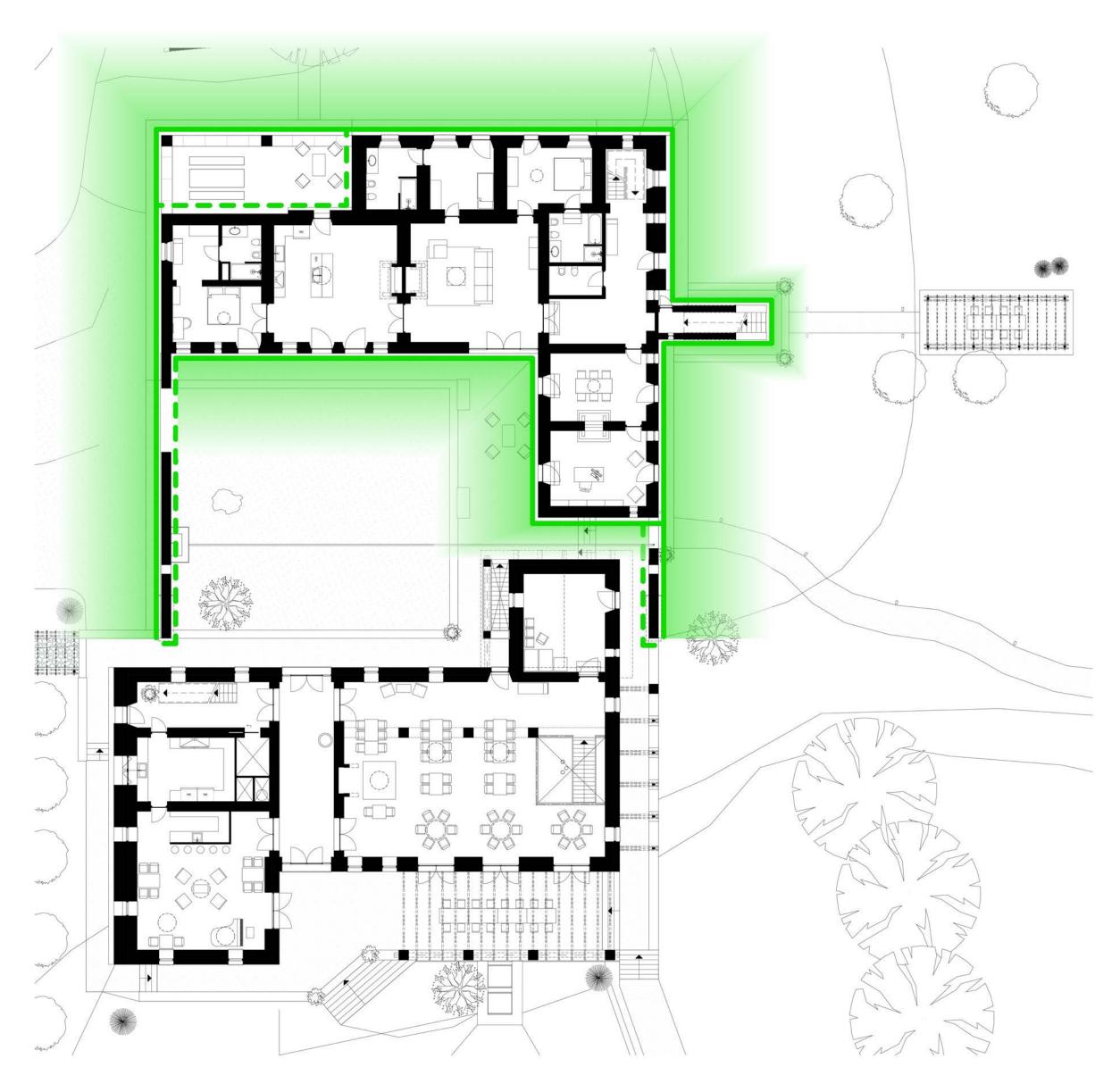


## VERTICAL ENFILADE





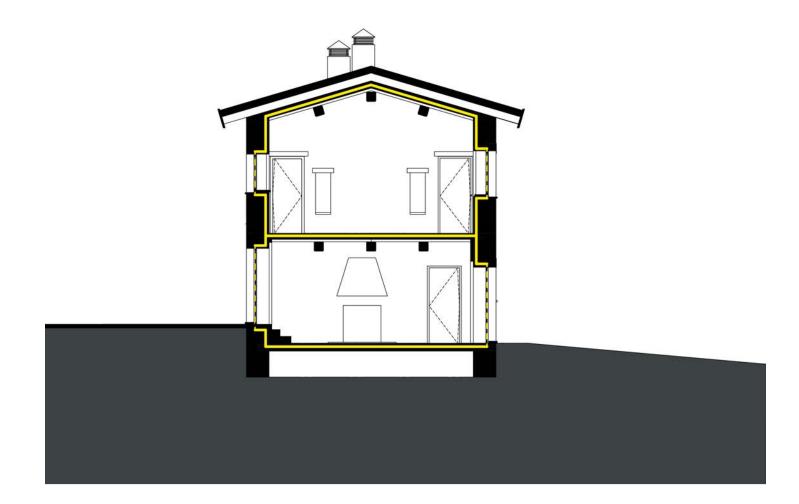
## IMPLEMENTATION



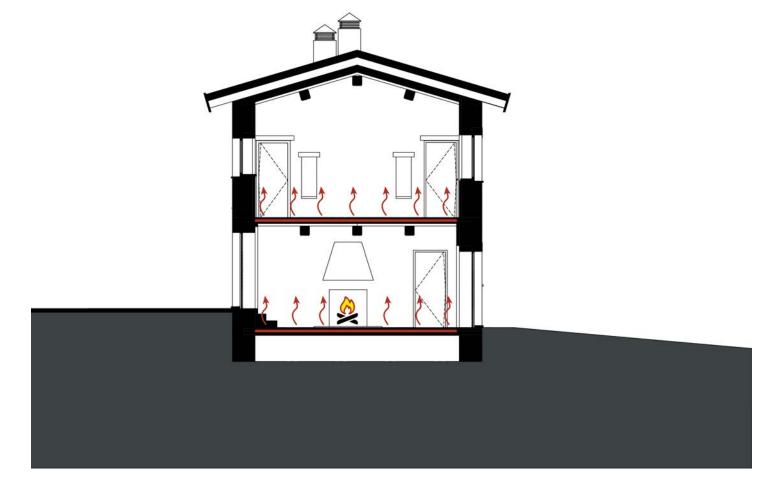
VINCOLO AMBIENTALE



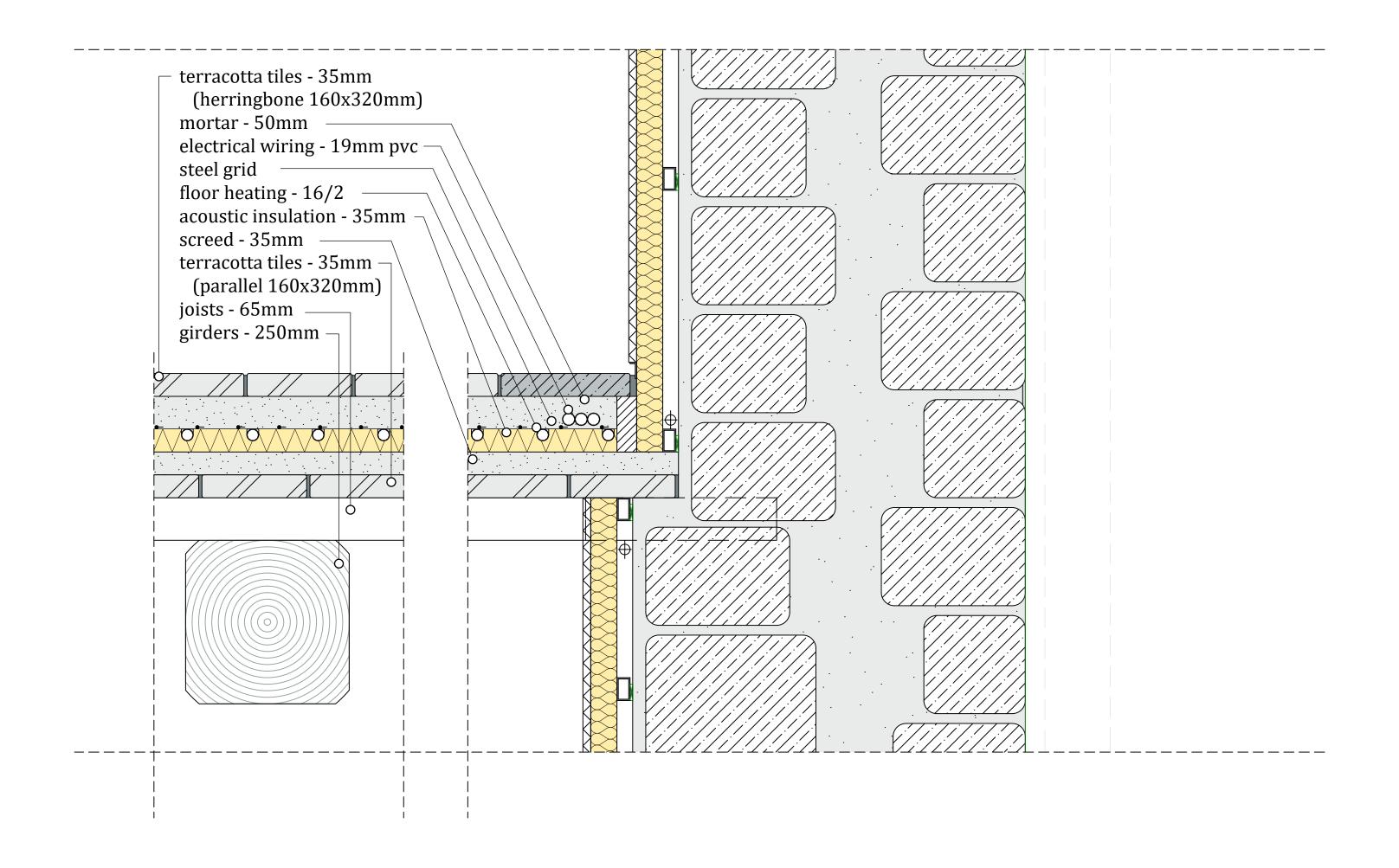
### CLIMATE & CONSTRUCTION IMPROVEMENTS



Insulation

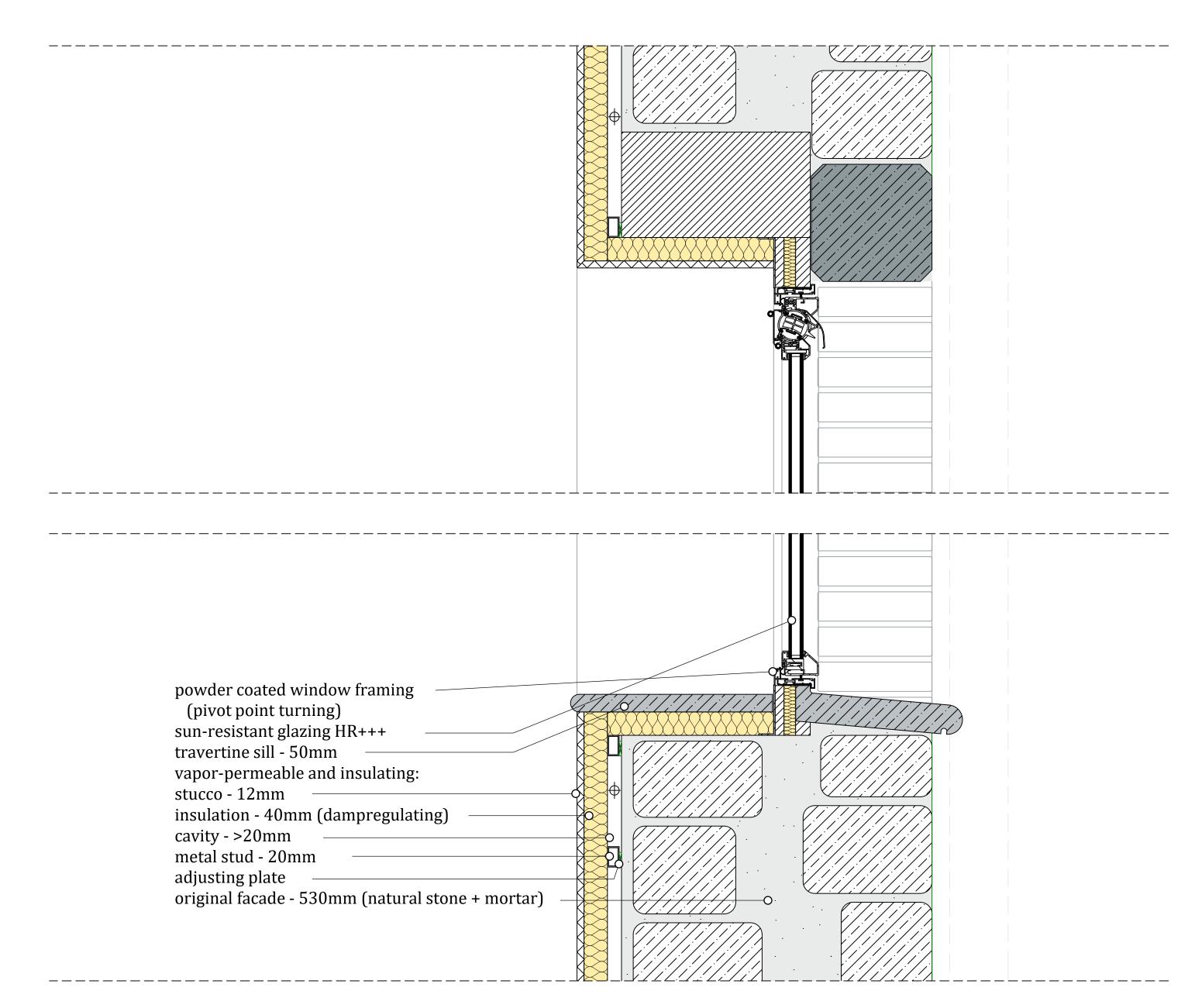


Heating

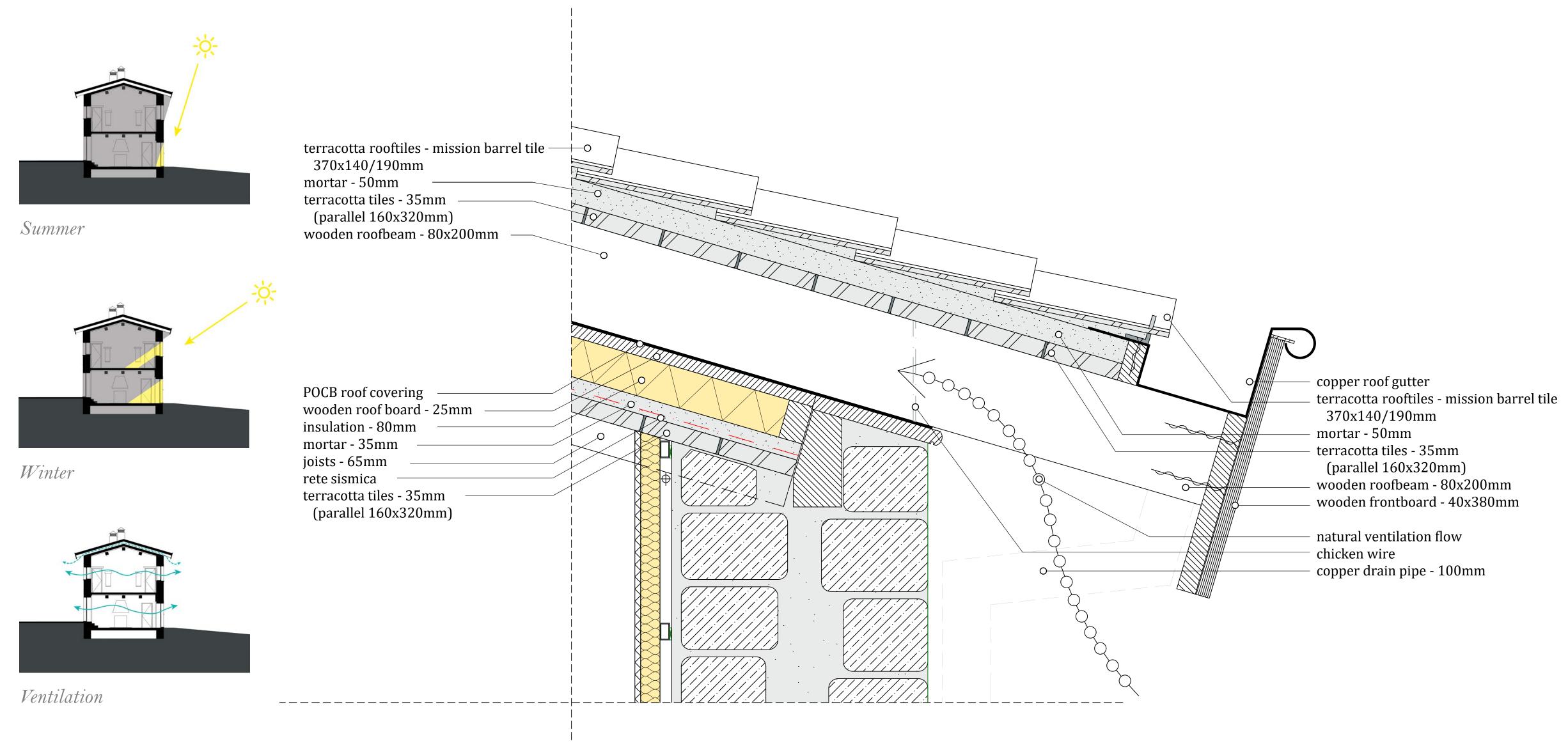


### CLIMATE IMPROVEMENTS





#### CLIMATE & CONSTRUCTION IMPROVEMENTS

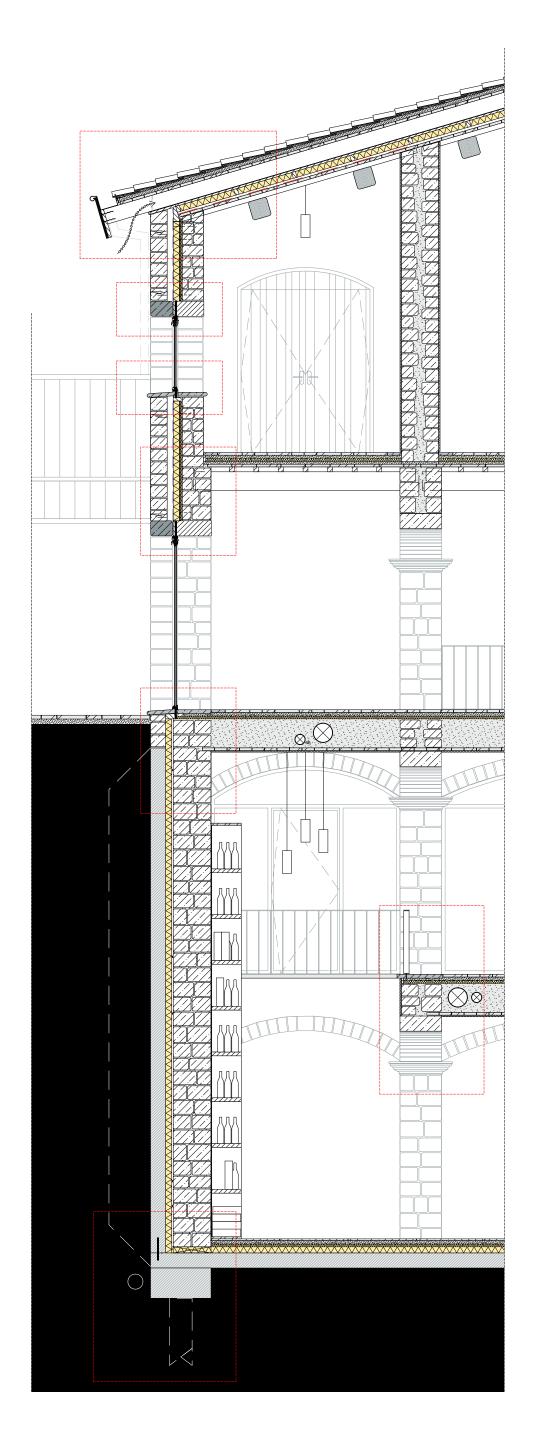


CONSTRUCTION

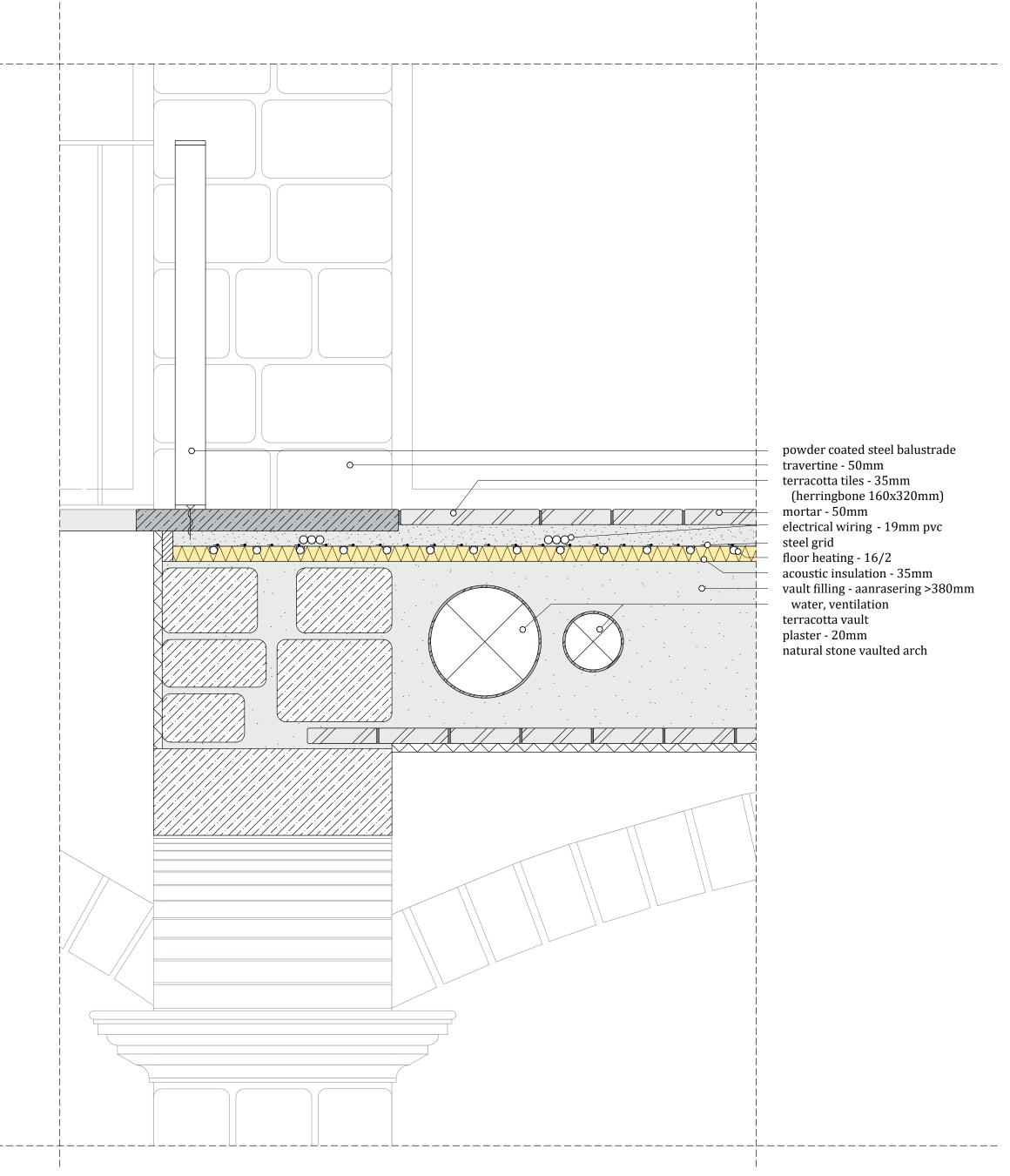


CONSTRUCTION

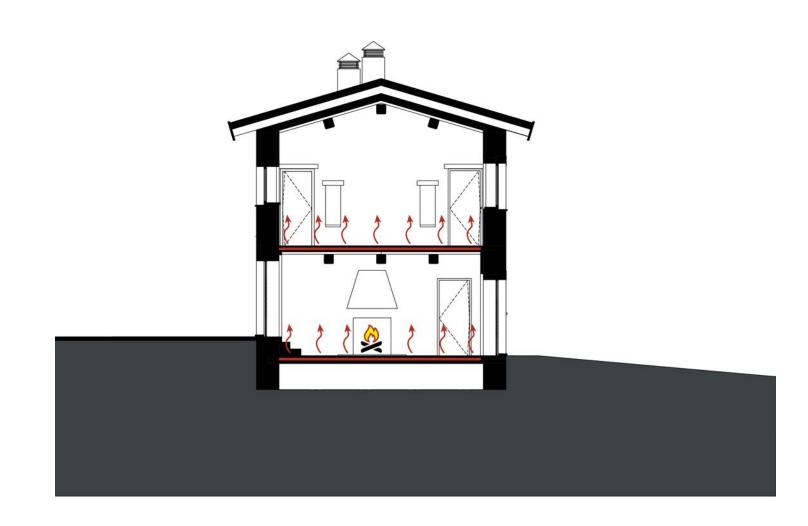


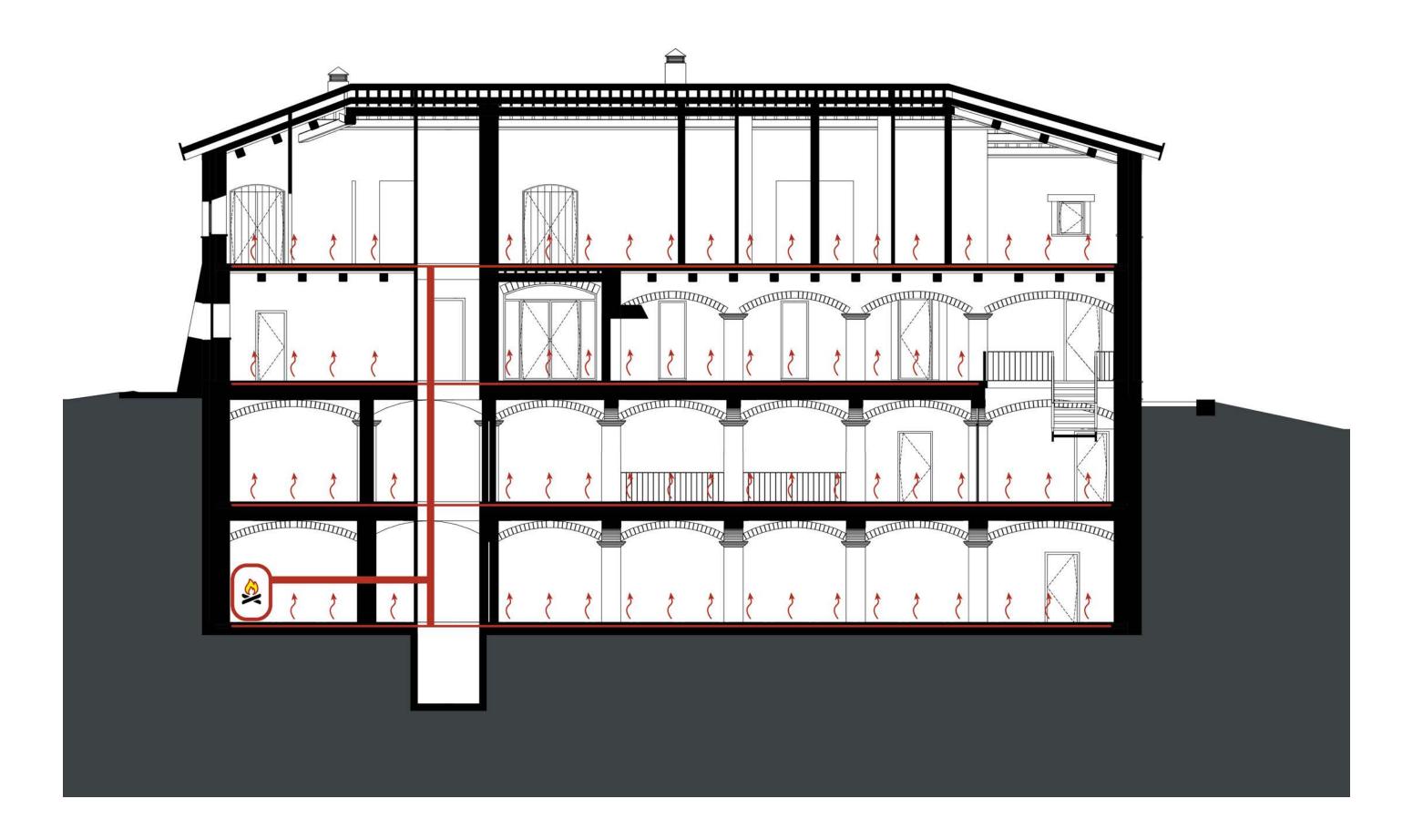


CONSTRUCTION

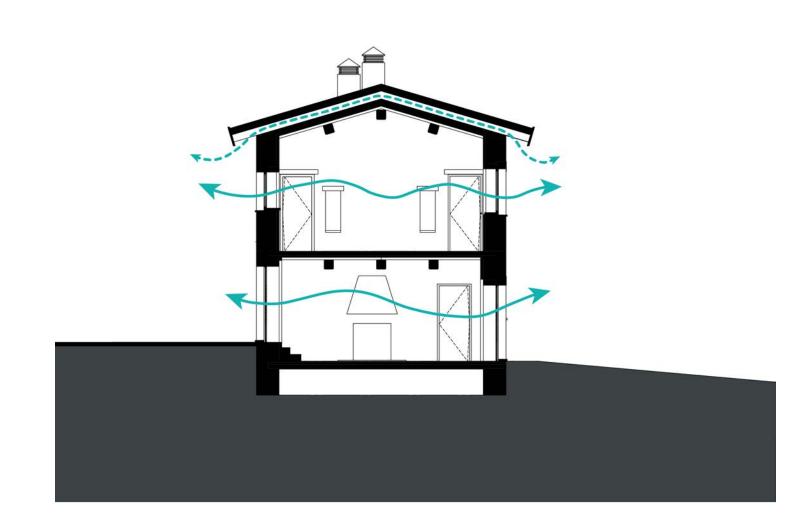


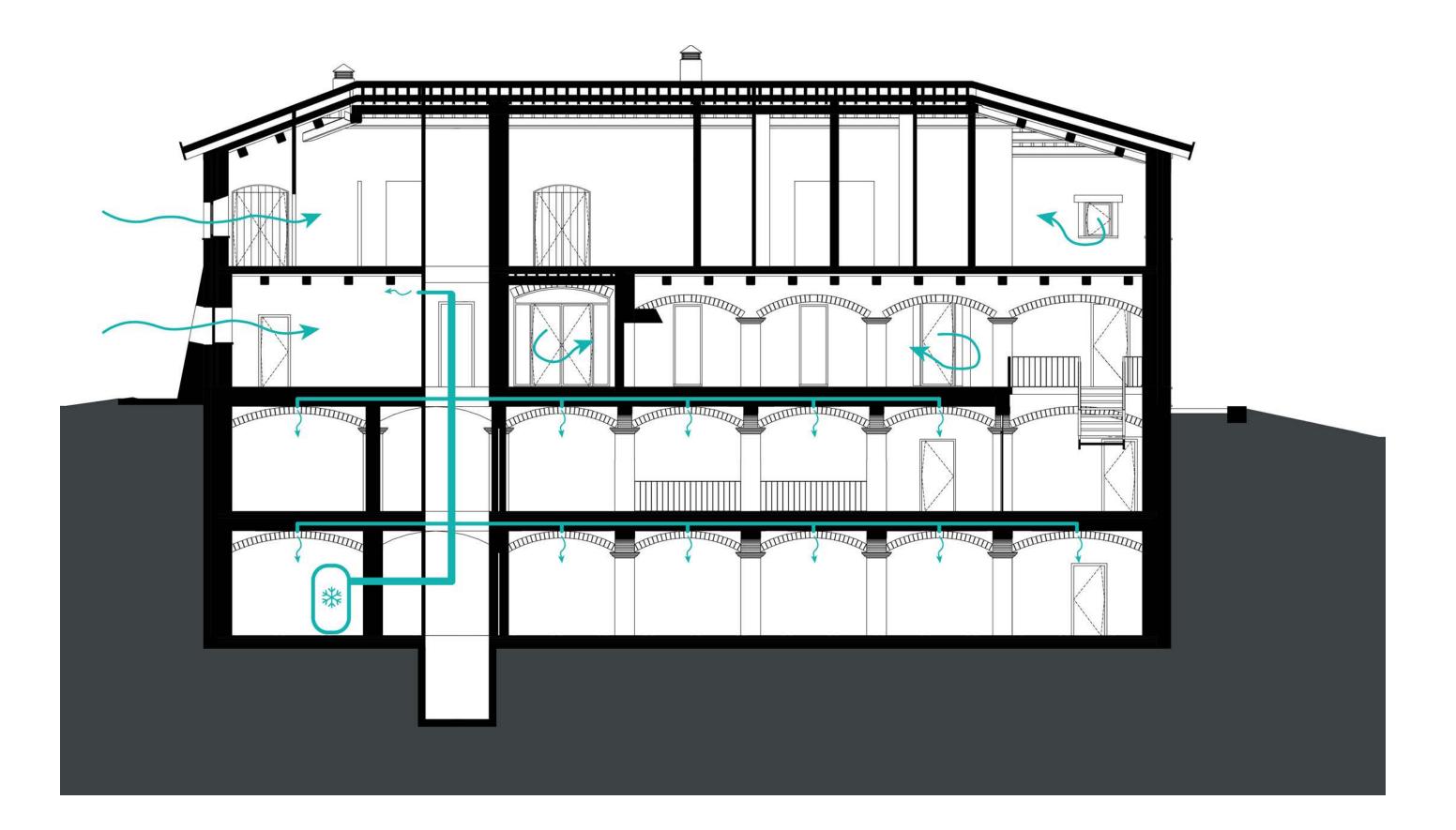
#### HEATING PRINCIPLE





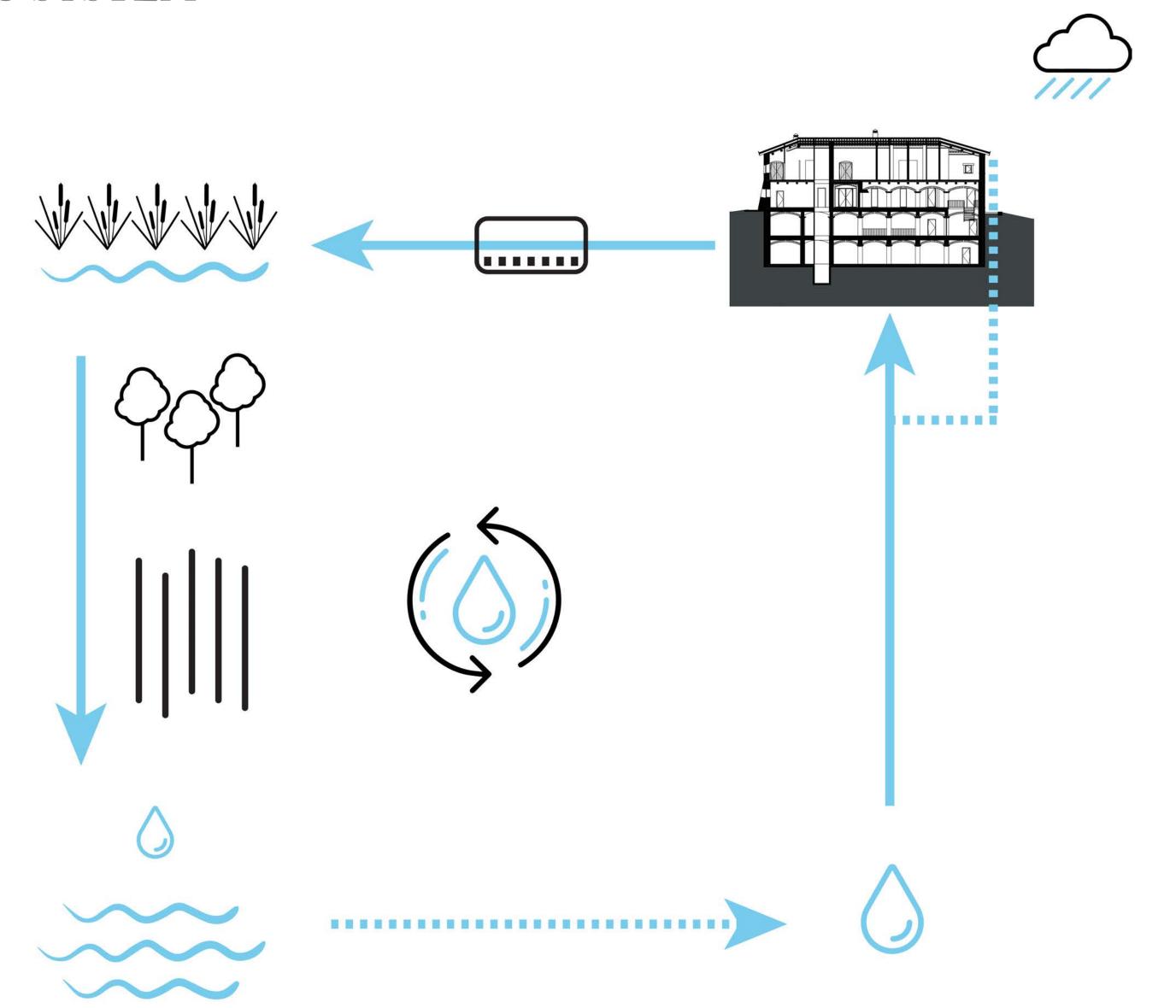
### VENTILATION PRINCIPLE





# CLIMATE DESIGN

WATER USE & FILTERING SYSTEM



# CLIMATE DESIGN

## BUILDING MATERIALS







# CLIMATE DESIGN

## BUILDING MATERIALS









## CULTURAL HERITAGE

2018 EUROPEAN YEAR OF CULTURAL HERITAGE

# OUR HERITAGE: WHERE THE PAST MEETS THE FUTURE

2018 COULTURAL HERITAGE #EuropeForCulture

## CULTURAL HERITAGE

2018 EUROPEAN YEAR OF CULTURAL HERITAGE



# OUR HERITAGE: WHERE THE PAST MEETS THE FUTURE

2018 EUROPEAN YEAR OF CULTURAL HERITAGE #EuropeForCulture

# Cultural Heritage Counts for Parrano



