



Italian Embassy
London

Identity through design

Contemporary practice and quality of the built environment

The seminar develops the concept of identity by means of place sensitive design according to contemporary practice in the United Kingdom and in Italy, where the loss of a unique local cultural value and of the related economic value are issues currently facing design.

The aim is to introduce participants to innovative strategies for integrating contemporary architecture in a sustainable way into an existing context, and to processes for enhancing the cultural identity of the built environment.

The last hundred years of globalization have ushered in an era of homogenisation and commodification in property development sales and marketing and in architecture and urbanism. Is it possible to imagine a global economy where regions compete on the basis of local distinctiveness and character, rather than on offering the same product as everywhere else? Can new architecture and urbanism contribute to local identity rather than to individual ego or homogenisation?

Speakers will debate topics surrounding sustainable communities, such as how to achieve quality through contemporary interventions, and the difficulties of rehabilitation of conservation areas.

The case of the earthquake that damaged the major town of L'Aquila in the Italian Abruzzo region will be presented, showing how new developments and the regeneration of damaged places should incorporate continuity with tradition, heritage and local DNA while also integrating the benefits of new technologies.

Welcome address

Carlo Presenti
Director, Italian Cultural Institute, London

Introduction

Salvator Roberto Amendolia
Scientific Attaché, Italian Embassy, London

Identity through design

Hank Dittmar
CEO, The Prince's Foundation for the Built Environment, London

Ecology of Identity. Regenerating the Italian towns

Giuseppe Amoruso
Professor, Politecnico di Milano, Italy

Discussion



Thursday 15th July 2010

11.00 am – 1.00 pm

Italian Cultural Institute
39 Belgrave Square
London SW1X 8NX

There will be an opportunity to meet the speakers at 1 pm, when a light buffet will be served

Attendance is free, but registration is advised.

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