

“A Quiet, Secluded Little Miracle”*

Some Remarks on the Territorial System and Landscape of Central Apulia Twenty Years After the European Landscape Convention

Keywords

– European Landscape Convention;
Italy; Apulia; landscape plans;
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Translations in the paper are by
the author.

- * The title refers to an expression
by Cesare Brandi, *Pellegrino di Puglia*
(Milano: Bompiani, 2010).

*Twenty years after the European
Landscape Convention, considering
the evolution of Italian law,
the landscape plan of Regione
Puglia's is a case of interest for the
implementation instruments adopted
for governance of the territory.
The focus of this paper is the area of
the Archaeological Park of Egnazia,
a major reference point of historical
and cultural interest, along a
charming section of coast. Along
the interdisciplinary interpretation
of this wide area, the second part of
the contribution attempts to provide
a synthesis of the philosophy and
methodology behind the choice
and adoption of the cognitive tools
which technically and operatively
inform the Landscape Plan. This plan*

*holds together the requirements of
the European conventions and the
indications of the Italian Code, within
a composite context. Finally, some
considerations are presented on the
meanings of landscape in Europe,
at a time of the globalization crisis
and climate change.*

- 1 According to the Italian Constitution, Regions are territorial administrations with their own statutes, authority and functions. The model referred to is the *Atlante del Patrimonio* (Heritage Atlas), a cognitive tool developed in the *Piano Paesaggistico Territoriale* (PPTR), which will be discussed in detail in the second part of the paper. (<https://www.paesaggiopuglia.it/pptr/atlante-del-patrimonio.html>).
- 2 The main aspects are morpho-typical analysis, which considers the physical-environmental dominants, and historical-cultural analysis, through which the historical landscape is interpreted on the basis of social, economic and settlement dynamics. The territories/landscapes identified in this way are distinguished because of dominant characters that are clear-cut but hardly subject to definitive physical delimitation.
- 3 An illustrative example, in a literary form, are the fine descriptions in Brandi, *Pellegrino di Puglia*.
- 4 The central area of Apulia is characterized by a well-developed drainage-network, formed by a dense dendritic pattern in the headwater zone ("Murge Alte") which evolves into incised valleys moving towards the coastal area ("Murge Basse"). These valleys, like small canyons, are locally named "lame." Dario Gioia, Luisa Sabato, Luigi Spalluto e Marcello Tropeano, "Fluvial landforms in relation to the geological setting in the 'Murge Basse' karst of Apulia (Bari Metropolitan Area, Southern Italy)," *Journal of Maps* no. 7:1 (2011): 148-155. DOI: 10.4113/jom.2011.1136.
- 5 A massive example is the underground cave system in the territory of Castellana Grotte. <https://www.grottedicastellana.it/en/the-caves/>

In 1847 Klemens von Metternich defined "Italy" as a geographical expression. The political tone of the note, by private correspondence, was aware of the complexity of Italian social relations but succeeded in describing the different Italian landscapes. Political issues aside, the geographical heterogeneity of the peninsula is a concrete and characterizing fact, and even in Apulia it shows itself in diversified landscape heritage, the result of long-term material and cultural processes. This complexity is stated in the interpretative model proposed by Regione Puglia as an instrument of knowledge of the territory; it organizes the entire regional compartment into eleven landscape areas, in turn articulated as territorial "figures," recognizable by their specificity of long-lasting identity characters and structural invariants that form the landscape heritage.¹ The division into territorial figures, interpreted as minimal landscape units, aims to achieve an interpretative tool of the territory. It is derived from the consideration of physical-environmental and historical-cultural factors and allows the "Ambiti" to be recognized as complex territorial systems with evident dominant landscapes that connote the long-term identity of each territory.²

The Landscape of Itria Valley and the Coast of Monumental Olive Trees

Geographically, the environmental specificity of Apulia has been represented by a series of territorial sectors, or "figures," that show the most representative signs of a particularly varied landscape.³ In a synthetic way, the landscapes of Apulia can be recognized in eleven contexts (called "ambiti"). These are identified starting from the pre-eminent landscape features (figure 1): the Gargano massif (1); the woodlands and the pastures of the "Monti Dauni" (2); the agricultural plain of the "Tavoliere" (3); the crops on the banks of the Ofanto river (4); the "lame" and olive groves of Central Apulia (5);⁴ the plateau of the "Alta Murgia" (6); Itria Valley and "Murgia del Trulli" (7); the ravines of the "Arco ionico" (8); the olive groves of the "Piana di Brindisi" (9); the cultivated fields and coasts of the "Tavoliere salentino" (10) and the "Serre" (11).

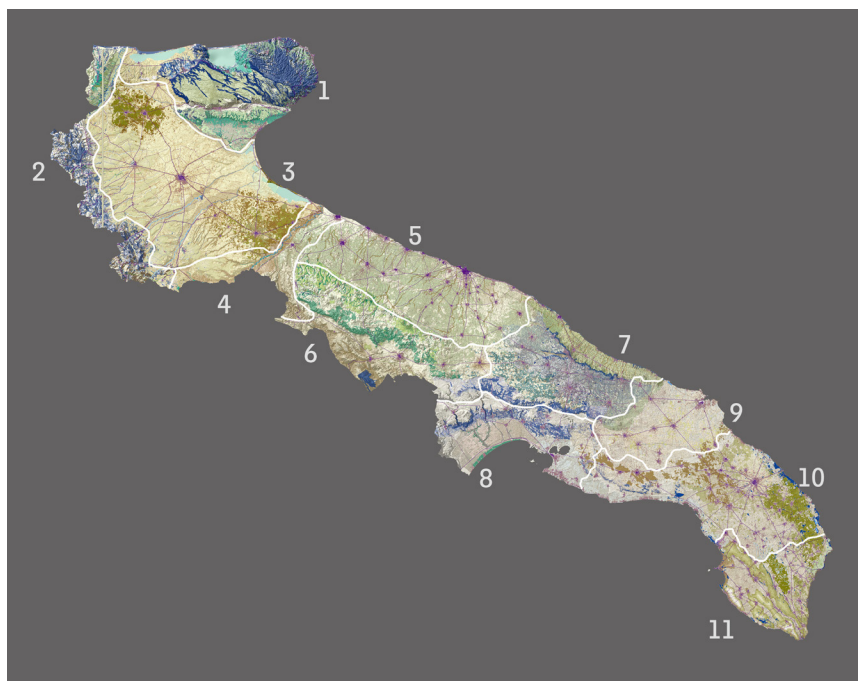
The area of interest of this paper is the "Murgia of the Trulli" (7), which finds its distinctive features in the highly distinctive rural landscape and the coastline of monumental olive trees.

This territory derives its morphological structure from the hydro-geomorphological balances related to the karst phenomena (caves, depressions and sinkholes) that have shaped the forms of the landscape.⁵ Karst dissolution also generates an element that gives a deep impression of the rural landscape, which is the presence of deposits of limestone or clay-like nature on the ground that give rise to a particularly pasty earth in shades of red, and fairly fertile land. From a geological point of view, the nature of the Murgia dei Trulli does not differ from the adjacent areas of the Alta Murgia and Central Apulia. The geomorphology and hydrography,

fig. 1 Map of the Apulian landscape areas (1-11), as reported on the *Landscape Atlas* by Regione Puglia. (Edited by the author, source: <https://www.paesaggiopuglia.it/>).

1. Gargano; 2. Subappennino; 3. Tavoliere;
4. Ofanto; 5. Puglia centrale; 6. Alta Murgia;
7. Murgia dei trulli; 8. Arco ionico tarantino;
9. Piana brindisina; 10. Tavoliere salentino;
11. Salento delle serre.

fig. 2 Panoramic view from the Murgia terrace towards Ostuni. In the background the plain of monumental olive trees and the Adriatic coast (source: www.paesaggiopuglia.it).



however, take on very distinctive surface characteristics that define the discontinuity and variety of the exposure of the slopes and determine their perceptive values, also due to the natural specificities and ecosystems linked to them. More generally, it is indeed the perception of the landscape that appears to be the most surprising character of the area, since the shaping phenomena of the slopes have given rise to edges of geological terraces in natural balcony forms overlooking the areas below (figure 2). This natural openness to the landscape view is particularly evident in the area, where the morphological cliff, of tectonic origin, preserves a wide formation covered with maquis shrubland that extends for over 30 km along the coast, offering a suggestive view of the plain towards the Adriatic coast. This formation also represents the perceptive limit of a landscape system that can be recognized in two macro-components: the multiform internal areas of the Murgia plateau, corresponding to Itria Valley, and the coastal strip, characterized by the plain of centuries-old olive trees and the jagged forms of the coast.

The Itria Valley landscape is the product of long-term historical and cultural processes, linked to sustainable forms of agricultural and settlement activities in balance with the natural structures and forms of the places. These have created a harmonious territory and lush countryside, embroidered by low, dry-stone walls with perpetual texture that tell the story of the agrarian landscape. It is characterized by “trulli” and farms, dominated by vineyards and “Fragno” (*Quercus trojana*), which grows here in small woods with bright green tones, olive trees, orchards, fruit trees, fields and pastures (figure 3). Nature and agricultural work have played a large part in shaping the landscape, which also stands out for its historical centres, raised on the highest hills and in relation to the dominant naturalistic features, characterized by the isotropy that has defined their original shapes and dimensions. These centres are mutually connected by main roads with a dense system of minor roads along which there are

fig. 3 Itria Valley, view of the landscape view from Locorotondo towards Martina Franca (author's photo).



- 6 The “trulli” have been a UNESCO World Heritage Site Since 1996 (<http://whc.unesco.org/en/list/787>). Leonardo Todisco, Giuseppe Sanitate and Giuseppe Lacorte, “Geometry and Proportions of the Traditional Trulli of Alberobello,” *Nexus Netw Journal*, no. 19 (January 2017): 701-721. <https://doi.org/10.1007/s00004-016-0326-4>. Giuseppe Ruggiero, Stefano Dal Sasso, Rosa V Loisi, and Giuseppe Verdiani, “Characteristics and distribution of trulli constructions in the area of the site of community importance Murgia of Trulli,” *Journal of Agricultural Engineering* no. 54 (2013): 87-94. <https://doi.org/10.4081/jae.2013.e13>.

“trulli,” a typical expression of spontaneous architecture due to the needs of rural agricultural life; the most famous examples are preserved here.⁶ For this reason the area of Itria Valley, strongly characterized by the link between nature, agricultural work and forms of settlement dispersion, links urban structures, highly connoted from an architectural-typological, to the stable use of countryside. In this way it determines the value of the Murgia dei Trulli, well expressed in the image of a “town-territory”: a widespread historical heritage of rural stone building and a peculiar substratum of ethno-anthropological traditions.

Proceeding eastward towards the Adriatic Sea, like a hinge between Itria Valley and the plain of the coast, the area near Fasano is characterized by a predominantly rural hilly environment, with specialized and promiscuous cultures. Here, small villages and historic villas herald the approach of the territorial sector of the plain of centuries-old olive trees, at the foot of the Murgia step. From here, at several points, you can enjoy the view of the gardens, the oak woods and the maquis that, together with the dry-stone low walls, the olive groves, the vineyards, the trulli and the numerous farms, draw a tapestry of colours and shapes arranged on the red colour of the soil. The perception of the landscape is dominated by the olive grove which here takes on monumental forms in real wooded formations. The dry-stone walls, fundamental elements of the Apulian agricultural syntax, run along the plain, defining the crops of vines and arable land that stand in the way of the preeminent uniformity of the olive trees; they unify the view of the rural mosaic that is structured starting from the numerous “masserie,” evidence of the agricultural organization of work and of the exploitation of the land (figure 4). In this vast plain and along the coast, the history of the landscape is marked by coastal towers, religious structures and fortified farms which represent points of visual relation along horizons. The coast, low and sandy at some points, is punctuated by karstic phenomena and by the blossoming of the “lame,” which associates

fig. 4 Coast of monumental olive tree. A “masseria” (farm), in the countryside between Fasano and Ostuni (author’s photo).





fig. 5 View from the north-west of the ancient remains of Egnazia (*Gnathia*), on the coastal strip between Monopoli and Savelletri (Fasano)
(source: <https://www.paesaggiopuglia.it/>).

- 7 In the Italian system a central authority protects Cultural Heritage and Landscape through peripheral structure operating on the territories; often this administrative infrastructure is subject to changes and reforms. For each territorial area there are two competent departments: “soprintendenze uniche” (Superintendences) for preservation and “poli museali” (Museum networks) for enhancement. The latter are led by specific bureau that respond to the specific needs: among these autonomous museums and archaeological parks.
- 8 http://www.fastionline.org/excavation/micro_view.php?fst_cd=AIAC_1184&curcol=bibliog

the high naturalistic and historical value with the importance of the ecological balance of the territory. It hosts numerous rock-cut settlements, rich in history and important testimonies of medieval art. Here, the structure of the modern settlement system is determined by the main road axis, the Adriatic state road, which connects Monopoli, built on the seafront, Fasano and Ostuni, the major centres overlooking the plain; a minor hierarchy of settlements along the coast is represented by small rural villages and minor centres which mostly arose near towers (16th-18th century) and small mooring for seaside tourism.

The Case of Egnazia: Sense of the Landscape Between Critical Issues and Good Practices

In this context, along the Adriatic coast, there are the remains of the city of Egnazia, which houses the National Museum ‘Giuseppe Andreassi’ and the Archaeological Park.⁷ The site, one of the most important in Apulia, represents the most extensive example of a Roman and late-antique city and has hosted systematic excavations since 2001 (University of Bari ‘Aldo Moro’).⁸

The historical settlement (figure 5) occupies a flat area, a little elevated only near the peninsula identified as the acropolis of the city,

fig. 6 Egnazia. Google Earth view of the archaeological area. The white line drawn corresponds to the course of the ancient walls.
 1) The archaeological area;
 2) Remains of the Roman harbour;
 3-4) Beaches;
 5) National Museum 'Giuseppe Andreassi.'

[below, top to bottom]

View of the coastline corresponding to the Roman harbour; view from the sea of the remains of the Hellenistic defensive wall; view (Est-West) of the *Via Traiana*, inside the Archaeological Park (author's photos).



placed near the inlets formed by the terminal sections of two “lame.” The first settlements arose on the acropolis area in the 16th century BC, in a privileged geographical position on the cabotage route along the coast and for trade and maritime connections between the opposite shores of the Adriatic Sea. The karstic nature of the area has determined the uses of the land and the forms of the settlement, but in the definition of the current archaeological landscape, equally important, it is bradyseism phenomena that have altered the ancient shoreline; these submerged the important remains of the port and reconfigured the image of the ancient necropolis, now close to the sea (figure 6). On the seashore, nowadays mainly appreciated by seaside tourism, there are the remains of the defensive walls built between the 4th and 2nd century BC using blocks laid dry in isodomic technique. Until the Hellenistic period, Egnatia (*Gnatia*) revealed the strong cultural influences absorbed from the nearby Greek colonies (Taranto above all), but during the 3rd century BC it was conquered by the Romans. Between the 1st century BC and the 1st AD, Egnatia was *municipium* and later *colonia*: in these years, perhaps thanks to the patronage of Agrippa, the spaces at the foot of the acropolis were reclaimed in the city and the port was arranged thanks to the construction of imposing piers, modelled on the port of Anzio, with an opening at the entrance estimated

at around 40 m. At this point in the city's urban history, some important architectural complexes were built, including the main public buildings overlooking the *Via Traiana* (108-110 AD), the most important historical infrastructure of all Apulia, the route of which determined the development of many archaeological landscapes in the entire region. Between the 4th and 6th centuries, the image of the city was linked to the presence of an important bishop's see, testified by the presence of three early Christian basilicas; subsequently the period of political and social instability in the Roman Empire led to the general disarticulation of the previous territorial management and the progressive contraction of the inhabited area, up to the last evidences relating to the frequentation of the limited and protected area of the acropolis around the 13th century.

Egnazia's archaeological park, with its museum, is one of the most important cultural attractors in Apulia; its importance lies not only on the historical-archaeological side but also in the values it expresses today in terms of landscape quality. Around it, toward the south-east, the coastal plain appears as an empty and intensely cultivated space that preserves the wonderfully mimetic traces in the countryside of the rock-cut settlement system that seems to have developed in this territory in a more coordinated way from the 6th century until the 14th century.

Not far from the archaeological area, there is the suggestive settlement of Lama d'Antico.⁹ The settlement lays on the rocky sides of a "lama" where a system of caves became home to dwellings, stables and working spaces centred on the community core represented by a church, one of the largest of the many in Apulia. Its dimensions together with the

fig. 7 Lama d'Antico, near Fasano. Virtual restoration of the frescoes of one of the cut-rock churches in the area (author's photo).



- 10 Massimo Limoncelli and Maria Potenza, *Virtual restoration 2. The frescoes of the rock-cut church of lama d'antico near Fasano (Italy)* (Roma: L'erma di Bretschneider, 2020); Roberto Rotondo, "Echi bizantini nell'architettura rupestre pugliese. L'esempio della chiesa di Lama d'Antico in Fasano (Brindisi)," *Convivium* n. 5 (2018): 96-111.
- 11 Anna Mangiatordi and Marco Campese, "Paesaggio rurale dell'*Ignatinus ager*: metodologia e prospettive di ricerca," in C.S. Fioriello, ed., *Paesaggi e rotte mediterranee della Cultura. Turismo integrato e riuso delle architetture. Atti del Convegno di Studi (Fasano, 18-19 settembre 2008)* (Bari: Gelsorosso 2008), 50-55.

rich painted decoration, recently restored and included in an interesting project of virtual restitution based on videomapping, make it important evidence of the Apulian rock-cut settlement culture (figure 7).¹⁰ The cave settlements in the "lame" were chosen for the convergence of multiple factors regarding the availability of water resources, the proximity to the main roads and the pre-existence of production structures, especially oil mills and mills. These settlements, therefore, can be understood not as a subordinate choice to urban life but as an essential component of the forms of land use, as were the *villae* in Roman times and, later, the "casali" and "masserie." The settlement system overall made use of the main axes of connection, above all the *Via Traiana*, still in use between the 9th and 12th centuries, and a minor road network, and was organized on a polycentric model connected to the economic centres of reference, Egnatia until at least the 11th century and Monopoli afterwards.¹¹

Moving uphill from the coast towards the inland, the historical centres of Locorotondo (figure 8) and Cisternino developed later and at a certain distance from the coast: here the settlement process depended on the control that Monopoli and Taranto exercised over the territory, but in the middle of the 14th century the network of small rural settlements was in crisis, giving shape to centripetal models. Towards the 16th century, a use of extensive managing of land was perpetuated in the coastal territory, in a way to simplify the crops, above all olive trees, achieving a landscape in which the distance between the trees created ample space for grazing. The hinterland was a different case, in which there was a greater growth in exploitation, with reference to the cultivation of vines. In this period,

fig. 8 Locorotondo, Itria Valley. Panoramic view from above of the historic centre, characterized by its circular shape (source: <https://www.paesaggiopuglia.it/>).



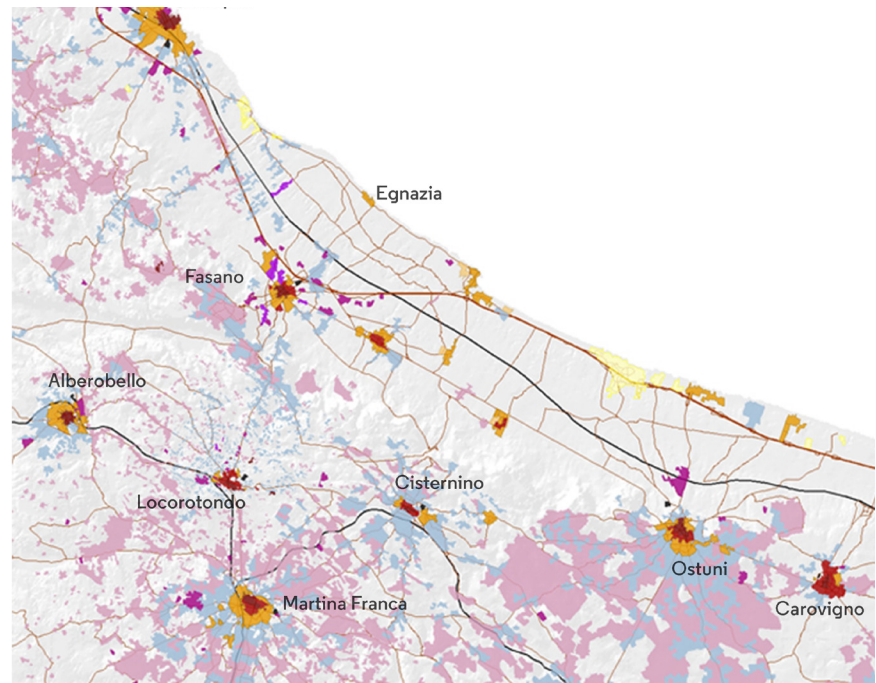


fig. 9 Detail of the morpho-typology map of the urban settlement system (scale 1:175.000), as reported in the *Heritage Atlas* (edited by the author, source: <https://www.paesaggiopuglia.it/>).

several families made the permanent choice of the countryside for their work on the vineyards, creating the characteristic rural landscape of the present-day Itria Valley countryside.

So, the case in question is chosen for the complexity of its interpretation and for the attractiveness of the landscape, a full understanding and enhancement of which necessarily depends on the maximum attention that must be paid to the dynamics that transform the landscape and hide critical issues of no secondary importance. Particularly sensitive is tourism, which shows an undisputed increase with positive effects on the economy, but the direction and long-term effects of which are clearly important to understand. As it is, the stretch of coast between Monopoli and Torre Canne has suffered considerable natural erosion over the years, but the most problematic situations are anthropogenic (figure 9). The continuity of the dune systems has been interrupted in more than a few cases by the opening of passages serving the bathing facilities and the creation of parking lots is also frequent; the most serious situations then occur with the earthworks of the sandy deposit for the creation of houses or tourist accommodation. This massive urbanization has made the coast more and more artificial, causing damage to the whole natural environment. The humid areas remain suffocated by the disorderly systems

- 12 Angelo Maggi, "Interventi architettonici pantagruelici: Borgo Egnazia come idealizzazione vernacolare" = "Pantagruelic architectural interventions: Borgo Egnazia as vernacular idealization," in F. Capano, M.I. Pascariello and M. Visone, eds., *La città altra/The Other City. Storia e immagine della diversità urbana: luoghi e paesaggi dei privilegi e del benessere, dell'isolamento, del disagio, della multiculturalità* (Napoli: Federico II University Press, 2018), 847-852.
- 13 These towers are involved in "CoHeN", strategic project Interreg V-A Greece-Italy Programme 2014/2020 that aims to promote cultural tourism through the enhancement of the Adriatic-Ionian Coastal Route by creating a network of historic built heritage hallmarks.
- 14 Brandi, *Pellegrino di Puglia*, 63-64.

of the tourist facilities, the illegal building and the privatization of the coast. In this scenario, beyond the consequences on the territorial natural system, even more concern is caused by the loss of the public character of the coast is and the tendency to trivialize the structural features of the landscape: the most striking example in this sense is represented by the construction of a golf field and a luxury resort near the archaeological area of Egnazia, in a valuable landscape context yet also offended by the installation, not far away, of a water park with slides.¹² The main criticalities are due to the means of occupation of the coast in the last fifty years which show all the flaws and problems of inadequate planning. The coast towers, built between the 16th and 18th century along the whole Apulian coast, are heritage of great importance and represent a precious system of landscape markers;¹³ however, many of them have suffered from the progressive aggregation of settlements of poor architectural quality. The coastal centres suffer from tourist seasonality, exasperatedly reduced due to seaside tourism that overloads the summer periods, outside which these centres experience long periods of inactivity; in the hinterland, the territory of Ostuni shows a tendency to fragmentation of agricultural properties, due to the new tourist residential destination; and in the rest of the plain, as for the inland localities of Itria Valley, the historical centres still well recognizable in the urban structure and in the connective links, suffer from the elements of landscape degradation led by the settlement expansion that compromises the legibility of the specific characteristics of the architecture. Even the rural landscape with its hinterland and the predominantly monumental olive tree plain, therefore, are highly threatened in their natural equilibrium by the tourist accommodation platforms and the proliferation of second homes. The great tourist interest on this area is, in fact, determining an imposing phenomenon of the diffusion of holiday homes with progressive urbanization of the countryside, which risks losing its original character.

On the hills the settlement model upholds a strong recognizable landscape but suffers the halving of the area historically cultivated with vineyards, the replacement of agricultural activities in favour of tourist and recreational activities untied from the territory. This fact appears to be worrying for its qualitative and not (yet) quantitative character, but the long-lasting practices that involved an active and productive stay in the countryside are flanked by those of seasonal tourism in the valley.

Once economic convenience is changed and the close link with field work from which the most characteristic aspects of the landscape derive is lost, in the turn of a few years the lands that had appeared to Cesare Brandi in the mid-1900s "groomed like lady's nails";¹⁴ "joyful countryside"; "planned like a city, shaped like a statue, painted like a canvas", show the signs of a progressive loss of meaning. The most significant fact in this sense, as mentioned above, can be read in the halving of the surface area of vine cultivation: the convenience of viticulture

- 15 “Ma questo antichissimo modo costruttivo rappresenta, per l’architettura, una forma collaterale come il dialetto rispetto alla lingua: che tutti lo parlano ma nessuno ci scriverebbe il testamento. E costruire è un po’ come fare testamento: si costruisce per il futuro più che per il presente, per gli altri, più che per sé.” Ibid., 70.
- 16 23,174 visitors in 2019. A significant comparison can be made with Siponto Archaeological Park, which has recorded an exponential increase in visitors since 2016 (1.161 in 2015; 78,823 in 2019) because of interesting enhancement choices (data: <http://www.statistica.beniculturali.it>).
- 17 <http://www.parcodunecostiere.org/newsite/eng/index.php>

is being replaced by the reasons of the tourism industry and holiday practice, which most often show little awareness of the cultural values and environmental balance of the territory. Rural architecture and private residential building show the progressive subjection to modernization. This maintains the morpho-typical characteristics and determines the appearance of extraneous volumes such as garages, swimming pools and roofs, which change the intimate relationship between houses and the countryside, threatening the landscape heritage. The words with which C. Brandi described these places and the way in which they are built still come to mind, and the way they “represent, for architecture, a form as collateral as vernacular with respect to language: that everyone speaks it but no one would write their will. And building is a kind of making a will: one builds for the future more than for the present, for others, more than for oneself.”¹⁵ If one agrees with the esteemed art historian and critic, what is being prepared for future generations will be a landscape of economic convenience, something other than what can still be admired.

Despite the summary attempt to describe it, the Itria Valley and the coastal plain offer a landscape of extraordinary splendour, rich in signs and evidence which tells anyone who looks at it of the complexity of the relationships that historically bind the coast with the hinterland. This historical-cultural value that becomes landscape is perhaps the most important value of the area and has made it possible to develop the claim towards a conscious tourism, attentive to heritage in its widest sense. In virtue of this, in the last few years an innovative tourist offer has been proposed, as opposed to the previous approaches, reduced to the seaside tourist offer. In the territories between Monopoli, Fasano and Ostuni on the coast, Locorotondo, Cisternino and Martina Franca in Itria Valley, an alternative and integrated model is developing, characterized by the interplay of different tourist sectors (rural, historical-cultural, archaeological, naturalistic, bathing) that interact between inland areas and the coast. According to the trends of recent years, this tourism chooses accommodation derived from the arrangement and diversification of the existing historical heritage, in the countryside as well as in the historical centres.

The presence of the archaeological site of Egnazia, however, also due to unexpressed potential, keeps low the numbers of its visitors, despite the fact that the surrounding area is characterized by an admirable landscape.¹⁶ A further element of charm here is given by the coastline that preserves long stretches of fossil dunes, for which Regione Puglia has established a natural park, in a project for the protection of an area characterized by a high diversity of habitats, which also includes the plain of centuries-old olive trees.¹⁷

- 18 Claudio Ferrata, *Nelle pieghe del mondo. Il paesaggio negli anni della Convenzione europea* (Milano: Meltemi, 2020), 13-16.
- 19 Paolo Castelnuovi, ed., *Il senso del paesaggio* (Torino: IRES 2000). The European Conventions (ELC; *Faro Convention* 2005) share the same concept of landscape and require the states to legally recognize the declared concept together with the implementation of policies and actions of territorial planning that promote protection and enhancement. A reference for Italian experiences in Maria Rita Gisotti and Maddalena Rossi, *Territori e comunità. Le sfide dell'autogoverno comunitario. Atti dei Laboratori del VI Convegno della Società dei Territorialisti, Castel del Monte (BA), 15-17 novembre 2018* (Studi dei Territorialisti, 2020).
- 20 Franco Farinelli, "La capriola del paesaggio," *Sentieri Urbani* no.17 (August 2015): 18-21.
- 21 In the history of geographical knowledge, the influence of the *Erdkunde* geographers, especially Carl Ritter and Alexander von Humboldt, is remarkable. The latter (who in 1847, the same year of Metternich's note quoted above, published the second volume of *Kosmos* in Berlin) is due to the assumption of the concept of landscape in geographical analysis opening its function from aesthetic to scientific. Franco Farinelli, *Geografia. Un'introduzione ai modelli del mondo* (Torino: Einaudi, 2003), 7, 42-49.
- 22 Italian law system for heritage and landscape (2004).

The Project for Apulias Landscape

Culturally speaking, in Europe, the necessity of a complete revision (inversion) of the ways in which politics and communities relate to the territory is marked by the debate and approval of the European Landscape Convention (EU Convention) which, twenty years after its introduction, has become the central reference for a critical discussion on territory, city and architecture.

The Convention promotes a renewed bottom-up consciousness and integrated policy (vision) of landscape, intended as: a composite natural system; a historical product of the relationship between society and the environment; a cultural representation; a sensitive space of human experience.¹⁸ In Europe, this renewed vision is to be considered at the core of landscape design and must be considered in landscape planning to produce a shared sense of it.¹⁹

However, this process of reappropriation of meaning produced what Franco Farinelli called "the somersault of the landscape."²⁰ In fact, for the Italian geographer, the resumption, perhaps involuntary, of the eighteenth-century theme of *Erdkunde* (that made the landscape a cognitive form, critical and politically oriented) has been overturned in the method, due to the superimposition of the concepts of territory and habitat. So, the landscape-system ends up being understood no longer as a moment of a cognitive process, but as an area on which to direct policies of safeguarding, requalification, management and planning.²¹

Given these considerations, the profound change which has also taken place has animated the different areas of theoretical confrontation and introduced cultural innovations which are expressed in a growing administrative commitment to design and enhance the landscape.

In Italy this process has found a first and important echo in the "Codice dei Beni Culturali e del Paesaggio" ("Codice"²²) in which the section dedicated to landscape assets (Art. 132) requires the Republic to comply with the obligations and principles of co-operation established in the EU conventions.

Thus, by virtue of the Italian legal system, in the individual regions with competence in matters of protection and enhancement (these competences are to be accorded through agreements between the state and the regions, which is difficult to practice and often has uncertain outcomes) the field has opened for a renewed season of landscape planning, based on the different regional regulatory structures.

However, some criticism remains unsolved both at the regulatory level and in the ratio of the "Codice" itself. It is far from the European Convention (ELC) by distinguishing 'cultural heritage' and 'landscape heritage', and in its failure to receive the innovation introduced by it, in which the involvement of the population is one of the fundamental aspects in defining the landscape, ignoring its significance and potential to produce development and employment. Lastly, the relationship between land

- 23 Angioletta Voghera and Luigi La Riccia, "La Convenzione Europea Del Paesaggio Alla Prova dell'operatività Locale. Sperimentalismi Disciplinari E Problemi Aperti," *Ri-Vista. Research for Landscape Architecture* vol. 14, no. 1 (2016): 10-23. <https://doi.org/10.13128/RV-18263>. Anna Marson, "The Case of Landscape Planning in Italy," *Ri-Vista* vol.17, no. 2 (2019): 16-23. <https://doi.org/10.13128/rv-8311>.
- 24 <https://www.paesaggiopuglia.it/>

management and landscape planning remains weak, despite the "Codice" including references to the limitation of land consumption and to the adoption of urban and building development guidelines of the settlements, according to their compatibility with the values of the landscape.²³

In this context, the "Piano Paesaggistico Territoriale" (PPTR – Territorial Landscape Plan) of the Apulia Region represents one of the most organic models.²⁴ It brings together attention to the territory with the great themes of landscape, enhancing the aspects of the one and the other, according to guidelines which are attentive to material and immaterial resources, and promotes the activation capacity of local advocates in matters of protection, care and transformation.

The PPTR structure is grounded on three main arguments:

1. uniqueness of the territory for the promotion of socio-economic development, based on the sustainable and lasting enhancement of heritage;
2. by virtue of the "Codice," the PPTR plays a preeminent role over planning plans on the sector, territorial and urban scale;
3. the PPTR has an implementation and strategic function that assumes a complex and integrated vision, according to objectives of enhancing the landscape heritage proposed by the "Codice." It draws attention to problems of conservation, enhancement, requalification and reconstruction of landscapes, understood in the meaning proposed by the EU Convention.

Looking back, one of the most important aspects of the PPTR overcomes the characteristics of strictness of the previous "Piano Urbanistico Territoriale Tematico per il Paesaggio" (PUTT/P – Urban Territorial Thematic Plan for Landscape). It had limited accuracy in the cartographic representation of the bound assets, lacked an adequate cognitive framework, and was closed in its normative system. The PPTR overcomes these shortcomings, enhancing actively the territory, setting rules of use and normative conditions and promoting the participation of the inhabitants through the identity recognition of the landscape.

The plan is composed of three cognitive moments:

- 1 *A heritage atlas*: this describes, interprets and makes a cartographic representation of the whole territory on a regional and landscape area scale;
- 2 *Strategic scenery*: this is the project part of the plan, illustrating the general and specific objectives for the territory future;
- 3 *Norms*: these respond to the need for "protection" thanks to a renewed approach aimed at a dynamic and project concept of the plan.

The heritage atlas and the strategic scenery are represented on two levels: the first on a regional scale mapped on a scale of 1:150,000; the second on a scope level reproduced on a scale of 1:50,000. The plan makes a clear distinction between an identity-statutory part, which takes the identity characteristics of the region and the rules of transformation into account with a view to conservation, enhancement, requalification and

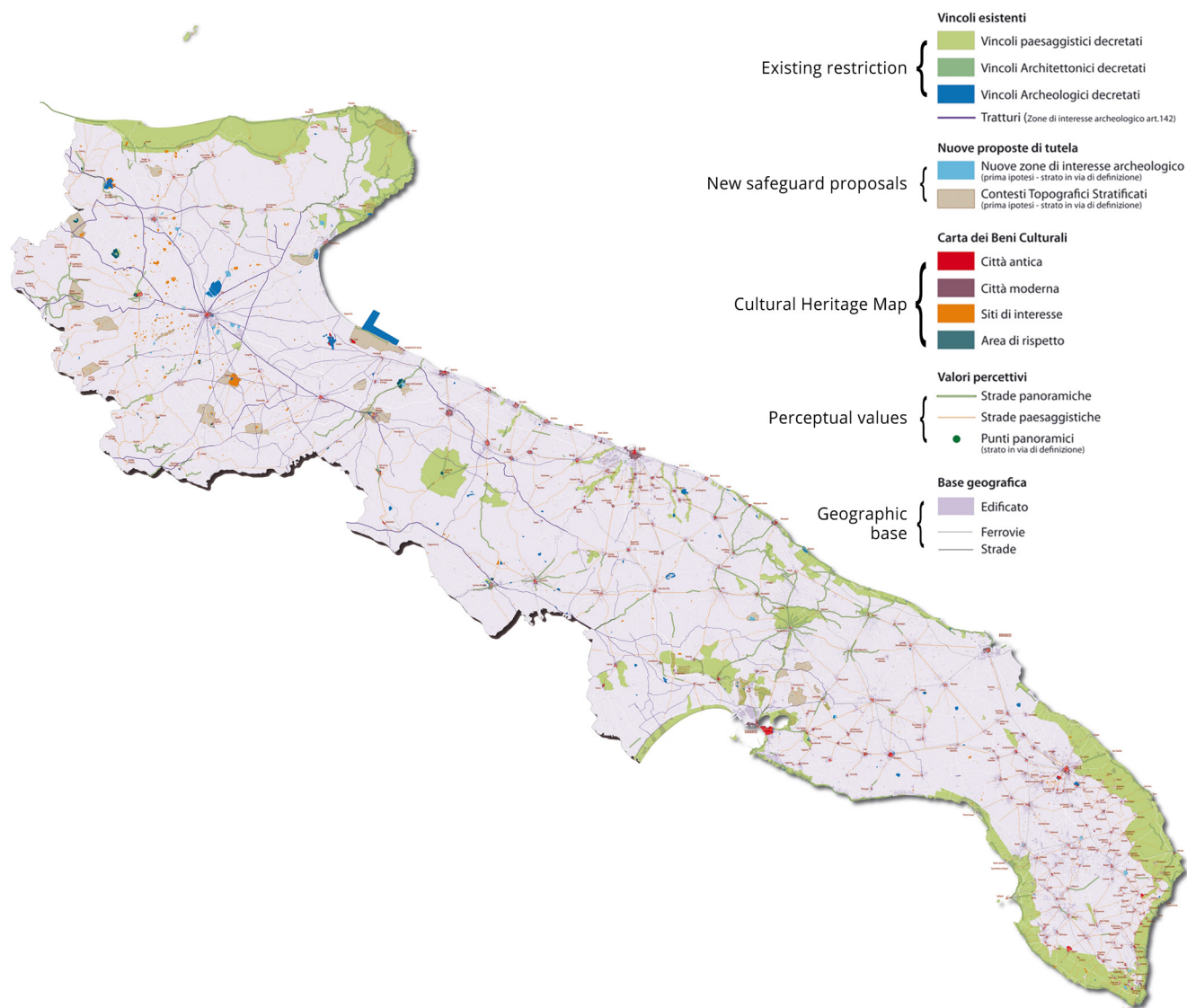


fig. 10 Apulian landscape represented in its perceptive and historical-cultural values, as described in the *Heritage Atlas* (scale 1:150.000) (edited by the author, source: <https://www.paesaggiopuglia.it/>).

- 25 Anna Marson, "The Case of Landscape."
- 26 Maria Rita Gisotti, "Dal vincolo al progetto. Il quadro della pianificazione paesaggistica in Italia e una proposta per un modello operativo" (see also Allegato 4), in Alberto Magnaghi, ed., *La pianificazione paesaggistica in Italia: stato dell'arte e innovazioni* (Firenze University Press, 2016).
- 27 See also Veronica Fedele, *L'attuazione della pianificazione paesaggistica attraverso l'adeguamento dei piani locali = The implementation of landscape planning through the variance of local plans* (Torino: Polytechnic of Torino, 2019/2020), 48-79. (<http://webthesis.biblio.polito.it/id/eprint/13570>)

reconstruction, and a strategic part that acts on the territory through projects, policies and actions for the future.

One consideration is necessary: at the end of 2019, five Italian regions out of twenty have completed the approval process for their landscape plan in accordance with the "Codice"; all the processes took a long time (between 4 and 15 years) due to technical and political causes that slow down decision-making processes.²⁵ In Puglia, the sharing of intentions and the close collaboration between MiBACT (Ministry for Cultural Heritage, Activities and Tourism) and Regione Puglia have facilitated the planning process in a context of mutual exchange. In this context, the Ministry has provided its knowledge for the right interpretation of the "Codice" in order to give a legal framework to the plan and thus safeguard it as much as possible from disputes; the Region, on the other hand, was able to express its knowledge of the territory, its competence and experience in territorial planning. In this way, the obligations are applied because of a full and updated knowledge that guides the action of the Superintendences, making protection effective. In the past, in fact, the criteria used were inadequate – if not arbitrary – and based on a superficial and obsolete knowledge of the territory.²⁶

Coming back to the plan, the "territorial projects" assume significance as instruments of strategic importance for the implementation of the scenario objectives.²⁷

- 1 *Polyvalent Regional Ecological Network*: its purpose is the development of a shared environmental framework that favours the integration of naturalistic corridors and anthropogenic infrastructures, with the aim of reducing the fragmentation of the territory and preserving biodiversity;
- 2 *City-Countryside Pact*: this introduces a system of multifunctional agricultural parks, in an attempt to revive the state of widespread degradation of urban suburbs. This is done through the requalification of the relationship between city and countryside, to improve the landscape and environmental quality of adjacent but semantically unrelated areas of the territory;
- 3 *Gentle Mobility*: this is useful for the organization of infrastructural system of footpaths, sheep tracks, cycle paths, secondary railways etc., thus seeking new forms of sustainable mobility that allow the re-appropriation of the territory, connecting the various resources in a unitary system;
- 4 *Coastal Landscapes*: this has the purpose of integrated enhancement of coastal landscapes in relation to the hinterland. This is done through a programme that aims to relieve tourism pressure in order to curb the degradation processes that derive from this, and to enhance the heritage of the territory to ensure the correct balance between safeguarding, free use and development of recreational tourist activities;

28 Farinelli, *Geografia*, 190-197. In this regard, the opinions of the French anthropologist Marc Augé converge with those of the Italian geographer about contemporary cities. Marc Augé, *Non-lieux. Introduction à une anthropologie de la surmodernité*, translated into Italian as *Non-luoghi. Introduzione a un'antropologia della surmodernità* (Milano: Elèuthera, 2018); Marc Augé, *Le temps en ruines*, translated into Italian as *Rovine e macerie: il senso del tempo* (Torino: Bollati Boringhieri, 2004). The landscape idea goes through the need of a society to give meaning to its living environment, which is obviously a cultural conquest that evolves over time. Matteo Meschiari, *Sistemi selvaggi. Antropologia del paesaggio scritto* (Palermo: Sellerio 2008), 17-45.

5 *Use of Cultural and Landscape Heritage*: its purpose is the implementation of territorial systems that promote the use of cultural heritage assets in a project that integrates the usability of the latter with the preservation of the landscape.

Conclusions

The case offered by the “Murgia dei Trulli” sector provides the concrete basis on which to try to build a land planning model that Regione Puglia aims to put into practice with PPTR tools. The attention paid to understanding, sharing, social production, enhancement and protection of the landscape are the result of the cultural turning point achieved in Europe by the discussion and ratification of the EU Convention. This agreement, moving in a new direction, tries to influence the general drift that has progressively enslaved the aims of urban projects and urban planning to the reasons of a globalization *tout court*, often devoid of a critical sense and no vocation for the future.

As Franco Farinelli has had the opportunity to acutely explain, the crisis of forms and functions of the city and its territory can be felt starting from the 1970s and '80s and can also be seen in the growing abstraction of analytical models with respect to visual data. To a large extent, the disconnect between territorial reality and interpretative models depends on the absorption processes in progressive computerization which, by its nature, defines the functioning of the world because of the electronic flows it governs. Thus, the “informational city,” based on immaterial and therefore invisible information, is exactly the opposite of the physical condition of the city, the territory and the landscape; the growth of electronic flows has resulted in the definitive crisis of the topographical space, reconfiguring the relationship between the latter and the plurality of places, putting their models in crisis. In this way, the “informational city,” which is global, today appears selective, discontinuous, fragmentary, inhomogeneous and non-isotropic and its very existence takes place, for the most part, in the invisible space of electronic flows. There is no centre, therefore no space; individual identity is often threatened by this and what we see is not enough to guide us.²⁸

Twenty years after the EU Convention, the crisis of economic globalization and climate change, before our eyes, demonstrates the need for the acquisitions deriving from a different approach to the landscape, to proceed definitively from methodological reflection to practices of transformation and use of territories. The Puglia Region may be indicative of the ways and conditions necessary to proceed in this direction; however, an evaluation of the effectiveness of the PPTR is not easy. In fact, it seems evident that the methodological, planning, and regulatory approaches are proceeding in the right direction; however, the intentions of governing the territory do not coincide with the regulatory management approach that makes such intentions possible. In this sense, the main problems are found

- 29 For these considerations I am grateful to the architect Anna Maria Curcuruto, a professional expert in urban planning and in the technical direction of public planning activities.
- 30 Augé, *Rovine e macerie*, 137.

in the difficulty on the part of the municipalities in interacting with the plan in the adaption of their building regulations and in the great variety of each municipality's rules for technical implementation. The procedures are extremely bureaucratic and the old and cumbersome urban planning legislation is unable to respond to guidelines proposed by the PPTR which is top-down, not very adaptable and often not properly suited to the contingencies that arise case by case. It is therefore desirable to have a convincing and pervasive harmonization of the PPTR with the legislative context which requires a streamlining at regional and municipal level.²⁹

The case of Egnazia is significant, in the context of cultural heritage. The archaeological site, part of a landscape of great value, is far away from the tourist offer, which is still unbalanced in favour of seasonal tourism. The site's great potential remains unexpressed and is the exclusive destination of tourists most interested in cultural heritage. Above all, its potential is still on the margins as a driver to produce value, culturally and economically speaking. This is clearly the result, first and foremost, of political choices.

The Apulian experience can be indicative: the objectives and foresight of the plan remain valid and sagacious, as does the setting of the implementation tools. It is certainly true that through conservation and innovation, local communities can try to rethink themselves and their territories by thinking of transformation rules that maintain and develop the identity of places through landscape and ecological values.

However, for this to happen, discussion on the landscape needs to definitively leave behind political rhetoric to become a project and vision: the hardest test for the implementation of the plan lies in the political will of concretization. This necessarily passes through a serious re-discussion of the terms of its adaption in order to avoid the blocking of building activity in the territories and, at the same time, unblock the municipal activity administration that has not yet been able to complete the necessary procedures.

In conclusion, quoting Marc Augé, if it is true that "future history will no longer produce ruins," the risk that contemporary society runs is of not being able to produce a landscape endowed with meaning.³⁰ The need felt is that the critical sense provided by the EU Convention, as suggested in the PPTR, should become a design effort; but is necessary to lay the foundations for a shared path between the academic world, civil society, the ruling classes and governments.