



# EUROPEAN 15 ITALIA

## Productive Cities

# LATERZA

A system of productive squares

C1

C2

C3

# ORGANIZATION OF THE COMPETITION

<b>Site representative</b>	City of Laterza
<b>Actor(s) involved</b>	Public, private or partnership public/private
<b>Team representative</b>	Architect, urban planner, landscape designer
<b>Expected skills with regards to the site's issues and characteristics</b>	Architects, landscape architects, planners with expert knowledge in the environmental sector, designers, social scientists, innovators, artists, economists
<b>Communication</b>	Communication after the results of the competition with an exhibition of all projects, awards ceremony and publication of results (March-April 2020)
<b>Jury – 1<sup>st</sup> session</b>	The representatives of the sites meet the Jury before the installation to clarify any questions about the program.
<b>Post-competition intermediate procedure</b>	<p>Workshops locally with the prize-winning teams: winner, reported, special mention, to locate the working group for the stages of implementation</p> <p>The Municipality reserves the right to finalize the results of the workshop giving to the winner or to a team of award-winning designers, the commission for successive project steps or for an urban study, by negotiated procedure, provided that the professional subject has the technical and economic requirements in relation to the levels of the project to be developed and which will be defined subsequently at the results of the workshop. In case the professional(s) is not satisfy the requirements, he will associate with other parties in accordance with Article 46, paragraph 1 of D.Lgs.50 / 2016, which satisfy the requirements, in the forms of temporary teams and / or using the availment tool art. 89 of Legislative Decree. N. 50/2016</p>
<b>Mission given to the selected team(s) for the implementation</b>	Projects, urban studies, or other to be defined according to the project



# EUROPAN 15 LATERZA(IT) SHORTLY

The city focuses on the enhancement of its historical, artistic, enogastronomic and naturalistic heritage directed towards tourism promotion. An architectural intervention on public spaces, currently lacking in urban identity, together with a strategic plan for tourism promotion, already under way, will create a new productive economy.

These will be spaces designed to host commercial activities linked to tourism and culture, laboratory activities, hospitality and food and wine tours. The system of the squares can represent the attractor pole to immerse yourself in the tourist experience that the city of Laterza will offer to its visitors.

The strength of the tourism system management will be collaboration and participation among

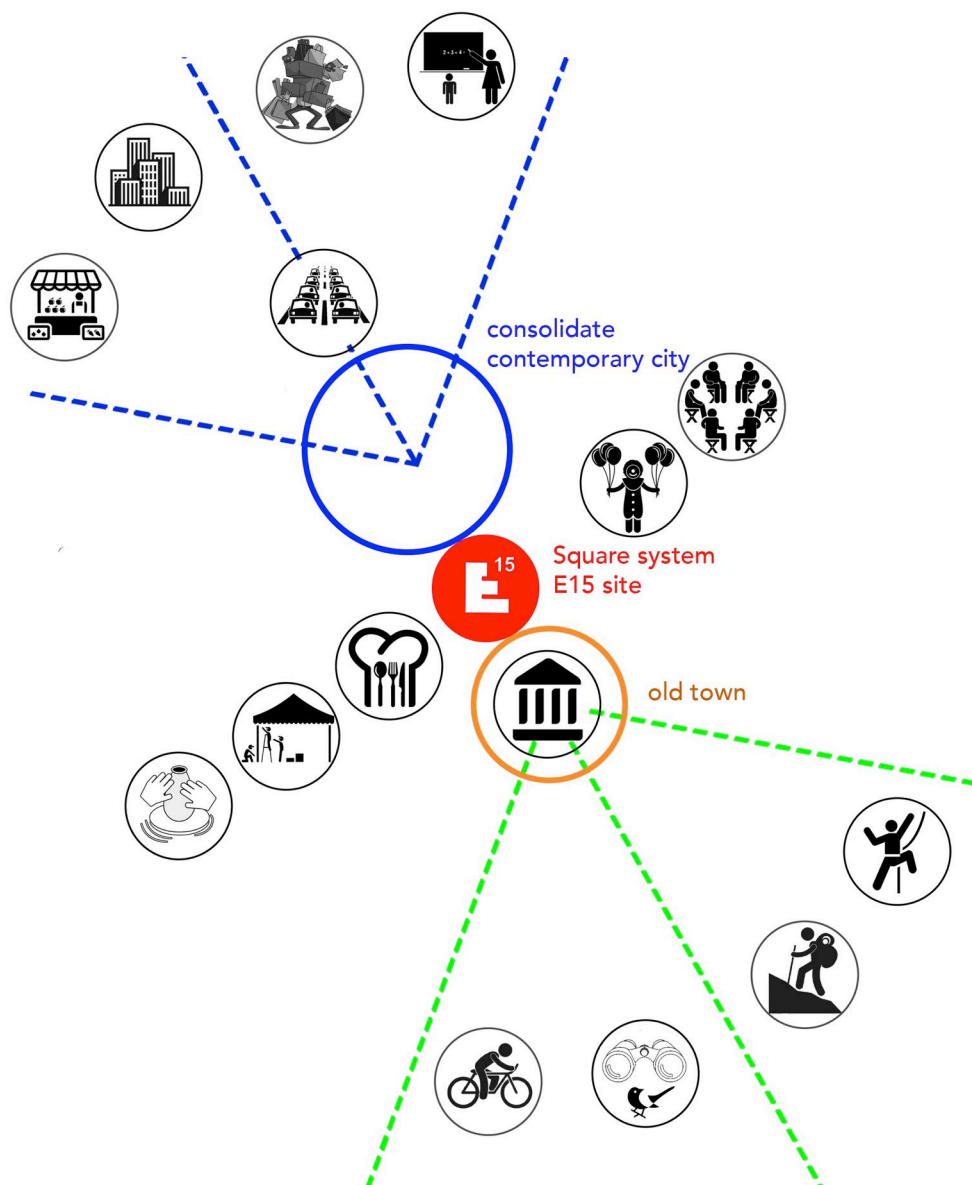
operators, associations, production companies and cooperatives.

A bottom-up management formula will guarantee shared results throughout the territory.

The project of European will deal with one of the main strategic urban hubs, which represents the hinge between the consolidated city and the historic city as a natural gateway to the landscape of the Gravina and all the values it represents.

The gastronomic traditions, the culture of Laterza Majolica, the beauty of the historic center and the majestic presence of the Gravina must be made accessible through a system of public spaces, a refunctionalization of the neighboring areas and a careful study of accessibility and on the routes of mobility.

## EUROPAN 15 SITE STRATEGIES



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# C1 TERRITORIAL URBAN CONTEXT



### The City

Laterza is located north-west of the province of Taranto, at an average height of 340 m s.l.m. it covers an area of 159.63 square kilometers, characterized by a hilly morphology, which winds between the provinces of Bari (North) and Matera (West). It borders the towns of Santeramo and Gioia del Colle, Castellaneta to the east and Ginosa to the south.

The morphology of the territory is an integral part and in absolute continuity with that of the Ionic Arch of Taranto. From an evolutionary point of view, it is the result of continuous modeling action performed by external agents following the numerous oscillations in the sea level that occurred from the Middle-upper Pleistocene onwards, due to the effects of the interaction between tectonic and climatic events.

Laterza is located in a strategic position, on the western edge of the homonymous gravina, which represents an impressive canyon of karst origin, rich in incisions, caves and blades, originated by the action of water on rock fractures, also called "Murgia delle Gravine".

The set of these areas constitutes the "Regional Park of the Land of the Gravines" (code EUAP0894), since 2005 and involves many cities in the province of Taranto including Laterza.

The area is characterized by the presence of rock settlements and archaeological sites, naturalistic riches and karst event.

For the presence of the Lanner Falcon, the Egyptian vulture and the Eagle Owls, the area is identified by BirdLife International as Important Bird Areas IBA Gravine, n° 139. The ravine of Laterza was constituted as a natural oasis under the law Region Puglia n. 10/84, established with D.P.R.G. n. 52 of 01/02/1984, and entrusted to the LIPU (Italian League for Bird Protection) with agreement between the Province of Taranto and the Municipality of Laterza on June 8, 1999. It is one of the most exemplary grand canyon of this landscape, about 12 km and in some parts more than 200 m deep, about 500 m wide. The first human evidence dates back to the Eneolithic or Copper Age (IV-III millennium BC). The urban settlement nucleus arose around the last decades of the eleventh century, in a strategic position on the edge of the ravine to defend itself against possible Saracen invasions. The widespread presence of caves and natural cavities has meant that for generations the life of shepherds, peasants, monks and hermits, men and women of this land was characterized by living in caves, digging their houses directly into the rock and creating a particular architecture 'in negative'. The urban expansion, from 800 onwards, for geomorphological reasons, has followed the direction to the north and, to the comb settlement structure, has been added to the twentieth century city radially.



Development of the town in the 14th-15th century. In the ancient center, the Castle is added with the cove on the right and the Mesola district on the left

The historical center preserves the traces of the creative action of the ancient population through some examples including: the remains of the town walls (XIV century); the Marquis Palace (XIV-XVII century); the sixteenth-century fountain of masks; the Duomo (XV century); the church of Purgatory (X / III century).

The peculiar geomorphological conformation of the ravines landscape has led to the development of a rock culture extended over a vast region that leads from the 'Sassi' of Matera to the Alta Murgia National Park to the countries further south of Taranto: a widespread museum of the Habitat Rupestre, where the signs of the inhabitants of this land are recognizable through the houses carved into the rock or simply adapted to the already existing natural cavities. Crypts, small monasteries and eremitical degrees characterize all the rock settlements, in which the frescoes are the most evident testimony of the influence of the Byzantine culture and art developed in the early Middle Ages and preserved until the following centuries.

In the area outside the walls, which extends between the Mater Domini Sanctuary and the Blade that delimits the historic center, there are more than twenty rooms used as churches or worship places. These include: the crypt of Santa Domenica now embedded within the Mater Domini Sanctuary; the rupestrian churches of San Antonio Abate, Cristo Giudice, San Giorgio, San Giacomo, San Vito; church of San Pietro later transformed and today known such as the

"Cantina Spagnola" located two minutes from the Majolica Museum, in the district of San Pietro, in the middle of the rupestrian area between the Sanctuary of Mater Domini and the ravine.

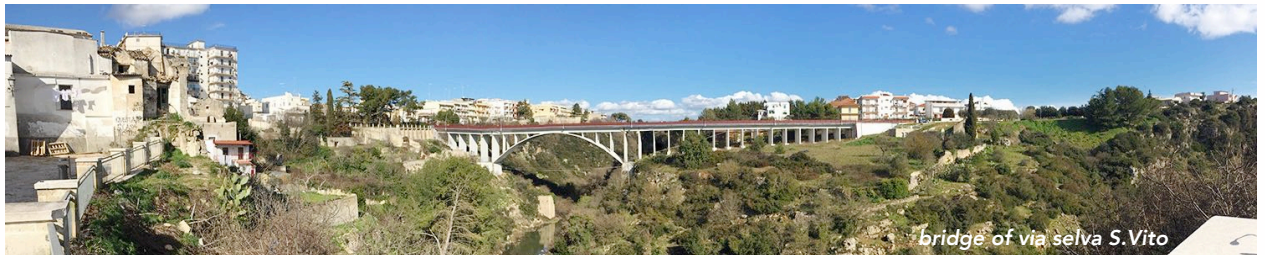
It was founded in 1664 by Don Francesco Perez Navarrete, a Spanish noble who settled in Puglia. Together with MuMa, the "Cantina Spagnola" is the cultural and tourist attraction of Laterza and is visited by over 5,000 people a year.

According to historical - archival sources, at the time of the Swabian domination of Federico II, Laterza also possessed a wall and a castle. The small village was fortified with a new castle (Palazzo Marchesale) only in the late Middle Ages (1393) under the Angevin domination. With the advent of the Aragonese monarchy in the Kingdom of Naples, the feud of Laterza became the property of the Spanish family of d'Azzia from 1497 until 1655.

The d'Azzia family, becoming the Lords and Marquises of Laterza, transformed the medieval castle into their Renaissance home. For lack of a direct male succession, after short family passages, the feud was inherited to the Perez Navarrete family, who were the undisputed lords of this territory from the mid-seventeenth century until the first decade of the nineteenth century, when the feudal system was abolished throughout southern Italy, thanks to the extension of the Napoleonic code. Since March 2002 Palazzo Marchesale has been the object of a series of consolidation and restoration interventions aimed at recovering the structure.

*Palazzo Marchesale in Piazza Plebiscito*





## Accessibility

Laterza is located off center to the territory, on the border with the territories of Ginosa and Castellaneta municipalities, and is connected to the city of Taranto by a good road network, improved toward the coast with the expansion of S.S. 580 with grafting on the SS. 106. Towards Bari the connection is quite easy, with the SS 7 route (Via Appia Roma-Brindisi), the SS.100 four lanes route (Bari-Taranto) or alternatively the A14 motorway ( "Autostrada Adriatica" Bologna-Taranto).

From the point of view of the road network the territory of the urban area, as configured orographically, does not constitute relevant problems for intramural and extramural movements of its inhabitants thanks to a secondary road network (provincial 6, 8, 15, 18, 19 and 20 ) and to the SS7 Via Appia route. The city is connected by the interurban buses managed by Local Public Transport (CPT) and Sita Sud Company which provide connections to the nearby railway stations of Castellaneta (15 Km) and Gioia del Colle (25 Km) and also with Bari airport (70 Km). The Sita Sud company connects Laterza to the East with the city of Taranto (52 Km.) and to the west with Matera - UNESCO Site and European Capital of Culture 2019 - (21 km). The extra-urban trips to some capitals of central-northern Italy are guaranteed by the companies

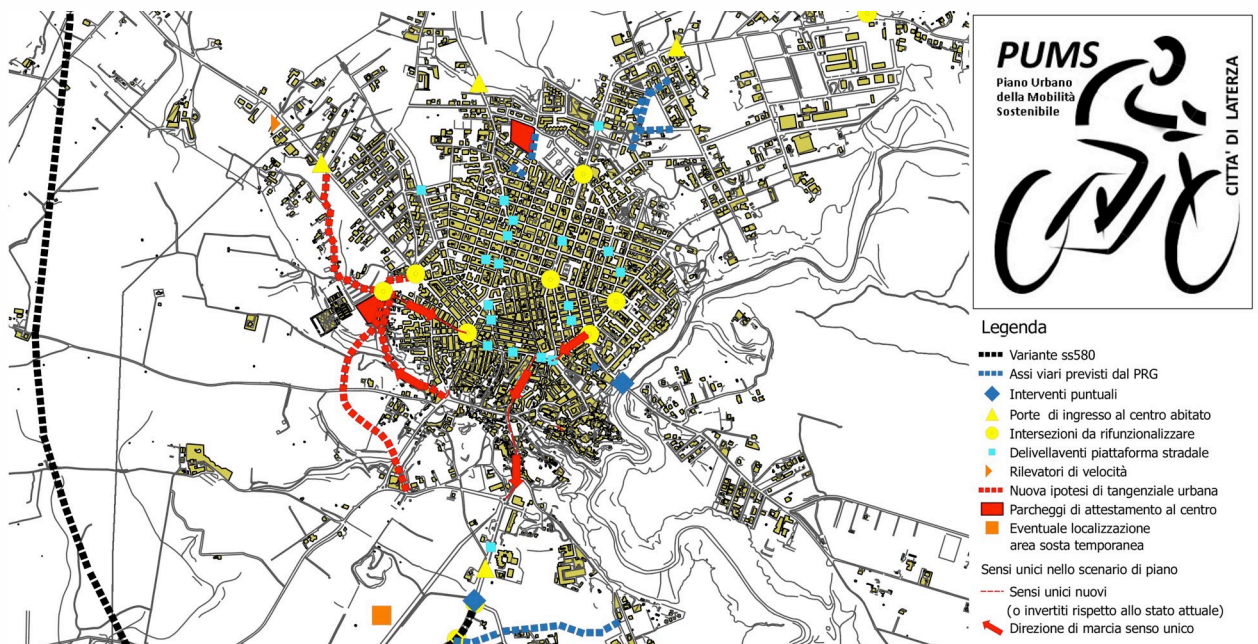
Marozzi, Marino Autolinee and Interpuglia Bus.

The City has recently equipped itself with the PUMS (Urban Plan for Sustainable Mobility) among whose objectives the priority theme is the improvement of traffic safety, related to the weak components of traffic, represented by pedestrians and cyclists. The aim is to create a unitary project for the general organization of the cycle and pedestrian circulation on the entire involved municipal area, which will be structured at different levels and be integrated with other urban planning choices.

Even the PUG (General Urban Plan) is coherent with the territorial plans of strategic importance for the regional landscape identified by the PPTR, aimed in particular at raising their quality and usability.

The regional project for the territorial landscape of the PPTR called "The infrastructure system for soft mobility" aims to make the regional landscapes usable through an integrated network of mobility, which restores panoramic roads, paths, minor railways, stations, creating points of link with the main road and railway network.

In the PUG a multimodal network of slow mobility has been identified that ensures the viability of the municipal and inter-municipal territory along railway, vehicular and cycle paths, with the aim of connecting interconnection nodes of natural, cultural and landscape interest.



## Demographics

The city of Laterza has 15 171 inhabitants. The demographic trend, since 2012 has been on the average of 15 000 inhabitants, albeit with a variable increase and decrease trend.

The population is distributed according to the following percentages of age: 15% population over seventy; 59% productive population, 26% youth population under 24.

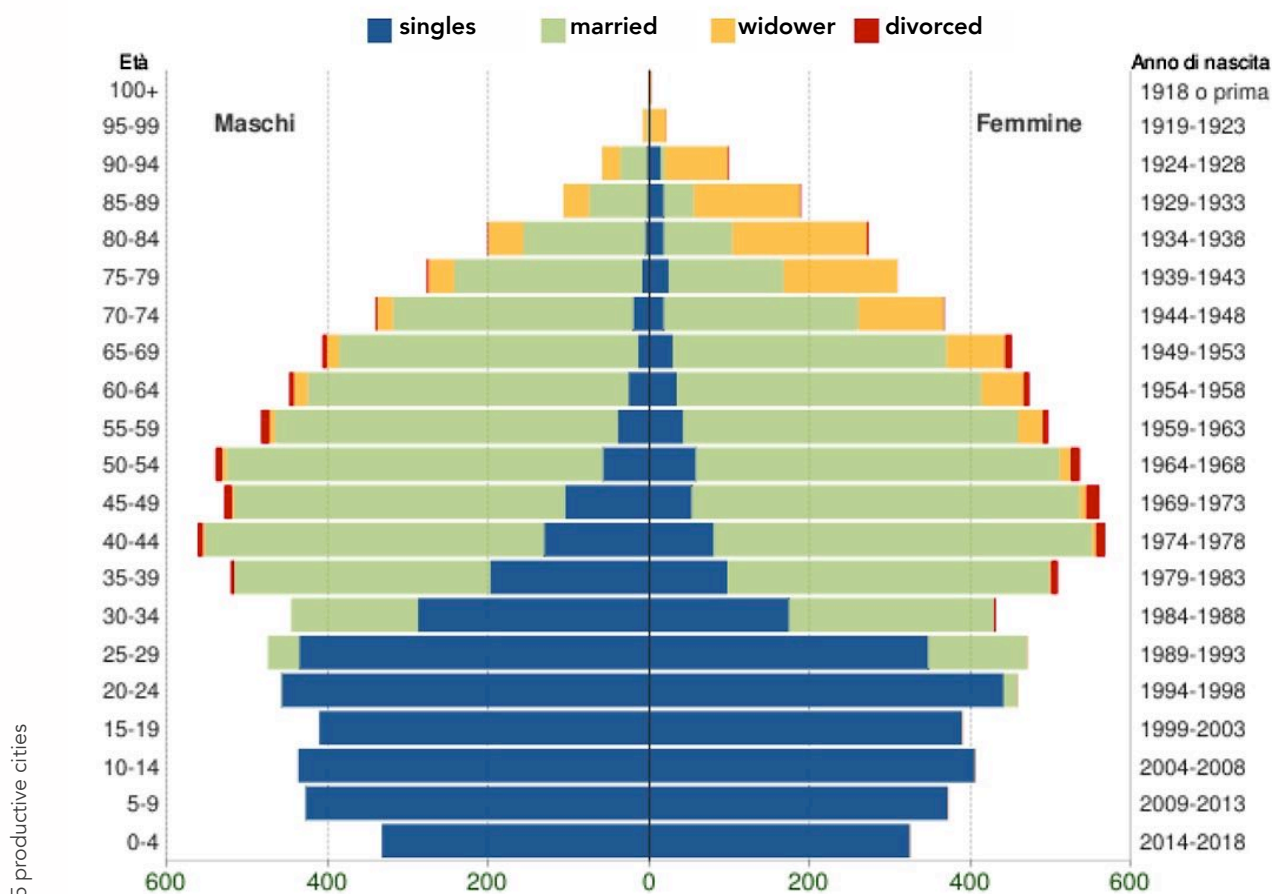
There are 248 foreigners living in Laterza at 1 January 2018, representing 1.6% of the resident population.

The largest foreign community is that coming from Romania with 29.8% of all foreigners present in the territory, followed by Albania (29.4%) and India (13.7%).



Trend of the resident population

City of Laterza - ISTAT data at December 31 of each year - tuttitalia.it processing data



Population by age, gender and marital status

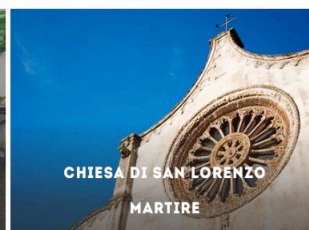
City of Laterza - ISTAT data at December 31 of each year - tuttitalia.it processing data



MADONNA DELLE GRAZIE



MUMA MUSEO DELLA MAIOLICA

MUSEO DELLA CIVILTÀ  
CONTADINACHIESA DI SAN LORENZO  
MARTIRE

### Contesto socio-economico-culturale

Laterza is one of the most active towns in the province of Taranto. It draws its lifeblood from a fertile and extensive territory, occupied by a dense network of homesteads and farms, some of which are dedicated to agritourism, catering and agro-pastoral activities. It is located in an intensively cultivated area with vineyards and olive groves that produce oils and fine wines. The activity of breeding dairy and slaughter cattle that feeds the agri-food chain is remarkable. If the purchase of food products and for the home in general, is influenced by the nearby Matera and Altamura, on the contrary the restaurant area, very settled mainly for the traditional supply of meat "al fornello" (at the stove), operates a strong gravity for the sector of public commercial services.

The meat "al fornello" is one of the oldest typical Apulian cooking methods that the Butchers prepare after closing time, cooking meat in a wood oven, using a special technique.

The Integrated Commercial Development Plan (PSCI) of the City, drawn up in 2015 by Sistema Impresa Soc. Cons. a R.L., of which this brief summarizes some contents, has analyzed the current socio-economic situation of the Laterza's area and, using the inputs of the plan, the City is starting a series of programs.

Laterza, until the end of the '60s, was mainly an agricultural country with important livestock farms.

With the establishment of the iron and steel pole the territory has lost its original connotation and many activities, which derived income from agriculture and livestock, were closed.

The subsequent crisis of the aforementioned pole determined, also for Laterza, a considerable number of "pre-retired" in age to be able to dedicate themselves to mercantile activities. The tertiary sector began to impose itself, achieving considerable growth. The ancient agricultural and breeding activity was reconverted with innovative techniques, producing symbiotically a synergy between these activities and those of trade and services that allowed the territory to grow. With the crisis of recent years, however, also the trade and production activities of Laterza have had to deal not only with the reduced

consumption capacity, but also with the heavy competitiveness of the large commercial structures, which increasingly catalyze the consumer attention.

In recent years, the City has embarked on a path of planned valorisation, also through the planning tools, such as the strategic trade document, which base the productive economy on the cultural identity values of the city, generating the following actions:

- Rethinking the territorial context and relaunching urban quality as a resource among the resources, aimed at the economic and cultural development of the entire community;
- Enhancing and promoting its territory: From the Parco delle Gravine to the Oasi Lipu; From the preservation of the Historical and Rupestrian heritage to the palingenesis of the ancient art of Majolica; From the traditional local bakery, to the revaluation of the typical "laertina" gastronomy; From the establishment of the De.Co. (Municipal Denomination) for the enhancement of craft, food and wine and cultural products.

*The medieval fountain of the masks*





Sanctuary of Maria Santissima Mater Domini

### Traditional events

May 20th: patron saint celebration dedicated to Maria SS. Mater Domini

May 21th: market fair of typical products.

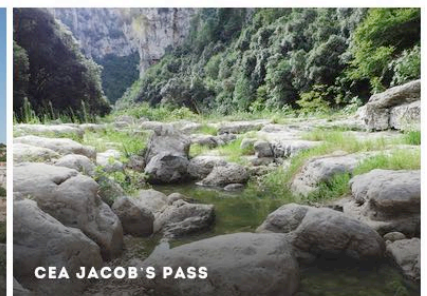
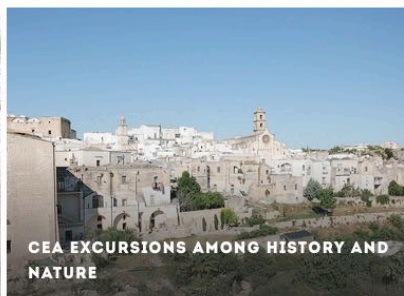
Easter: Celebration of the Madonna delle Grazie (holiday in the countryside) on the following Tuesday.

July 16th: Celebration of the Madonna del Carmine.

Every Saturday of July and August and the night of San Lorenzo (10th August): night under the stars (nocturnal excursions in the ravine).

First Sunday of August: Bread and roast festival.

Last Sunday of September: Feast of the Saints Medici.





### The majolica

The golden age of ceramics production dates back to the 17th and 18th centuries. During these centuries, the lordship of the noble Spanish families of the d'Azzia and the Perez Navarrete allowed the potters of Laterza to have a rich patronage and to create a product for the Bourbon élite.

Laterza was one of the most important ceramic processing sites of the South, like the renowned Faenza majolica with which an artistic exchange was created in the 18th century. A distinctive element of this majolica is the elegant chromatic composition of blue - turquoise, with yellow and green interventions on white enamel. Another valuable element is inspiration from cultured iconographic sources.

According to the Onciario cadastre of 1745 there were about 45 faustries with 20 shops and Laterza was the most active center in Puglia. A characteristic of the end of the century is the production of plates and tureens with floral motifs in "rocailles" - French decoration that reproduces natural elements, shells, rocks, etc ... - stylized by the laterza ceramists.

At the beginning of the nineteenth century production decays both from a qualitative and quantitative point of view. The rich Bourbon and Vatican commissions had failed and the lower classes chose poorer productions. Today the City is trying to regenerate the history of the territory through the rediscovery of the production of majolica and the many shops that have arisen in recent years are the most direct testimony.

Laterza is also a member of the Italian City of Ceramics Association, AICC, based in Faenza, which has set itself the goal of creating a European AEuCC network of cities where historically a significant ceramic activity has developed.

### The bread of Laterza

It is a product obtained from the use of durum semolina wheat re-milled flour, water, salt and yeast base.

The forms of bread (in dialect "panédd") of 1, 2 and 4 kg of weight, with a diameter of about 25, 35 and 45 cm, are cooked in ovens in the shape of a dome made of refractory material, in direct heating.

The used wood is that of the Mediterranean (lentisk and terebinth), very aromatic and/or olive.

Laterza is currently part of the National Association of Bread City, based in Altopascio, which has among its aims to promote the recognition and enhancement of bread and specific types of bread linked to certain territories.

The municipality of Laterza is one of the public shareholders of the local action group (G.A.L.) "Luoghi del Mito e delle gravine" (Places of Myth and Ravines), a limited liability consortium company aimed at promoting the development of the municipalities on the western side of the province of Taranto.

*Typical Laterza bread*



# Strategic territorial programs



## Strategics territorial programs

### 2007-2013

- **Strategic Document of the Puglia Region (Dsr) 2007-2013.** General schema of programmatic guidelines for the use of the EU resources of the 2007-2013 programming cycle, on the basis of which the Operational Programs are prepared for the Structural Funds;
- **Operational Plan Fesr 2007-2013;**
- **Rural Development Program for Puglia 2007/2013.**

### 2014-2020

- **European Framework Program for Research and Innovation (2014 - 2020): Horizon 2020.** Program of the integrated funding system for research activities of the European Commission, for Competitiveness and Innovation (CIP) and for the European Institute for Innovation and Technology (EIT).
- **Regional Operational Program for Puglia 2014-2020**

The territorial planning tools are:

- **Hydrogeological Plan (Pai)** developed according to Law 183/1989 (currently implemented by the new Environmental Code D.Lgs.152 / 2006 of 14/04/2006), is configured as a "document of a cognitive, regulatory and technical-operational through which the actions and the rules of use are planned and scheduled for the conservation, defense and valorisation of the soil and the correct use of the waters, on the basis of the physical and environmental characteristics of the involved territory".
- **Strategic Plan of the wide Tarantina area** which contains the guidelines for territorial strategic planning of Wide Area and for the preparation of the Urban Mobility Plans.

- **PPTR - Puglia Regional Territorial Landscape Plan** for the protection and conservation of environmental values and social and cultural identity, as well as the promotion and implementation of ways for the sustainable development of the regional territory. In particular, the area that concerns the city of Laterza is n. 8, named "Arco ionico Tarantino" as constituted by a natural amphitheater that overlooks the Ionian sea.

The climate is purely Mediterranean with mild winters and hot dry summers.

Moderate winds and scarce rainfall.

Among the critical elements of the characteristic landscape of the Tarantino area (Ionic Arch of Taranto), the various types of human occupation of forms related to surface hydrography, those on the slope and the karst ones are to be considered. These occupations (houses, road infrastructures, facilities, service areas, tourist areas, etc.) contribute to fragmenting the natural morphological continuity of the forms, and to increasing the conditions of both hydraulic risk, where the same forms play a primary role. in the regulation of surface hydrography (gravines, watercourses, sinkholes), both of morphological impact in the complex landscape system.

- **(SIC 1) Sites of EU Importance - Zone of Special Protection (ZPS) "Alta Murgia"**
- **(SIC 2) Sites of EU Importance - Zone of Special Protection (ZPS) "Area delle Gravine"**



# C2 STRATEGIC SITE



## Description

The strategic area proposed is located within the perimeter indicated as the "A" zone of the Commerce Plan, which includes both the historic center and the consolidated twentieth century city.

This area should be considered not only as an area of architectural restoration, but as a vibrating center for the development of commercial activities that will make living and/or re-living with the support of the actions that are implementing the Urban District of Commerce (DUC), synergistically linked not only to the socio-economic structure of the territory of Laterza, but also of Ginosa and, possibly, of other neighboring cities.

The Municipality, in line with the process of renewal and development of the new organizational structure of commercial distribution in the area, is providing new ways of intervention, such as mobility, tax incentives for building renovations or new productive professional, residential settlements in the historic center, parking plan, PUMS (sustainable mobility plan) PUG (general urban plan), Strategic tourism plan, etc., able to feed, in short, an implementation project with the primary purpose of a relaunch and regeneration of the economic activities of the territory.

The foundation of the "DUC - Laterza" allows access to specific regional funding to organize training courses for operators (security, reception, foreign languages) cultural/recreational events and urban redevelopment of areas with greater commercial density. All these actions help to keep consumers on place, to revitalize social relationships, to rediscover the origins and the endogenous richness and to give the alternative to the "NON-PLACES" to which the publicity of large-scale distribution still exerts a certain attraction.

Laterza has potentiality and resources that are allocated not only in the historical center, with the precious overlooking the ravine, but also in the rich woodland, where, on the edge of the ravine, there is the oasis of LIPU, the only place of its kind if we think that we are in a territory, the western Ionian, made of Mediterranean scrub and Aleppo pines.

The territory, with its historic center, its farms, the Lipu oasis, significantly could be, as it is structured, a real tourist and shopping center in the open to be strengthened with infrastructure synergistic interventions. The historic center itself is becoming the cultural center par excellence.

In the Palazzo Marchesale, where the Museo della Maiolica has been located for three years, the Community Library will soon be installed, in a large area dedicated to the Historical Archive and the Municipal Library, thanks to a regional financing of about 1,800,000 euros.

The set of all these actions inevitably leads the City to face one of the most important urban nodes constituted by the squares system proposed in the competition.

The strategic area thus identified must become functional to the use of the site, through the identification of a widespread system of parking areas, the identification of the network of commercial businesses linked to local production, the identification of new views towards the ravine, the use of historic center and rock churches, etc ...

All these elements are essential to make the proposals for the system of squares feasible.



*The Majolica Museum inside the Palazzo Marchesale*

The interesting report on the Commerce Plan elaborated by Sistema Impresa Soc. Cons. a R.L., suggests identifying the "plus" that determine the attractiveness of large shopping centers, imagining reproducing them in the urban commercial network system.

We could think of spaces that are alternative to traditional commercial activities, in which the causes that obstruct commercial activities, by simple access routes and parking spaces with easy access to the structure, are removed; availability of bars, cafes, in addition to the presence of small shows and cultural events, in a stimulating and pleasing context.

The perimeter of the strategic site identified by European 15 includes a series of interesting elements that represent inputs, which the designers must take into account, even indicating possible project proposals.

Among these elements we highlight:

The management of traffic flows that impede the system of the three squares to be totally pedestrianized and a rethinking of mobility according to the envisaged uses in the project;

- the management of car parks to decompress the pedestrian public spaces from the presence of vehicles, for example, assume a system of widespread parking;
- to solve the node of via Galilei which conveys the exit traffic from the squares system;
- identify the identity elements of the territory within the consolidated city.

It is important that the arrival in the city can guide the customer towards the attractor elements of Laterza:

- the Gravina, through the creation of urban views, visuals, signaling routes, etc ...;
- the Majolica Museum for which the interesting project of the "MuMa-Rome on street" by the architect Loredana Modugno has already been launched;
- the food and wine itineraries.

*Exhibition of majolica at the MuMa*



## Programs at strategic site scale



## Programs at strategic site scale

In recent years, the municipal administration has set up the intervention tools for the redevelopment of local productive activities.

- **PUG** (general urban plan), in line with: the territorial projects for the regional landscape identified by the PPTR (the Regional Ecological Network, the city-countryside Pact, the infrastructure system for soft mobility, the integrated enhancement of coastal landscapes; territorial for the use of cultural and landscape heritage); Piano strategico del turismo;
- **PUMS** (Urban Plan for Sustainable Mobility), in line with European national and regional objectives, in order to offer citizens more possibilities for mobility and improve their quality of life;
- **"TRATTURI"** Plan for the identification of the ancient ways of transhumance, a widespread activity in the area thanks to the mild climate and the attitude to pastoralism of the inhabitants. Laterza is crossed by three "tratturi" (paths used by shepherds to carry out transhumance, that is to transfer seasonal flocks from one pasture to another), but the most important is the "Regio tratturo Melfi-Castellaneta". These ancient paths have become the object of rediscovery for slow tourism. In these months, the inspections and the arrangement of the road signage for the insertion of the "Cammini" routes recognized by the Puglia Region and the Ministry of Tourism are in progress.

Within the PUMS, approved by City Council Resolution of 2017, the areas and roads to be valorised with reference to non-motorized traffic and the ZTL (limited traffic area) have been identified.

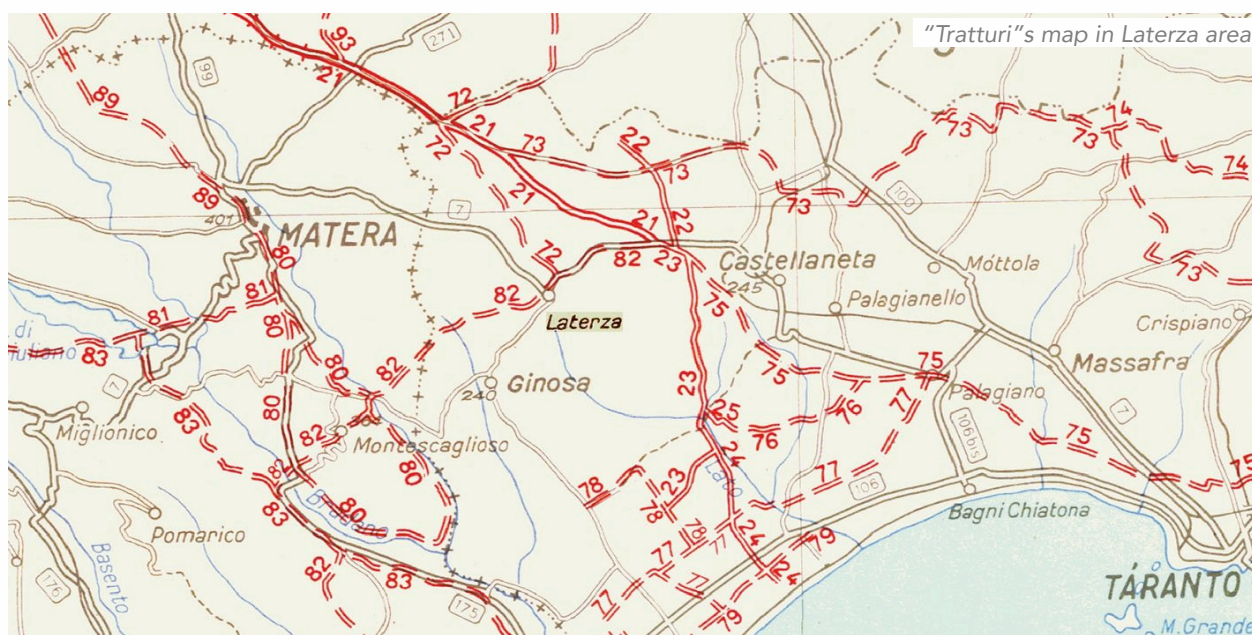
The three-year program of public works 2018-2020 also provides for the intervention for the improvement and redevelopment of the temporary urban ZTL area of via Roma.

The City of Laterza is also adhering to the public call for the "Selection of strategic interventions for the use of areas and infrastructures, aimed primarily at improving the quality of systems and reception services in the tourism sector" promoted by the *Patto per la Puglia-Fondo di Sviluppo e Coesione 2014/2020 - SETTORE PRIORITARIO "Turismo, cultura e valorizzazione delle risorse naturali"* (Puglia Pact- Development and Cohesion Fund 2014/2020 - PRIORITY SECTOR "Tourism, culture and enhancement of natural resources").

The "MuMa-Roma on street" project is part of the actions to strengthen Laterza's attractiveness and tourism development, in particular among those actions aimed at protecting and enhancing the existing attractors of excellence.

In summary, the project interventions include:

- the redevelopment of via Roma;
- the reorganization of the parking system along the axis of via Roma and the intersections, through the insertion of flexible parking areas - *parklets* - with the aim of decongesting vehicular traffic, especially near the ancient core and the main attractors tourism;
- the identification of a slow itinerary identified by the presence of a new icon linked to the tradition of artistic and traditional ceramics of laterza.



For the safeguard and protection of the entire Laterza's community and for its harmonic and low-risk development, the **Civil Protection Plan** has been prepared, extensively tested in two exceptional weather events in the last five years (flood of 2013, significant seriousness snowfall of 2017)

The **Hygienic Health Plan** prescribes specific rules for the openings and management of all workplaces, for buildings in the residential area and for all areas of common use: spaces, streets, porticoes, courtyards, etc.

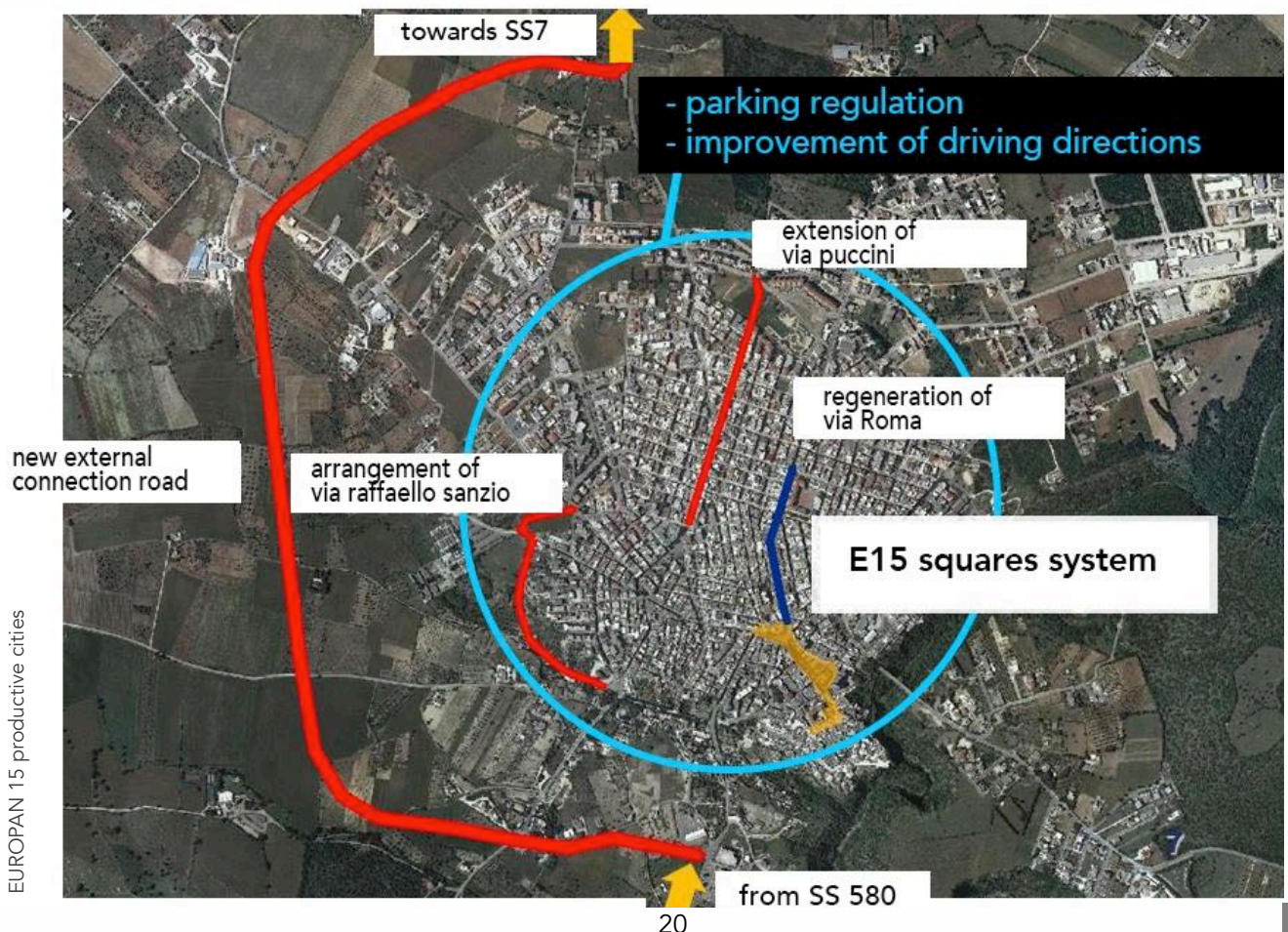
The city of Laterza, for its commercial, tourist, social and cultural development, annually activates a rich calendar of events, grouped under the name of "LaterzaEstate" and "Natale a Laterza".

Recently, the Carsica Festival, financed by the Puglia Region in the area of the PiiiL cultural projects, has been added.

The city of Laterza does not have a theater. Therefore the events take place outdoors, in the court of the Palazzo Marchesale, in the auditorium (Cavallerizza, Purgatorio) or in the Churches.

Those outdoors are held mainly in Piazza Vittorio Emanuele and Piazza Plebiscito.

*Summary of the main actions envisaged by the PUMS*



# C3 PROJECTSITE



## Description

The project site is located in a strategic position for the entire urban fabric. It is a system of three squares - Ex Fratelli Barberio, Vittorio Emanuele and Plebiscito - which together constitute one of the voids of the consolidated city directly connected to the historic center and the Gravina. This is the most important urban void of the fabric, already formed in the 19th century, as can be seen in the ancient cartography, from the natural confluence of the road axes to the city, via Roma da Nord and via Cristoforo Colombo da Sud corresponding to the SS 580, feeder road of the SS7 Appia.

A reference point for citizens, the agora has always been a place of social aggregation. The use of space over time has determined a specific configuration to the sequence of the three squares.

Piazza Vittorio Emanuele winds its way through three blocks:

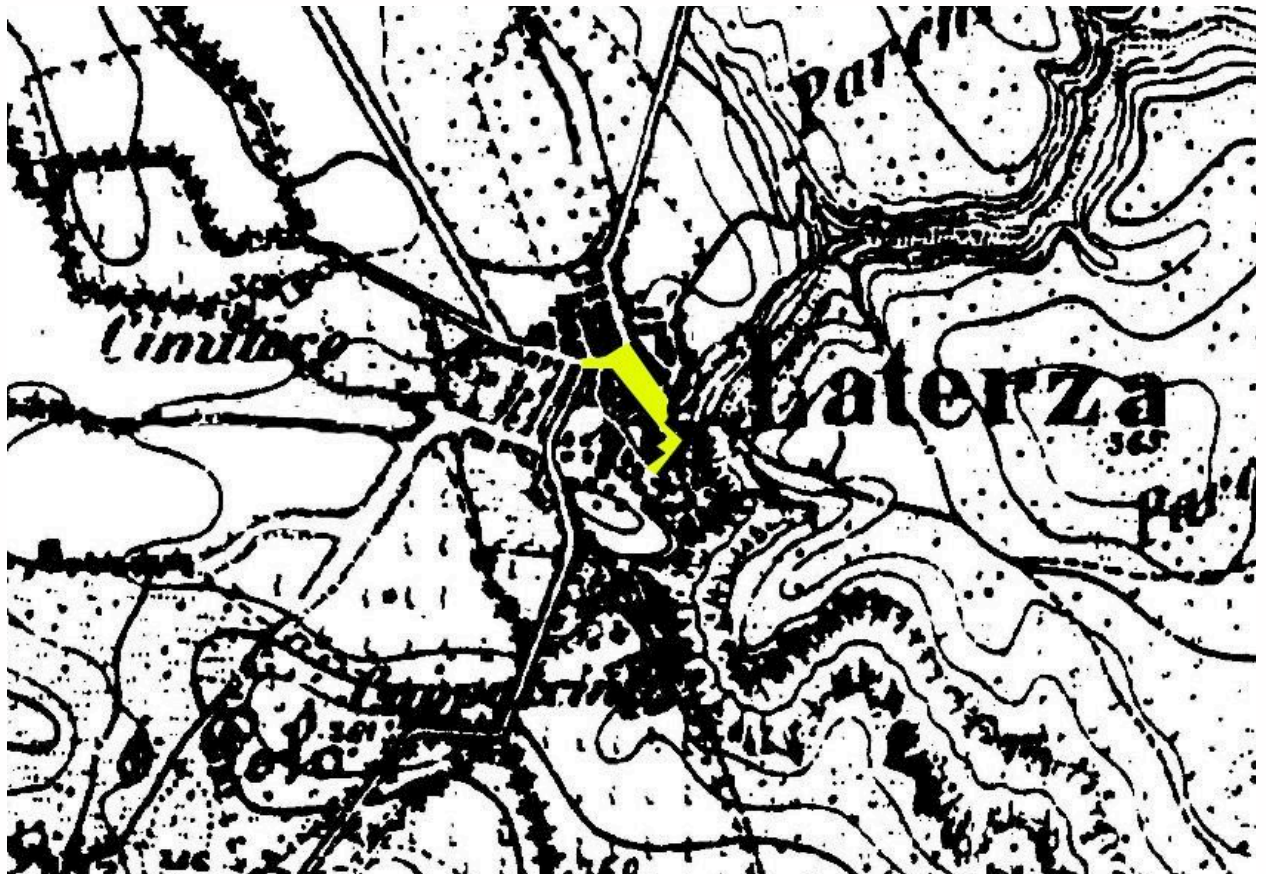
The **first** is the former Piazza Fratelli Barberio which is the result of the road axis of via Roma that leads onto via Dante Alighieri. It has a semicircular shape and has a terracing necessary to fill the difference in height between via Roma and via Dante Alighieri.

Currently a part of the square, in the shape of a circular crown is occupied by parking lots, and leaves the central space free for the outdoor tables of the restaurants. This causes the "inevitable" car/human cohabitation.

The **second block** is represented by the area located between Via Giannone and the Church of Sant'Antonio. At the center of this space is located the First World War Memorial, inaugurated on May 17, 1925.

It rests on a marble parallelepiped with two marble steps at the base. At the top the winged victory, which holds a Fallen with the helmet at his feet, the weapon and branches of oak and laurel (symbols of heroism) rises.

On the façade the bronze dates, 1915-1918, are placed on a round marble base which, in turn, is supported by a bronze dagger in a vertical position and by a bronze frame engraved with laurel leaves and berries



Map of the 1870 IGM with the road organization and urban development. In 1828 laterza has 3512 inhabitants

The monument is protected by a wrought iron fence that contains inside, for each corner, a mine reproducing the original unexploded one.

The **third block** is the area between the Church of Sant'Antonio and the Via Galilei, a street that currently represents the only vehicular passage to exit the square. At the center is a fountain with an obelisk, dedicated to Maria Immacolata, by the ceramist artist Giovanni Carrera, inaugurated in 2004.

The obelisk, which the ceramist covered, was made in 1960, replacing the original one, built in reinforced concrete in 1927. Currently the conditions of the fountain are problematic due to the detachment and discoloration of the majolica that determine a rethinking 'entire monument. At the end of the Piazza Vittorio Emanuele we enter the Piazza Plebiscito, the entrance to the old town. On the square there is the Palazzo Marchesale, seat of the Mu.Ma - Majolica Museum.

On an area to the right of the building is the cover of the early 1900s of the former market. Recently from Via Galilei it is possible to access a new parking area that should help lighten the vehicle load close to the historic center.

The entire system of the three squares has always represented the center of social aggregation for city life and the citizens are very attached to it. So the project will have to take into account the particular attention given to the future image of this system.

The entire space is characterized by trees and flower beds very dear to citizenship, but which need rationalization.

*The fountain with the obelisk dedicated to Maria Immacolata*



*First World War Memorial*

### Project guidelines

The project will have to deal with both the enhancement program of artistic-cultural and landscape riches, and with a new use for quality shopping, widespread entertainment, the ability to create aggregation through events, etc. The site will have to relate to the sensitive elements highlighted in the strategic area.

The program identifies the following axes of action:

- to plan the three squares system entirely, assigning new functions linked to the valorisation themes that are the object of planning both at regional, provincial and municipal level;
- the system of paths and of the three squares is to be designed entirely. Public spaces will play a fundamental role in welcoming tourists and interacting with local activities;
- to design the system of vehicular, pedestrian and/or cyclo-pedestrian paths to guarantee the use of urban space that can adapt to different rhythms of use in the day/night and seasons alternation;

- to solve the problems of mobility and lack of parking for which they expect hypotheses in line with the recently approved PUMS;
- to propose new activities to be located in disused spaces overlooking the squares;
- providing for the recovery of the two monuments dear to the citizens that will have to integrate with the project;
- provide for the adaptability of the public space for open air meetings and shows, even with temporary structures.

It will be necessary to take into account the hydrogeological constraints for hypotheses that foresee the use of the subsoil and which are not recommended also for the purpose of maintaining the geomorphological equilibrium of the territory.

Array of resources for tourism marketing			
	SIZE		
DEPTH	HISTORICAL-CULTURAL	OPEN AIR TOURISM	EVENTS
	Museums	Parco delle Gravine, LIPU	Religious Celebration
	Art Galleries	Food and Wine	Shows
	Monuments, Old Town, Churches, Palaces	Masserie aperte Experiential activities (ceramic workshops, home-made pasta, tourist flights, dairies, dances from the 1600s)	Fairs and markets
	Theater performances	Tourist sports related to the Gravina	Sport meetings

**Interaction with the “Productive Cities” topic**

Laterza is working on the territorial enhancement also through the network of operators, bed and breakfasts, farms, guides and artisans, who accompany the visitor to discover the rich heritage of traditions, customs and traditions of Laterza.

A territory that offers diversified experiences: paths dipped in the green gravina or to climb on its steep walls; work majolica, learning art directly from the artisans in their shops; prepare the cheese with the cheese maker or watch the bakers while they prepare the bread.

The intervention on the system of squares together with the reconnection of the urban fringes with the historic center overlooking the ravine, becomes an important step for the finalization of the entire tourism development program of the city.



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