MARIE CURIE ACTIONS

12th International LAB Meeting - Summer Session 2008
14th International Summer School

European Ph.D. on
Social Representations and Communication
At the Multimedia LAB & Research Center, Rome-Italy

Social Representations in Action and Construction
in Media and Society

"Social Representations, Collective Memory and Socially Shared Emotions: narrative and experimental approaches"

From 26th July to 3rd August 2008
http://www.europhd.eu/html/_onda02/07/14.00.00.00.shtml

Participants Presentations

European Ph.D

on Social Representations and Communication

International Lab Meeting Series 2005-2008

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Language of Italian Cities

SPACE AND TIME

Introduction

Thinking with history
History
> it is a process more than a product
> it is dynamic and changing
> it is not static either finished

The City is a Symbolic condenser of socio-cultural values, it is an entity that contains in itself the effects of time over space

Henri Marrou, in Del Conoscimento Historico (1985)

- History: is a social construction situated in a time and in a place

- “ history is the knowledge of the past of people”

The knoledge needed is not only about how to understand urban life

- Or only to read in an innovative way everyday life
- But keep knowledge about the relations of space and society oriented to act on both side, on society, an on space
- Then it also needs specific knowledge about designing and building physical space and shapes
- Knowledge about the URBS

URBS? Urbanization? Cities?

- Roman tradition:

Latin CIVIS (citizen) comes from CIVITAS (city)

- Civitas = people living together, collectivity of citizens
- Urbs = material part of the grouping of buildings

>>>Urbe, urban, urbanization, suburban...

Background

- Italian language courses
- Visual arts courses
- Study abroad programs in Italy
- Didactic material for foreign students
- Italian americans culture
- Tradition VS innovation

Italian cities in progress

- Communication
- Migrations
- Design
- Architecture
- Urban planning

Visual arts

- 20th century Main changes in cities (E.Soja)
- Urban Theories responses to the modern industrial city
- Urban theories responses of the late 20th century

….urban planning challenges of today

The main questions

- With what urban plans was the industrial city addressed?
- What do they have in common? (transportation, land, zoning, new society, economic development…)
- What happen to streets and corners?
- What urban plans or theories were proposed for addressing the challenges of the post- metropolis?
- What is new or old?
- What is missing?

UP TO HERE: products and results, changed in the physical spaces

NOW we add the **process**

Decision

Mechanism

Procedures

Modes of Productions and Reproductions of space =

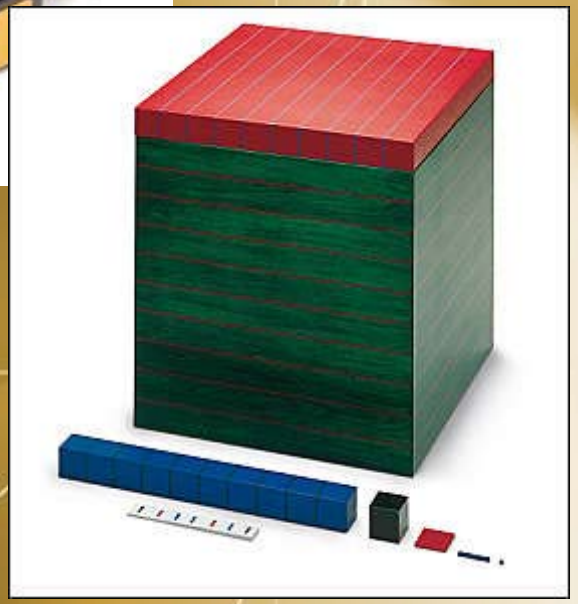
DESIGN

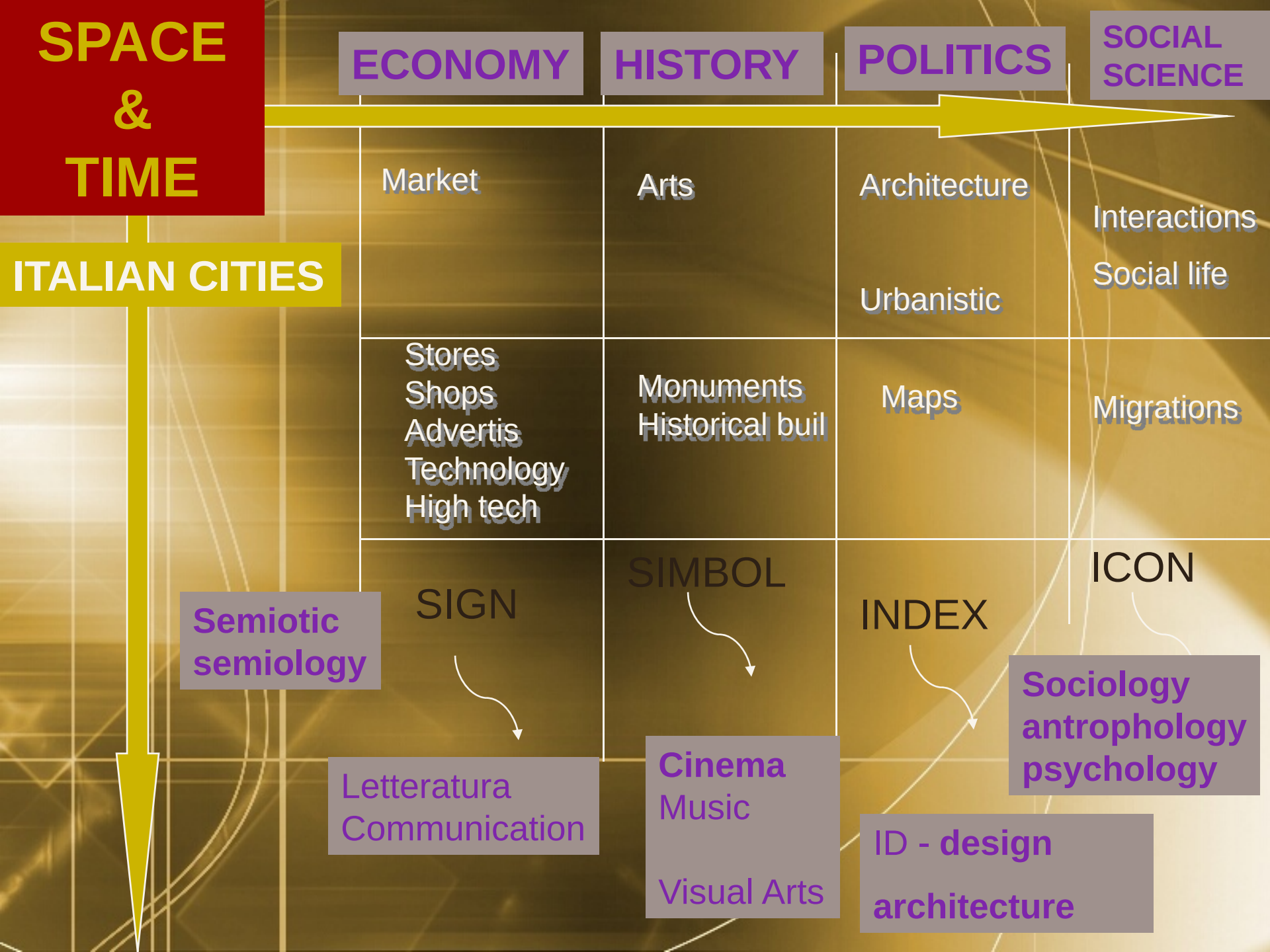
ROME

VS

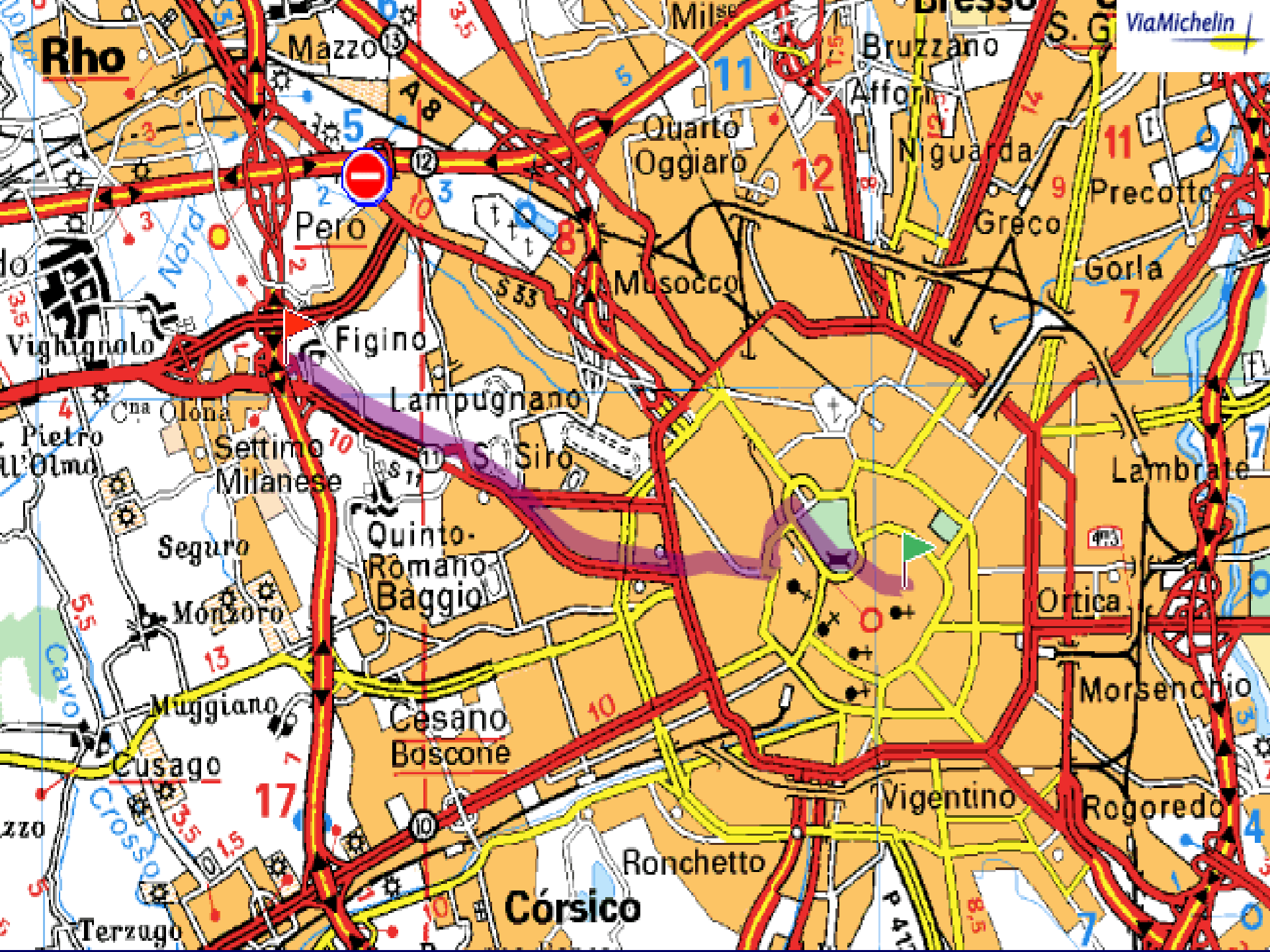
ITALIAN CITIES

DESIGN




SPACE & TIME
ECONOMY
HISTORY
POLITICS
SOCIAL SCIENCE
ITALIAN CITIES
Market
Arts
Architecture
Urbanistic
Interactions
Social life
Stores
Shops
Advertis
Technology
High tech
Monuments
Historical buil
Maps
Migrations
SIGN
SIMBOL
INDEX
ICON
Semiotic semiology
Letteratura
Communication
Cinema
Music
Visual Arts
ID - design
architecture
Sociology
antrophology
psychology

Hotel
Zecchini
S.ALVISE
CHIESA MADONNA DELL'ORTO
CAMPO GHETTO NUOVO
TEMPIO ISRAELITICO
S.GIOBBE
CANALE DI CANNAREGIO
RIO TERA' S. LEONARDO
S.CATERINA
CHIESA DEI GESUITI
FONDAMENTE NUOVE
CALLE PRIULI
SPAGNA
P.ZZO LABIA
S.MARCUOLA
P.ZZO VENDRAMIN
S.FOSCA
P.ZZO GIOVANELLI
LISTA DI
CHIESA S. LUCIA
CANAL GRANDE
CHIESA DEGLI SCALZI
STAZIONE
TAXI VAPORETTO
S.GIOVANNI DECOLLATO
S.STAE
CA' PESARO
CA' D'ORO
STRADA NOVA
SANTI APOSTOLI
CALLE DELLA TESTA
FONDAMENTA DEI MENDICANTI
SS. GIOVANNI E PAOLO
MONUMENTO A COLLEONI
S.SIMEONE PICCOLO
S.GIACOMO DALL'ORIO
S.CASSIANO
SALIZADA S.CASCIANO
P.ZZO VAN
S.CHIARA
PALAZZO CAMERLENGHI
FONDACO DEI TEDESCHI
GIARDINI PAPADOPOLI
TAXI
S.GIOVANNI EVANGELISTA
S.MARIA GLORIOSA DEI FRARI
CAMPO S.POLO
S.SILVESTRO
RIALTO
CAMPO S. BARTOLOMEO
SALIZADA S.LIO
S.MARIA FORMOSA
PIAZZALE ROMA
I TOLENTINI
SALIZADA S.PANTALON
PALAZZO PAPADOPOLI
TEATRO GOLDONI
PALAZZO GRIMANI
CAMPO S.LUCA
MERCERIE
PALAZZO QUER.STAMPALI
S.GIOVANNI NUOVO
RIO TERRA' DEI PENSIERI
RIO NUOVO
CAMPO S.TOMA'
CANAL GRANDE
CAMPO MANIN
CALLE FABBRI
P.ZZO DUCALE
S.ZACCARIA
FOND ROSSE
CAMPO S.TA MARGHERITA
CA'FOSCARI
P.ZZO CORNER SPINELLI
PALAZZO MOCENIGO
CAMPO S.ANGELO
BACINO ORSEOLO
PALAZZO GRASSI
S.STEFANO
TEATRO LA FENICE
PIAZZA S.MARCO
RIVA DEGLI SCHIAVONI
CA'REZZONICO
CAMPO MOROSINI
S.MARIA DEL GIGLIO
CALLE LUNGA S.BARNABA
S.VITALE
PALAZZO CAVALLO
S.ANGELO RAFFAELE
S.SEBASTIANO
P.TTE ACCADEMIA
BACINO DI SAN MARCO
S.TROVASO
RIO S.TROVASO
PUNTA DELLA DOGANA
S.AGNESE
CHIESA GESUITI
CHIESA DELLA SALUTE
ZATTERE AL PONTE LUNGO
ZATTERE AI GESUITI
ZATTERE ALLO SPIRITO SANTO
SPIRITO SANTO
CHIESA S.GIORGIO



Rho
Mazzo
Bruzzano
Affori
Quarto Oggiaro
Niguarda
Precotto
Greco
Gorla
Pero
Musocco
Figino
Vighignolo
Lampugnano
Cna Olona
Settimo Milanese
S. Siro
Lambrate
Seguro
Quinto-Romano
Baggio
Ortica
Monzoro
Morsenchio
Muggiano
Cesano Boscone
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Vigentino
Rogoredo
Ronchetto
Córsico
Terzago
Cavo Crosso
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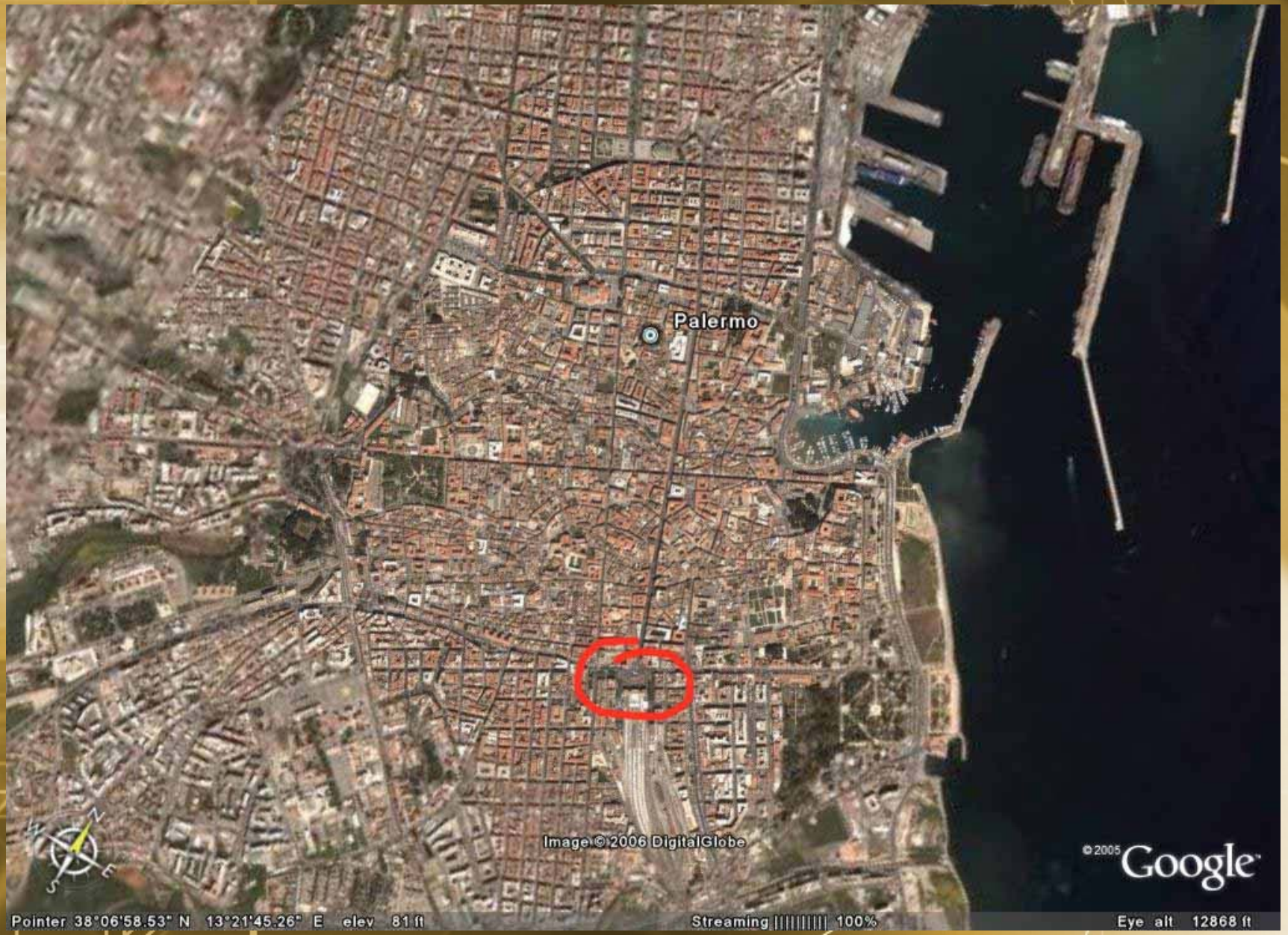
ViaMichelin


Palermo
Image © 2006 DigitalGlobe
© 2005 Google
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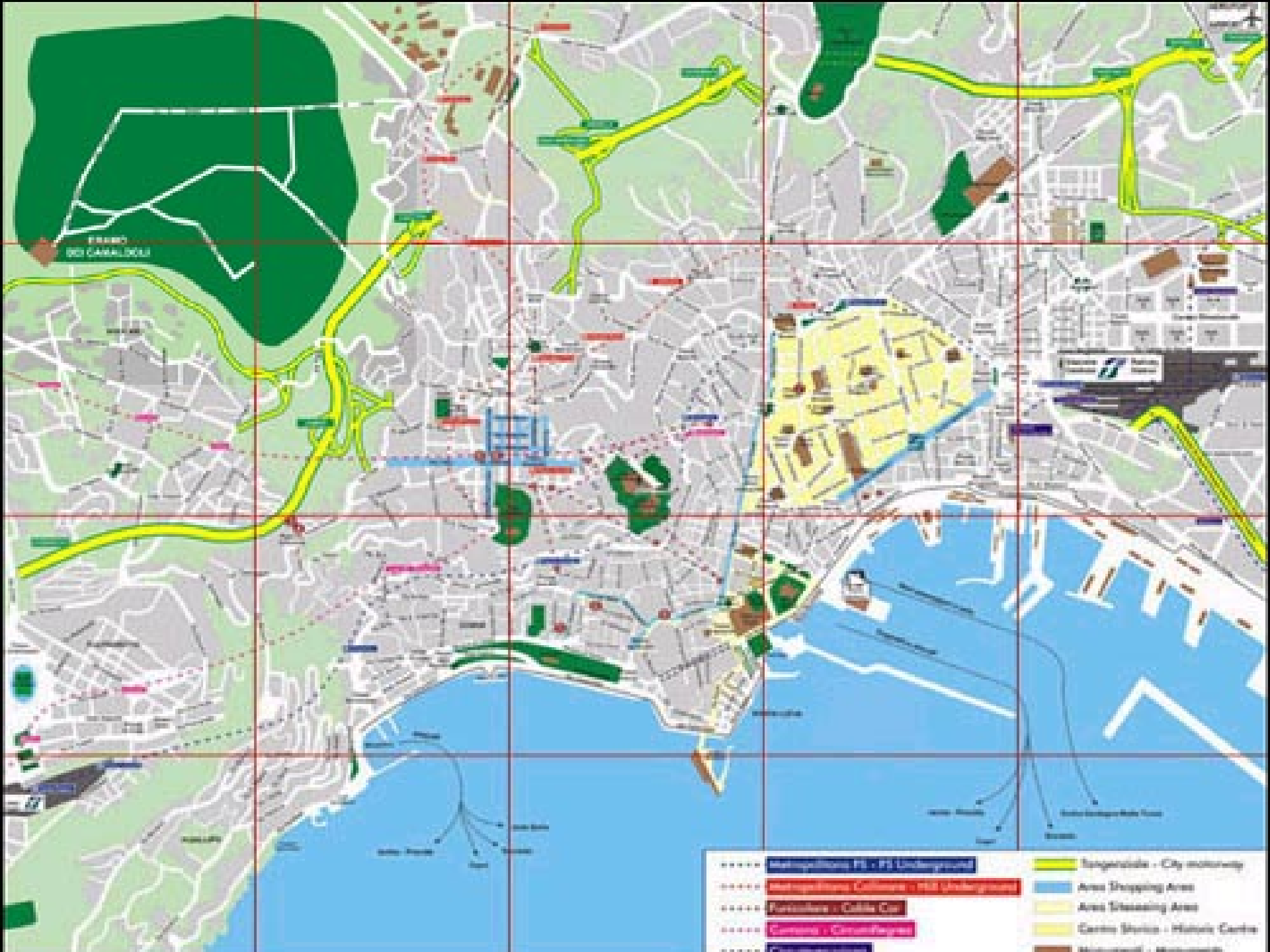
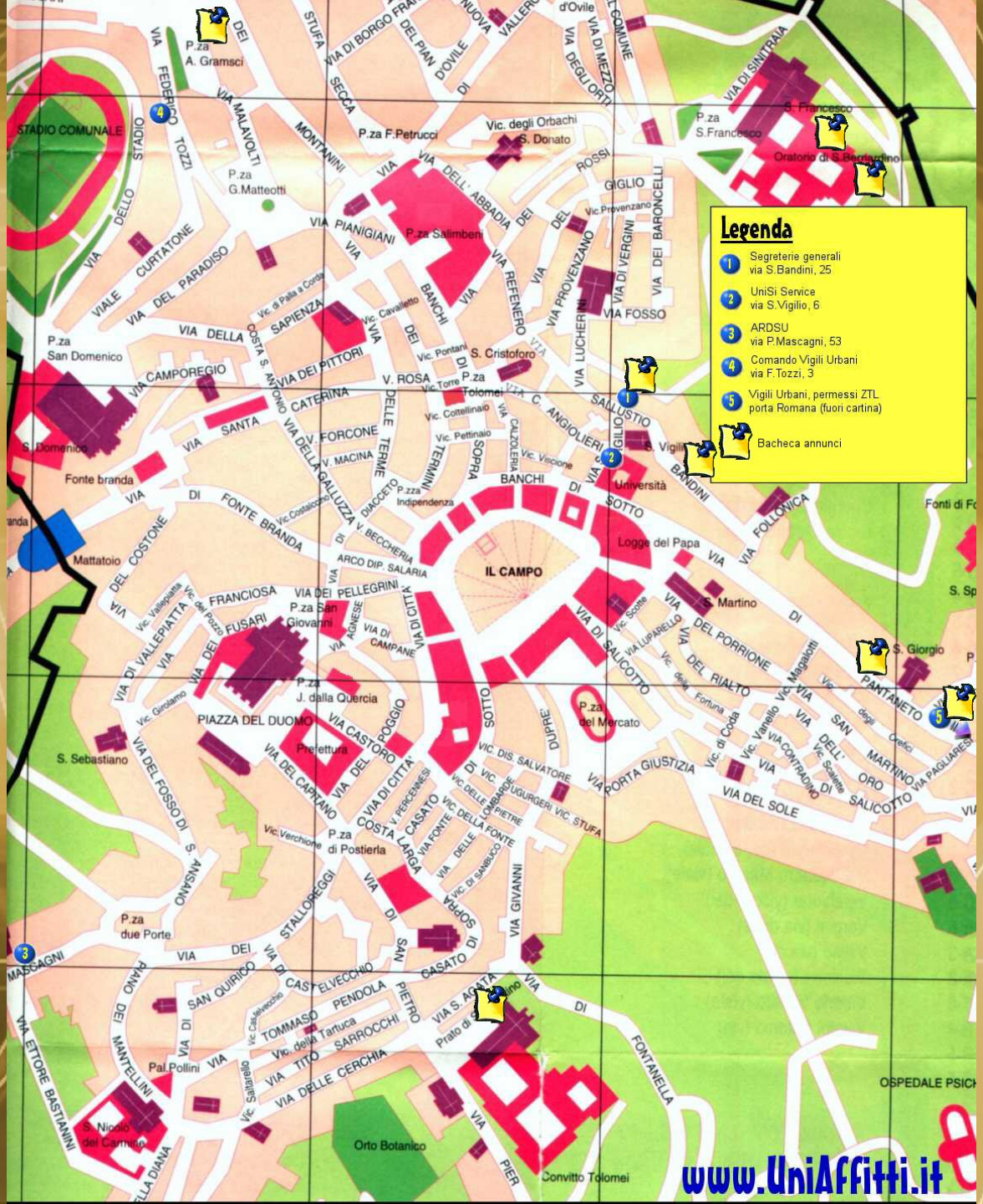
Streaming 100%
Eye alt 12868 ft


PARCO
DEI CAVALIERI
Tangenziale - City motorway
Area Shopping Area
Area Shopping Area
Centro Storico - Historic Centre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4 Comando Vigili Urbani via F.Tozzi, 3
5 Vigili Urbani, permessi ZTL porta Romana (fuori cartina)
Bacheca annunci
IL CAMPO
BANCHI DI SOTTO
BANCHI DI SOPRA
Università
Logge del Papa
P.za del Mercato
P.za J. dalla Quercia
Prefettura
P.za di Postierla
P.za due Porte
P.za San Giovanni
P.za A. Gramsci
P.za G.Matteotti
P.za F.Petrucci
P.za Salimbeni
P.za San Domenico
P.za Tolomei
P.za S.Francesco
Oratorio di S.Bernardino
S. Francesco
S. Donato
S. Cristoforo
S. Vigilio
S. Martino
S. Giorgio
S. Domenico
S. Sebastiano
S. Niccolò del Carmine
Vic. degli Orbachi
Fonte branda
Mattatoio
Pal.Pollini
Orto Botanico
Convitto Tolomei
OSPEDALE PSICH
STADIO COMUNALE
PIAZZA DEL DUOMO
VIA DI CITTA'
VIA DI SALICOTTO
VIA DEL PORRIONE
VIA DEL RIALTO
VIA DEL SOLE
VIA PORTA GIUSTIZIA
VIA DI CASTELVECCHIO
VIA DEL CAPITANO
VIA DEL FOSSO DI S. ANSANO
VIA DELLE CERCHIA
VIA DI VALLEPIATTA
VIA DELLA SAPIENZA
VIA DEL PARADISO
VIA DI FONTE BRANDA
VIA DEL COSTONE
VIA DEL PANTANETO
VIA DEL MARTINO ORO
VIA DI SINITRAIA
VIA DEI BARONCELLI
VIA DI VERGINI
VIA DEL FOSSO
VIA DEL PELLEGRINI
VIA DEL CASTORO
VIA DEL POGGIO
VIA DEL SALLUSTIO BANDINI
VIA DEL GIGLIO
VIA DEL PIANIGIANI
VIA DEL PIAN D'OVILE
VIA DEL MEZZO
VIA DEGLI ORTI
VIA DEL PROVENZANO
VIA DEL REFENERO
VIA DEL CAMPORREGIO
VIA DEL CURTATONE
VIA DEL MONTANINI
VIA DEL MALAVOLTI
VIA DEL FEDERICO TOZZI
VIA DEL STADIO
VIA DEL STALLOREGGI
VIA DEL SAN QUIRICO
VIA DEL CASATO DI SOPRA
VIA DEL CASATO DI SOTTO
VIA DEL COSTA S. ANTONIO
VIA DEL COSTA LARGA
VIA DEL SANTA CATERINA
VIA DEL V. FORCONE
VIA DEL V. MACINA
VIA DEL V. BECCHERIA
VIA DEL V. ROSA
VIA DEL DIACCETO
VIA DEL TERME
VIA DEL TERMINI
VIA DEL ARCO DIP. SALARIA
VIA DEL FRANCIOSA
VIA DEL FUSARI
VIA DEL LUPARELLO
VIA DEL CASATO
VIA DEL SOTTO
VIA DEL SOPRA
VIA DEL GIOVANNI
VIA DEL FONTANELLA
VIA DEL PIER
VIA DEL SANTA AGATA
VIA DEL TOMMASO PENDOLA
VIA DEL TITO SARROCCHI
VIA DEL PANO DEI MANTELLINI
VIA DEL ETTORE BASTIANINI
VIA DEL DELLA DIANA
VIA DEL DI CITTA'
VIA DEL DI CAMPANE
VIA DEL DI VALLEPIATTA
VIA DEL DI FONTE BRANDA
VIA DEL DI SALICOTTO
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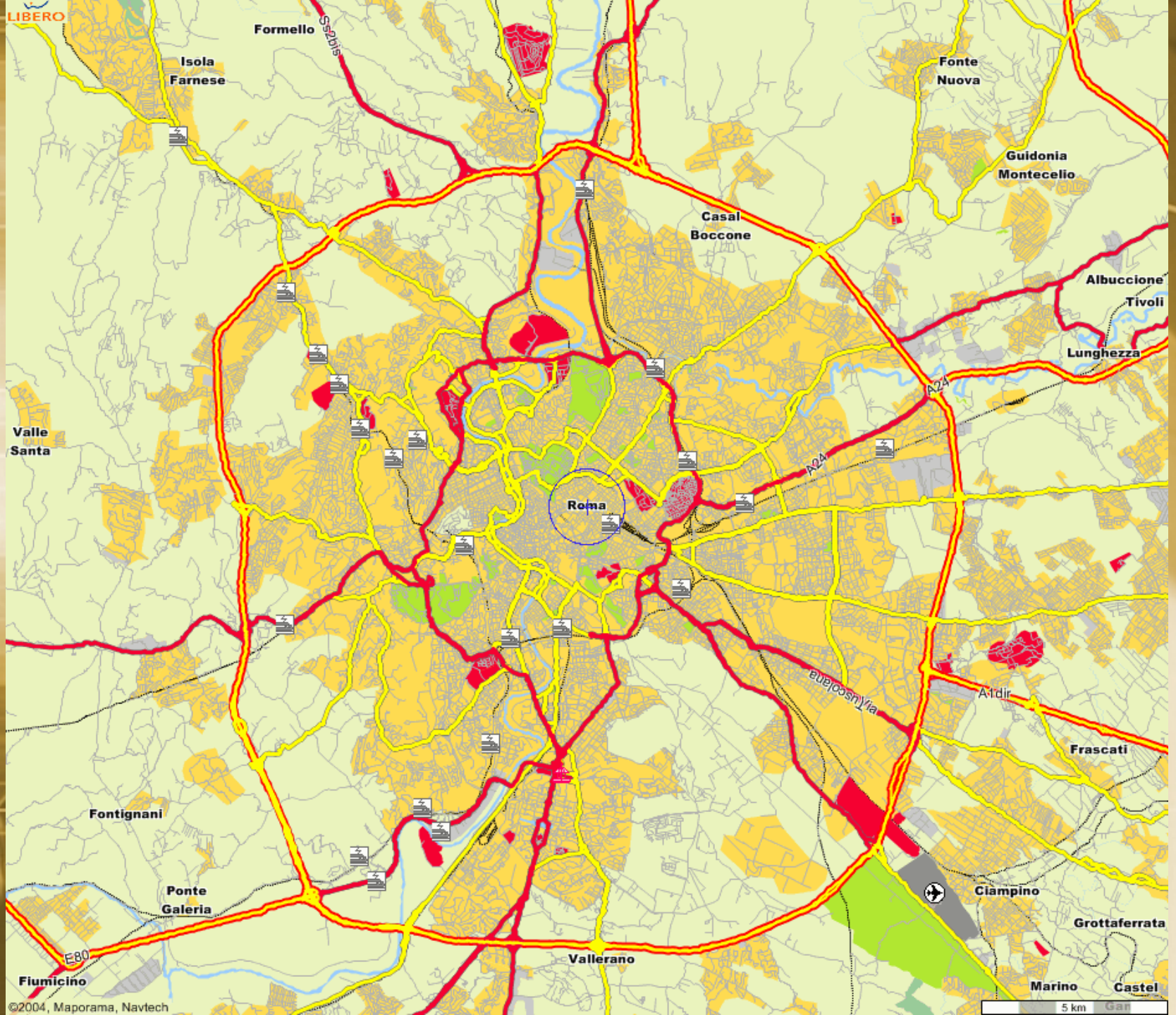
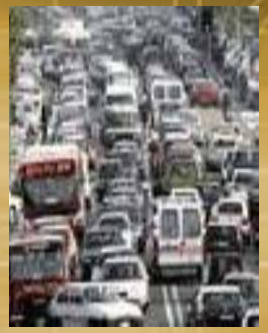
VIA DEL DI CASTELVECCHIO
VIA DEL DI PORTA GIUSTIZI

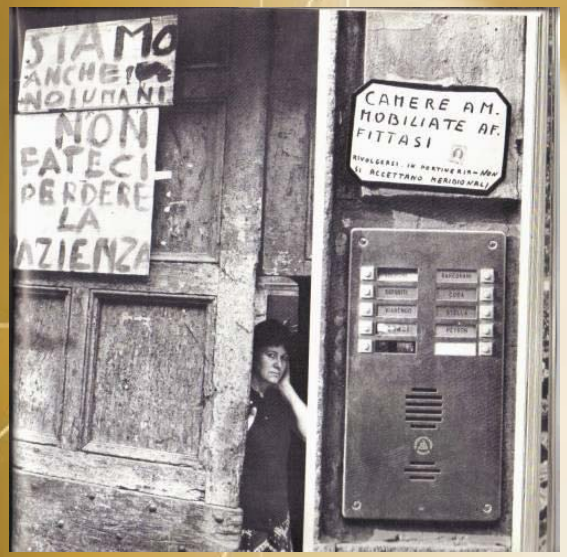

LIBERO
Formello
Isola
Farnese
Fonte
Nuova
Guidonia
Montecelio
Casal
Boccone
Albuccione
Tivoli
Lunghezza
A24
Valle
Santa
Roma
Via Ardeatina
A1dir
Frascati
Fontignani
Ponte
Galleria
E80
Fiumicino
Vallerano
Ciampino
Grottaferrata
Marino
Castel
©2004, Maporama, Navtech
5 km

SIGNS

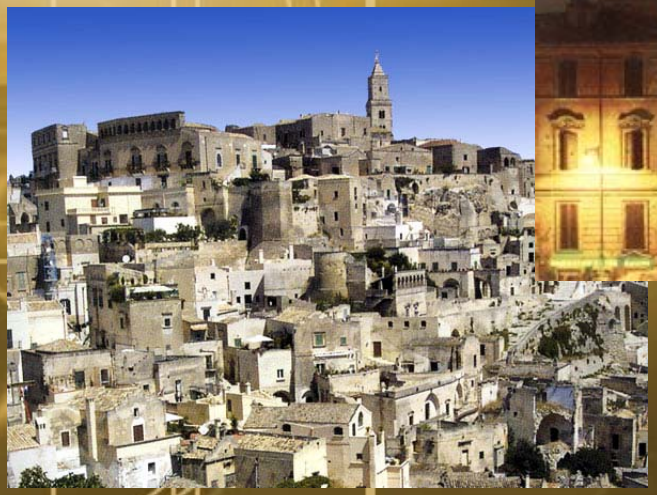


TRONY

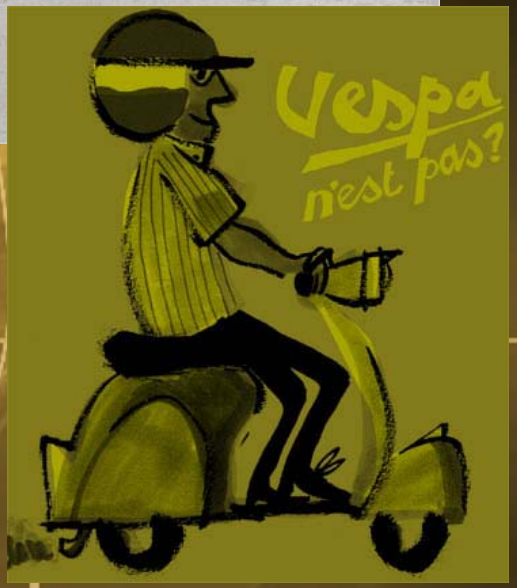
VENEZIA 15
TREVISO 16

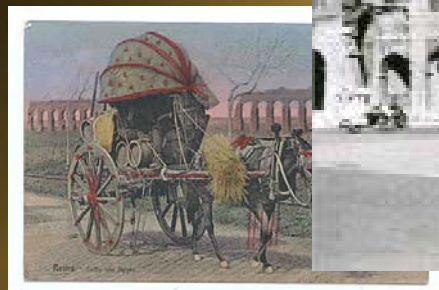

SIAMO
NON
CAMERE A.M.
MOBILIATE AF.
FITTASI

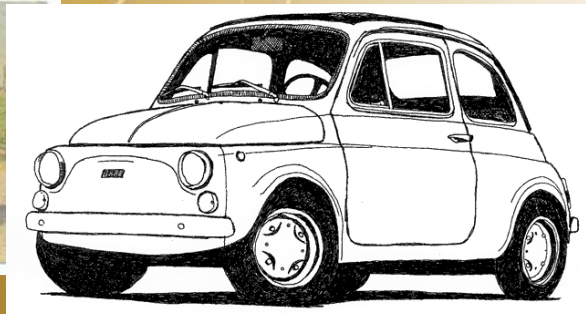
SIMBOLS



Italian - foreign views







Negative perception - stereotypes

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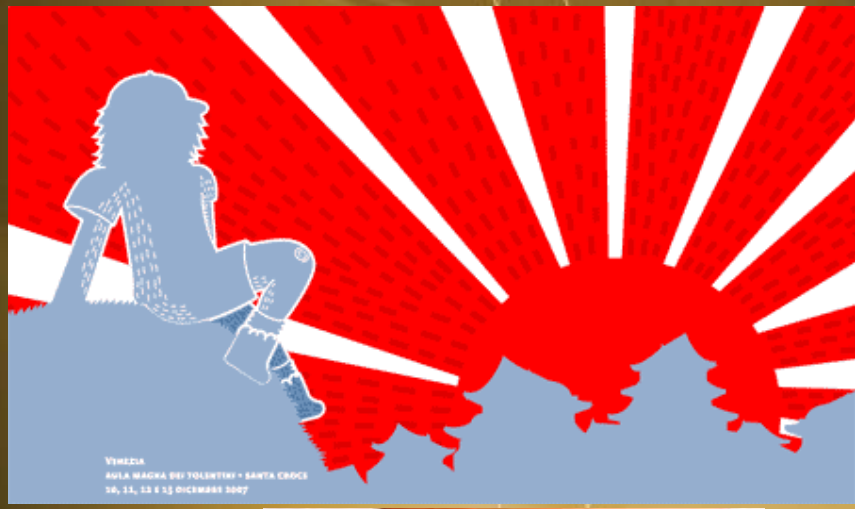
Nuova Porta Ovest
FIERA
VERONA FORUM
Area Macello
Parcheggio Fiera

ICON - identities

piazzavittorio

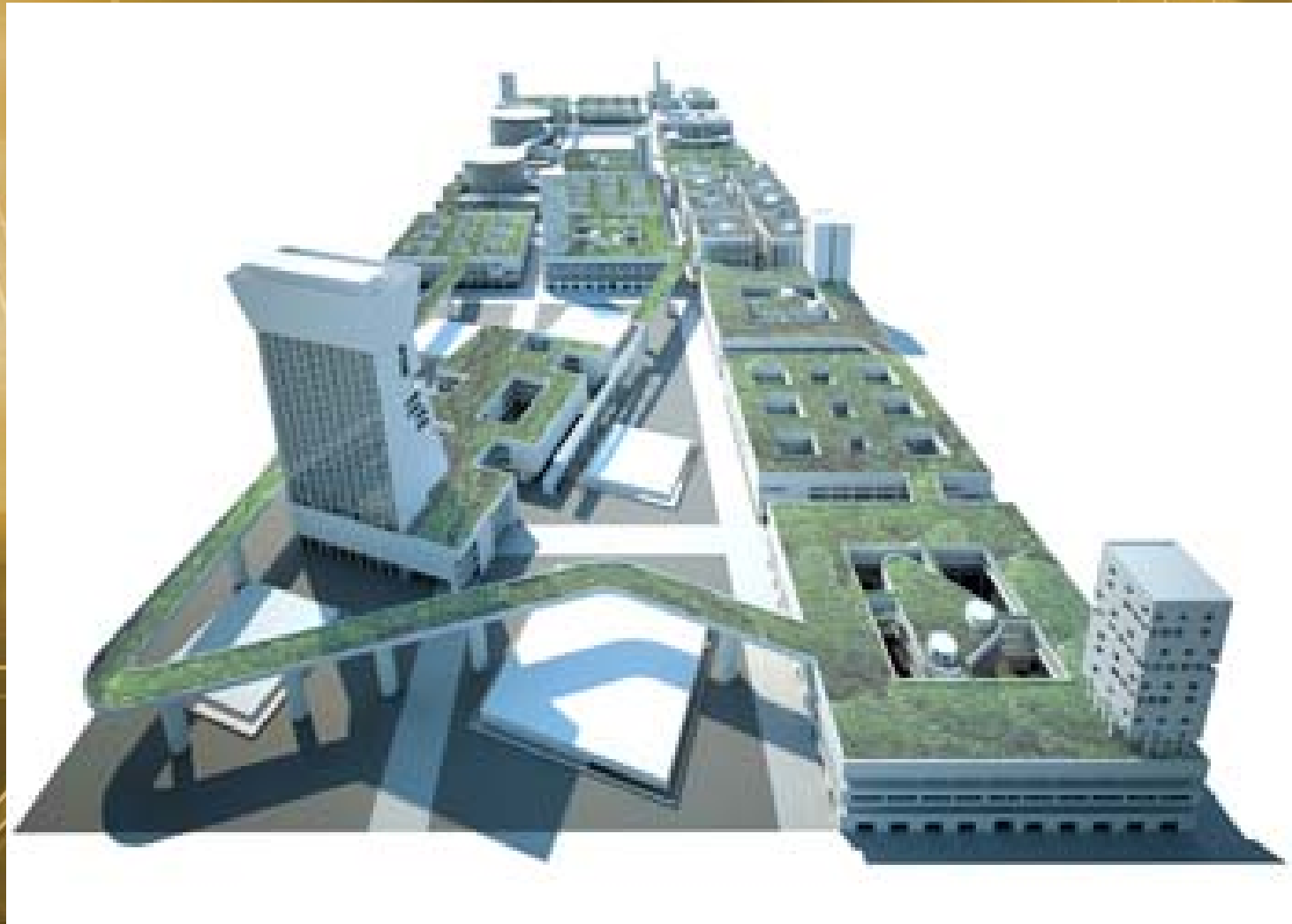
CHANGES



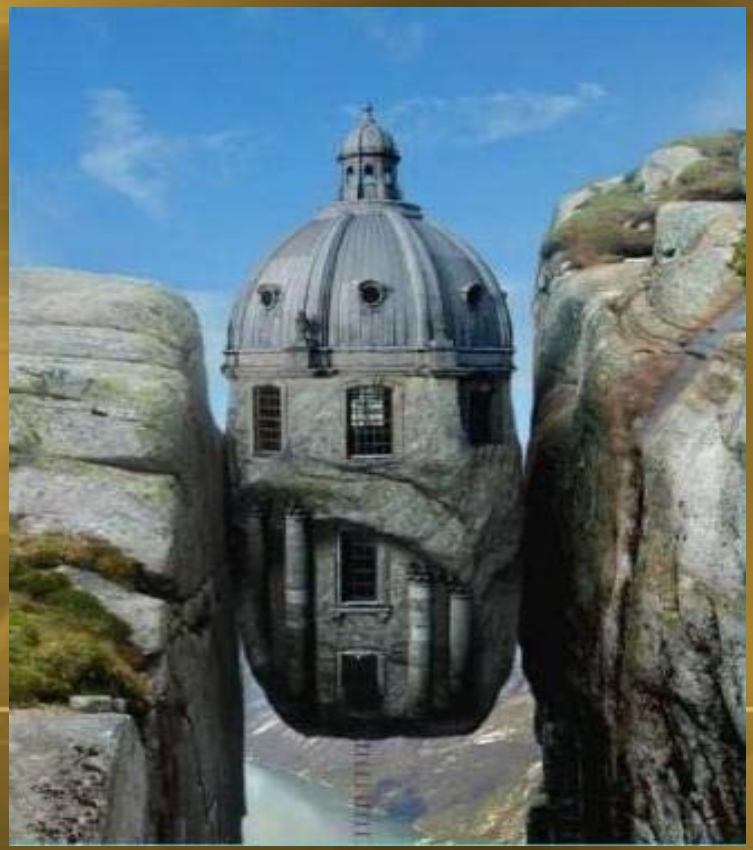
carpisa
Bolletta senza sorprese?
Scegli Eni, l'energia in famiglia.
CARICA ED ENERGIA SEMPRE CON TE
© quartomunicipio.wordpre

JEANS
JESUS
Chi mi ama mi segua.
jesus
jeans

Conclusion



THANKS

The new italian city

DISCUSSION