

POLITECNICO DI TORINO  
SECOND SCHOOL OF ARCHITECTURE  
Master of Science in Architecture  
Honors theses

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**Images from the territory. Visuals-imagery as a way of designing, organising the area in some localities of the province of Vercelli and the adjacent areas**  
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The knowledge of the territory also passes through the analysis of the folklore and the local traditions of the populations that you/they live him/it; this is fully an essential tool for an aware urbanistic and architectural planning.

In the following job is wanted to put in evidence really such aspect of the planning, too times neglected or straight ignored.

This thesis is substantially of search and belongs to an ampler project, entitled: "Images from the territory. The *imagery as a form of restructuring of the territory*", conceived and developed years ago by Prof. Alberto Borghini, that consists on a collection of folk-tale and particularly, stories, legends, traditions, superstitions, popular medicine and in general terms of all orals testimonies depending on the imaginary, apparently insignificant but that are a part our cultural heritage and should be necessary to safeguard.

Besides to be a historical-cultural (good) itself, the popular imaginary offers really a interpretative code able to read fact of material culture as well as artistic, architectonic etc. Through such code besides, it take shape that is the procedure from inside of the community itself to think and 'live' the territory.

Principal, fundamental and structural moment of this first phase has been the investigation on the field, or rather the recording of testimonies orally handed down. The zone taken in examination is the region Piedmont with particular respect to the Vercellese.



### The Principality of Lucedio

*The Principality of Lucedio that presents itself today as a large and modern farm in the countryside of Vercelli, offers suggestions intense symbolic subterranean passages, the irrigation ditch the Queen, the woman in the boat, the canal of the monks, the column that cries, the crypt of the church with some abbots mummified guarding something evil ...*

From this research led to, just, a imaginary description of the territory, that so has been caught in his more specific and analytical particularity, a sort of imaginary's geography from which emerge landscape's elements ('significants') that produce narration and that in a certain sense its can consider produced to the same narration. A lawn or a stream become places where children should stay away because populated by negative beings, or a clearing in the woods becomes a meeting place of witches, and so on...



**Santa Maria di Isana - the hole of the devil --**

*Isan and a farmhouse near Livorno Ferraris, a large irregular opening in the apse wall through which the devil could enter the church to go and groped the Madonna*

Many chapels and most of votive pillars, which exist along our country roads, were born after the event of incidents where the scene was enveloped by fear, but also by the great religion of the protagonist.



### The “Giüsio” on Olcenengo

*So called by olcenenghesi the church of San Pietro . The people erected a chapel, where was the miracle of the deaf and dumb*

In the centre of interest remain the connection to imaginary and territory. In this key the landscape become significant in the folk-tale, so it say *something of other*, something more of the tale itself and in a certain sense it orients the story in a particular direction.

A possible application of this kind of researches can be, of course, the revaluation of territory supposing, for instance, a new type of tourism, in the form of 'subject route' due to save some peculiarity and attractions of areas that can be a good alternative to places already known and exploited.

Based on these theories and this method has been established now for years been a general archive, the “Documentation Center of the oral tradition” of Piazza al Serchio (Lu), which is currently by far the richest in Italy, and one of maximum in the world.

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