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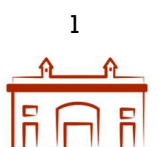
Masseria Martinelli

The revival of Masseria system

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Apart from the academic contributors, I am highly grateful to the Tribuzio-Buonsante family from Mola di Bari for hosting me during my thesis research and assisting me with everything related to the Masseria and other needs. I am grateful to Pierfranco Tribuzio for motivating me and encouraging me to pursue my curiosity and interest towards Masseria, and for selflessly helping with the translation and explanation in English from Italian. I would like to appreciate the interest shown by Mr Giuseppe Pavone to show his Masseria and tell the history and other stories that were related to the Masseria.

I would also like to thank my friend, Sankalp, for helping me with modelling and design views, without which the thesis would have been incomplete. Lastly, I would like to thank my friends and family who encouraged me to take up this thesis topic as it is very diverse from what I have worked on so far.



INTRODUCTION

Masseria Martinelli, a historical estate situated in Mola di Bari, Puglia, Italy, stands as a testament to the region's rich agricultural heritage and vernacular architecture. The Masseria system, characterized by sprawling rural estates, reflects Puglia's long-standing connection to the land and its unique cultural tapestry woven from ancient Greek, Roman, and Norman influences. However, time and neglect have taken their toll, threatening the structural integrity and cultural significance of Masseria Martinelli.

This thesis project undertakes a comprehensive investigation into the potential for revitalizing Masseria Martinelli. Employing a multifaceted approach, the project aims to:

- **Architectural Analysis:** Conduct a rigorous examination of the Masseria's architectural style, construction materials, and current state of degradation. This analysis will encompass the identification of original building materials and techniques, alongside a detailed assessment of areas susceptible to decay. The findings will inform the development of a restoration plan focused on structural integrity and historical preservation.
- **Research and Case Studies:** Engage in extensive research on successful Masseria restorations and contemporary trends in adaptive reuse within the Mediterranean context. Case studies of similar projects in Puglia or the broader region will provide valuable insights and best practices for the revitalization process.
- **New Function Proposals:** Based on the architectural analysis, research findings, and a thorough understanding of the local socio-economic context, this project will propose a range of new functions for Masseria Martinelli. The proposed functions will prioritize the economic and cultural sustainability of the revitalized Masseria while ensuring respect for its historical significance and architectural heritage.

Significance of the Study

This thesis project contributes to the ongoing dialogue surrounding the preservation and adaptive reuse of historical structures. By focusing on Masseria Martinelli, the project delves into the specific challenges and opportunities associated with revitalizing a significant element of Apulian cultural heritage. The proposed

interventions and new functions have the potential to serve as a model for future endeavours, fostering the sustainable preservation of historical landmarks while contributing to the economic and cultural vitality of the region.

Methodology

The research methodology will employ a triangulation approach, combining various methods to ensure a comprehensive understanding of the subject. This will include:

- **Archival Research:** Examining historical documents, architectural plans, and photographs related to Masseria Martinelli and the broader Masseria system in Puglia.
- **Fieldwork:** Conducting a detailed site survey of Masseria Martinelli, documenting the current architectural condition, material degradation, and potential spatial reconfigurations.
- **Literature Review:** Analysing existing scholarship on Masseria restorations, adaptive reuse projects in the Mediterranean region, and cultural heritage preservation strategies.
- **Case Study Analysis:** Critically examining successful case studies of Masseria revitalization projects in Puglia or similar contexts.

Expected Outcomes

This thesis project is expected to yield the following outcomes:

- **A comprehensive architectural analysis of Masseria Martinelli, including identification of necessary restoration interventions.**
- **A critical evaluation of successful Masseria restorations and contemporary trends in adaptive reuse.**
- **A set of well-defined, feasible, and sustainable new function proposals for Masseria Martinelli.**
- **A contribution to the knowledge base on the preservation and adaptive reuse of historical structures, particularly within the context of Apulian cultural heritage.**

By fulfilling these objectives, this thesis project aspires to contribute to the sustainable revitalization of Masseria Martinelli, transforming it into a vibrant space that celebrates Puglia's rich heritage while offering a roadmap for future endeavours in cultural preservation and adaptive reuse.



METHODOLOGY

2 THESIS METHODOLOGY

2.1 TOOLS AND METHODS USED

*The 'Thesis & Seminar' subject at the university played a crucial role in encouraging me to produce a superior thesis. Under the guidance of **Professors Novelli, Coscia, and Pellegrino**, I was exposed to various approaches to a thesis design project, from initial research to final presentation. Prof. Novelli's expertise in restoration and its attributes was invaluable, providing me with a deep understanding of the intricate processes involved in conserving historical structures. Prof. Coscia's proficiency in research, writing, and the economic evaluation of the project helped me frame a comprehensive and financially viable thesis. Prof. Pellegrino's knowledge of sustainable practices and their application in heritage structures, along with her insights into effective lighting, ensured that the revival of Masseria Martinelli was both environmentally responsible and aesthetically pleasing. Guest lectures provided further insights into ongoing research and real-world challenges faced in the field. The continuous support and expert guidance from the professors were instrumental in motivating me to take on the challenge of reviving Masseria Martinelli, ensuring that each step of the process was informed by best practices and innovative strategies.*

Since I began my thesis and design dissertation on the restoration and resurrection of Masseria and mediaeval rural architecture in Apulia, I intentionally used various techniques and methodologies to guarantee a thorough and effective examination of this culturally rich endeavour.

2.1.1.1 LITERATURE REVIEW

Navigating through academic databases, library resources and scholarly journals, I immersed myself in an extensive literature review. This involved delving into existing research on Apulia's cultural heritage, rural architecture, and restoration practices.

I thus followed many theses from the library. The main references of the theses I took inspiration from are: (Charafeddine, 2019-2020), (CONTE, 2018), (Silvia Palmisano, 2018-2019), (Barbirato, 2021-2022), (Hara, 2019-2020) (Perilli, 2019-2020), (SERRA, 2021-2022)

2.1.1.2 SITE ANALYSIS

I meticulously conducted a site analysis of Masseria Martinelli by studying Google Maps, and historical maps and by physically visiting the site. This involved considering factors such as topography, accessibility, cultural significance, and existing conditions.

2.1.1.3 ARCHITECTURAL DOCUMENTATION

Armed with digital cameras and a drone, I documented the site. Along with the pictorial documentation, I used measuring tape to get precise dimensions of the structure. The three-dimensional representation that is essential for the architectural representation was carried out of various software like SketchUp and Revit.



2.1.1.4 BUILDING PHYSICS ASSESSMENT

Masseria Martinelli may be an abandoned Masseria but the present condition of the Masseria gives an insight to the light and ventilation system in the Masseria that existed. Thus, I studied the basic light analysis that could suggest the areas that require the most attention, followed by natural ventilation. To calculate the temperature inside and outside of the Masseria for better results, I carried out certain steps provided by the professors and finally achieved the result leading to a proper explanation of the atmospheric events in and around the Masseria.

2.1.1.5 COMMUNITY ENGAGEMENT

Through interviews and actively engaging in the cultural festivities of the region, I derived conclusions from many cultural as well as traditional approaches to Apulia, specifically Bari. The participatory approach allowed me to gather invaluable insights, preferences, cultural perspectives and ground reality to address further in the design process.

2.1.1.6 ADAPTIVE REUSE STRATEGIES

Making use of software such as AutoCAD and SketchUp, I developed adaptive reuse strategies for Masserie. These interventions aimed to preserve cultural identity while meeting contemporary needs.

2.1.1.7 FINANCIAL ANALYSIS

The potential investors, the public-private partnership and other financial situations prevailing in the region to use it to its full potential for the proposed project. Deriving an estimation for commencing the project along with its management and pre-feasibility.

2.1.1.8 VISUAL COMMUNICATION

Using the latest AI image generative techniques, I developed a few pictures that enhanced the ideas in my head. However, Sketchup, Microsoft Excel and Adobe packets like Photoshop, Illustrator, and InDesign have been my absolute choice to depict my ideas and do justice to the project.



2.2 FROM PASSION TO THESIS: THE ALLURE OF APULIA'S MASSERIA

“In my academic journey through Apulia, a province immersed in tradition, I discovered a place that resonated with me—a Masseria, a silent witness to centuries of history and Apulia's cultural character. This profound connection stirred my interest in architectural restoration. Exploring the labyrinthine corridors and marvelling at the aged stones, I recognized the latent potential within these walls to rebuild structures and resurrect Apulia's cultural past. The Masseria, with its quaintness and classic beauty, beckoned to be a thriving hub for local artists and a source of inspiration for architects. This calling inspired my thesis on architectural restoration, driven not just by academic interest but a commitment to investigate, preserve, and contribute to a culturally enriched future for Apulia. I view Masserie as custodians of Apulia's essence, and my thesis is a pledge to safeguard these historical treasures and contribute to the region's heritage enrichment.

The support of my professors was indispensable. Prof. Novelli's restoration expertise, Prof. Coscia's skills in research, writing, and economic evaluation, and Prof. Pellegrini's knowledge of lighting design and building physics practices and lighting ensured the project was comprehensive, viable, and environmentally responsible. Their guidance and insights from guest lectures empowered me to tackle this project confidently.”



MASSERIA & CASE STUDY IN FOCUS



3 CULTURAL & RURAL HERITAGE: MASSERIA

3.1 MASSERIA

The Masseria, a distinctive rural architectural ensemble in southern Italy, originated in the sixteenth and seventeenth centuries through the colonization of deserted areas by noble families. Serving as residences, farms, and crucial support structures for agricultural entrepreneurs, peasants, and shepherds, some Masserie were fortified with imposing walls and defensive towers, especially those owned by affluent families. Scattered extensively throughout southern Italy, particularly in Sicily and Puglia, Masserie embodies a quintessential Mediterranean housing style characterized by expansive agricultural courtyards, sturdy walls, and a central area serving as a barnyard. Despite changes over time, transforming some Masserie from their original forms, they endure as symbols of improvised and rural Apulian architecture.

Here the term "Masseria" holds historical weight, with its etymology traced to the late Latin "massa," derived from the Greek "pala," signifying "dough" or "bread." Historically, "massoe" denoted large land complexes, often public or ecclesiastical properties, internally organized in diverse ways, managing everything from agriculture to pastoralism. This historical significance underscores the Masseria's enduring connection to the land and its role as a foundational element in local agriculture and breeding practices, reflecting the resilience and adaptability embedded in the cultural fabric of southern Italy. (Masseria- Vocabolario on line, s.d.)

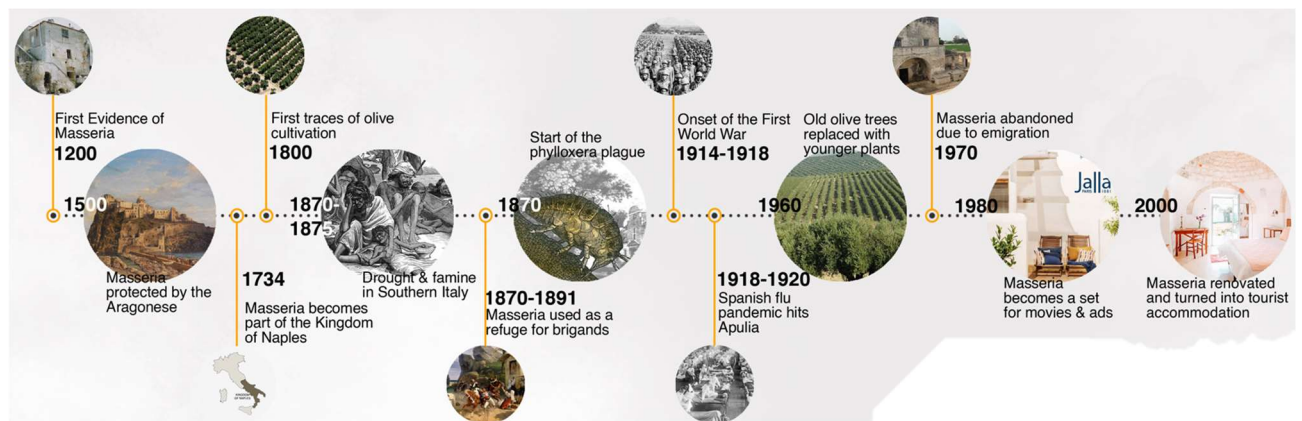


Figure 3-1: Timeline showing the evolution and the factors affecting the existence of Masseria in Apulia

3.2 LOCATION

Masserie are predominantly found particularly in the sun-drenched landscapes of southern regions of Italy, with a notable concentration in Puglia and its nearby regions. The prevalence of Masserie in southern Italy can be attributed to historical factors and the region's agrarian heritage. These agricultural estates emerged as vital components of the Southern Italian countryside, serving as hubs for agricultural and pastoral activities. Puglia, known for its fertile soil and conducive climate, became a prime location for the establishment of Masserie, further enriching the region's agricultural legacy. The historical connection between the land and these structures underscores their significance in shaping the cultural and economic fabric of southern Italy.

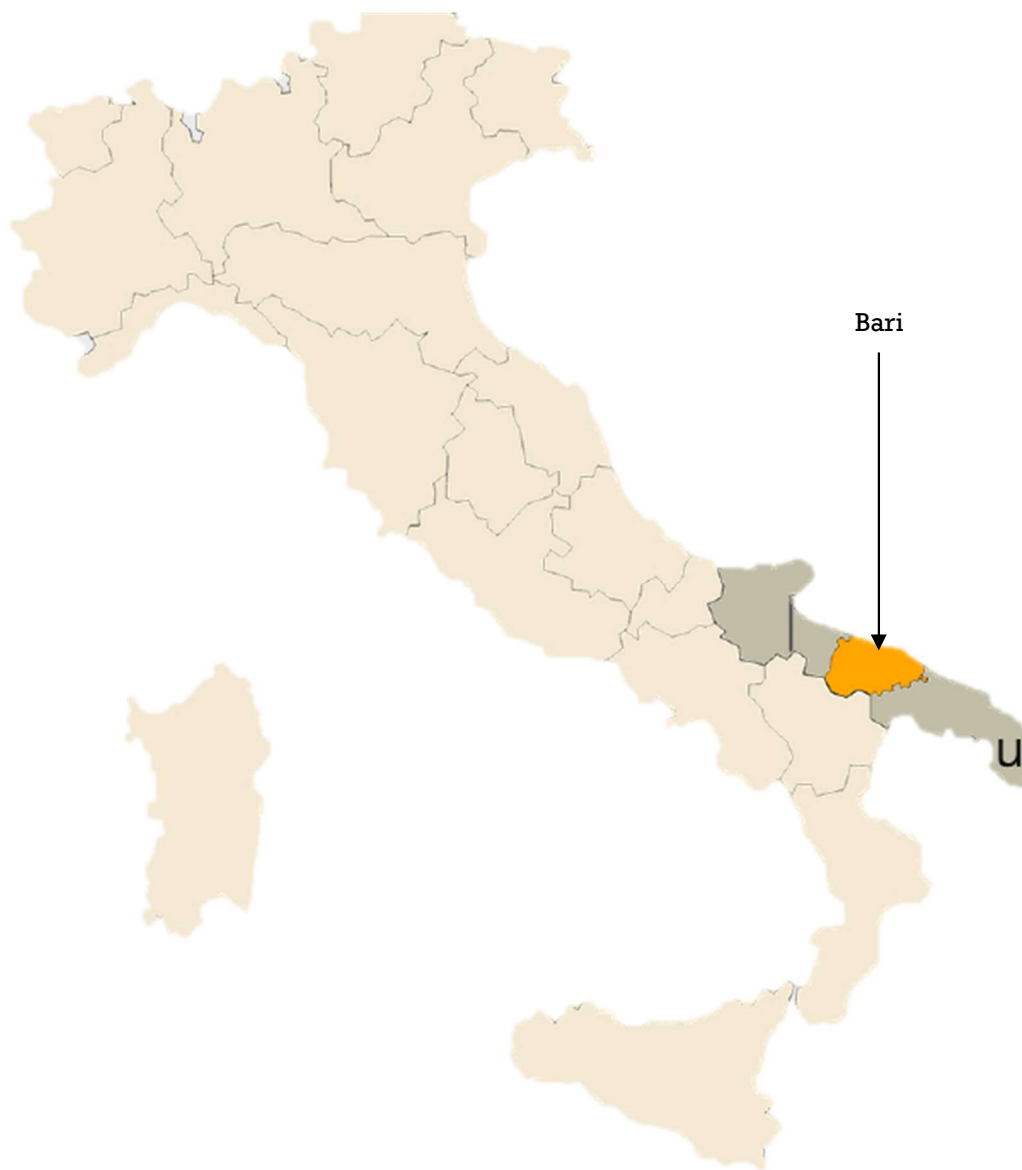


Figure 3-2: Location of Apulia & Bari in Italy



3.3 TYPOLOGIES

Masserie have been modified in their shapes and types depending on the owners and their uses. As most of the Masseria now are either still abandoned or are completely revived the changes made in the Masseria can also be observed.

3.3.1 CITTADELLA MASSERIA



Photo 3-1: Borgo Egnazia (photo credits Jacob Sjöman)

Borgo Egnazia¹ is a meticulously restored township that includes masserie, villas, trulli, and other cultural and heritage structures, brought back to life by architect Pino Brescia and recovery artist Angelo Mileti. This architectural marvel offers a harmonious blend of historical preservation and modern amenities, featuring bed and breakfast lodging alongside various activities for visitors, such as spa and wellness treatments. Local Apulians host workshops on traditional Apulian cooking, crafts, ceramics, and other cultural practices. Certain masserie also serve as venues for weddings, large gatherings, and conventions, showcasing how these historical structures can be adaptively reused to meet contemporary needs.

Puglia, with its deep-rooted rural traditions, has been revitalized while maintaining elements that verge on the mystical. The anthropological phenomenon of tarantism is a prime example, a cultural hallmark of Puglia that Borgo Egnazia (Lauri, 2023) proudly preserves. During village festivals, the small square comes alive with the rhythmic beating of tambourines and dancers symbolically crushing an imaginary

¹ Borgo Egnazia is located in Fasano Brindisi developed by the Melpignano family. The area comprises of farms, 92 houses, courtyards, 28 villas, and 63 rooms divided into different types, private gardens, a spa, 3 swimming pools, and 6 restaurants. Source: <https://www.borgoegnazia.com/>



spider, all under a canopy of lights reminiscent of shooting stars. This tradition, rooted in a cult from Lecce, brings to life the timeless beauty of Puglia, where ancient olive trees stand as silent witnesses to history.

Architectural preservation at Borgo Egnazia is complemented by Local Advisers, who guide visitors through the broader region. These experts help plan excursions to discover UNESCO World Heritage sites such as the trulli of Alberobello, Castel del Monte, the cummerse of the Itria Valley in Locorotondo and Ostuni, and the coastal villages of Polignano and Monopoli, as well as the architectural wonders of Salento. Borgo Egnazia thus stands as a testament to how architectural restoration can create a vibrant, culturally rich destination that honours and revitalizes its historical heritage.

3.3.2 FORTIFIED MASSERIA

This ancient Masseria was first inhabited by Byzantine monks in the 12th century. Later, in the 15th century, the Knights of Malta used it as a fortified position, and from the 18th century onward, it became a Masseria. Both the medieval tower and the remains of the previous settlement can still be seen today. ***Il Rifugio dei Cavalieri in Borgo San Marco Masseria, Fasano***, in contrast to many modern masserie, managed to retain its centuries-old identity by continuing to produce the extra virgin olive oil for which the region is famous, while also acknowledging that tourism is a booming industry in Apulia, to which the Masseria also adapted by providing lodging and recreational activities for visitors alongside its traditional function as a local productive centre. The traditional sheepfold with a cross vault, where sheep would sleep and seek shelter from the elements, has been transformed into a spa with a hammam and tepidarium. The new lounge and reception areas were formerly the stables. (La storia, s.d.)



Photo 3-2: Borgo San Marco masseria (source: Google)



3.3.3 MASSERIA VILLA: COUNTRY HOUSE CEFALICCHIO-CANOSA DI PUGLIA

It was constructed in the 18th century as a vacation home in the country for the current owners' great-grandmother. In the past, the villa harvested almonds from the estate's almond trees, but after World War II, a shift started toward the planting of grape vines for wine. When the villa's owners decided to turn it into a country house hotel in 2003, the villa masseria underwent a significant transformation. It would take another 5 years before the estate opened its doors to guests and customers.

The main building, the vaults, the flooring, and the 19th-century furniture were all preserved thanks to the functional transformation. It is preserved in a way that protects the history and distinctive architecture of the villa and the area. It's important to note that wine production is still very active on the estate, which produces seven different labels, despite the Villa becoming an upscale hotel for its guests. The only negative aspect of a mostly traditional and well-maintained villa masseria may be the lack of a pool. (Ospitalita, s.d.)



Photo 3-3: COUNTRY HOUSE CEFALICCHIO-CANOSA DI PUGLIA (source: Google)



3.3.4 MASSERIA WITH A TOWER: GIAMPAOLO, LECCE

It is an eleventh-century historic Masseria, that played a significant role in transporting olive oil to Constantinople through Apulian ports. During the Middle Ages, each Masseria managed a specific plot of land, distributed among feudal lords or the church. Less than half a kilometre away stands Giampaolo's "sister" Masseria, Monacelli, both under the ownership of the Piccinni family, undergoing simultaneous restoration. Giampaolo follows a medieval defensive layout with a central tower dating back to the sixteenth century. Fortified with battlements and once featuring a drawbridge, the tower served as the focal point for various activities, including gardens, a mill, olive presses, and residential structures. The Masseria's conversion into a hotel in 2007 retained its original architecture, reopening as a hospitality hub with amenities like a restaurant, and pool, and a revival of centuries-old practices such as olive oil production and beekeeping. (MASSERIA GIAMPAOLO, n.d.)



Photo 3-4: Masseria Giampaolo (source: Google)



3.3.5 FORTIFIED MASSERIA WITH A TOWER: MONACELLI, LECCE

Up until 2000, **Monacelli, Lecce**, when it was restored and turned into a guest Masseria by its new owner Annalisa Piccinni, who also bought its twin Giampaolo, it had gradually declined and lost its significance.

A tower, an underground oil mill, a well, and numerous animal pens were all present in the masseria's layout, which was typical of most fortified masserie in the area.

A noteworthy building is a chapel next to the tower, which is called the Nativity of Jesus Christ and was built in 1758. Under the new ownership, the estate's once-vast fields of olive and fruit trees have been restored, and wine and olive oil production has resumed. The masseria's structure was preserved during the restoration process, except for the addition of a pool, and simple traditional furniture was chosen to adorn the halls and rooms. (Tenuta Monacelli, n.d.)



Photo 3-5: Masseria Monacelli (source: Google)



3.3.6 COMPACT MASSERIA: LE FABRICHE-MARUGGIO

It is a Salentine Masseria from the 17th century south of Taranto in Apulia is perched on top of a hill overlooking the Ionian Sea. With the reception, lounge, and restaurant housed in the original 17th-century building and the 18 rooms housed in a separate structure, the building would then serve as both a winery and a guest house for those who visited it. But in almost every way, the old is superior to the new. The original vaults and mangers intended for farm animals, as well as the original building materials like Trani stone and limestone famous for their widespread use in the masserie of Salento, are all evidence of the complete preservation of traditional architecture. The earthy tones of the building materials and the minimalism of the decor are emphasised by the emphasis on letting natural light into the rooms. Many windows help with that and give you a wider field of view of the distant Ionian Sea and vineyards. A new spiral staircase that connects the reception floor to the noble floor above it by making a circular hole in the original barrel vault separating the two floors is a noteworthy architectural achievement found within the walls of the Masseria. Despite its transformation, the new material still maintains the core characteristic of a Masseria, namely that it is primarily a centre for production. (Masseria , n.d.)



Photo 3-6: Masseria Le Fabriche (source: Google)



Conclusion

The masserie typical to the southern Italy region depict traditional and historic architectural features, such as stone facades, vaulted ceilings, and courtyard layouts. Masseria is not just about the built structure inhabited by humans, but it is also about their farmlands, the landscape as well as the livestock. Thus, making it a complete system of its own. Masserie, as mentioned earlier, are a part of rural architecture, proving that they were a part of normal people's lives. Unfortunately, many of these structures have been left abandoned thus usually found in a dilapidated state. Hence, one can conclude that, despite the abandonment of these properties, most of them still stand strong, while some are very weak and might collapse anytime. This is a great opportunity to reuse these sites in one way or the other way. E.g.: restoring it to its original glory or adding new modern elements that would co-exist with the existing structure and supporting for the proposed reuse adaptability.



3.4 PRESENT SCENARIO

The Masserie, once integral to the agricultural and pastoral life of Puglia, have undergone diverse transformations in recent times. Some of these historical structures have found new life as vacation homes, providing a serene retreat for those seeking a connection with the region's rich cultural heritage. However, several Masserie, unfortunately, have been left abandoned, standing as silent witnesses to a bygone era.

In contrast, there has been a trend of transforming these Masserie into income-generating ventures, such as resorts or venues for wedding banquets. This adaptive reuse not only preserves the architectural charm of the Masseria but also opens up avenues for tourism, attracting visitors who appreciate the distinctive ethnic architecture of Puglia. These renovated Masserie become more than just accommodations; they embody a living testament to the region's history and traditions.

Moreover, some Masserie have taken on a new role as social and cultural hubs, contributing to the vibrant socio-cultural life of Puglia. Through thoughtful restoration and repurposing, these structures become community spaces, hosting events, art exhibitions, and cultural activities. This transformation not only breathes life back into these historical sites but also enriches the local community by providing spaces for gatherings, celebrations, and the exchange of ideas.

In essence, the fate of these Masserie reflects the evolving dynamics between preservation and adaptation. While some stand as preserved echoes of the past, others have seamlessly integrated into contemporary life, becoming dynamic contributors to the cultural and economic landscape of Puglia.

3.5 CONCLUSION

In conclusion, Masserie, representing various architectural styles, are emblematic of the cultural and agricultural history of southern Italy. Originating in the medieval era, they once played a crucial role in land distribution among feudal lords and the church. However, over time, their fate has diverged. While some have been repurposed as vacation homes, resorts, or event venues, others remain abandoned, reflecting the neglect driven by rural emigration. Despite this, hope arises in the adaptive reuse of Masserie as a Bed and Breakfast establishment, events venue, tourism activities etc help preserve their charm while offering authentic experiences to visitors. This approach strikes a balance between preserving the past and meeting present needs, ensuring the legacy of Masserie thrives in the evolving narrative of southern Italy.



SITE STUDY- MASSERIA MARTINELLI

4 SITE STUDY IN FOCUS: MASSERIA MARTINELLI

4.1 LOCATION

Masseria Martinelli is located on the outskirts of Mola di Bari city. It is situated between Mola di Bari and Conversano. The site is surrounded by other farmlands and villas or Masserie. The approach road to the Masseria is as depicted in the map. The main connection is through SS and then there is a network of tertiary roads that connect the farmlands. These roads might be about 3 to 6 m wide and are mostly unmetalled roads.

There is no public transport that directly connects one to the city of Mola di Bari or Conversano, thus using a private vehicle is mandatory.

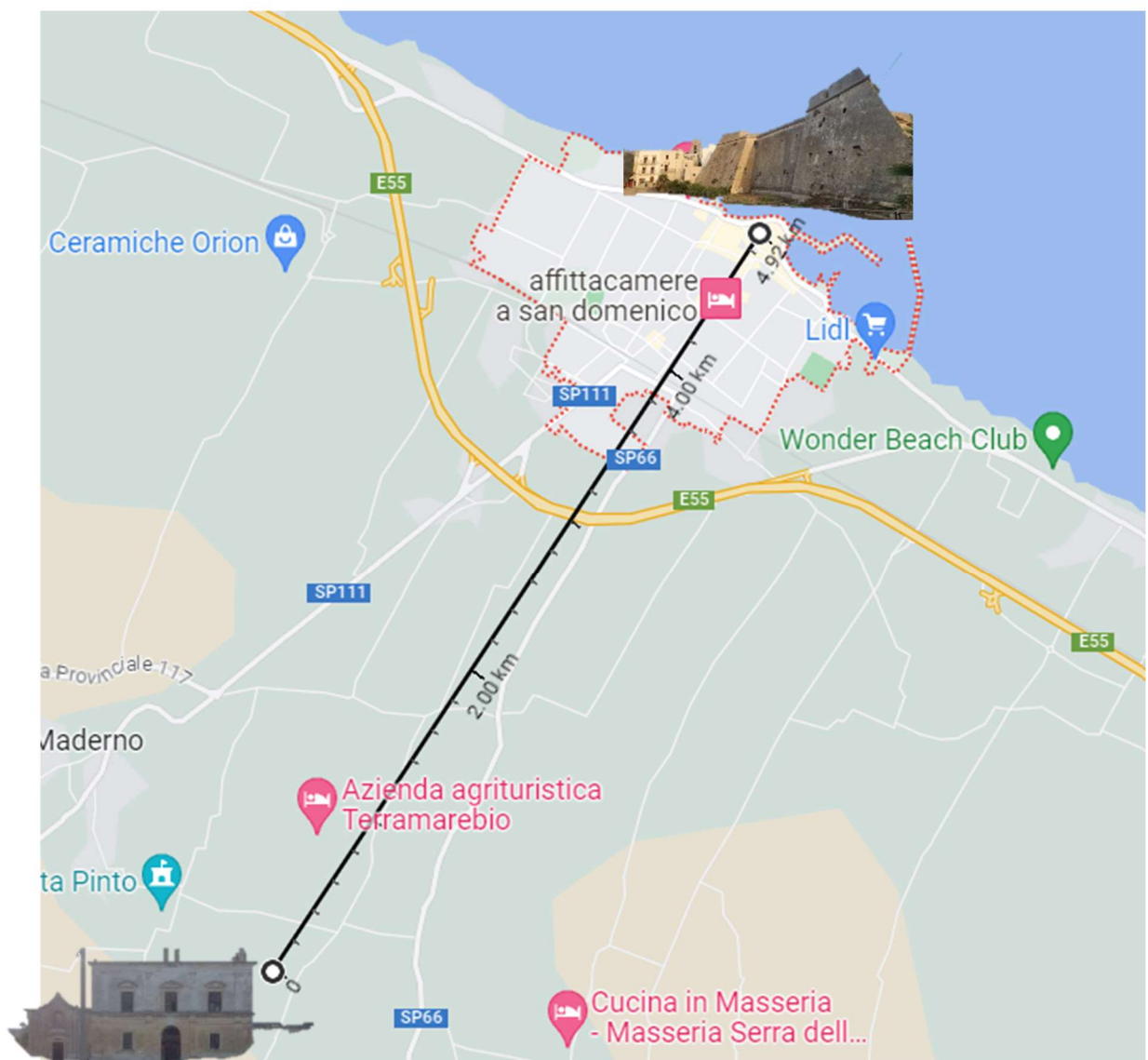


Figure 4-1: Map showing distance between Mola di Bari city and Masseria Martinelli



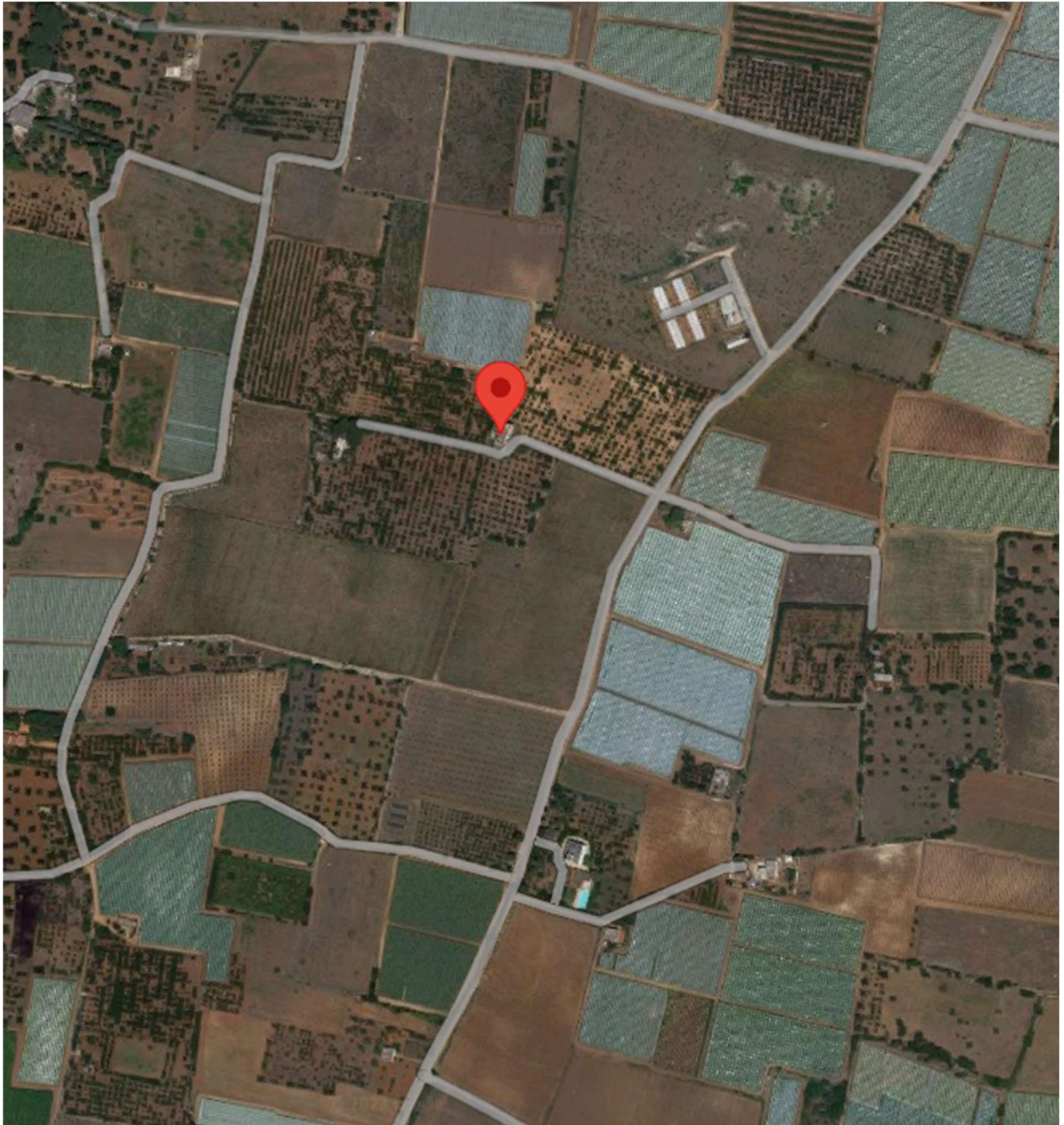


Figure 4-2: Google Map of location of the site under consideration

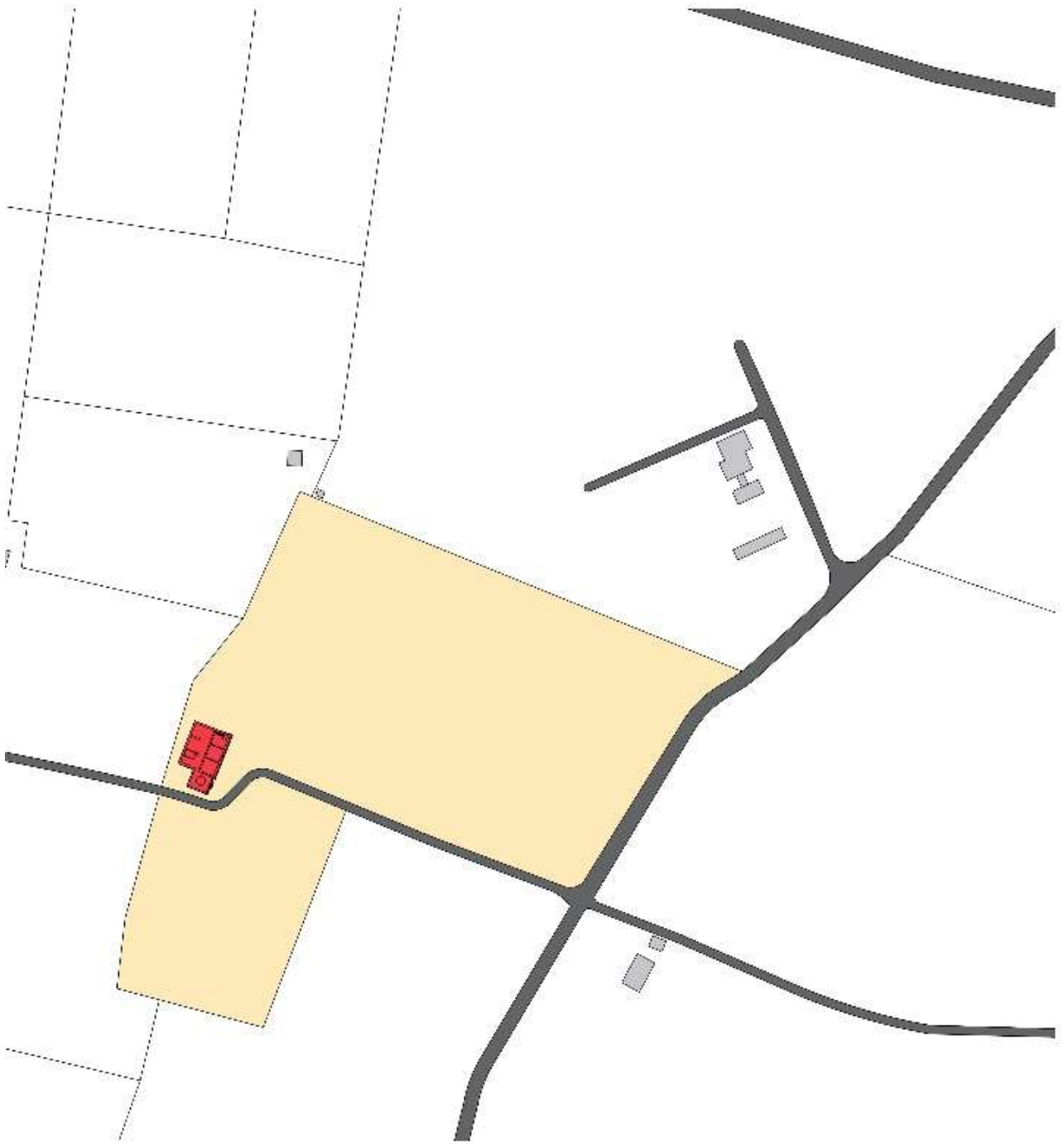


Figure 4-3: Site plan (Red: Masseria, Yellow: The site)



4.2 HISTORY

Masseria Martinelli, nestled amidst the idyllic landscapes of Puglia, serves as a poignant exemplar of the region's architectural and historical significance. Erected in 1783, this edifice stands as a living chronicle, encapsulating centuries of agrarian heritage and societal evolution within its sturdy walls. Initially conceived as a Masseria, it functioned as more than a mere agricultural estate; rather, it embodied the essence of rural life in southern Italy, serving as a hub of agricultural production and community activity.

Throughout its storied history², Masseria Martinelli bore witness to a succession of pivotal events, including the tumultuous upheavals of World War II. These trials, while casting shadows of uncertainty, also underscored the Masseria's resilience and endurance as a bastion of stability amidst societal turmoil. Despite periods of abandonment and changing ownership dynamics, its architectural integrity remained intact, preserving its historical narrative for posterity.

Beyond its structural significance, Masseria Martinelli symbolizes the intrinsic connection between architectural heritage and cultural identity. Its architectural typology, characterized by fortified structures and agrarian layouts, reflects not only pragmatic agricultural practices but also the socio-economic fabric of rural Puglia. Moreover, the enduring presence of its surrounding farmland, albeit now fallow, serves as a tangible reminder of the region's agrarian legacy and the symbiotic relationship between built form and landscape.

In conclusion, Masseria Martinelli epitomizes the intersection of architectural form, historical narrative, and cultural heritage. As a relic of bygone eras, it offers invaluable insights into the evolution of rural settlement patterns, agrarian economies, and societal resilience in southern Italy. Its preservation, therefore, is not merely an architectural endeavour but a testament to the enduring legacy of Puglia's agrarian heritage and the intrinsic value of architectural conservation in perpetuating cultural memory.

² The History of Masseria Martinelli's authenticity relies completely on what was told by the owner Mr.Pavone as there are no other written proofs mentioned anywhere.



4.3 PRESENT CONDITION

Masseria Martinelli currently remains a tragic witness to the fluctuating dynamics of time. Despite its abandoned status, the Masseria still echoes with the murmurs of its illustrious history. The once-bustling halls and farmsteads are now peaceful, but the unique fresco in its chapel and the surrounding cultivated grounds are mute witnesses to its long heritage. As the sun sets over this architectural remnant, it stands like a sentinel of history, awaiting a prospective reawakening or restoration that may breathe new life into its fading majesty. However, the restoration and revival of the Masseria is in discussion and might commence soon depending on a suitable proposition and investment.

4.4 CONCLUSION

In conclusion, Masseria Martinelli, in its current dilapidated state, mirrors the plight of many historic structures. However, a well-crafted proposal holds the key to its revival. By strategically restoring and repurposing this architectural gem, it can not only preserve its historical significance but also breathe new life into its faded grandeur. This endeavour has the potential to not only honour the past but also contribute to the vibrant future of Puglia's architectural heritage.



SITE DOCUMENTATION

4.5 SITE SURROUNDINGS & NEIGHBOURS

Masseria Martinelli is located within a group of similar agricultural estates that include villas, masserie, and trulli. These antique structures frequently have private chapels, which were formerly actively used but are now mainly inert.

Agricultural activities

Grapes, olives, and cherries are the principal crops grown on these fields, and they contribute greatly to the local economy. They also grow a variety of vegetables and fruits, including turnips, fennel, capers, oranges, clementines, lemons, and beets. This diversified agricultural production benefits both local consumption and greater economic activity.

Animal Husbandry

Some of these farms incorporate animal husbandry into their business, such as maintaining poultry or dog kennels. Dog kennels, in particular, frequently serve as rescue and training facilities, bringing a level of community involvement to agricultural activities.

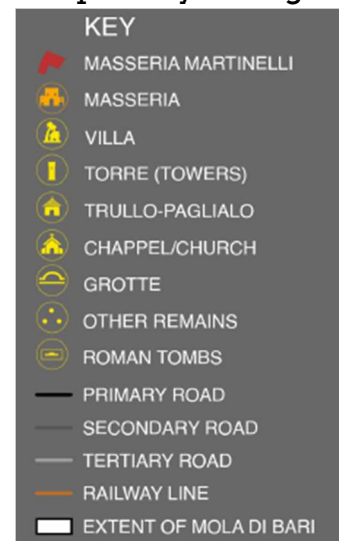
Notable masseria

Tenuta Pinto, Casale del Sole, Masseria Sera dell'Isola, Dal Canonica, and Azienda Agrituristica Terramarebio are some of the most well-known masserie nearby. These estates have adapted to modern demands by offering bed and breakfast lodgings, event spaces, and promoting agrotourism. They attract guests especially during the spring and summer seasons, offering a combination of rural beauty and modern hospitality.

Seasonal Popularity

The Masseria's popularity peaks in the spring and summer, when the warm weather and beautiful scenery entice travellers looking for a genuine Apulian experience. These are peak booking times, with guests enjoying the peaceful surroundings, local products, and cultural legacy that these estates conserve and promote.

Below is a map illustrating the Masseria, villa, trulli and other rural structures in the Mola di Bari region.



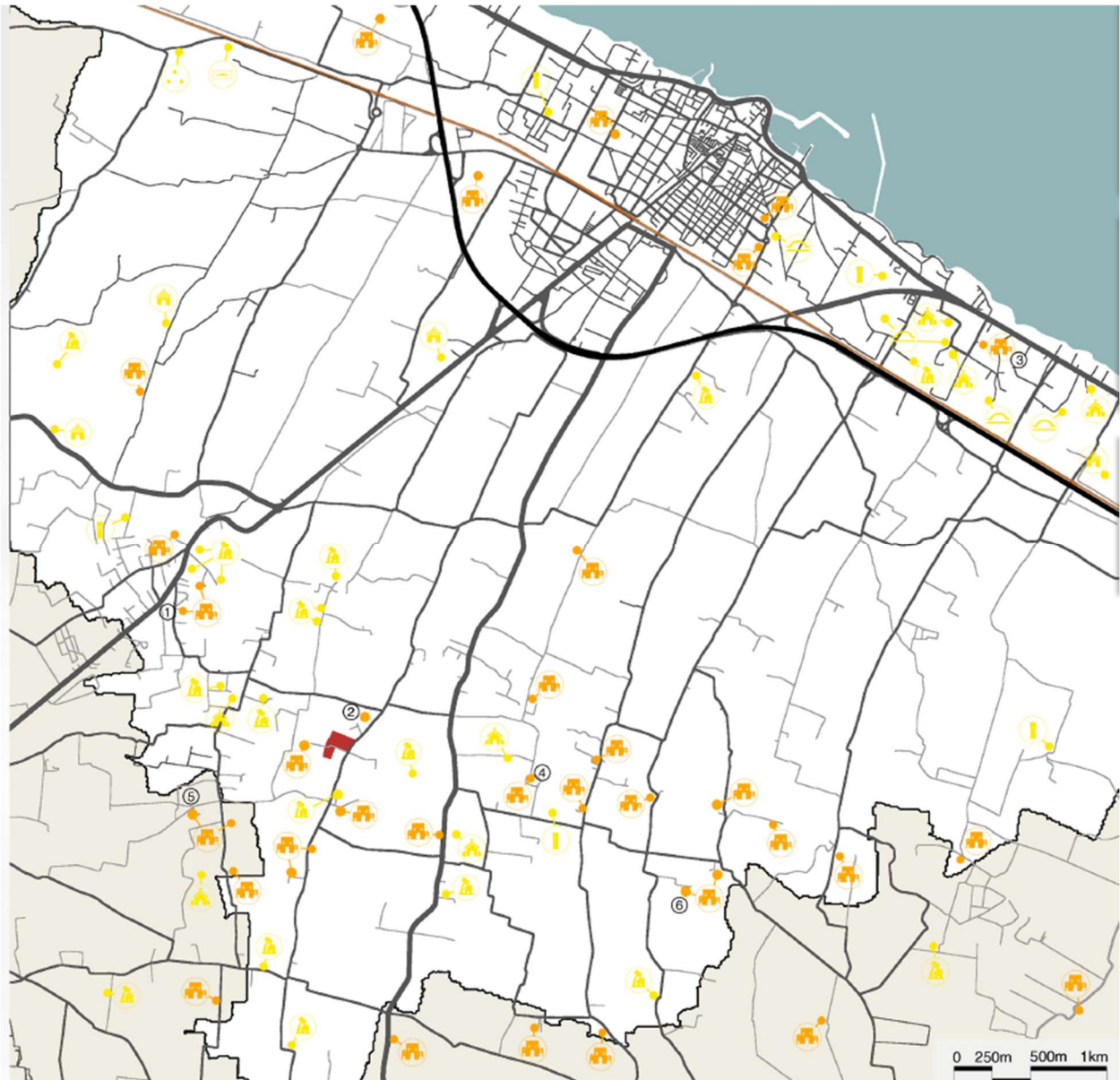


Figure 4-4: Map of Mola di Bari displaying the architectural, natural, rural structures. (Follow the key on the page above)

5 SITE SURVEY & DOCUMENTATION

The survey drawings of Masseria Martinelli, documented in April 2023, offer a detailed snapshot of the building's current state, including areas of deterioration and hypotheses on structural details. Utilising colour coding and graphical instructions as per the key and legend, the drawings provide a nuanced understanding of Masseria's condition. Deteriorated portions are marked, aiding in prioritising restoration efforts. Notably, a dedicated schedule for doors and windows enhances comprehension, detailing dimensions, materials, and current conditions. This visual approach transcends conventional documentation, laying a foundation for informed restoration strategies that respect the historical intricacies of Masseria Martinelli.

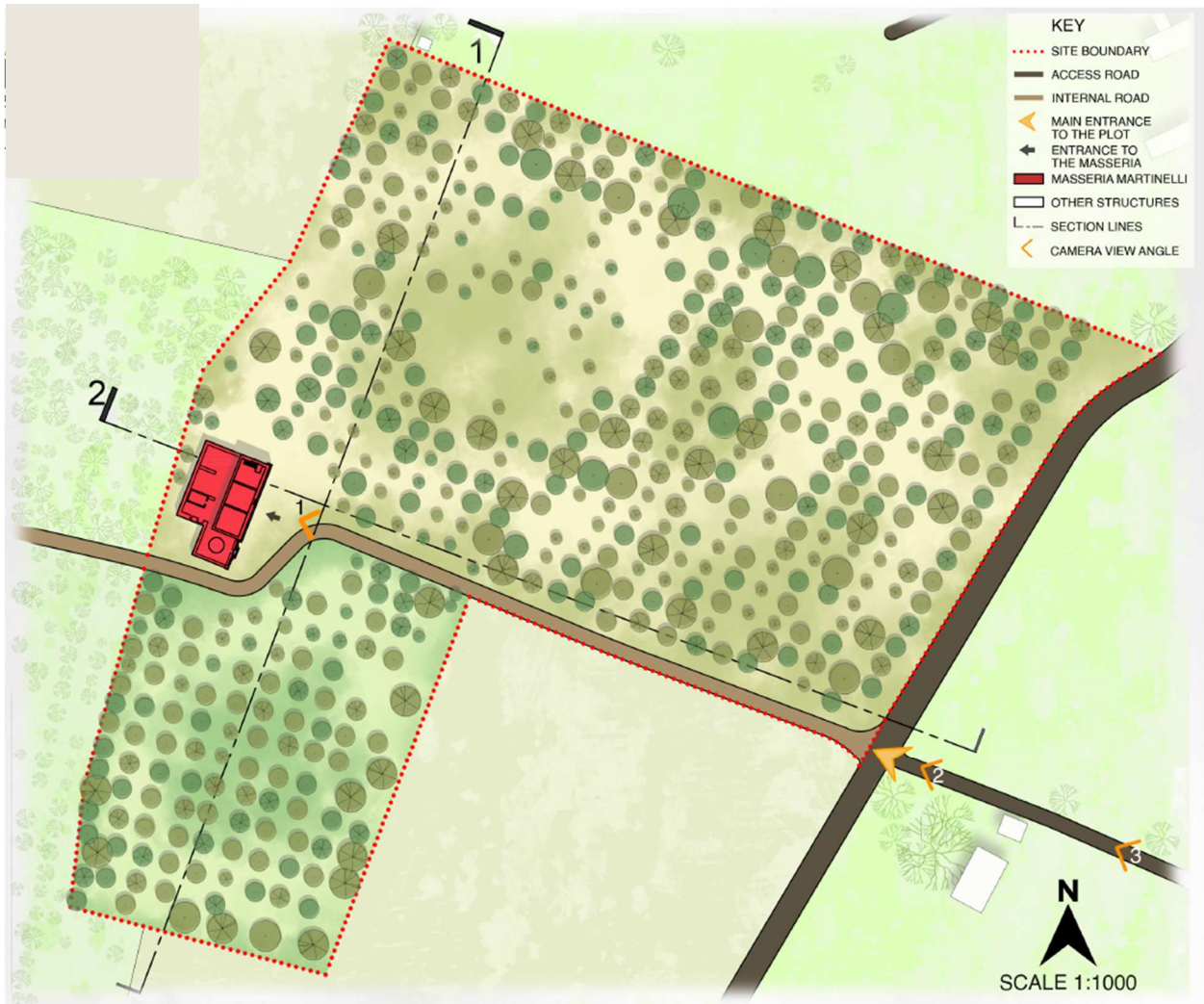


General Characteristics (Vito F. Labbate)	
Denomination	Masseria Martinelli
Municipality	Mola di Bari
Locality	Brenca (Mola di Bari)
Distance from centre	approx. 5km
Distance from the principal road	S.P. Mola- conversano is 1.5km
Land Vocation type	Agriculture
Main crop in the zone	Grape vines
Built in year	1783
Measurement	
Surface of construction & development	305 sq.m.
Building surface area	250sq. M
Current state	
Current condition	uninhabited, partially used
State of conservation	
General	mediocre
structure bearing capacity	mediocre to hazardous
Humidity	high
Current structural aspects	
Vertical elements	suture
Horizontal elements	suture
Roofing system	suture
Vertical internal connections	suture
Type of vault	Barrel, cruise, combination of groin and dome
Services	
Presence of water supply and drainage (plumbing)	yes, not in the structure
Electricity supply	yes, wires are present but no electrical appliances or fixtures
Garbage system	inexistent
Materials used	
External surfaces	plastered with lime milk
Internal surfaces	plastered with lime milk
primary material	tufa stone with ashlar masonry
Covering	terrace
Aesthetic element	
Main façade	with plaster strips
Internal	Frescoed vaults of first-floor ceilings
	Frescoed chapel



5.1 SITE PLAN

The site plan shows the site in focus and the entry, access to the site



5.2 SITE PHOTOS



Photo 5-1: Front view of the main elevation of the Masseria Martinelli (Picture courtesy: Domenico Tribuzio)





Photo 5-2: Aerial view of the Masseria indicating the walkable & the motorable path to the Masseria along with its farmland (Picture courtesy: Domenico Tribuzio)



Photo 5-3: Side elevation with chapel and side entrance to the Masseria (Picture courtesy: Domenico Tribuzio)





Photo 5-4: Backside of the Masseria ((Picture courtesy: Domenico Tribuzio))



Photo 5-5: Side view indicating the staircase and the side entrance to the Masseria (Picture courtesy: Domenico Tribuzio)



Photo 5-6: Front view of the chapel attached to the Masseria





Photo 5-7: Fresco ceiling on the first floor



Photo 5-8: The broken ceiling on the ground floor





Photo 5-9: First floor



Photo 5-11: Broken louvers of the window on the first floor



Photo 5-10: Staircase leading to first floor





Photo 5-12: The mark of NM (Nicola Martinelli) on the rose window above the door in iron.





Photo 5-13: View from the terrace of first floor , right above the chapel. The extrusion of the dome is visible in the photo.



Photo 5-15: The latest addition to the Masseria is this cabin built in cement blocks





Photo 5-16: The wearing of the plaster due to weathering is evident.



Photo 5-17: Cherry plantation at the farms in Masseria

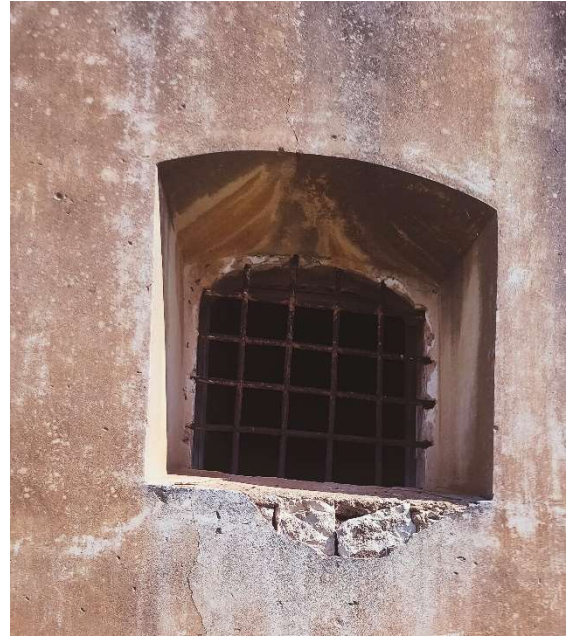


Photo 5-18: Window on the backside of the Masseria

Photo 5-19: The hole in the ceiling



5.3 DOORS & WINDOWS SCHEDULE

Creating an architectural doors and windows schedule for Masseria Martinelli involves documenting the specifications of each element before and after restoration. This detailed schedule includes measurements, materials, design details, and placement within the structure. Comparing the before and after conditions helps in understanding the restoration's impact and ensures historical accuracy is maintained. Additionally, noting any necessary repairs or replacements, as well as ensuring compliance with local building codes, is crucial for preserving the masseria's architectural integrity and enhancing its aesthetic appeal.

5.4 MATERIALS USED

Masseria Martinelli, a testament to architectural authenticity in Puglia, is constructed primarily from locally sourced tufa stone, a resilient sedimentary rock abundant in the region. The doors and windows, essential components of the Masseria, showcase the rustic charm of wooden craftsmanship, contributing warmth and character to the structure. Despite the intentional use of durable materials, the passage of time has inevitably left its mark on Masseria Martinelli. The tufa stone, while enduring, undergoes a gradual process of weathering and erosion, developing a weathered patina indicative of its age. Wooden elements, susceptible to moisture and insect infestations, exhibit signs of ageing, with sections showing decay and structural weakness. The addition of a small cabin on the terrace introduces cement blocks, which, though durable, are not impervious to the effects of weathering.

Adding to the narrative, the frescoes adorning the ceilings of the first floor, depicting scenes of cultural and historical significance, have not been immune to the passage of time and environmental challenges. Humidity, a persistent issue in historic structures, has infiltrated the porous surfaces, causing the gradual fading and, in some instances, disappearance of these intricate artworks. This atmospheric influence, coupled with natural wear and tear, underscores the fragility of the frescoes, emphasizing the urgent need for meticulous restoration efforts to preserve and potentially revive these cultural artefacts within Masseria Martinelli.

5.5 DEGRADATION

The gradual degradation of materials in Masseria Martinelli threatens its structural integrity, bringing it close to collapse. The hole in the ceiling vault, caused by erosion, compromises aesthetics and history and makes the room hazardous. This breach allows environmental elements to accelerate the degradation process. The presence of biological patina and vegetation further weakens the structure, making it imperative to remove invasive roots to prevent further damage. Swift intervention is essential to preserve the architectural legacy and ensure the safety of this cultural landmark.



Heat Irradiance and Thermal Mass:

Masseria's thermal response is mainly influenced by Tufo, a type of volcanic rock that may have been used in constructing it. Tufo, which has huge thermal capacity, can take up and hold heat to such an extent that one cannot avoid seeing the difference. In this regard, it should be noted that during hot Apulian summers, the thick tufo absorbs heat during the day and emits it at night to create a natural cooler environment inside. On the other hand, when winter comes, some warmth can slowly escape from absorbed heat.

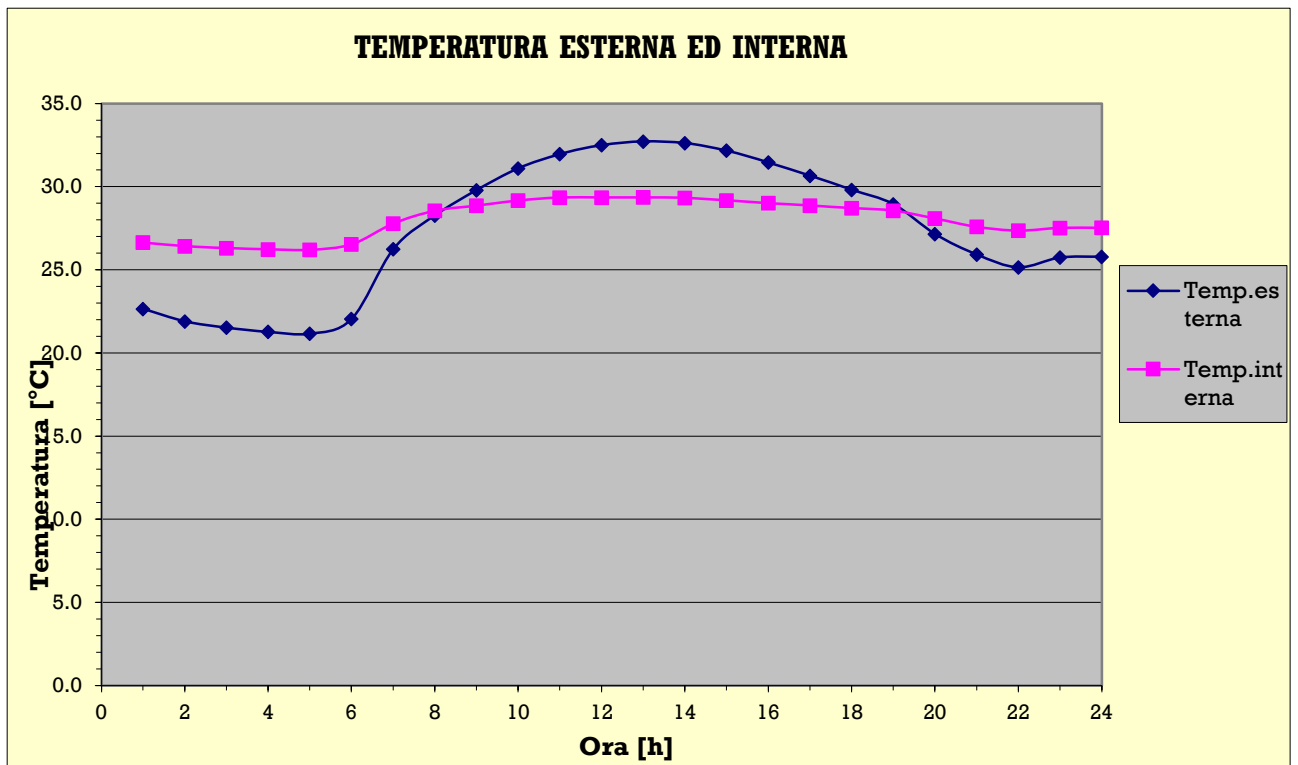
Further steps of calculating its actual thermal properties would require knowing both the density and specific heat capacity of tufo employed in building Masseria; nonetheless, having a general knowledge of what tufo means gives one an idea about some positive impacts on temperature stability.

The Roman concrete, *cocciopesto* flooring made from lime and volcanic ash is another contributing factor in ensuring thermal comfort. In contrast to the tufo which has high thermal mass, *cocciopesto* has a moderate thermal conductivity. This implies that it conducts heat slowly, thereby maintaining the temperature within the Masseria by preventing floor heat from sinking during rapid temperature changes.

Temperature Differences and Design Considerations:

It is imperative to understand the temperature variations within the Masseria to achieve thermal comfort. The organisation of the building, its orientation, any existing ventilation systems (if present at all) will significantly affect how heat is distributed inside. Presently being open or windows are broken there might be a big difference in temperature between areas with higher insolation and those with lower exposures.





Graph 5-1: Presumably, the temperature inside the Masseria fluctuates over a wider range than outside (based on the graph). The indoor temperatures are higher from daytime to evening and lower at night. This implies that the Masseria has poor heating/cooling machinery, making its interior temperature highly dependent on exterior conditions.

Thus, one can infer from the graph that for 24 hours there is no variation in internal temperature regarding outside temperatures. Therefore, the internal temperature of Masseria is maintained within the required levels. In turn, vernacular materials assist in tempering temperatures and heat in Masseria.

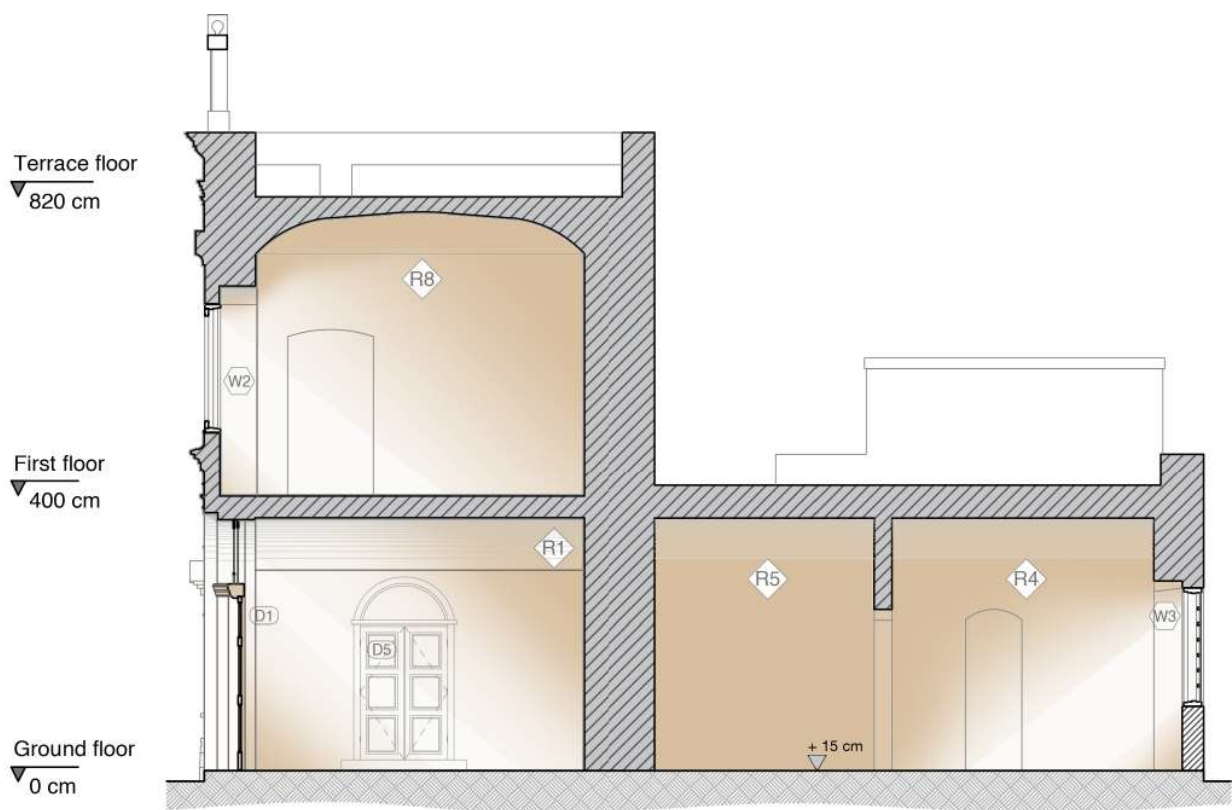
Therefore, design Parameters for Minimal Intervention may include:

- **Adaptive Reuse:** Utilize existing architectural elements to enhance natural ventilation and passive heating/cooling strategies.
- **Material Selection:** Choose building materials with high thermal resistance that complement the existing tufo and cocciopesto. Alternatively, opt for lighter substances like wood or bamboo towards Gypsum partitions of interiors.
- **Strategic Insulation:** Improve thermal performance through the insulation of thermal bridges and probably openings/windows without affecting exterior aesthetics
- **Passive Heating/Cooling Systems:** Investigation into incorporating any kind of passive solar design such as a strategic location of heat chimneys to promote natural ventilation during summer and solar heat during winter. (hypothetical suggestion)



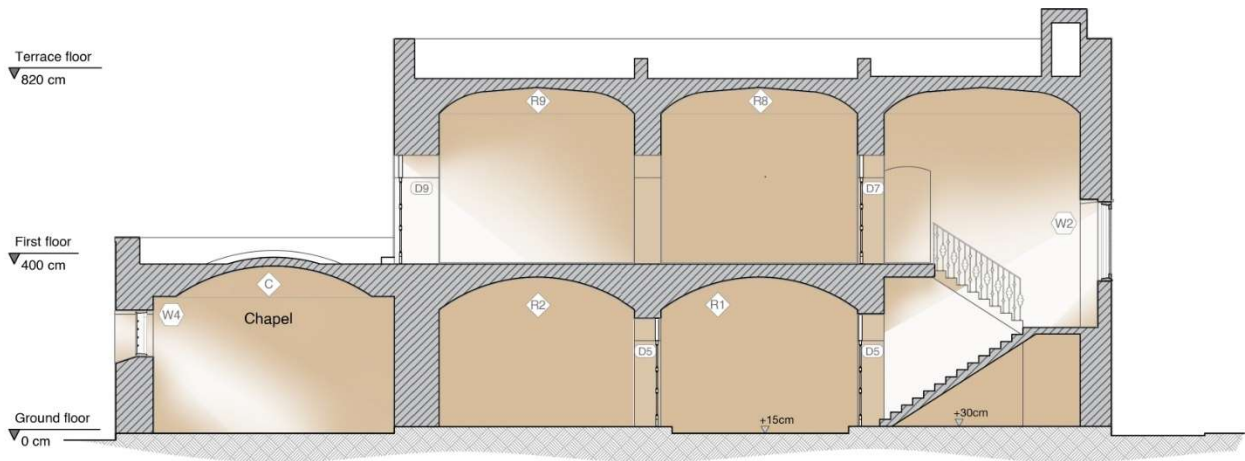
5.7 NATURAL LIGHT & VENTILATION

Natural light and ventilation are potentially available given the state of the Masseria's openings. Due to its rural setting, the Masseria is surrounded by farms and trees including cherries and olives. There are large windows on the main façade of the Masseria with wooden louvres outside and glass casement windows within. Also because these are located on the eastern façade there is an abundance of natural light here during the day. In the summer the wooden shutters help to shade the Masseria from the intense sun. This is seen in section 2 where there is good lighting in rooms R1 and R8.



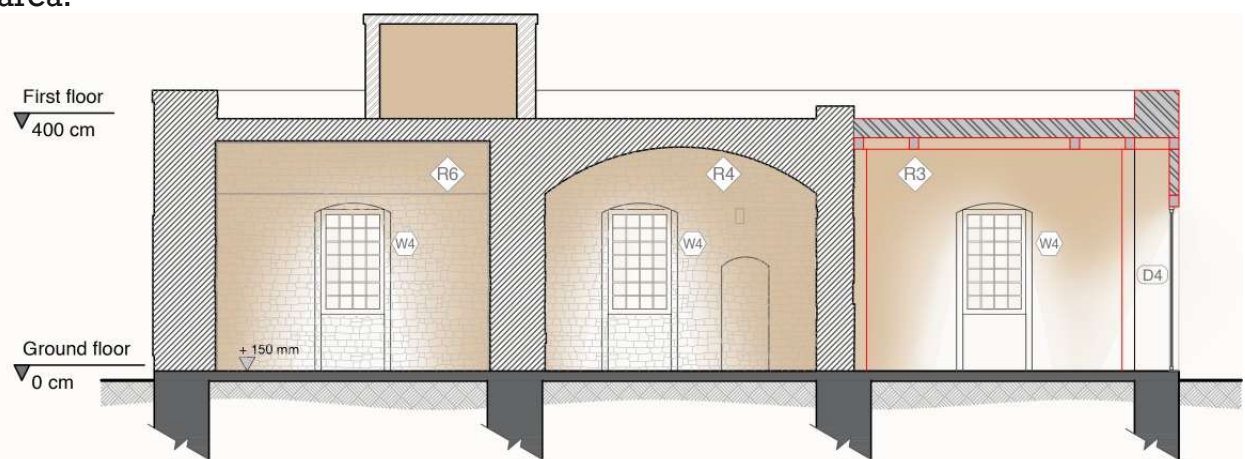
Section 2
1 : 100





Section 1
1 : 100

The terrace door D9, along with the windows light up the entire room R9, whereas Room R8 is illuminated only by the window W2 present in it. The staircase well, is voluminous and the natural light from window W2 disperse the light in the staircase area.



Section 1
1 : 100

Rooms R3, R4 and R6 are comparatively darker than the other rooms as they are on the backside with smaller openings, they don't have any shutters and are just secured by iron grills. The trees on the backside are denser than in the front, thus providing cool shade too.

To understand whether the light in the rooms is sufficient or know a simple calculation of the $1/8^{\text{th}}$ of the room has been carried out to verify it.



Room no.	room dimensions		area of the room	window/door no.	area of window	1/ 8 of the Room	verificato
	l	h					
R1	4.6	4.45	20.47	D1	6.09	0.575	TRUE
R2	4.6	4.45	20.47	W1	1.83	0.575	TRUE
R3	7	4.45	31.15	W3	6.475	0.875	TRUE
R4	3.66	4.3	15.738	W3	1.275	0.4575	TRUE
R5	3.08	4.3	13.244		0	0.385	FALSE
R6	3.66	4.3	15.738	W3	1.275	0.4575	TRUE
R7	3.08	4.3	13.244	D3	3.05	0.385	TRUE
R8	4.6	4.45	20.47	W2	1.83	0.575	TRUE
R9	4.6	4.45	20.47	W2	1.83	0.575	TRUE

Table 1: Room R1 has an area of 20.47 square meters, and the window (D1) has an area of 6.09 square meters. Since 6.09 is greater than 1/8 of 20.47, the verification for Room R1 is TRUE, indicating sufficient light. On the other hand, Room R5 has no window or door (indicated by a blank space under the 'Window/Door no.') and a verification of FALSE, signifying insufficient lighting based on the table's criteria.

Daylight factor:

The daylight factor is calculated using the formula stated below.

$$FLD_m = \frac{A_f \times \tau_l}{(1 - \rho_{l,m}) \times A_{tot}} \times \varepsilon \times \psi$$

Where,

A_f = glazed area [m^2]

τ_l = light transmittance of the glazing [-]

$\rho_{l,m}$ = average reflectance factor of the room [-]

A_{tot} = global area of indoor surfaces (walls, ceiling, floor, windows) [m^2]

ε = window factor

ψ = correction factor of the window factor



To calculate the average reflectance factor, the formula used is:

$$\rho_{l,m} = \frac{\rho_f * A_f + \rho_c * A_c + \rho_w * A_w + \rho_g * A_g}{A_f + A_c + A_w + A_g}$$

Where,

ρ_f = reflectance factor of the floor

A_f = Area of the floor

ρ_c = reflectance factor of the ceiling

A_c = Area of the ceiling

ρ_w = reflectance factor of the walls

A_w = Area of the walls

ρ_g = reflectance factor of the glazing

A_g = Area of the glazing

The reflectance index considered in these calculations are:

Ceiling: 0,8

Walls: 0,7

Floor: 0,4

Glass: 0,1

The daylight factor is calculated for specific rooms like R1, R4, and R8 as each rooms have a separate significant reason: Room R1 serves as the main entrance to the Masseria thus the daylight factor is 6.70% when the wooden door is completely open. Whereas, room R4 is situated on the backside with a smaller window grilled with iron bars; thus the daylight factor comes up to 1.90%. The room on the first floor with large windows, R8, has a daylight factor of 2.10%.



The coding used on Matlab is stated below:

```
rho_floor = 0.4;
rho_window = 0.1;
rho_ceil = 0.8;
rho_walls = 0.7;

psi =1;
epsilon = 0.5;
tau_l = 0.9;

A_window_R1 = 6.1;
A_walls_R1 = 63.5;
A_floor_R1 = 20.47; %m
A_ceiling_R1 = A_floor_R1;
Atot = A_ceiling_R1 + A_floor_R1 +A_window_R1 +A_walls_R1;

rho_lm_R1 = (rho_walls*A_walls_R1 +rho_floor*A_floor_R1 +
rho_window*A_window_R1 + rho_ceil*A_ceiling_R1 ) / Atot;

FLD_R1 = A_window_R1 *tau_l * epsilon * psi /( (1-rho_lm_R1)
*Atot) *100 %percent

%%%%%%%%%%%%%%

A_window_R4 = 1.275;
A_walls_R4 = 56;
A_floor_R4 = 15.74; %m
A_ceiling_R4 = A_floor_R4;
```



```
Atot = A_ceiling_R4 + A_floor_R4 +A_window_R4 +A_walls_R4;
```

```
rho_lm = (rho_walls*A_walls_R4 +rho_floor*A_floor_R4 +  
rho_window*A_window_R4 + rho_ceil*A_ceiling_R4 ) / Atot;
```

```
FLD_R4 = A_window_R4 *tau_l * epsilon * psi / ( (1-rho_lm) *Atot)  
*100 %percent
```

```
%%%%%%%%%
```

```
A_window_R8 = 1.83;
```

```
A_walls_R8 = 70.59;
```

```
A_floor_R8 = 20.47; %m
```

```
A_ceiling_R8 = A_floor_R8;
```

```
Atot = A_ceiling_R8 + A_floor_R8 +A_window_R8 +A_walls_R8;
```

```
rho_lm = (rho_walls*A_walls_R8 +rho_floor*A_floor_R8 +  
rho_window*A_window_R8 + rho_ceil*A_ceiling_R8 ) / Atot;
```

```
FLD_R8 = A_window_R8 *tau_l * epsilon * psi / ( (1-rho_lm) *Atot)  
*100 %percent
```

Thus, the Masseria is well-lit on the brightest day of June 21, the longest day. The analysis proves that the Masseria has a stable and constant temperature indoors owing to the materials it was built on. The natural light too enriches the windows in the front façade whilst the ones on the back façade a comparatively poorly lit as the windows are smaller.



KNOWLEDGE, RESEARCH & EVALUATION



6.1 GEOGRAPHY

Situated in southeastern Italy, Apulia is a picturesque region bordered by the Adriatic Sea to the east and the Ionian Sea to the west. The region's topography varies dramatically from north to south. In the north, the Gargano Peninsula features rugged highlands with dramatic cliffs and dense forests. Moving southward, the Murge Plateau presents panoramic views and a unique limestone landscape. Further south, the Salento Peninsula offers pristine beaches and charming coastal towns. The central Tavoliere delle Puglie is known for its extensive agricultural plains. Apulia also boasts the natural cave formations of the Grotte di Castellana. The region includes the Tremiti Islands in the Adriatic Sea and the Gallipoli Peninsula in the Ionian Sea, each adding to its diverse geographical and cultural identity. With its beautiful landscapes, varied environments, and rich history, Apulia is a destination that blends natural beauty with cultural heritage, inviting exploration and discovery.



Figure 6-1: Schematic Map of Apulia depicting the Geographical landforms. (Map scale: NTS)



6.2 CLIMATE & TEMPERATURE

Average Temperature in Bari

Bari experiences warm, humid, and dry summers with mostly clear skies. In contrast, its winters are long, chilly, windy, and partly cloudy. The annual temperature in Bari typically ranges from 5°C to 30°C, rarely dropping below 5°C or exceeding 35°C. (Climate and Average Weather Year Round in Bari Italy, n.d.)

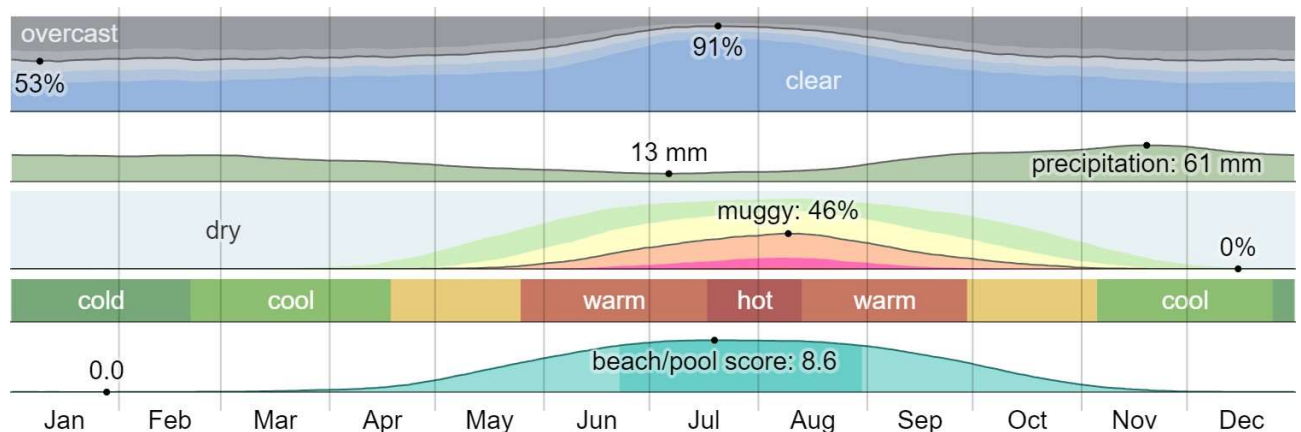


Figure 6-2: Graph displaying the weather in Bari as per month.

Solar study

One of the most popular and environmentally friendly ways to lower net energy consumption is to harness solar radiation for energy. As a result, the design is practical and cost-effective with lower electricity expenses. This subsequently renders the Masseria entirely or partially independent of the power provided by the state. In addition, this could serve as a powerhouse for basic household appliances like lights and fans as well as larger appliances that the artist needs to use. For maximum benefit we can therefore determine from the analysis of the Sun path diagram that it is appropriate to position the solar panels as close to the true south as feasible. In this manner when the sun is at its highest point in the sky the panels are receiving direct sunlight. The optimal tilt angle (approximately 41°) for solar panels is determined by latitude. Nonetheless, as a general guideline, the panels should be tilted at an angle equivalent to Mola di Baris latitude which is approximately 41.06° N. Therefore, slanting the panels at a 45° angle from the horizontal would be a good



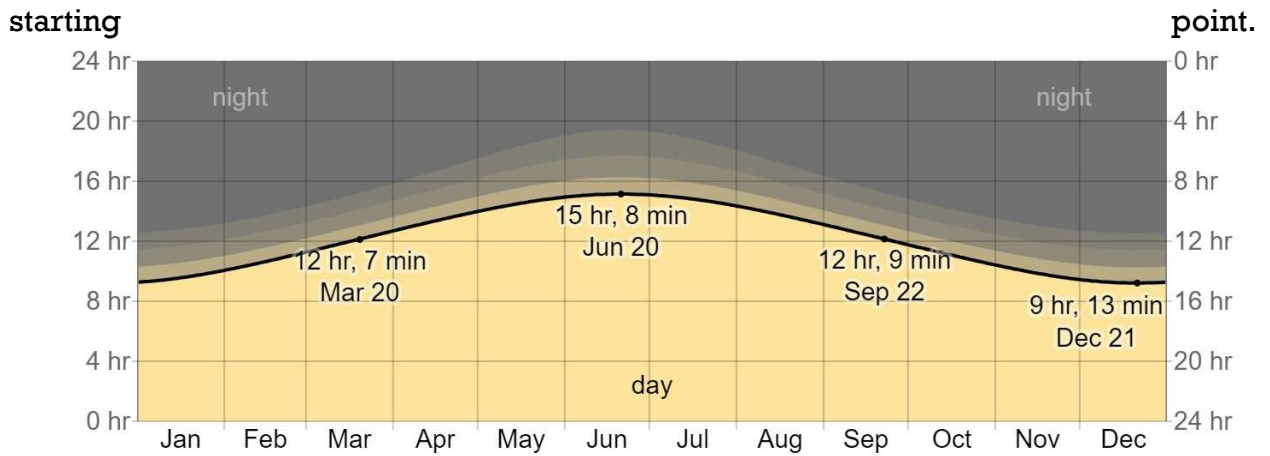
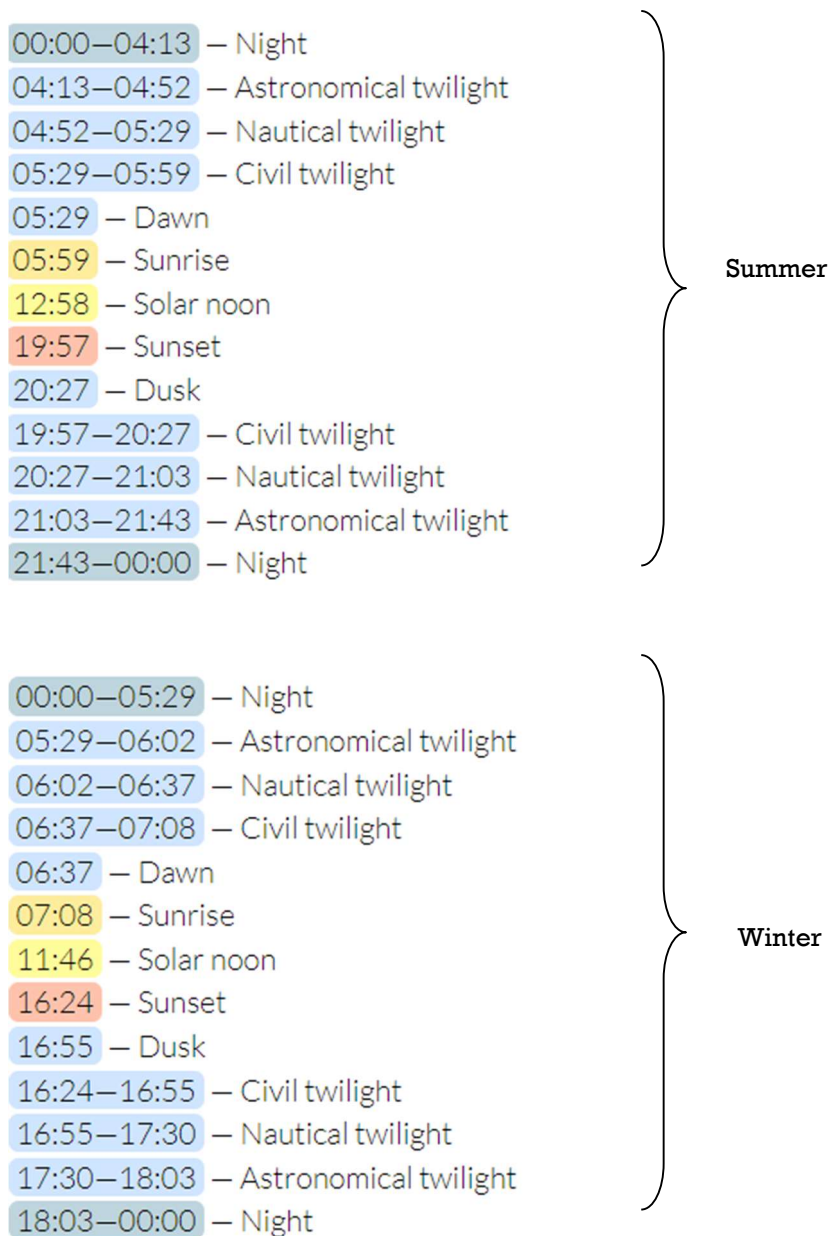


Figure 6-3: Graph showing the number of hours during which the Sun is visible (black line). From bottom (most yellow) to top (most grey), the colour bands indicate full daylight, twilight (civil, nautical, and astronomical), and full night.



Precipitation & rainfall

A wet day in Bari is defined by at least 1.00 millimetre of precipitation. The likelihood of rainy days varies throughout the year. The wetter season spans 7.8 months, from September 5 to April 30, with more than 17% of the days experiencing rain. November is the wettest month, averaging 7.8 days with at least 1.00 millimetre of precipitation. The drier season lasts 4.2 months, from April 30 to September 5, with July being the driest month, averaging 2.5 rainy days. Rain is the most common type of precipitation year-round, peaking at a 28% likelihood on November 26.

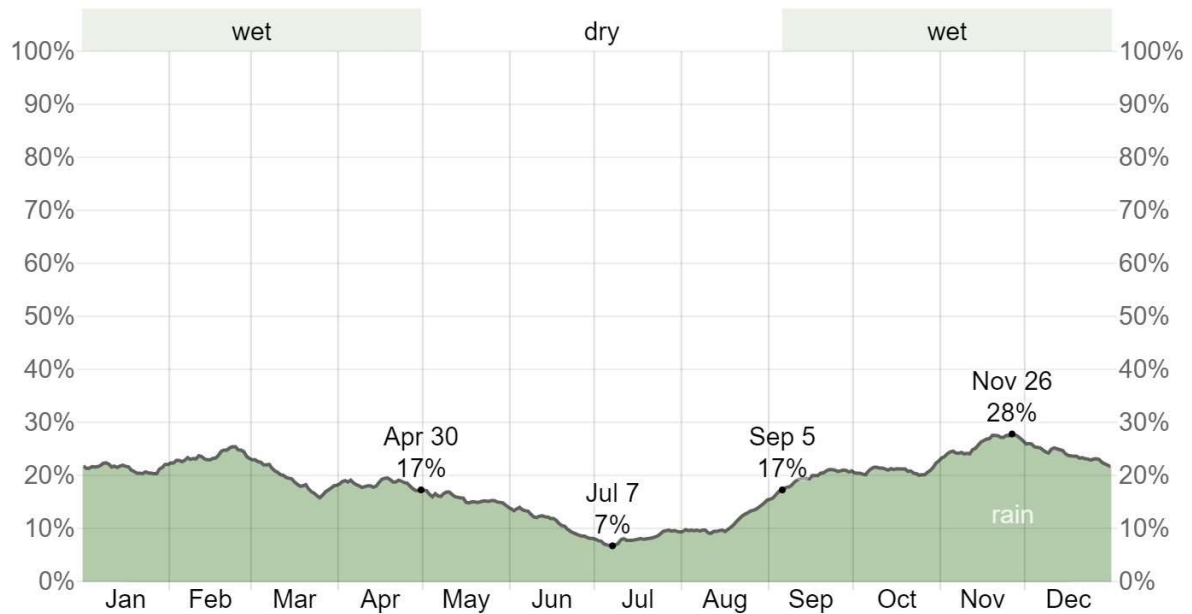


Figure 6-4: Graph showing The percentage of days in which various types of precipitation are observed, excluding trace quantities: rain alone, snow alone, and mixed (both rain and snow fell in the same day).

We show the amount of rainfall collected over a moving 31-day period centered around each day of the year to highlight differences between months, rather than just showing monthly totals. The amount of rainfall in Bari changes monthly depending on the time of year. There is rainy weather all year long in Bari. November is the month with the highest rainfall in Bari, averaging 61 millimetres. In Bari, July is the month with the least amount of rainfall, averaging 14 millimetres.

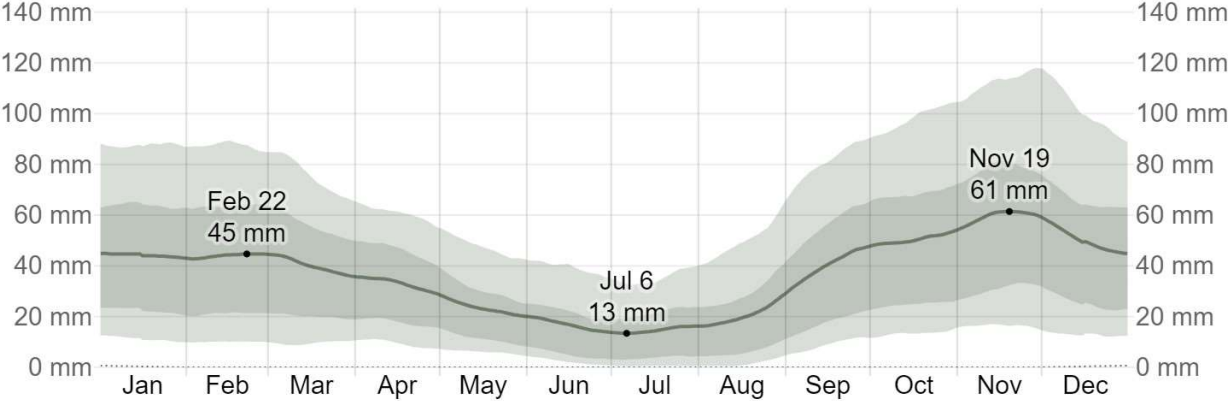


Figure 6-5: Graph showing the average rainfall (solid line) accumulated throughout a sliding 31-day period centred on the day in question, with 25th to 75th and 10th to 90th percentile bands.

Wind

This part is centred on the average wind speed and direction at a height of 10 meters above ground over a large area. The local terrain and other factors greatly impact the wind at each location, causing the wind speed and direction to shift frequently, rather than staying consistent over hourly averages. The mean wind speed per hour in Bari changes greatly depending on the season. The windiest time of the year spans 5.3 months, starting on November 3 and ending on April 14, with wind speeds averaging over 4.7 meters per second. February is the month with the highest average hourly wind speed of 5.3 meters/second in Bari. The period of reduced activity lasts for 6.7 months, from April 14 to November 3. August experiences the lowest level of wind activity in Bari, with an average wind speed of 4.0 m/s per hour.

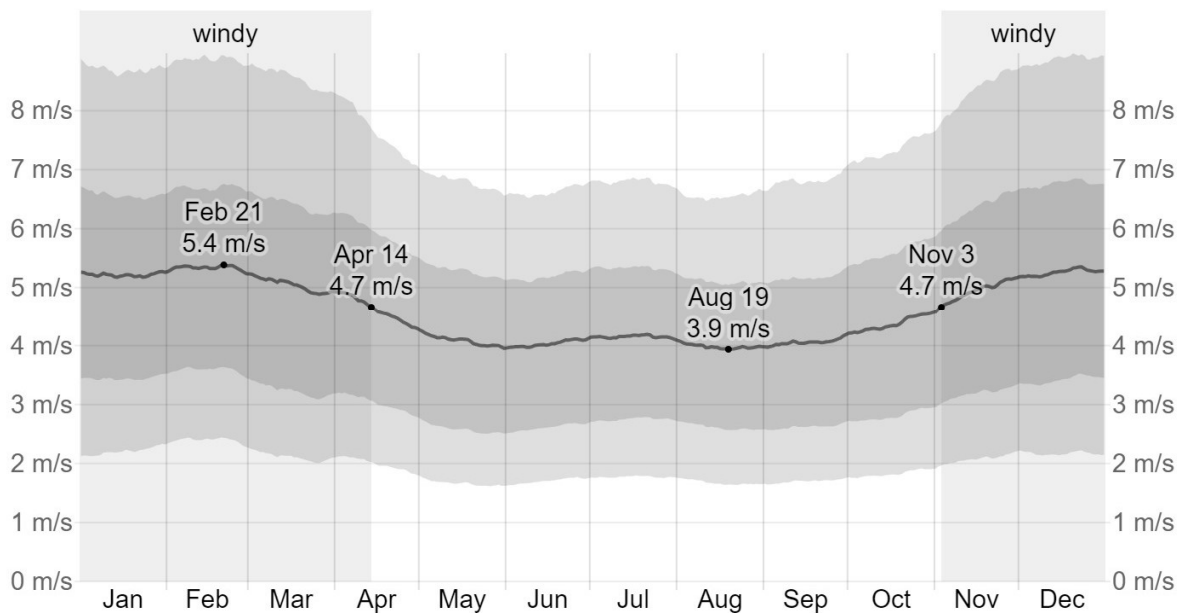


Figure 6-6: Graph showing The average of mean hourly wind speeds (dark grey line), with 25th to 75th and 10th to 90th percentile bands.

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Wind Speed (m/s)	5.2	5.3	5.0	4.6	4.1	4.0	4.2	4.0	4.1	4.4	4.9	5.3

The main direction of the wind is from the south for 4.1 weeks in April and for 2.4 weeks in November, reaching a highest percentage of 34% on November 16. The prevailing wind comes mostly from the north for 6.3 months, spanning from April 30



to November 9, and for 4.2 months, from November 26 to April 1, peaking at 55% on July 23.

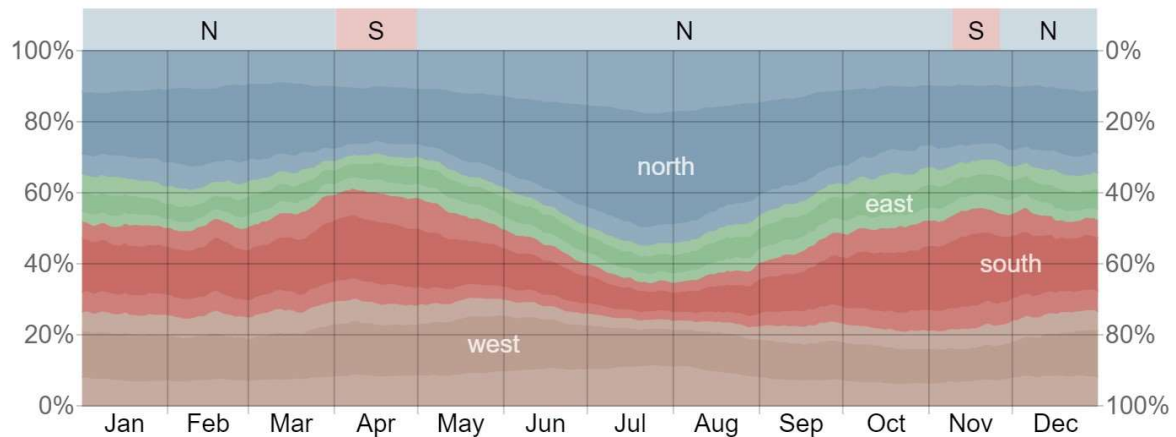


Figure 6-7: Graph showing The percentage of hours in which the mean wind direction is from each of the four cardinal wind directions, excluding hours in which the mean wind speed is less than 0.4 m/s. The lightly tinted areas at the boundaries are the percentage o of hours spent in the implied intermediate directions (northeast, southeast, southwest, and northwest).

6.3 HISTORY

Apulia has historical evidence of human habitation going back thousands of years to the Middle Palaeolithic. A few of the many civilizations that have influenced the history of the area are the Messapians Peucetians and Daunians who established cities like Brindisi and Otranto in the seventh century BC. During Roman rule over the area, Brindisi played a major port role. The result was warfare against the Saracens Lombards Ostrogoths and Byzantines. In 1070 the Norman invasion led to the establishment of the Kingdom of the Two Sicilies characterized by architectural marvels such as Castel del Monte. Apulian Romanesque architecture combines elements of Arab Romanesque and Byzantine architecture. Aragonese and Venetian power structures were responsible for bringing about economic growth and cultural prosperity. Epidemics earthquakes and financial difficulties were a few of the challenges faced in the 17th century. Austria ruled Apulia briefly before the Bourbons took over in the early eighteenth century. Italy's economy expanded in the second half of the 18th century thanks to Napoleon's influence and renowned Trulli homes were also constructed. Apulia fought in both World Wars after joining Italy in 1861. Throughout fascism, the region experienced agricultural and infrastructural growth. This historical tour showcases Apulia's resilience architectural skills and growth-promoting contributions. (Storia della regione, n.d.)



6.4 ACCESSIBILITY

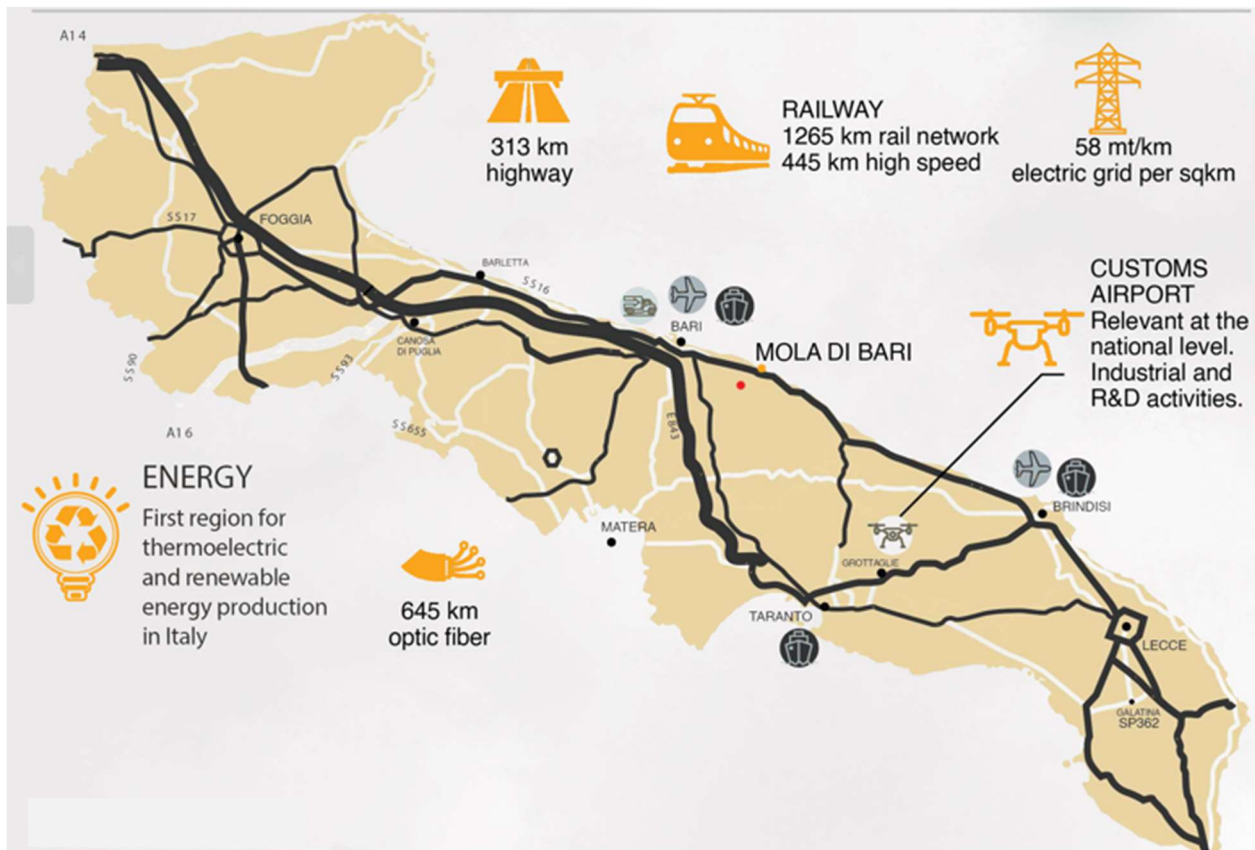


Figure 6-8: Schematic Map of Apulia depicting the infrastructure and connectivity along with the modes of transport and energy distribution (Map scale: NTS)

Apulia, known for its highly developed and connected transportation system, guarantees smooth connections at both regional and national levels. An extensive network of roads, particularly the Autostrada highways (Autostrade per L'Italia, n.d.), smoothly connects the area to all of Italy, ensuring travel is efficient and convenient. Having both Bari Karol Wojtyła Airport and Brindisi - Salento Airport increases accessibility, serving both domestic and international flights. (profilo, s.d.) These airports have state-of-the-art terminals, runways, and necessary amenities, making travel easier. Apart from air transportation, Apulia is also connected by a widespread rail system, linking it to nearby areas and enhancing the ease of visiting its various landscapes and lovely towns. Nevertheless, even with extensive road and rail connections, smaller municipalities such as Mola di Bari could still encounter constraints in their local transportation options. The lack of services, especially in distant areas, emphasizes the importance of additional development to guarantee complete transportation coverage. Significantly, major urban centres like Bari provide important local bus options for city transport and specific services for tourists interested in visiting popular attractions. Leading the way in sustainable practices, Foggia showcases Apulia's dedication to renewable energy. The wind energy plan in the city has a big impact on providing electricity and distributing energy. This commitment shows both the area's focus on the environment and



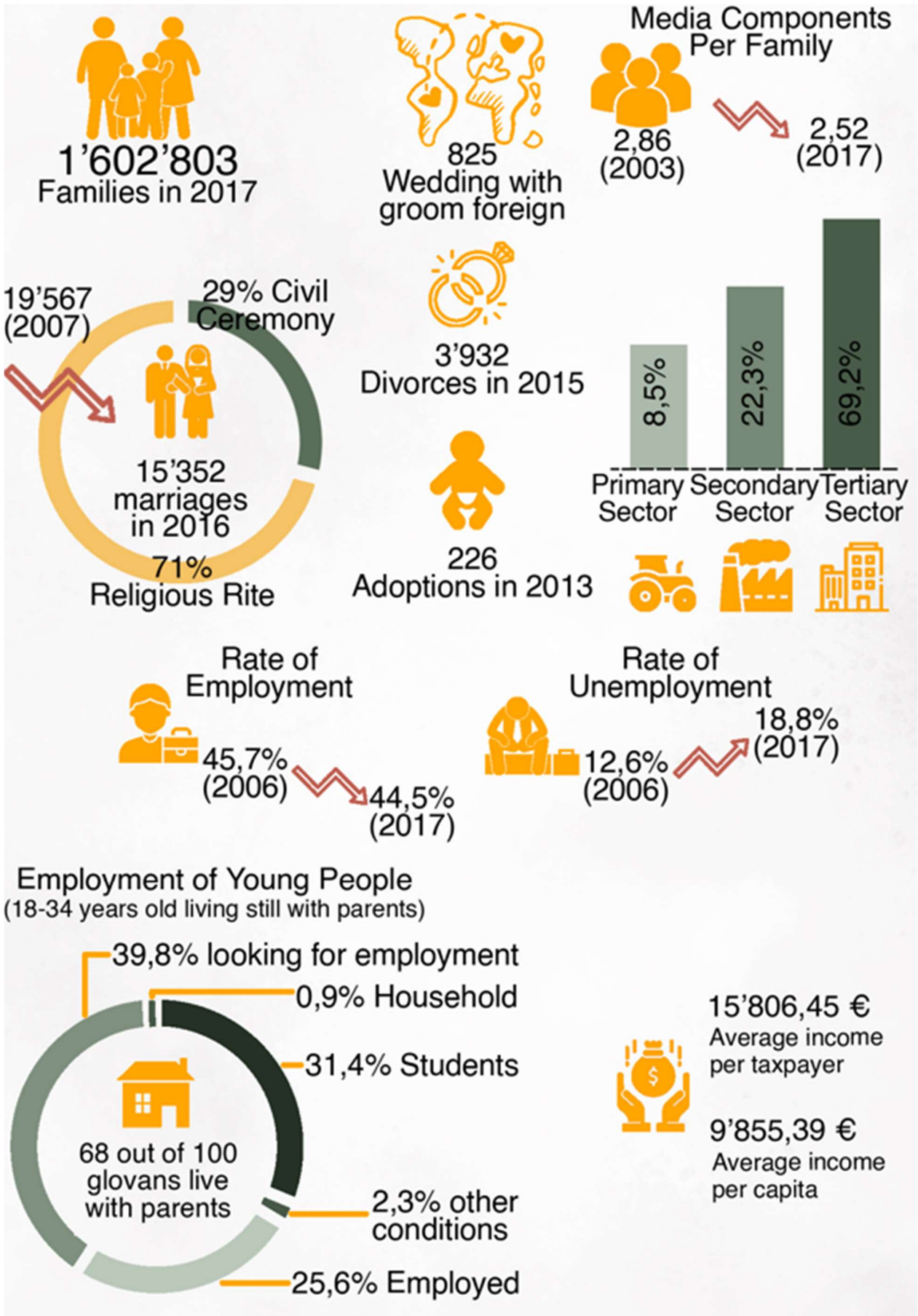
its innovative approach to satisfying energy requirements. As Apulia develops, its focus on effective transportation and renewable energy solutions sets it as an example for well-rounded regional growth, displaying a mix of modern infrastructure and eco-conscious energy solutions set it as an example for well-rounded regional growth, displaying a mix of modern infrastructure and eco-conscious projects. projects.

6.5 OCCUPATION

In Apulia, residents' daily lives showcase a distinctive mix of tradition and modern challenges. In 2017, there were 1,602,803 families in the area, and 68% of young people chose to reside with their families. Despite the decrease in marriages, with approximately 15,352 weddings documented in 2016, the job market shows a more complex view. In 2017, there was a slight decline in the employment rate from 45.7% in 2006 to 44.5%. Yet, there was a positive change in the unemployment rate, decreasing to 12.3% in 2021 and rising to a 49.4% employment rate in 2022. (Regione Puglia, n.d.)

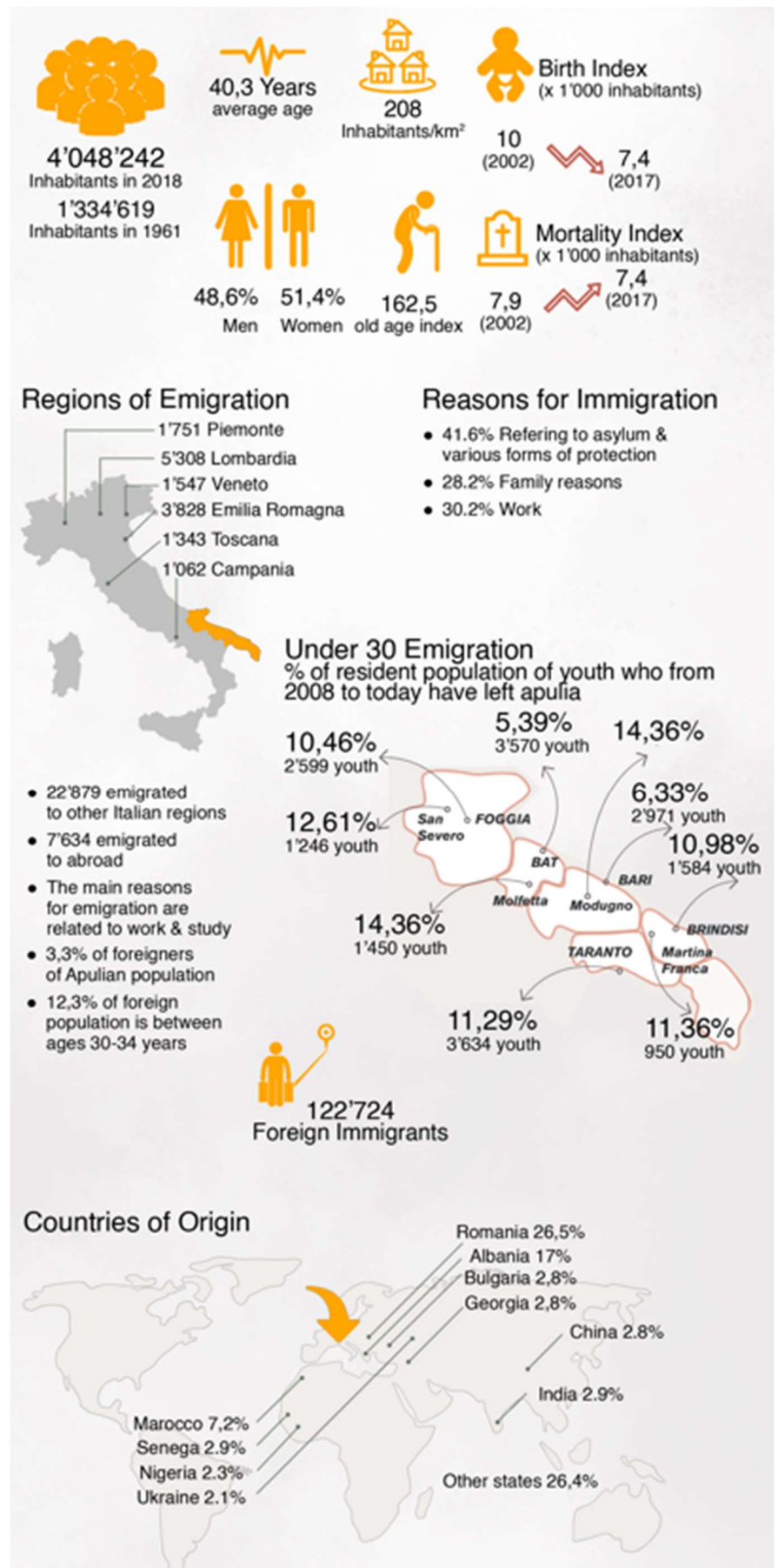
In Apulia, there is a significant distribution among economic sectors, with 8.5% in the primary sector, 22.3% in the secondary sector, and the tertiary sector being predominant at 69.2%. In relation to earnings, the average gross pay in Italy exceeds the European average, at approximately €29,700 per year or €2,475 per month. Even with the expensive cost of living reaching about €1,600 monthly by 2023, the average per capita income in Apulia is €9,855.39. Statistics in education show that in the second quarter of 2020, 52% of 25-64-year-olds in Apulia have a high school diploma or higher, which is 10 percentage points below the national average. This comprehensive outlook offers an understanding of the socio-economic factors influencing the lives of the residents of Apulia. (occupation and economy, n.d.)





6.6 POPULATION

The demographic landscape of Apulia in 2023 reveals a region with an estimated population of 3,900,852 and a population density of 199.6/km². The capital city, Bari, contributes significantly to this count with a population of 1,223,102. Gender distribution is fairly balanced, with 1,900,756 males and 2,000,096 females. Citizenship data indicates that 3,762,163 people hold Italian citizenship, while 138,689 possess foreign citizenship. The age breakdown further illustrates the population dynamics, with 930,009 individuals aged above 65, 2,374,757 youngsters, and 596,086 children. This demographic snapshot provides a comprehensive understanding of the diverse and dynamic population structure in both Apulia and its central hub, Bari.



6.7 TOURISM

Tourism is thriving in Puglia and Bari, with Italy securing its position as the second top destination for 2023, as reported by the Italian Ministry of Tourism. Notably, 39% of accommodation facilities have been booked online, outshining France and Spain. Bari plays a pivotal role in this surge, contributing significantly with 14.54% of Italian tourists hailing from the province. Other noteworthy contributors include the metropolitan areas of Naples (10.62%), Rome (7.92%), and Milan (5.4%). Over half of the tourists (55.48%) are under 38 years old, with 28.19% arriving alone and 23.46% in groups, while families constitute 48.35% of visitors.

Monopoli, a charming destination in Puglia, attracts tourists, with 32.08% opting for short-term rental contracts. Accommodations vary, with 16.15% in resorts, 12.12% in guesthouses, 10.17% in bed and breakfasts, and 9.24% in hotels. The tourism sector significantly impacts the region economically, with a GDP share of 13.6%, amounting to 9 billion euros. Moreover, the tourism job market and entrepreneurial structure have a profound social impact, with nearly 36% of enterprises in the region belonging to this sector, employing around 135,000 people. The vibrant tourism scene in Apulia and Bari offers a rich array of attractions, making it a prime destination for diverse travellers.

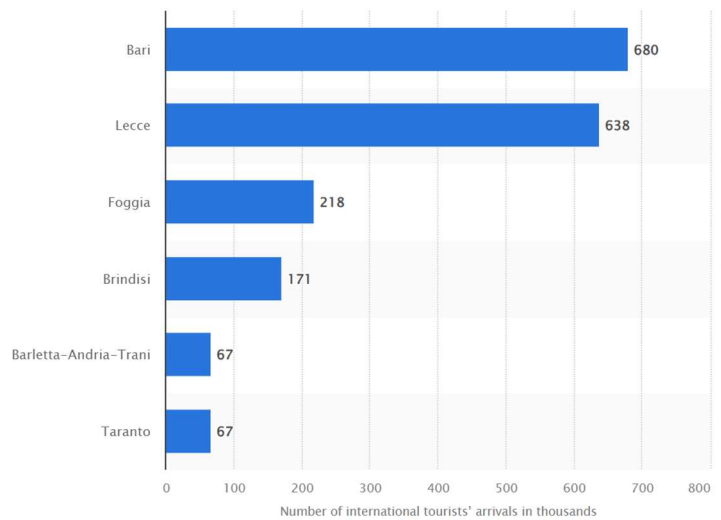
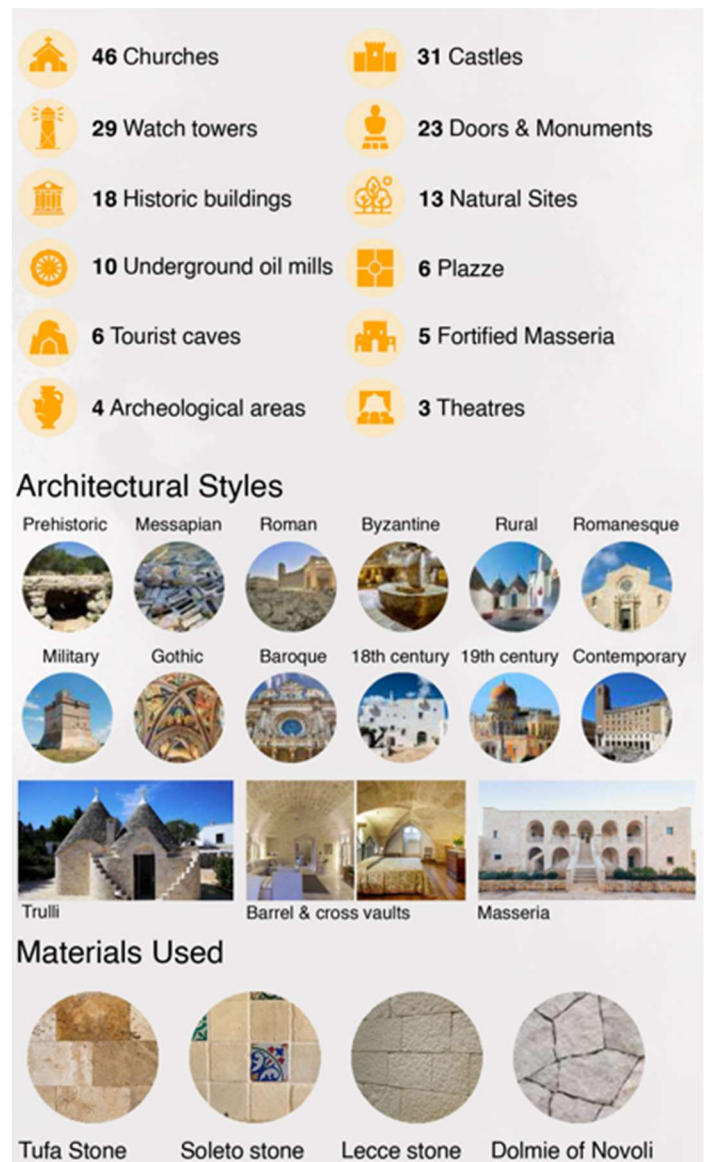


Figure 6-9: Bar graph showing the highest number of tourists visiting the Bari region of Apulia. (Statista Research (Department, 2018))



Tourism in Apulia not only enriches its cultural landscape but also significantly contributes to the economic sector. With a substantial GDP share of 13.6%, amounting to 9 billion euros, the tourism industry plays a pivotal role in driving economic growth in the region. This sector is a powerhouse, employing nearly 36% of enterprises in Apulia, translating to around 135,000 jobs and fostering a robust entrepreneurial structure. The tourism calendar in Apulia experiences distinct seasons, with peak and off-peak periods. The high season typically occurs during the summer months, from June to August, when visitors flock to the region to enjoy its pristine beaches, historic sites, and vibrant cultural events. This period sees a surge in accommodation bookings and increased economic activity. On the other hand, the off-peak season, spanning from November to March, experiences fewer tourists, providing a quieter and more authentic experience. While some attractions may have reduced operating hours during this time, it allows for a deeper exploration of Apulia's cultural richness without the bustling crowds.



Figure 6-10: Schematic Map of Puglia depicting famous tourist places

6.8 ECONOMIC SITUATION

In Apulia, the economic landscape is a rich tapestry woven with the threads of diverse sectors, each playing a unique role in shaping its financial prosperity. The agriculture sector, deeply rooted in the region's heritage, remains a fundamental pillar of economic activity, contributing significantly to overall prosperity. Recent years have witnessed a positive shift, marked by a discernible decline in the unemployment rate, indicating an encouraging trend toward greater economic stability.

Simultaneously, Apulia's cultural and artistic scene has flourished, with a burgeoning community of artists and the establishment of an influential artists' lobby. This creative surge reflects the region's commitment to nurturing talent and cultural expression. Key stakeholders, including economic elites and major investors, actively contribute to bolstering infrastructure developments, thereby elevating the overall quality of life for Apulian.

Nevertheless, Apulia faces challenges such as emigration, which has implications for the local GDP. Despite these hurdles, the resilient populace generates income through various avenues, ranging from traditional agricultural practices to engaging in tourism-related activities and preserving craftsmanship. Apulia's economic vibrancy is sustained by the diverse efforts of its residents.

GDP (2018)	EUR 69.50Billion
GDP/ inhabitant (2018)	EUR 17375
GINI Index (2017)	29.5
Unemployment rate (2023)	12.3 %
Innovation top sectors	Healthcare, materials, robotics, aggrotech, aerospace and culture

As Apulia navigates through these economic dynamics, ongoing initiatives focused on diversification and sustainability position the region for comprehensive and balanced growth, marking a promising trajectory for its future. The flourishing tourism industry, driven by picturesque landscapes, historical sites, and cultural richness, plays a pivotal role in enhancing the region's GDP. The symbiotic relationship between tourism and the economy not only injects substantial revenue into the local economy but also creates employment opportunities, supporting local businesses and artisanal endeavours. As Apulia strategically positions itself as a sought-after destination, this dynamic interplay between tourism and the economy reinforces the region's standing as a vibrant and economically resilient territory.

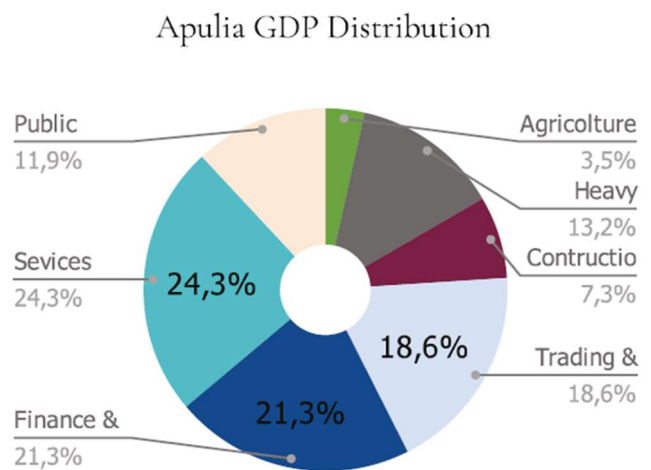


Figure 6-11: Pie graph about the distribution of GDP in Apulia



APULIAN CULTURE AND CULTURAL HERITAGE

Apulia, or Puglia, is a region in southern Italy renowned for its rich cultural heritage and vibrant traditions. The lifestyle and cultural practices of Apulia are deeply rooted in its history, geography, and the daily lives of its people. Below is an exploration of Apulian culture categorised into various sectors:

FOOD

Cuisine

Apulian cuisine is a cornerstone of its cultural identity, known for its simplicity and reliance on fresh, locally sourced ingredients. Staples include:

Bread and Pasta: Apulia is famous for its bread, particularly the Pane di Altamura, and pasta varieties like **orecchiette**.

Olive Oil: The region is one of Italy's largest producers of olive oil, a key ingredient in many dishes.

Vegetables: Dishes often feature vegetables like tomatoes, peppers, caper's bush, zucchini, and eggplant, reflecting the region's agricultural abundance.

Seafood: Given its extensive coastline, Apulian cuisine includes a variety of seafood, such as **octopus**, mussels, and anchovies.



Photo 6-1: Orecchiette con cime di rappa(turnip greens)



Photo 6-2: Octopus is a delicacy in Apulia.



WINES

Apulia is also renowned for its wines, including robust reds like Primitivo and Negroamaro, and refreshing whites such as Fiano and Bombino Bianco. (Consorzio di Tutela Vini DOC Puglia, n.d.)



Photo 6-3: The famous Fiano Bianco wine

ART

Architecture

Apulia boasts a distinctive architectural style, evident in structures such as:

Trulli: Iconic conical-roofed stone houses found in the Itria Valley.

Castles and Cathedrals: Norman and Swabian castles, as well as Romanesque cathedrals, are scattered across the region.



Photo 6-4 :Trullo in Locorotondo

VISUAL ARTS

The region has a long tradition of visual arts, with frescoes, mosaics, and ceramics being particularly notable. The pottery from Grottaglie is celebrated for its intricate designs and craftsmanship.



Photo 6-5: Ceramic art from Grottaglie



MUSIC

Folk Music

Music in Apulia is an integral part of its cultural heritage, with a strong tradition of folk music known as pizzica, a lively and rhythmic genre that often accompanies traditional dances.

Modern Music

The region also has a vibrant contemporary music scene, blending traditional sounds with modern influences.

DANCE

Tarantella

The tarantella is a traditional dance closely associated with the region. It has historical roots in ritualistic tarantism, where participants danced to cure the mythical bite of the tarantula spider.



Photo 6-6: Pizzica dance

Pizzica

A subset of tarantella, pizzica is characterised by its fast-paced rhythm and is performed during festivals and celebrations.



Photo 6-7: Marionette (puppet) shows

THEATRE

Folk Theatre

Apulian theatre often reflects its folk traditions, with performances based on local stories and historical events. Marionette shows and commedia dell'arte are traditional forms that have been preserved and adapted.

Modern Theatre

There is also a thriving modern theatre scene, with numerous festivals and performances throughout the year.



LIFESTYLE

Rural Life

The lifestyle in Apulia is deeply influenced by its rural character. Traditional ways of living are still prevalent, with a strong emphasis on community and family.

Festivals

Local festivals, or *sagre*, are significant cultural events, celebrating everything from seasonal harvests to religious occasions. These festivals are marked by music, dance, food, and traditional attire.

CRAFTSMANSHIP

Handicrafts such as lace-making, weaving, and ceramics play a vital role in the cultural life of Apulia, often passed down through generations.

FARMING AND OTHER ACTIVITIES

Agriculture

Agriculture is the backbone of Apulia's economy and cultural heritage. The region is known for:

Olive Groves: Producing high-quality olive oil.

Vineyards: Cultivating grapes for wine production.

Vegetable Farming: Growing a variety of crops that are central to Apulian cuisine.



Photo 6-8: *Sagre* is a huge food festival including music, dance etc.



Photo 6-9: Artisanal lace from Apulia



Photo 6-10: Pugliese grapes are very famous in Italy for wine production.



FISHING

Fishing is another crucial activity, particularly in coastal areas, providing fresh seafood that is a staple of the local diet.

CULTURAL HERITAGE

Historical Sites

Apulia is rich in historical sites, from ancient Greek and Roman ruins to medieval castles and baroque architecture. These sites are integral to understanding the region's cultural evolution.

Religious Traditions

The region has a deep-seated religious heritage, with numerous churches, shrines, and religious festivals that are central to the community's spiritual life.



Photo 6-11: Ossuary Chapel, Otranto. “After 15 days of siege, the Ottomans destroyed nearly everything in Otranto. When they reached the cathedral, they found Archbishop Pendinelli and survivors, who refused to convert to Islam and were killed, including Antonio Primaldo, whose beheaded body miraculously stood upright. It took the three kings of Naples, Aragon, and Sicily to recapture the area. The cathedral, briefly used as a mosque, was restored, and the martyrs’ remains were enshrined in a reliquary. In 1711, a chapel was dedicated to the martyrs, and in 2013, the 813 martyrs were canonized by Pope Benedict XVI.” (Jacobson, 2016)

Conclusion

In summary, Apulian culture is a tapestry woven from its culinary traditions, artistic expressions, musical heritage, dance, theatre, lifestyle, and agricultural practices. Each sector contributes to the rich and diverse cultural heritage that defines the region, offering a unique glimpse into the heart of southern Italy.



6.10 MOLA DI BARI

Mola di Bari, nestled along the picturesque Adriatic coast, offers multiple avenues for accessibility. Regional train services, bolstered by a network of buses catering to tourists and private cars, create a well-connected transport infrastructure. Arrival from nearby airports and the city of Bari is streamlined, providing convenience to visitors exploring this coastal gem. Driving along the scenic seaside emerges as a preferred method, enabling a captivating journey. However, it's noteworthy that within the city confines, public transport options are relatively limited, accentuating the reliance on private vehicles for local mobility. This unique blend of connectivity channels, intertwined with the coastal charm, shapes the transportation landscape of Mola di Bari. While the absence of extensive public transport within the city might pose a minor inconvenience, it is noteworthy that the residents exhibit a robust reliance on private vehicles, with nearly every family owning at least one car, ensuring efficient and personalised commuting experiences.

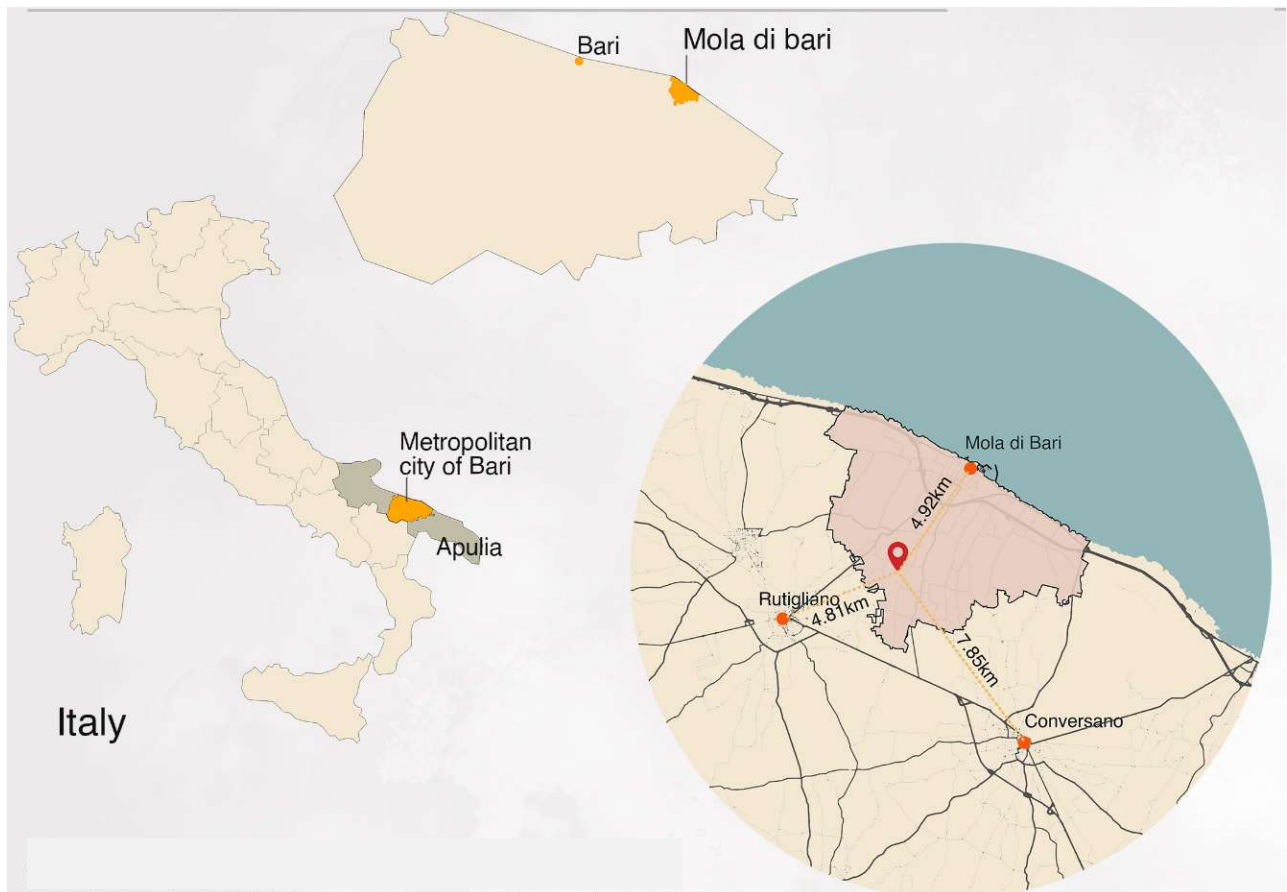
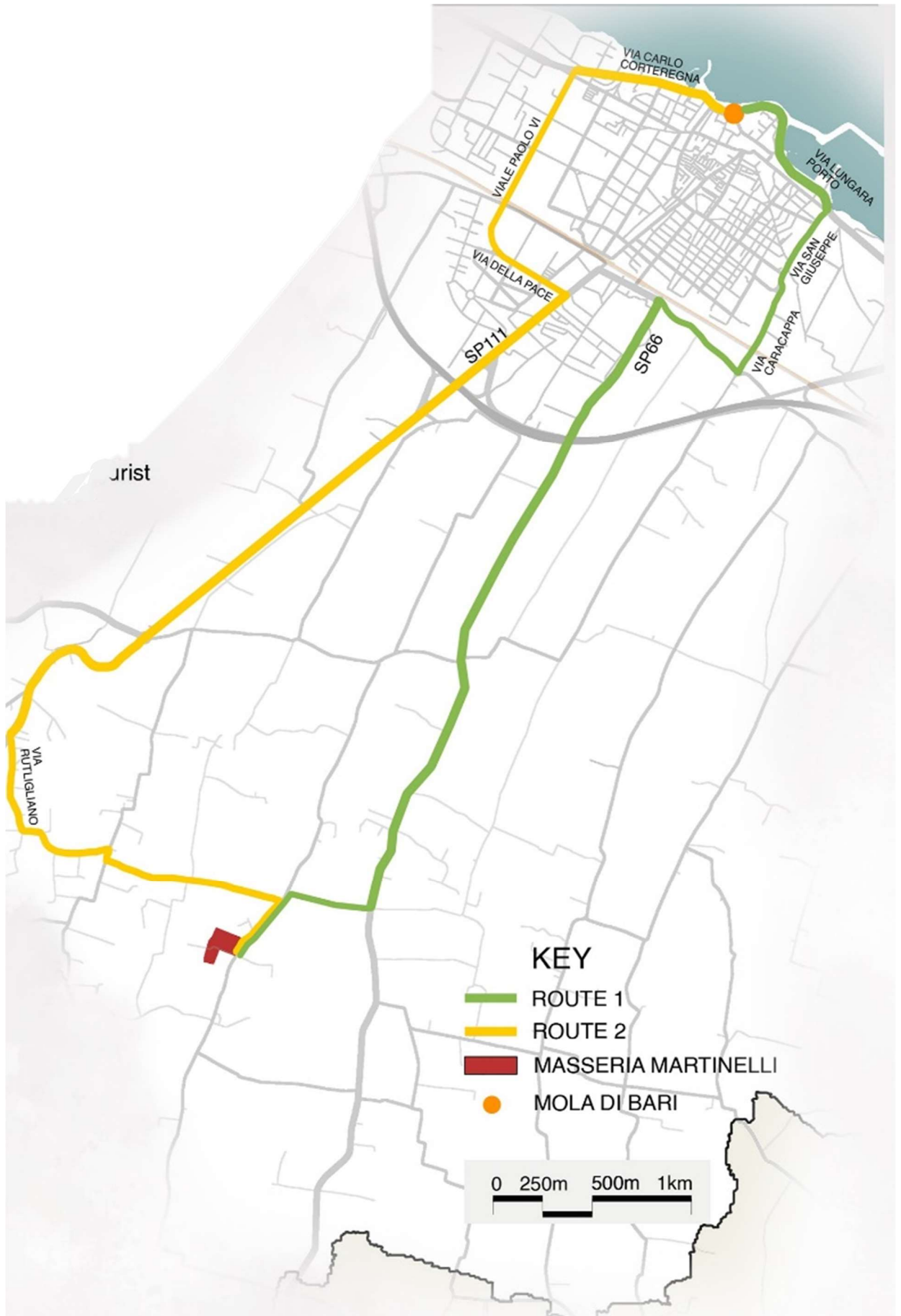


Figure 6-12: Map indicating the location Of Mola di Bari concerning Italy. (Scale: NTS)



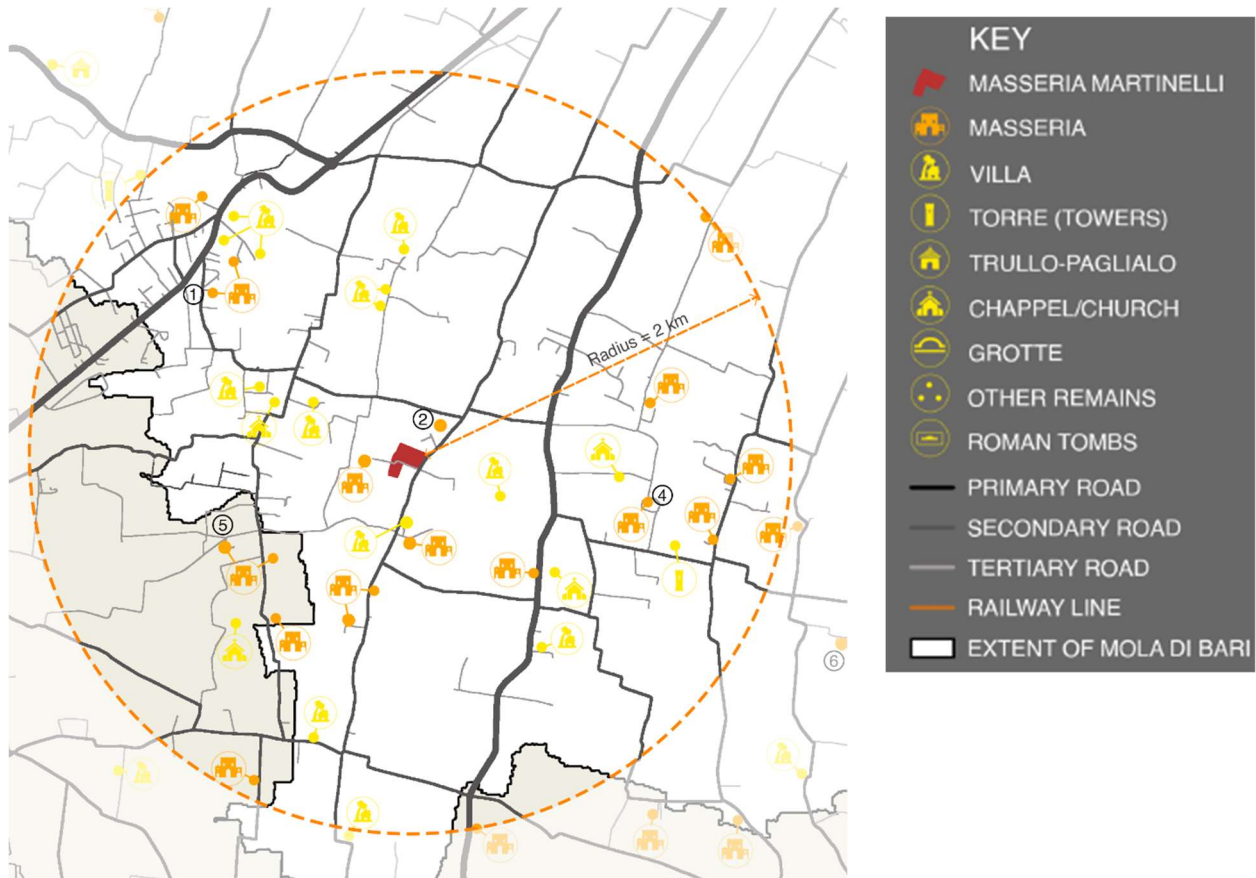


CASE STUDIES

7 CASE STUDY

The masserie near Masseria Martinelli serve as good case studies for learning the many roles that these old structures may accommodate. Many have been turned into elegant bed & breakfasts, providing visitors with a unique combination of historical charm and modern comforts. Others have become popular wedding and event sites, combining spacious grounds with lovely buildings to offer remarkable experiences. Some masserie promote agrotourism by involving guests in hands-on farming activities and providing farm-to-table eating options. Furthermore, certain masserie with well-preserved chapels occasionally offer cultural events and modest concerts to highlight their historical and architectural value. There are also masserie that combine sustainable farming with educational seminars, where tourists learn about local vegetables and traditional cooking skills. These modifications demonstrate Masserie's capacity to maintain cultural history while meeting current requirements.

Masseria	Function
Tenuta Pinto	Bed & Breakfast, Wedding venue
Dal Canonico	Bed & Breakfast, Events venue
Serra dell 'Isola	Bed & Breakfast, cooking
Pepe	Agrotourism
Fontana di Vite	Artists' residence
Montenapoleone	Bed & Breakfast, Wine tasting, wellness retreat



7.1 TENUTA PINTO. MOLA DI BARI

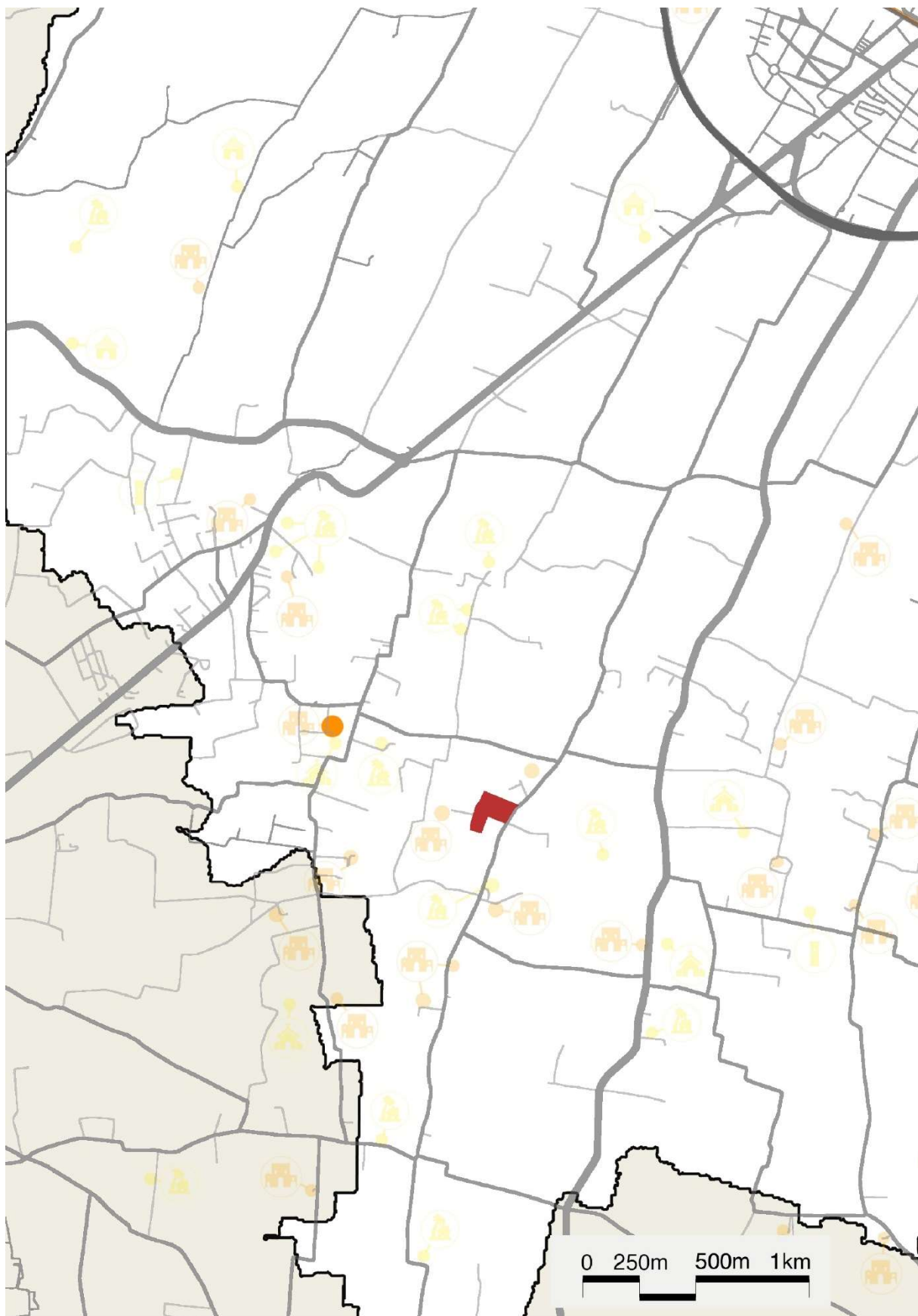


Figure 7-1: Map showing location of Masseria Martinelli(red) and Masseria Tenuta pinto (orange)



Masseria Tenuta Pinto (Pinto, n.d.), built in the 18th century, has been beautifully revived since 2008 by Domenico Pinto and managed by the sisters- Chiara and Nicole. It is a popular wedding choice as an events venue and a bed and breakfast due to its charming historical ambience. The Masseria offers seven types of rooms, each blending traditional elegance with modern comforts. Guests can enjoy fresh Apulian cuisine prepared with vegetables from the masseria's garden, ensuring an authentic farm-to-table dining experience. Masseria Tenuta Pinto is a testament to Apulia's successful preservation and adaptive reuse of historic structures. One room in the Masseria costs €70 for 2 people. The cost increases depending on the type of room, number of people and the season. (based on the booking request sent to the Masseria for room *Glicine* in May, 2023)

Nomenclature	Tenuta Pinto
Typology	Masseria with farm
Construction period	18 th century
Re-functionalised	Yes, 2008
Area	n.a.
No. of floors	G+1
Outdoor spaces	Yes
No. of activities	3
Activities	Bed & Breakfast, Wedding venue
Opening days	360
No. of users	100
Disable friendly	yes



Photo 7-1: Tenuta-Pinto during wedding celebration. (Photo source: Google)





Photo 7-2: Main entry to the Masseria. (Photo source: Google)



Photo 7-3: Swimming pool for relaxation at Tenuta Pinto. (Photo source: Google)

7.2 DAL CANONICO, MOLA DI BARI

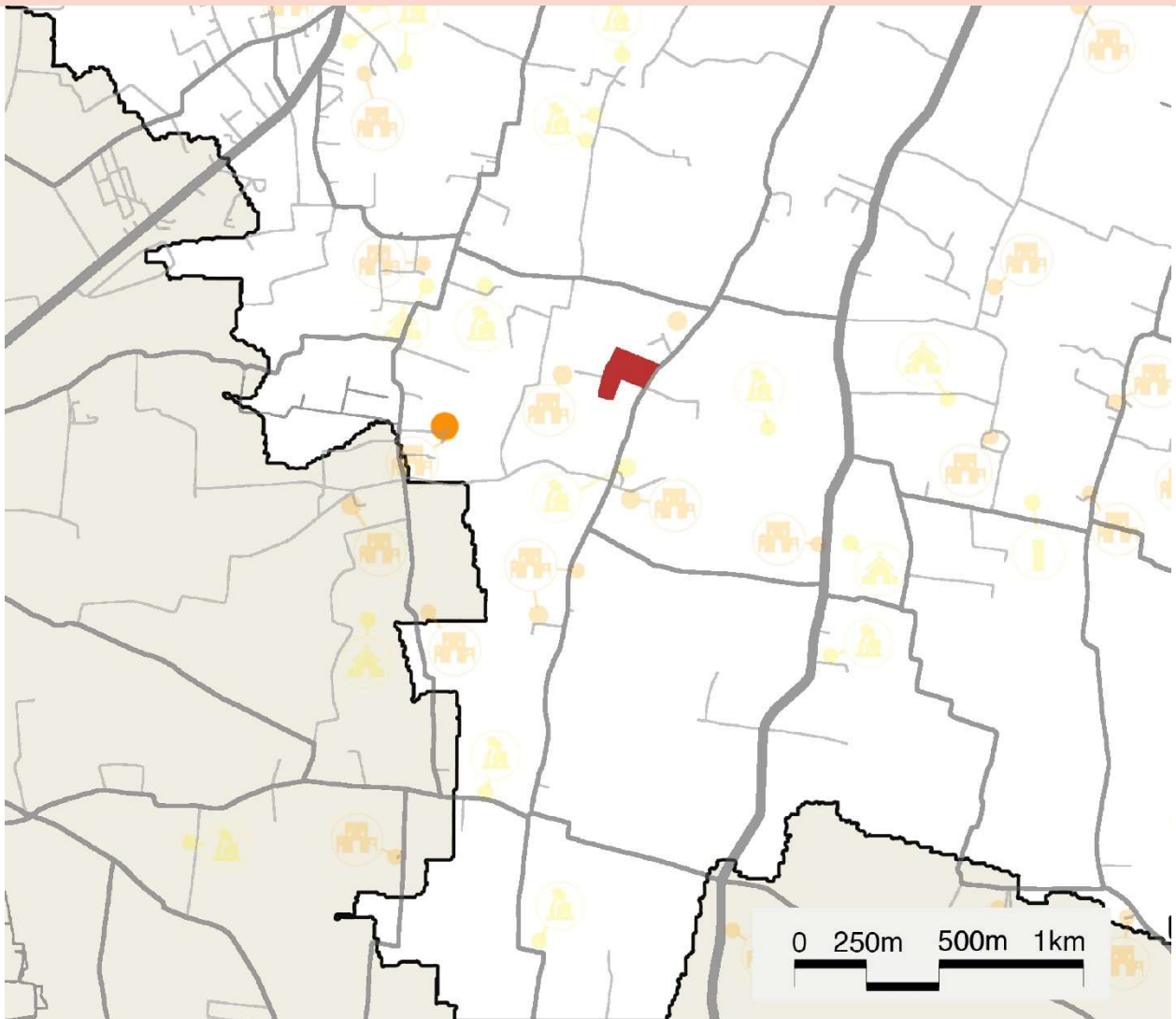


Figure 7-2: Map showing location of Masseria Martinelli (red) and Masseria Dal Canonico (orange)

Dal Canonica is a Venetian-style Masseria (Who are We, n.d.) erected in the late 17th century. It was the home of the renowned Canons of the Collegiate Church of S. Nicola di Mola di Bari.

It was recently restored to its original beauty. The main ground level has barrel and pavilion vaulted rooms, as well as a kitchen with a huge wood-burning stove. The first level, with its furnished patio and spectacular views, serves as a guest living area.

Large decorative plants and trees surround a magnificent swimming pool. The surrounding wall, made of dry stone, adds to the building's safety and characterises it as a fortified residence.



Nomenclature	Dal Canonico
Typology	Masseria with farm
Construction period	17 th century
Re-functionalised	Yes, 20
Area	n.a.
No. of floors	G+1
Outdoor spaces	Yes
No. of activities	2
Activities	Bed & Breakfast, Wedding venue
Opening days	360
No. of users	100
Disable friendly	no



Photo 7-4: Main entry to the Masseria. (Photo source: Google)





Photo 7-5: Bed & Breakfast at Dal Canonico. (Photo source: Google)



Photo 7-6: Swimming pool for relaxation at Dal Canonico. (Photo source: Google)





Photo 7-7: The Cyborgs' in concerto presso La masseria Dal Canonico a Mola di Bari 15 aprile 2023. (Photo source: Google)



7.3 MASSERIA SERRA DELL'ISOLA, MOLA DI BARI

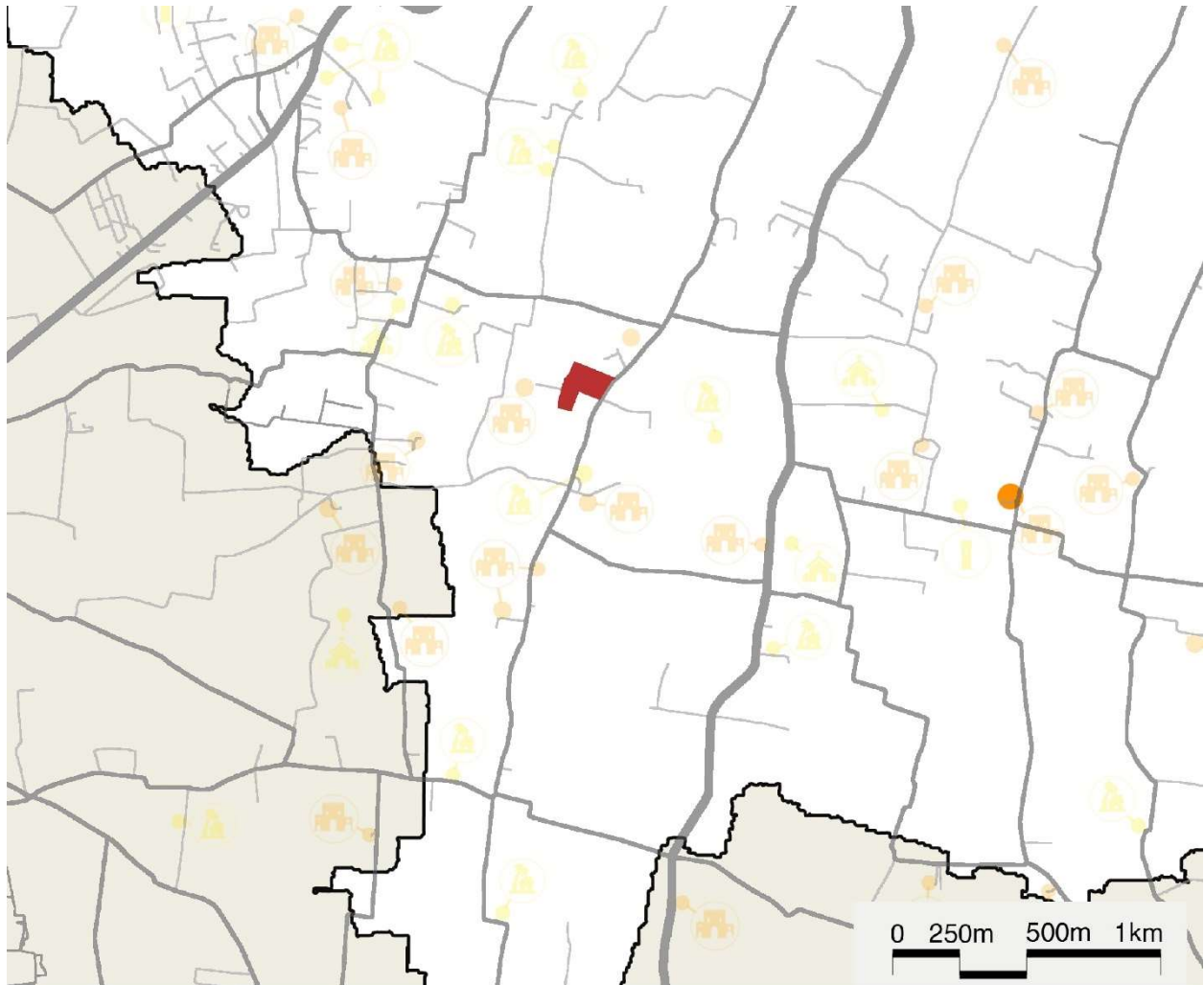


Figure 7-3: Map showing location of Masseria Martinelli (red) and Masseria Serra Dell'Isola (orange)

Masseria Serra dell 'Isola, built in the late 17th century, (MAsseria Serra dell'Isola, n.d.) is a charming countryside mansion nestled in the heart of Puglia rustica. Surrounded by acres of olive groves and table-grape vineyards, it is perched on a hillock overlooking the seaside town of Mola di Bari and near Conversano. The centrepiece of Serra dell 'Isola is the great vault (lamione), a stone-built room originally used as an olive oil mill (frantoio), which now serves as a spacious living room. The meter-thick walls provide a cool refuge during hot summers and a warm, cosy shelter in winter, enhanced by the aroma of wood burning in the walk-in fireplace and stoves. Today, the Masseria also functions as a guest house and a cooking school where Rita, the owner, teaches guests how to prepare various Apulian dishes, offering a hands-on culinary experience. Cucina in Masseria charges from €40 onwards per person.



Nomenclature	Serra dell'Isola
Typology	Masseria with farm
Construction period	17 th century
Re-functionalised	Yes, 20
Area	n.a.
No. of floors	G+1
Outdoor spaces	Yes
No. of activities	2
Activities	Cooking & culinary school, guest house
Opening days	360
No. of users	4-10
Disable friendly	no



Photo 7-8: Main entry to the Masseria. (Photo source: Google)





Photo 7-9: Living room (previous oil refinery) at the Masseria. (Photo source: Google)



Photo 7-10: Rita's kitchen- teaching Apulian recipes. (Photo source: Google)



7.4 AZIENDE AGRICOLA MASSERIA PEPE, MOLA DI BARI

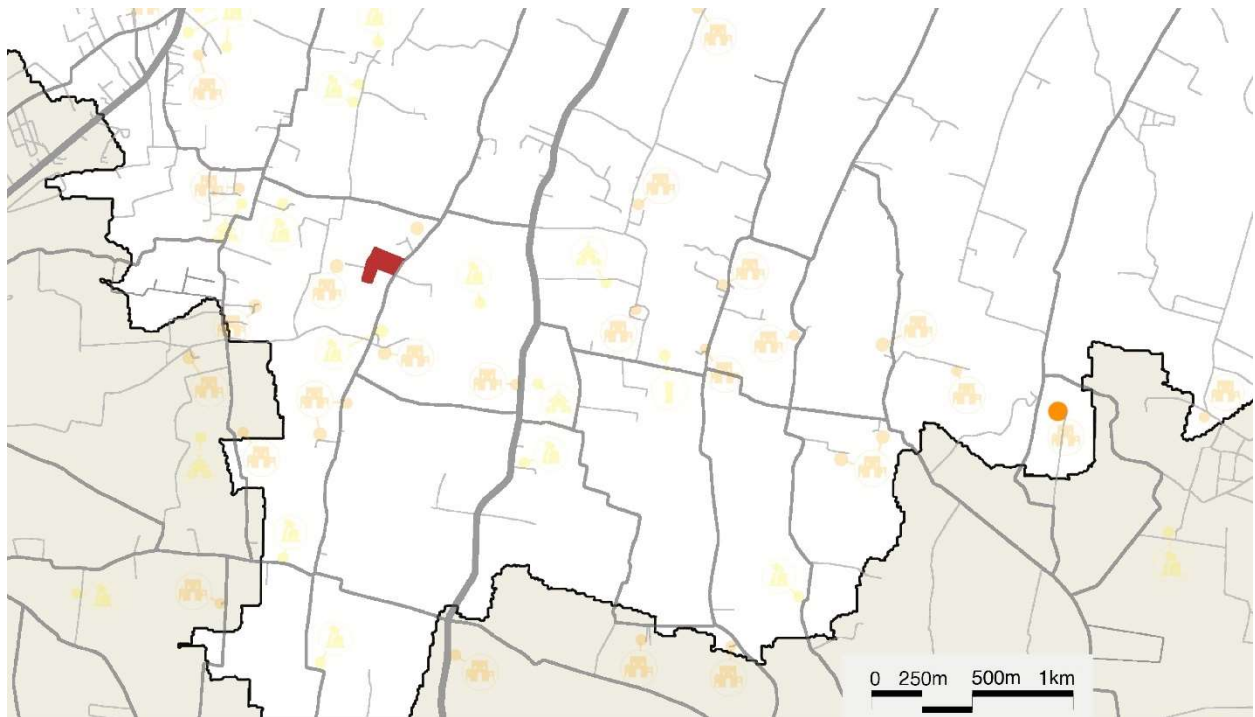


Figure 7-4: Map showing location of Masseria Martinelli(red) and Masseria Pepe (orange)

The fortified domestic farmhouse is positioned halfway up the first Premurgian stair and offers panoramic views. Key architectural features include a spectacular access staircase to the main residence (originally adorned with stone balustrades, documented in photographs in F. Labbate's "Farms and Settlements of the Mola Countryside," Schena Editore, Fasano 1989, and therefore reproducible), along with decorations, friezes, and pilasters. (Labbate) An inscription on the chapel's entry portal commemorates its dedication in 1747. Surrounded by Mediterranean scrub—formerly enormous olive groves and some carob trees—the growth of tented vineyards, mismanagement, and hazardous burning techniques pose a growing danger. Masseria Pepe (Masseria Pepe, Mola di Bari, n.d.) is a prominent example of rural architecture in the Molese countryside, but it is not immune to the destructive logic of profit, which endangers both the structure and the surrounding monumental landscape by clearing hectares of ancient olive and carob trees for more profitable tented vineyards. The entire complex is linear, consisting of a two-level main body, flanked by outbuildings on one side and the chapel on the other. Terraces servicing the mansion may be accessed from the second level's loggia. Various rooms on the second floor open into a central entry hall; the kitchen contains a fireplace with an oven. A tiny stone staircase goes from the kitchen to the second-floor terrace. The first level had slave quarters and a possible store room, with a trap door providing emergency access to the main floor. Masseria Pepe charges for hands-on experience for visitors range from 35 to 60 depending on the season and the group size.



Nomenclature	Pepe
Typology	Masseria with farm
Construction period	18 th century
Re-functionalised	Yes, 2023
Area	3000 sq.m. (150 sq.m construction area)
No. of floors	G+1
Outdoor spaces	Yes
No. of activities	1
Activities	Agrotourism
Opening days	274
No. of users	n.a.
Disable friendly	no



Photo 7-11: View of the Masseria. (Photo source: Google)



7.5 MASSERIA FONTANA DI VITE, MATERA

The Matera Artist Residency (MATERA ARTIST RESIDENCY, n.d.), a collaboration between Masseria Fontana di Vite and gallerist Carl Kostyal, provides visual artists from around the world with a retreat to create art while experiencing Italian life. The residency, set in a luxury boutique hotel and resort near Matera, offers artists time away from daily pressures in a unique cultural setting.

Masseria Fontana di Vite, originally an 18th-century fortified farmhouse, was expanded in 1816 by the Gattini family and later by Giovanni Lorusso to include various buildings such as a chapel, warehouses, and wine cellars. The artist's studio is a spacious former tobacco-drying warehouse, and the historic estate structures inspire the artists.

The residency's goals include creating a sculpture park and establishing itself as a key destination for the international art community. Notable past participants include Austin Lee, Gina Beavers, and Violet Dennison in 2018; Peter Schuyff, Daniele Milvio, Canyon Castator, Sara Cwynars, and Benjamin Spiers in 2019; and Austyn Weiner, Alex Gardner, Chloe Wise, Oli Epp, and Cyntia Talmadge in 2020.

Nomenclature	Fontana di Vite
Typology	Masseria with farm
Construction period	18 th century
Re-functionalised	Yes, 2018
Area	n.a.
No. of floors	G+1
Outdoor spaces	Yes
No. of activities	4
Activities	Bed & Breakfast, events venue, artists' residence, tourist activities
Opening days	360
No. of users	100
Disable friendly	yes





Photo 7-13: The Home garden and the property of the Masseria (Photo source: Website)



Photo 7-12: Masseria Fontana (Photo source: Website)



7.6 MASSERIA MONTENAPOLEONE, BRINDISI

Located in Brindisi, Masseria Montenapoleone (The farm, n.d.) offers an all-in-one experience for anyone visiting Puglia, blending luxurious accommodations, wellness, and rich cultural immersion. The Masseria features seven elegantly appointed rooms, each designed to provide comfort and a serene retreat. Guests can indulge in wellness treatments, including a soothing massage room and relaxing pools, perfect for unwinding after a day of exploration.

Wine aficionados will appreciate the in-house artisanal wines, *Primi Passi* and pure *Susumaniello*, available for tasting. The Masseria also offers olive oil tastings (Tasting of extra virgin olive oil in the farm, n.d.), allowing guests to sample and purchase high-quality, estate-produced olive oil. The Masseria provides small-scale farming experiences for those interested in agriculture, where visitors can engage with the land and learn about sustainable farming practices. The wine tour cost ranges between 15- 30 per person depending on the group size and the season. (Wine tasting at the farm, n.d.)

Beyond the culinary and agricultural experiences, Masseria Montenapoleone ensures guests can fully immerse themselves in Puglia's local culture and natural beauty. The estate sells homegrown, organic vegetables, offering a taste of the region's authentic flavours.

Nomenclature	Montenapoleone
Typology	Masseria with farm
Construction period	18 th century
Re-functionalised	Yes
Area	n.a.
No. of floors	G+1
Outdoor spaces	Yes
No. of activities	5
Activities	Bed & Breakfast, agrotourism, olive oil & wine tasting, wellness retreat centre
Opening days	360
No. of users	n.a.
Disable friendly	yes





Photo 7-14: Herbarium- wellness centre as well as centre to sell homegrown and authentic produce

Conclusion

The above case studies reveal that the most common and successful adaptation of the Masseria in the vicinity is as a BnB, often coupled with agrotourism, as demonstrated by Tenuta Pinto. Another popular model combines a BnB or guest house with a wedding or events venue, as seen with Tenuta Pinto and Dal Canonico Masserie. The intriguing concept of promoting local culinary arts through cooking schools fosters the culture and lifestyle of Apulia, exemplified by Masseria Serra Dell'Isola. These schools provide guests with a hands-on experience in traditional cooking techniques and deepen their connection to the region's rich culinary heritage.

Other masserie focus on agrotourism, allowing visitors to engage in hands-on farming and connect with agricultural roots, as seen at Masseria Pepe. This approach allows guests to experience the daily life of local farmers, learn about sustainable practices, and enjoy the fruits of their labour.

Unique practices like hosting wellness retreats, artisanal wine tastings, and artist residencies are proudly showcased by Masseria Montenapoleone in Brindisi and Fontana di Vite in Matera. These offerings provide guests with a holistic experience, blending relaxation, cultural enrichment, and creative inspiration.

Given the benefits of the sea and beach life at Mola di Bari, along with the rich cultural history of Apulia, the BnB model combined with other complementary functions such as agrotourism, culinary arts, and wellness retreats, might suit Masseria Martinelli best. This diversified approach enhances the guest experience and ensures the preservation and celebration of Apulia's unique heritage.



S.W.O.T



	STRENGTH	WEAKNESS	OPPORTUNITIES	THREATS
ACCESS	potential for establishing a good connection	absence of existing public transport	develop partnerships with local transportation providers	poor infrastructure could lead to the failure of the project
	less pollution and serenity of the natural landscape		utilise online platforms for better connection	
architectural consideration	existing historical features & style can be a major attraction	structural integrity concerns due to potential degradation	to explore positive outcomes	losing the original character of the Masseria
	potential for adaptive reuse	limitations imposed by historical preservation requirements	to revive the cultural importance of Masseria	destroying or harming the elements or structural composition of the Masseria
		difficulty in seamlessly integrating modern amenities		
project proposal	reviving the lost heritage	lengthy timeline due to historical conservation consideration	securing grants from the government and other cultural institutions	difficulty in securing funding
	Generating revenue and profits		offer an immersive experience for visitors	delay In acquiring permits or encountering unforeseen regulations
socio-economic impact	generating new job opportunities	disruption of existing local social dynamics	partnership with local businesses	seasonal fluctuations
	contributes to the diversification of the local economy	potential for limited job creation depending on functions	support local agricultural producers	might increase chaos during the peak season



cultural status	promotion of Apulian culture	balancing preservation and modernity can be challenging	utilisation of modern technology for interactive exhibitions	infiltration of commercial interests compromising the project's authenticity
	creates a platform for local artisans & craftsmen to showcase their work			
tourism & footfall	attract visitors in unique hospitality experiences * agrotourism	potential strain in local infrastructure due to increased footfall	develop sustainable tourism practices	overcrowding or disruption to the local way of life
	increase tourism revenue in the region	relies on effective marketing strategies to attract tourists	partner with regional tourism boards	negative impacts due to increased traffic or waste generation
	contributes to the preservation of the rural landscape and traditional practices		promote reasonable travel & cultural sensitivity among visitors	



9 INTERVENTION

The intervention deals with the solutions for solving the degradation problems and preserving the condition of the Masseria. The before and after state that.



CONCEPT & DESIGN

10 CONCEPT & DESIGN

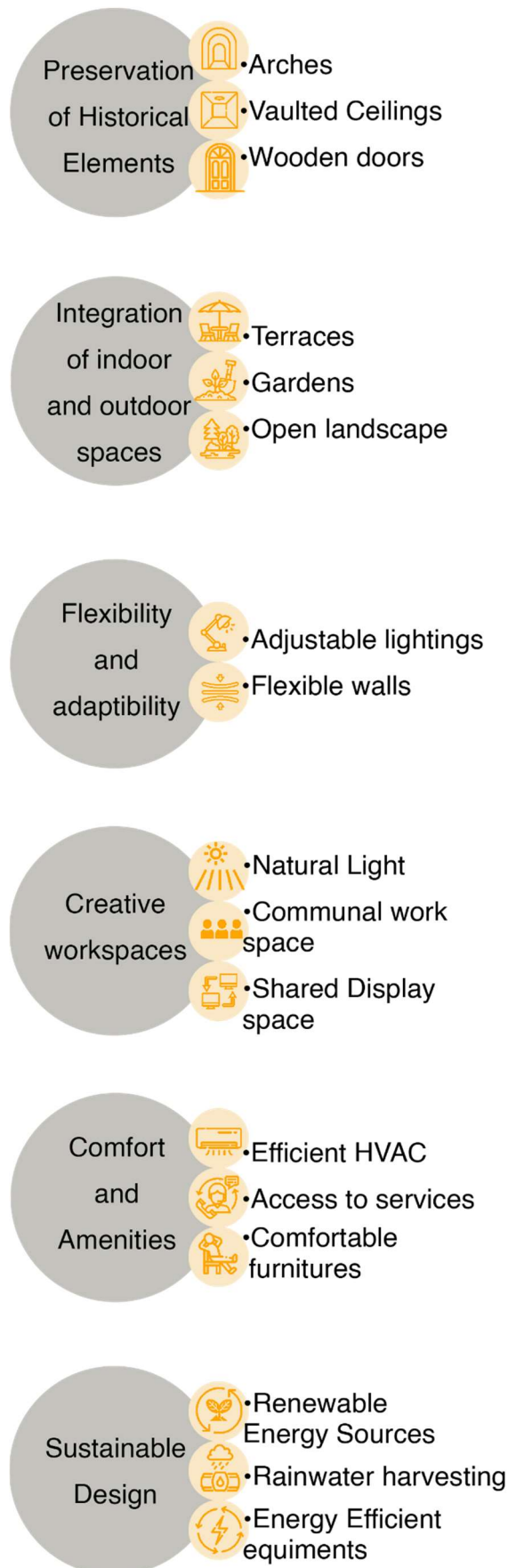
10.1 INTRODUCTION

The Masseria and its importance describe the potentials and how it would benefit for the betterment. These suggestions are made considering the case studies carried out around Masseria Martinelli and the other upcoming trends or possible solutions that would benefit the revival of Masseria. Some pre-feasibility economic considerations are also made considering the prices derived from various hotel booking websites, the costing list produced on Dafer, and other market research analysis sites.



10.2 PURPOSE

Masseria Martinelli, a symbol of Apulian cultural history, is set to be renovated in a way that honours its architectural heritage while also transforming it into a hub for artistic creation, cultural interactions, and eco-friendly initiatives. This plan prioritizes preserving important architectural elements such as arches, wooden doors, and frescoed ceilings in the new design to seamlessly integrate them. The traditional harmony of Apulian architecture will resonate through the building with large windows and courtyards connecting it to its natural surroundings. Artistic retreats, workshops, and gatherings can easily be accommodated in versatile areas equipped with movable dividers and customizable furniture, guaranteeing that the Masseria can adjust to the evolving requirements of its visitors. The Masseria will take advantage of the chance to adopt sustainability by using recycled and locally sourced materials, water-saving fixtures, energy-efficient appliances, and renewable energy sources like solar panels. Although workshops will celebrate Apulian heritage through traditional crafts and cooking classes, dedicated studio spaces and communal areas will also encourage artistic exploration and collaboration. Residency programs will promote intercultural communication and diverse perspectives. The renovation of Masseria Martinelli into a flourishing centre for creativity, intercultural communication, and eco-friendly initiatives is more than just a building process; it is a creative endeavour that will motivate generations to come.



10.3 DESIGN SUGGESTIONS

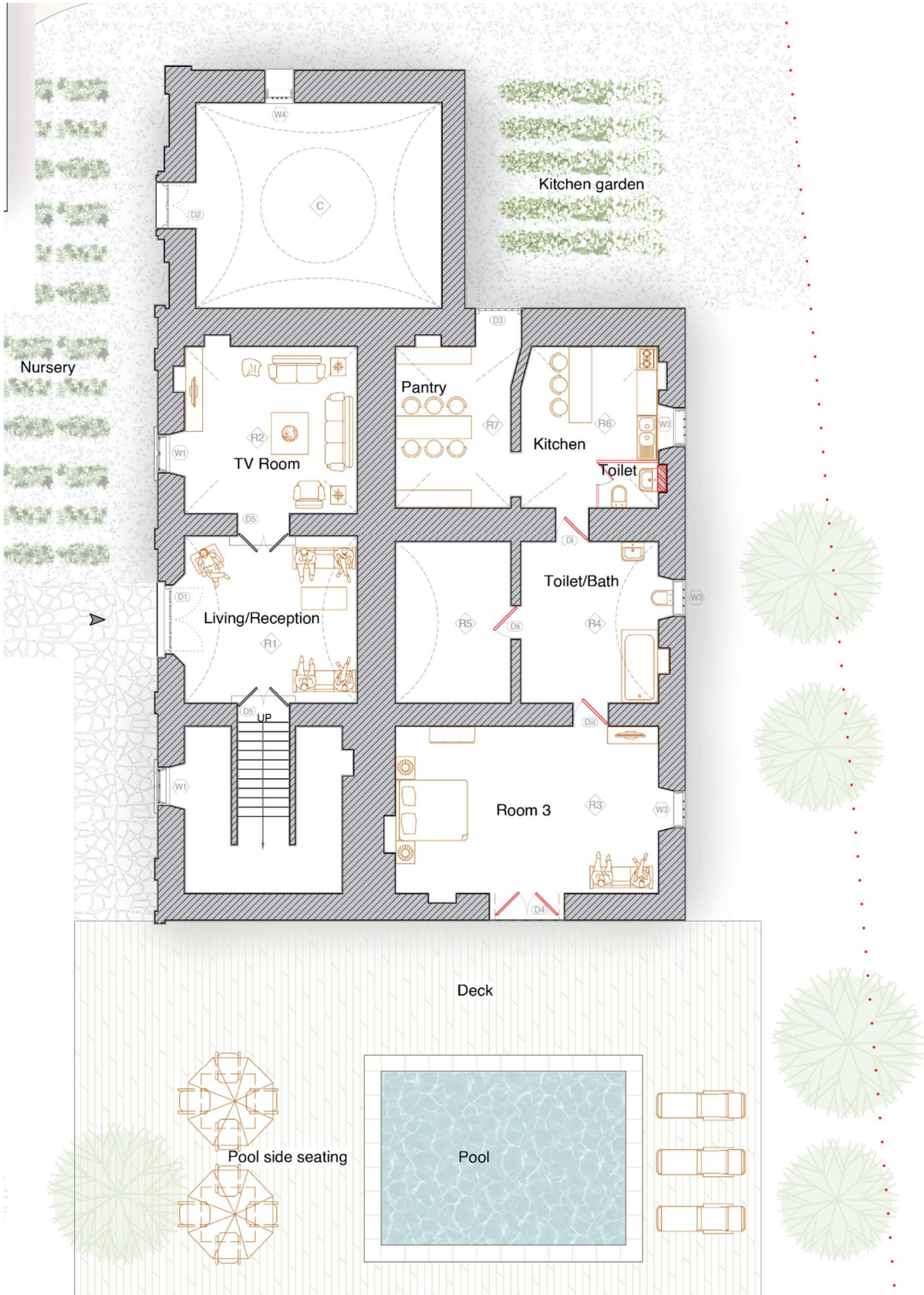
10.3.1 BNB & AGROTOURISM

The suggested BnB at Masseria Martinelli provides visitors with cosy accommodation inside its ancient walls, including a tasty breakfast in the picturesque Apulian countryside. In addition to lodging, the agrotourism aspect enables guests to participate in farming tasks, strengthening their bond with Apulian customs.

Agrotourism activities, like participating in olive harvesting in October and November, have the potential to draw in tourists during quieter times, bringing economic advantages and extra support during busy periods. Running a BnB and agrotourism business necessitates meticulous planning to comply with rules, oversee guest satisfaction, and make staffing adjustments.

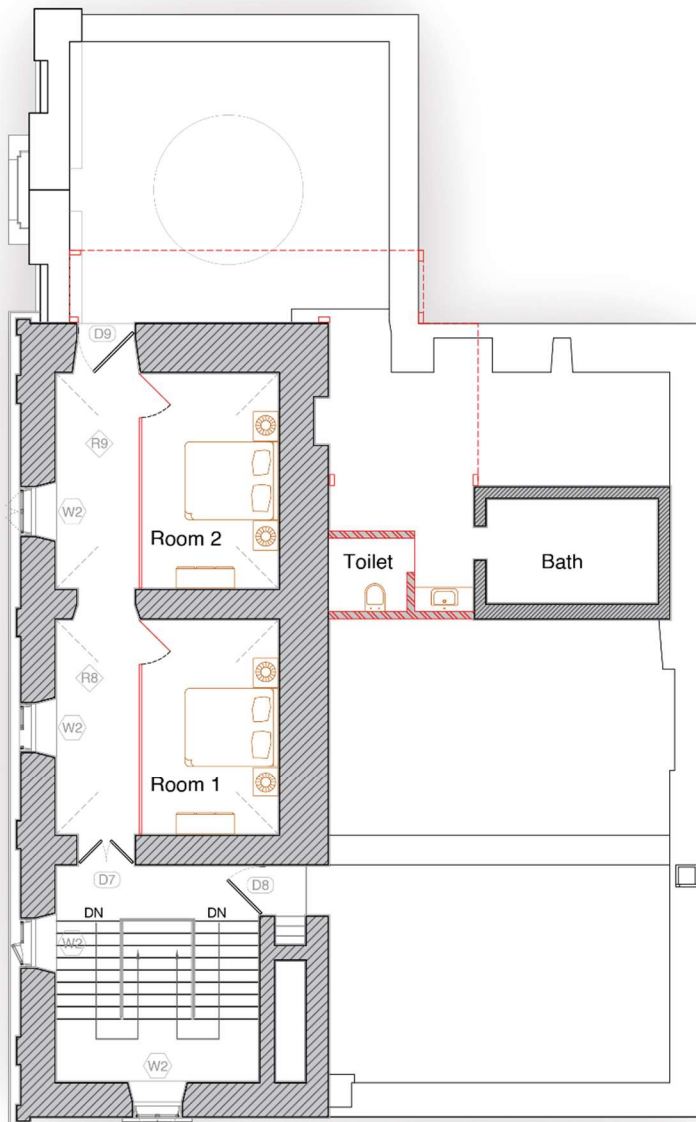
Converting Masseria Martinelli into a BnB and agrotourism spot offers a viable business chance that supports economic development and conserves Apulia's cultural legacy. Masseria Martinelli can establish itself as a frontrunner in Apulian agrotourism by offering cosy accommodations and genuine agricultural activities, drawing in visitors throughout the year and enhancing the region's liveliness.





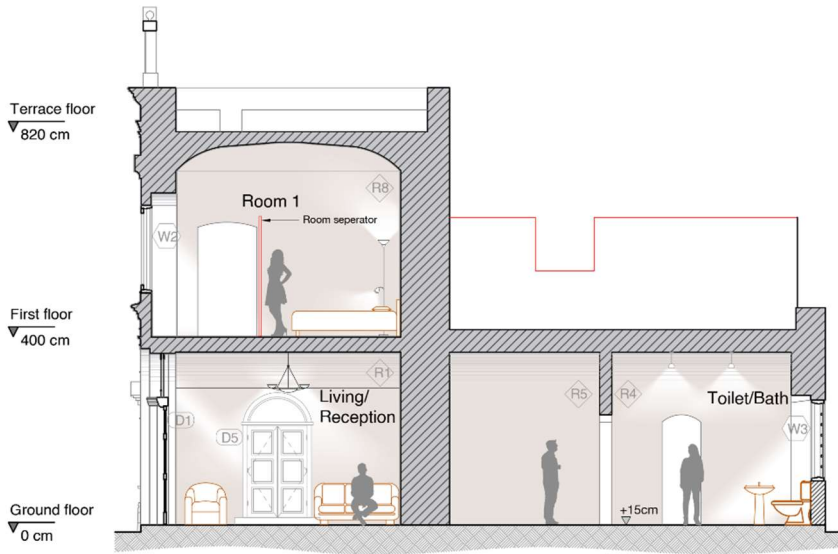
Ground floor plan



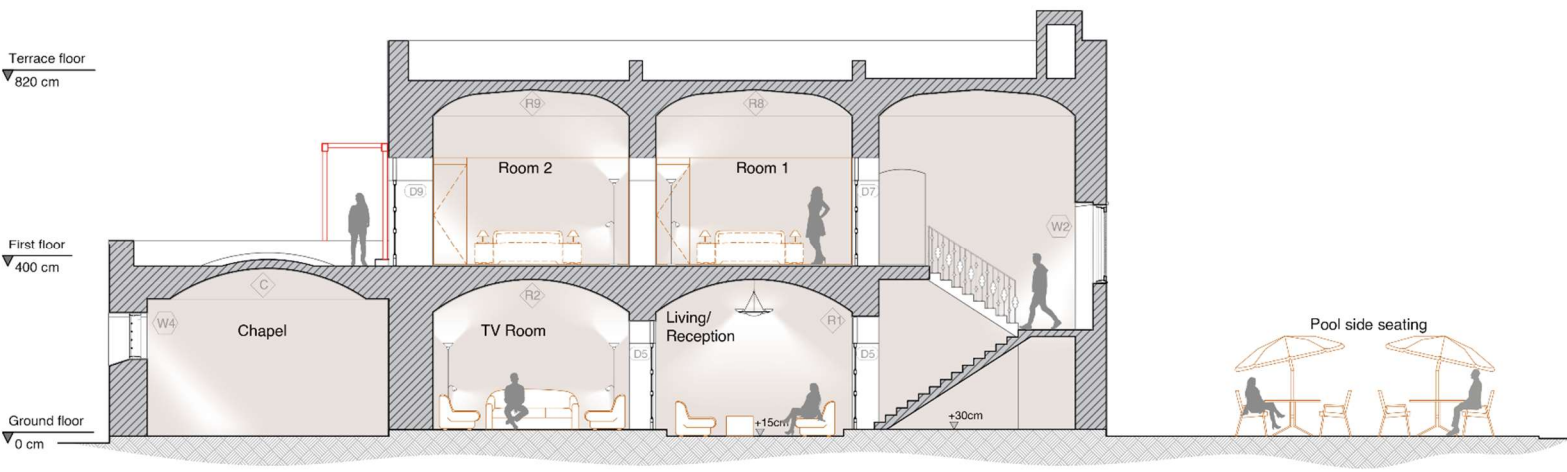


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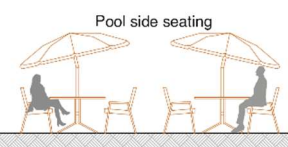




Section 2



Section 1



10.3.1.1 ECONOMIC FEASIBILITY OF MASSERIA MARTINELLI'S BNB & AGROTOURISM PROPOSAL:

Revenue Streams:

- **BnB Accommodation:** Income generated from tourist stays in the BnB rooms. Average nightly rates for BnBs in Apulia typically range from €70 to €150 depending on location, season, and amenities offered. (Refer to page number 79)
- **Agrotourism Activities:** Fees associated with guest participation in agricultural activities. Sample activities with possible pricing could include olive harvesting (€30-€50 per guest), or guided tours of the masseria's olive groves (€10-€20 per guest). (Refer to page number 89)
- **Upselling Opportunities:** Offering additional services like meals prepared with fresh, local ingredients (€25-€40 per person)

Cost Considerations:

- **Renovations and Upkeep:** Costs can vary depending on the existing condition of the Masseria. Budget €20,000 to €50,000 for basic renovations to BnB rooms (furnishings, linens, bathrooms) and ensure compliance with regulations. Factor in additional costs for upgrades to kitchens or common areas if needed for agrotourism activities.
- **Marketing and Promotion:** Developing a website, brochures, and online presence can cost €2,000 to €5,000 initially. Ongoing marketing efforts through social media or travel platforms may require €500 to €1,000 per month.
- **Operational Costs:** Daily BnB operations (cleaning supplies, linens) can cost €500 to €1,000 per month. Managing agrotourism activities (equipment, supplies) depends on the specific offerings but could require an additional €200 to €500 per month. Hiring seasonal staff during olive harvest might cost €1,000 to €2,000 for a few weeks.

Economic Advantages:

- **Extended Tourist Season:** Agrotourism activities like olive harvesting can attract visitors during traditionally slower months, leading to higher occupancy rates and increased yearly revenue.
- **Guest Participation:** Guest involvement in activities like olive harvesting can reduce labour costs for the Masseria during busy seasons.



- **Premium Pricing Potential:** The unique combination of BnB lodging in a historic setting with authentic agrotourism experiences may justify premium pricing compared to standard beachside accommodations.

Challenges and Considerations:

- **Seasonality:** While agrotourism can extend the season, Apulia's tourism industry may still experience some fluctuation in visitor numbers.
- **Competition:** The success of the BnB & Agrotourism model depends on effectively standing out from other similar establishments in the area.
- **Management:** Managing guest experiences, ensuring regulatory compliance, and potentially coordinating seasonal staff require careful planning and skilled personnel.

Overall, transforming Masseria Martinelli into a BnB & Agrotourism destination presents a promising economic opportunity. By carefully considering the revenue streams, cost factors (estimated ranges provided above for planning purposes), and potential challenges, the proposal can be developed into a sustainable business model that fosters economic growth for the masseria while preserving Apulia's cultural heritage.



10.3.2 EVENTS VENUE

Masseria Martinelli's expansive grounds and historical charm possess immense potential as a unique events venue, offering a distinct advantage of year-round functionality. Unlike traditional tourism experiences that rely on seasonal weather, Masseria Martinelli can accommodate events throughout the year. This versatility allows for breathtaking weddings amidst the vibrant greens of spring, intimate gatherings under the warm summer sun, or cosy celebrations warmed by autumnal hues, all set against the timeless beauty of the Apulian landscape. Neighbouring Masserie have successfully hosted weddings, and Martinelli's expansive land provides ample space for creating truly grand celebrations. The inherent beauty of the farm, with its rolling fields and rustic architecture, serves as a natural backdrop that complements any event aesthetic. This transformation creates exciting opportunities for local artists and wedding planners to showcase their talents, fostering a collaborative environment that benefits the entire community. Furthermore, the historical significance of the Masseria adds a layer of prestige and cultural immersion to any event, making it a truly unforgettable location.

Positive Points:

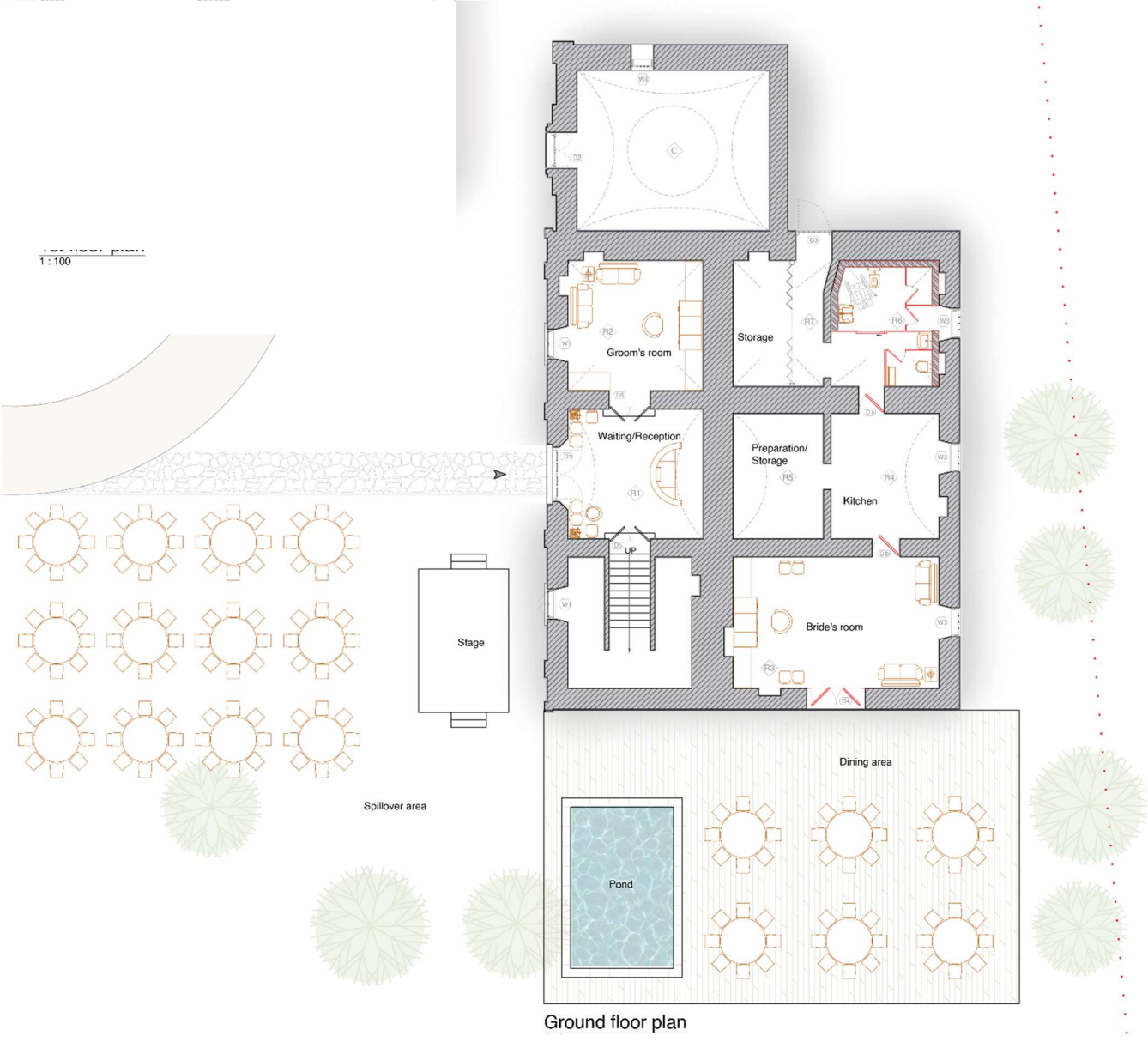
- **Year-round Functionality:** Events are not restricted to peak tourist seasons, leading to a more consistent income flow.
- **Diverse Event Potential:** The venue can accommodate weddings, corporate events, private parties, and even artistic or cultural gatherings.
- **Community Collaboration:** Partnerships with local vendors stimulate the local economy and create a collaborative network.
- **Prestige and Cultural Appeal:** The historical significance adds a unique charm to any event.

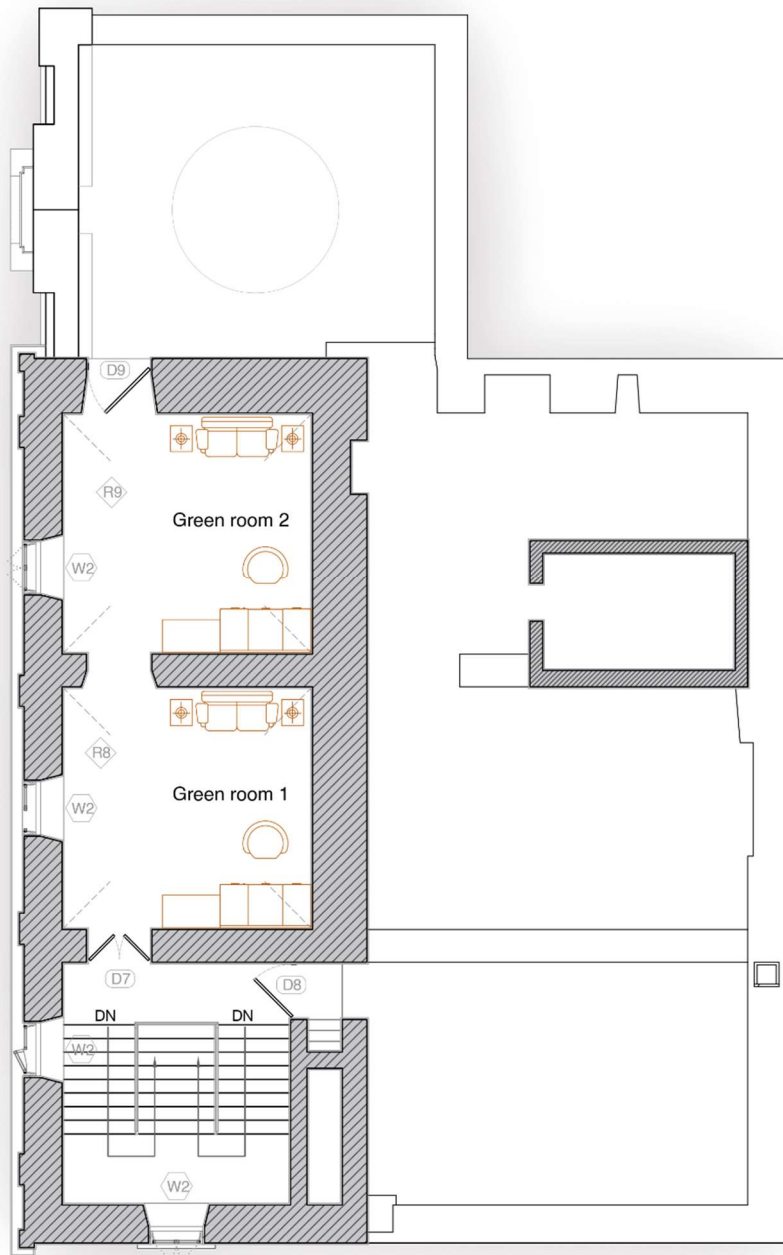
Challenges and Considerations:

- **Competition:** Success hinges on effectively marketing the Masseria and standing out from other event venues in the area.
- **Weather Variability:** Mitigating factors like tents or heaters might be needed for events during colder or wetter months.
- **Logistics and Management:** Effectively managing event logistics (catering, rentals, guest needs) requires skilled personnel and strong organizational planning.



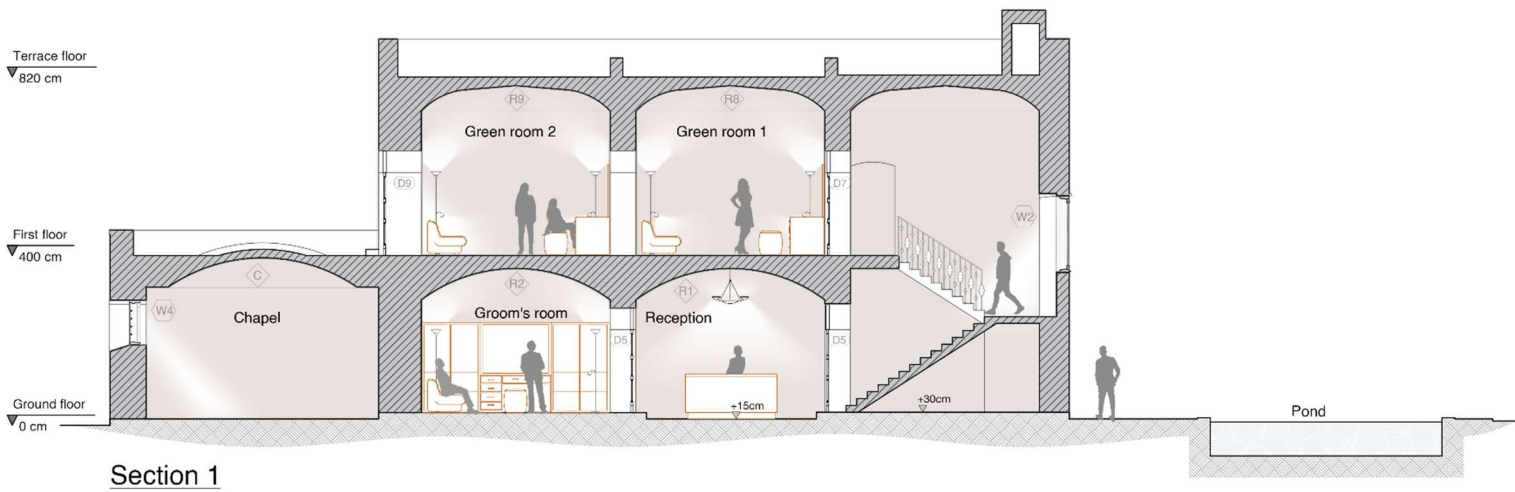
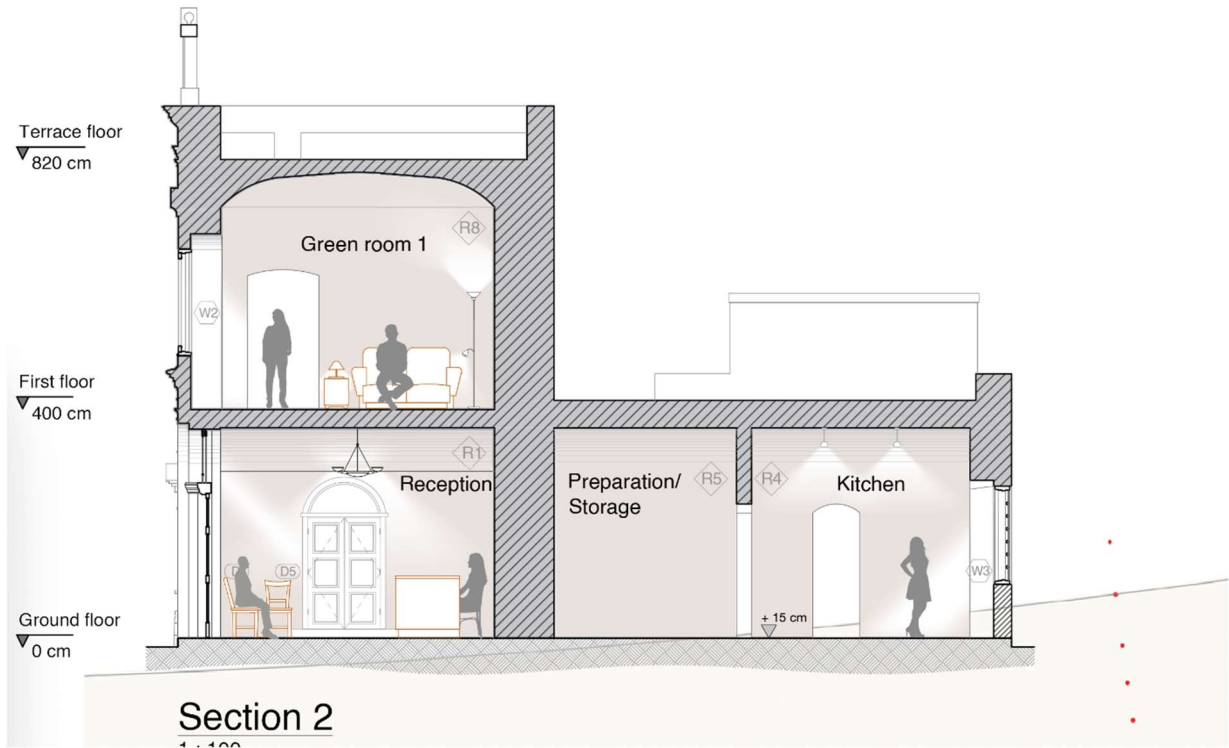
Overall, transforming Masseria Martinelli into an events venue presents a promising economic opportunity. By carefully considering the cost factors, potential challenges, and the unique advantage of year-round functionality, Masseria Martinelli can develop a sustainable business model that leverages its charm and historical significance to become a sought-after events destination in Apulia.





1st floor plan





10.3.2.1 ECONOMIC FEASIBILITY OF MASSERIA MARTINELLI AS AN EVENTS VENUE:

Revenue Streams:

- **Event Venue Rental:** Charging rental fees for weddings, corporate events, or private parties held at the Masseria. Rates can vary depending on the event size, duration, and amenities offered, but could range from €2,000 to €10,000 per event. (as per the verbal conversation with a person (anonymous) who used their services for a wedding event for 50 guests.)
- **Partnerships:** Collaborating with local vendors like caterers, florists, or entertainment providers can create revenue-sharing opportunities or referral fees.
- **Upselling Services:** Offering additional services like on-site catering, furniture rentals, or overnight accommodations for event guests can generate further income.

Cost Considerations:

- **Venue Preparation:** Depending on the desired level of functionality, renovations may be required to create designated event spaces (restrooms, catering areas, dance floors). Costs can range from €10,000 to €30,000.
- **Equipment and Furnishings:** Purchasing or renting tables, chairs, linens, lighting, and other event essentials can cost €2,000 to €5,000 initially.
- **Marketing and Promotion:** Developing a website showcasing the Masseria as an event venue and marketing efforts through targeted advertising can cost €1,000 to €2,000 initially and €500 to €1,000 per month for ongoing promotion.
- **Operational Costs:** Costs associated with cleaning, staffing (security, maintenance) during events, and potential waste disposal can vary depending on the event size but could range from €500 to €1,500 per event.

Economic Advantages:

- **High Revenue Potential:** Event rentals can generate significant income, especially when compared to traditional agricultural yields.
- **Extended Revenue Streams:** The ability to host events throughout the year, beyond peak tourist seasons, provides a more consistent income flow.
- **Community and Local Business Benefits:** Partnerships with local vendors stimulate the local economy and create a collaborative network.

Challenges and Considerations:



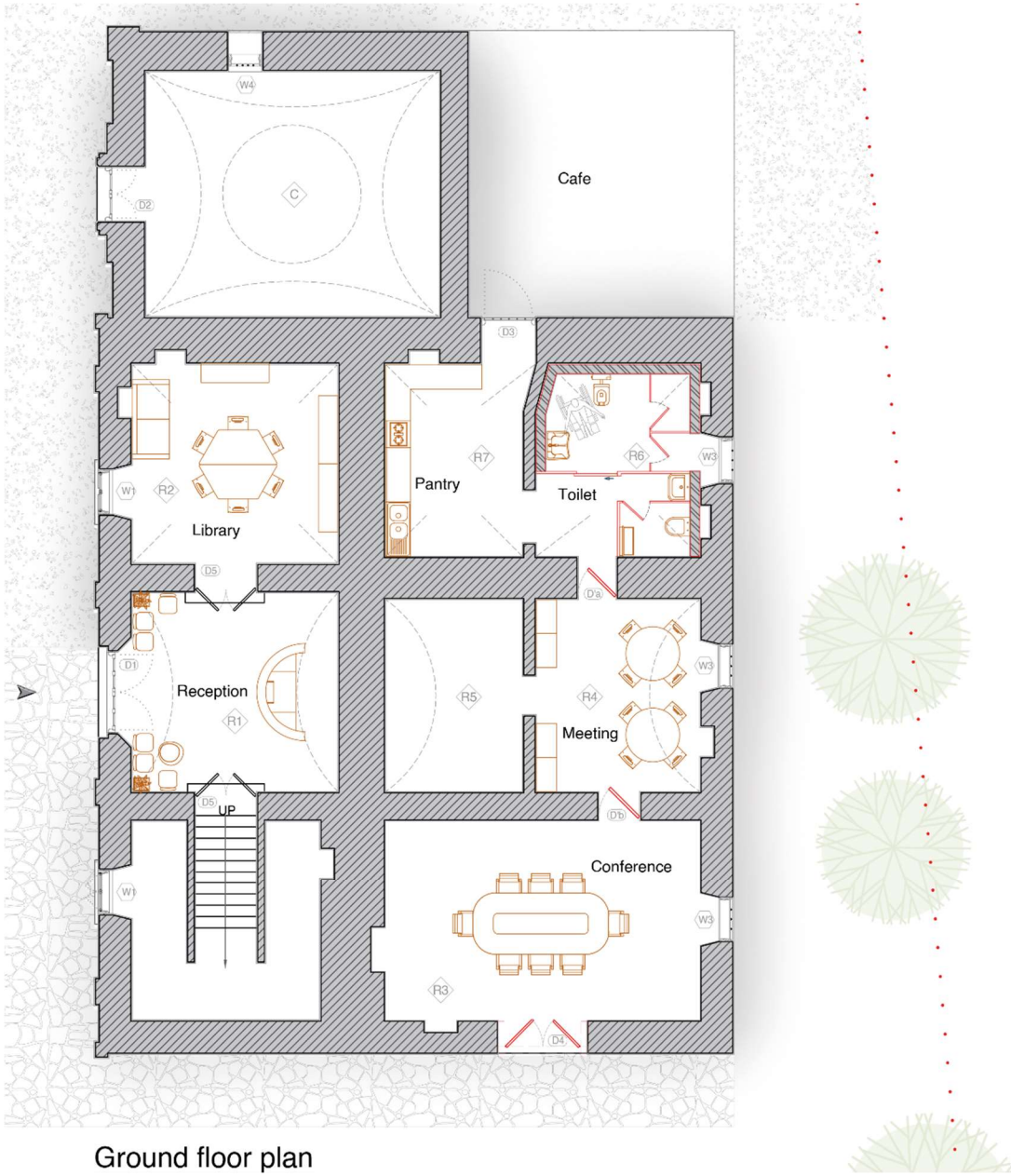
- **Competition:** Success hinges on effectively marketing the Masseria and standing out from other event venues in the area.
- **Regulations:** Ensure compliance with local regulations regarding noise levels, parking, and safety measures for large gatherings.
- **Logistics and Management:** Effectively managing event logistics (catering, rentals, guest needs) requires skilled personnel and strong organizational planning.

Overall, transforming Masseria Martinelli into an events venue presents a promising economic opportunity. While initial investments in renovations and marketing are required, the potential for high revenue generation through event rentals and partnerships makes this a compelling proposition. By carefully considering the cost factors and potential challenges, Masseria Martinelli can develop a sustainable business model that leverages its unique charm and historical significance to become a sought-after events venue in Apulia.



10.3.3 CO-WORKING STUDIOS

A Revitalized Co-working Destination in Apulia Masseria Martinelli can be transformed into a unique co-working destination, catering to the growing trend of remote work. This transition leverages the tranquillity of the Apulian landscape, offering a distinctive alternative to traditional co-working spaces. Beyond serving as a workspace, the facility can host corporate events, meetings, and conferences, fostering collaboration in a refreshing environment. Masseria Martinelli would provide high-speed Wi-Fi, dedicated workspaces, and relaxation zones. Flexible rental options can accommodate both short-term digital nomads and remote teams. This transformation aims to attract remote workers, boosting tourism and creating a symbiotic relationship with nearby masserie for accommodation needs. The space promotes a healthy work-life balance and offers on-site activities like olive harvesting. Despite challenges like ensuring reliable internet and building a vibrant community, this co-working concept aligns with modern work culture and enhances the Apulian hospitality system.

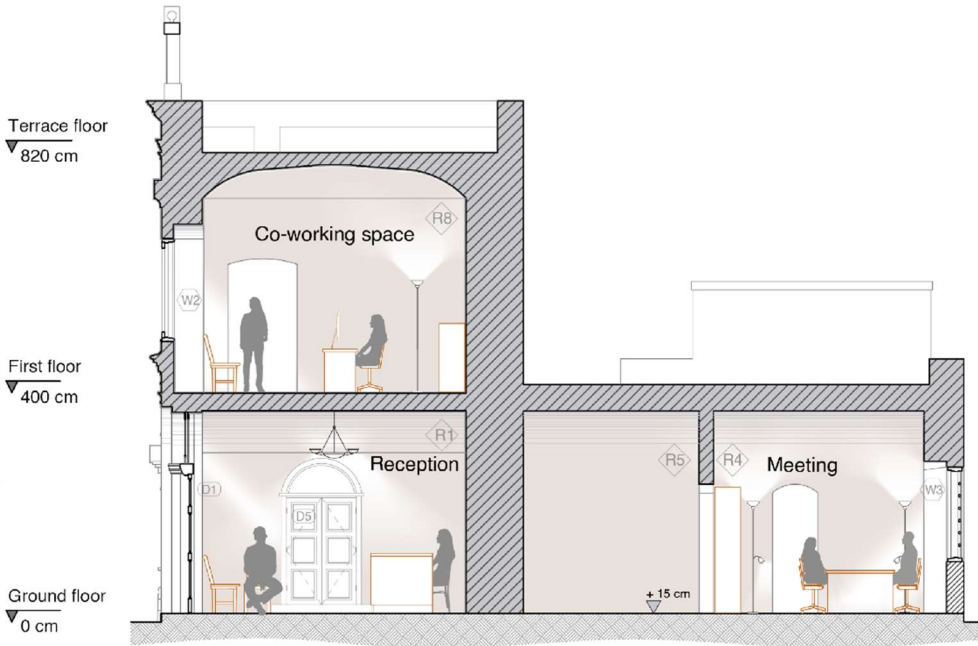


Ground floor plan

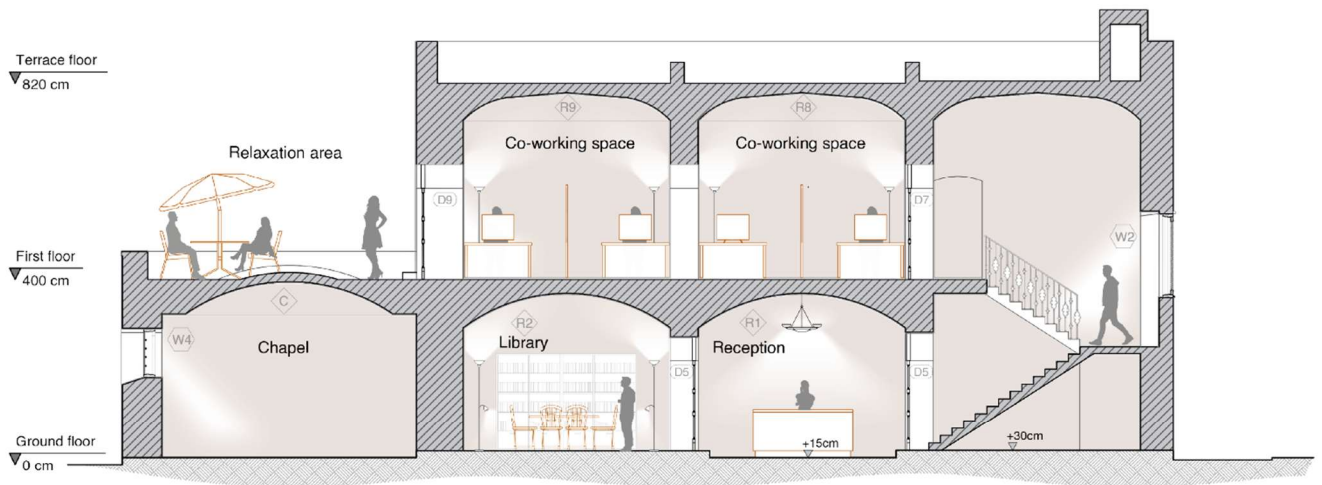


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Section 2



Section 1

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10.3.3.1 ECONOMIC FEASIBILITY OF MASSERIA MARTINELLI AS A CO-WORKING SPACE:

Revenue Streams:

- **Co-working Memberships:** Monthly or annual membership fees charged to individuals or teams for access to the co-working space, including Wi-Fi, dedicated work areas, and common amenities. Rates can vary depending on the level of membership (basic, premium, with additional services) but could range from €200 to €500 per month per person.
- **Meeting Room Rentals:** Offering dedicated meeting rooms for rent by co-working members or external companies for presentations, conferences, or team collaborations. Fees can range from €50 to €200 per hour depending on room size and amenities.
- **Event Hosting:** Potential to host larger corporate retreats, workshops, or networking events within the co-working space, generating additional income.

Cost Considerations:

- **Renovations and Upgrading:** Converting existing Masseria structures into functional co-working spaces may require renovations to create dedicated work areas, meeting rooms, and common areas (breakout zones, cafes). Costs can range from €20,000 to €50,000 depending on the scale of modifications.
- **Technology and Equipment:** High-speed Wi-Fi installation, furniture for workspaces and common areas, along with office equipment (printers, scanners) can cost €5,000 to €10,000 initially.
- **Marketing and Promotion:** Developing a website showcasing the co-working space, online marketing efforts, and potentially attending industry events can cost €1,000 to €2,000 initially and €500 to €1,000 per month for ongoing promotion.
- **Operational Costs:** Costs associated with internet service subscriptions, utilities, cleaning supplies, and potentially co-working management software can range from €1,000 to €2,000 per month.

Economic Advantages:

- **Recurring Revenue Stream:** Membership fees provide a predictable and recurring source of income.
- **Flexible Revenue Streams:** Additional income can be generated through meeting room rentals, event hosting, and potential partnerships with local businesses (caterers, coffee shops).



- **Synergy with Local Hospitality:** Focus on co-working attracts digital nomads who require accommodation, benefiting nearby masserie.

Challenges and Considerations:

- **Building a Community:** Creating a vibrant co-working atmosphere and attracting members, especially initially, may require dedicated effort.
- **Competition:** Success depends on effectively marketing the co-working space and standing out from existing options in the region.
- **Technology Maintenance:** Ensuring reliable internet connectivity in a rural setting might require additional investments and ongoing maintenance.

Overall, transforming Masseria Martinelli into a co-working space presents a promising economic opportunity. While initial investments are required for renovations, technology, and marketing, the potential for recurring revenue through memberships and additional services makes this a compelling proposition. By fostering a productive and inspiring work environment, collaborating with neighbouring masserie, and effectively targeting the digital nomad demographic, Masseria Martinelli can become a sought-after co-working destination in Apulia.



10.3.4 ARTS, CULTURAL & HERITAGE CENTRE

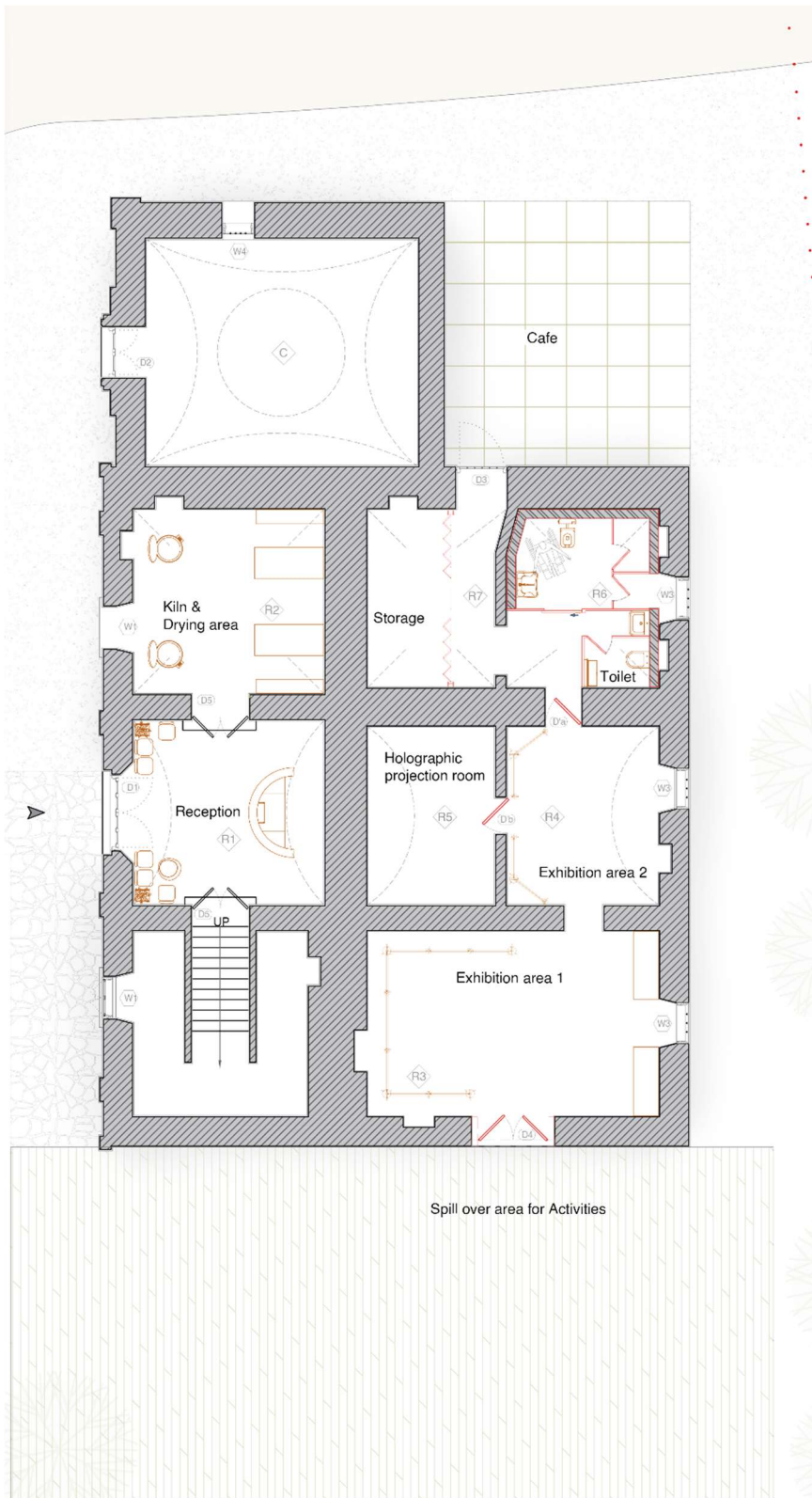
Puglia has a rich cultural background, and Masseria Martinelli can be converted into a hub that honours its artistic essence. This establishment would serve as a sanctuary for a variety of artistic representations in the region, from the lively rhythms of the Pizzica dance to the long-standing practice of pasta crafting. Puglia is known for producing talented artists, and the centre will honour this tradition by displaying the exceptional ceramic work from Grottaglie and the detailed papier-mâché creations from Lecce.

Local artists would experience great advantages. Exhibition areas would allow them to display their creations, while exclusive studios and workshops would offer a space for well-known artists such as sculptor Pino Pascali or contemporary artist Maria Mazzotta to improve their skills and teach through workshops or presentations. This doesn't just boost individual artists but also enhances the overall cultural and artistic legacy of Puglia.

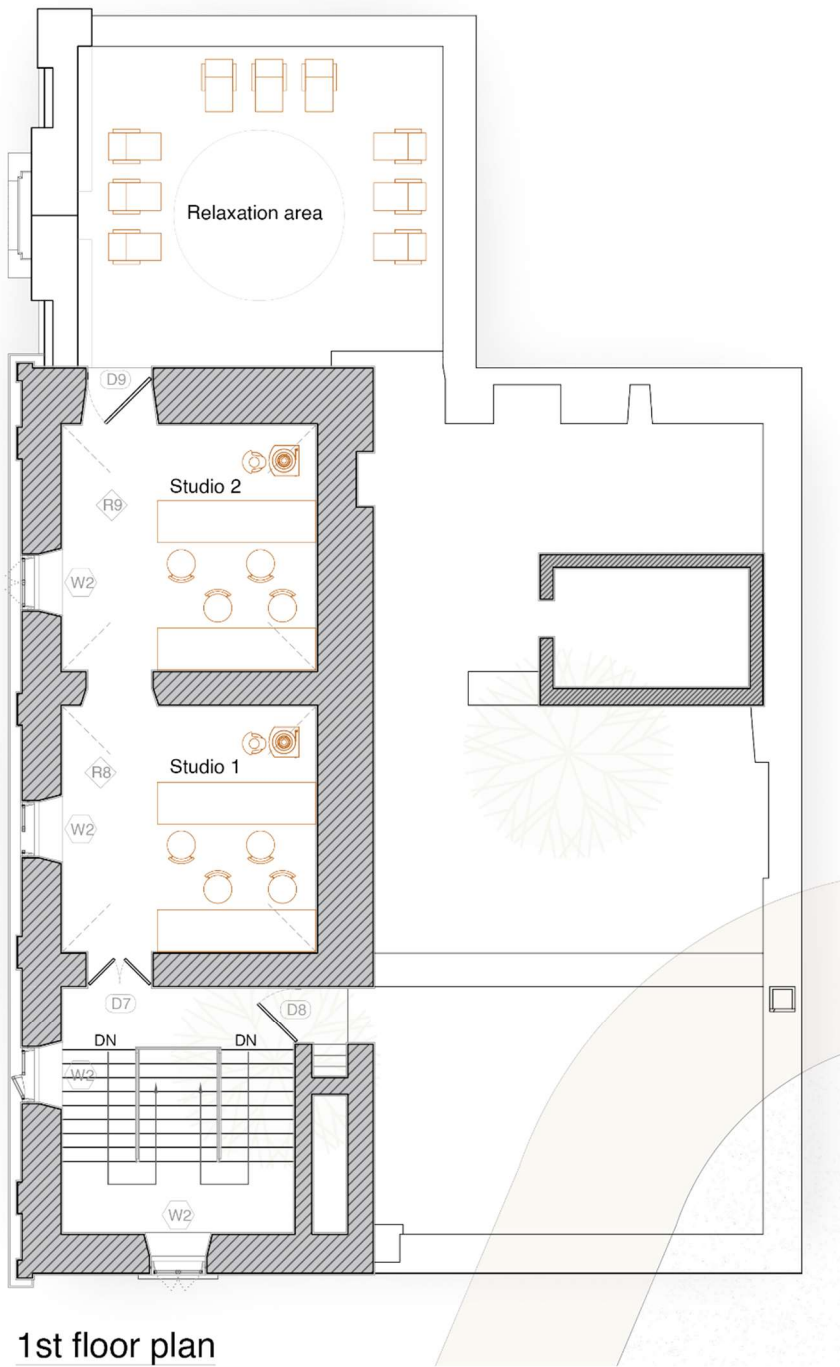
Located in Mola di Bari, Masseria Martinelli provides an ideal setting for a convention centre tailored for artists. Picture a place where artists such as painters, sculptors, musicians like folk singer-songwriter Riccardo Tesi, and dancers dedicated to preserving the Pizzica tradition come together to showcase their skills and motivate each other. The countryside location provides a unique benefit. Artists can discover peace and inspiration in nature, away from the noise of the city, which may help speed up their creative process.

Some obstacles must be overcome. Efforts may be needed to attract enough artists and build the reputation of the centre. Moreover, it is essential to have effective marketing and promotion plans in place to guarantee the success of the centre. In general, the idea of turning Masseria Martinelli into a centre for arts, culture, and heritage is a thrilling chance. Masseria Martinelli has the potential to become a cultural landmark in the region by nurturing a thriving artistic community, honouring Apulian traditions, and offering a space for creative expression, ultimately drawing in visitors and enhancing the area's artistic heritage.



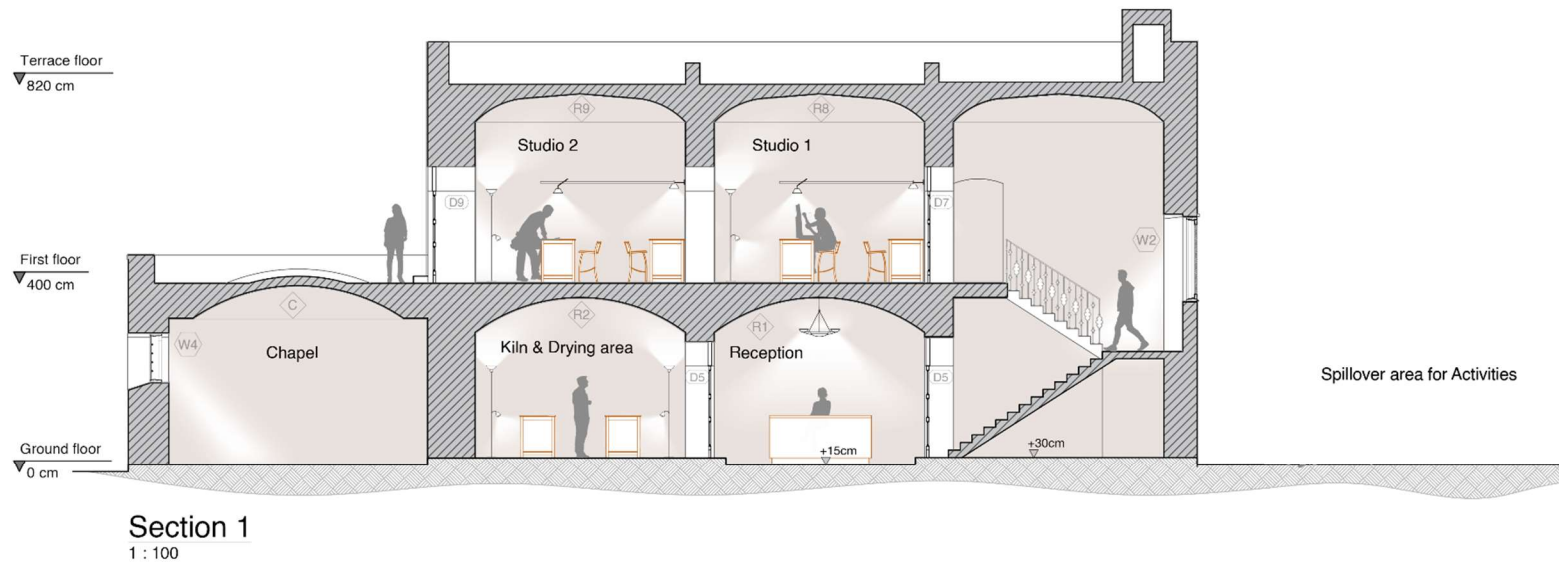
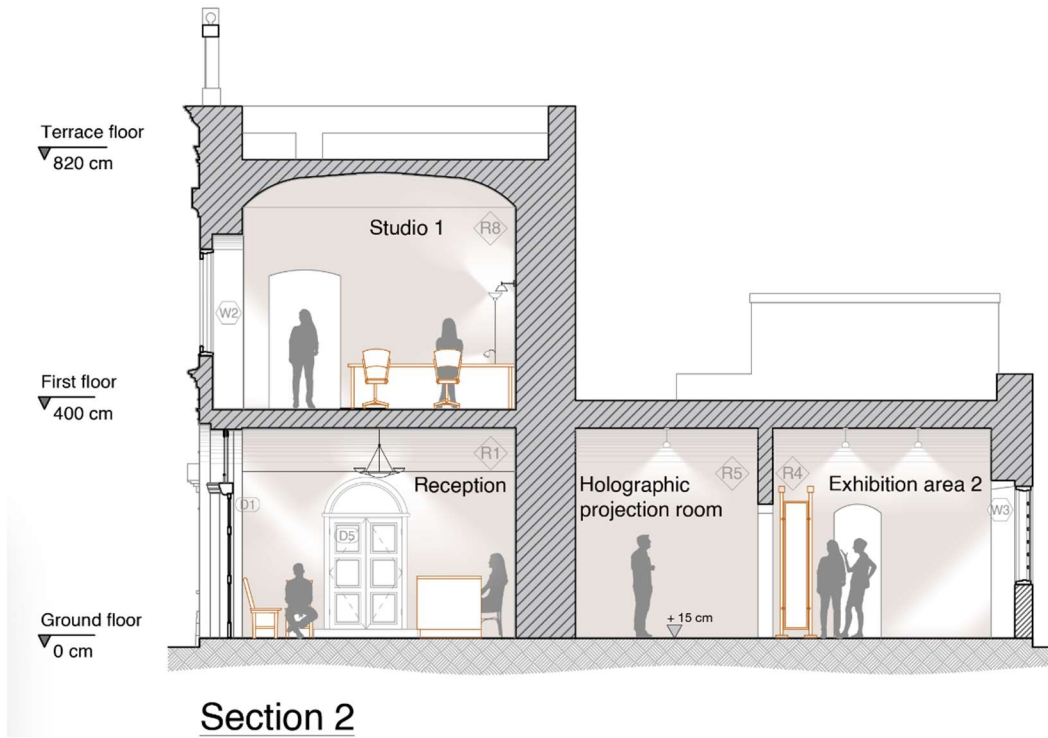


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10.3.4.1 ECONOMIC FEASIBILITY OF MASSERIA MARTINELLI AS AN ARTS, CULTURAL & HERITAGE CENTER:

Revenue Streams:

- **Artist Membership Fees:** Tiered membership options for local artists providing access to studio space, exhibition opportunities, workshops, and networking events. Fees could range from €100 to €300 per month depending on the level of membership benefits.
- **Event Fees:** Hosting art exhibitions, cultural performances, workshops, or artist talks can generate income through ticket sales or rental fees for the event space. Rates can vary depending on the event type and scale but could range from €50 to €500 per event.
- **Educational Programs:** Offering art classes, workshops, or demonstrations led by local artists can attract tourists and generate income through registration fees. Fees could range from €20 to €100 per workshop depending on the duration and materials included.
- **Gift Shop:** Selling locally-produced art, crafts, and cultural souvenirs can provide an additional revenue stream.

Cost Considerations:

- **Renovations and Upgrading:** Converting existing Masseria structures into functional studios, exhibition spaces, performance areas, and classrooms may require renovations. Costs can range from €20,000 to €50,000 depending on the scale of modifications.
- **Art Supplies and Equipment:** Equipping studios with basic art materials, installing sound systems for performances, or purchasing presentation equipment for workshops can cost €5,000 to €10,000 initially.
- **Marketing and Promotion:** Developing a website showcasing the centre, online marketing efforts, and potentially collaborating with local tourism boards can cost €1,000 to €2,000 initially and €500 to €1,000 per month for ongoing promotion.
- **Operational Costs:** Costs associated with utilities, cleaning supplies, staffing for workshops or events, and potential artist residencies can range from €1,000 to €2,000 per month.



Economic Advantages:

- **Sustainable Revenue Streams:** Membership fees, event rentals, and educational programs can create a diversified income structure.
- **Community Development:** Supports local artists, fosters cultural exchange, and potentially attracts grants or sponsorships.
- **Alignment with Tourism Industry:** Complements the existing tourism sector in Apulia by offering unique cultural experiences.

Challenges and Considerations:

- **Building a Reputation:** Establishing the centre as a credible platform for Apulian arts might require initial effort.
- **Programming and Events:** Curating a diverse and engaging calendar of exhibitions, performances, and workshops is crucial for attracting visitors.
- **Financial Sustainability:** Balancing program offerings with operational costs may require careful planning and potential grant applications.

Overall, transforming Masseria Martinelli into an Arts, Cultural & Heritage Centre presents an opportunity to celebrate Apulian art while generating economic benefits. By creating a sustainable business model that combines artist memberships, events, educational programs, and a potential gift shop, Masseria Martinelli can become a vibrant hub for artistic expression, attracting visitors, and enriching the cultural landscape of the region.



10.3.5 COOKING SCHOOL

Transforming Masseria Martinelli into a haven for Apulian cuisine presents a delightful opportunity. Visitors can embark on a hands-on exploration, learning the secrets behind iconic dishes like orecchiette (ear-shaped pasta) and pastichiotti (ricotta-filled pastries). Under the guidance of skilled instructors, participants can master the art of crafting fresh pasta, simmering rich sugo sauces, and recreating other regional staples.

The proximity of Mola di Bari to the Adriatic Sea adds a fresh twist. Fresh seafood becomes a key ingredient, inspiring dishes that showcase the bounty of the Mediterranean. This focus on fresh, local produce aligns perfectly with the Italian approach to cooking, which prioritizes quality and simplicity.

Masseria Martinelli wouldn't just be a cooking school; it would be a platform for local talent. Established chefs and passionate home cooks can share their knowledge and skills with the world. Participants will gain valuable insights into the proper use of ingredients, particularly the prized Apulian olive oil, going beyond simply learning recipes.

These culinary adventures promise more than just technical skills; they foster a sense of connection. Collaborate with fellow travellers, create delicious meals, and savour the fruits (or rather, vegetables!) of your labour with a resounding "*Buon appetito!*" Masseria Martinelli's cooking and culinary school promises an unforgettable experience, allowing visitors to bring a taste of Apulia back home and recreate authentic Italian meals for years to come.

10.3.5.1 ECONOMIC FEASIBILITY OF MASSERIA MARTINELLI AS A CULINARY IMMERSION PROGRAM AND MARKETPLACE:

Revenue Streams:

- **Cooking Class Fees:** Offer tiered pricing for cooking classes based on duration, complexity, and ingredients. Fees could range from €50 to €150 per person per class.
- **Marketplace Sales Commission:** Local producers can sell their products through the on-site marketplace, with Masseria Martinelli charging a commission on each sale (10-20%).
- **Special Events and Workshops:** Host additional revenue-generating events like chef demonstrations, wine tastings, or seasonal cooking workshops. Fees could range from €20 to €100 per person depending on the event.



- **Packaged Culinary Experiences:** Develop multi-day packages combining cooking classes, market visits, and farm-to-table dinners. Prices could range from €500 to €1,000 per person depending on the length and inclusions.

Cost Considerations:

- **Kitchen and Equipment Upgrades:** Transforming existing spaces into functional kitchens for classes and demonstrations may require renovations and equipment purchases. Costs could range from €20,000 to €50,000 depending on the scale of modifications.
- **Ingredient Procurement:** Sourcing fresh, high-quality ingredients for classes and the marketplace can be an ongoing cost. Budgeting for seasonal variations is crucial.
- **Instructor and Staff Salaries:** Hiring qualified instructors, marketplace facilitators, and additional staff for operations is necessary. Costs can vary depending on experience and staffing needs.
- **Marketing and Promotion:** Developing a website showcasing the program and marketplace, online advertising, and potentially collaborating with local tourism boards can cost €1,000 to €2,000 initially and €500 to €1,000 per month for ongoing promotion.

Economic Advantages:

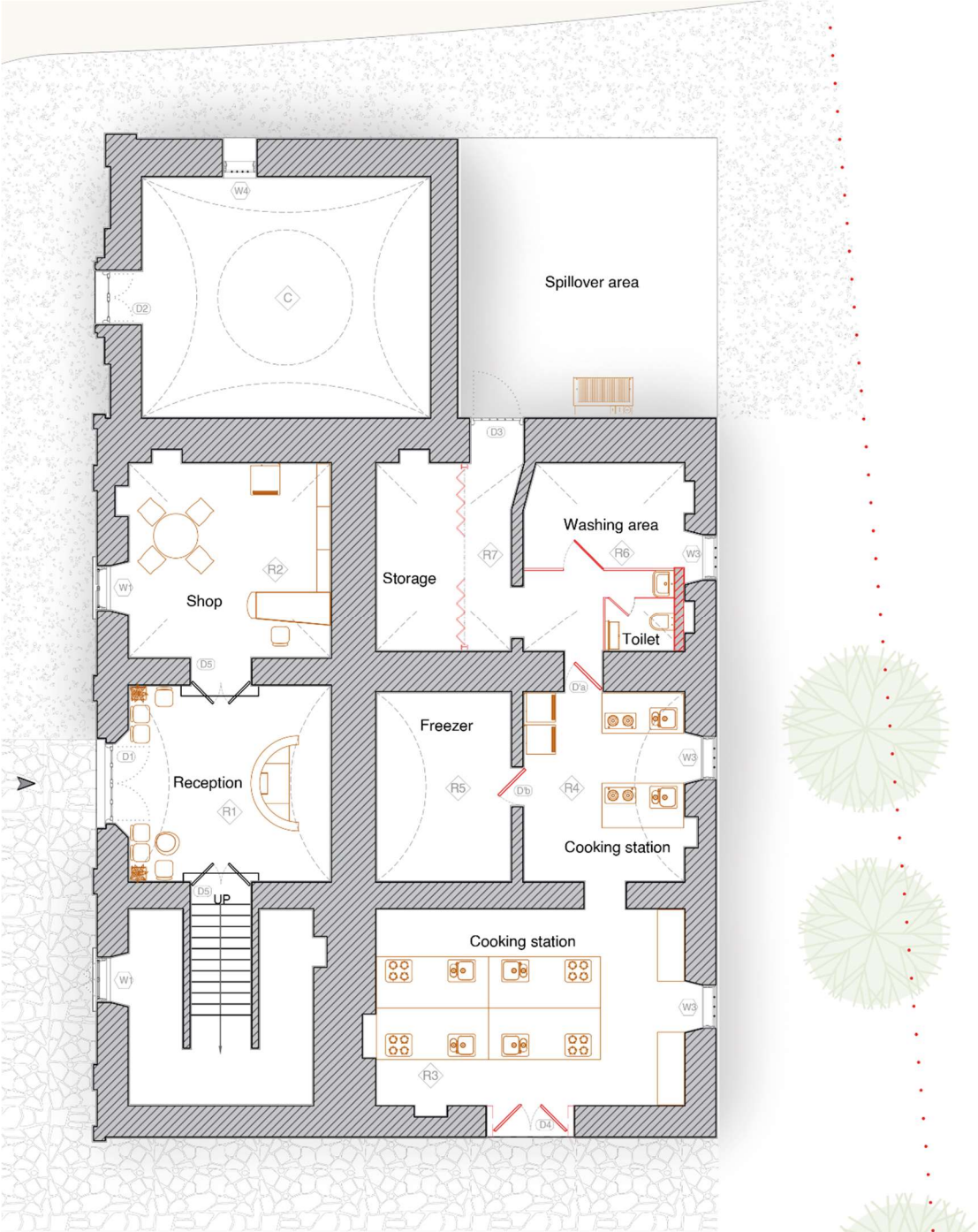
- **Recurring Revenue Streams:** A combination of class fees, marketplace commissions, and event income creates a diversified revenue structure.
- **Increased Visitor Spending:** Visitors attending cooking classes are likely to spend more on accommodation, dining, and local products.
- **Support for Local Economy:** The marketplace empowers local producers and shortens the farm-to-table distance.

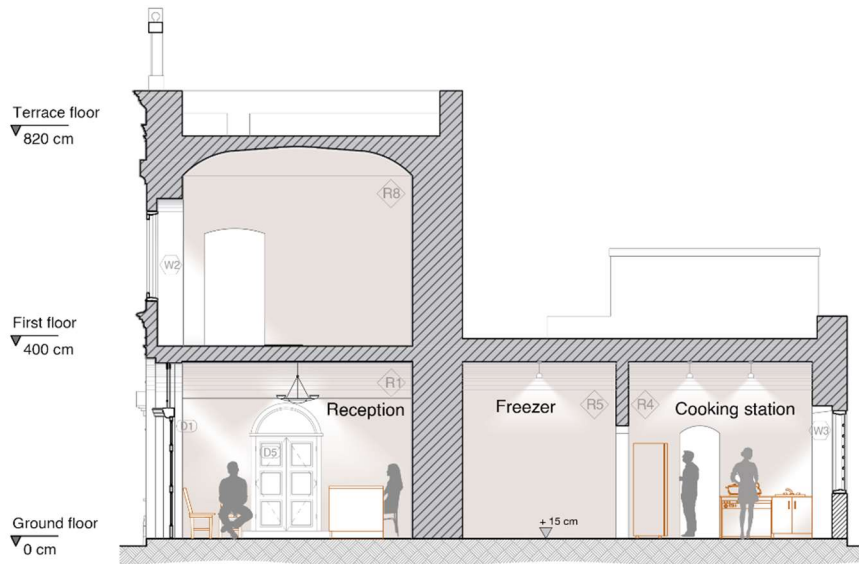
Challenges and Considerations:

- **Building a Reputation:** Establishing the program and marketplace may require initial effort to attract participants and vendors.
- **Seasonality:** Catering to tourist influxes might necessitate adjusting course offerings and marketplace inventory throughout the year.
- **Financial Sustainability:** Balancing program costs with operational expenses may require careful planning and potential grant applications.

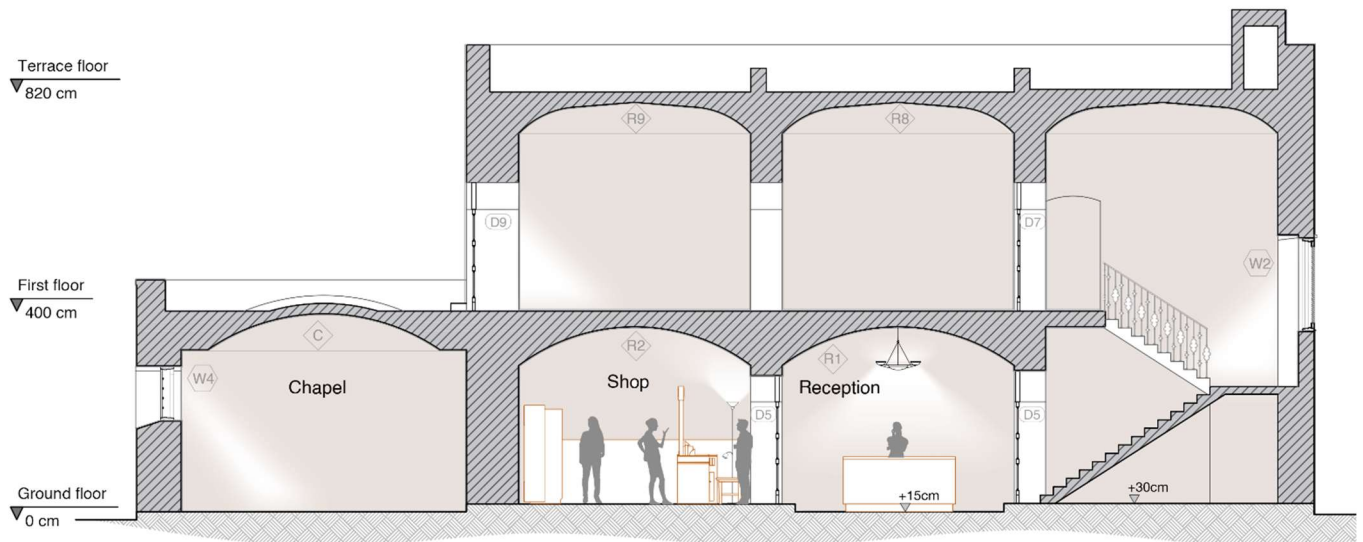


Overall, transforming Masseria Martinelli into a Culinary Immersion Program and Marketplace presents a promising opportunity to celebrate Apulian cuisine while generating economic benefits. By creating a sustainable business model that combines revenue streams and fosters local partnerships, Masseria Martinelli can position itself as a premier culinary destination in Apulia.





Section 2



Section 1



10.3.6 OLIVE OIL & ARTISANAL WINE TASTING

Masseria Martinelli has the potential to become a haven for those seeking a deeper appreciation for Apulian wines and olive oils. Visitors can embark on a journey that unveils the time-honoured traditions and meticulous processes behind these regional treasures.

Vineyard to Wine: A Hands-on Exploration:

Imagine touring sun-drenched vineyards, where rows of grapes ripen under the warm Italian sky. Guides can explain the different grape varieties cultivated in Apulia, each contributing unique characteristics to the final wine. Following the harvest, visitors can witness the transformation of fruit into must firsthand. The traditional method utilizes a *torchio*, a large press that gently squeezes the juice from the grapes. This hands-on experience allows visitors to participate in a crucial step of the winemaking process.



Photo 10-1: *Torchio* for extracting juice from the grapes. An artisanal and small-scale rural way to produce wine.

The journey doesn't end there. The centre can showcase the fermentation process, where the grape must transform into wine through the action of yeast. Visitors can learn about the different fermentation techniques employed and how they impact the final flavour profile. The culmination of this exploration could be a tasting session featuring the Masseria's own, locally produced wines. Experts can guide participants through the sensory experience, teaching them to identify subtle aromas and flavours.

A Celebration of Apulian Olive Oil:

While on-site olive oil production might not be feasible, Masseria Martinelli can become a platform for showcasing the region's prized liquid gold. A curated selection of local, organic olive oils could be available for tasting. Visitors can savour the delicate flavours paired with simple bread or bruschetta, appreciating the essence of Apulian olive oil. This creates a vibrant marketplace for local producers to present their freshly pressed offerings alongside other regional products. Imagine browsing through displays of plump grapes, brined olives, and perhaps even beautiful, hand-crafted pottery for serving.



Beyond the Tasting: Education and Appreciation:

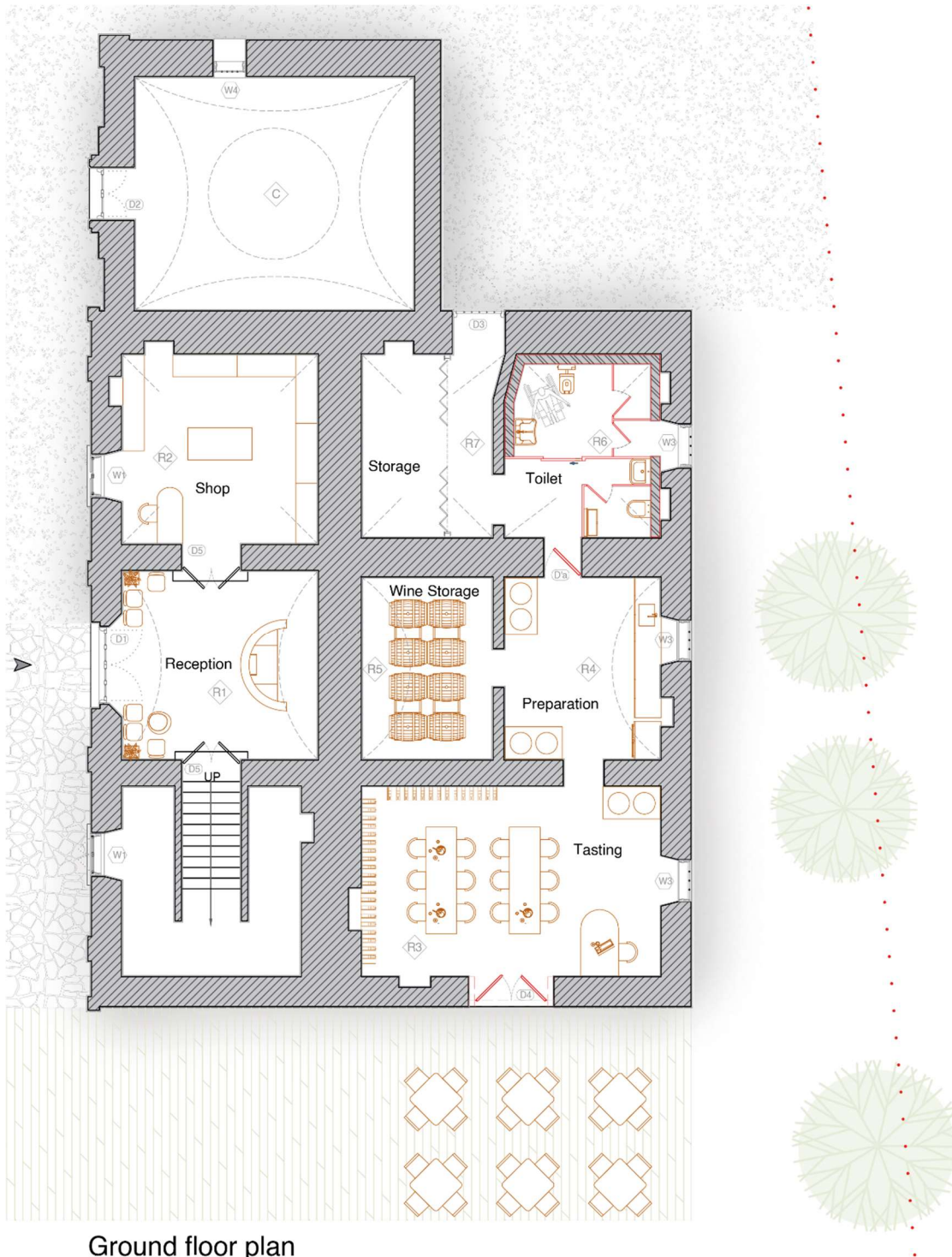
Masseria Martinelli aspires to offer more than just a tasting experience. Locals with a deep understanding of Apulian traditions can educate visitors on the intricate processes behind both wine and olive oil production. Interactive sessions can delve into the meticulous techniques employed for generations, highlighting the dedication and skill required to produce these culinary treasures. Visitors can learn about the health benefits associated with moderate consumption of high-quality olive oil, and even participate in workshops that teach them how to distinguish a superior olive oil by its characteristic greenish hue and lack of bitterness. For wine enthusiasts, workshops on pairing specific wines with local dishes can further enrich the Apulian experience, allowing them to discover the perfect combination to elevate a meal.

Challenges and Considerations:

- On-site wine production might require permits and additional investment.
- Vineyard tours and grape pressing would depend on the harvest season, necessitating a flexible program.
- Maintaining a steady supply of high-quality local wines and olive oils is crucial for a consistent visitor experience.

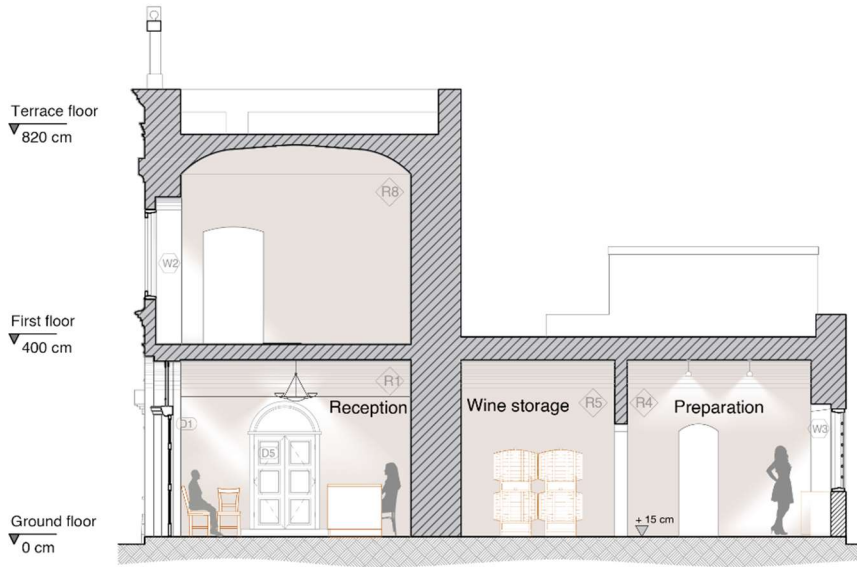
Transforming Masseria Martinelli into a wine and olive oil tasting centre presents a unique opportunity to not only celebrate these Apulian staples but also create a vibrant marketplace for local producers. By offering an immersive and educational experience, Masseria Martinelli can become a cherished destination for those passionate about these culinary treasures.



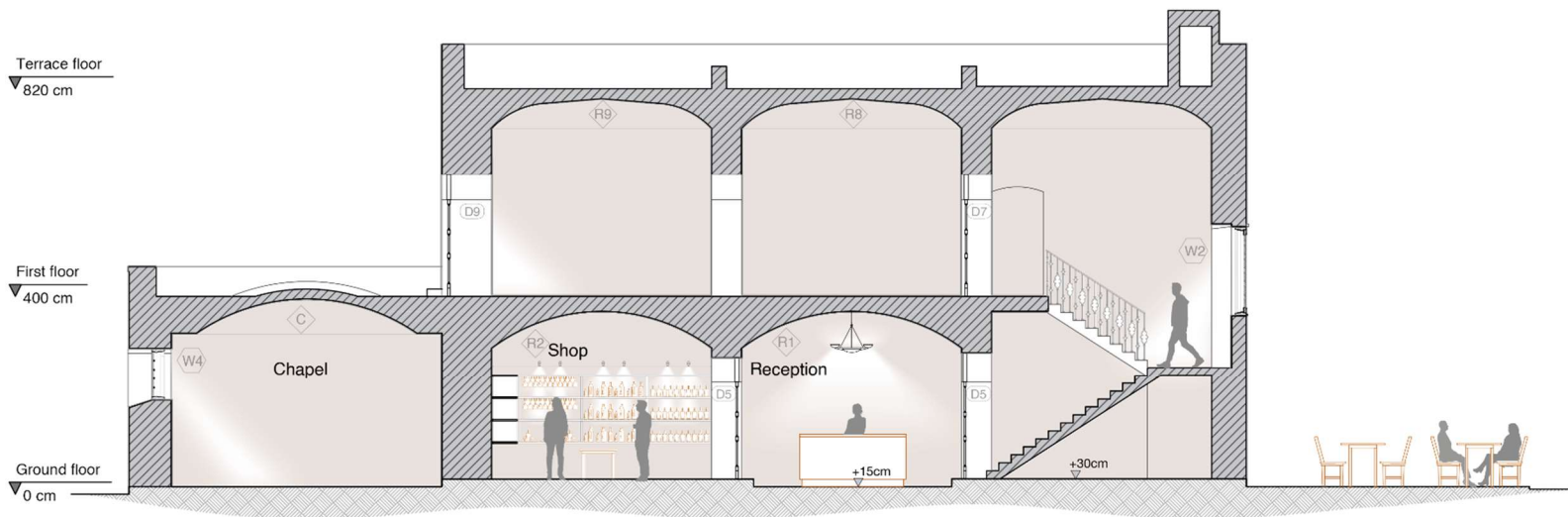


Ground floor plan





Section 2
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Section 1
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10.3.6.1 ECONOMIC FEASIBILITY OF MASSERIA MARTINELLI AS A WINE & OLIVE OIL TASTING CENTER:

Revenue Streams:

- **Tasting Fees:** Implement tiered pricing for wine and olive oil tasting sessions. Fees could range from €10 to €30 per person depending on the number of samples offered.
- **Educational Workshops:** Offer workshops on olive oil appreciation, wine pairing with local dishes, or even basic winemaking techniques. Fees could range from €20 to €50 per person depending on the workshop duration and complexity.
- **Marketplace Sales Commission:** Local producers can sell their bottled wines, olive oils, and other regional products through the on-site marketplace, with Masseria Martinelli charging a commission on each sale (10-20%).
- **Guided Vineyard Tours:** Offer guided tours of local vineyards, particularly during the harvest season, with potential additional fees for grape picking or pressing experiences (€10-20 per person).

Cost Considerations:

- **Partnerships and Sourcing:** Establishing partnerships with local wineries and olive oil producers for a steady supply of high-quality products is crucial.
- **Inventory Management:** Maintaining a diverse selection of wines and olive oils requires careful inventory control and budgeting for seasonal variations.
- **Educational Materials and Equipment:** Developing informative presentations and acquiring basic equipment for workshops (tasting glasses, olive oil cruets, etc.) incurs initial costs.
- **Marketing and Promotion:** Developing a website showcasing the centre's offerings, online advertising, and collaborating with local tourism boards can cost €1,000 to €2,000 initially and €500 to €1,000 per month for ongoing promotion.
- **Optional Costs:** On-site wine production, if desired, requires significant investment in equipment and permits, making it a long-term consideration.

Economic Advantages:

- **Recurring Revenue Streams:** A combination of tasting fees, workshop income, marketplace commissions, and potential tour fees creates a diversified revenue structure.



- **Increased Visitor Spending:** Visitors attending tasting sessions or workshops are more likely to spend on local products in the marketplace.
- **Support for the Local Economy:** The marketplace empowers local producers and promotes regional specialities.

Challenges and Considerations:

- **Building a Reputation:** Establishing the centre as a credible resource for wine and olive oil education may require initial effort.
- **Seasonality:** Tailoring offerings to the harvest season and potentially offering alternative experiences during off-seasons might be necessary.
- **Financial Sustainability:** Balancing program costs with operational expenses may require careful planning and potential grant applications.

Overall, transforming Masseria Martinelli into a Wine & Olive Oil Tasting Centre presents a promising opportunity to celebrate Apulian culinary heritage while generating economic benefits. By creating a sustainable business model that combines revenue streams, fosters local partnerships, and offers a rich educational experience, Masseria Martinelli can position itself as a premier destination for wine and olive oil enthusiasts visiting Puglia.



10.3.7 WELLNESS RETREAT

The revitalization of Masseria Martinelli extends beyond hospitality and cultural immersion. The serene Apulian countryside and the historical charm of the Masseria itself create a perfect environment for a wellness retreat centre. This addition caters to a growing demand for holistic well-being experiences, attracting guests seeking peace and self-discovery.

A dedicated wellness centre could be established within the Masseria. Imagine tranquil meditation rooms and airy yoga studios, designed to facilitate mindfulness practices and enhance guests' journeys of inner exploration. Stepping outside, guests would find themselves amidst beautifully landscaped courtyards and gardens. These calming sanctuaries would feature comfortable seating areas, shaded walkways, and strategically placed water features, creating a soothing ambience that fosters relaxation and connection with nature.

The retreat experience wouldn't be complete without personalized massage treatments. Integrating massage therapy into the program allows guests to indulge in treatments infused with locally sourced botanical ingredients. This further enhances the sense of well-being and connection to the Apulian environment. Local expertise could be harnessed to create a truly unique experience. Imagine collaborating with local artisans to craft custom aromatherapy oils or herbal remedies, not only enriching the retreat program but also fostering connections with the surrounding community.

By offering this holistic approach to wellness, Masseria Martinelli can position itself as a leader in immersive and rejuvenating experiences. Nestled amidst the rich cultural heritage of Puglia, the retreat centre would provide guests with the opportunity to not only care for their physical and mental well-being but also to discover the unique essence of the region.



Positive Points:

- **Growing Demand for Wellness Tourism:** People are increasingly seeking immersive experiences that promote well-being. A wellness retreat at Masseria Martinelli caters to this growing demand, offering a unique blend of relaxation, self-discovery, and cultural immersion.
- **Ideal Environment for Mindfulness:** The natural beauty and tranquillity of the Apulian countryside, coupled with the historical ambience of the Masseria, create a perfect environment for meditation, yoga, and other mindfulness practices.
- **Holistic Approach:** The retreat can offer a comprehensive program encompassing meditation, yoga, massage therapy, and potentially even healthy farm-to-table cuisine, promoting physical, mental, and emotional well-being.
- **Connection to Local Community:** The retreat can integrate local expertise by collaborating with artisans to create custom aromatherapy oils or herbal remedies. This fosters a sense of connection with the surrounding community and adds a unique Apulian touch to the experience.

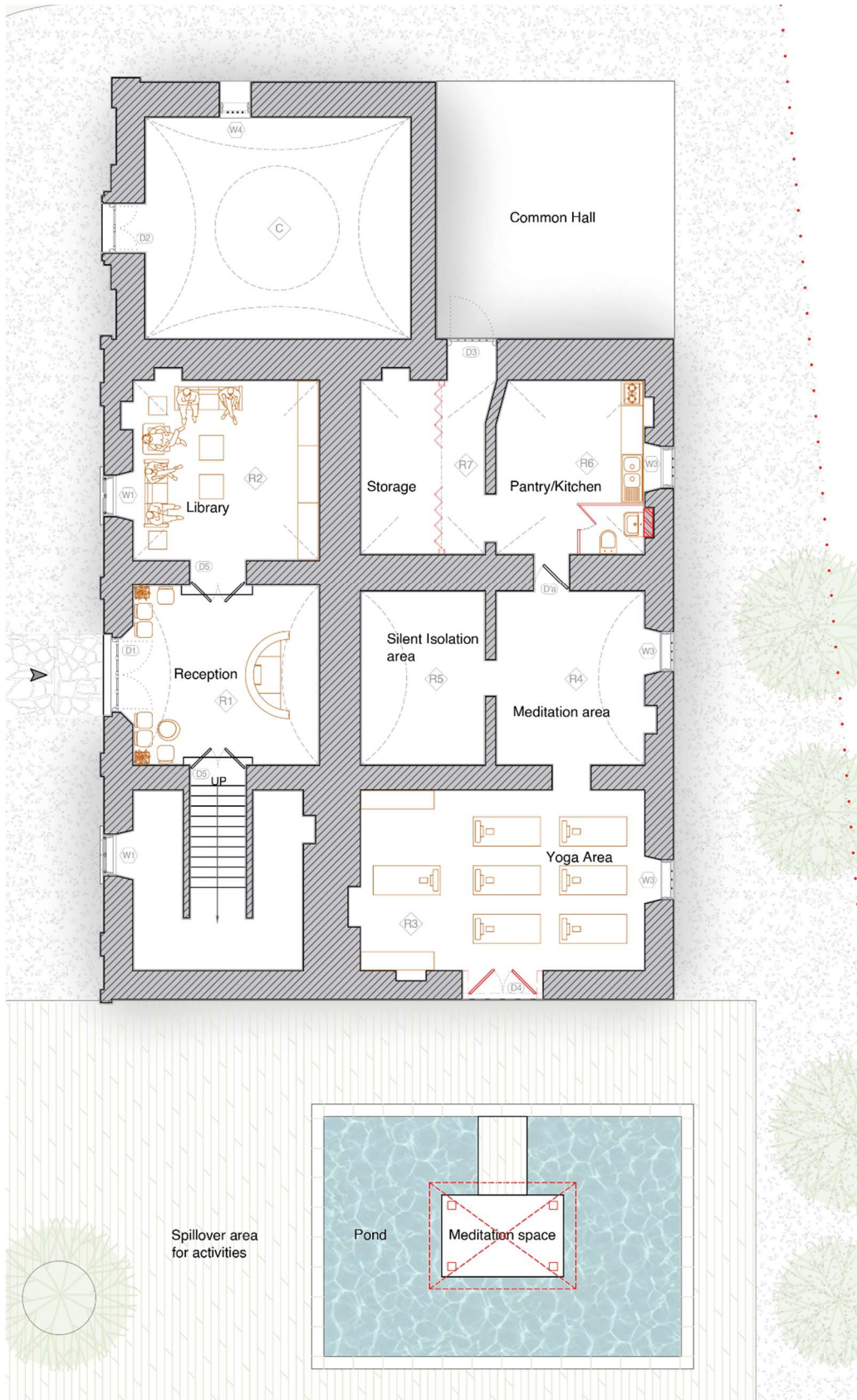
Challenges Faced:

- **Health & sanitation:** The proposal requires specific and perfectly functioning hygiene and sanitation units. This is difficult to achieve in the Masseria as there are no existing plumbing systems and no toilets. The Masseria walls cannot be broken to modify into other spaces as the walls are load-bearing. The same applies to the floors. Thus, it is difficult to propose a fully functioning wellness retreat centre.
- **Market Research and Competitor Analysis:** Thorough research is needed to understand the target audience for wellness retreats in the region and analyse existing competition. This will guide the development of a differentiated and competitive retreat program.
- **Integrating Wellness Facilities:** The Masseria's existing structure may require modifications to accommodate dedicated meditation rooms, yoga studios, and treatment areas. Careful planning and design are crucial to ensure these spaces seamlessly integrate with the historical character of the building.



- **Staff Training and Expertise:** Ensuring qualified staff with expertise in wellness practices, like yoga instructors and massage therapists, is essential. Additionally, staff training in mindfulness and holistic well-being would further elevate the guest experience.
- **Marketing and Promotion:** Reaching the target audience for wellness retreats requires a targeted marketing strategy. Utilising online platforms, collaborating with wellness travel agencies, and showcasing the unique features of the Apulian setting will be crucial for attracting guests.

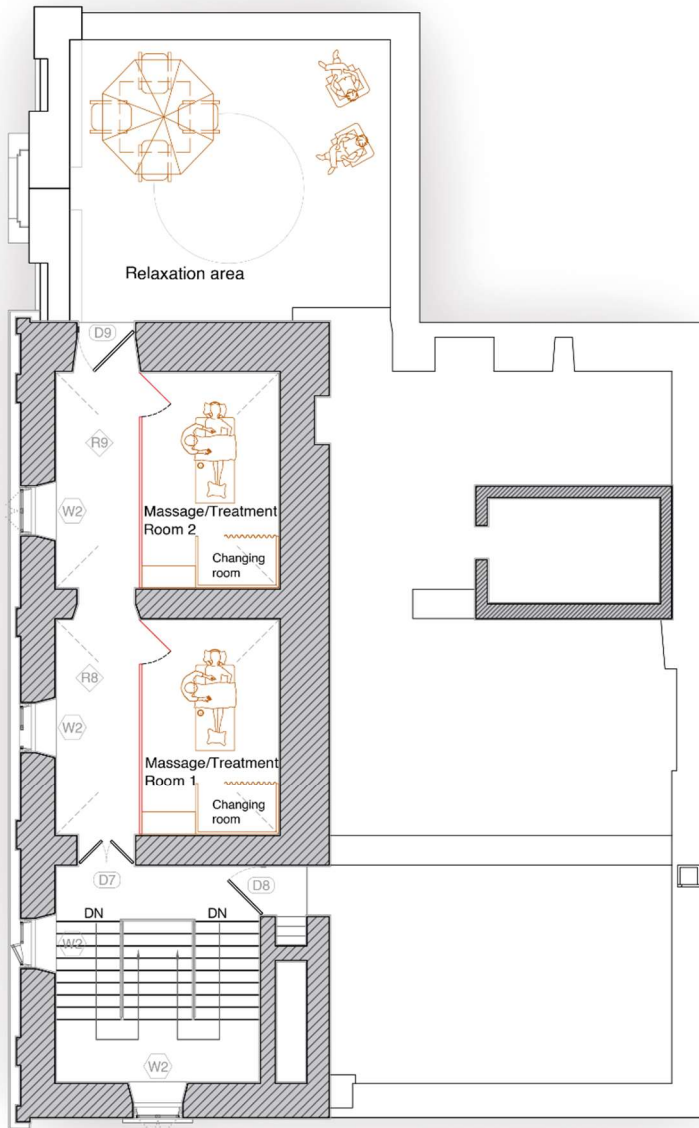




Ground floor plan

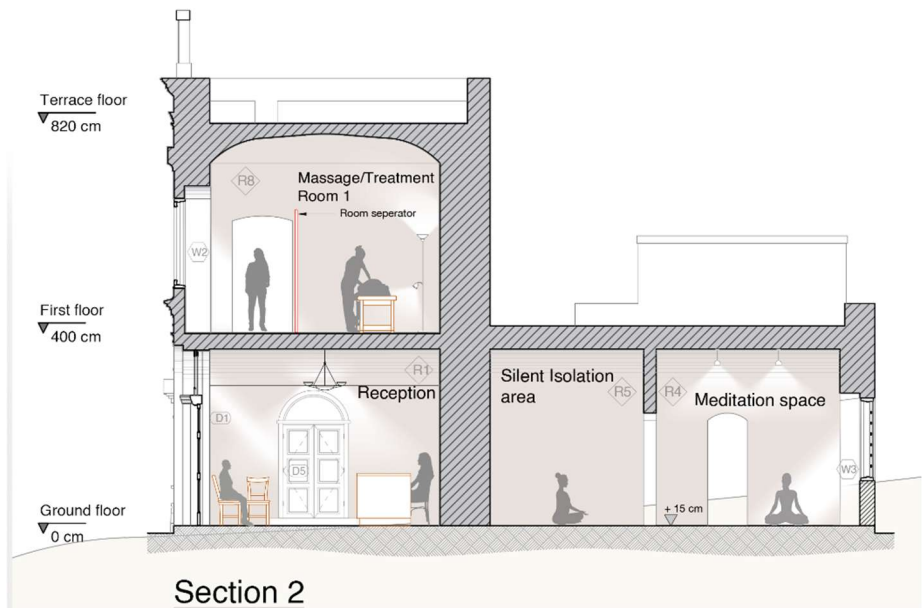
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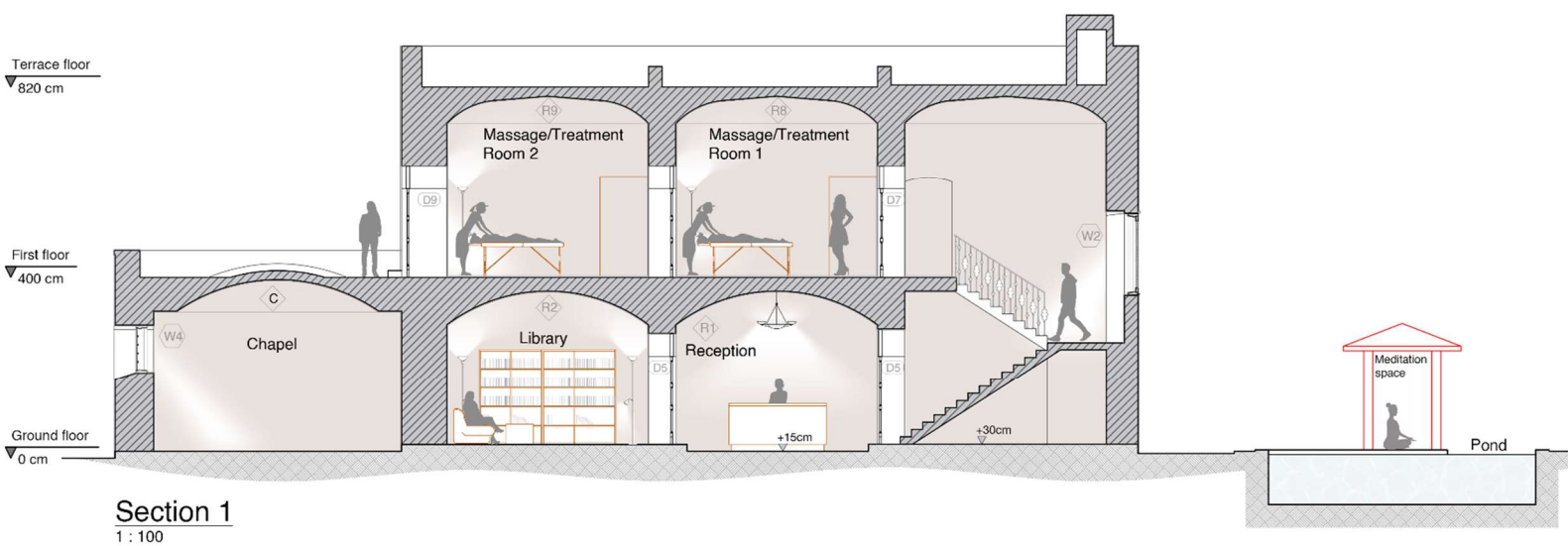


1st floor plan





Section 2



Section 1
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10.3.7.1 ECONOMIC FEASIBILITY OF A WELLNESS RETREAT AT MASSERIA MARTINELLI:

Positive Economic Impact:

- **Increased Revenue Streams:** The wellness retreat offers an additional revenue stream on top of potential income from BnB, agrotourism, and other proposed functions. (Global Wellness Tourism Economy Report., 2023)
- **Extends Tourist Season:** Wellness retreats can attract visitors during shoulder seasons, extending the tourist season and contributing to a more stable income flow.
- **Premium Pricing:** Wellness experiences often command premium pricing compared to traditional hospitality options.
- **Job Creation:** The retreat centre will require staff for various roles, including instructors, therapists, and additional support personnel, boosting local employment.

Estimated Costs (Ranges):

- **Market Research & Competitor Analysis:** €5,000 - €10,000
- **Modification of Existing Structure (for dedicated wellness areas):** €50,000 - €200,000+ (depending on complexity)
- **Equipment & Furnishings (yoga mats, massage tables, relaxation areas):** €10,000 - €25,000
- **Staff Training:** €5,000 - €10,000 (initial training for existing staff)
- **Marketing & Promotion:** €10,000 - €20,000 (ongoing marketing efforts)

Revenue Potential:

- **Daily Retreat Rates:** €200 - €500+ per person (depending on program length, inclusions, and exclusivity)
- **Massage Treatments:** €50 - €100 per session (additional revenue stream)
- **Collaboration with Local Artisans (sales of aromatherapy oils):** Variable (potential profit-sharing agreements)

Challenges and Considerations:

- **Initial Investment:** The upfront costs for modifications, equipment, and staff training can be significant.
- **Occupancy Rates:** Reaching a sustainable occupancy level may take time, especially during the initial launch phase.
- **Competition:** Understanding competitor offerings and pricing strategies is crucial to attract guests.



Overall Feasibility:

The economic feasibility of the wellness retreat depends on several factors, including effective marketing, achieving targeted occupancy rates, and managing operational costs. However, with careful planning, a well-designed retreat program, and a focus on the unique selling proposition of the Apulian setting and holistic approach, the wellness centre at Masseria Martinelli has the potential to be a profitable venture in the long term.

Note: These are estimated costs and revenue figures to provide a general idea. Conduct thorough market research and financial projections specific to your location and retreat concept for a more accurate assessment.

Masseria Martinelli presents a unique opportunity for cultural and economic revitalization. Here's a detailed breakdown of potential functions, operational strategies, and success considerations:

Functions & Maintenance Strategies:

1. Bed & Breakfast (BnB):

- Maintenance:
 - Refurbish existing rooms, ensuring accessibility compliance for some units.
 - Prioritize energy efficiency with LED lighting, water-saving fixtures, and potential solar panel installations.
 - Invest in comfortable, high-quality bedding and linens.
- Operation:
 - Utilize online booking platforms like Booking.com and Airbnb for wider reach.
 - Offer breakfast buffets showcasing local specialties and fresh, seasonal ingredients.
 - Provide excellent customer service with multilingual staff and personalized recommendations for exploring the region.
- Revenue:
 - Implement dynamic pricing strategies that adjust rates based on seasonality and demand.
 - Offer add-on services like in-room massages, laundry services, and bicycle rentals.
 - Partner with local restaurants for discounted dining packages for BnB guests.

2. Agrotourism:

- Maintenance:
 - Conduct soil analysis and implement sustainable agricultural practices.
 - Partner with local farmers for expertise and potential joint ventures (e.g., community-supported agriculture programs).



- Invest in eco-friendly irrigation systems and prioritize organic pest control methods.
- Operation:
 - Organize farm tours and educational workshops showcasing traditional agricultural techniques and sustainable farming practices.
 - Offer harvest experiences where visitors can participate in picking fruits and vegetables.
 - Collaborate with local chefs and restaurants to create farm-to-table menus featuring seasonal produce.
- Revenue:
 - Sell fresh, organic produce through an on-site market or through partnerships with local supermarkets.
 - Offer farm-to-table meals prepared with fresh, seasonal ingredients for BnB guests and visitors.
 - Develop a Community Supported Agriculture (CSA) program where members receive weekly baskets of fresh produce.

3. Arts & Cultural Centre:

- Maintenance:
 - Designate specific areas for different art forms (exhibitions, workshops, performances) while preserving the Masseria's historical character.
 - Partner with architects and designers to create installations that seamlessly integrate with the existing architecture.
 - Invest in proper lighting and climate control systems to protect artworks.
- Operation:
 - Host art exhibitions featuring local and international artists, promoting cultural exchange.
 - Organize workshops on various art forms like painting, pottery, or traditional crafts, led by local artisans.
 - Stage cultural performances like music concerts, theatrical productions, or dance recitals, showcasing Apulian traditions.



- Revenue:
 - Charge entry fees for exhibitions and performances.
 - Offer artist residency programs where artists can create and showcase their work in exchange for subsidized accommodation.
 - Partner with local businesses to sell souvenirs and artisanal crafts in a dedicated gift shop.
- 4. Co-working Area:
 - Maintenance:
 - Create designated workspaces with ergonomic furniture, soundproofing materials for privacy, and abundant natural light.
 - Ensure reliable, high-speed Wi-Fi connectivity throughout the co-working area.
 - Invest in printers, scanners, and other basic office equipment for shared use.
 - Operation:
 - Offer daily, weekly, or monthly co-working memberships with varying levels of access and amenities (e.g., private meeting rooms, printing credits).
 - Organize networking events and workshops for co-working members to foster collaboration and community building.
 - Partner with local cafes or restaurants to provide catering services or discounted meals for co-working members.
 - Revenue:
 - Charge membership fees that reflect the level of access and amenities offered.
 - Generate revenue through additional services like meeting room rentals and virtual office packages.
 - Partner with co-working space management platforms like WeWork or Croissant for wider reach and potential revenue sharing.



5. Cooking & Culinary School:

- **Maintenance:**
 - Equip kitchens with professional-grade appliances, utensils, and safety equipment.
 - Ensure proper ventilation systems and maintain hygiene standards for food preparation areas.
 - Invest in audio-visual equipment to enhance the learning experience in classrooms.
- **Operation:**
 - Design engaging cooking courses highlighting Apulian cuisine, with options for different skill levels (beginner, intermediate, advanced).
 - Partner with local chefs, food artisans, and farmers to provide expertise and fresh ingredients for classes.
 - Offer specialized courses on specific regional specialities like orecchiette making, cheesemaking, or olive oil tasting.
- **Revenue:**
 - Charge registration fees for cooking classes based on duration, complexity, and ingredients used.
 - Sell cookbooks featuring regional recipes developed by the cooking school instructors.
 - Offer on-site catering services for events hosted at Masseria Martinelli.

6. Olive Oil & Wine Tasting:

- **Maintenance:**
 - Establish partnerships with local olive oil producers and wineries to ensure a curated selection of high-quality products.
 - Invest in proper storage facilities to maintain optimal temperature and humidity for olive oil and wine preservation.
 - Acquire appropriate glassware and tasting utensils for a professional presentation.



- **Operation:**
 - Conduct guided olive oil and wine tasting sessions, with educational components on production methods, regional varieties, and sensory analysis.
 - Partner with local food producers to offer cheese and charcuterie boards to complement the tasting experience.
 - Host special events like winemaker dinners or olive oil harvesting experiences.
- **Revenue:**
 - Charge tasting fees for olive oil and wine experiences.
 - Sell olive oil, wine, and other regional products through an on-site market, potentially offering discounts for participants.

7. Events Venue:

- **Maintenance:**
 - Ensure the space can accommodate various event sizes and types (weddings, conferences, private parties).
 - Invest in high-quality sound systems and flexible lighting configurations to cater to different event needs.
 - Partner with local rental companies for additional furniture or equipment required for specific events.
- **Operation:**
 - Market Masseria Martinelli as a unique venue for weddings, conferences, private parties, and cultural events.
 - Develop a portfolio showcasing the venue's capabilities and highlighting its historical charm.
 - Offer catering services in-house or collaborate with local restaurants to provide diverse culinary options for events.
- **Revenue:**
 - Charge venue rental fees based on event size, duration, and additional services required.
 - Generate revenue through catering services or commissions on partnered catering packages.



- Offer add-on services like event planning assistance, audio-visual equipment rental, and vendor recommendations.

8. Wellness Retreat Centre:

• **Maintenance:**

- Designate dedicated spaces for mindfulness practices, such as meditation rooms and yoga studios.
- Transform courtyards and gardens into calming sanctuaries with comfortable seating areas, shaded walkways, and strategically placed water features.
- Consider renovating existing areas to accommodate massage treatment rooms, ensuring privacy and a relaxing atmosphere.

• **Operation:**

- Develop a comprehensive retreat program encompassing meditation, yoga, and other mindfulness practices, led by qualified instructors.
- Integrate personalized massage therapy sessions into the program, using locally sourced botanical ingredients to enhance the experience.
- Partner with local artisans to create custom aromatherapy oils or herbal remedies, adding a unique Apulian touch and fostering connections with the surrounding community.
- Offer healthy and nourishing meals prepared with fresh, seasonal ingredients, potentially sourced from the Masseria's farm or local producers.

• **Revenue:**

- Create competitive daily retreat rates that reflect the program's length, inclusions, and the exclusivity of the experience.
- Offer add-on services like private massage sessions or customized wellness consultations.
- Partner with travel agencies or wellness retreat platforms to reach a wider audience and attract guests seeking immersive well-being experiences.



Combined Functions for Success:

A successful strategy integrates functions that complement each other, creating a synergistic ecosystem. Here are some potential combinations:

- **BnB + Cooking School + Agrotourism:** This caters to tourists seeking a holistic cultural immersion experience. BnB guests can participate in cooking classes using fresh, local ingredients or enjoy farm-to-table meals prepared with on-site produce. They can also participate in farm tours and workshops, gaining a deeper understanding of Apulian agriculture.
- **Co-working Area + Events Venue:** This caters to both business travellers and event organizers. Co-working members can utilize the space for meetings or presentations, while the venue can host conferences or business retreats. Events can also benefit from the co-working area's amenities for pre- or post-event gatherings.
- **Arts & Cultural Centre + Olive Oil & Wine Tasting:** This pairing caters to art enthusiasts and food lovers. Visitors can enjoy art exhibitions, attend workshops, and then indulge in a guided olive oil and wine-tasting experience. This creates a well-rounded cultural and culinary journey.

Investment & Timeframes:

- **Renovation Timeline:** The renovation timeline depends on the scale of the project. Minor refurbishments could take 3-6 months, while major structural changes might require 12-18 months.
- **Break-even Period:** The break-even period depends on factors like initial investment, marketing efforts, and visitor influx. Estimates range from 2-5 years.
- **Profitability Timeline:** Profitability can be achieved within 3-7 years of operation depending on effective management, a strong marketing strategy, and a successful blend of the chosen functions.

Collaboration Strategies:

- Partner with local businesses like farms, restaurants, artists, and event organizers for mutual benefit and to create a vibrant ecosystem.
- Collaborate with the municipality to promote Masseria Martinelli through tourism initiatives and marketing campaigns.



- Seek government grants for cultural heritage preservation, sustainable tourism projects, and rural development initiatives.

Government Grants & Public Schemes:

- **European Agricultural Fund for Rural Development (EAFRD):** Supports rural development projects, potentially aiding agrotourism initiatives and farm modernization.
- **EU LEADER Programme:** Provides funding for rural development projects that promote innovation, cooperation, and local partnerships. This could be beneficial for establishing the co-working space or developing educational workshops.
- **Regional & National Government Grants:** Several national and regional grants might be available to support cultural centres, arts programming, or the restoration of historical buildings. Thorough research is to identify relevant grants at the national and regional levels. Resources like government websites, chambers of commerce, and rural development agencies can provide valuable information and application assistance.

Additional Considerations:

- **Sustainability:** Implement sustainable practices throughout the operation. This can include using renewable energy sources like solar panels, adopting water conservation measures, and prioritizing locally sourced materials and products.
- **Accessibility:** Ensure the Masseria is accessible to visitors with disabilities by installing ramps, elevators (if necessary), and accessible restrooms.
- **Technology Integration:** Utilize technology to enhance the visitor experience. This can involve developing a user-friendly website for online booking, offering digital signage for event information, and creating interactive elements for educational workshops.
- **Marketing & Promotion:** Develop a comprehensive marketing strategy targeting both local and international audiences. Utilize social media platforms, collaborate with travel bloggers, and participate in tourism industry events to promote Masseria Martinelli.
- **Community Engagement:** Integrate with the local community by hosting events for residents, partnering with local schools for educational programs, and supporting local artisans by showcasing their work in the gift shop.



Impact on Tourism & Other Sectors:

A revitalized Masseria Martinelli can significantly impact the local economy in several ways:

- **Increased Tourism:** Masseria Martinelli can attract a wider range of visitors, boosting tourism revenue in the region.
- **Job Creation:** The various functions will require staff, creating new employment opportunities for the local community.
- **Support for Local Businesses:** Collaboration with local farms, restaurants, artists, and event organizers benefits these businesses and strengthens the local economy.
- **Cultural Preservation:** The restoration and reuse of the Masseria helps preserve Apulian heritage and traditions.

Conclusion:

Transforming Masseria Martinelli can be a transformative project, not just for the building itself but for the surrounding community. By carefully considering the various functions, implementing sustainable practices, and fostering strong partnerships, Masseria Martinelli can become a vibrant hub for cultural exploration, economic growth, and a celebration of Apulian traditions.



LIGHTING DESIGN



Masseria Martinelli, bathed in the warm glow of the Apulian sun, stands as a testament to a bygone era. However, its historical significance presents a unique challenge in its revitalization. One such challenge is the insufficient natural light penetration in the back rooms of the ground floor (R4, R5, R7). Thus, here a proposal is made for lighting design approach that respects the historical integrity of the structure while providing adequate and sustainable illumination for its intended new functions.

Light Optimization:

Apulia, with its long sunny days and clear skies, offers a unique advantage for natural light utilization in the design of Masseria Martinelli. The light analysis in the previous section 5.7, page no. 49 suggests the placement of alternative natural light solutions and artificial lighting fixtures.

Artificial Lighting with Minimal Alteration:

Respecting the cultural heritage status of Masseria Martinelli necessitates a minimally invasive approach to artificial lighting (Scervino). Considering these options:

- **Freestanding Lamps:** Utilize floor lamps and table lamps near seating areas and walkways for task and ambient lighting. Choose lamps with adjustable shades for directing light where needed.
- **Uplighting:** Place strategically positioned up-lights along walls to wash them with light, indirectly illuminating the room. This can be achieved with floor lamps or sconces pointed upwards.
- **Pendant Lights:** Hang pendant lights from existing hooks or beams to provide general illumination in central areas. opt for pendants that utilise energy-efficient LED bulbs.



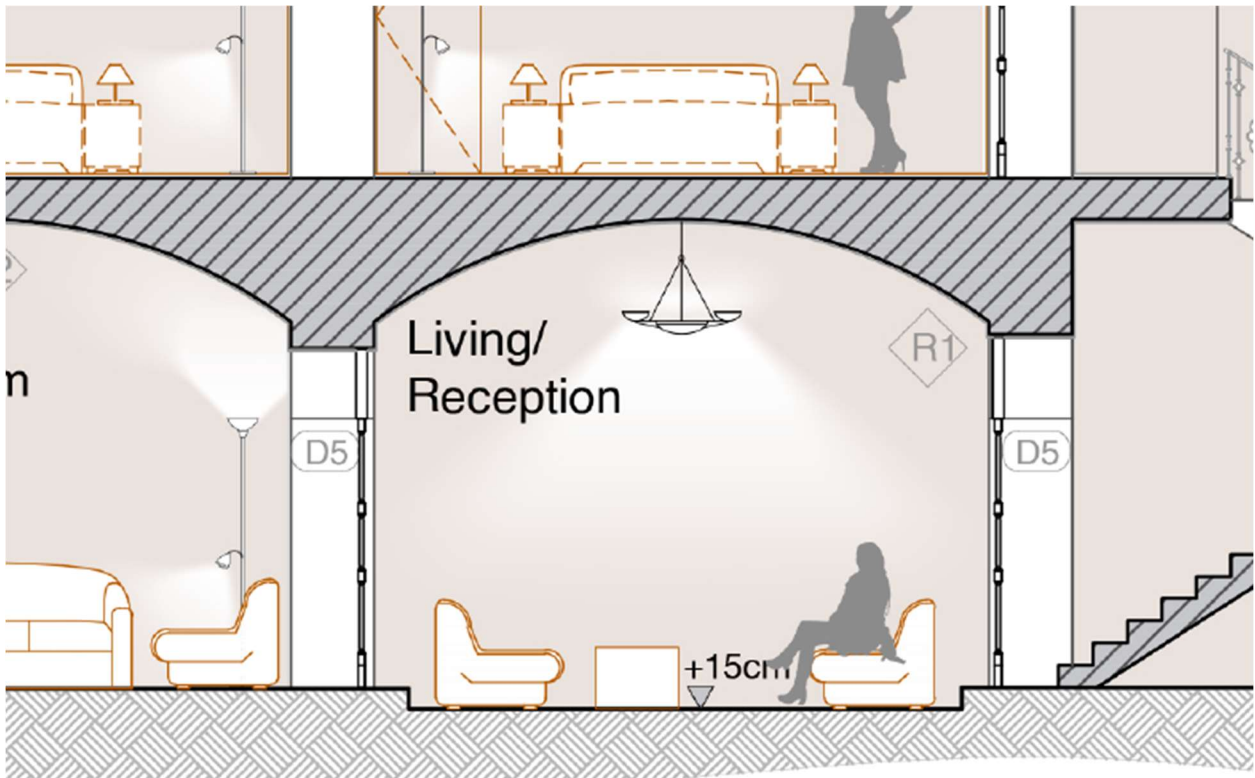


Figure 11-2: The pendant light or the chandelier in this case is used in the most public place i.e. the living room/ reception area. This employs an effect of a larger space. Since the rooms are not very huge, one chandelier is enough to illuminate the entire room.

- **Wall track lights:** Track lights serve a great purpose for a spot as well as an adjustable light. For eg.: in the case of studios, where desk work is prominent or focusing on some element on the wall or the ceiling is necessary, track lights prove to be the best option.

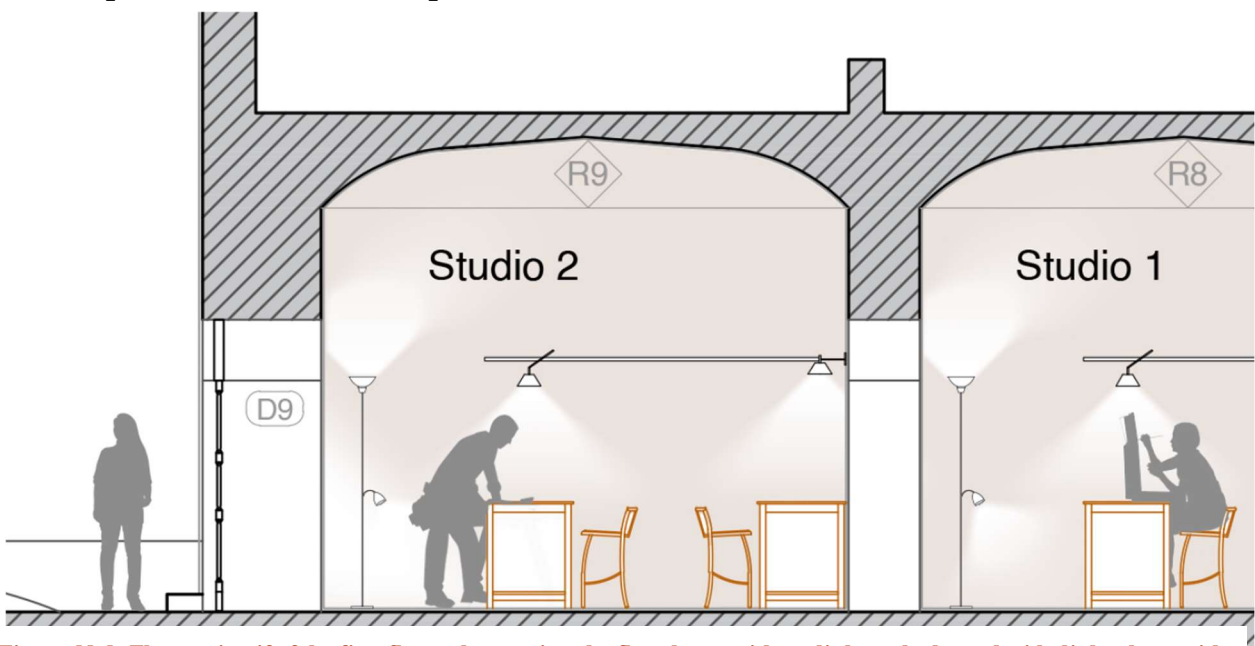


Figure 11-1: The section if of the first floor, showcasing the floor lamp with up-light and a branch side light along with track light installation. The track lights light up the working area prominently.



A proposal considering the above has been made in the design suggestions section (refer to 10.3) depending on the proposed function. However, the artificial light fixtures are very minimal and suggestively floor lamps, pendant light in some cases and wall-hung type light in other cases. The idea is to keep the lighting system as independent as possible to avoid any damage to the structure.

Adapting to New Functions, Seasonal Variations, and Cultural Context:

The intended new functions of the Masseria should be a major consideration in the lighting design. Areas with ample natural light should be prioritised for activities requiring good visibility. Furniture layouts should be planned to avoid obstructing natural light pathways. The design should also account for seasonal variations and the cultural context of Apulia. (Altomare)

During summer months, maximizing natural light utilization can significantly reduce reliance on artificial lighting. Conversely, winter necessitates warmer colour temperature lighting to create a comfortable ambience. Automated lighting systems with timers or motion sensors can further enhance sustainability by minimizing unnecessary energy consumption.

Furthermore, the design should consider the cultural aspects of lighting in Apulia. Traditionally, Apulian Masserie often incorporated natural elements to maximize light and ventilation. The lighting design should echo this respect for the natural environment while incorporating modern sustainable practices. (Kobav)

Conclusion

Revitalizing Masseria Martinelli requires a delicate balance between functionality and historical preservation. The proposed lighting design approach prioritizes natural light optimization, informed by a detailed sunlight analysis, and minimally invasive artificial lighting solutions. By strategically utilizing light shelves, reflective surfaces, and well-placed fixtures, the design aims to achieve adequate and sustainable illumination while safeguarding the cultural heritage of this historical landmark. Furthermore, considering the new functions, seasonal variations, and the cultural context of Apulia ensures a well-rounded approach to lighting the Masseria, ensuring its continued relevance and vibrancy for future generations.



ECONOMIC EVALUATION



12 ECONOMIC EVALUATION

12.1 PRE-FEASIBILITY (COSTS MAY VARY DEPENDING ON SCALE AND COMPLEXITY):

- Market Research: €5,000 - €10,000 (Market research specialist, n.d.)
- Financial Projections: €3,000 - €5,000
- Site Analysis: €2,000 - €4,000

12.2 INVESTMENT & COSTS (ESTIMATED RANGES):

- **Initial Investment:** €500,000 - €2,000,000+
 - Architectural plans & renovations (Dafer [Cost Guides], Italy Construction Cost Guide, 2023): €200,000 - €1,000,000+
 - Furnishings & equipment: €50,000 - €200,000+ (varies by function)
 - Marketing & branding: €10,000 - €50,000
 - Initial inventory: €10,000 - €20,000 (Visitor's emotional experience in predicting destination image, satisfaction and intention to revisit: a spa tourism perspective, n.d.)
- **Special Investment:** €0 - €500,000+ (depending on grant availability)
 - Cultural heritage preservation grants: €50,000 - €200,000
 - Accessibility modifications: €10,000 - €50,000
- **Functional-Maintenance Costs (Monthly):** €10,000 - €50,000+ (Salary Statistics by sector and NUTS level, 2023)
 - Staff salaries & training: €5,000 - €20,000+
 - Food & beverage supplies: €2,000 - €10,000+
 - Maintenance & repairs: €1,000 - €5,000
 - Marketing & promotion: €1,000 - €5,000
 - Utilities & waste disposal: €1,000 - €10,000+

Revenue Generation (Annual): €500,000 - €1,500,000+ (approx.) (Chen, 2023)



12.3 SPECIAL CONSIDERATIONS:

- Implement dynamic pricing strategies to adjust rates based on seasonality and demand.
- Partner with local businesses for potential revenue-sharing opportunities.

12.4 MOST REWARDING ADAPTIVE REUSE FUNCTIONS (CONSIDERING REVENUE POTENTIAL):

- **BnB:** Room rates (average €100/night) can generate significant income, especially during peak seasons. (Global Tourism Report. Statistics, 2023)
- **Agrotourism:** Farm tours (€10-€20 per person), workshops (€20-€50), and CSA memberships can provide recurring revenue. (Refer to section 7.4, page number 89)
- **Cooking School:** Classes (€40-€100 per person) and cookbook sales can be a lucrative income stream. (Refer to page 86)
- **Olive Oil & Wine Tasting:** Tasting fees (€10-€30) and product sales offer high margins. (Refer to page number 93)

Conclusion

While the initial investment can be substantial, a well-planned and executed project combining BnB, agrotourism, cooking school, and olive oil & wine tasting has the potential to be highly profitable within 3-7 years. Securing government grants and public scheme collaborations can significantly decrease initial investment costs.

By focusing on a unique visitor experience that celebrates Apulian culture and fosters connections with the local community, Masseria Martinelli can become a thriving economic hub and a cherished cultural landmark.



CONCLUSION

13 THESIS CONCLUSION

The compelling case for the revitalization of Masseria Martinelli extends beyond mere economic considerations. This project presents a unique opportunity to breathe new life into a historical landmark, establishing a model for the successful restoration and reuse of the Masseria system throughout Puglia. By fostering a vibrant cultural hub that celebrates Apulian traditions, Masseria Martinelli can become a catalyst for cultural renewal in the region.

The proposed combination of functions – BnB, agrotourism, cooking school, olive oil & wine tasting, co-working space, and event venue – caters to diverse interests, fostering a dynamic and enriching visitor experience. The transformative power of BnB guests learning to prepare farm-to-table meals with fresh, local ingredients or delving deeper into the region's culinary heritage through olive oil and wine-tasting sessions. Artists and co-working members would find inspiration in the Masseria's historical charm, fostering a unique creative environment.

The success of Masseria Martinelli can serve as a powerful example for other Masserie in Puglia, inspiring a wave of restoration projects. This network of revitalized cultural destinations would celebrate the region's rich heritage, strengthening the local economy by attracting more visitors, creating jobs, and fostering collaboration between businesses. Beyond economic benefits, the revived cultural heritage embedded within these revitalized Masserie becomes a vital tool for promoting the overall cultural experience of Puglia. Visitors can not only appreciate the stunning landscapes and architectural beauty, but also immerse themselves in the region's unique traditions, agricultural practices, and culinary delights.

As the Italian historian and philosopher Benedetto Croce reminds us, "*Ogni epoca ha in sé la propria vita, e non si può vivere l'una nell'altra*" (Every era has its own life, and one cannot live in another). By revitalizing Masseria Martinelli, I don't seek to replicate the past, but rather to draw inspiration from it, creating a space that resonates with contemporary sensibilities while honouring the region's cultural legacy. This project serves as a testament to the enduring power of cultural heritage, a beacon for future generations, and a reminder that preserving the past paves the way for a brighter future, where Puglia's vibrant cultural tapestry can be shared with the world.



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THE END



