Abstract

«Sulle tracce dei Farnese»: a thematic route for the development of cultural, landscape and architectural heritage in Viterbo’s Tuscia

Tutor
Cristina Cuneo

Co-Tutor
Cristina Coscia

by
Priscilla Ravasini

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The area of Viterbo’s Tuscia is presented as a territory with a rich cultural heritage, meaning with this word all that characterizes the culture of a country: evidences of the historical memory and elements that symbolize the identity of a place. It includes a wide variety of aspects, from those that are artistic, archaeological and architectural, to the environmental resources, folk traditions, typical products and gastronomy. Starting right from the concept of "cultural heritage", this paper has as its main objective the enhancement and promotion of the territory of the province of Viterbo, analyzed from many points of view, in the first place historical and architectural. It is from this prospective that the work for the thesis starts: the research has been developed around a well-defined historical period, that of the Farnese family, a family that from the Late Middle Ages (XV century) to the Modern Age (XVII century) ruled on a large portion of the territory that is now identified with the province of Viterbo. The influence and power of this family are still visible today in many municipalities of the area, especially thanks to the architectural and urban works created over the centuries, conserved or transformed in time, which in any case represent concrete testimonies and the heritage of the Farnese family.

The method of investigation that led to the elaboration of the project starts from a thorough research on the history of this illustrious family; this study became essential for the identification and analysis of those municipalities that, in different times and through various kinds of intervention, have been influenced the most. The surveys were conducted with the support of different sources: from the documents, to the in situ analysis, up to actual meetings with people working in the area of Tuscia. (Image 1)

The second part of the study was based on a survey relating to the issues of mobility and tourism within the area of Viterbo; this analysis was conducted, not only to highlight how these aspects modified over time to meet the needs of an area that was changing, but also to better understand the current situation of the province in the field of visibility, usability and reception. This was done to become able to define places and methods of intervention functional to a real development of the territory, particularly for those municipalities that where object of the study. From the results obtained, we could define a new thematic route which aims not only to reconsider the historical events of the Farnese, describing its urban and architectural testimonies, but also to make the region on which the route is organized more visible. This means that it is necessary to enhance the local cultural heritage and promote visibility and tourism development through a unique network of informations that allows to know the places in every respect: art, architecture, nature, traditions, gastronomy. (Image 2)

Professionals working on various aspects of this field have confirmed the current needs of an enhancement of the territory with similar characteristics to those presented in this paper. From this collaboration some key points for the planning of the route have emerged: visual communication systems and related maintenance, management and usability of the different sites and monuments. (Image 3)

In order to achieve a truly suitable route for this area, we developed an example of economic feasibility based on revenue derived both from the influx of tourists attracted by the route itself and on the costs of its construction, maintenance and management with the purpose of obtaining an effective and efficient project in the exploitation of the resources used.
Image 1: Identification of the municipalities under study and the main Farnesian architectures.

Image 2: Realization of a summary table for each step of the way: in it describes the main attractions of the place.
Image 3: Marketing Plan: Configuration hypothesis of some visual communication tools

For further information please contact:
Priscilla Ravasini
Mail: priscilla@marcoravasini.it