POLITECNICO DI TORINO
SECOND SCHOOL OF ARCHITECTURE
Master of Science in Architecture (Rehabilitation and Revaluation)
Honors theses

The communication of the valorization of a cultural property: the cathedral of Asti
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Inside of the cathedral of Asti, F. CAVAGNINO, Canon Power Shot A410, 11mpx, March 25, 2008

Most of users of public property often lack a general framework for knowledge of the architectural or artistic artwork, the various connections that exist between this and other property or other contexts and often this failure is not remedied by simple panels describing the planting of a church rather than the layers of an archaeological site. The case we examined, the Episcopal Complex of Asti, is a starting point for a project of knowledge.

The main objectives of this thesis are to investigate and outline the successive phases of construction and repairs over time, indicating the problematic nature, the degradation that is still present, the actions to be executed. Another objective is to build a model of knowledge that contains all the material we collected and processed on the cathedral and its grounds. The purpose of this project is to introduce that property, in more detail, to all users and citizens, using HTML, the language most widely used today. This allows both the inclusion of the model on the web and the creation of multimedia fixed stations (computer box) or mobile (video guide).

The argument made is divided, therefore, essentially in two parts: the first is a study of cognitive and a restoration project of the Episcopal Cathedral of Santa Maria Assunta, the second in the design and implementation of a multimedia application communication of this property aimed to its valorization.

Example of a page layout in three media fields, M. BIANCHI reworking staff, in May 2010

The created model allows you to navigate by choosing different paths leading to different levels of communication. On the one hand the average user has the option of approaching architecture and construction phases of the factory; on the other hand a more specialized audience can follow a more technical direction on the restorations and degradation that still exist.

Another aspect, in our opinion, very interesting of the multimedia model is taken from photographs and QTVR panoramas, created with the help of the architect Laura Cantarella and laboratory Fotoril CISDA of the Polytechnic of Turin, for the area of the attic.
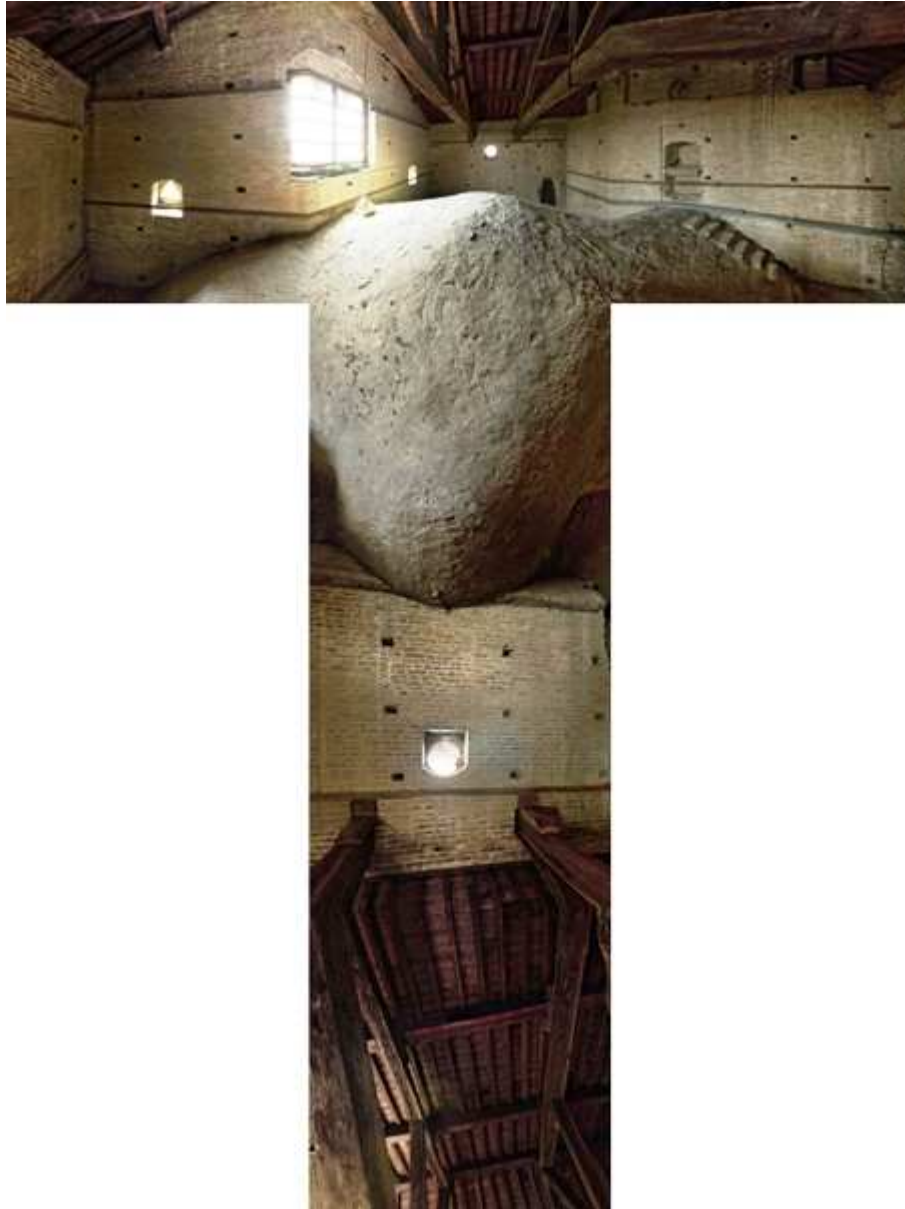
Panoramic exported like an extended cube on a plan, L. CANTARELLA, April 2010

This area not accessible to visitors for security problems, is a great architectural heritage, which are clear various stages of construction of the cathedral. It was decided therefore to make it visible creating a panoramic virtual tour with photos and waterways to convey to you this great hidden wealth.

Communicate and raise awareness among users and the citizens themselves historical and architectural importance of a well, the cathedral of Asti in our case, no purposes only popular, but is rather an essential element for its development and future conservation. Being aware of the value of property means preservation and conservation as well as visit and to make use it. This is not to give more value to a cultural heritage that is already inherent in, but make it readable.
The inclusion in the multimedia project of research results has been a successful record of, made available through the interactive model. Interactivity allows the user to walk and explore the model of knowledge according to their own interest, as you explore a place of reality. In this way interactivity becomes a way to transform information into experience.

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