



**Politecnico
di Torino**

Honors Thesis

Master of Science in Architecture Construction City

Abstract

DOMUS FENDI

**Architecture and Fashion for the development and innovative management of the
Central Archaeological Area of Rome cultural heritage**

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The Central Archaeological Area of Rome represents one of the most fascinating paradigms of how history and architecture can be part of a stratified and fragmented synoptic framework, within which it is possible to read unique episodes in terms of greatness and monumentality. We therefore tried to find a key to understanding such a complex architectural and archaeological palimpsest, a site which also belongs to the UNESCO heritage, by identifying the most fragile areas and without a solution of continuity with their context.

Villa Silvestri Rivaldi, for example, represents an element on the edge of Via dei Fori Imperiali and is located on what remains of the Velia, the high ground between the Fori and the valley of the Colosseum, which was excavated in the 1930s twentieth century for the opening of what was then Via dell'Impero. Despite being located in one of the most central and strategic positions of the Roman city, the sixteenth-century palace is in a state of total abandonment due to the various changes of ownership and the demolitions it has undergone. Only in 2006, in an attempt to find an agreement with the new property of the Istituto di Santa Maria in Aquiro (ISMA), did the Superintendence for Cultural Heritage of Rome draw up a feasibility plan for the recovery of the building, without however having defined a definitive project able to hold together the different scenarios and the different altitudes that insist on the area.

The goal of this thesis is to propose a strategy for the management and enhancement of the cultural assets belonging to the area and its immediate vicinity through the relationship between Architecture and Fashion, which in recent years has proven to be a valid tool promotion and valorisation of the cultural heritage.

In this sense, to achieve the goal, Fendi was identified as the main promoter of the intervention as it is deeply linked to the city of Rome, making the paradigms of Roman architecture a source of inspiration to pass on its aesthetic grammar of eternal beauty all over the world. Following a careful analysis, a design strategy is proposed which first of all allows the fashion house to centralize its link with the city of Rome through a new "domus" of culture, therefore a Foundation to host contemporary art collections and ancient art. On then, on the occasion of the centenary of Fendi in 2025, simultaneously with the enhancement events promoted in view of the next Jubilee and on the occasion of the inauguration of the intervention of the new Fendi domus at Villa Rivaldi, the setting up of a Fashion Show inside one of the most spectacular monuments belonging to the Roman Forum: the Basilica of Maxentius, which stands exactly in front of the facade of the new proposed Foundation. To guarantee the feasibility of this event, the project hypothesis includes a strategy for the enhancement of the area for a new access to the dedicated Forum which follows the historical traces of the Vicus ad Carinas, adjacent to the ancient site of the Temple of Peace, currently difficult to interpret and access. Finally, it is thought of as a promotional tool not only for the fashion house, but also for the cultural heritage itself with which it is confronted, experimenting with the creation of a Fendi-branded metaverse within which it is possible to virtually visit the wealth offered from Roman architecture.





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