

ARCHITECTURAL INTERESTS OF APULIA (I)

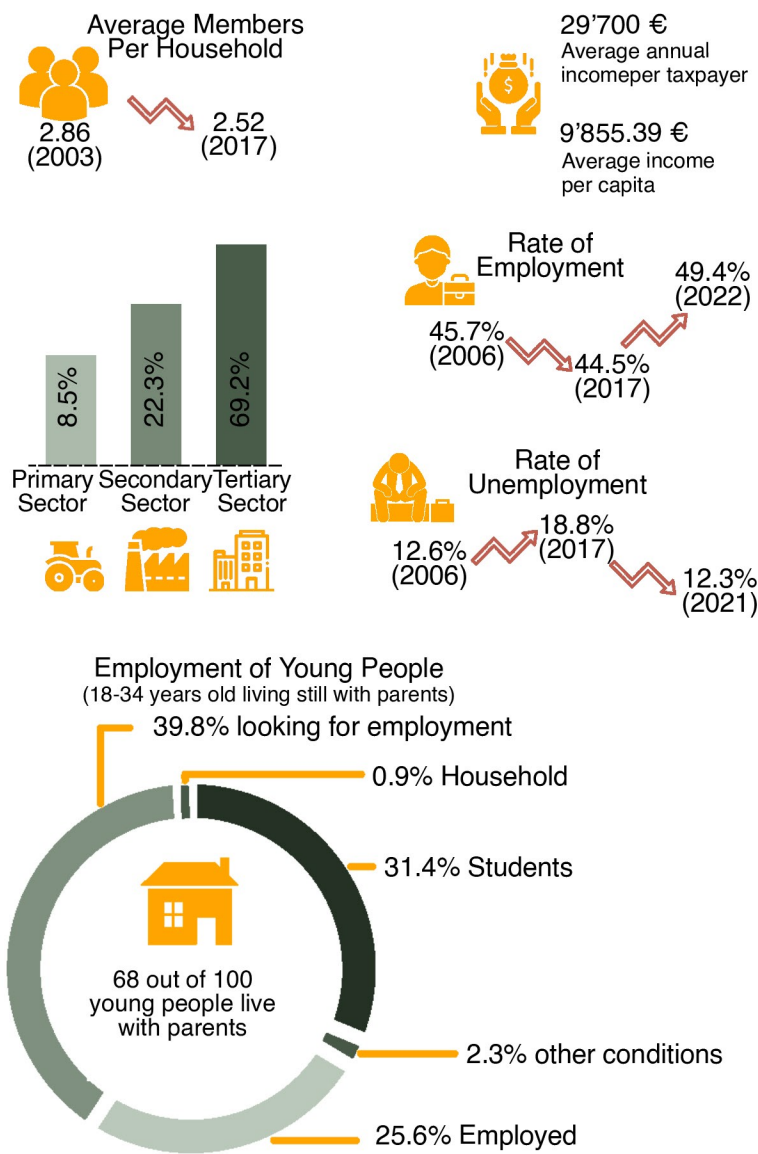
- 46 Churches
- 31 Castles
- 29 Watch towers
- 23 Doors & Monuments
- 18 Historic buildings
- 13 Natural Sites
- 10 Underground oil mills
- 6 Piazze
- 6 Tourist caves
- 5 Fortified Masseria
- 4 Archeological areas
- 3 Theatres



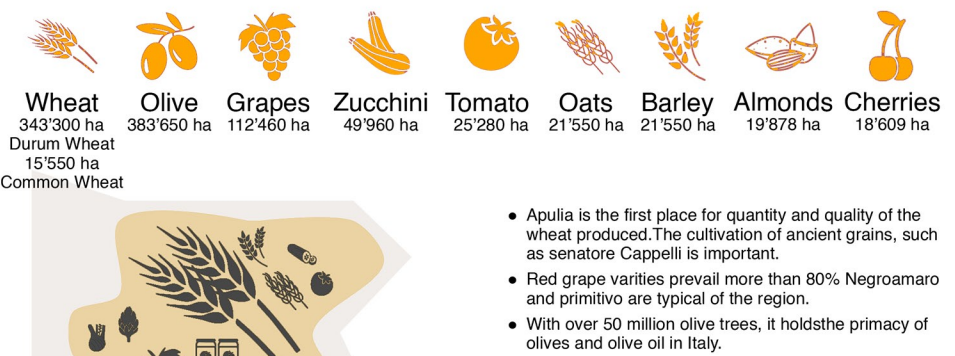
Materials Used



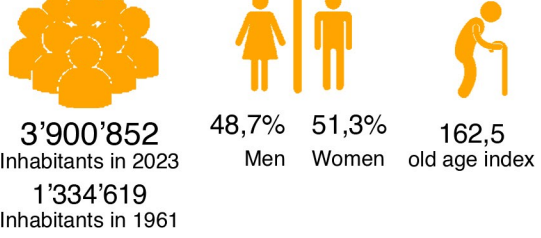
OCCUPATION (IV)



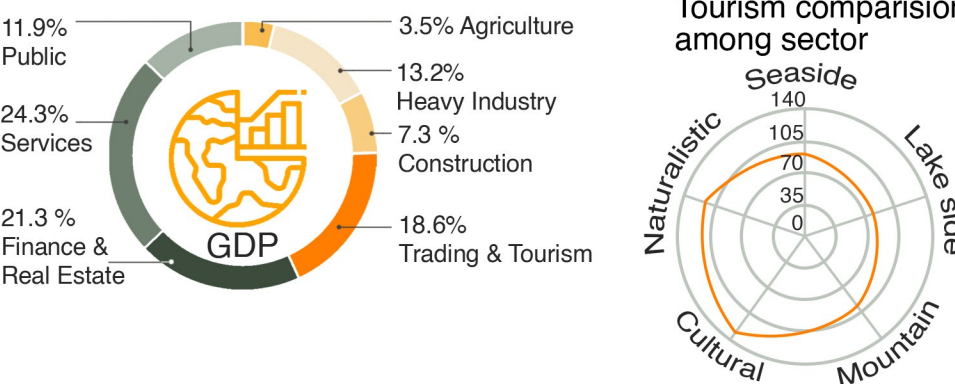
CULTIVATION (II)



POPULATION



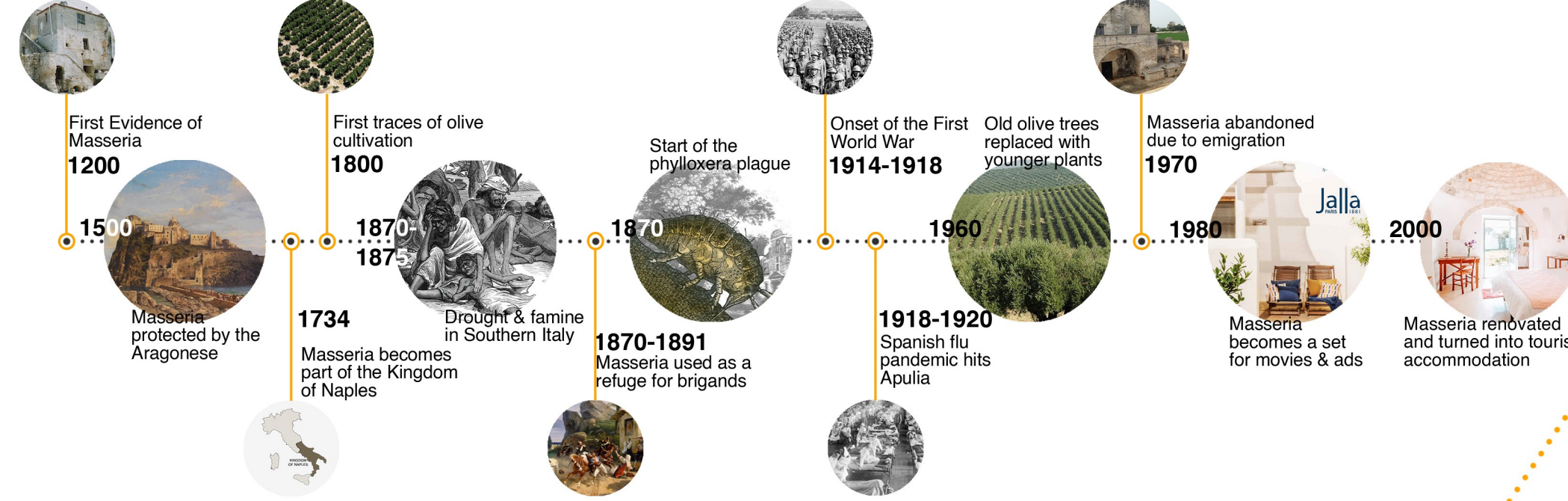
TOURISM (VI)



CULTURE



TIMELINE OF MASSERIA



BARI (III)

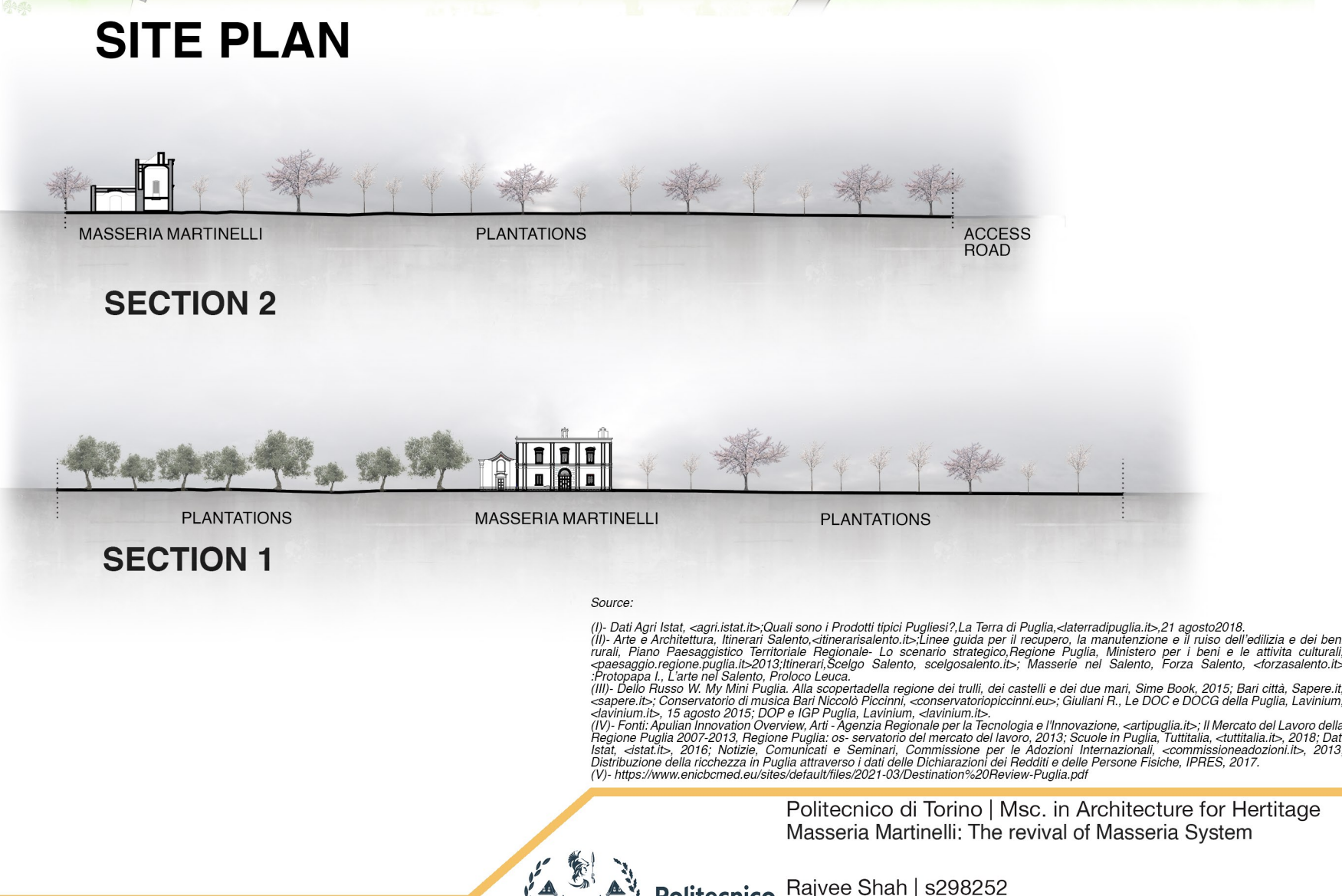
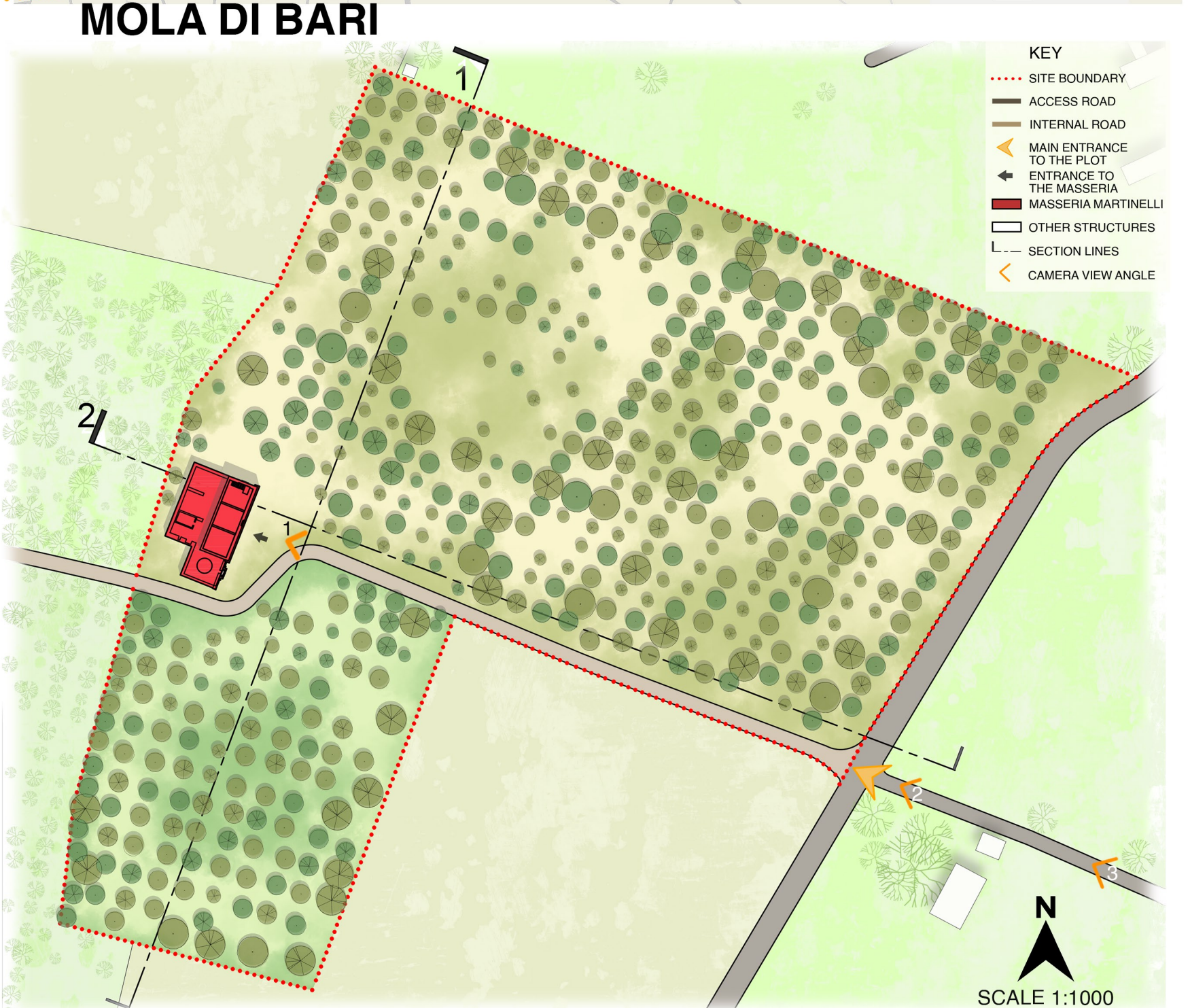
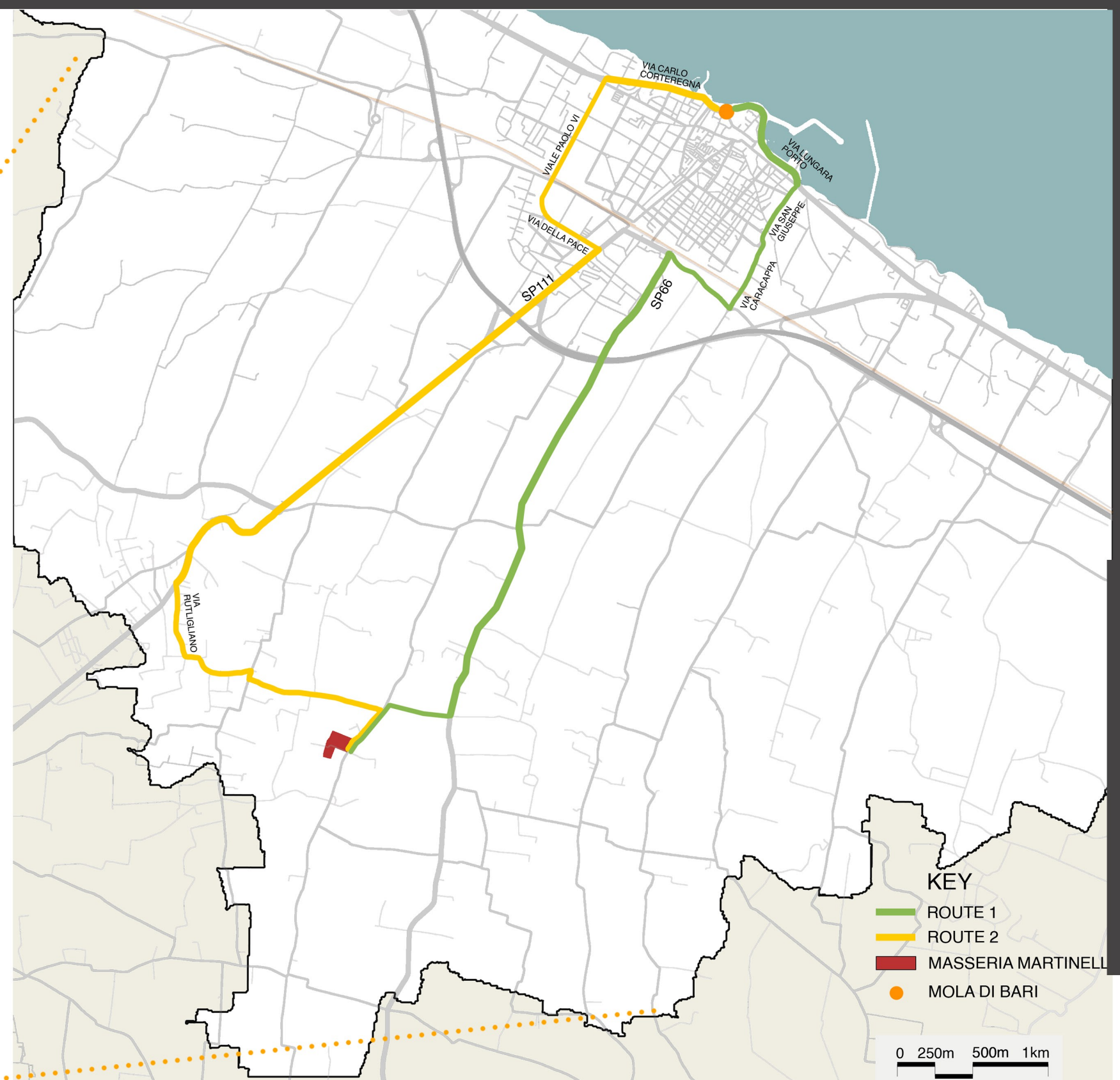
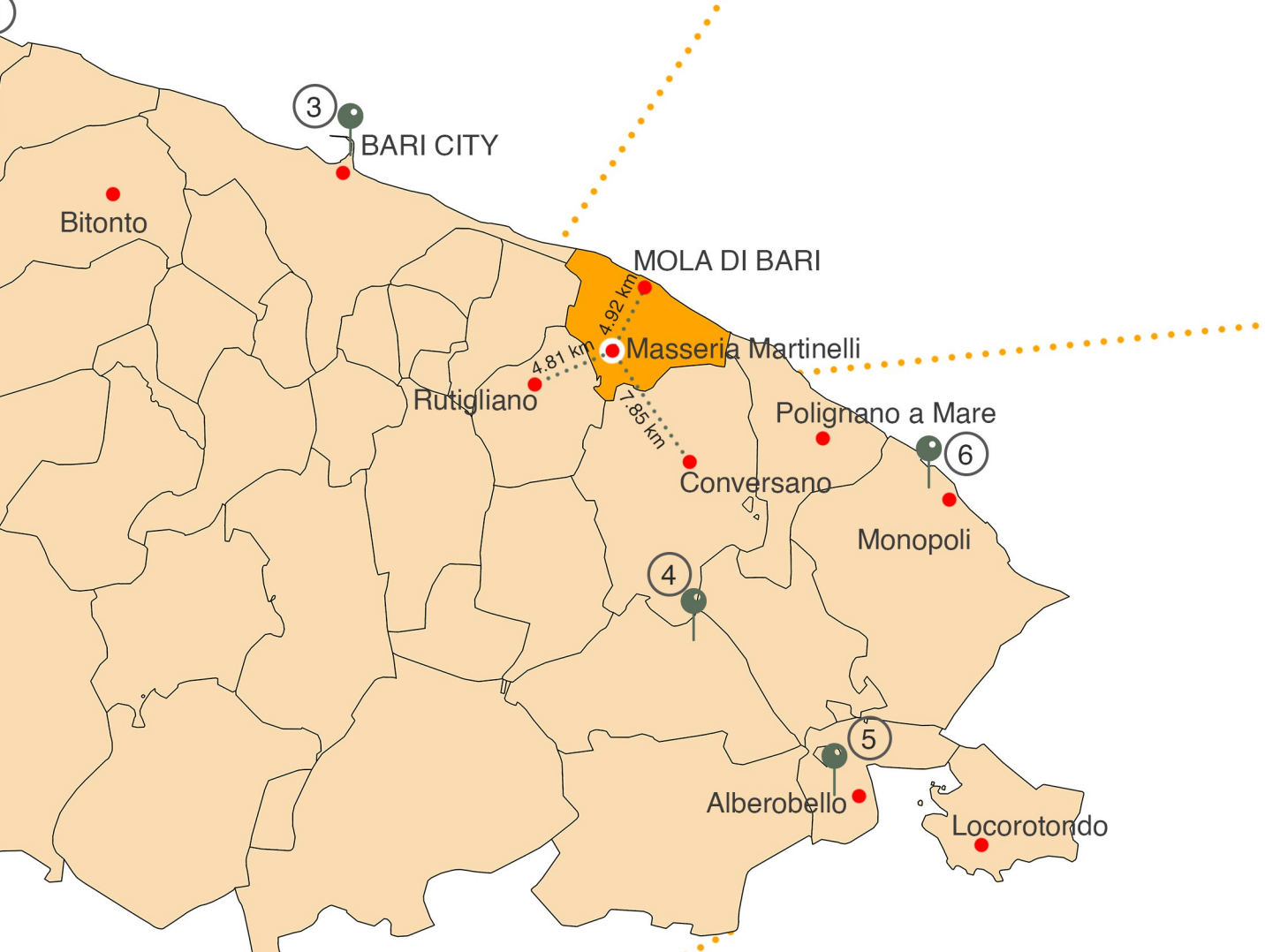
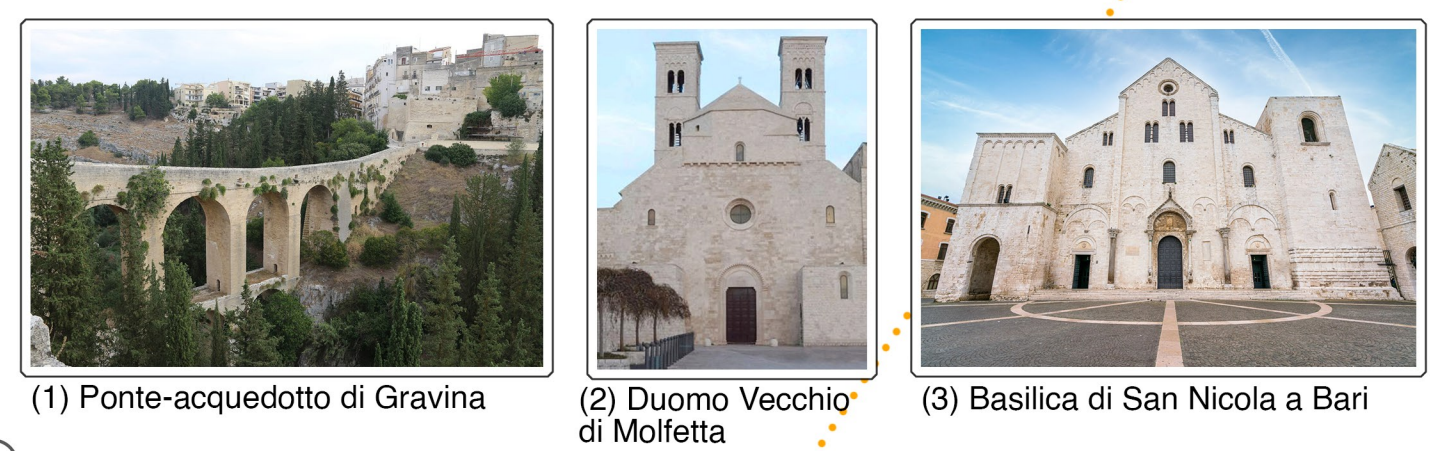
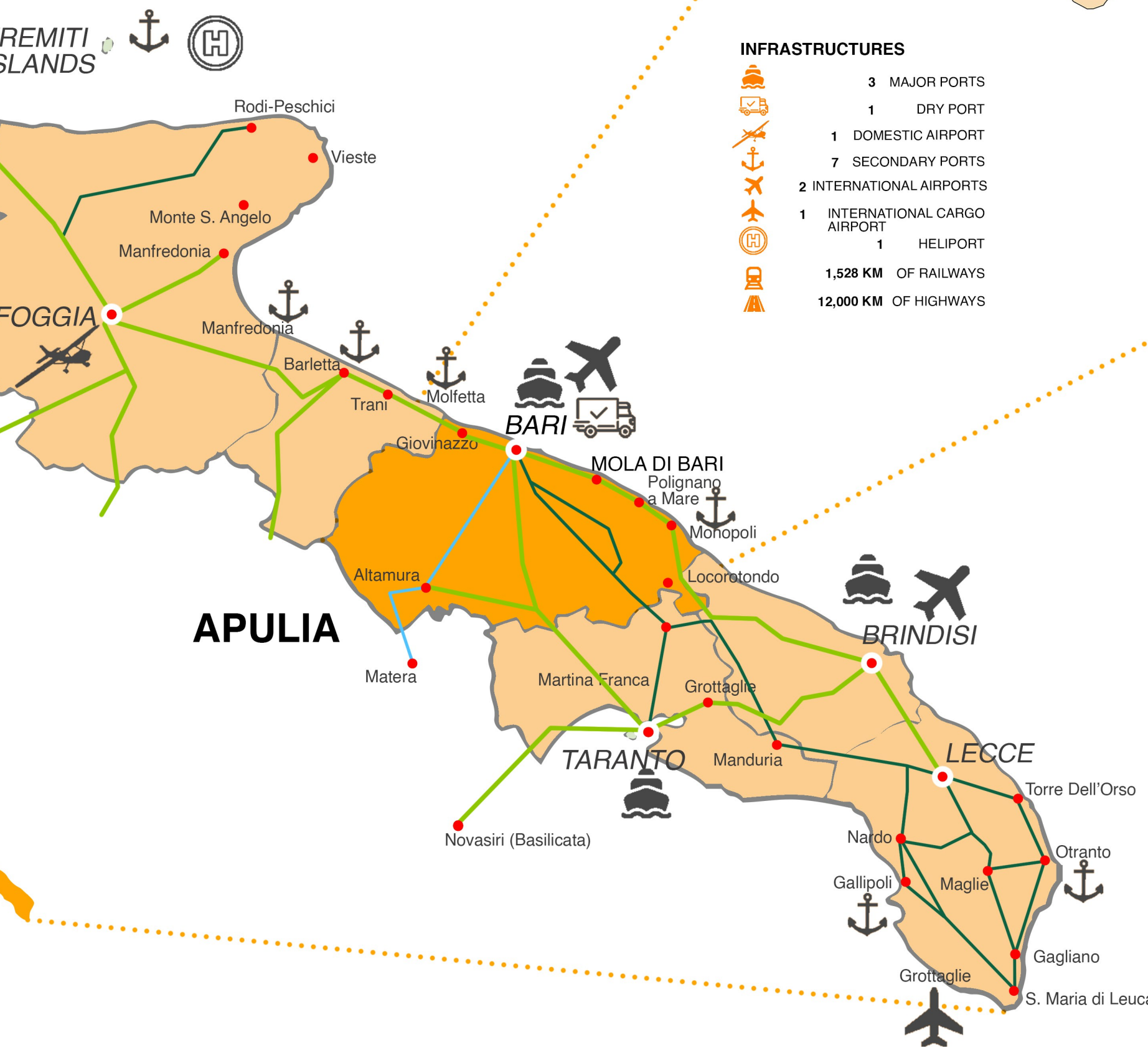
- 41 Municipalities
- 3'862,88 Km²
- 1'257'520 Residents
- 3 Ports
- 1 Airport
- 1 Regional Interport
- Highway
- 31 Railway stations

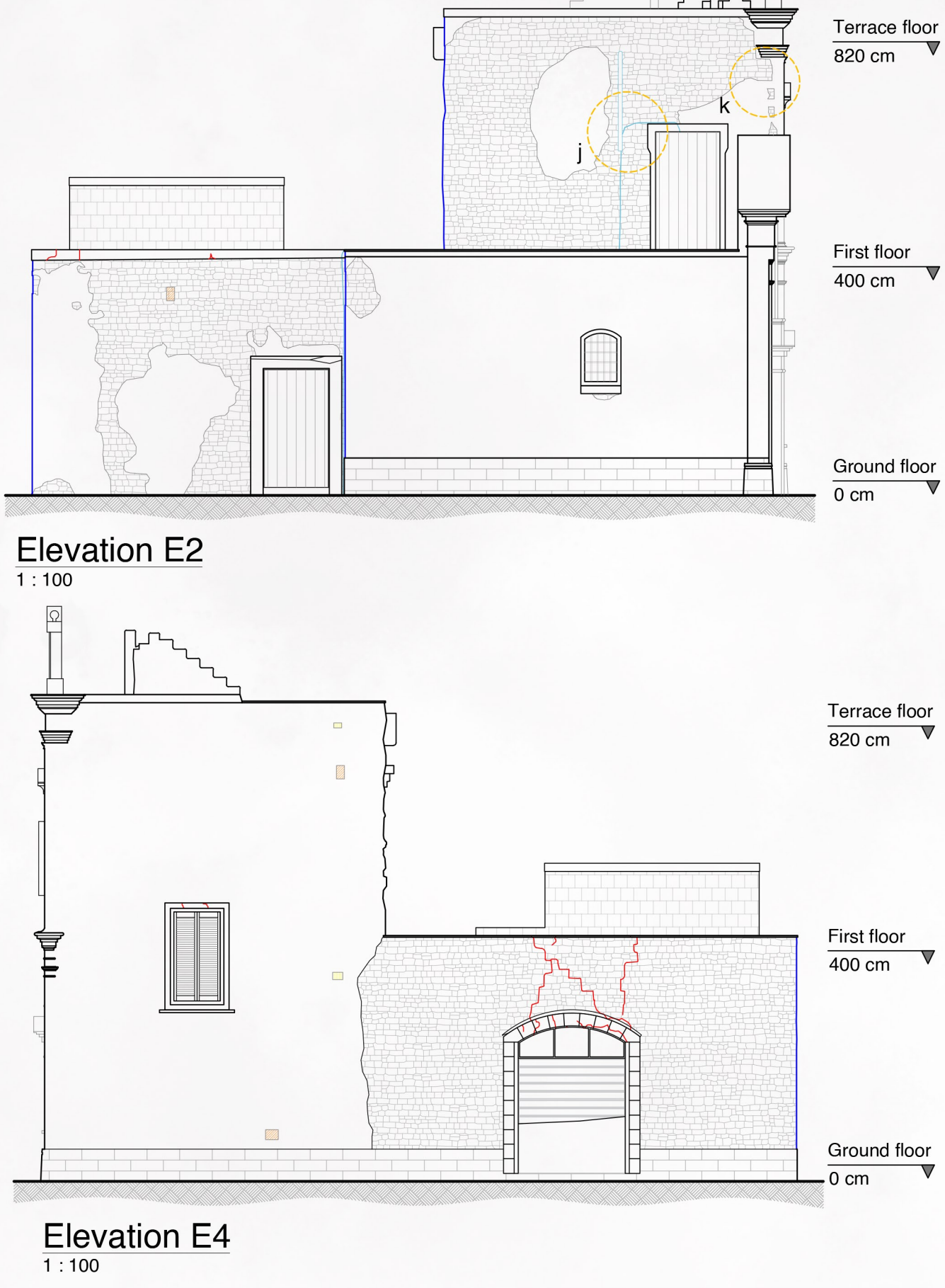
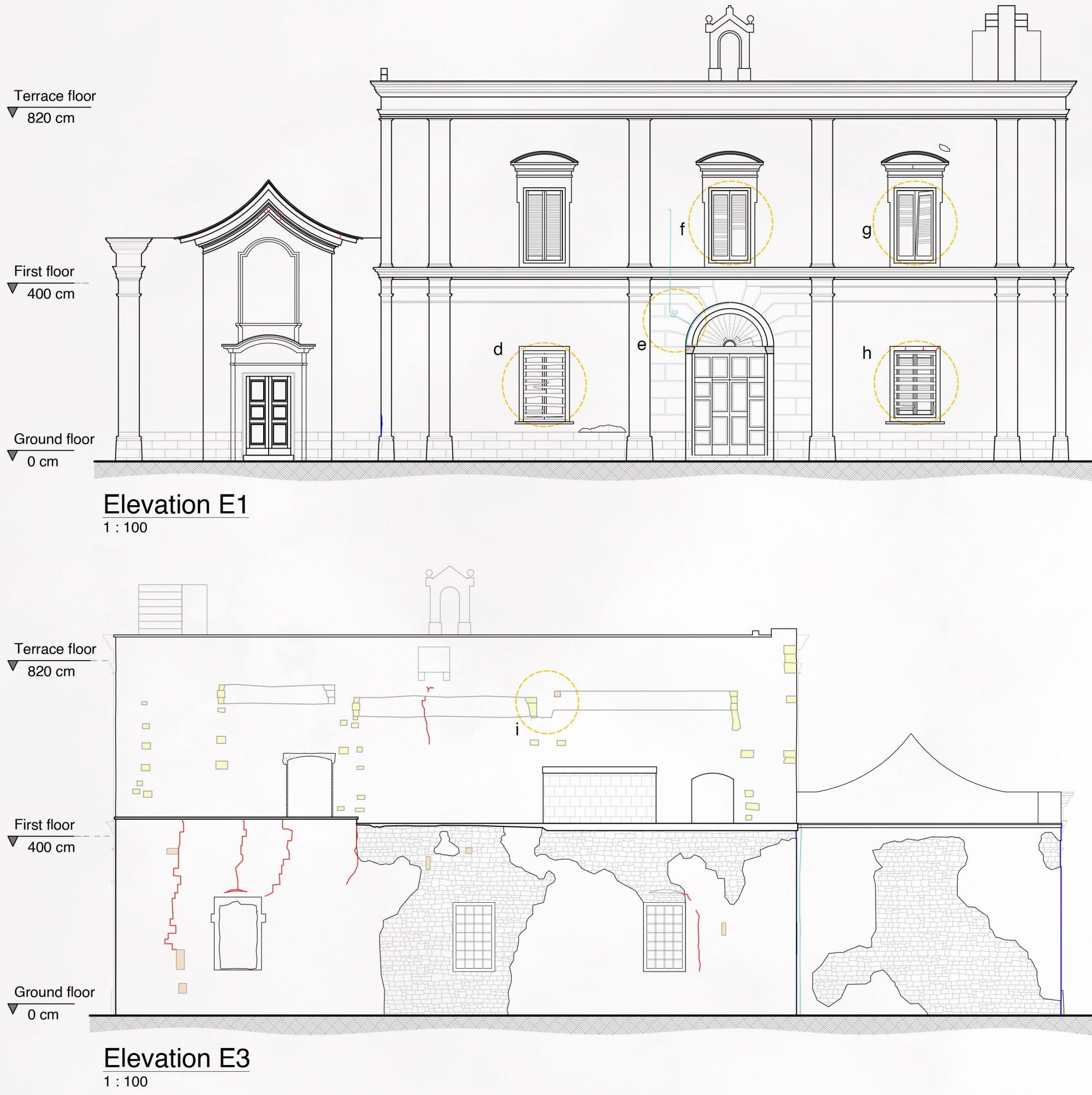
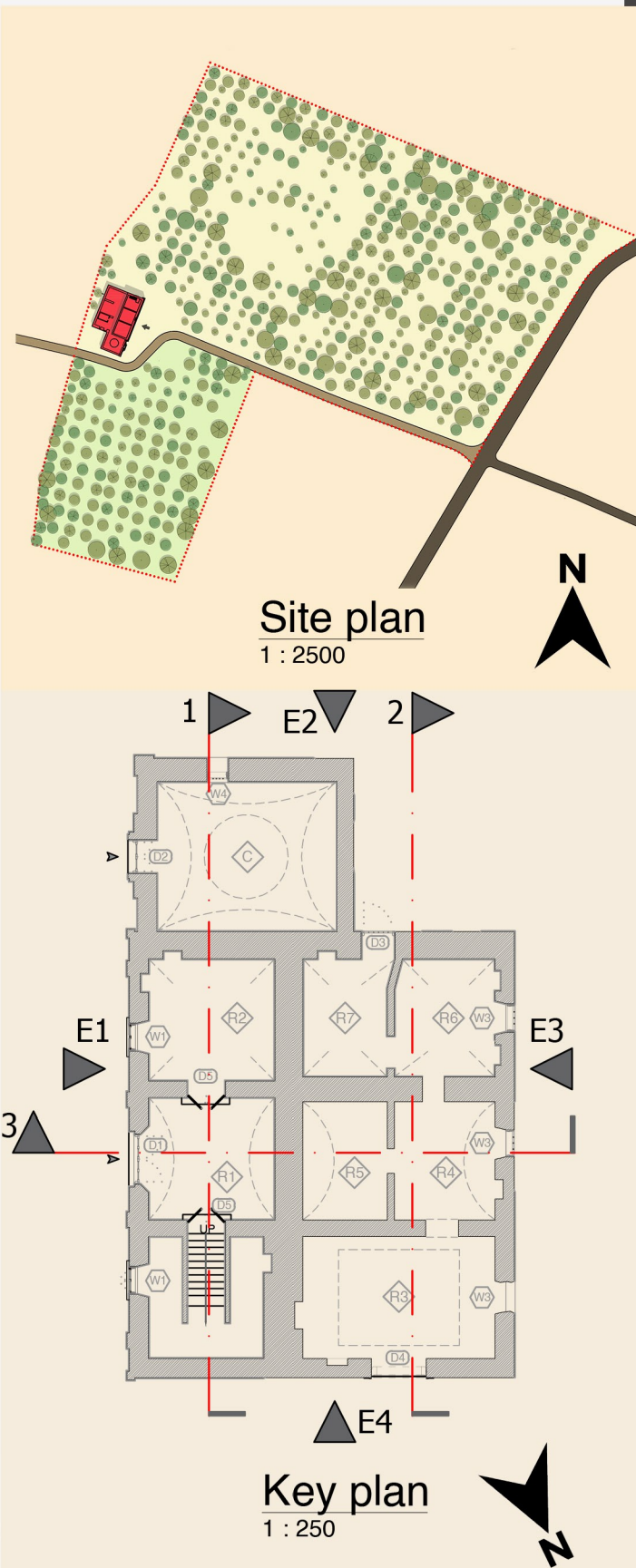
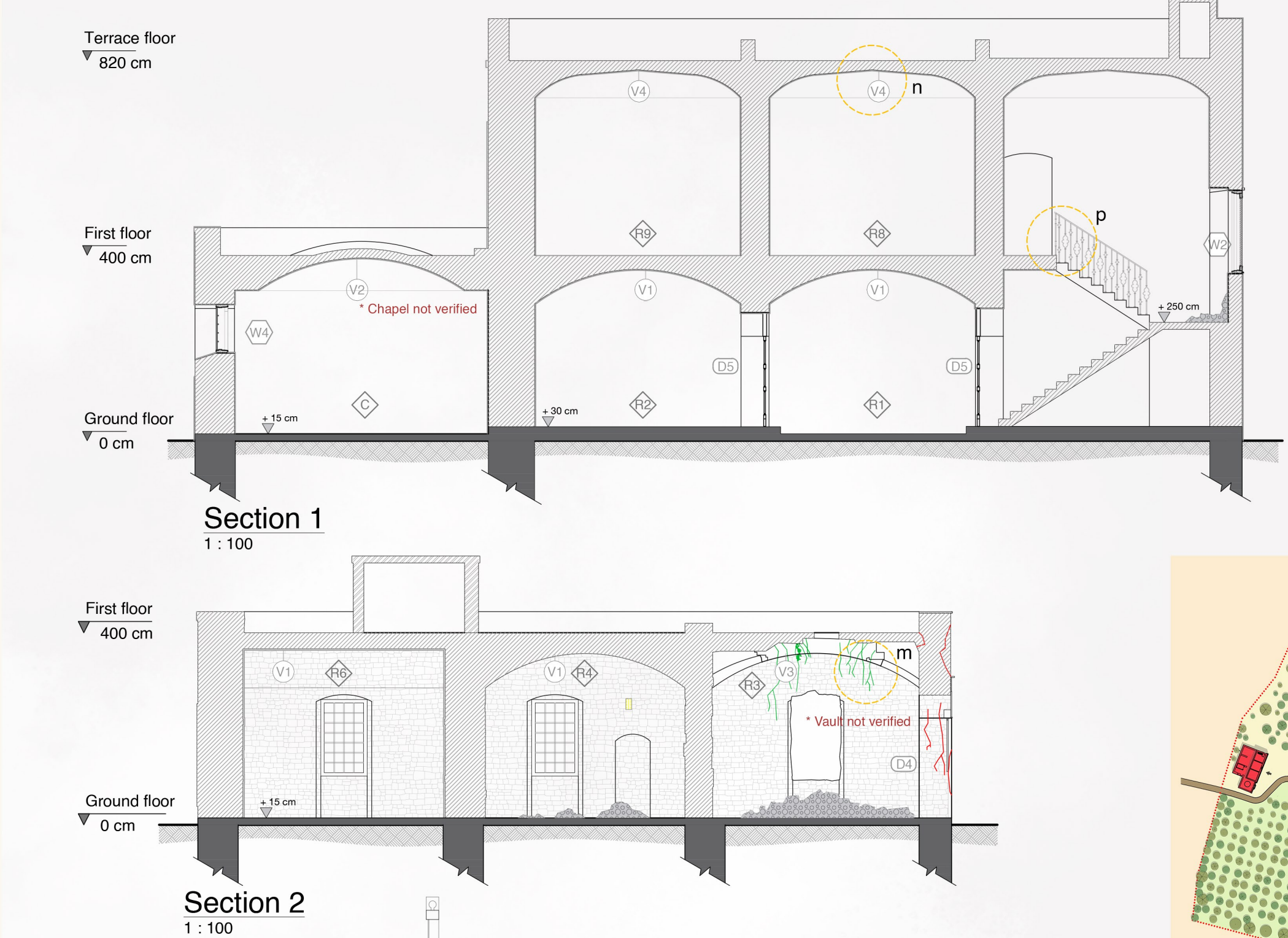
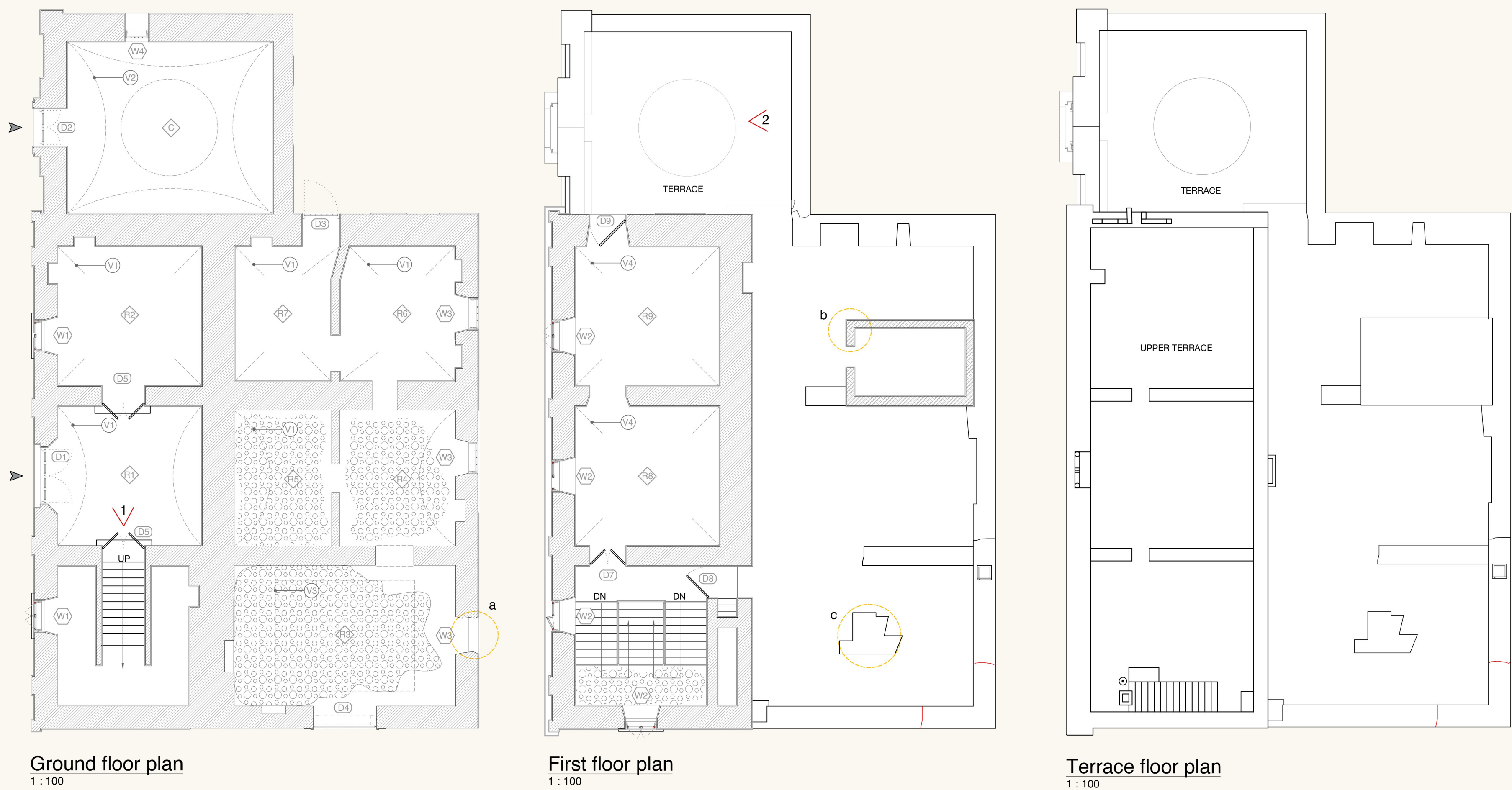
Economy Sector

- Human health & Biotechnology district
- Mechatronics district
- Agri-Food Technical District

INFRASTRUCTURES

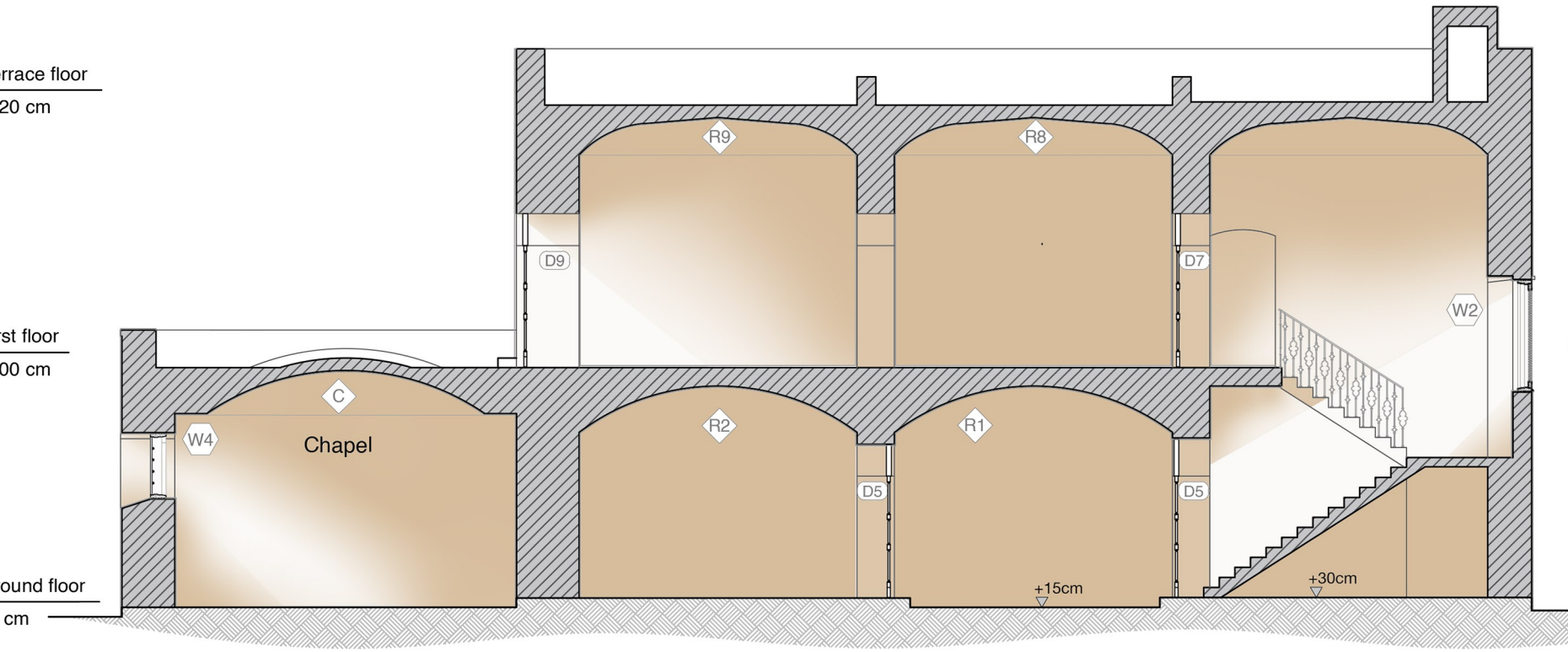
- 3 MAJOR PORTS
- 1 DRY PORT
- 1 DOMESTIC AIRPORT
- 7 SECONDARY PORTS
- 2 INTERNATIONAL AIRPORTS
- 1 INTERNATIONAL CARGO AIRPORT
- 1 HELIPORT
- 1,528 KM OF RAILWAYS
- 12,000 KM OF HIGHWAYS



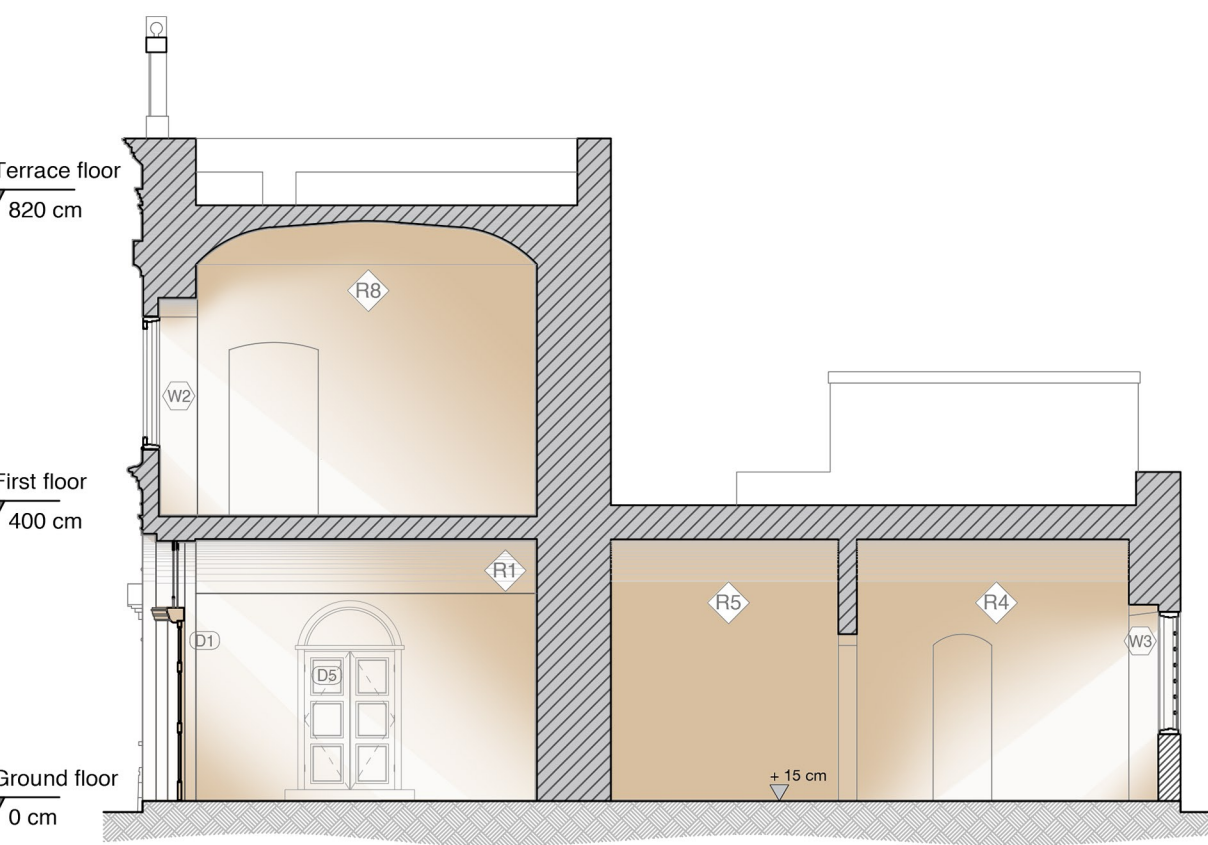
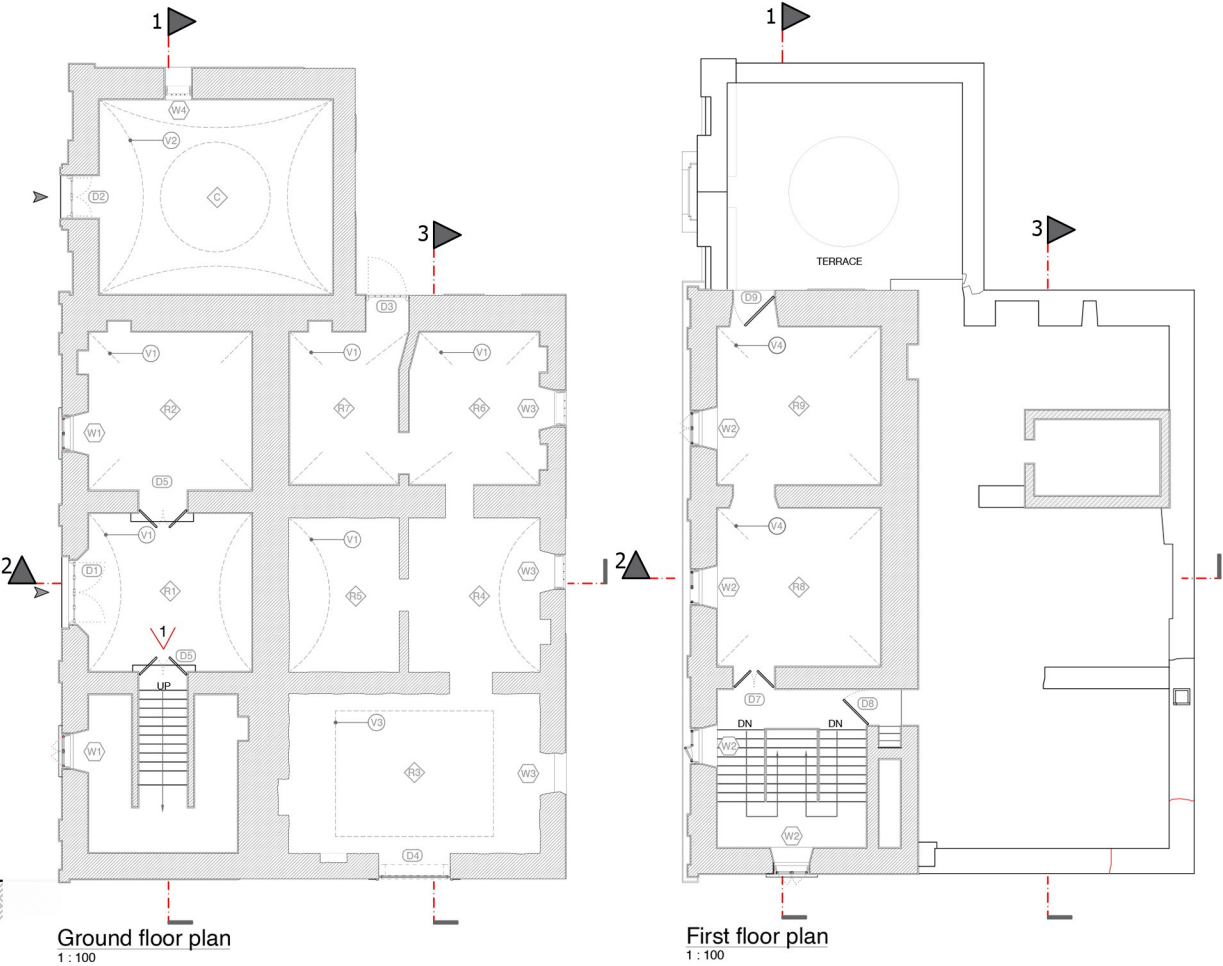


- KEY:
- CUT STONE MASONRY
 - CUT PLASTER LINE
 - STONE MASONRY
 - CEMENT BLOCK
 - PLINTH
 - VAULT LINE
 - SECTION LINE
 - POINTERS
 - VAULTS - 1 TO 5
 - WINDOWS - 1 TO 4
 - DOORS - 1 TO 9
 - ROOMS - 1 TO 9
 - CHAPEL
 - DOOR/WINDOW OPENING
 - CAMERA ANGLE
 - ELEVATIONS - 1 TO 4
- LEGEND:
- PROMINENT CRACKS
 - ALTERED BUILDING LINE DUE TO DEGRADATION
 - ELECTRICAL LINING
 - STONE BLOCK
 - CEMENT BLOCK
 - ASHLAR MASONRY
 - FALLING STONES
 - IRREGULAR STONES
 - DEBRIS

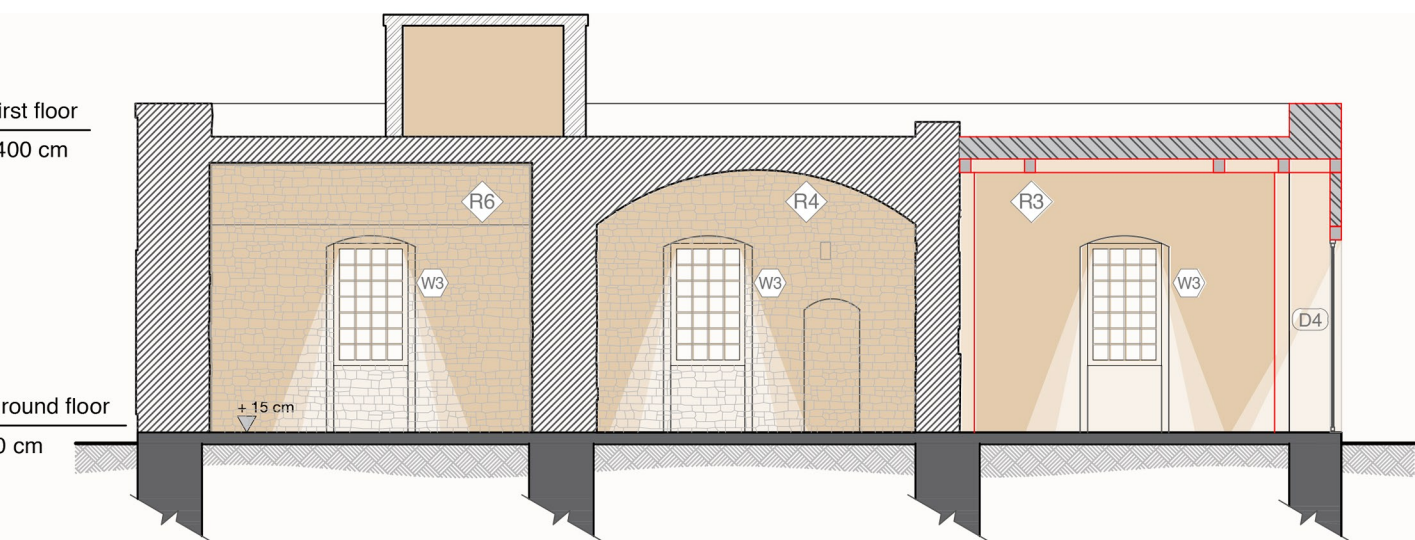
LIGHT AND TEMPERATURE ANALYSIS



Section 1
1 : 100

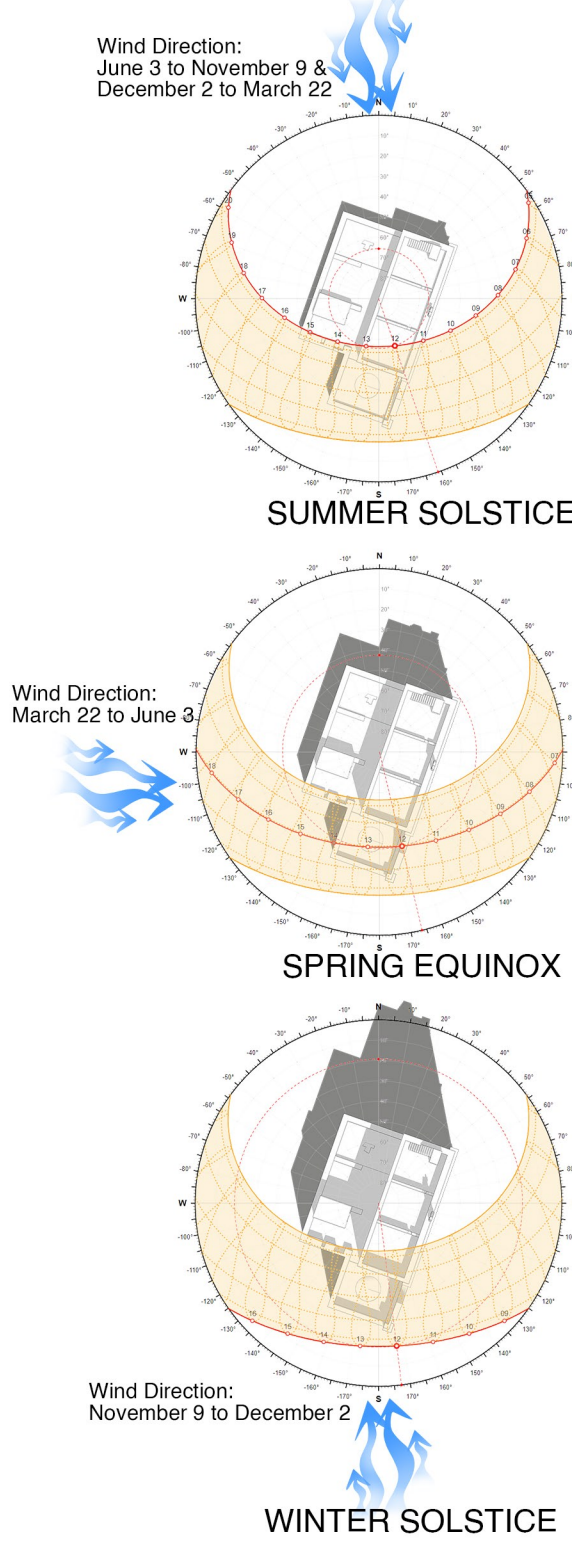


Section 2
1 : 100



Section 3
1 : 100

SUN PATH



Daylight factor

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

 τ_f = 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) [m²]
 ϵ = window factor
 ψ = correction factor of the window factor

The average reflectance factor is calculated using

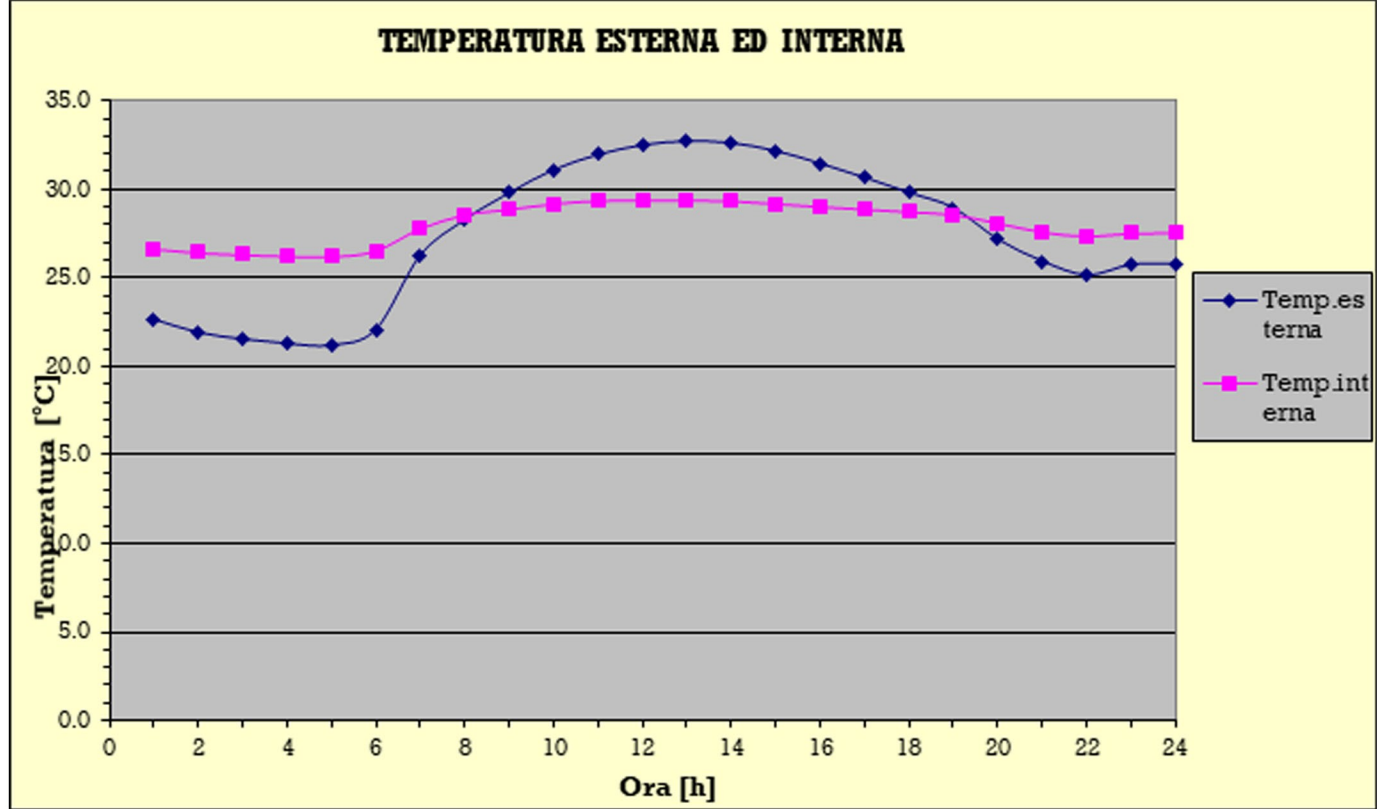
$$\rho_{l,m} = \frac{\rho_f \times A_f + \rho_c \times A_c + \rho_w \times A_w + \rho_g \times A_g}{A_f + A_c + A_w + A_g}$$

- 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

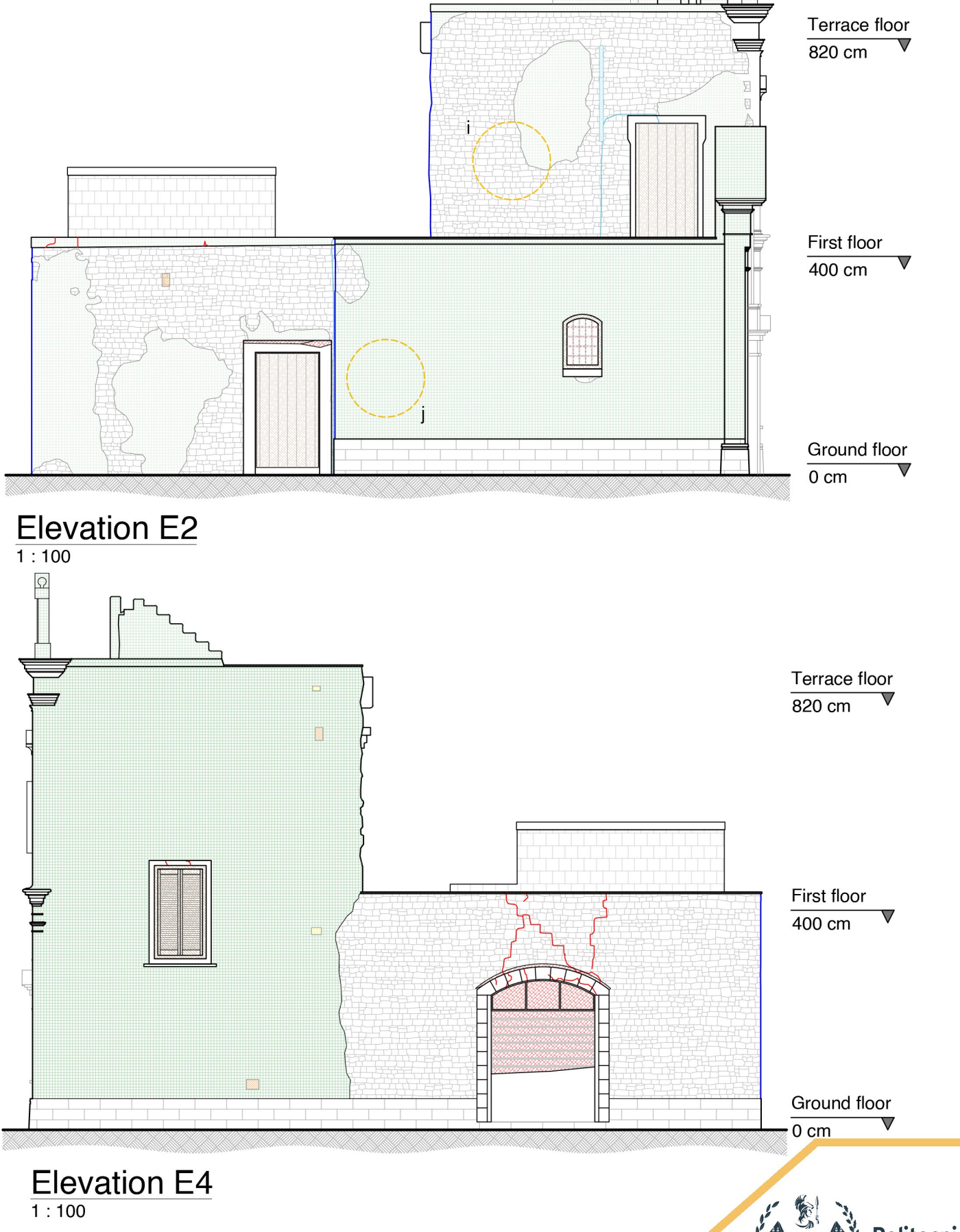
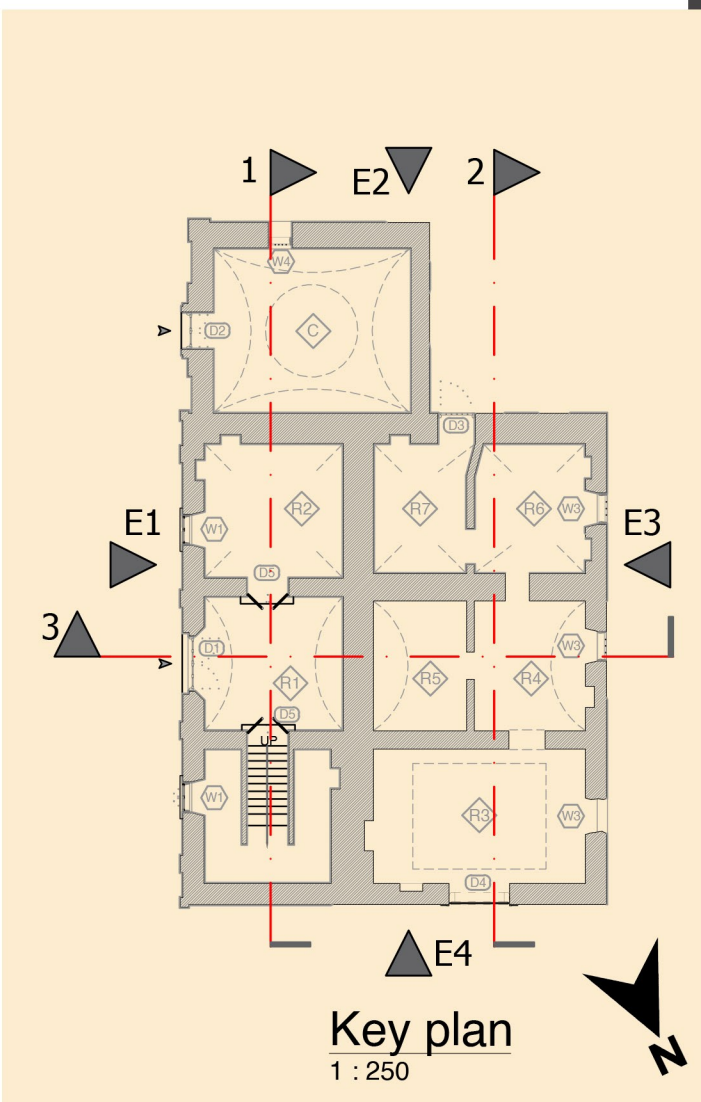
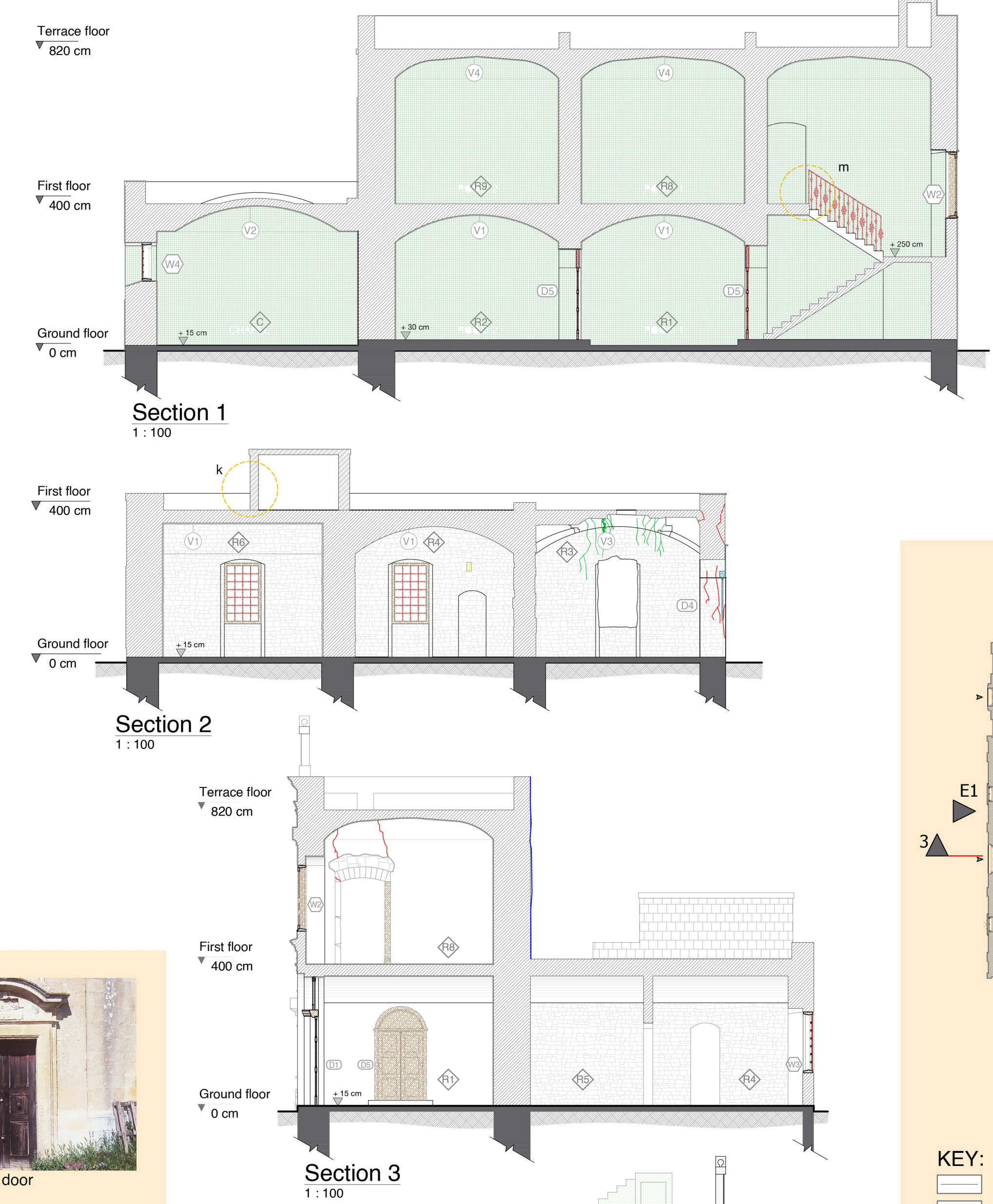
The daylight factor is calculated for these specific rooms:
R1 - 6.70 % (when the wooden door is completely open)
R4 - 1.90 %
R8 - 2.10 %

Average temperature

Here the consideration is for the hottest day of July 21



Thus from the graph we can infer that, 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.

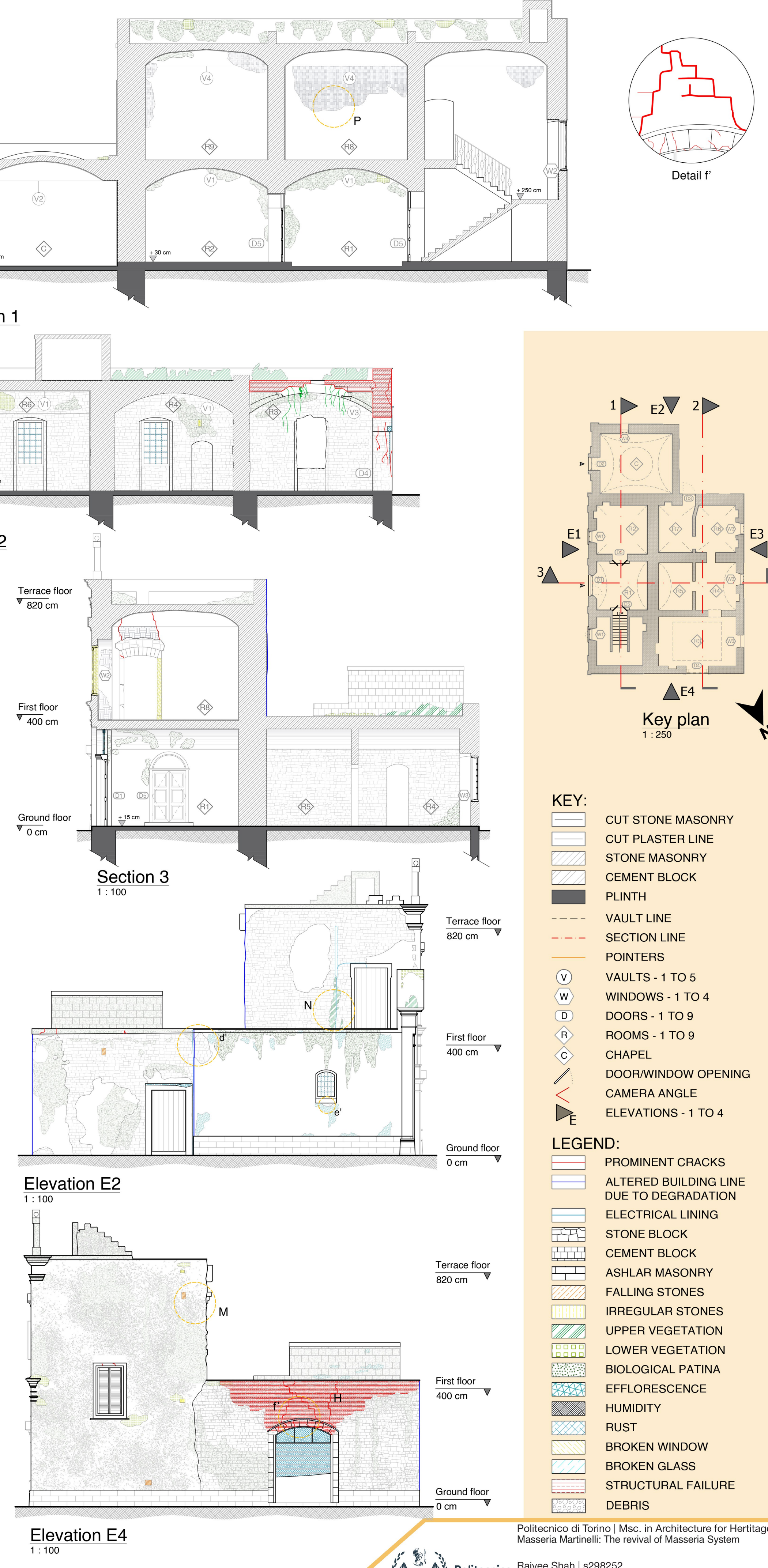
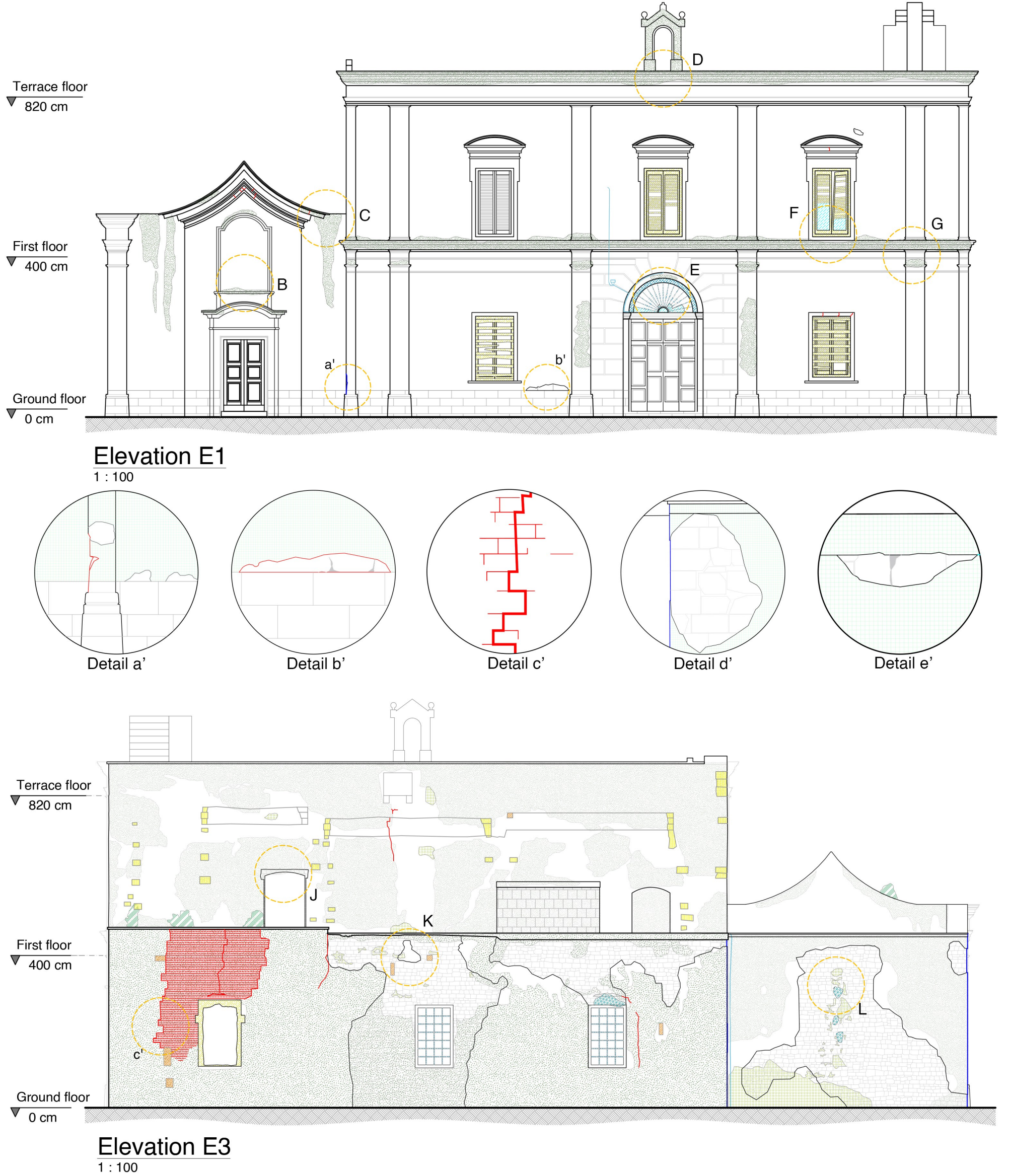
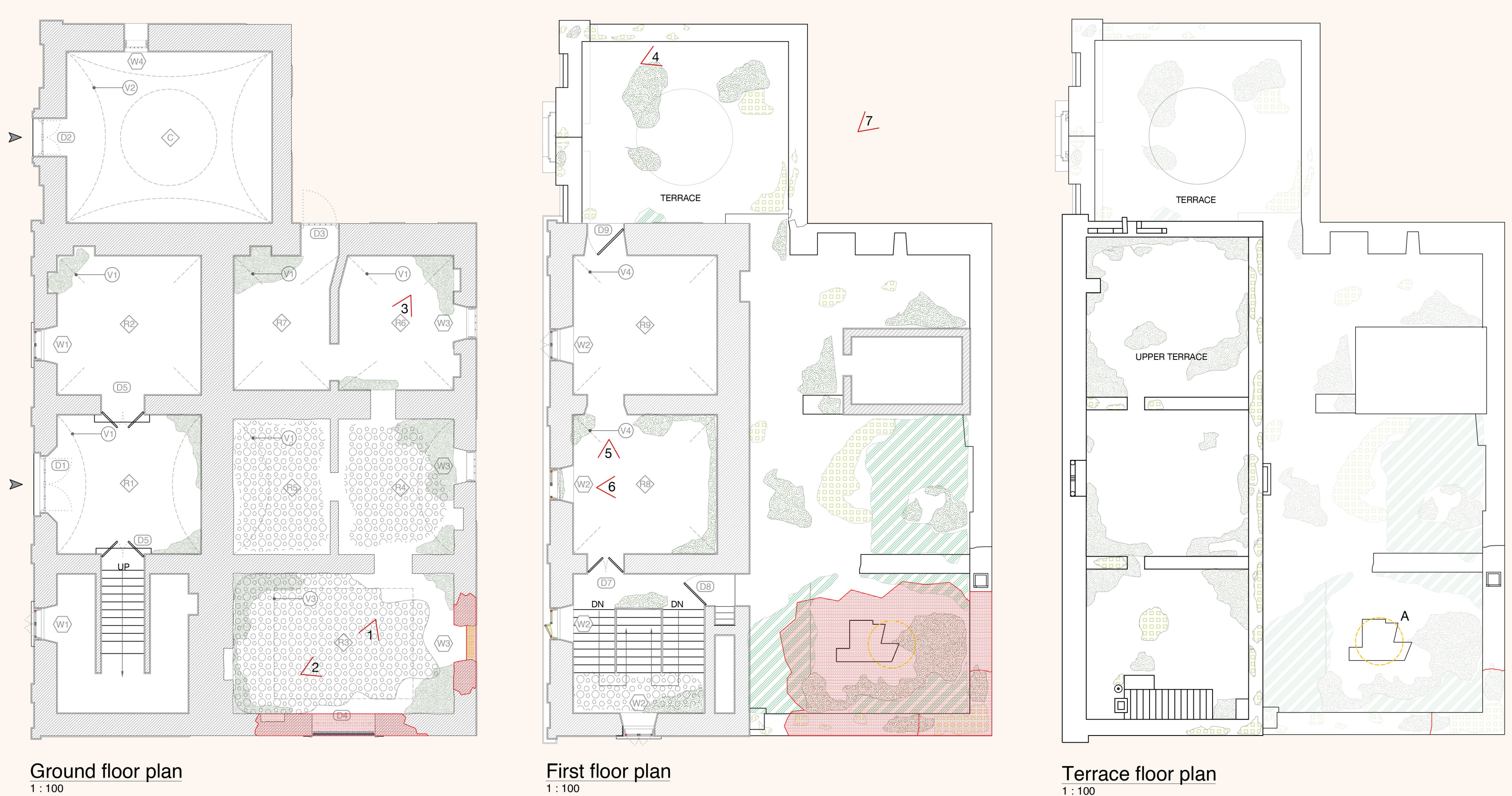


- KEY:**
- CUT STONE MASONRY
 - CUT PLASTER LINE
 - STONE MASONRY
 - CEMENT BLOCK
 - PLINTH
 - VAULT LINE
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 - POINTERS
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 - CAMERA ANGLE
 - ELEVATIONS - 1 TO 4
- LEGEND:**
- PROMINENT CRACKS
 - ALTERED BUILDING LINE DUE TO DEGRADATION
 - ELECTRICAL LINING
 - STONE BLOCK
 - CEMENT BLOCK
 - ASHLAR MASONRY
 - FALLING STONES
 - IRREGULAR STONES
 - PLASTER
 - METAL
 - GLASS
 - WOOD
 - PVC
 - COCCIOPESTO

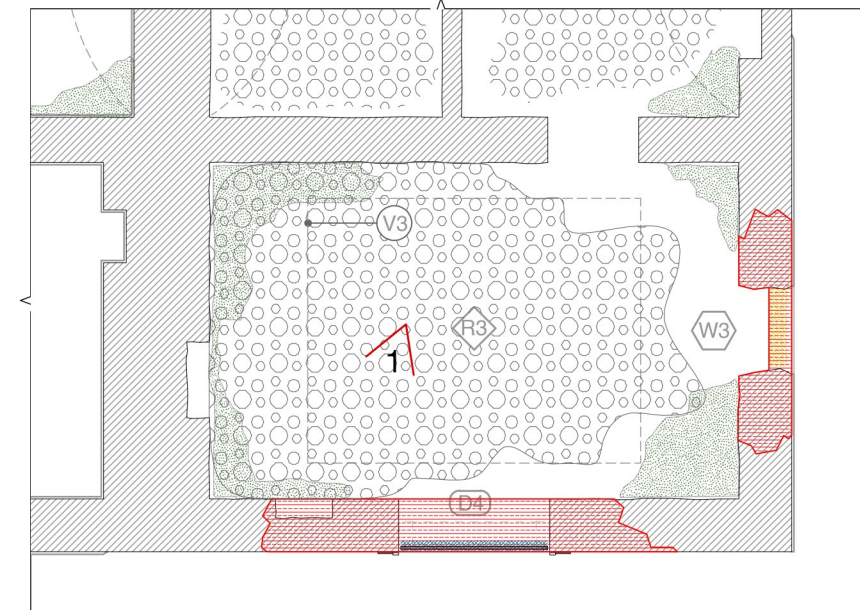
Politecnico di Torino | Msc. in Architecture for Heritage
Masseria Martinelli: The revival of Masseria System



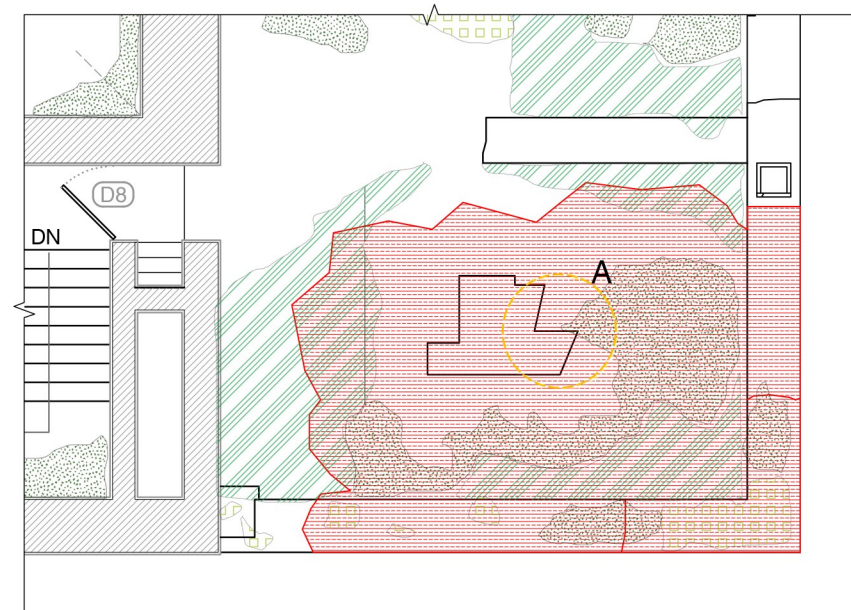
Rajvee Shah | s298252
Prof. Francesco Novelli | Prof. Anna Pellegrino |
Prof. Cristina Coscia
A. Y. 2023-2024



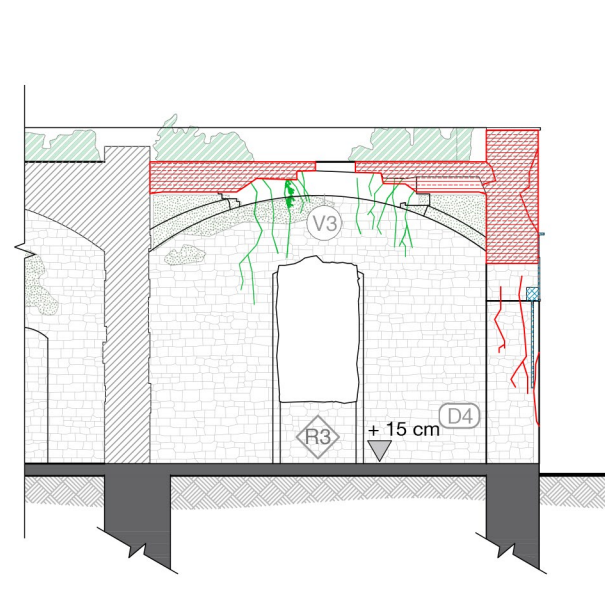
ROOM 3 DETAIL
BEFORE



Ground floor plan
1 : 100



First floor plan
1 : 100

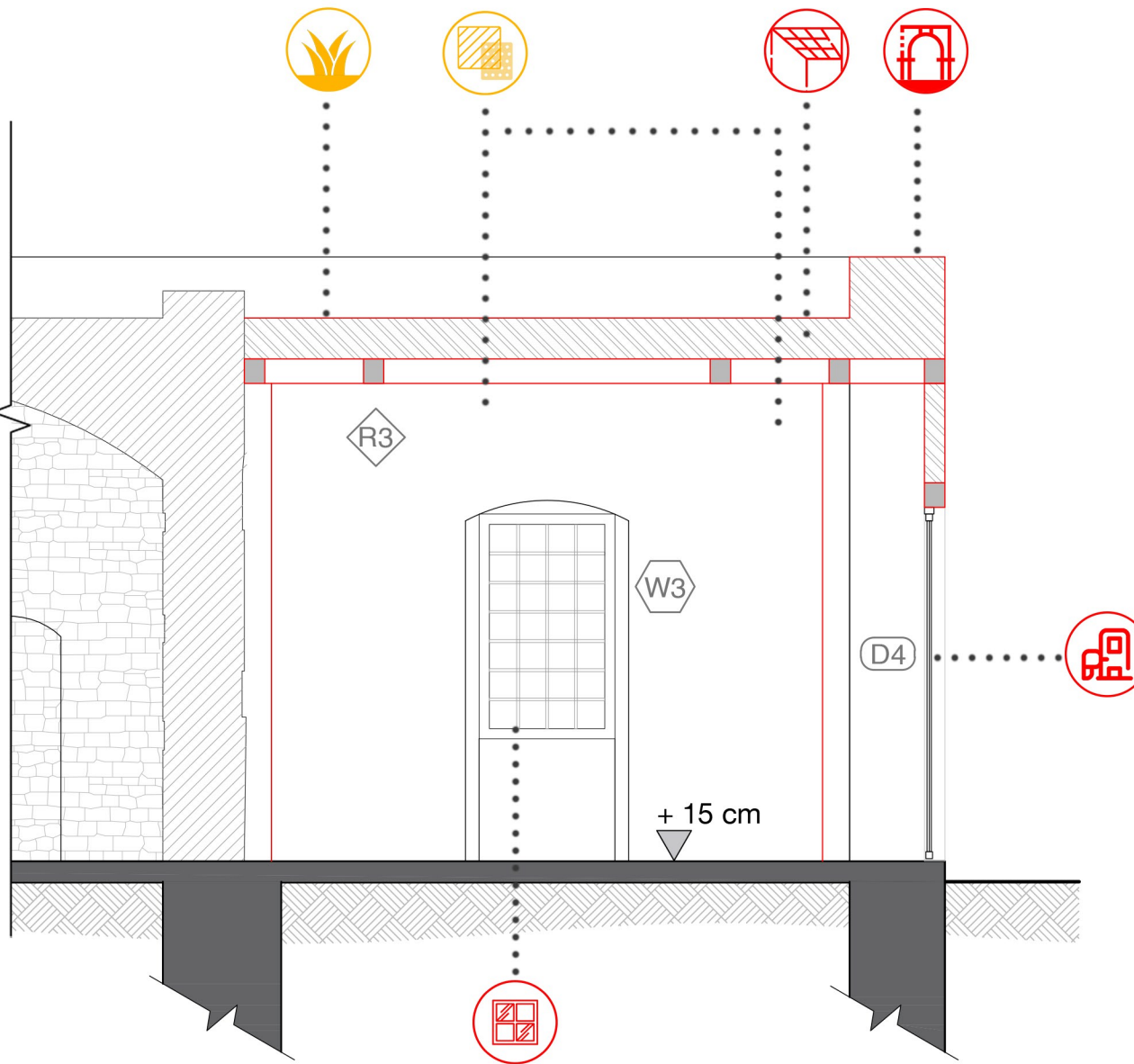


Section 1
1 : 100

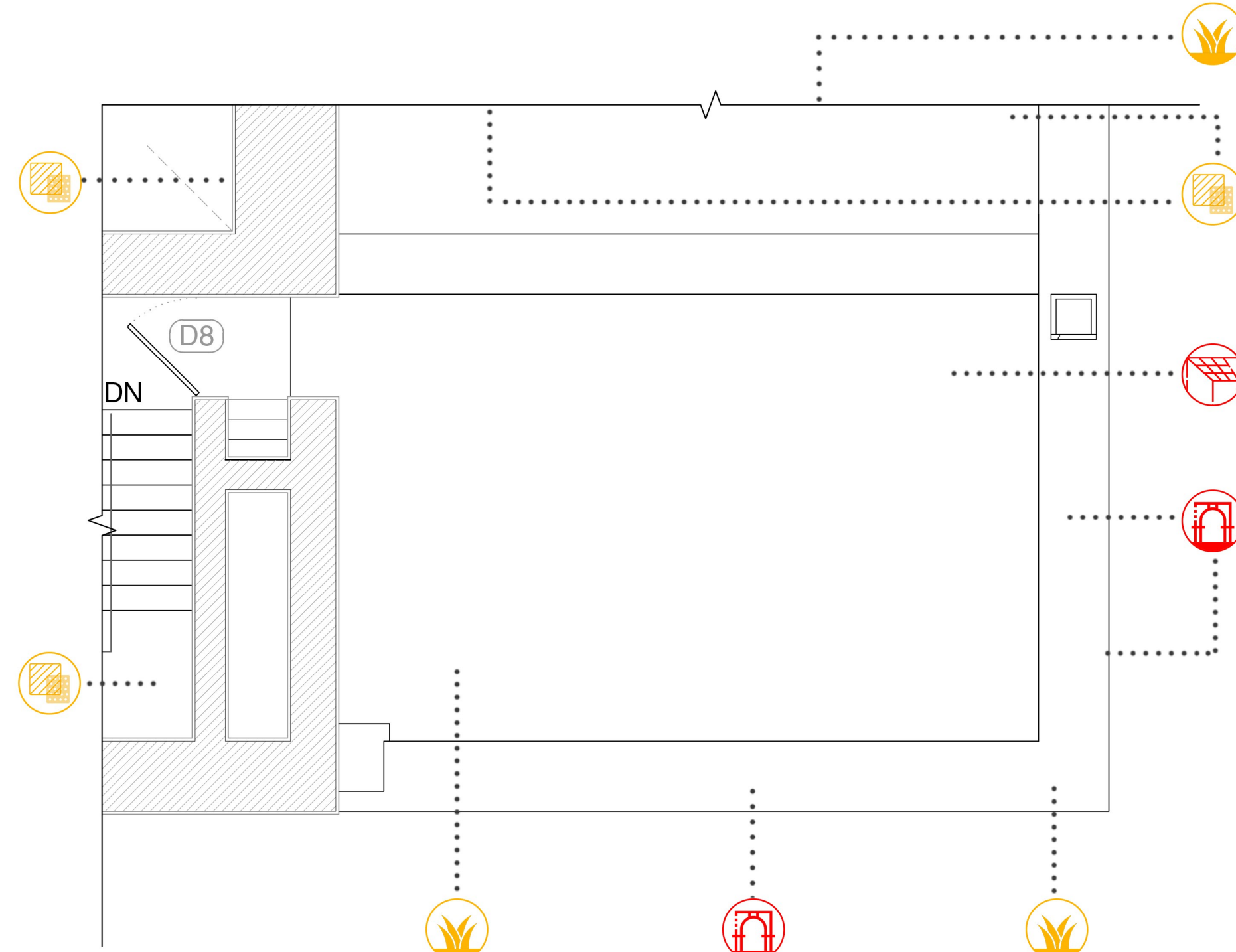


1) BUCKLED CEILING WITH ROOTS OF VEGETATION ABOVE GROWING THROUGH THE VOID

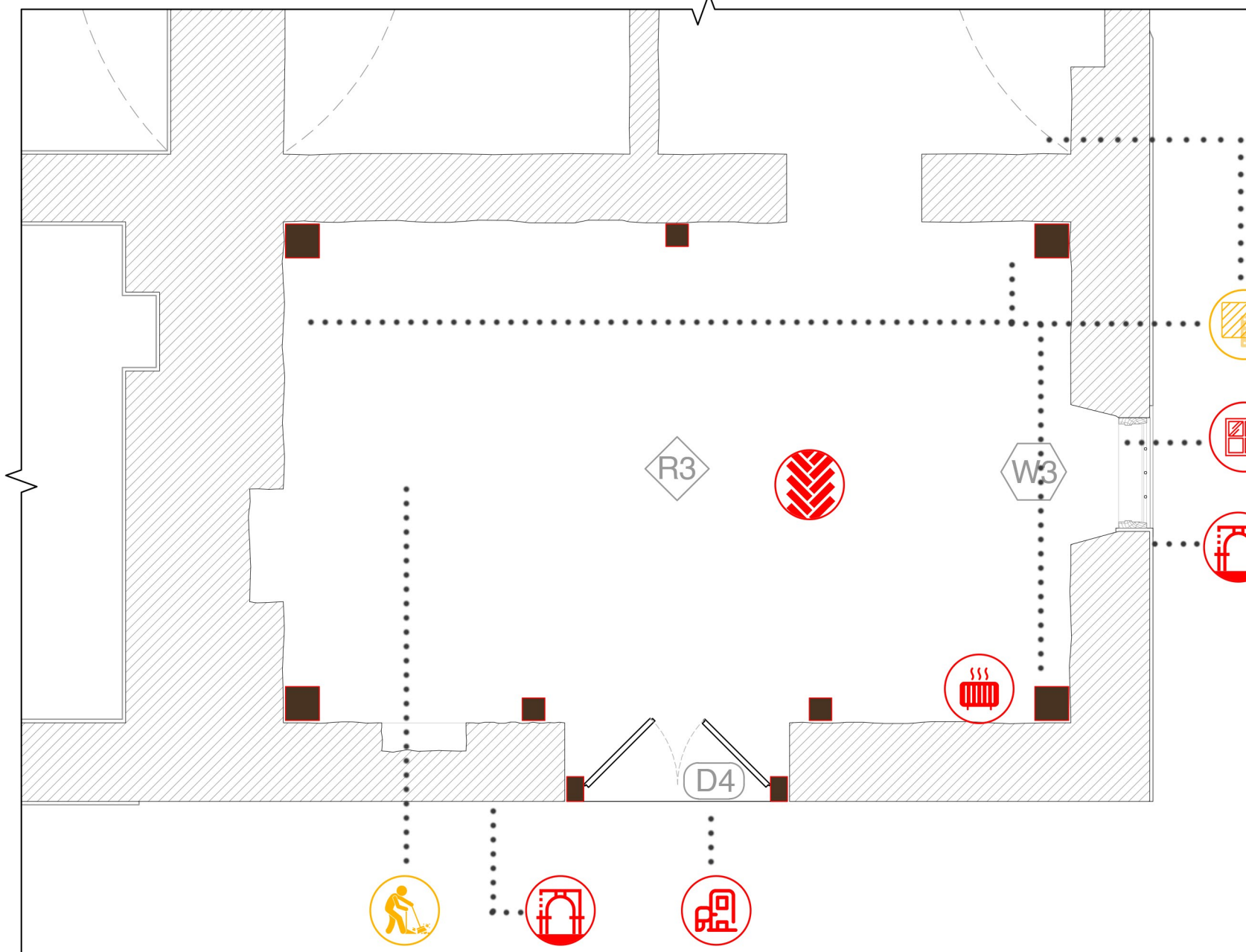
AFTER



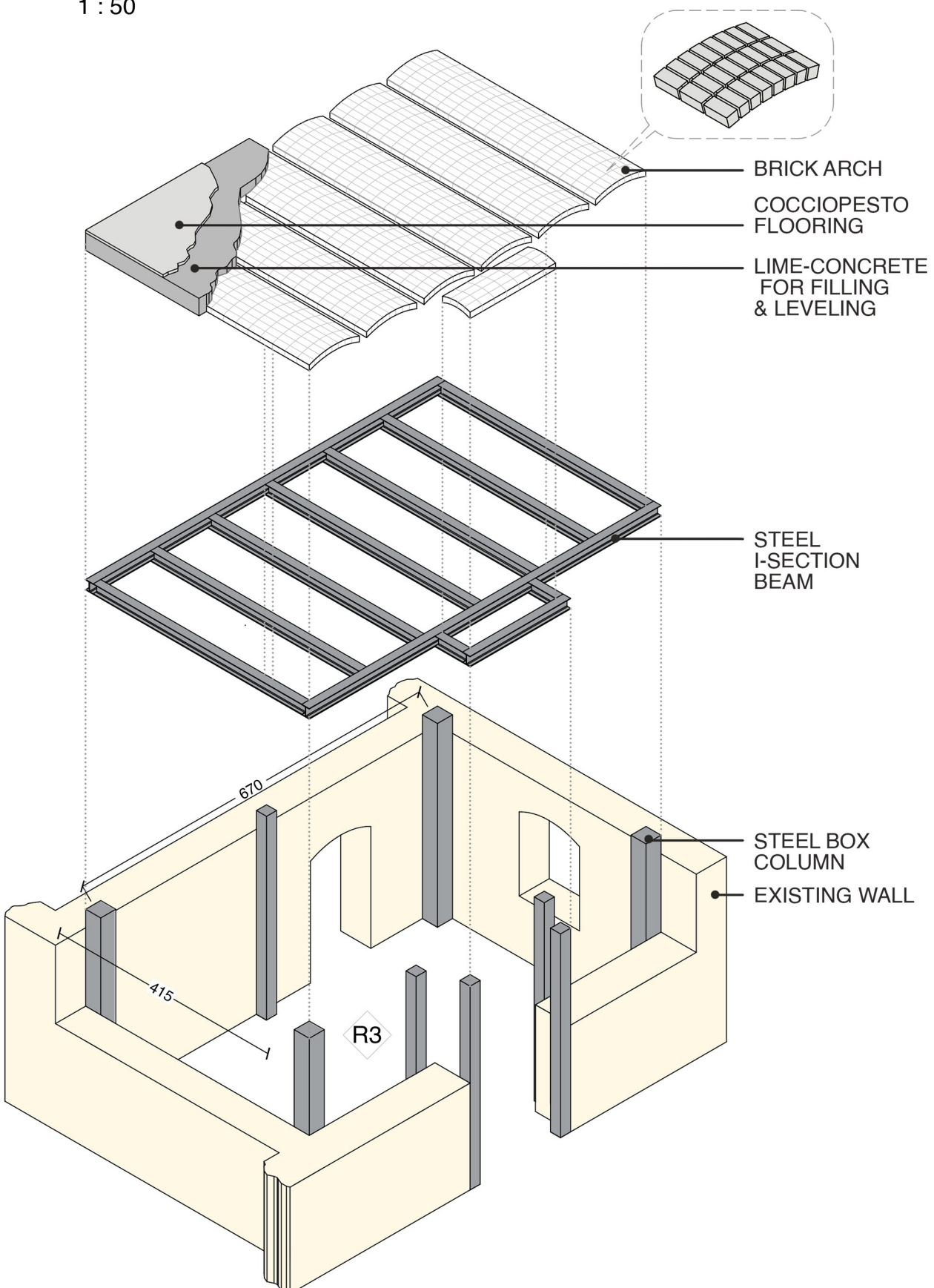
Section 1
1 : 50



First floor plan
1 : 50

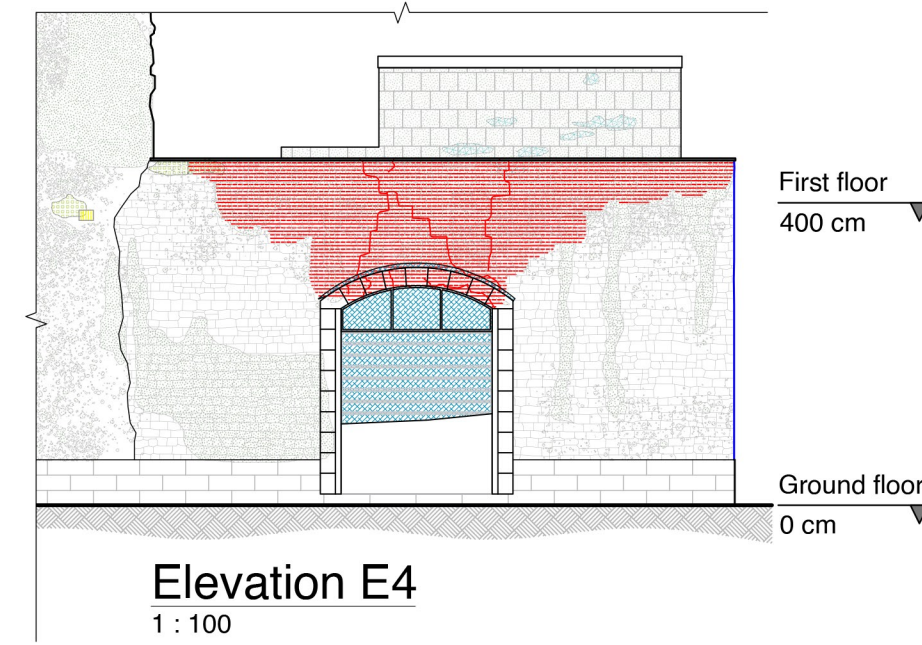


Ground floor plan
1 : 50



source: <https://ft.uwe.ac.uk/conweb/commercial/ironandsteel/section3.htm>

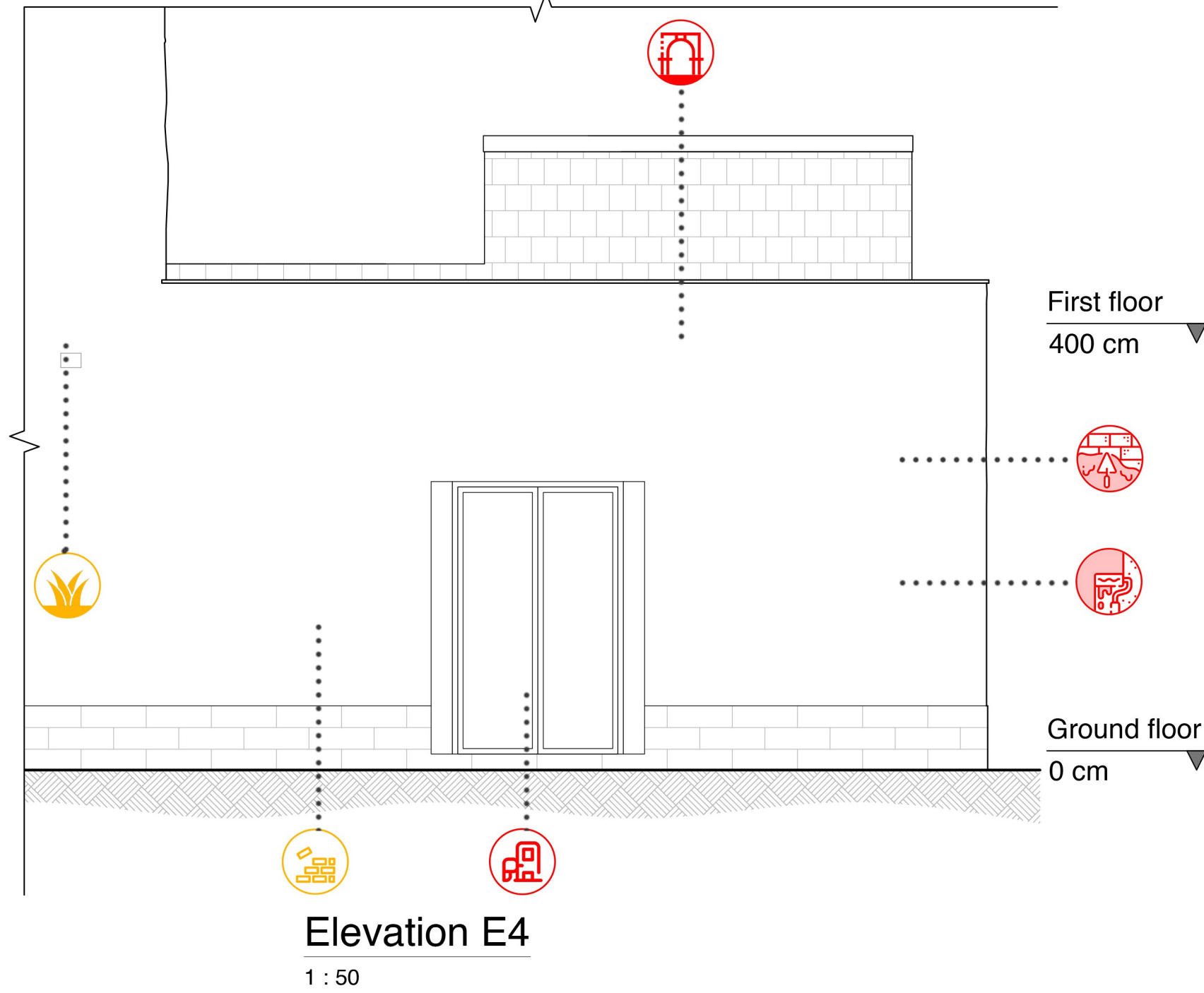
E4 DETAIL
BEFORE



Elevation E4
1 : 100



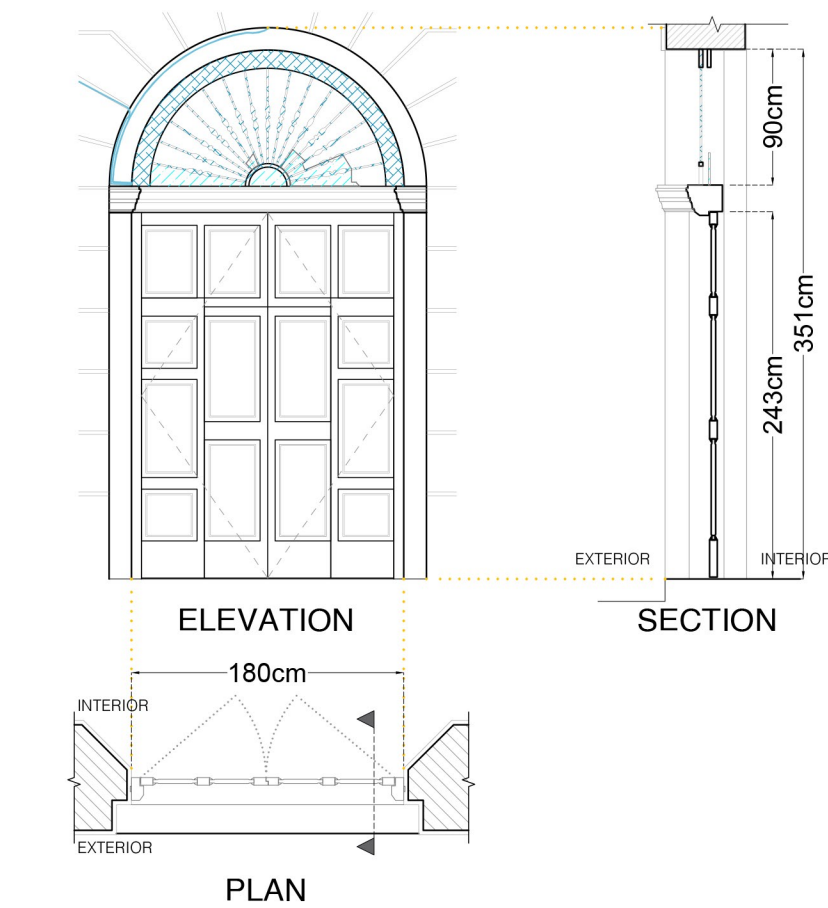
AFTER



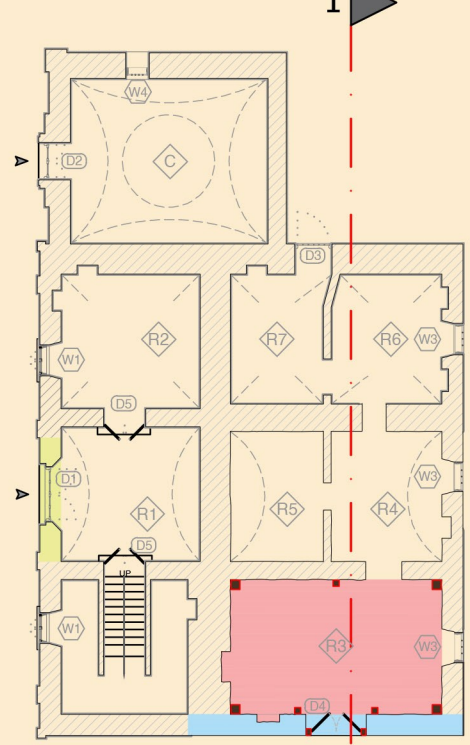
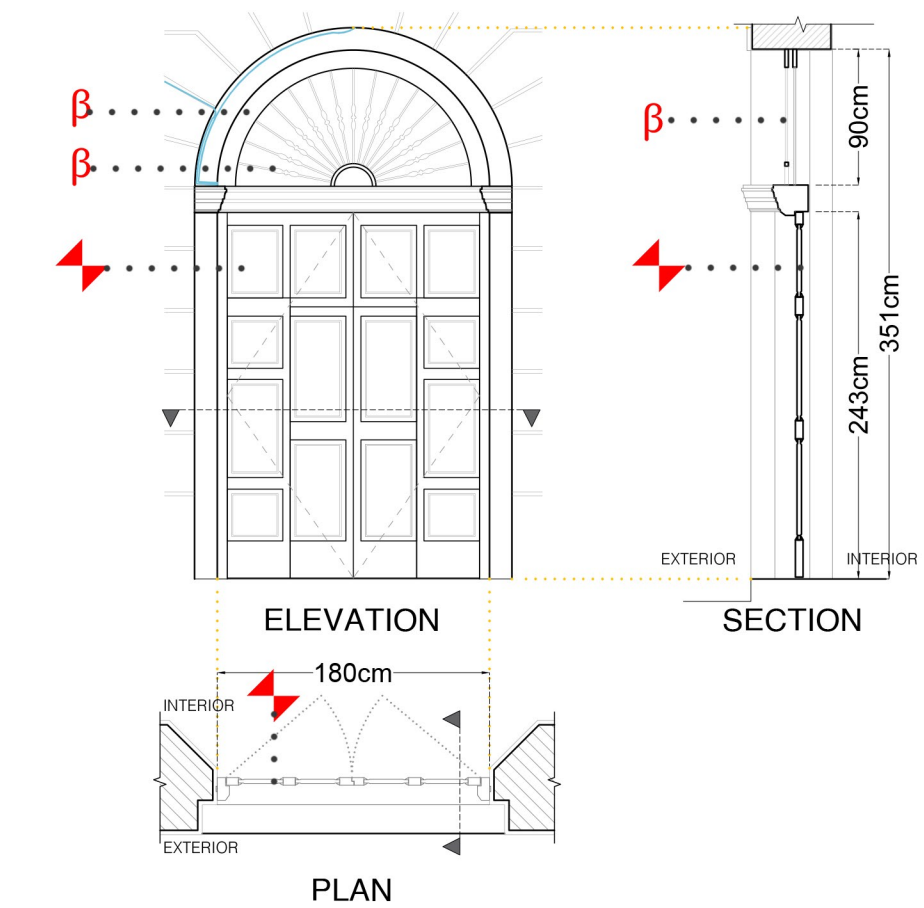
Elevation E4
1 : 50

D1 DETAIL

BEFORE



AFTER



Key plan
1 : 250



KEY:

- CUT STONE MASONRY
- CUT PLASTER LINE
- STONE MASONRY
- CEMENT BLOCK
- PLINTH
- VAULT LINE
- SECTION LINE
- POINTERS
- VAULTS - 1 TO 5
- WINDOWS - 1 TO 4
- DOORS - 1 TO 9
- ROOMS - 1 TO 9
- CHAPEL
- DOOR/WINDOW OPENING
- CAMERA ANGLE
- ELEVATIONS - 1 TO 4
- STEEL COLUMN

LEGEND FOR DEGRADATION

- ELECTRICAL LINING
- STONE BLOCK
- CEMENT BLOCK
- ASHLAR MASONRY
- UPPER VEGETATION
- LOWER VEGETATION
- BIOLOGICAL PATINA
- EFFLORESCENCE
- HUMIDITY

LEGEND FOR INTERVENTION

- REMOVING DEBRIS & CLEANING
- REMOVING VEGETATION
- REPAIRING WALL
- SCRAPING TO REMOVE BLACK CRUST & PIGMENTATION
- PLASTERING OF WALL
- PAINT FINISH
- FILLING OF VOID
- WATERPROOFING LAYER
- FILLING OF CRACK WITH SEALANT
- STRUCTURAL STABILIZATION
- FIXING WINDOWS
- FIXING DOORS
- SKYLIGHT
- NEW CEILING
- NEW FINISHED FLOORING
- HEATERS
- CLEANING & REMOVAL OF RUST
- RESTORATION OF EXISTING WOODEN FRAMES WITH PROCESS OF PAINTING AND INTEGRATION OF SMALL ELEMENTS

Politecnico di Torino | Msc. in Architecture for Heritage
Masseria Martinelli: The revival of Masseria System



Rajvee Shah | s298252

Prof. Francesco Novelli | Prof. Anna Pellegrino |
Prof. Cristina Coscia
A. Y. 2023-2024

Nomenclature	Serra dell.Isola
Typology	Masseria with farm
Construction period	17th Century
Re-functionalised	Yes,2005v
Area	n.a.
No. of floor	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



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



Nomenclature	Dal Canonico
Typology	Masseria with farm
Construction period	17th century
Re-functionalised	Yes.2000
Area	n.a.
No. of floor	G+1
Outdoor spaces	Yes
No. of activities	2
Activities	BnB, Wedding venue
Opening days	360
No. of users	100
Disable friendly	no



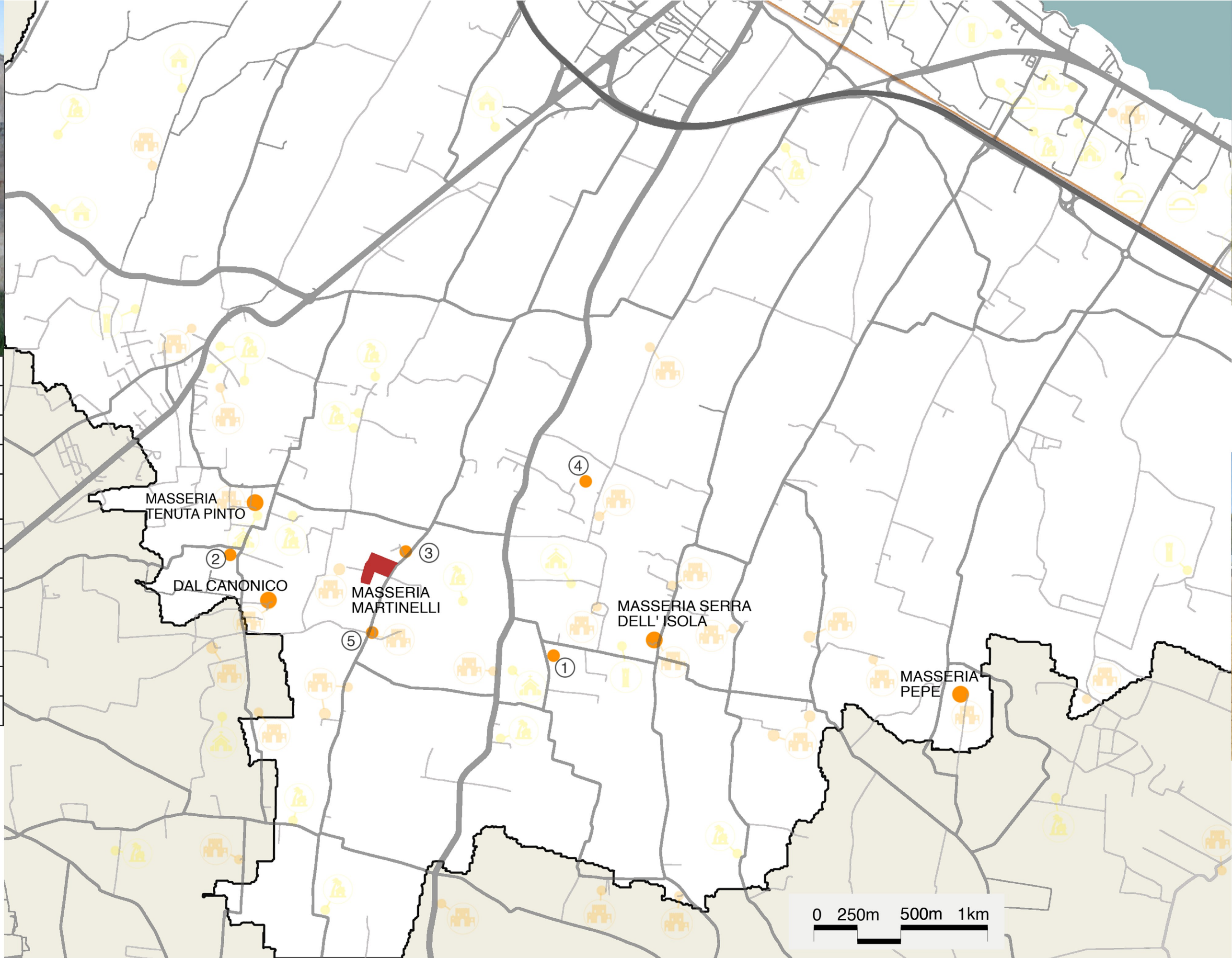
1. La Torre Di Campagna



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



2. Associazione Le Antiche Ville



3. Canile Sanitario di Mola di Bari



4. A.S.D. La Serra



5. Masseria Martinelli



Masseria Martinelli

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



Fontana di Vite, Matera



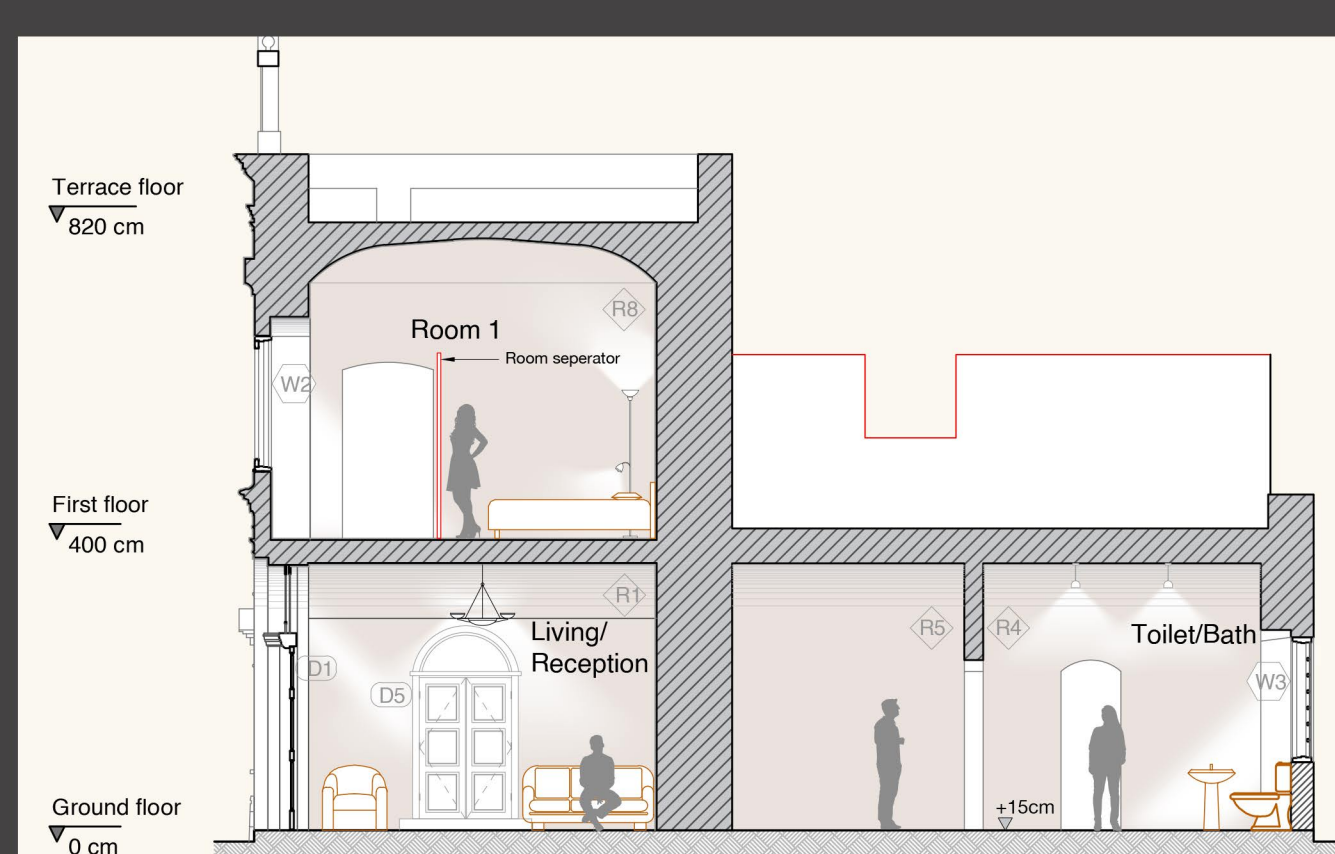
Montenapoleone, Brindisi

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

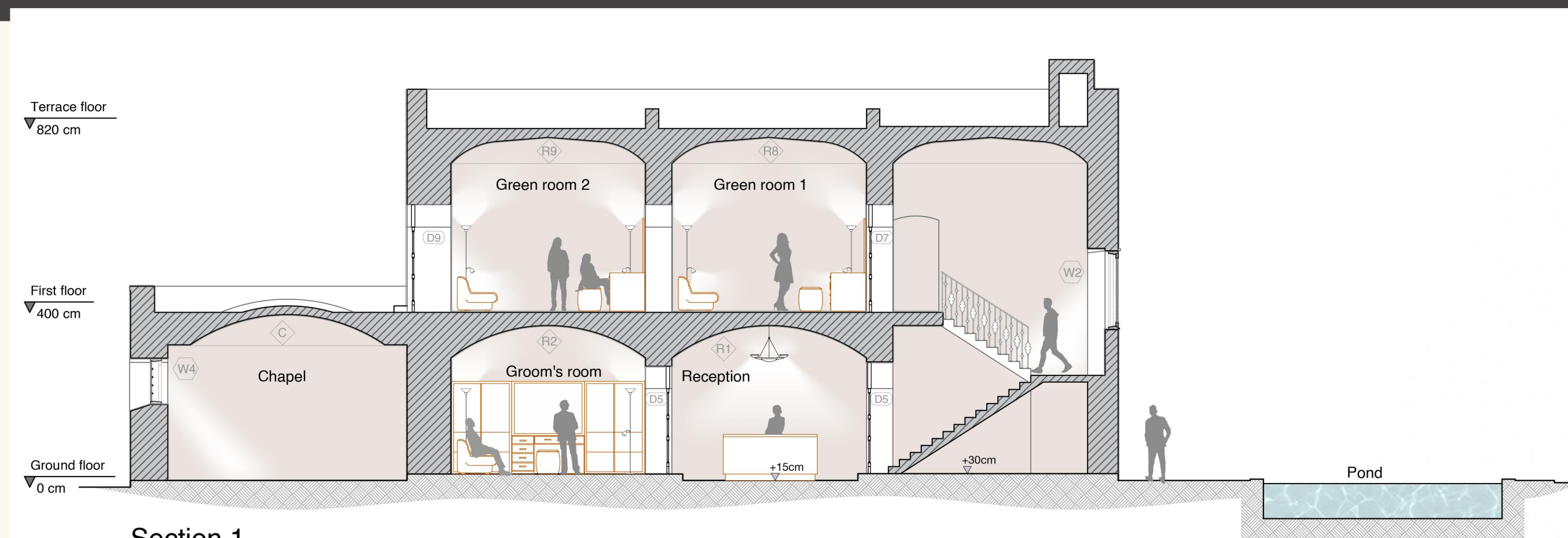




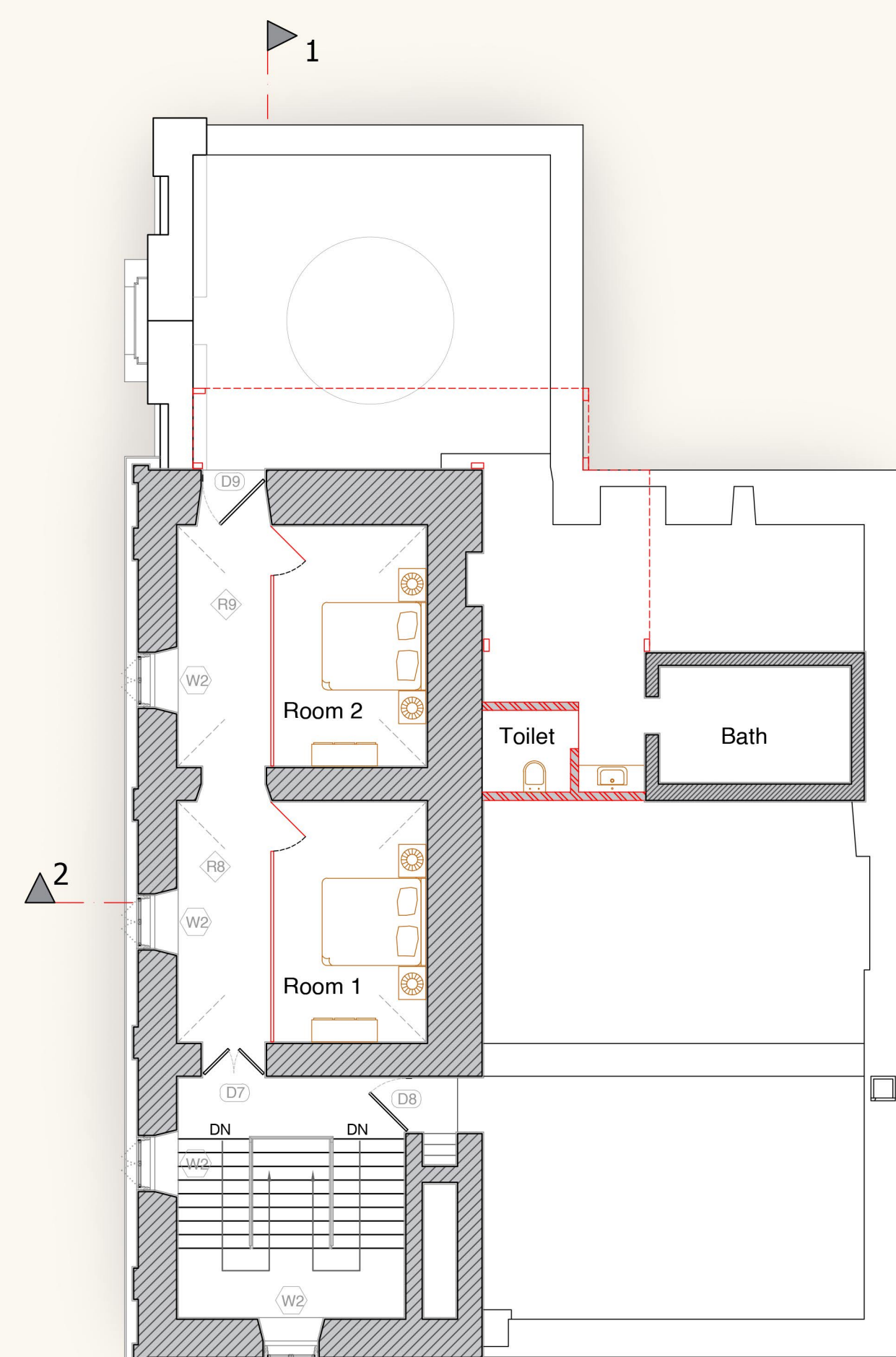
	STRENGTH	WEAKNESS	OPPORTUNITIES	THREATS
ACCESS	potential for establishing a good connection	absence of existing public transport	develop partnerships with local transportation providers	poor infrastructure could lead to the failure of the project
	less pollution and serenity of the natural landscape		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
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	



Section 2
1 : 100



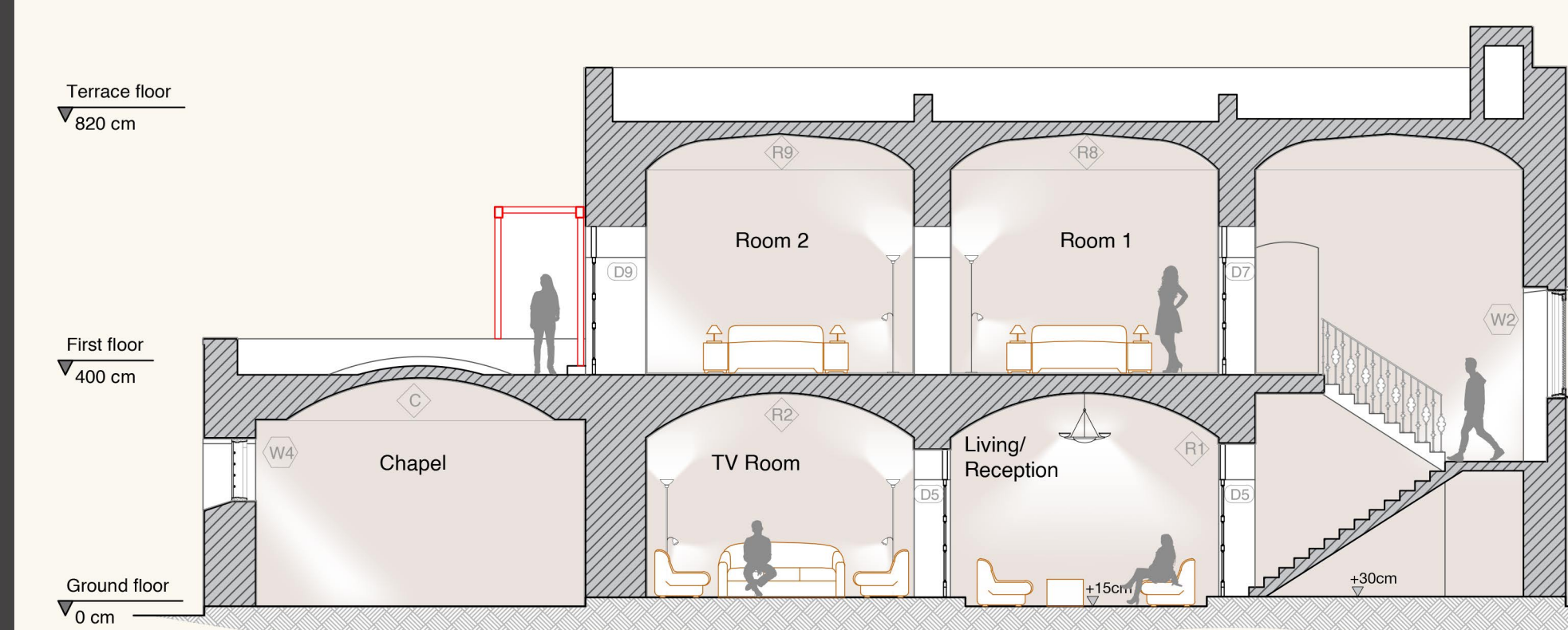
Section 1
1 : 100



1st floor plan
1 : 100

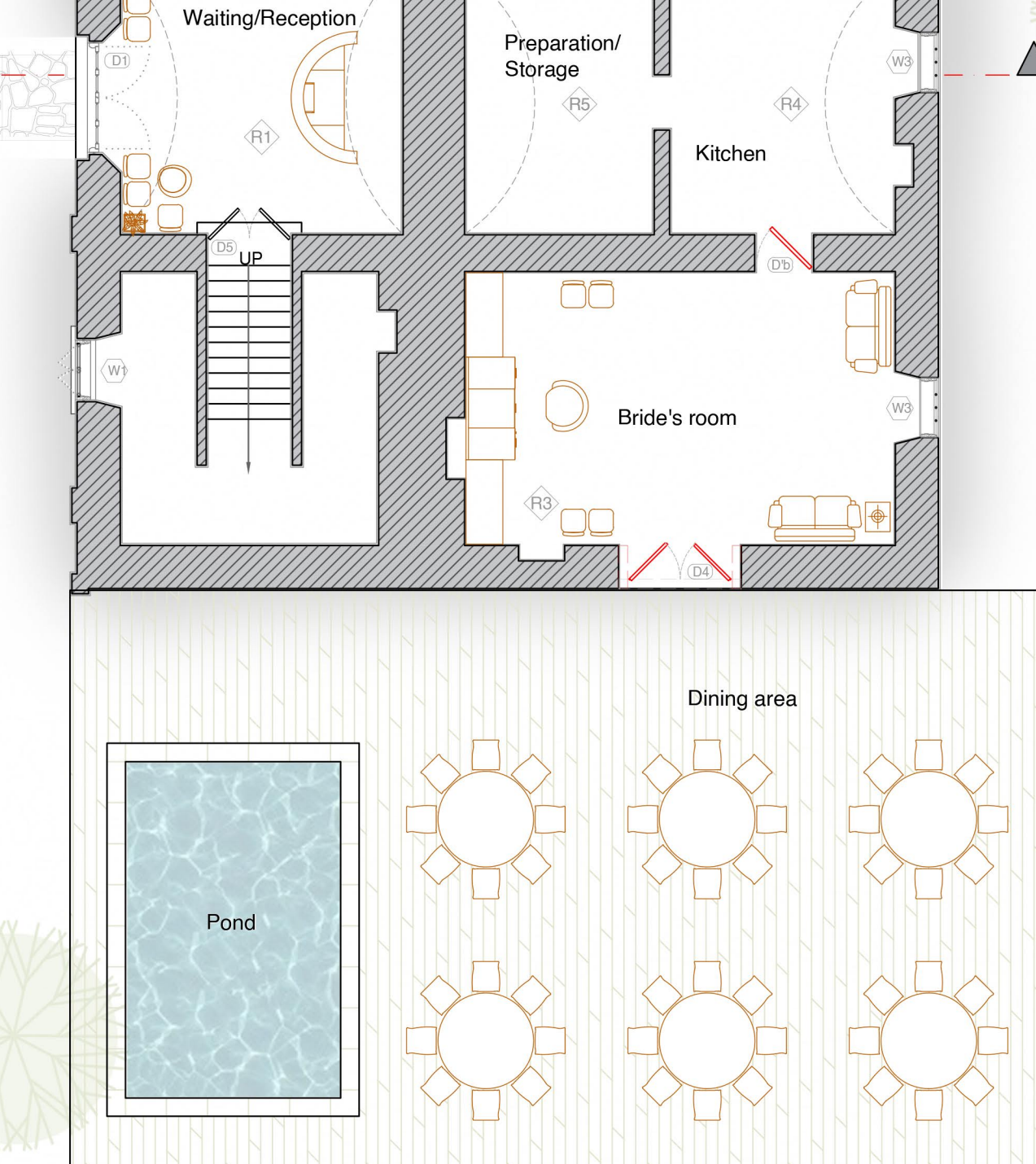
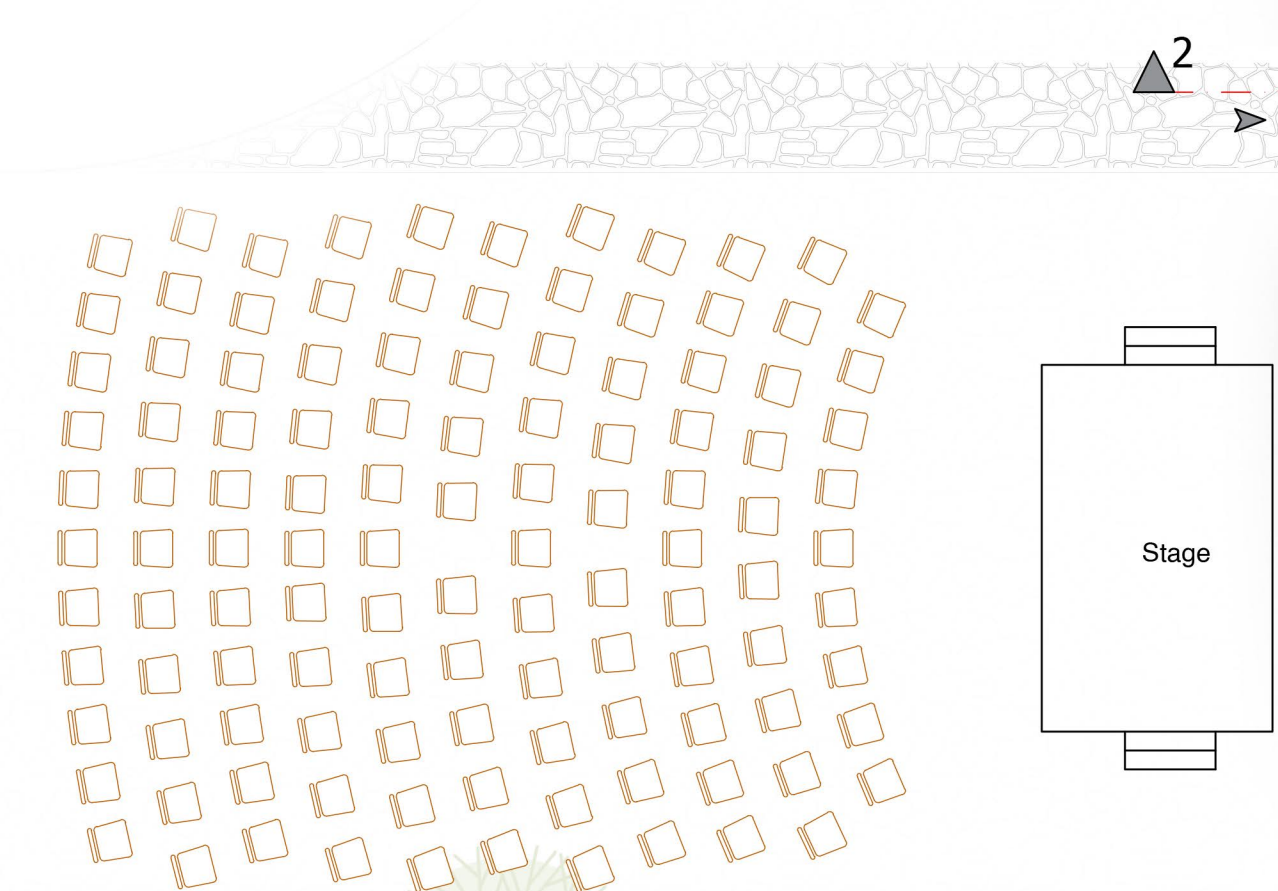


Ground floor plan
1 : 100

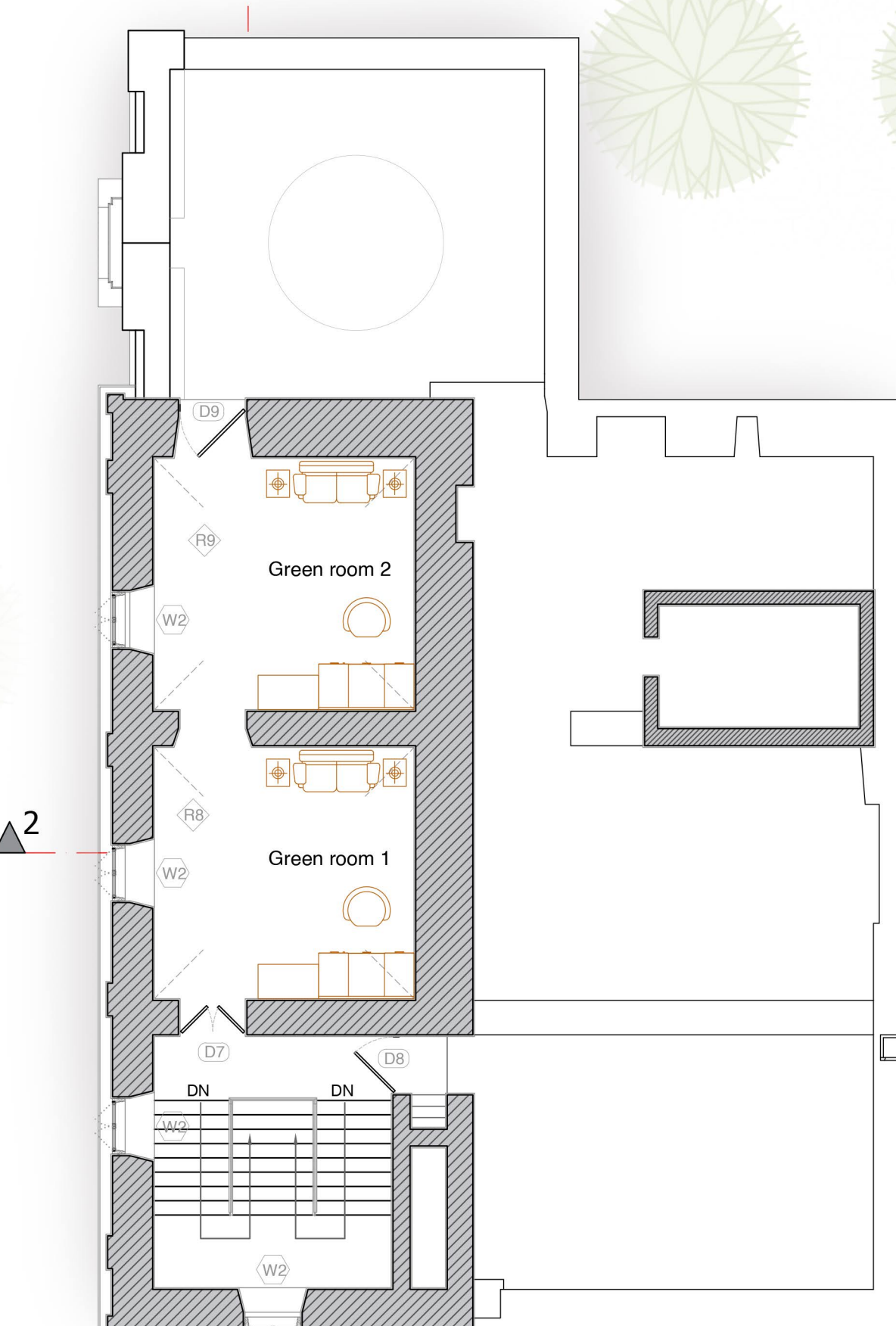


Section 1
1 : 100

EVENTS VENUE



Ground floor plan
1 : 100



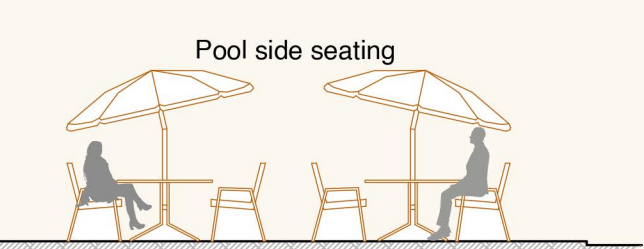
1st floor plan
1 : 100

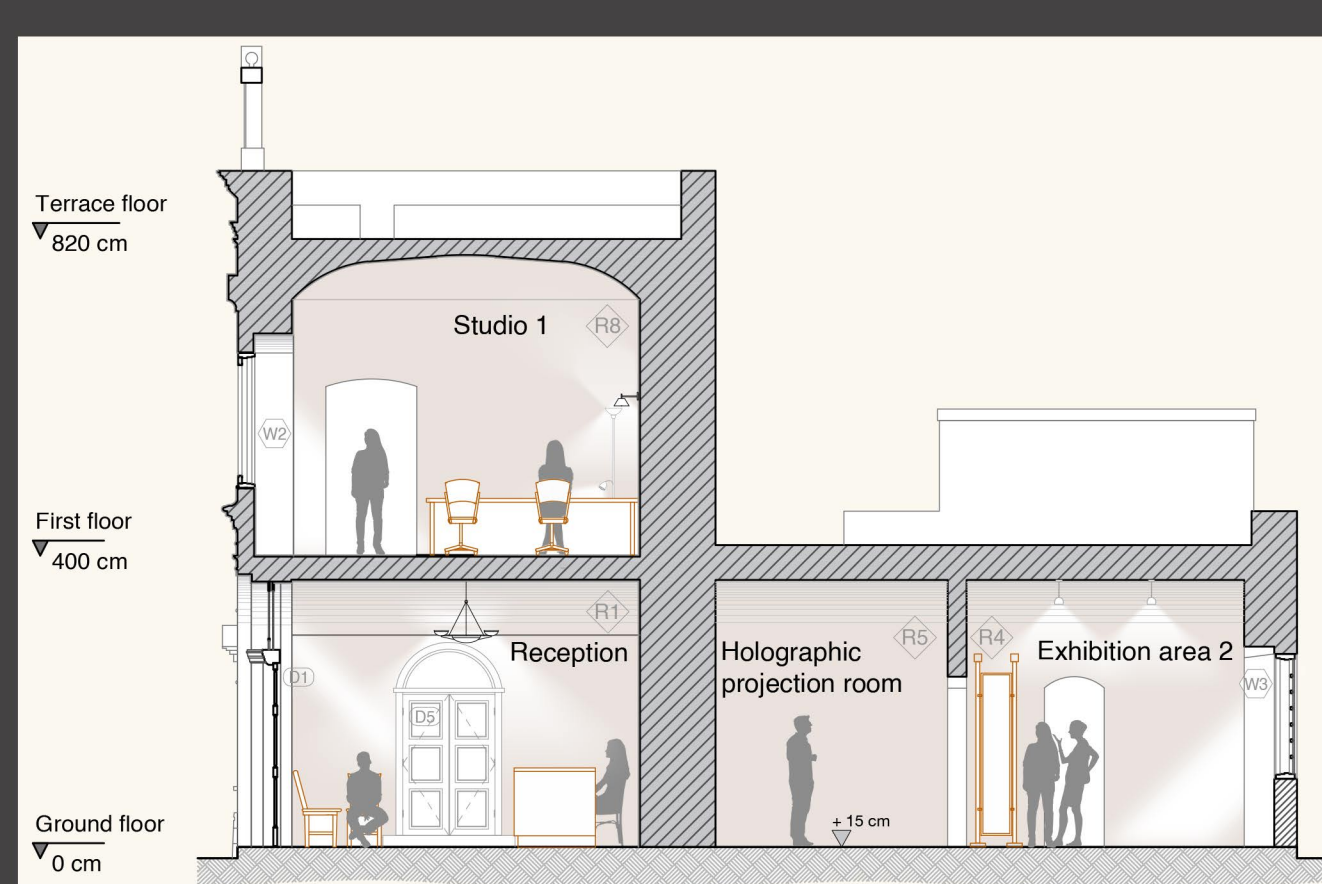


Section 2
1 : 100

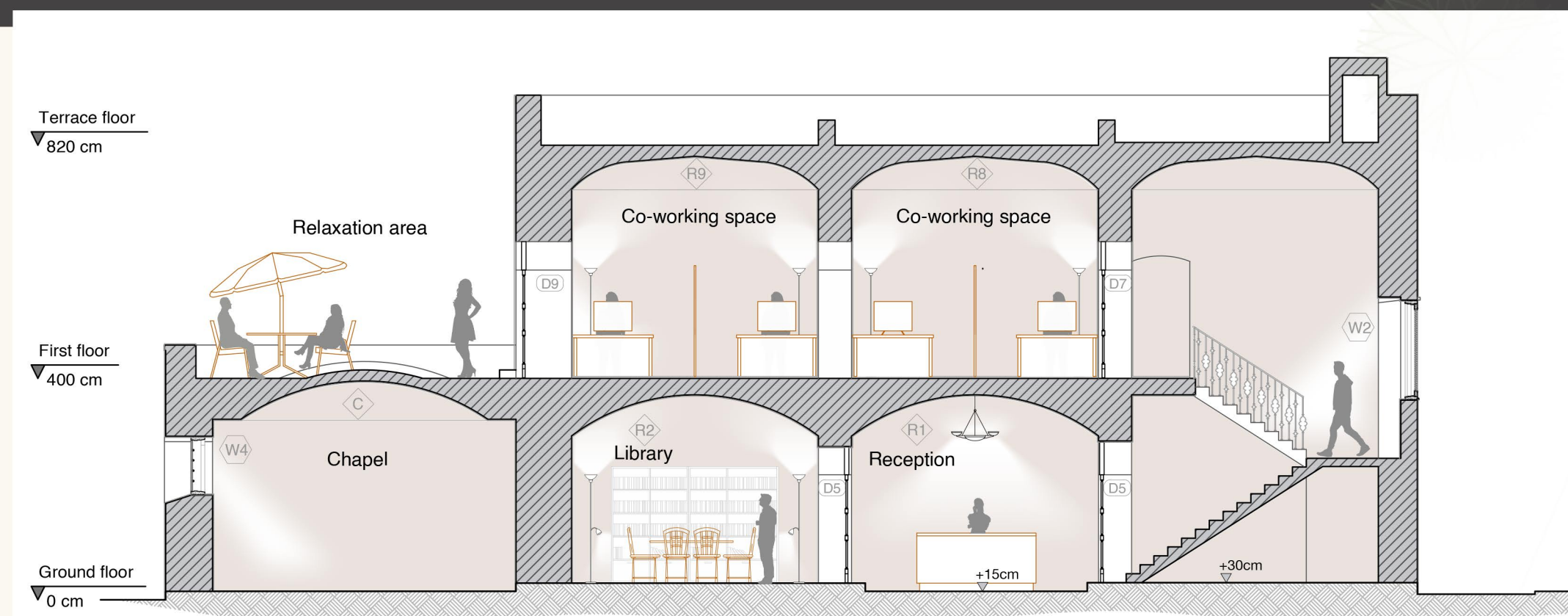
- KEY:**
- NEW MODIFICATIONS
 - FURNITURE
 - SECTION LINE
 - W WINDOWS
 - D DOORS
 - R ROOMS
 - C CHAPEL
 - DOOR/WINDOW OPENING
 - NEW PROPOSED DOORS

BnB & AGROTOURISM

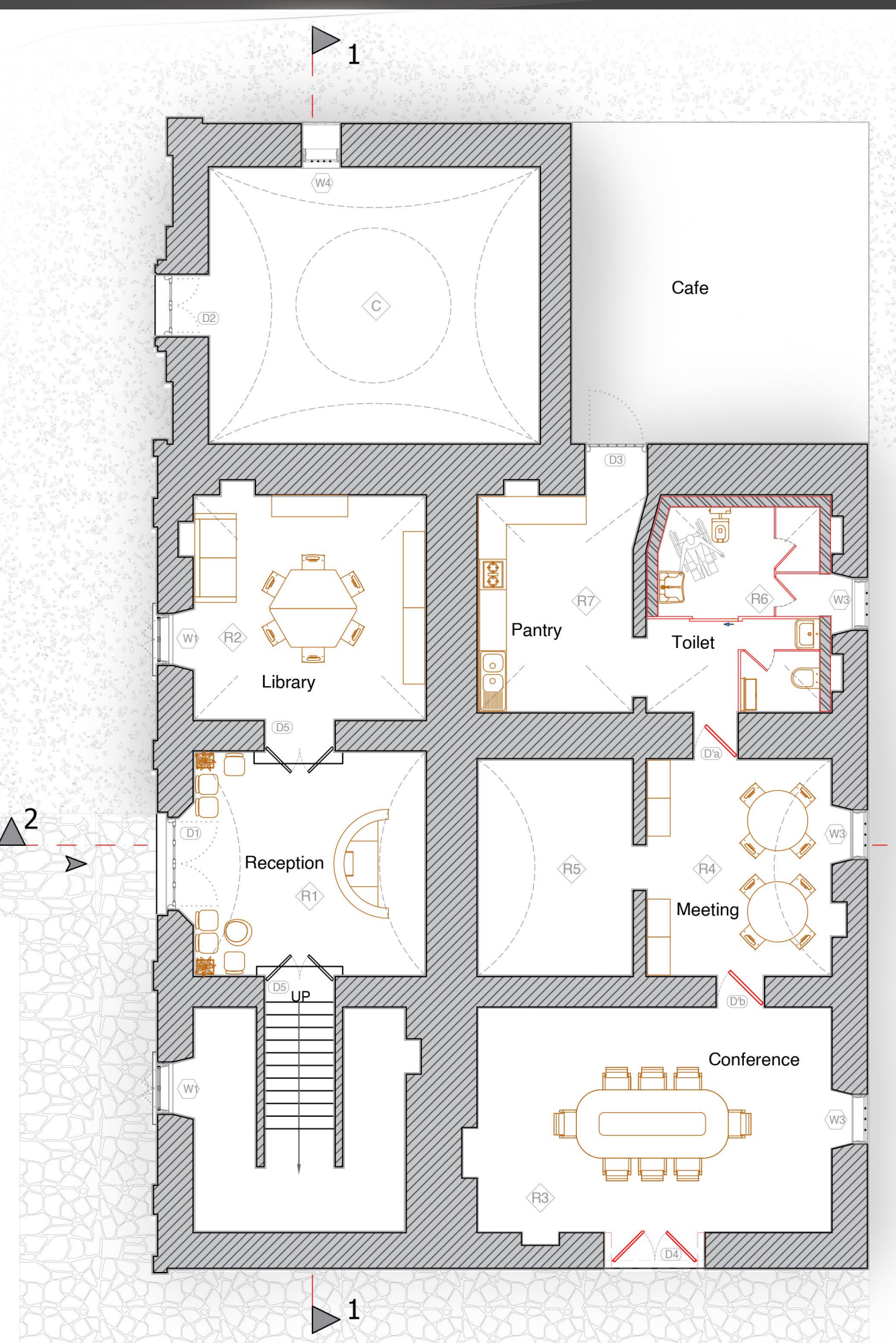




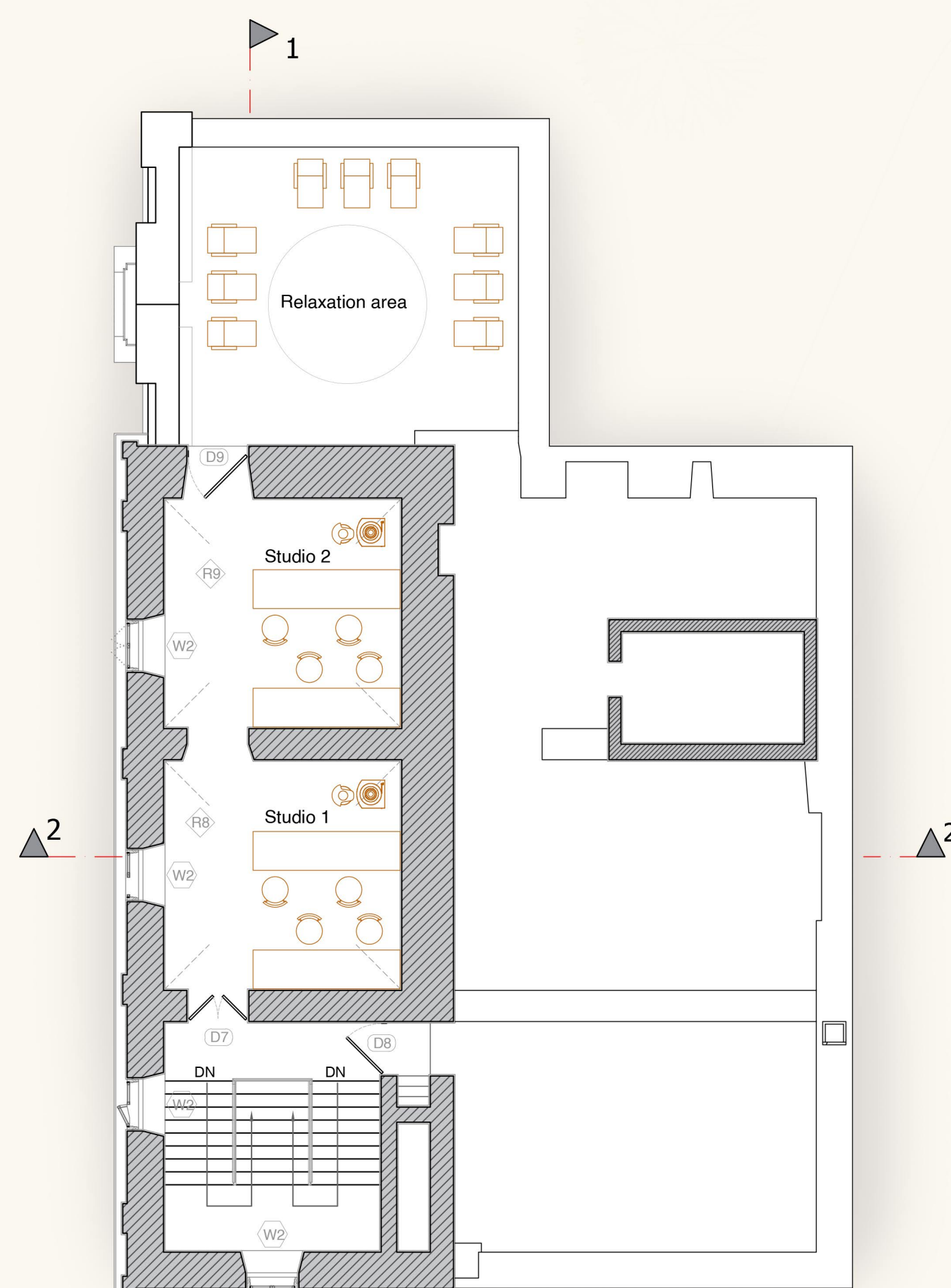
Section 2
1 : 100



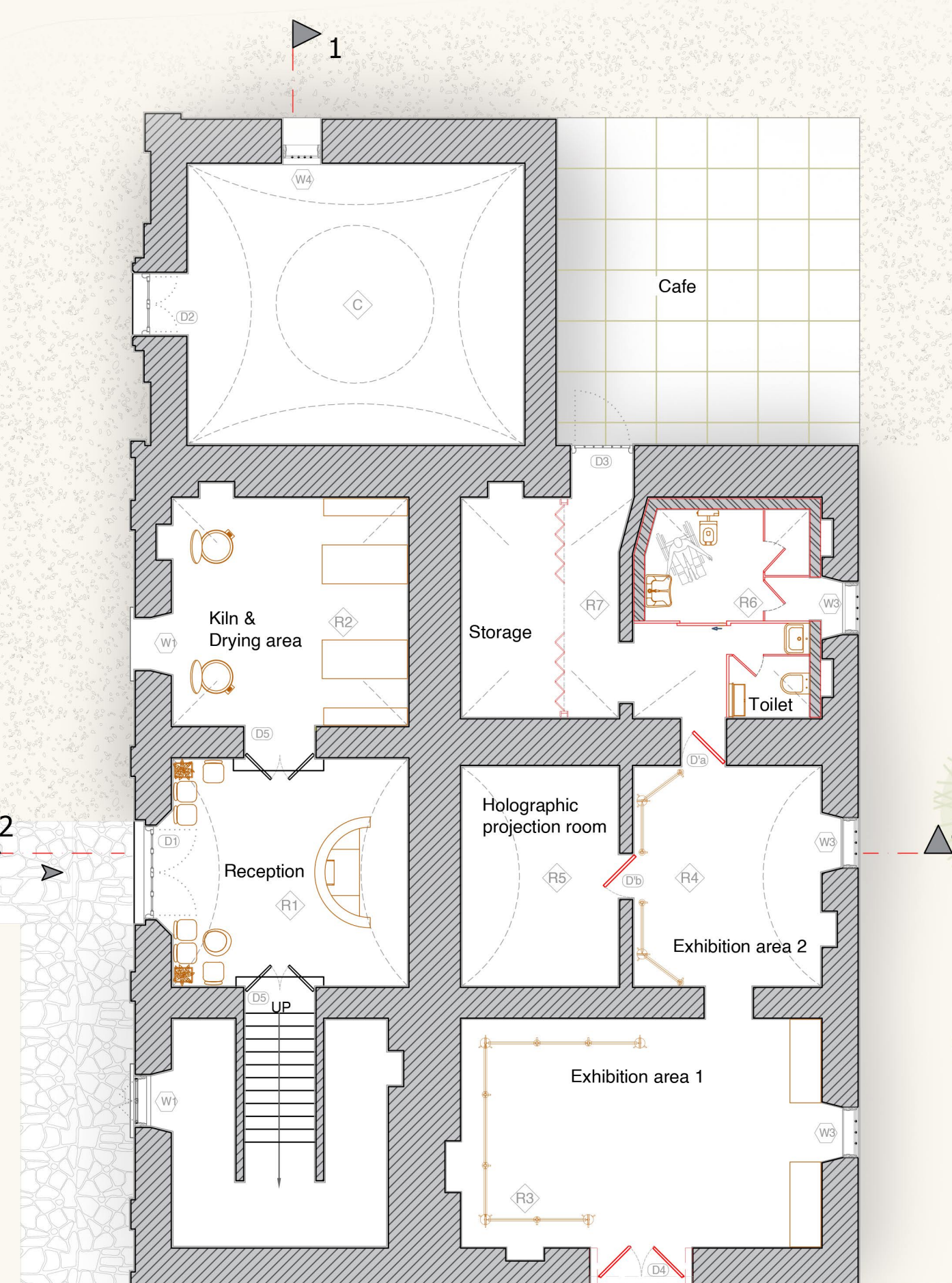
Section 1
1 : 100



Ground floor plan
1 : 100

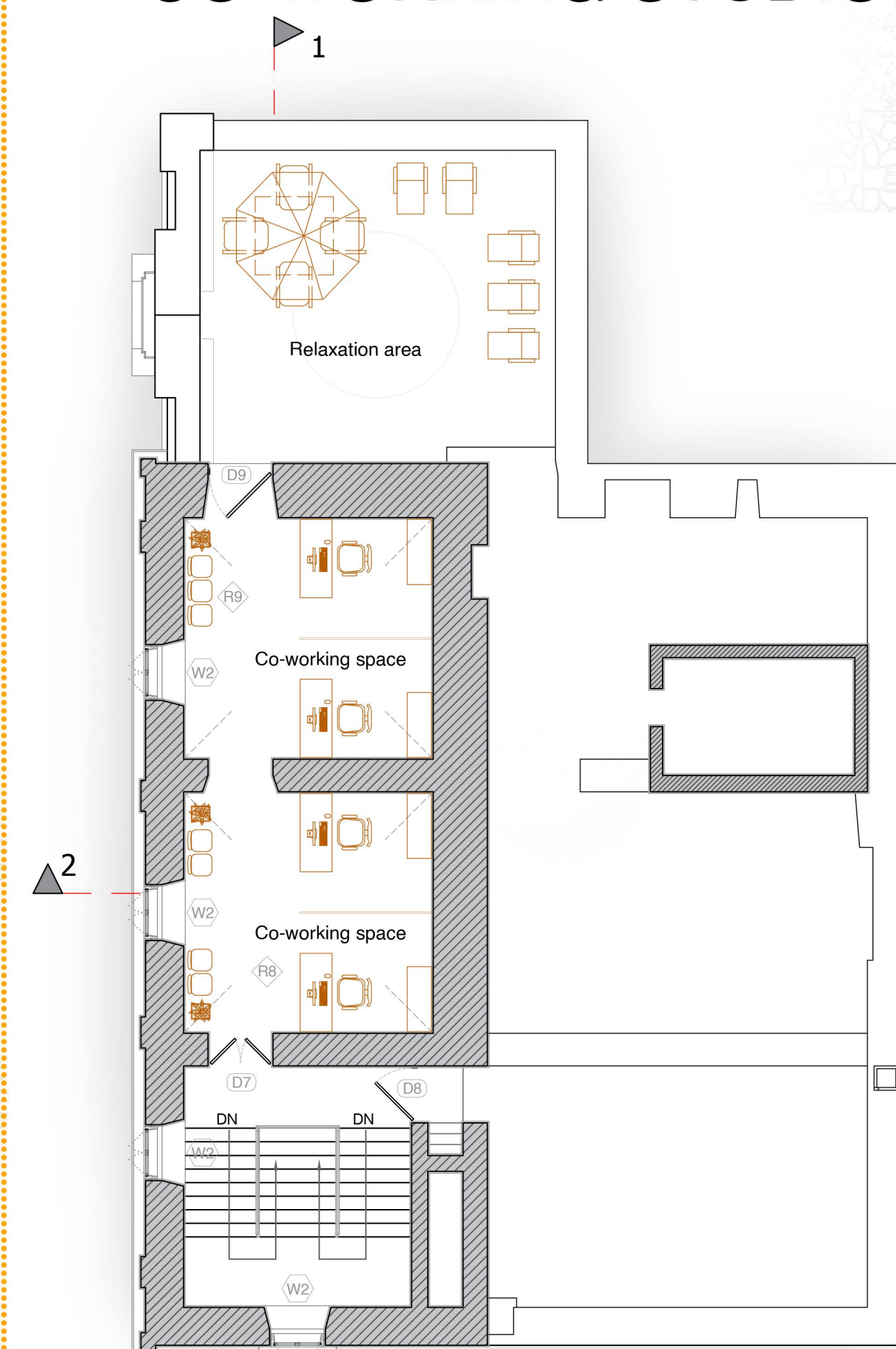


1st floor plan
1 : 100

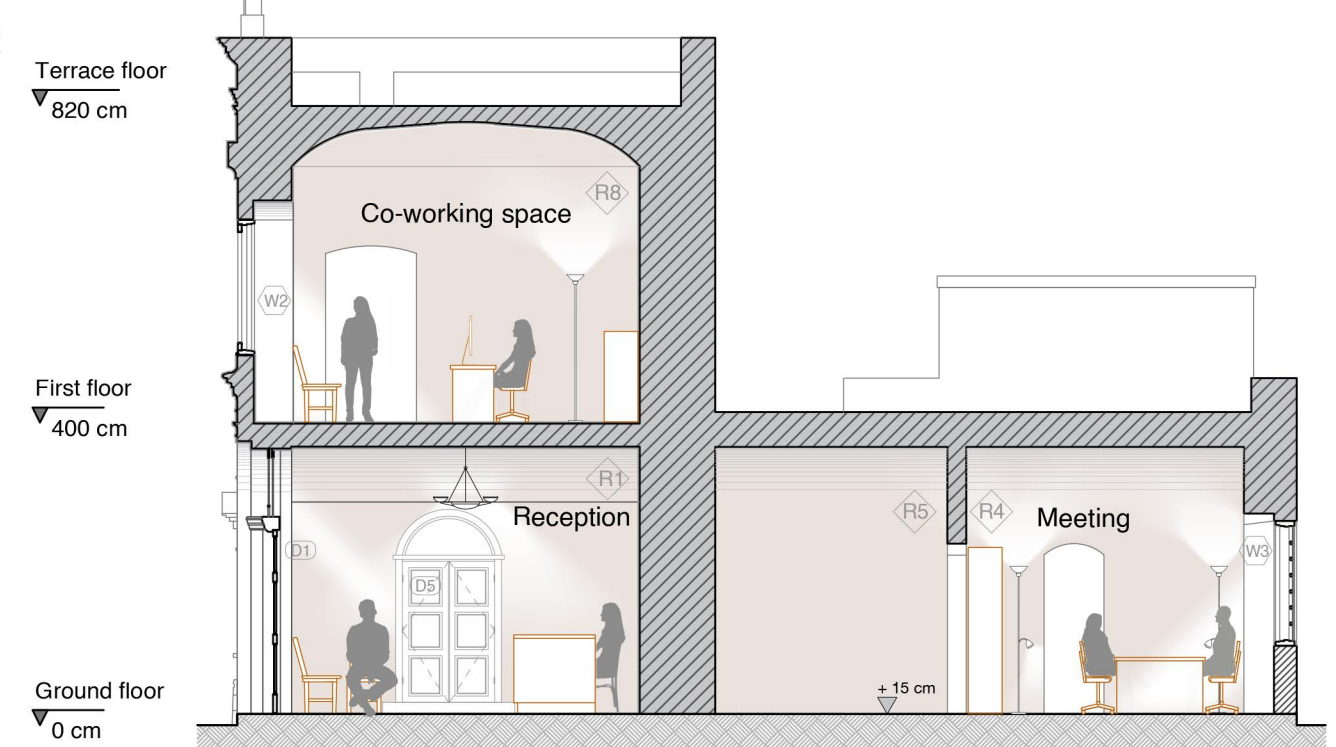


1st floor plan
1 : 100

CO-WORKING STUDIO

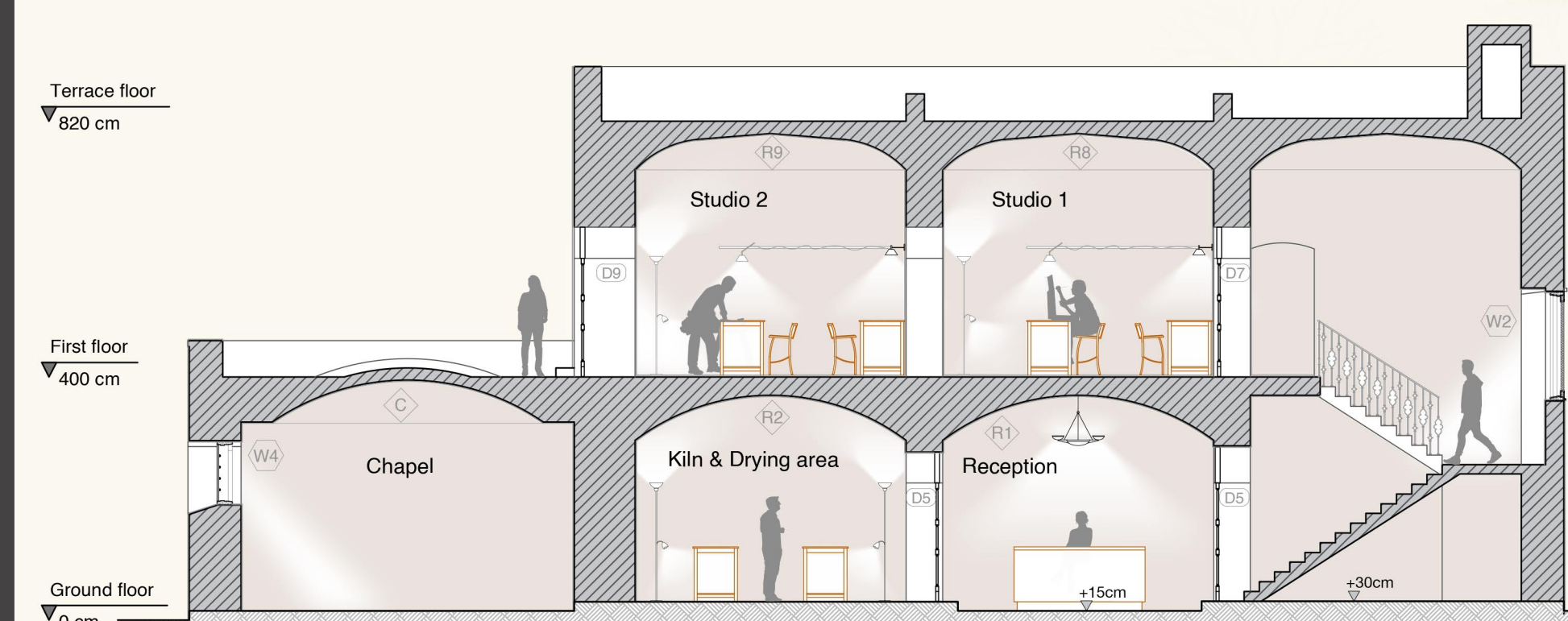


1st floor plan
1 : 100



Section 2
1 : 100

ARTS & CULTURAL CENTRE



Section 1
1 : 100

Ground floor plan
1 : 100



A SKETCH SHOWING POSSIBILITY OF EXHIBITION THAT CAN BE HELD OUTSIDE THE MASSERIA

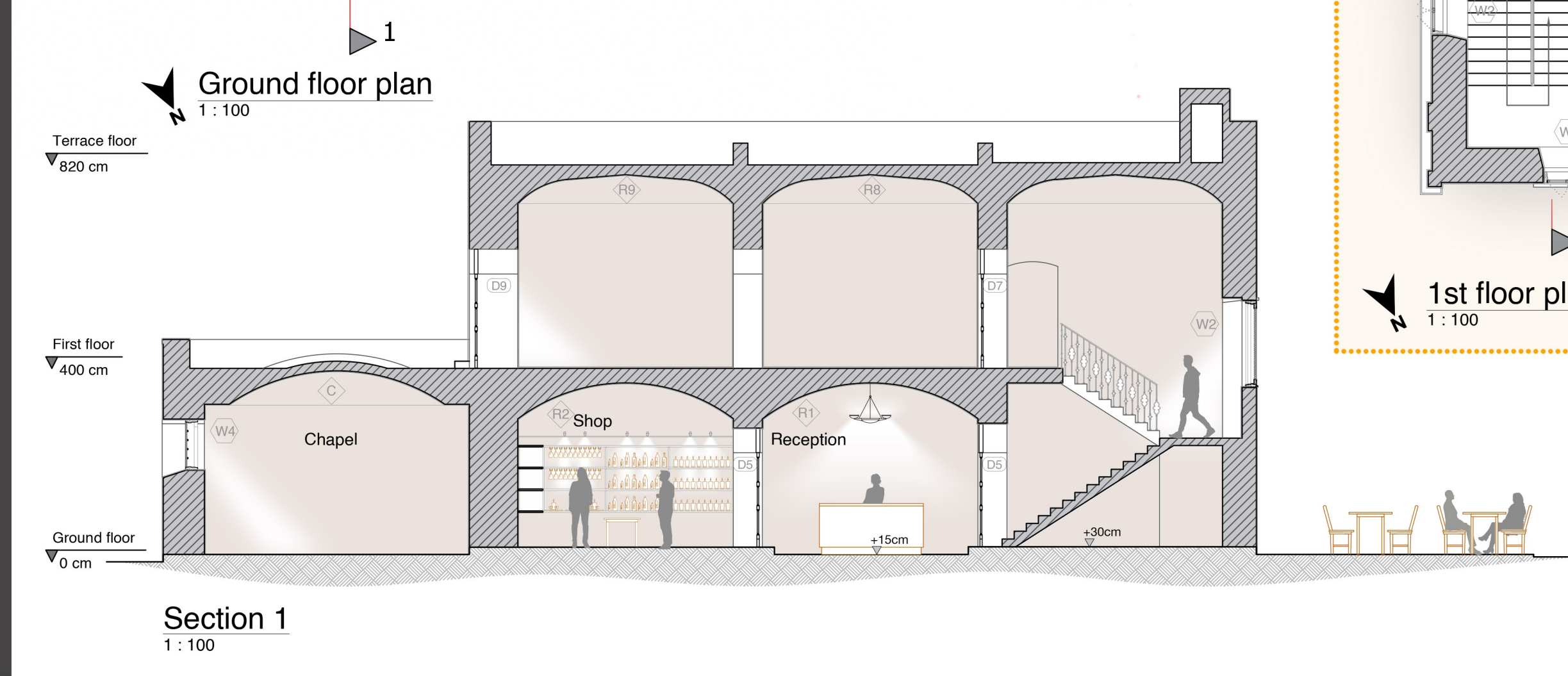
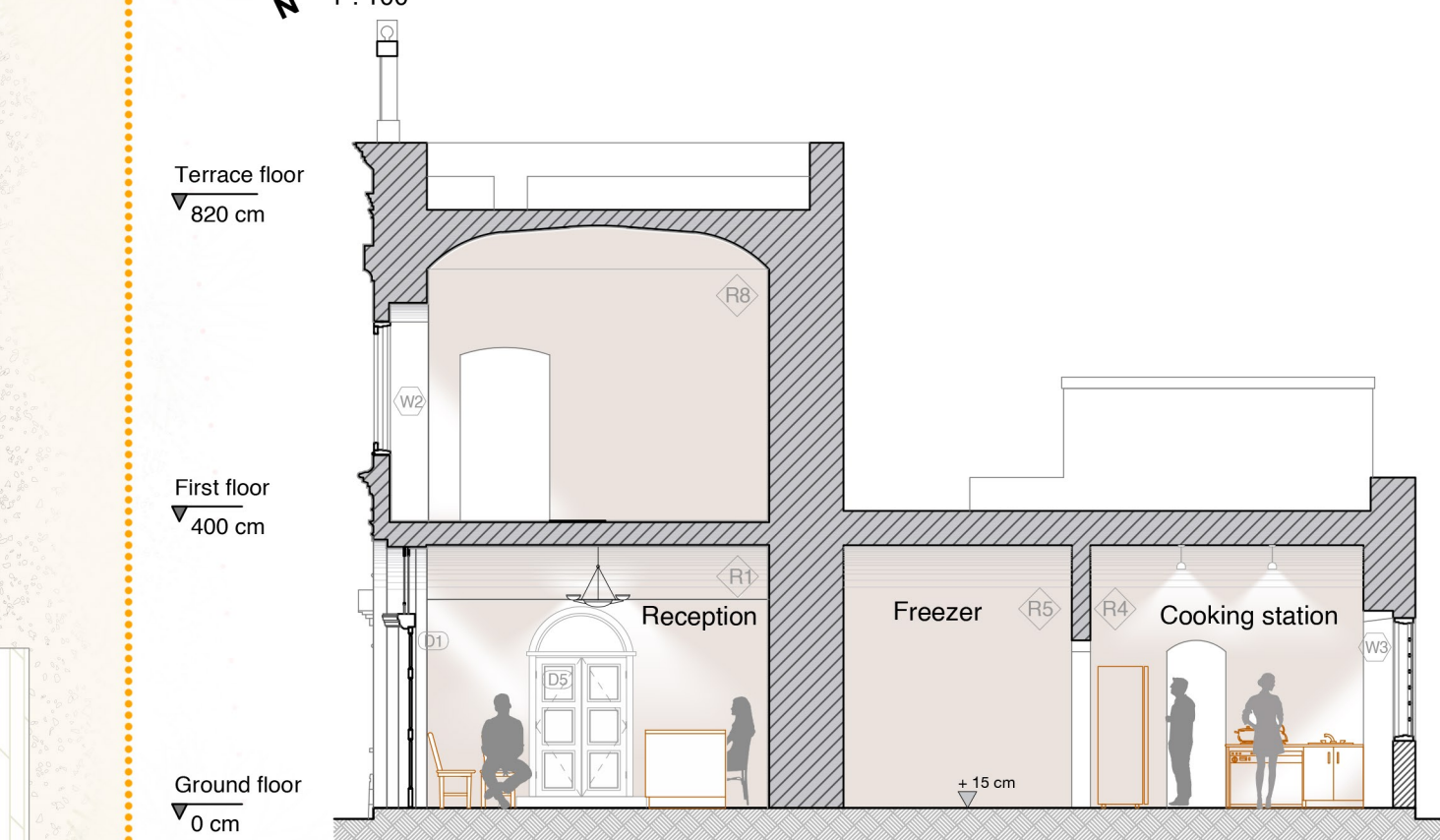
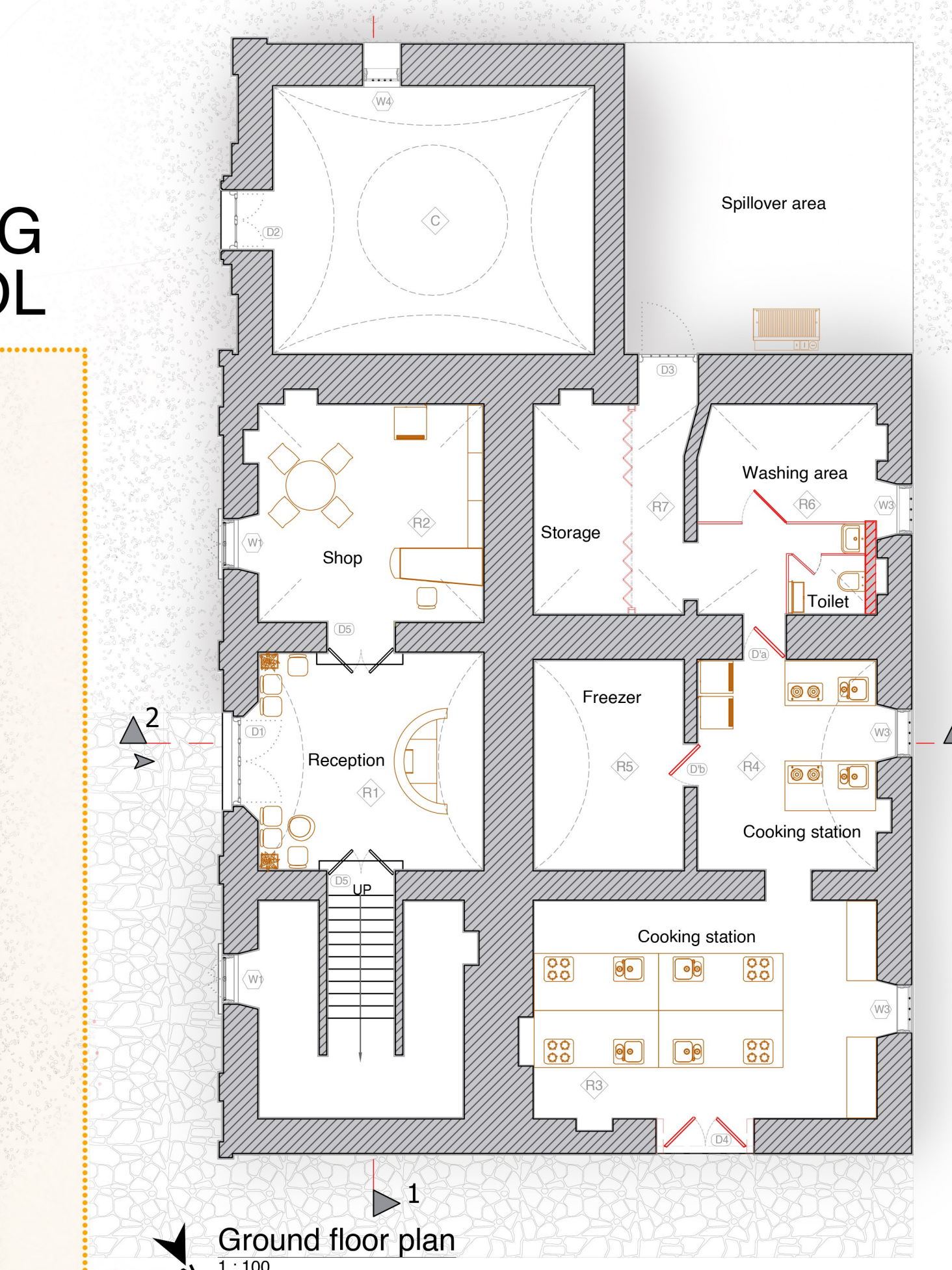
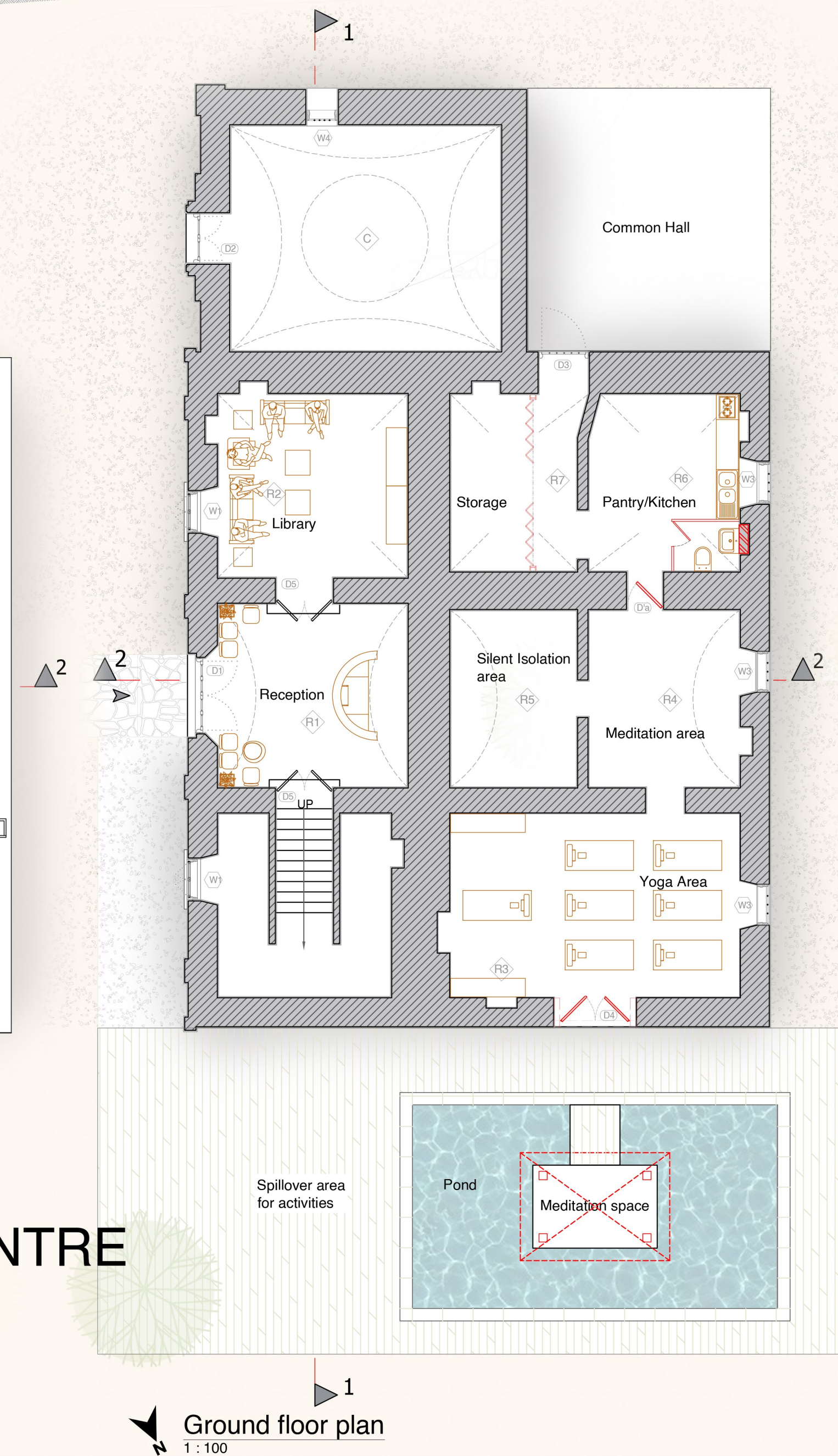
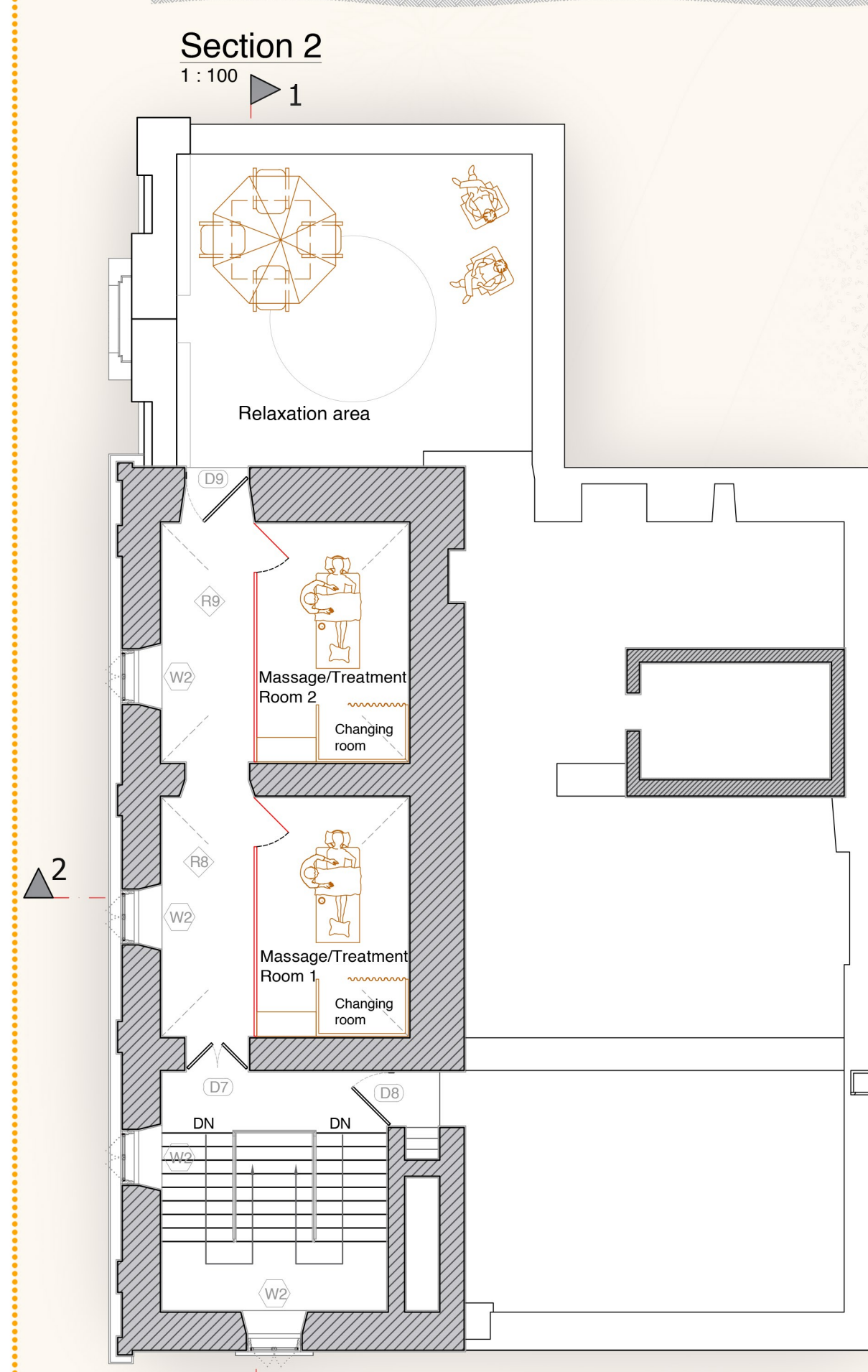
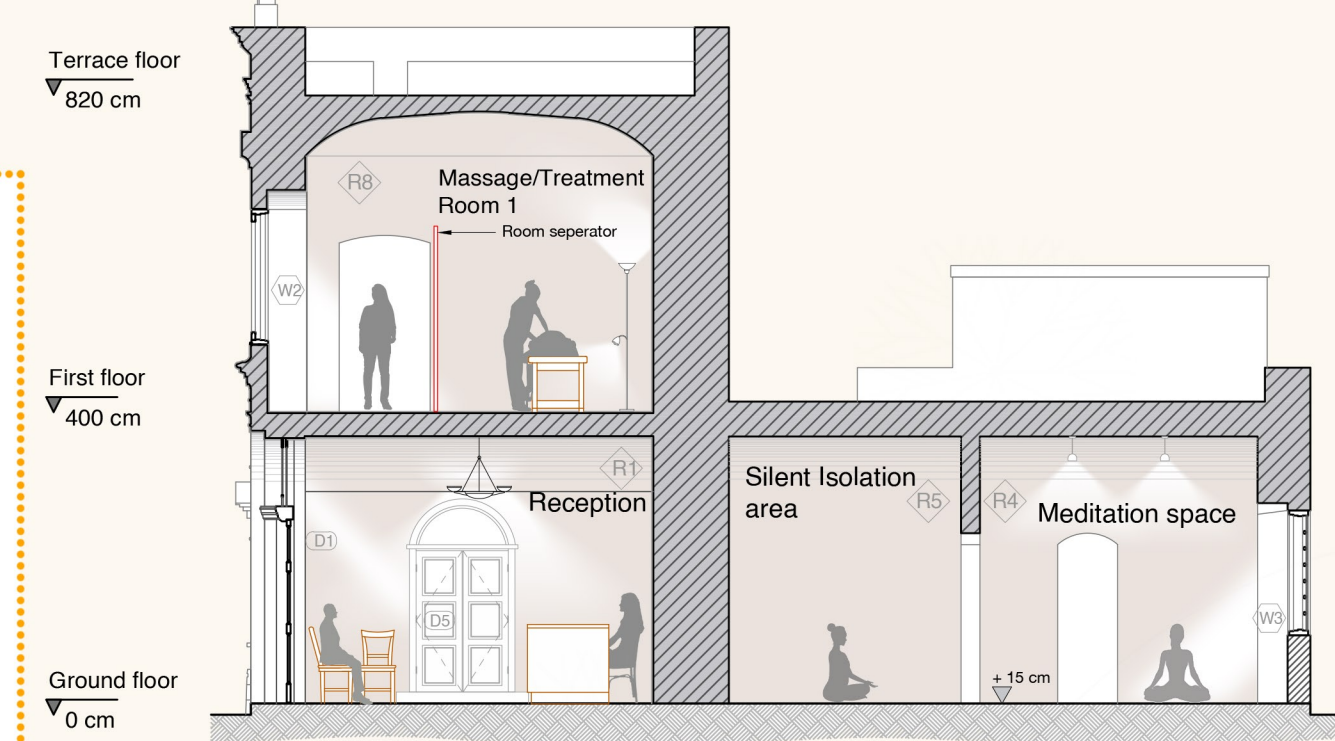
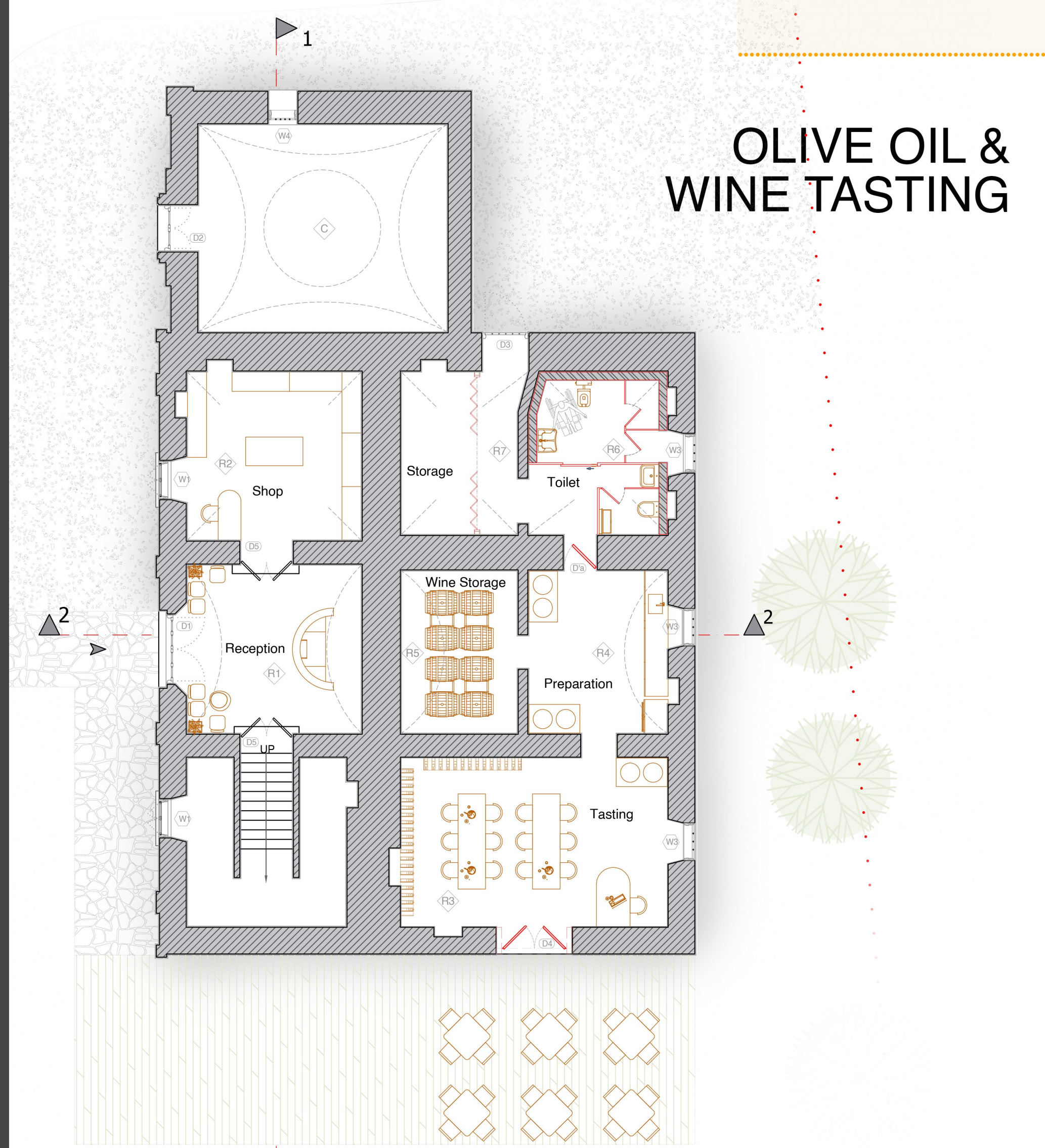
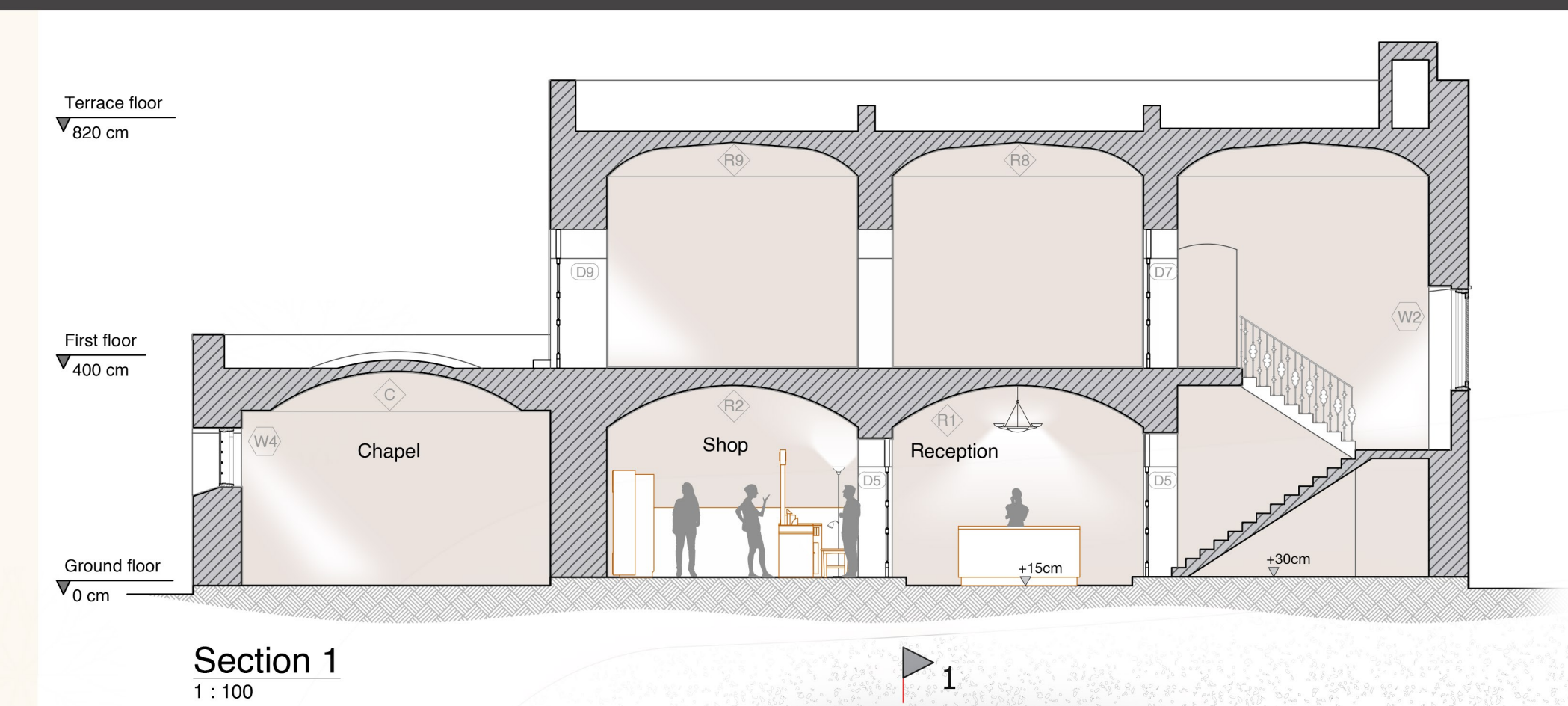
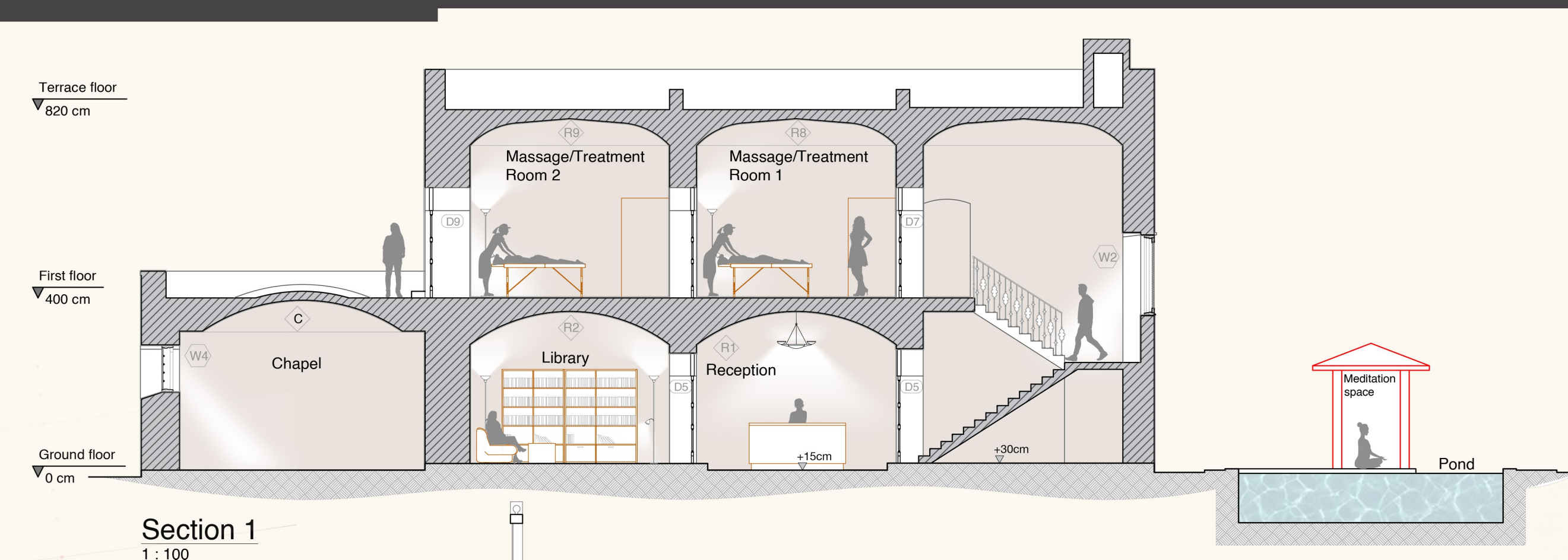
- KEY:**
- NEW MODIFICATIONS
 - FURNITURE
 - SECTION LINE
 - W WINDOWS
 - D DOORS
 - R ROOMS
 - C CHAPEL
 - DOOR/WINDOW OPENING
 - NEW PROPOSED DOORS



Politecnico di Torino | Msc. in Architecture for Heritage
Masseria Martinelli: The revival of Masseria System

Rajvee Shah | s298252

Prof. Francesco Novelli | Prof. Anna Pellegrino |
Prof. Cristina Coscia
A. Y. 2023-2024



YOGA & WELLNESS CENTRE

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