

# MYTHOLOGY IN MOTION

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#### MEDUSA TAKES BACK ATHENS

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**Politecnico  
di Torino**

Politecnico di Torino - School of Planning and Design

Master's Degree in  
Territorial, Urban, Landscape and Environmental Planning

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## **MYTHOLOGY IN MOTION: MEDUSA TAKES BACK ATHENS**

## ABSTRACT

This thesis examines the relationship between urban planning, cultural heritage, and fashion, taking Athens as a paradigmatic case of a stratified Mediterranean metropolis where ancient myth, contemporary creativity, and territorial governance coexist. The research begins with an in-depth analysis of the urban development of Athens, tracing the evolution of the city from its neoclassical foundation to the post-war transformations, the *laissez-faire* expansion, and the contemporary planning strategies that include the 1985 Master Plan, the 2014 "Compact City" approach, and the Resilience Agenda 2030. Particular attention is given to the Acropolis area, investigated through its historical layers, its UNESCO designation, and the key projects that have shaped its urban and cultural perception: Dimitris Pikionis' paths (1954-57), the Athenian Walk (2000-2004), and the Unification of Archaeological Sites. This framework leads to a broader reflection on the urban integration and cultural activation of the Acropolis surroundings. Within this urban and territorial context, the thesis explores the theoretical foundations of heritage, including concepts of valorization, protection systems, and the role of governance in shaping cultural assets as living and dynamic systems. The study then investigates the intersection between fashion and heritage, analysing how fashion houses activate cultural memory through performances and visual narratives in historic sites. Through case studies such as Dior at the Acropolis, Chanel's re-reading of classical modernity, and Dolce & Gabbana's mythological aesthetics, the research identifies scenographic and symbolic strategies that transform heritage into a performative cultural infrastructure. The fashion-focused section examines the continuity between ancient Greek craftsmanship and contemporary luxury production, with particular attention to Maison Versace, whose reinterpretation of classical mythology and the Medusa motif is read as a contemporary form of narrative reappropriation. This leads into the thematic core of mythology, addressed as a spatial, cultural, and symbolic system that informs both fashion narratives and the design project. The design component proposes a Mythology Museum and a Fashion Show near the Acropolis, conceived as reversible, context-sensitive, and attuned to the archaeological and urban landscape. Through a museographic approach rooted in spatial narrative and a scenographic strategy that merges myth with contemporary aesthetics, the project demonstrates how fashion can activate new ways of engaging with heritage while remaining compatible with conservation principles and urban planning frameworks. Overall, the thesis presents a multidisciplinary model that integrates urban planning, heritage studies, fashion theory, and architectural design, offering a contemporary vision for the sustainable and culturally meaningful activation of historic sites.

# INTRODUCTION

Architecture and fashion share a long-standing yet often understated relationship. Both disciplines shape how people perceive space, express identity and engage with cultural memory. When they come into dialogue, they can create new ways of experiencing heritage, transforming historic settings into active cultural environments rather than static monuments. This thesis grows from the desire to explore that dialogue and to understand how contemporary creative practices can bring renewed meaning to places defined by deep historical significance.

My personal background has strongly influenced this inquiry. Growing up within both Greek and Lebanese cultures, I have been immersed in landscapes where ancient history is visibly present in everyday life. The archaeological settings of Greece, Lebanon and Italy, with their rich material and symbolic layers, shaped my early understanding of cultural identity and its spatial expression. These experiences nurtured a sensitivity to heritage as a living presence and guided my academic path within Territorial, Urban, Environmental and Landscape Architecture, where questions of cultural continuity, transformation and urban context are at the centre of the discipline.

Fashion, which has long been a personal passion, gradually emerged as a complementary lens through which to understand these environments. What initially seemed like a separate creative field revealed profound affinities with architecture. Both rely on narrative, form, materiality and symbolism. Both have the capacity to evoke emotion and to translate cultural values into spatial or visual experiences. Through this perspective, fashion became a way to explore how contemporary creative expression can reinterpret heritage and generate new forms of engagement with historic sites.

The choice of Athens as the main context for this research reflects the city's unique position as a Mediterranean metropolis shaped by multiple historical layers. The Acropolis stands at the centre of this landscape, not only as an archaeological sanctuary but also as an active landmark embedded in the life of the surrounding neighbourhoods. Its paths, slopes, viewpoints and urban edges create a distinctive spatial environment where ancient structures and contemporary rhythms coexist. Understanding these relationships between landscape, architecture, movement and cultural identity is essential for any proposal that seeks to introduce new forms of creative activity into such a sensitive area.

The thesis approaches heritage as a dynamic cultural system rather than a fixed entity. It examines how historic sites evolve, how they are governed and how they acquire new meanings through public use and cultural interpretation. Within this framework, fashion is considered not as an external addition but as a cultural agent capable of revealing symbolic layers, activating memory and reinforcing the dialogue between past and present. The study therefore explores how scenography, museography and architectural design can coexist with heritage while contributing to a contemporary cultural experience.

This required a careful reading of the Acropolis area through its spatial, environmental and experiential characteristics. The design proposals developed in the second part of the thesis are based on the idea that temporary, reversible and context-sensitive interventions can enhance public engagement without overwhelming or altering the archaeological landscape. The work seeks to demonstrate how contemporary cultural practices can enrich the perception and use of heritage in a respectful and meaningful way.

In essence, this introduction establishes the conceptual foundations of a thesis that brings together personal heritage, academic investigation and interdisciplinary ambition. It positions the research within a field where architecture, fashion, myth and urban identity converge, offering a pathway toward new modes of understanding and activating historic environments.

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Athens

## 1.1 The Urban Planning Framework of Athens

### 1.1.1 From Capital to Metropolis (1833–1940)

The transformation of Athens from a provincial town into the capital of the modern Greek state began in 1833, when the city was formally handed over by the Ottoman garrison and soon designated as the administrative center of the new kingdom. At that time, Athens was extremely small, barely 77 hectares of built-up area within its old walls—and lacked the spatial structure expected of a national capital.

The early decades after independence were therefore dominated by intense planning activity aimed at reshaping the city's physical form and symbolic role.

The first comprehensive urban vision was prepared by Stamatios Kleanthis and Eduard Schaubert in 1832–33. Their plan, shaped by Romantic Classicism, sought to revive the grandeur of ancient Athens and introduce a rational, orderly spatial structure. It was organized around a triangular system of main avenues today's Ermou, Pireos, and Stadiou streets framed by major civic squares at each vertex, with Athinas Street deliberately aligned to terminate visually at the Acropolis rock. This scheme embodied an ambitious attempt to fuse classical symbolism with modern urban planning principles.

However, the plan encountered resistance from landowners and financial constraints, leading to a revised version under the Bavarian architect Leo von Klenze in 1834. Klenze reduced street widths, minimized open-space areas, and decreased the designated archaeological zone, resulting in a denser and more compact city form. His plan also reallocated key civic functions: the administrative center was shifted to what is now the Omonoia area, while the cultural core was placed along Panepistimiou Street, an arrangement that still structures the city today.

The following decades saw further modifications, including the interventions of engineer Friedrich von Hoch in the 1830s, who redesigned Syntagma Square, established Panepistimiou Street and Amalias Avenue, and integrated the newly built palace into the city's spatial hierarchy. By the 1840s, the emerging capital combined the remnants of the Ottoman-era town with new European-inspired planning ideals, creating a hybrid urban landscape.

Infrastructure improvements accompanied these spatial reorganizations. The city repaired the ancient Hadrianic aqueduct, introduced sewer works, and gradually expanded transport infrastructure: horse-drawn trams, the Athens–Piraeus railway (1869), and early electrification (from 1889) which supported its growing administrative and commercial functions.

By the late nineteenth and early twentieth centuries, Athens expanded beyond its initial plan boundaries as new residential districts formed on all sides of the city. Suburban growth in areas such as Psychiko, Halandri, Filothei, Nea Smyrni, and Paleo Faliro reflected both population pressures and the limited capacity of the state to regulate land development effectively.

Despite numerous proposals for comprehensive plans, implementation remained fragmented due to weak state institutions, limited finances, and the strong influence of private landowners.

The influx of Asia Minor refugees after 1922 radically accelerated expansion. The city's population grew by more than 50 percent, prompting rapid housing construction, often under improvised or informal conditions, and creating new working-class districts around Athens. Yet, despite the urgent needs, most planning interventions remained small-scale or corrective, lacking comprehensive vision or regulatory enforcement.

By the eve of the Second World War, Athens had grown into a complex, sprawling metropolis shaped by overlapping planning experiments, partial implementations, and socioeconomic pressures. While early plans had aimed to construct a monumental neoclassical capital, the realities of migration, limited resources, and political instability produced a city of contrasts combining formal planning with organic, unregulated growth. This period laid the foundations for the dramatic urbanization that would follow in the post-war decades.

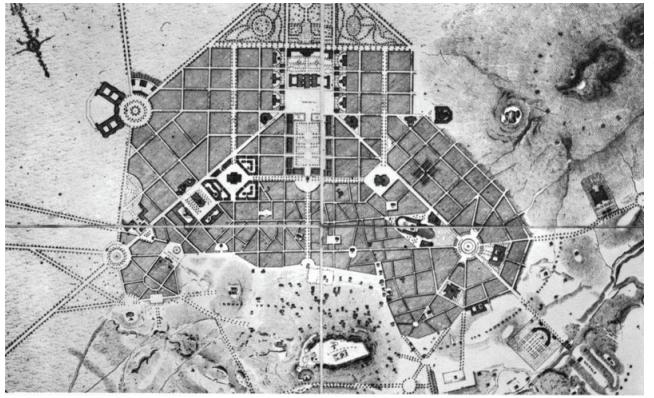


Fig. 01  
Stamatis Kleanthis-Eduard  
Schaubert, Master Plan of  
Athens

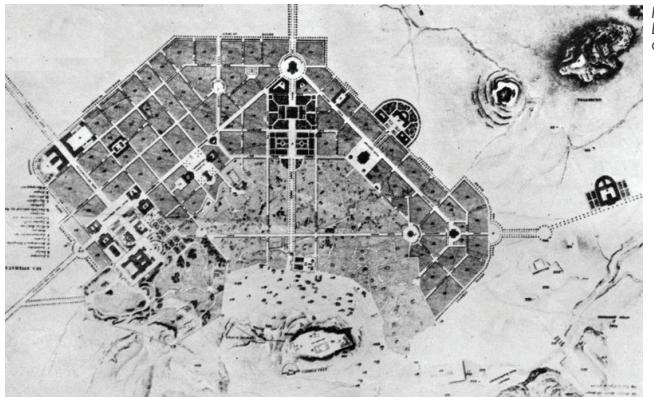


Fig. 02  
Leo von Klenze, Master Plan  
of Athens

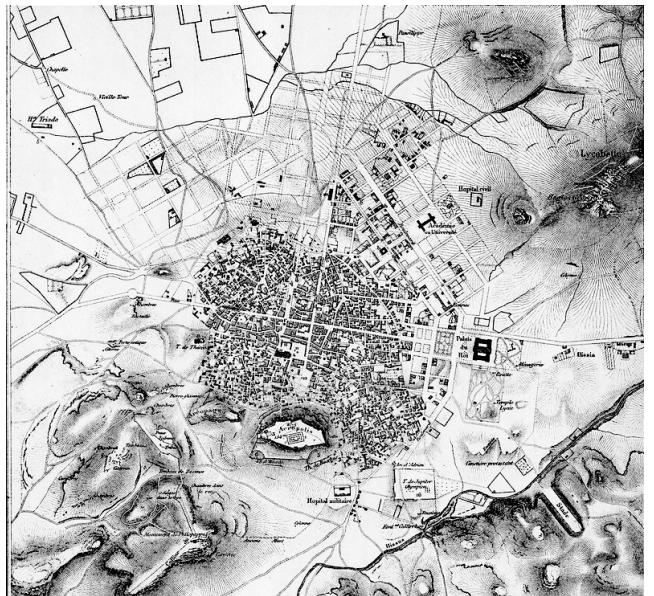


Fig. 03  
Published in Paris by Dépôt  
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Fig. 04  
C. von Stranz, Master Plan  
of Athens

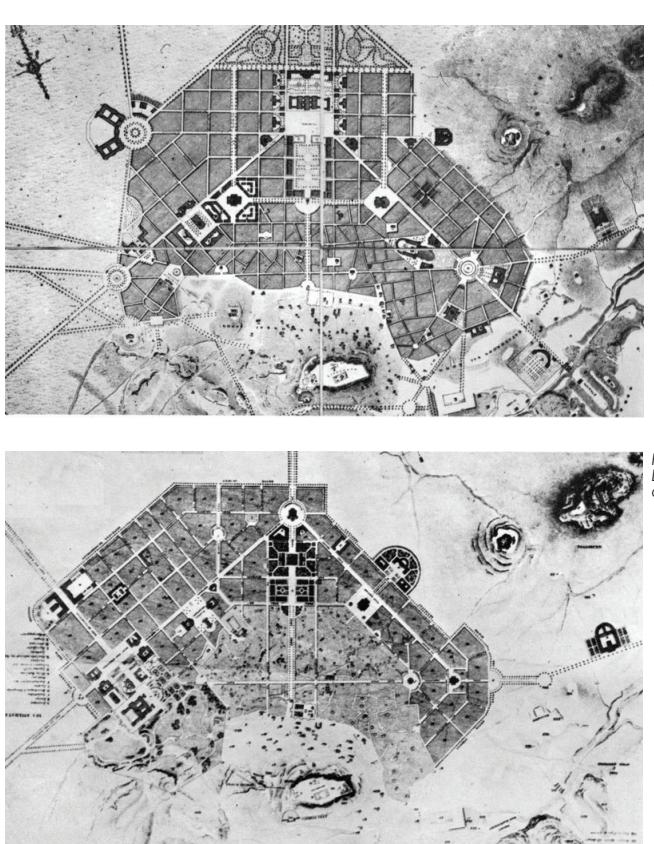


Fig. 05  
JAKaupert's map of Athens

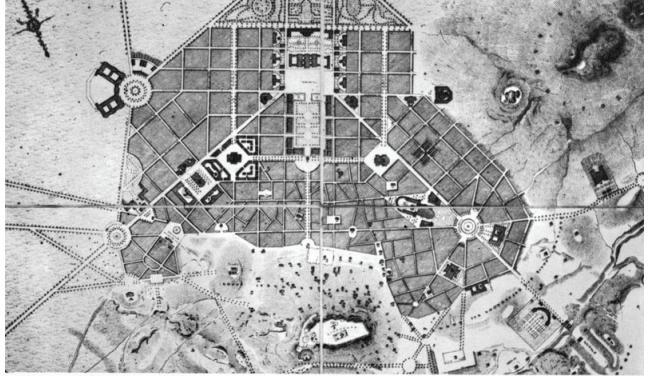


Fig. 06  
C. v. STRANZ,  
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1872



Fig. 07  
Hachette & Cie Master Plan  
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Fig. 08  
Ludwig Hofmann, Master  
Plan of Athens

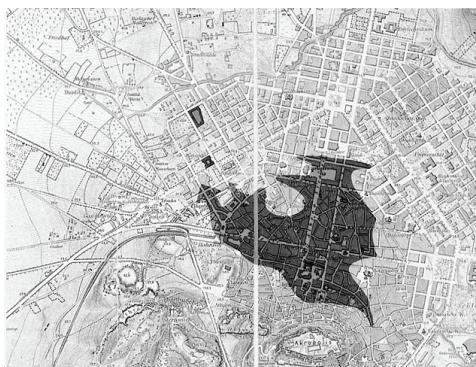


Fig. 09  
Master Plan of Athens, By  
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Petros Kalligas, Master Plan  
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Fig. 11  
Municipality of Athens,  
Master Plan of Athens.



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### 1.1.2 Post-War Growth, Sprawl & Urban Crisis (1950 – 1974)

The post-war decades brought an unprecedented wave of demographic and spatial expansion that permanently reshaped Athens. After the Second World War and the Greek Civil War, large numbers of rural migrants moved to the capital seeking work, stability and improved living conditions. Because the state had limited financial capacity and lacked a comprehensive public housing policy, residential development fell almost entirely to the private sector. This led to the dominance of the antiparochí system, a mechanism in which landowners exchanged property rights for newly built apartments. The system enabled rapid construction and allowed broad access to home ownership, yet it also produced dense urban blocks, minimal open spaces and inconsistent service provision. At the same time, informal construction expanded around the urban fringe where newcomers settled in unplanned areas without adequate infrastructure, creating the first significant wave of suburbanisation.

During this period the city experienced intense environmental pressure as formerly agricultural and natural land was converted to built space. The absence of strong regulatory mechanisms, combined with fragmented administration and weak long term planning, contributed to the diffusion of scattered settlements around the metropolitan basin. As a result, the structure of Athens increasingly displayed both highly compact districts in the centre and sprawling low density growth at its edges. By the early 1970s these processes had generated a series of acute urban challenges including traffic congestion, degradation of the historic centre, overstressed infrastructure, rising pollution and a pronounced shortage of public green space. The social geography of the city also shifted as middle class households moved toward newer districts while older neighbourhoods experienced decline.

The period from 1950 to 1974 therefore represents the most formative chapter in the modern development of Athens. Rapid population growth, private led construction practices and weak institutional oversight collectively produced a hybrid urban landscape that combined elements of dense Mediterranean urbanism with uncontrolled suburban expansion. Many of the structural problems that Athens confronts today originate in these decades when the speed of urbanisation far exceeded the capacity of planning authorities to guide it. Only in the mid 1980s did the city begin to address these legacies through comprehensive metropolitan planning initiatives.

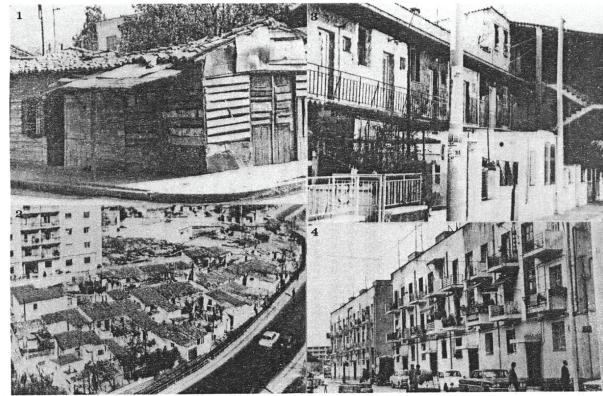


Fig. 12  
Refugee Settlements of Athens

Fig. 13  
Map of Refugee Settlements of Athens  
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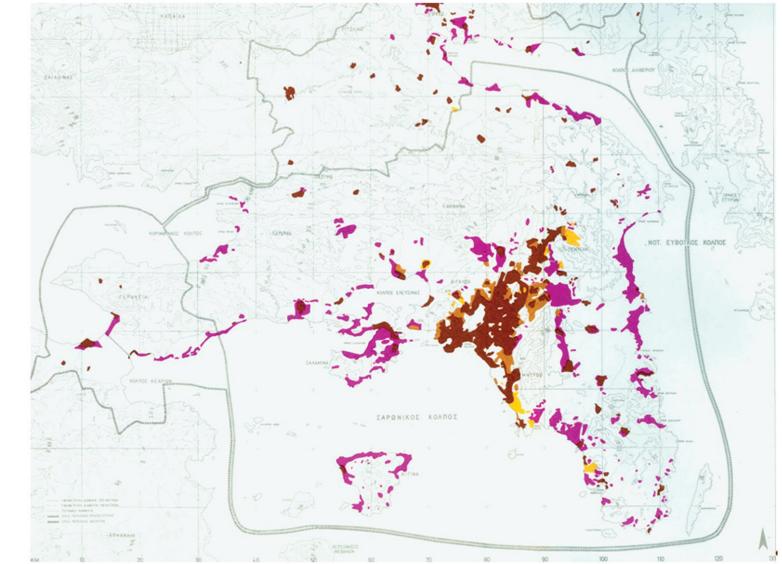


Fig. 14  
Map of informal housing by decades in Attica (1950s: dark brown, 1960s: purple, informal areas later included in the 1985 regional plan: light brown, newly built areas according to the 1985 regional plan: yellow (Source: redrawn by an original map provided by Technical Construction Chamber of Greece)).

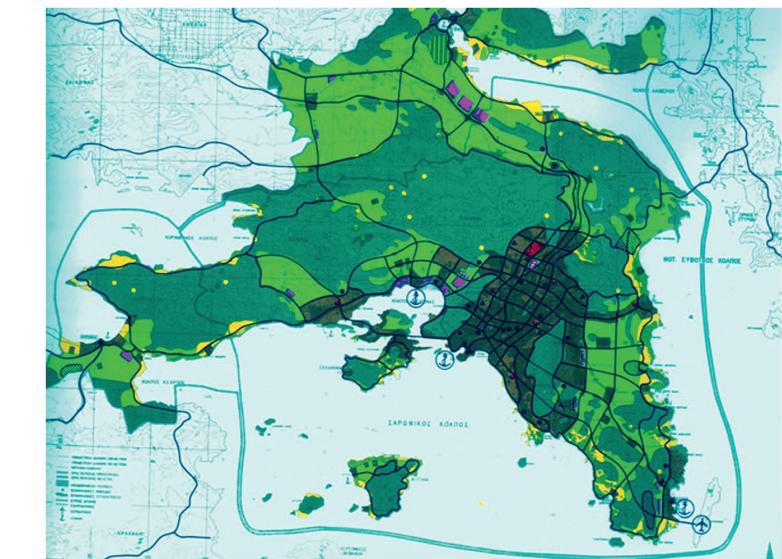


Fig. 15  
Map with selected land use classes: dark green: natural reserves, light green: crops, yellow: pastures, wetlands and other non-forest natural areas; violet: industrial zones (Source: redrawn by an original map provided by Technical Construction Chamber of Greece).

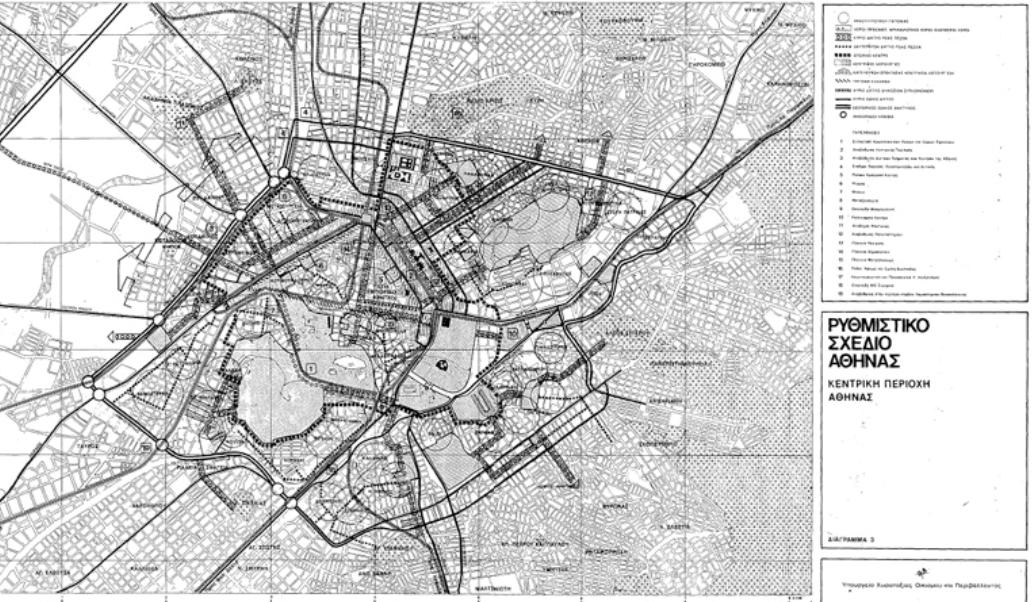
### 1.1.3 Contemporary Planning Strategies (1985 – Today)

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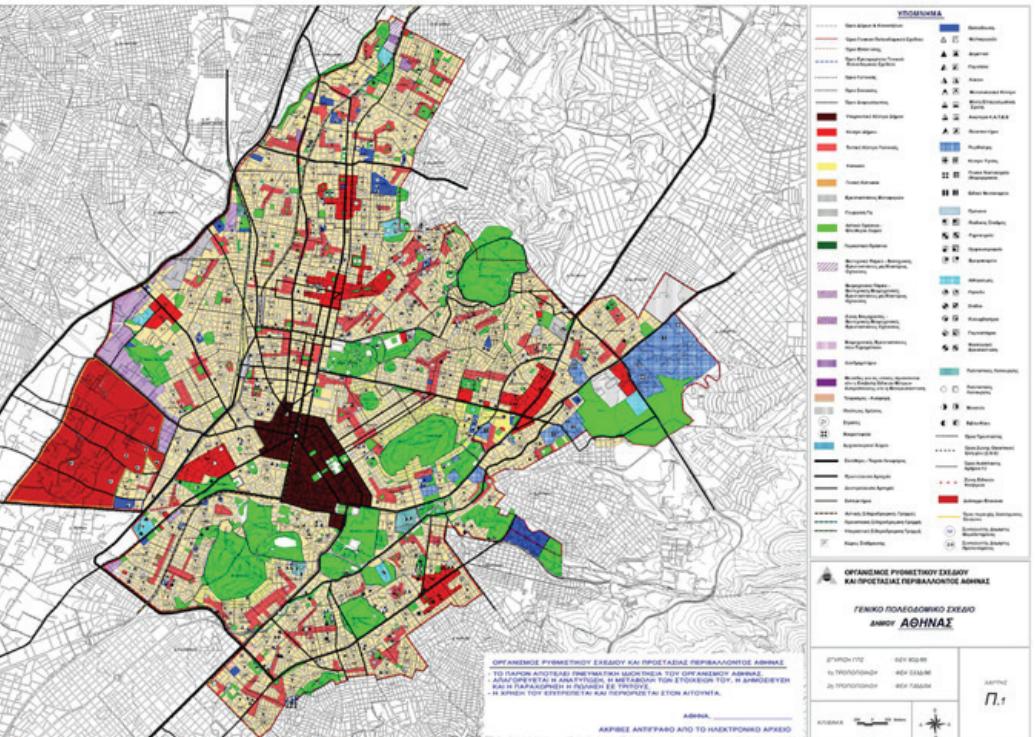
During this period the city experienced intense environmental pressure as formerly agricultural and natural land was converted to built space. The absence of strong regulatory mechanisms, combined with fragmented administration and weak long term planning, contributed to the diffusion of scattered settlements around the metropolitan basin. As a result, the structure of Athens increasingly displayed both highly compact districts in the centre and sprawling low density growth at its edges. By the early 1970s these processes had generated a series of acute urban challenges including traffic congestion, degradation of the historic centre, overstressed infrastructure, rising pollution and a pronounced shortage of public green space. The social geography of the city also shifted as middle class households moved toward newer districts while older neighbourhoods experienced decline.

The period from 1950 to 1974 therefore represents the most formative chapter in the modern development of Athens. Rapid population growth, private led construction practices and weak institutional oversight collectively produced a hybrid urban landscape that combined elements of dense Mediterranean urbanism with uncontrolled suburban expansion. Many of the structural problems that Athens confronts today originate in these decades when the speed of urbanisation far exceeded the capacity of planning authorities to guide it. Only in the mid 1980s did the city begin to address these legacies through comprehensive metropolitan planning initiatives.

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of Athens  
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## 1.2 Historical Layers of Athens

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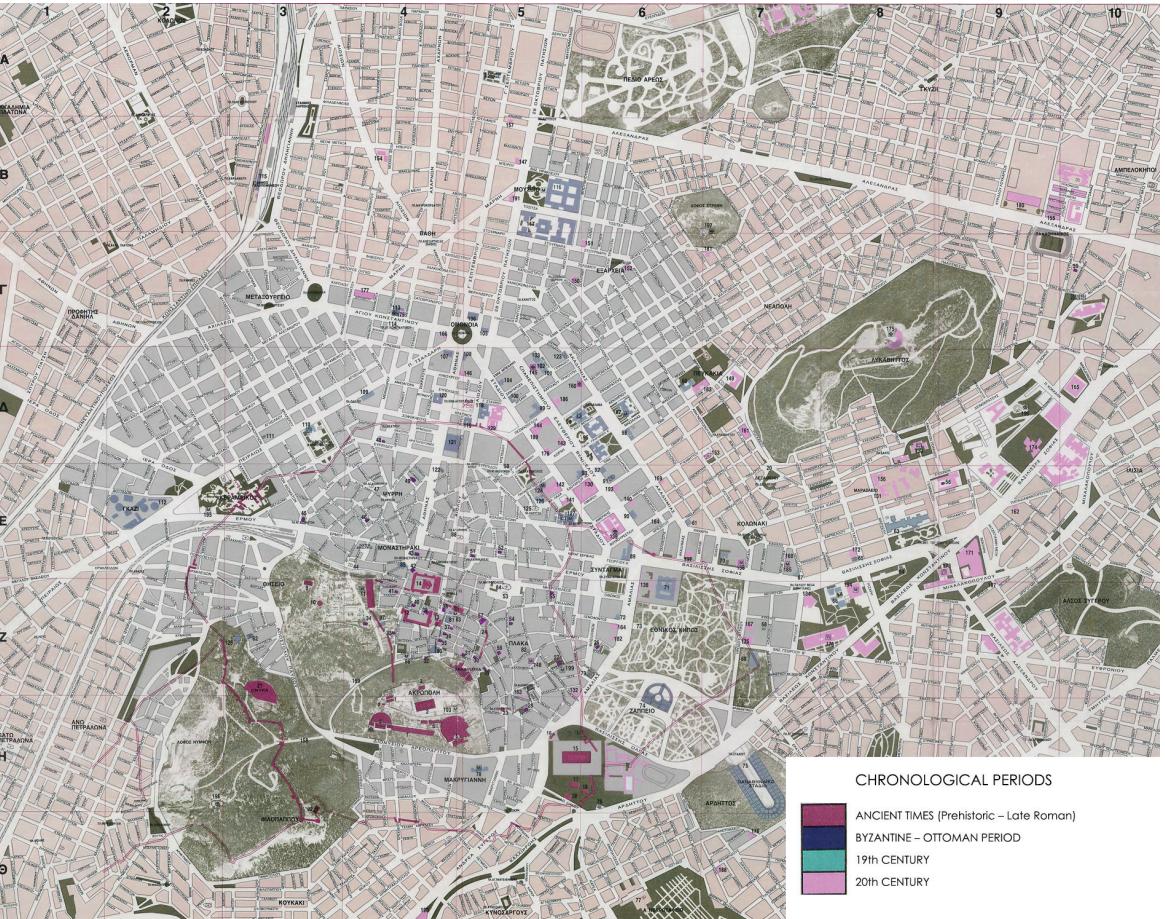


Fig. 18  
Chronological layers of urban development in central Athens, indicating major built structures and urban fabric by historical period. Ancient times (Prehistoric to Late Roman): dark purple; Byzantine–Ottoman period: blue; 19th century: green; 20th century: pink.

### 1.2.1 Classical

The Classical period represents the foundational layer of Athens' urban and cultural identity. During the fifth and fourth centuries BCE, the city developed a coherent architectural and spatial language that reflected its political philosophy, religious practices and civic organisation. The Acropolis, reimagined under Pericles, became the symbolic and physical apex of the city, hosting a constellation of temples and sanctuaries that expressed the ideals of harmony, proportion and monumental clarity. The Parthenon, the Propylaea, the Erechtheion and the Temple of Athena Nike were not isolated monuments but parts of a carefully orchestrated ensemble that articulated the sacred character of the hill and its significance for Athenian democracy.

Below the Acropolis, the Agora emerged as the civic heart of the polis, functioning as the centre of political debate, commercial exchange, religious rituals and everyday social life. Its open spatial structure, surrounded by stoas, law courts and administrative buildings, facilitated the dynamic and participatory culture of Classical Athens. The urban fabric around these core spaces was characterised by an irregular street network shaped by topography and incremental development, reflecting the organic growth patterns typical of ancient Greek cities.

Public buildings and infrastructures reinforced the city's status. The theaters of Dionysus and Herodes Atticus signified the importance of drama and collective experience, while the stadiums, gymnasia and fountains served as essential components of civic life. Architectural forms were conceived with careful attention to human scale, visual relationships and ritual movement, revealing the sophisticated integration of built space, landscape and cultural meaning.

The Classical layer continues to structure Athens today, not only through the survival of monuments but through the enduring prominence of the Acropolis in the urban skyline and the spatial logic it imposes on the surrounding city. Its architectural principles and symbolic associations remain central to Athens' identity and profoundly shape contemporary planning and design considerations.

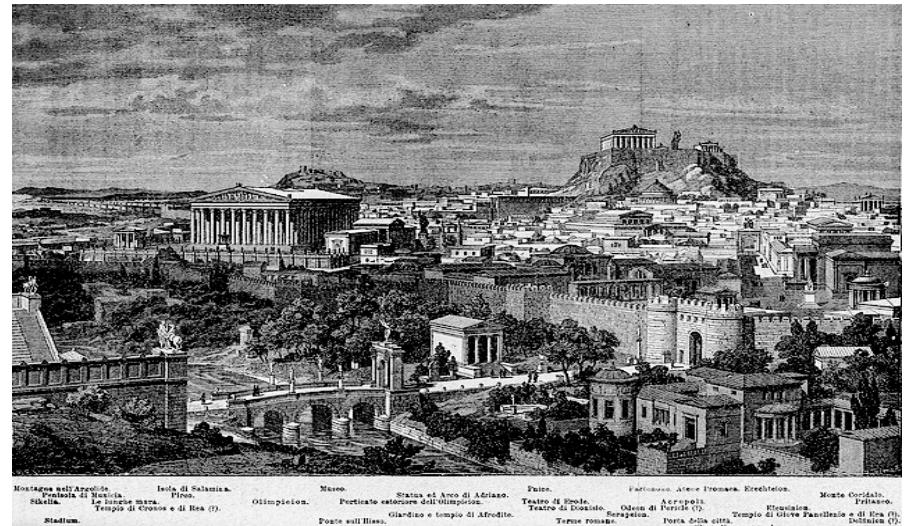


Fig. 19  
9th-century engraving depicting the historical urban landscape of Athens, featuring the Acropolis, the Temple of Hephaestus, and surrounding built environment.

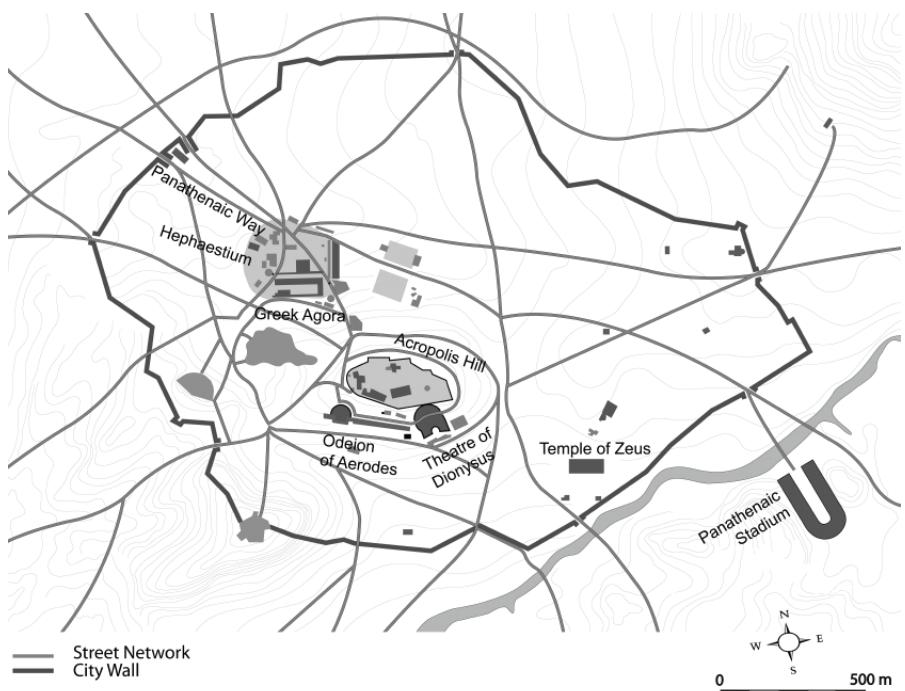


Fig. 20  
Schematic map of ancient Athens showing major monuments and civic structures, including the Acropolis Hill, Greek Agora, Hephaestium, Theatre of Dionysus, Temple of Zeus, and the Panathenaic Stadium, along with reconstructed street network and city walls.

## 1.2.2 Byzantine

The Byzantine period introduced a new layer of urban and architectural expression in Athens, reshaping the city after the decline of Classical political power. Rather than producing large-scale civic complexes, Byzantine Athens developed through smaller, more intimate interventions that reflected the social, religious and administrative realities of the era. The city contracted in size, concentrating around the area north of the Acropolis, where its population could rely on the protection offered by the natural topography and existing fortifications.

Religious architecture became the dominant formal and cultural marker of the Byzantine city. Numerous small-scale churches, often built on or near ancient foundations, were inserted into the existing urban fabric. These structures typically featured compact plans, domed roofs, brick-and-stone construction and decorative ceramic patterns that contrasted with the marble monumentalism of the Classical era. Their presence signaled both continuity and transformation, as sacred sites were reinterpreted within new theological and ritual frameworks.

The Byzantine street pattern remained largely organic, shaped by incremental growth rather than by imposed planning schemes. Narrow lanes and irregular blocks emerged around parish boundaries, monasteries and small marketplaces, producing a human-scaled environment closely tied to daily life. Domestic architecture reflected similar characteristics, relying on modest materials and courtyard-based layouts that responded to climatic and social needs.

Although Athens was not a leading Byzantine metropolis, the period left a lasting imprint on its character. The coexistence of ancient ruins with medieval churches established a layered dialogue that distinguishes Athens from cities where earlier strata were erased. Many of these Byzantine structures survive today, integrated into the modern urban landscape and contributing to the city's distinctive sense of continuity. Their presence enriches the historical texture of Athens and underscores the importance of recognizing the city's evolution as a gradual accumulation of cultural and architectural forms rather than a sequence of discrete epochs.

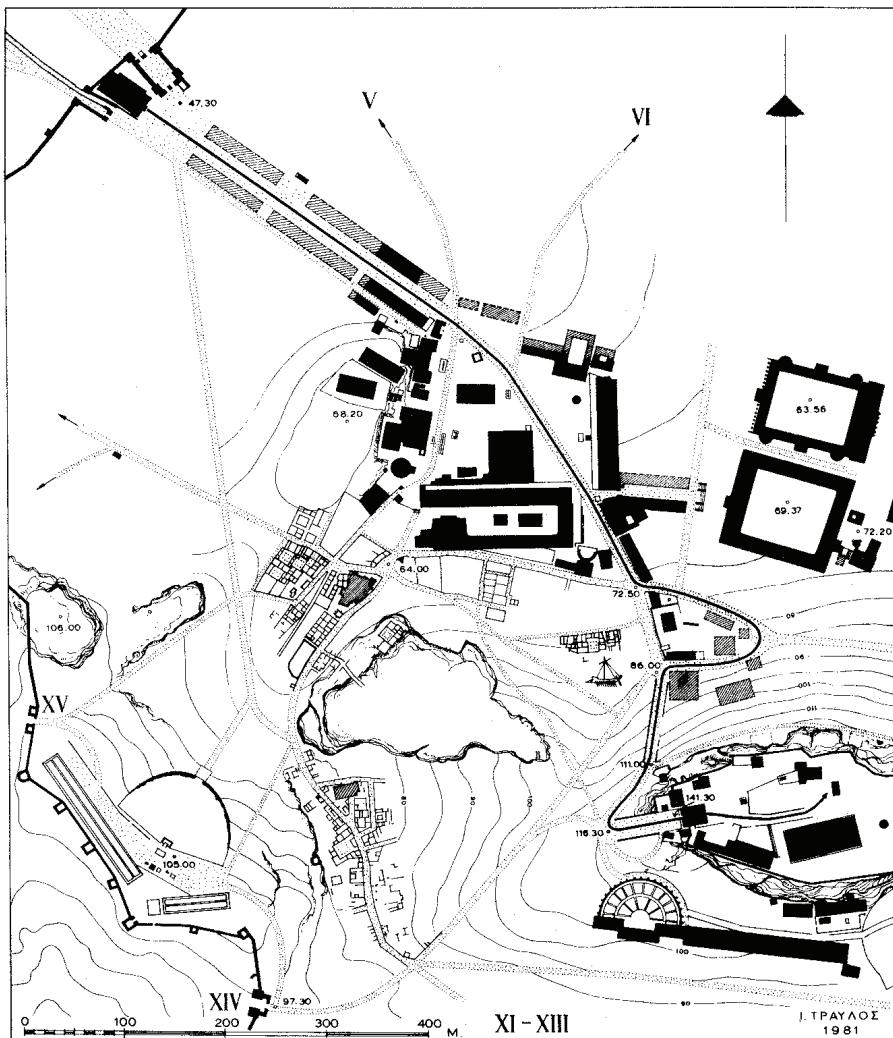


Fig. 21  
Archaeological site plan of the Acropolis and its surrounding monuments, showing major ancient structures, topography, circulation routes, and excavation areas. (Source: J. Travlos, 1981.)

### 1.2.3 Neoclassical

The Neoclassical period marks one of the most defining phases in the modern identity of Athens. Following the establishment of the Greek state in the early nineteenth century, the city was reimagined as the symbolic heart of a new nation that sought to reconnect with its ancient heritage while projecting an image of European modernity. This ideological ambition materialised through the adoption of neoclassical architecture, which became the dominant stylistic language of the newly designated capital.

Early planners and architects, many of them trained in Central Europe, conceived Athens as a city whose urban form would echo the clarity, order and civic ideals associated with antiquity. Public buildings, cultural institutions and administrative complexes were designed with symmetrical compositions, colonnaded facades and carefully proportioned volumes. These structures were not mere imitations of the ancient past but modern translations intended to embody national aspirations, enlightenment values and a renewed civic identity.

The "Athenian Trilogy", the Academy, the University and the National Library, stands as the most emblematic expression of this vision. Positioned along Panepistimiou Street, they established a monumental axis that reoriented the city's urban structure and created a new cultural core. At the same time, private residences, civic buildings and commercial façades adopted neoclassical elements such as pediments, balconies with wrought-iron railings and pastel-coloured plasterwork, giving Athens a cohesive architectural character during the nineteenth and early twentieth centuries.

This period also introduced a more ordered street network and formal urban squares, helping to distinguish the modern city from its medieval and Ottoman predecessors. Although the scale and consistency of the neoclassical fabric were later disrupted by twentieth-century urban pressures, numerous buildings and ensembles survive across the historic centre, particularly in Plaka, Anafiotika and parts of Exarchia. Their presence contributes significantly to the layered urban identity of Athens and serves as a visible reminder of the city's re-foundation as the capital of the modern Greek nation.

The neoclassical layer thus represents a crucial intermediary between the ancient and contemporary city. It not only shaped the architectural vocabulary of modern Athens but also established symbolic and spatial frameworks that continue to influence planning decisions, preservation policies and the cultural imagination surrounding the city today.

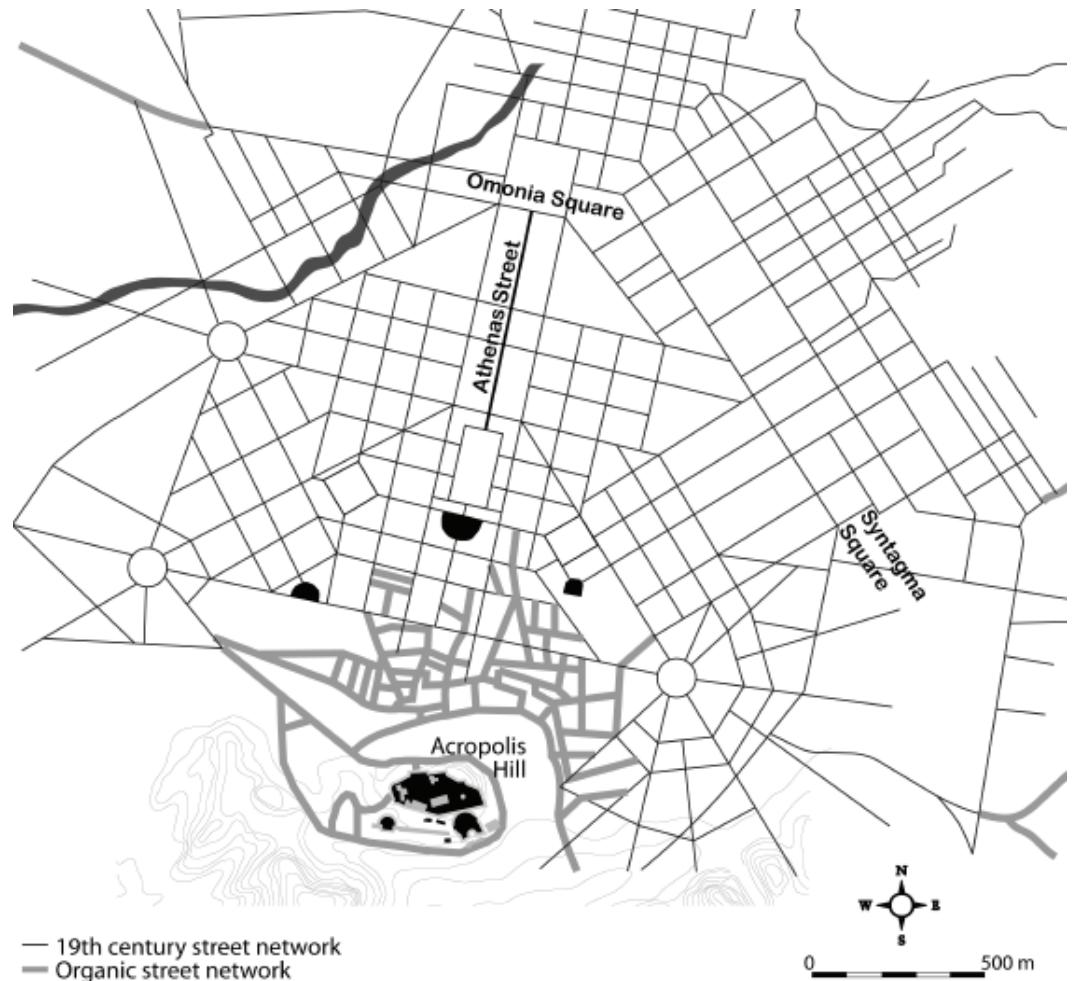


Fig. 22  
Street network structure of modern Athens, showing the 19th-century planned street grid and the earlier organic street network around the Acropolis Hill, including the central nodes of Omonoia Square, Syntagma Square, and the axis of Athinas Street.

### 1.3 The Acropolis as UNESCO Site

The Acropolis holds a singular position in global cultural heritage, recognised not only as a national symbol of Greece but as a foundational monument of human civilisation. Its inscription on the UNESCO World Heritage List formalises this status, underscoring the site's outstanding universal value in terms of architecture, art, history and cultural expression. The designation acknowledges the Acropolis as the pinnacle of Classical creativity, where the ideals of democracy, civic identity and aesthetic refinement were articulated with extraordinary clarity through its temples, sanctuaries and carefully orchestrated spatial relationships.

UNESCO's recognition also places the Acropolis within an international framework of preservation and management, emphasising the importance of safeguarding its authenticity and integrity. These principles guide conservation practices, archaeological research and restoration efforts, reinforcing the need for interventions that respect the site's historical fabric, material character and visual prominence. The Acropolis is protected through a layered system of regulations that governs both the monument itself and its broader landscape, ensuring that changes in the surrounding urban environment do not compromise the symbolic power or visibility of the rock.

The UNESCO designation highlights the Acropolis not as an isolated archaeological relic but as a living cultural landscape that interacts with the contemporary city. Its commanding presence in the Athenian skyline shapes urban identity and influences planning decisions related to building heights, view corridors and public access. The Acropolis thus functions simultaneously as a monument of world heritage and as an active reference point within the daily life of Athens, continuing to structure its spatial logic and cultural narratives.

This dual role creates both opportunities and responsibilities. While the site attracts millions of visitors annually, its fragility demands careful management of access, circulation and visitor experience. Preservation policies must balance the desire for public engagement with the need to protect archaeological remains from physical wear, environmental stresses and visual intrusion. As a UNESCO site, the Acropolis becomes a benchmark for excellence in heritage stewardship, requiring long-term strategies that integrate conservation, interpretation and sustainable tourism within a coherent and culturally sensitive framework.

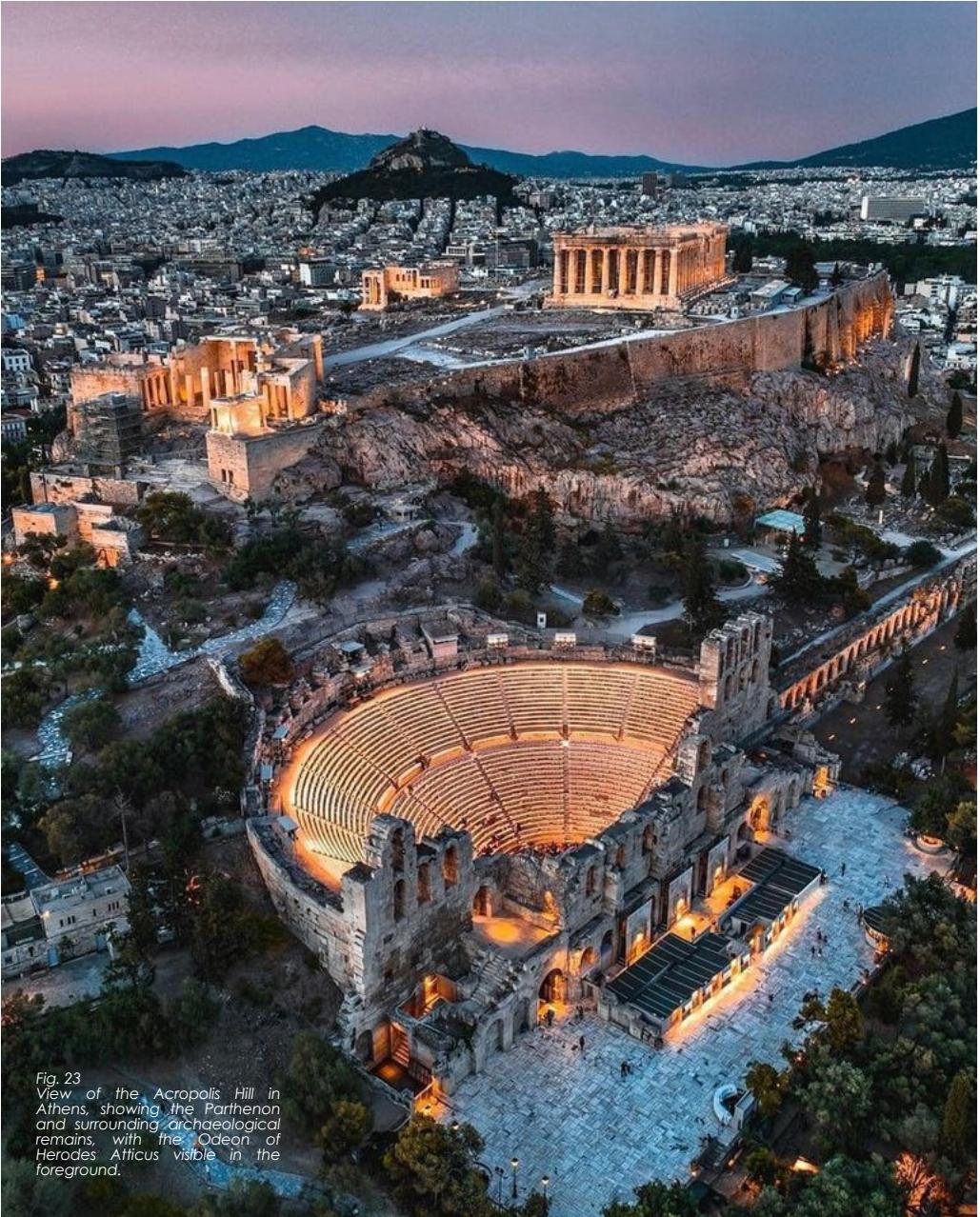


Fig. 23  
View of the Acropolis Hill in Athens, showing the Parthenon and surrounding archaeological remains, with the Odeon of Herodes Atticus visible in the foreground.

## 1.4 Architectural Archetypes & Myth in Athens

The architectural identity of Athens is inseparable from the mythological narratives that have shaped the city since antiquity. Myth and architecture function as parallel cultural frameworks that reinforce one another, embedding symbolic meaning into the physical environment and transforming built forms into carriers of collective memory. In Athens, myth is not merely a literary or artistic tradition; it is a spatial force that continues to structure the city's perception, topography and architectural expression.

Many of the city's most recognisable architectural archetypes originate in the Classical period, where religious and civic buildings were conceived as embodiments of divine and heroic narratives. The Acropolis stands as the most powerful example of this fusion. Its temples were dedicated to deities such as Athena, Poseidon and Nike, and their architectural forms were carefully designed to reflect the mythological roles and attributes of these figures. The Parthenon, for instance, expresses the triumph and protective presence of Athena Polias, while the Erechtheion's unique asymmetry responds to the mythic contest between Athena and Poseidon for patronage over the city. These architectural gestures demonstrate how mythology guided both spatial organisation and aesthetic decisions.

Beyond individual monuments, myth also shaped the city's broader spatial logic. Ancient processional routes, such as the Panathenaic Way, linked ritual movement with urban form, turning the experience of the city into a narrative journey. Hills, springs and natural formations became associated with gods, nymphs and heroes, creating a layered landscape in which physical landmarks and mythic stories became inseparable. This interplay contributed to the enduring perception of Athens as a city in which the natural terrain and built environment together articulate a world of symbolic meaning.

The influence of myth continued into later historical periods, often resurfacing through reinterpretations rather than direct continuity. During the nineteenth-century re-founding of the city, neoclassical architects and planners revived ancient motifs as part of a national cultural project that sought to align modern Greece with its Classical heritage. Architectural details, proportions and urban compositions drew inspiration from ancient precedents, not only for aesthetic reasons but to reinforce the symbolic connection between contemporary Athens and its legendary past. This revival helped institutionalise myth as a key component of the modern city's visual and cultural identity.

In contemporary Athens, the resonance of myth persists in subtler yet significant ways. The Acropolis remains a dominant visual archetype that continues to guide height regulations and visual corridors, while ancient narratives inform cultural programming, museum interpretations and place-making strategies. Mythology thus acts as a connective tissue across time, linking ancient, Byzantine, neoclassical and modern layers within a single urban continuum. As a result, architectural archetypes and myth together form a vital interpretive framework for understanding the city's distinctive character and its ongoing dialogue between past and present.



Fig. 24  
Detail of Caryatid figures used as architectural supports, illustrating sculptural form, drapery, and structural symbolism characteristic of classical Greek architecture.

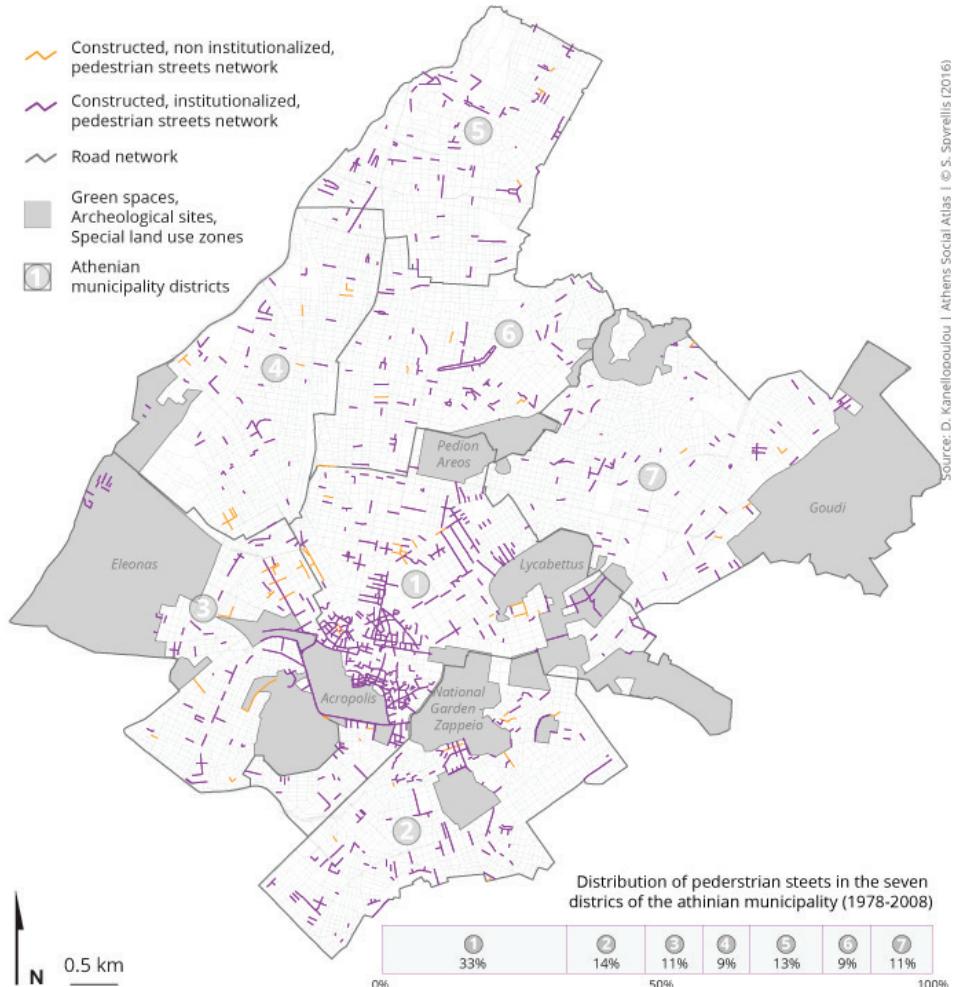
## 1.5 Landscape, Walks and Urban Sequences

The landscape of Athens plays a fundamental role in shaping how the city is experienced, understood and navigated. Beyond its streets and monuments, Athens is defined by a network of paths, slopes and natural formations that structure daily movement and frame the perception of its historical landmarks. The hills, ridges and valleys surrounding the Acropolis create a unique topographical setting in which the urban fabric unfolds as a sequence of visual and spatial encounters. This relationship between landscape and movement has long guided the design of promenades, archaeological routes and public spaces that seek to reconcile contemporary needs with the city's ancient terrain.

Walking has always been integral to the identity of Athens. The city's historic core is best understood on foot, where the scale of streets, the intimacy of neighbourhoods and the transitions between built and natural environments allow for a nuanced appreciation of its layered character. Modern interventions have consistently built upon this pedestrian tradition, recognising that movement through the landscape is central to the cultural experience of the city. Carefully designed paths and promenades have been introduced at various moments in the twentieth and twenty-first centuries to restore continuity between archaeological sites, reveal historical stratigraphy and offer new vantage points over the urban fabric.

These routes act as more than simple circulation infrastructure. They function as narrative devices that guide visitors through sequences of spaces, alternating between enclosed streets, open plateaus, shaded slopes and framed views of monuments. Each intervention, whether from the mid-twentieth century or the early twenty-first, reflects the desire to create a coherent dialogue between antiquity and the modern city, respecting both the fragility of archaeological remains and the evolving life of Athens. The emphasis on crafted paths, natural materials and carefully choreographed viewpoints reinforces the idea that movement through Athens is a cultural act shaped by the city's landscape.

Understanding this tradition of walks and urban sequences is essential for contemporary planning and design around the Acropolis. It demonstrates how sensitive interventions can enhance accessibility, reveal historical layers and enrich the spatial experience without overwhelming the site. This macro-section examines the most significant of these designed routes, from the pioneering work of Dimitris Pikionis in the 1950s to the Unification of Archaeological Sites in the 2000s, and considers how they collectively contribute to the ongoing relationship between landscape, heritage and urban movement in Athens.



**Fig. 25**  
Distribution of pedestrian streets within the seven districts of the Municipality of Athens (1978-2008), distinguishing constructed non-institutionalized pedestrian networks, constructed institutionalized pedestrian networks, and the existing road system, alongside green spaces, archaeological sites, and special land-use zones.

### 1.5.1 Dimitris Pikionis & the Acropolis Paths (1954–1957)

The landscape intervention designed by Dimitris Pikionis around the Acropolis between 1954 and 1957 is one of the most celebrated achievements of modern Greek architecture. Conceived as a sensitive mediation between the ancient monuments and the expanding modern city, Pikionis' work established a new paradigm for landscape design and heritage integration. Rather than imposing a rigid or monumental scheme, he developed a series of carefully crafted paths and resting areas that harmonise with the natural topography and frame the Acropolis as part of a lived, experiential environment.

Pikionis approached the site with deep respect for its material and historical complexity. He worked extensively with reclaimed stones, fragments and local materials, assembling them in patterns that feel both spontaneous and deeply rooted in Greek tradition. The paving, walls and seating areas are composed with extraordinary attention to detail, combining geometric compositions with irregular joints that evoke vernacular building practices. This mosaic-like treatment creates a tactile surface that encourages slow, reflective movement and subtly guides the visitor through a sequence of views, clearings and framed perspectives.

The design rejects linear or uniform circulation in favour of a dynamic and episodic spatial sequence. The paths adapt to the terrain, curving gently around slopes, widening at key moments and narrowing as they approach more intimate transitions. Through these calibrated adjustments, Pikionis created a narrative flow that prepares the visitor for encounters with the Acropolis, the Philopappos Hill and the surrounding archaeological landscape. The result is an experiential promenade that shifts between openness and enclosure, offering alternating glimpses of the city and moments of introspection.

Pikionis' intervention is notable for its collaborative and artisanal process. He worked closely with craftsmen on site, allowing improvisation, dialogue and material experimentation to shape the final outcome. This method produced an environment that feels organic despite its careful orchestration, blurring the line between designed and naturally evolved landscape. The work's subtlety and restraint stand in deliberate contrast to more monumental restoration efforts, emphasising the value of humility in approaching sacred and historic spaces.

Today, the Acropolis paths by Pikionis are recognised as a masterpiece of twentieth-century landscape architecture and a pioneering example of context-sensitive design. They demonstrate how contemporary interventions can respect archaeological significance while enhancing accessibility and public experience. Their enduring influence lies in the way they transform walking into a cultural ritual, inviting visitors to engage with Athens' ancient topography through a carefully choreographed yet seemingly effortless route.

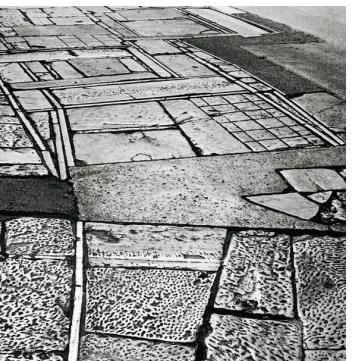


Fig. 26,27,28  
Photographs of  
Dimitris  
Pikionis'  
paving  
compositions  
on the  
Acropolis  
and  
Philopappos  
Hill,  
demonstrating  
his  
integration  
of irregular  
stone  
fragments,  
reused  
architectural  
materials,  
and  
site-responsible  
craftsmanship  
to  
create  
a  
dialogue  
between  
landscape,  
history,  
and  
movement.



Fig. 29  
Plan of the pedestrian network designed by Dimitris Pikionis around the Acropolis and Philopappos Hill, showing his sensitive insertion of paths into the terrain, and the organic, non-axial spatial logic that connects archaeological monuments, natural contours, and urban thresholds.

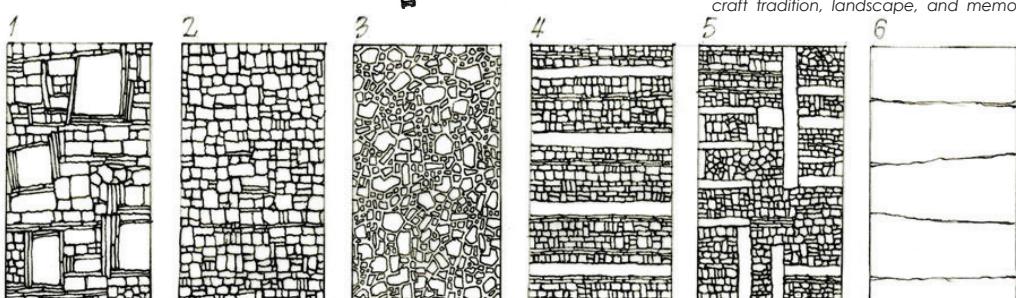


Fig. 30  
Typological studies of  
Pikionis' paving  
patterns, illustrating  
variations in  
proportional systems,  
stone cut  
geometries, and  
mosaics of ancient  
and contemporary  
fragments, reflecting  
his search for a "Greekness" rooted in  
craft tradition, landscape, and memory.



### 1.5.2 The Athenian Walk (2000–2004)

The Athenian Walk, implemented in the early 2000s, formed a key component of a broader effort to reorganise and elevate the historic centre of Athens in anticipation of the 2004 Olympic Games. Conceived as part of a larger urban regeneration agenda, the project sought to create a continuous pedestrian network connecting major archaeological sites, public spaces and cultural landmarks. Unlike earlier interventions that focused on specific paths or monuments, the Athenian Walk introduced a cohesive urban sequence that restructured movement across the historic core and improved the legibility of Athens as a landscape of heritage.

The initiative prioritised pedestrian accessibility, aiming to reduce vehicular dominance in the city's most sensitive areas while enhancing the quality of public space. By reclaiming streets from car traffic and redesigning them as walkable corridors, the project established new relationships between disparate archaeological zones. Wide pavements, simplified junctions and resurfaced streets formed an uninterrupted route linking the Acropolis, the Ancient Agora, the Kerameikos, the Temple of Olympian Zeus and other key sites. This allowed residents and visitors to experience the city's historical strata as a unified cultural environment rather than as isolated destinations.

A defining characteristic of the Athenian Walk is its emphasis on creating an inviting and coherent pedestrian realm. The materials, lighting and urban furnishings were selected to complement the surrounding architectural and archaeological context while ensuring durability and ease of navigation. The result is a promenade that supports both leisurely strolling and structured cultural exploration, creating opportunities for pause, reflection and engagement with the city's monuments. The sequence of spaces was designed to encourage gradual transitions between open vistas, shaded segments and framed perspectives of landmark structures.

The project also contributed to the revitalisation of adjacent neighbourhoods, encouraging new uses and strengthening the connection between everyday urban life and heritage landscapes. By integrating archaeological sites into a continuous public realm, the Athenian Walk improved the experiential quality of the city and reinforced its identity as an open-air cultural environment. It not only enhanced the visibility of Athens' historical layers but also demonstrated how pedestrian infrastructure can serve as a catalyst for broader urban improvement.

Overall, the Athenian Walk represents a significant moment in contemporary urban design for Athens. It established a model of pedestrian-oriented planning that respects the complexity of the historic centre while addressing modern mobility challenges. Its success lies in the way it redefined the relationship between heritage and public space, making the experience of the ancient city an accessible and integral part of daily urban life.



Fig. 31  
Map of the archaeological walking path surrounding the Acropolis and its adjacent historical districts, indicating the continuous pedestrian circuit that links major archaeological sites, urban fabric, and open landscape areas.

### 1.5.3 Unification of Archaeological Sites (2004)

The 2004 Unification of Archaeological Sites marked one of the most ambitious cultural and urban projects in contemporary Athens. Building upon earlier efforts to enhance pedestrian connectivity in the historic core, the initiative aimed to weave together the city's major archaeological landmarks into a coherent and accessible open-space network. Rather than treating individual sites as isolated monuments, the project sought to reveal their spatial, historical and conceptual relationships, presenting them as interconnected parts of a continuous cultural landscape.

At its core, the unification project transformed large segments of the historic centre into a pedestrian-prioritised environment. Key roadways were pedestrianised, traffic was diverted from sensitive areas and new pathways were introduced to create seamless movement between the Acropolis, the Ancient Agora, the Kerameikos, the Roman Forum, the Temple of Olympian Zeus and Hadrian's Library. This shift fundamentally redefined the experience of central Athens, allowing residents and visitors to navigate the archaeological landscape without the visual and physical interruption of vehicular infrastructure.

The design approach emphasised clarity, legibility and respect for the surrounding heritage. Materials and spatial configurations were selected to foster continuity across diverse archaeological zones while avoiding imitation of ancient forms. Subtle paving treatments, unobtrusive lighting and carefully positioned urban furnishings created a calm and coherent environment that foregrounded the monuments themselves. By reducing visual clutter and rationalising circulation patterns, the project reinforced the narrative of Athens as a unified historical ensemble rather than a collection of fragmented sites.

One of the most significant outcomes of the unification was the improved relationship between the archaeological landscape and the contemporary city. The project enhanced accessibility to key monuments, opened new vantage points and created opportunities for cultural activities and public engagement. Neighbourhoods adjacent to the pedestrianised areas experienced renewed vitality as streets became more walkable and public spaces more welcoming. The intervention also supported sustainable mobility by encouraging walking and cycling as primary modes of movement within the historic centre.

Beyond its physical transformations, the Unification of Archaeological Sites symbolised a shift in Athens' approach to heritage management. It demonstrated a commitment to integrating archaeological preservation with urban life, recognising that cultural landscapes thrive when they remain connected to the city's social and spatial fabric. The project has since become a reference point for heritage-sensitive urban design and continues to influence planning strategies in areas surrounding the Acropolis.

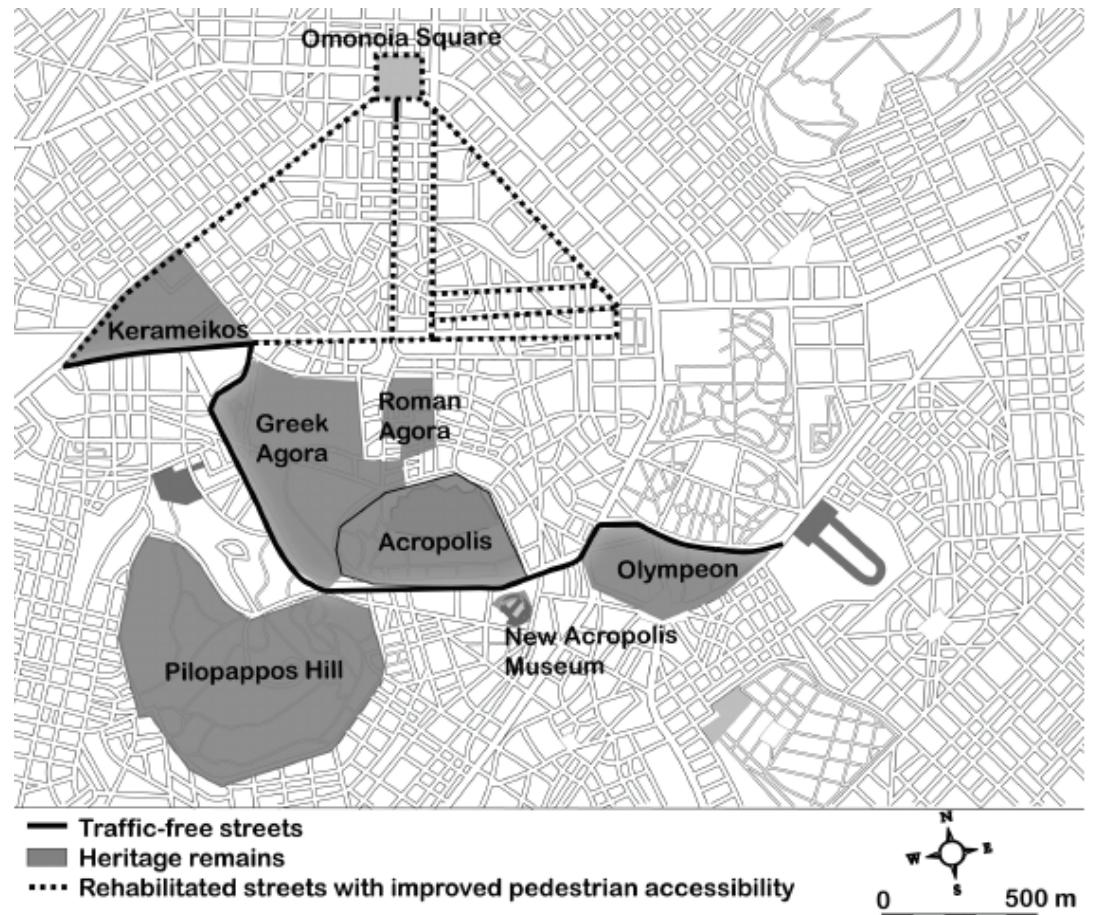


Fig. 32  
Pedestrian network and heritage landscape around the Acropolis, illustrating traffic-free streets, preserved archaeological areas, and rehabilitated streets with enhanced pedestrian accessibility, connecting key sites such as Kerameikos, the Greek and Roman Agoras, the Acropolis, Olympieon, and the New Acropolis Museum.

#### 1.5.4 Contemporary Issues: Tourism Pressure, Flows & Accessibility

In recent decades, the historic centre of Athens has faced growing pressures linked to rising tourism, changing mobility patterns and the evolving demands of public space. While the revitalisation projects of the early 2000s significantly improved pedestrian conditions and enhanced the cultural experience of the city, they also revealed structural challenges that continue to shape the daily functioning of the archaeological landscape. The increasing volume of visitors, particularly during peak seasons, has placed considerable strain on both the physical environment and the operational capacities of key heritage sites.

Tourism pressure manifests most visibly around the Acropolis and its surrounding archaeological zones, where large groups converge along relatively narrow paths and limited entry points. This concentration of movement produces congestion, reduces the quality of the visitor experience and accelerates wear on sensitive surfaces and materials. The issue is amplified by the tendency for tourists to follow similar routes and schedules, resulting in rhythmic surges of pedestrian traffic that outpace the site's carrying capacity. As a result, managing flows has become a central concern for heritage stewardship and urban design in the area.

Accessibility presents another critical dimension of these contemporary challenges. Although major improvements have been made in recent years, the steep topography and irregular terrain around the Acropolis create inherent difficulties for universal access. Many pathways and viewing points remain difficult to navigate for individuals with limited mobility, and the transitions between archaeological sites and the surrounding neighbourhoods vary in quality and legibility. Ensuring equitable access requires ongoing efforts to reconcile the historic character of the landscape with inclusive design standards that prioritise comfort, safety and clarity of movement.

The broader urban context also contributes to these pressures. The popularity of short-term rentals and the commercialisation of key streets have intensified activity in adjacent districts, transforming once-residential areas into bustling visitor corridors. While this has contributed to economic vitality, it has also accelerated the pace of change and added new layers of complexity to the management of public space. Maintaining a balance between local life and tourist activity is increasingly difficult, especially in neighbourhoods that border major archaeological routes.

These issues highlight the need for adaptive, long-term strategies that address both the physical and operational dimensions of the historic centre. Enhancing wayfinding, diversifying circulation patterns and expanding shaded resting areas can help alleviate congestion, while improved accessibility measures can ensure more inclusive engagement with the city's heritage. As Athens continues to attract global interest, the challenge lies in sustaining the cultural value of its archaeological landscape without compromising its integrity or its role within the everyday life of the city.



Fig. 33  
Crowds of visitors ascending the Propylaea at the Acropolis, illustrating the pressures of contemporary tourism on the archaeological site, as well as ongoing restoration works visible on the monument.

## 1.6 Site Analysis

The Acropolis and its surrounding landscape present a complex spatial and cultural environment shaped by centuries of architectural, archaeological and urban developments. Understanding this context is essential for any intervention in the area, as the site operates simultaneously as an ancient sanctuary, a modern tourist destination and a symbolic anchor within the fabric of Athens. The site analysis brings together physical, historical and experiential dimensions to establish the conditions that inform design and planning decisions for the broader area.

The Acropolis stands at the centre of this landscape, rising prominently above the city and commanding panoramic views in all directions. Its rocky form, steep slopes and layered archaeological remains impose specific constraints on circulation, accessibility and visual integration. At the same time, the monuments atop the hill define the skyline of Athens, shaping how the city is perceived both from within and from afar. The relationship between the rock and the surrounding neighbourhoods is therefore not only spatial but perceptual, guiding the way visitors and residents orient themselves in the urban terrain.

Around the base of the hill, a constellation of important monuments and archaeological zones creates a rich but highly sensitive environment. The Stoa of Eumenes II, the Theatre of Dionysus, the Odeon of Herodes Atticus and the Asclepieion form a continuous historical sequence that links sacred, cultural and civic functions. These elements coexist with contemporary pedestrian routes, public spaces and adjacent residential districts, generating a layered setting where diverse forms of mobility and use intersect. Understanding how these elements interact their proximities, views, connections and functional overlaps is fundamental for proposing interventions that respect the site's integrity.

The geometry and orientation of the Acropolis also structure the spatial logic of the surrounding area. Axial views, natural slopes and the alignment of ancient pathways influence how movement unfolds around the rock. These spatial patterns continue to shape modern routes and contribute to the experiential quality of the site. The analysis therefore considers both the physical form of the landscape and the way it guides visual sequences, patterns of approach and moments of encounter with monuments.

Accessibility remains a critical aspect of the site's contemporary condition. Differences in elevation, irregular ground surfaces and the concentration of visitors in specific areas create challenges that require sensitive design responses. The analysis addresses these constraints by evaluating existing circulation networks, examining points of congestion and identifying opportunities for improved legibility and comfort.

Overall, the site analysis provides a foundation for understanding the Acropolis not as an isolated monument but as a dynamic cultural landscape embedded within the urban fabric of Athens. It frames the key factors topography, heritage, movement, visibility and human experience that shape the possibilities and responsibilities of working in this historically charged setting.



Fig. 34  
Model of the Acropolis and its surrounding urban landscape, showing archaeological monuments, settlement patterns, circulation routes, and topographic relationships across the wider historical terrain.

### 1.6.1 The Acropolis Rock & Old Museum

The Stoa of Eumenes II occupies a significant position on the southern slope of the Acropolis, forming an important link between the Theatre of Dionysus and the Odeon of Herodes Atticus. Built in the second century BCE by Eumenes II of Pergamon, the structure reflects the Hellenistic tradition of monumental stoas that combined architectural sophistication with public utility. Its linear form, generous proportions and rhythmic colonnades created a sheltered promenade that served both practical and ceremonial functions within the wider landscape of the Acropolis' southern terraces.

Architecturally, the stoa demonstrates a refined interplay between Doric and Ionic elements. The ground level employed a Doric colonnade that provided continuous protection from the sun, while the upper storey featured slender Ionic columns that offered lighter visual articulation. This combination gave the building a layered character that balanced structural solidity with aesthetic elegance. The long, colonnaded façade created a strong horizontal gesture along the base of the Acropolis, contrasting with the vertical ascent of the rock and the temples above. As a result, the stoa served as both a spatial boundary and a mediating element between the sacred plateau and the cultural venues below.

Its function was closely tied to the social and artistic life of Hellenistic Athens. The stoa provided shade and shelter for spectators attending performances at the Theatre of Dionysus, and it offered a comfortable resting area during festivals and processions. Its scale and orientation also made it a natural viewing platform, framing perspectives toward the city and the surrounding slopes. Through these roles, the building contributed to the experiential sequence of approaching, gathering and engaging with the major cultural events of the time.

Although much of the original structure has not survived, its foundations and architectural fragments allow for a clear understanding of its layout and spatial impact. The remains articulate the stoa's monumental length and reveal the alignment strategies that linked it to adjacent structures. Its placement along the slope underscores the careful Hellenistic consideration of movement, sightlines and environmental comfort within the broader sacred landscape.

In the contemporary context, the Stoa of Eumenes II continues to shape the character of the southern Acropolis slope. Its archaeological footprint defines circulation patterns and influences the perception of the area's stratified history. The proximity of the stoa to major venues such as the Odeon of Herodes Atticus reinforces the continuity between ancient and modern cultural life, as the slope remains an active setting for performances and public gatherings. The stoa thus plays an essential role in understanding how architectural, functional and ceremonial dimensions were intertwined in the urban design of ancient Athens, and how these relationships continue to inform the site's present-day spatial dynamics.

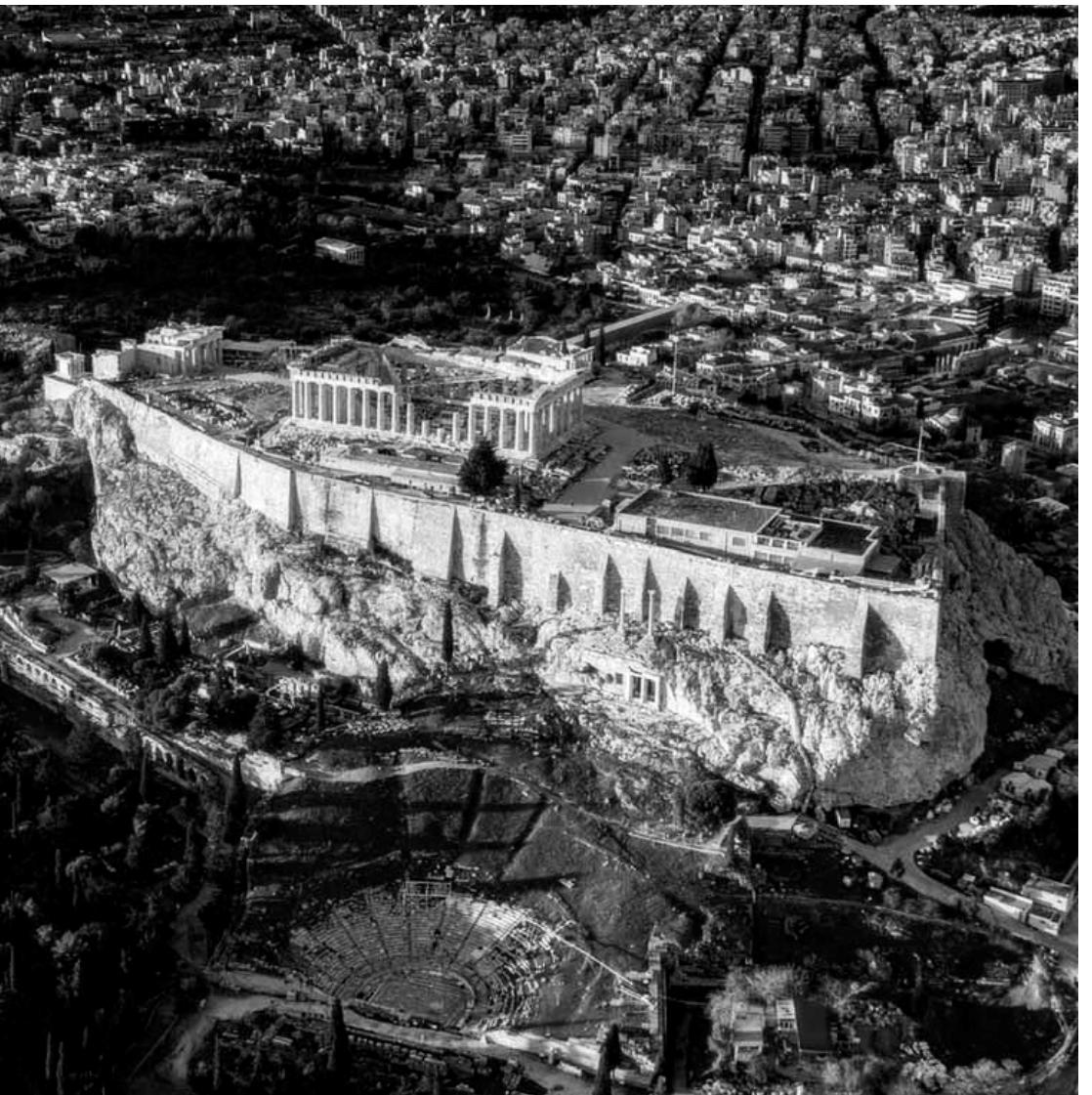


Fig. 35  
Aerial view of the Acropolis during restoration works, showing the Parthenon, the fortification walls, and the modern interventions and structures present on the plateau, set against the dense urban fabric of contemporary Athens.

## 1.6.2 Stoa of Eumenes II

The Acropolis Rock is the defining element of the Athenian landscape, both physically and symbolically. Rising sharply above the surrounding city, it forms a natural plateau that has supported successive layers of sacred, civic and artistic activity for more than three millennia. Its geological form, composed primarily of limestone and schist, creates steep edges and an irregular profile that reinforce its sense of natural fortification. This dramatic topography has historically shaped patterns of movement, visibility and settlement, making the rock not only a monumental landmark but also a spatial anchor within the wider urban terrain.

The elevated plateau provides a powerful setting for the Classical monuments, whose placement responds directly to the contours and natural features of the site. Approaches to the Acropolis are choreographed through sequences of slopes, terraces and narrow passages that heighten anticipation and control the unfolding of views. These spatial characteristics continue to structure contemporary access routes, influencing how visitors ascend the hill and experience its architectural ensemble. The relationship between the rock's natural form and the built structures atop it remains central to the identity of Athens, creating a dialogue between geology and architecture that is unique in the urban history of the city.

At the eastern end of the plateau once stood the Old Acropolis Museum, a modest structure built in the late nineteenth century to house archaeological finds from the site. Although limited in scale, the museum played an important role in the early preservation and interpretation of the Acropolis' material heritage. Its position adjacent to the Parthenon allowed for immediate connection between the objects displayed and the monuments from which they originated. The architecture of the museum was deliberately restrained, intended not to compete with the surrounding temples but to serve as a functional repository for archaeological research and public education.

Over time, however, the Old Museum became increasingly inadequate. Its limited capacity, outdated facilities and restricted environmental controls could no longer meet the needs of modern conservation or the growing influx of visitors. As excavations progressed and new artefacts were uncovered, the building struggled to support the expanding demands of curation and exhibition. These constraints eventually led to the decision to relocate its contents to the new Acropolis Museum, designed to offer a contemporary, technically advanced environment better suited to safeguarding and presenting the site's cultural treasures.

Despite this transition, the Old Museum remains an important part of the historical narrative of archaeological practice on the Acropolis. Its presence reflects a period when the understanding of Greek antiquity was undergoing rapid transformation and when the institutional framework for heritage protection was still taking shape. The relationship between the museum, the rock and the surrounding monuments illustrates how interpretations of the past have evolved, and how the physical environment of the Acropolis has long served as a space of both discovery and reflection.



Fig. 36  
View of the Stoa of Eumenes on the southern slope of the Acropolis, showing the arched substructures, layered stone masonry, and surviving architectural elements that supported the ancient colonnaded walkway.

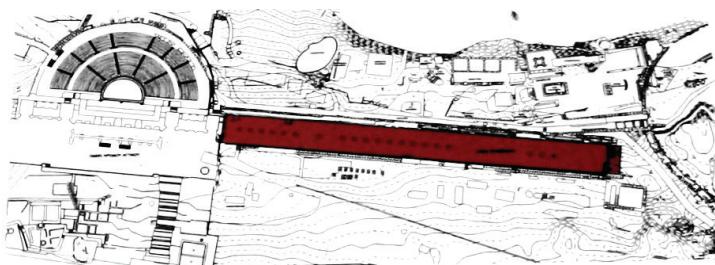


Fig. 37  
Site plan of the southern slope of the Acropolis showing the Stoa of Eumenes (highlighted in red), positioned between the Theatre of Dionysus and the Asklepieion, illustrating its linear architectural form, spatial extent, and relationship to the surrounding archaeological landscape.

### 1.6.3 Surrounding Monuments

The slopes of the Acropolis host a constellation of monuments that collectively form one of the most layered and historically rich archaeological landscapes in the world. These structures, positioned around the base of the rock, embody diverse periods of Athenian history, ranging from the Archaic and Classical eras to Roman and later interventions. Their proximity to one another creates a dense network of cultural landmarks that shape both the spatial organisation and the experiential character of the area.

On the southern slope, the Theatre of Dionysus stands as one of the earliest and most significant monuments. As the cradle of Greek drama, it played a central role in the civic and religious life of ancient Athens. Its cavea, terraces and orchestra remain partially preserved, providing insight into the architectural forms and social practices that defined Classical theatrical culture. Adjacent to the theatre lies the Asclepieion, a sanctuary dedicated to the healing god Asclepius. This complex combined religious ritual with therapeutic functions, offering a sequence of courtyards, porticos and auxiliary spaces that reveal the multifaceted nature of ancient sanctuaries.

Further west, the Odeon of Herodes Atticus represents a later Roman addition to the Athenian landscape. Built in the second century CE, the odeon introduced a monumental enclosed theatre that contrasted with the open form of the earlier Dionysian theatre. Its grand façade, constructed from local stone and imported materials, reflects the opulence and civic ambition of the Roman period. Today the structure continues to serve as an active cultural venue, illustrating the enduring connection between ancient performance spaces and contemporary artistic life.

The western approach to the Acropolis is marked by the Beulé Gate and the Propylaea, both of which frame the ceremonial entrance to the sacred precinct. The Beulé Gate, constructed during the Roman period, narrows the ascent and creates a defined threshold before the visitor encounters the grand marble gateway of the Classical era. The Propylaea itself serves as both a monumental portal and a complex architectural composition, carefully designed to negotiate the steep topography while establishing a formal entry sequence to the summit.

To the north, the slopes reveal additional archaeological features, including caves, shrines and fragments of ancient walls that testify to the continuity of religious and domestic activity in the area. The remains of the Pelasgic wall, the Clepsydra spring and various rock-cut niches contribute to the understanding of how natural features and constructed elements intertwined in ancient Athens.

These surrounding monuments form a cohesive ensemble that enriches the topographical, historical and experiential complexity of the Acropolis environment. Their arrangement around the rock creates a layered perimeter that narrates the city's evolution through its spaces of worship, performance, healing and civic ritual. Any contemporary intervention in the area must therefore engage with this intricate network of sites, acknowledging their individual significance while recognising their collective role in shaping the identity of the Acropolis and its relationship to the urban fabric of Athens.

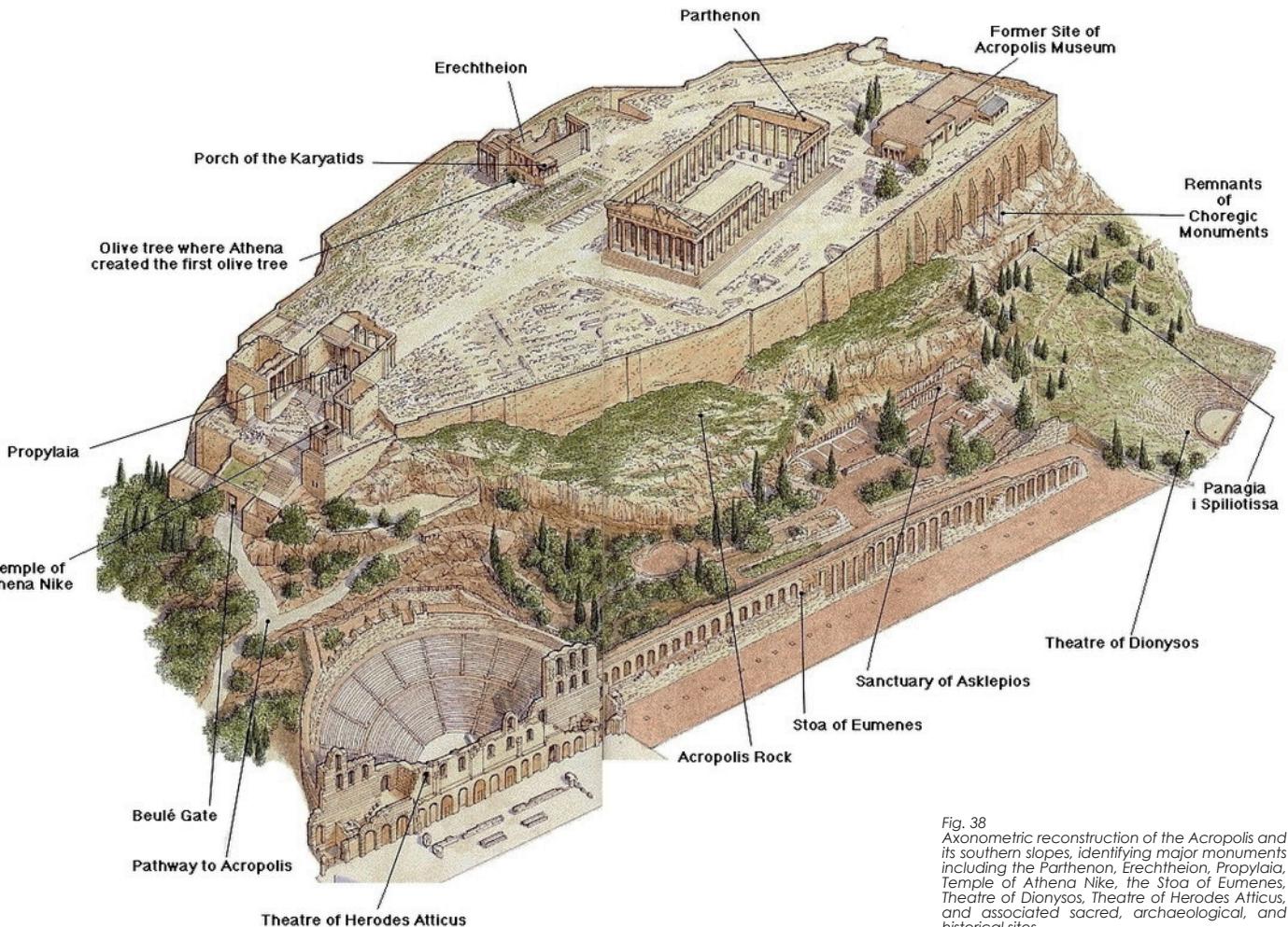


Fig. 38  
Axonometric reconstruction of the Acropolis and its southern slopes, identifying major monuments including the Parthenon, Erechtheion, Propylaea, Temple of Athena Nike, the Stoa of Eumenes, Theatre of Dionysos, Theatre of Herodes Atticus, and associated sacred, archaeological, and historical sites.

The Acropolis of Athens, a naturally fortified limestone hill overlooking the Aegean Sea, has served as a significant site of human activity from the Neolithic period (circa 4000 BCE) to the present day. Initially a strategic settlement leveraging its defensive advantages, the Acropolis housed rudimentary communities, evidenced by archaeological findings of pottery fragments and simple tools. By the Mycenaean era (circa 1600-1100 BCE), it had evolved into a formidable citadel, complete with a likely royal palace complex and massive Cyclopean walls—constructed from large, irregular stone blocks—reflecting its emergent role as a center of power and governance in the region. These early fortifications not only provided physical security but also symbolized the authority and control exerted by the ruling elite, establishing a precedent for the Acropolis's future symbolic significance. This early phase laid the groundwork for the Acropolis's eventual transformation from a purely defensive stronghold into a vibrant religious and cultural center.

The Archaic period (circa 800-480 BCE) witnessed the nascent development of the Acropolis's religious character, marked by the construction of early temples like the Hekatompedon and the Old Temple of Athena, precursors to the later magnificent structures. This era also saw the beginnings of the sanctuary of Dionysus Eleuthereus on the south slope, a space that would later house the renowned Theatre of Dionysus. The subsequent Classical period (mid-5th century BCE), flourishing under the leadership of Pericles, ushered in a golden age of Athenian architecture and culture. This era saw the construction of iconic monuments that epitomized the ideals of classical Greek civilization: the Parthenon, a Doric temple dedicated to Athena, celebrated for its harmonious proportions and intricate sculptural decoration; the Erechtheion, an Ionic temple housing the sacred olive tree and the mark of Poseidon's trident, distinguished by its elegant Caryatid Porch; the Propylaea, a monumental gateway that served as a grand entrance to the sacred precinct; and the Temple of Athena Nike, commemorating Athenian victory against the Persians. The completion of the Theatre of Dionysus, a large open-air theatre used for festivals and dramatic performances, further enriched the Acropolis's cultural landscape.

Other significant structures, such as the Brauroneion, a sanctuary dedicated to Artemis Brauronia; the Chalkotheke, a bronze storehouse; and the Arrhephorion, the residence of the priestesses of Athena Polias, contributed to the Acropolis's multifaceted religious and civic functions. Throughout the Hellenistic and Roman periods, the Acropolis continued to adapt and evolve, with additions like the Odeon of Herodes Atticus, a Roman-era odeon built into the south slope, and the Beule Gate. Later, during the Byzantine and Ottoman eras, existing classical structures were repurposed as churches and mosques, respectively, reflecting the changing religious and political landscape. In the modern era, extensive preservation and restoration efforts, utilizing advanced archaeological and engineering techniques, have focused on safeguarding the Acropolis's structural integrity and artistic legacy, ensuring its continued endurance as a powerful symbol of human achievement and a testament to its rich and layered history.



Fig.  
39,40,41,42,43,44,45,46,47,48  
Sequential visual study of the Acropolis Hill, illustrating the progressive layering of architectural monuments, landscape interventions, and surrounding urban fabric, from the initial terrain morphology to the full development of sacred, civic, and cultural structures across time.

#### 1.6.4 Axes, Geometry & Proportions

The spatial organisation of the Acropolis and its surroundings is fundamentally shaped by a sophisticated interplay of axes, geometric alignments and proportional systems that have guided the experience of the site for centuries. These relationships are not merely compositional devices but structural principles that define movement, orientation and visual hierarchy. Understanding these geometric logics is essential for interpreting the historical development of the area and for informing contemporary interventions that aim to respect the site's enduring spatial coherence.

At the summit of the Acropolis, the arrangement of the Classical monuments demonstrates an intricate manipulation of axes and sightlines. The Parthenon, slightly off the cardinal axis, is oriented to optimise its visual impact both from within the sanctuary and from the city below. Its subtle curvature, optical refinements and proportional relationships contribute to the sense of balance and perfection associated with the Classical aesthetic. The Propylaea, positioned at an oblique angle to the Parthenon, mediates between the natural terrain and the architectural order of the summit, guiding visitors along a deliberate diagonal approach that heightens the drama of arrival. These calculated misalignments create a dynamic spatial sequence that unfolds gradually, offering framed views and shifting perspectives rather than a rigidly symmetrical composition.

The slopes of the Acropolis also exhibit geometric and proportional strategies that respond to both topography and ritual movement. The Theatre of Dionysus aligns itself along the natural contour of the southern hill, integrating its semicircular form into the landscape while maintaining orientation toward the sacred precinct above. The Stoa of Eumenes II introduces a strong horizontal axis along the same slope, creating a counterpoint to the vertical ascent of the rock and reinforcing the layered geometry of the site. These relationships produce a rhythmic alternation between linear and curved forms, between constructed edges and natural contours, that enriches the architectural dialogue across historical periods.

Beyond the immediate archaeological zone, the broader urban fabric reflects additional geometric patterns that orient the city toward the Acropolis. The deliberate alignment of streets, squares and vistas underscores the centrality of the rock within the urban landscape. Even where modern development has disrupted historical urban forms, the Acropolis remains the dominant visual reference point, anchoring the city's geometry and influencing how residents and visitors navigate through its districts.

Proportion also plays a crucial role in shaping the character of the Acropolis environment. The scale of monuments, the spacing between architectural elements and the relationships between built forms and open spaces collectively contribute to the site's sense of harmony. These proportional systems create a visual order that remains legible even in the weathered ruins and fragmented remains of later periods. Respecting these proportions is essential for contemporary planning, as any new intervention must maintain the delicate balance between the monumental and the intimate, between the dominant presence of the Acropolis and the subtle rhythms of its landscape.

Taken together, the axes, geometries and proportions of the Acropolis form a coherent spatial language that continues to structure the site and its surroundings. By understanding these principles, planners and designers can better appreciate the depth of the site's architectural intelligence and ensure that future interventions contribute to, rather than disrupt, its enduring spatial logic.

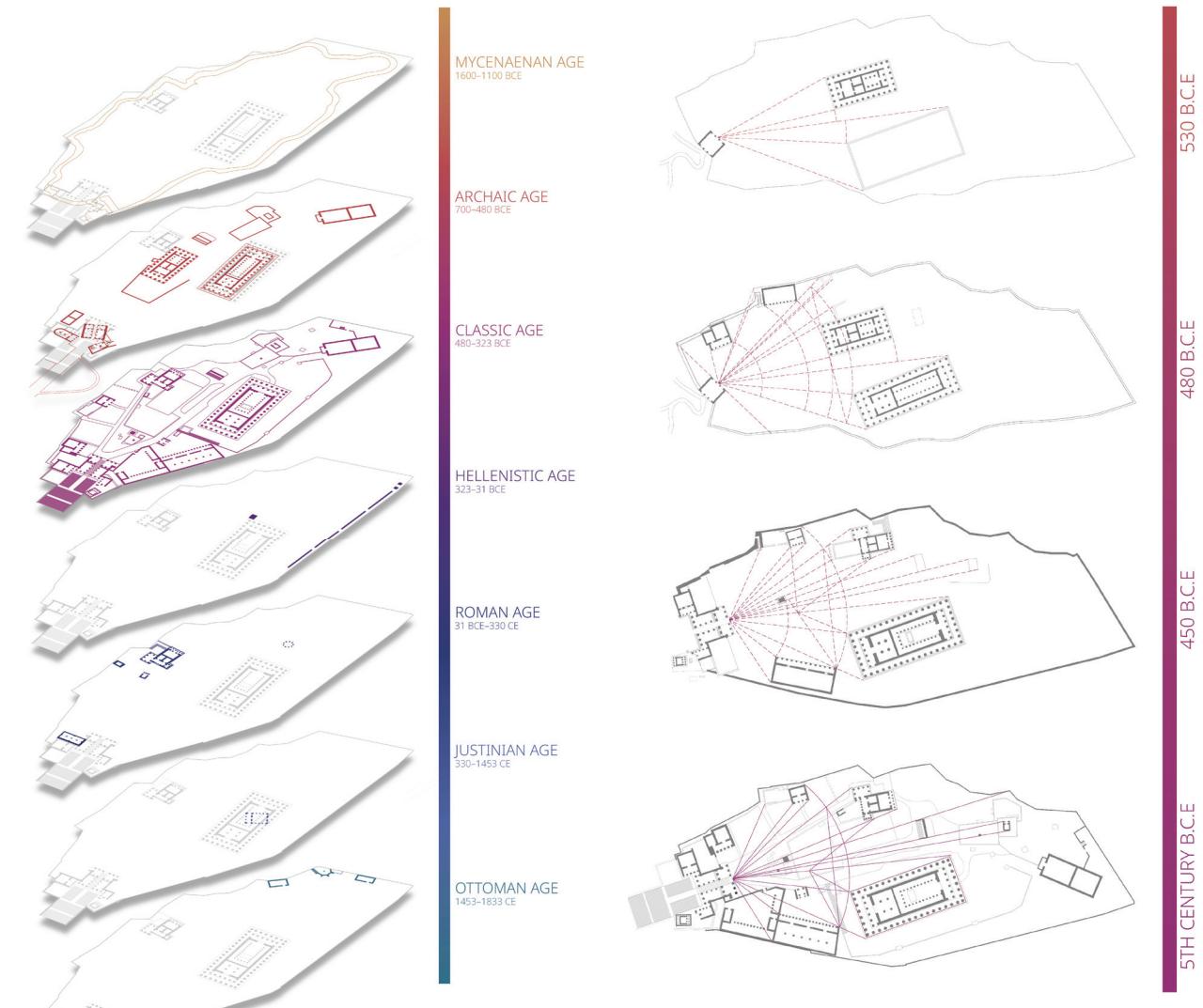


Fig. 49  
Chronological layering of built structures on the Acropolis Hill across successive historical periods, showing the evolution of sacred and civic architecture from the Mycenaean period through the Ottoman era, including temple foundations, fortifications, ritual spaces, and later historical additions.

Fig. 50  
Axes of construction on the Acropolis Hill across successive historical periods, showing the dominant spatial orientations, alignments, and architectural ordering principles that guided the placement of temples, sanctuaries, and civic buildings from the Mycenaean era through the Classical, Hellenistic, Roman, and later phases.

## 1.6.5 Circulation & Accessibility

Circulation and accessibility around the Acropolis constitute some of the most critical aspects of its contemporary management and spatial experience. The site's steep topography, historical layering and high visitor numbers create a complex network of movement patterns that must accommodate both the fragility of the archaeological landscape and the diverse needs of its users. Understanding these circulation dynamics is essential for identifying opportunities to improve comfort, legibility and inclusivity while preserving the integrity of the site.

Movement around the Acropolis is shaped by a combination of historical paths, modern pedestrian routes and natural terrain. The primary ascent follows the western approach, where the Beulé Gate and the Propylaea structure the ceremonial entry sequence to the summit. This route, while visually and historically compelling, presents considerable challenges due to uneven surfaces, narrow passages and concentrated foot traffic at peak times. On the southern side, a series of paths connect the Theatre of Dionysus, the Stoa of Eumenes II and the Asclepieion, forming an important circulation corridor that links key archaeological landmarks but also experiences congestion during periods of heavy visitation.

Accessibility remains uneven across the site. The steep gradients, large elevation changes and irregular paving patterns limit the ease of movement, particularly for people with reduced mobility or sensory impairments. While recent improvements have introduced new access points and facilitated greater inclusivity, significant portions of the archaeological terrain remain difficult to navigate. The intricate spatial organisation of the area, with its terraces, stairs and narrow transitions, requires careful consideration of how contemporary accessibility solutions can be integrated without compromising the authenticity of the historic environment.

Wayfinding is further influenced by the site's visual and spatial cues. The Acropolis dominates the skyline and offers intuitive orientation, yet the complexity of the surrounding slopes and multiple entrances can generate confusion for first-time visitors. Clearer transitions between archaeological zones, better-defined rest points and improved interpretive elements could enhance the clarity of movement and support a more comfortable visitor experience. The integration of shaded areas and seating along key paths would also address the environmental conditions of Athens, which frequently affect the comfort and duration of outdoor movement.

Circulation patterns are additionally shaped by the interaction between the archaeological landscape and the contemporary urban fabric. Pedestrian flows from adjacent neighbourhoods such as Plaka, Koukaki and Makrygiani converge at specific nodes, creating points of high intensity that require thoughtful design responses. The connection between the Acropolis and the pedestrianised routes introduced through the Unification of Archaeological Sites has improved access while emphasising continuity, yet the distribution of visitors remains uneven, often resulting in overcrowding along the most iconic paths.

Overall, circulation and accessibility around the Acropolis present both challenges and opportunities. Enhancing movement across this complex terrain requires a sensitive balance between heritage preservation and contemporary needs. Thoughtful interventions can improve comfort, inclusiveness and spatial legibility, reinforcing the Acropolis' role as a site of global significance that remains deeply connected to the everyday life of Athens.

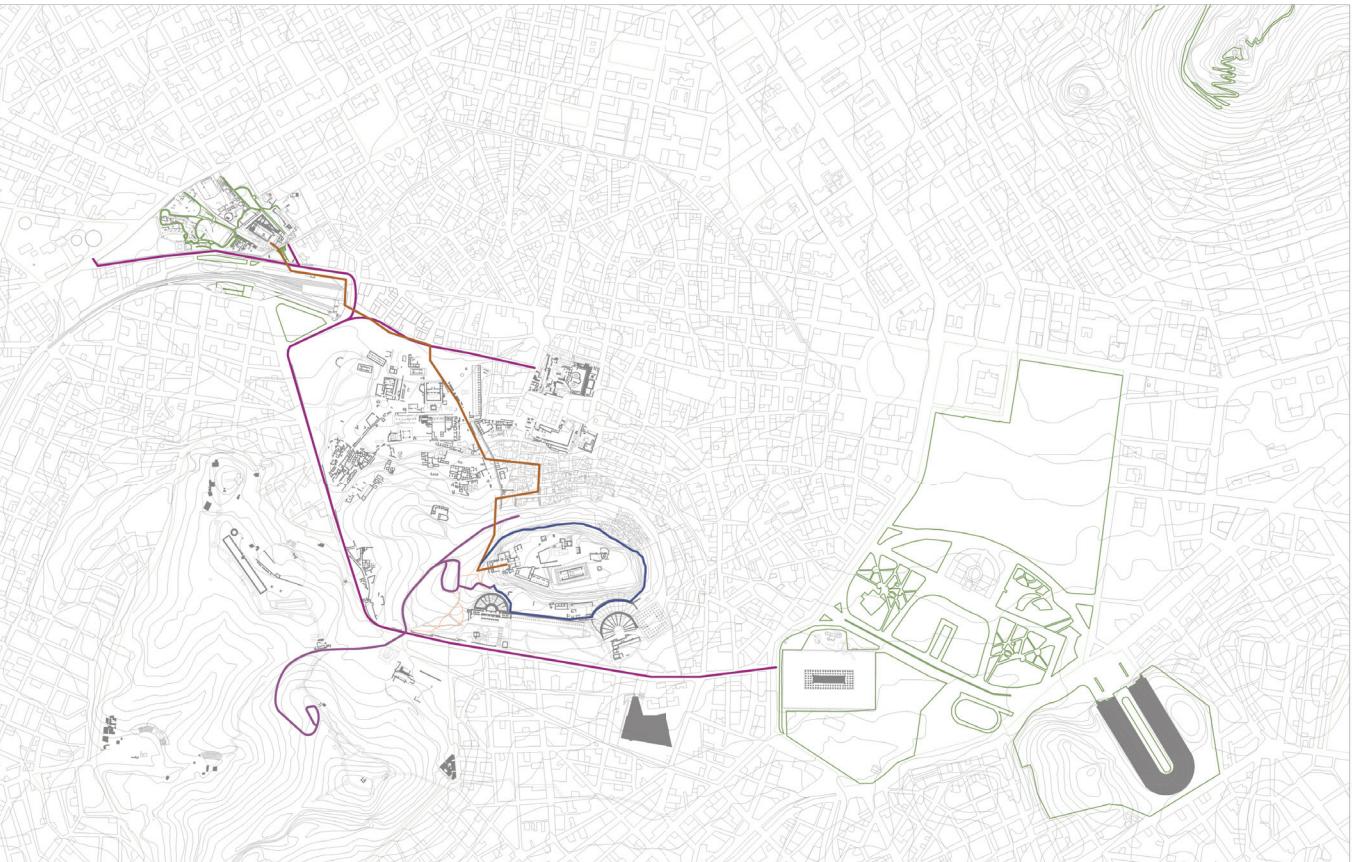


Fig. 51  
Map of principal ancient routes associated with the Acropolis, including the Panathenaic Way, older processional paths, and key access axes linking major monuments, sanctuaries, and civic centers across the ancient city.

## 1.7.1 Vision & Cultural Planning Framework

The vision for the Acropolis area is grounded in the idea that one of the world's most significant heritage landscapes can function not only as an archaeological destination but as a dynamic cultural territory embedded within the contemporary life of Athens. This perspective positions the Acropolis as part of a broader urban ecosystem where history, public space, cultural expression and daily activity intersect. Rather than treating the site as a static monument, the vision embraces its potential to act as a catalyst for cultural vitality, spatial coherence and sustainable urban development.

At the core of this vision is the ambition to strengthen the relationship between the Acropolis and the city that surrounds it. This involves creating a more seamless integration of movement, visibility and experience across the transition zones between the archaeological site and adjacent neighbourhoods. The goal is to ensure that the Acropolis remains deeply connected to the rhythms of everyday life, while maintaining the dignity and integrity required of a heritage site of global importance. Cultural planning thus becomes a means to bridge the sacred and the ordinary, the monumental and the lived.

The cultural planning framework guiding this vision is based on several key principles. First, it prioritises stewardship and respect for the archaeological landscape, recognising that all interventions must preserve material authenticity and protect fragile heritage elements. This involves carefully calibrating the intensity and type of cultural activities, ensuring they complement rather than overwhelm the historical character of the site. Second, the framework emphasises accessibility and inclusivity, aiming to create an environment where people of all abilities can engage with the site in meaningful ways. This requires not only physical improvements but also enhanced interpretation and spatial clarity.

A third principle is the reinforcement of public space as a platform for cultural life. The areas surrounding the Acropolis provide an extraordinary backdrop for diverse forms of cultural expression, from educational initiatives and guided experiences to contemporary artistic events. The framework encourages programming that deepens public understanding of the site's history while offering opportunities for present-day creativity and participation. This balanced approach allows heritage to act as a living resource, one that supports the city's cultural metabolism rather than existing in isolation.

Finally, the framework seeks to cultivate coherence and legibility across the wider landscape. This involves strategic coordination of paths, viewpoints, open spaces and interpretive elements to ensure that visitors and residents can navigate the area intuitively and comfortably. By reinforcing visual connections, aligning spatial sequences and enhancing environmental comfort, the framework aims to elevate the overall quality of the cultural experience.

Together, these principles form a vision that treats the Acropolis not as a singular monumental object but as a cultural landscape that gains meaning through its relationships with the city, its users and its evolving role in contemporary Athens. The goal is to create a setting where heritage and modern urban life support each other, generating a balanced environment that is engaging, accessible and sustainable.

## 1.7.2 Spatial & Urban Strategy

The spatial and urban strategy for the Acropolis area focuses on reinforcing the continuity between the archaeological landscape and the contemporary city while enhancing the quality, coherence and legibility of the public realm. This strategy recognises that the Acropolis is embedded within a complex urban fabric where residential neighbourhoods, cultural institutions, pedestrian routes and tourism flows converge. A successful approach must therefore mediate between the site's historical significance and the practical demands of urban life, ensuring that spatial interventions support both preservation and dynamic civic use.

At a foundational level, the strategy aims to strengthen the structural connections between the Acropolis and its surrounding districts. This involves improving key approach routes, clarifying transitions between archaeological zones and urban streets, and creating more intuitive pathways that link major points of arrival. Enhancing these spatial links can foster a sense of continuity across different parts of the historic centre, allowing visitors and residents to experience the landscape as a coherent whole rather than as a series of disconnected fragments. Aligning pedestrian routes with existing topographical features also reinforces the natural hierarchy of movement and emphasises the physical presence of the Acropolis within the wider city.

Another central component of the strategy is the refinement of public spaces adjacent to the site. Plazas, thresholds, shaded areas and resting points serve as essential elements that mediate the experience of arrival, orientation and movement. By organising these spaces with clarity and sensitivity, the urban environment can better support the large numbers of people who pass through the area, offering places for pause, reflection and orientation. Attention to paving, planting, seating and microclimatic conditions enhances comfort and encourages longer, more meaningful engagement with the landscape.

Visual coherence forms an additional layer of the spatial strategy. The Acropolis is a dominant visual anchor, and maintaining clear sightlines toward the rock is essential for preserving its symbolic and spatial role. This requires careful management of building heights, street alignments and landscaping elements in the surrounding districts. By protecting and enhancing these visual corridors, the strategy reinforces the Acropolis as a central reference point that organizes the experience of the city.

The strategy also considers the structuring of flows within the archaeological area itself. While some routes are defined by historical pathways and natural constraints, there is scope to redistribute movement to lessen congestion, improve accessibility and create more balanced visitor patterns. This can be achieved through refined circulation loops, additional resting zones and clearer directional cues that guide visitors through a more evenly distributed spatial sequence.

Finally, the spatial and urban strategy embraces the idea that heritage contexts must remain adaptable. The Acropolis landscape continues to evolve as the city changes, and spatial planning must anticipate future needs without compromising historical integrity. Flexible design solutions, seasonal programming and reversible interventions allow the environment to accommodate varying intensities of use while safeguarding its archaeological foundations.

Collectively, these spatial and urban strategies form a cohesive framework that strengthens the relationship between the Acropolis and Athens, enhancing the experiential richness of the area while ensuring that its cultural significance remains central to the urban identity of the city.

### 1.7.3 Landscape, Environment & Sensitive Integration

The landscape surrounding the Acropolis is an essential component of its identity, shaping not only the visual character of the site but also the environmental conditions that influence how it is experienced. Sensitive integration within this landscape requires an approach that acknowledges the ecological fragility of the terrain, the climatic challenges of Athens and the need to support comfortable, sustainable patterns of use. The objective is to enhance environmental performance while preserving the authenticity and historical resonance of the archaeological setting.

The Acropolis slopes are defined by rocky surfaces, sparse vegetation and limited shade, conditions that reflect the natural character of the Attic landscape but pose difficulties for contemporary visitors. High temperatures, strong sunlight and seasonal fluctuations create microclimatic stresses that reduce comfort and restrict the duration of public use. Addressing these issues requires carefully calibrated interventions that can improve environmental conditions without compromising the archaeological strata or altering the visual integrity of the site. Subtle landscape strategies—such as the introduction of drought-resistant planting, discreet shading structures and strategically placed rest points—can mitigate heat exposure while remaining consistent with the aesthetic and ecological context.

Environmental integration also involves managing the delicate balance between natural processes and human activity. Soil erosion, wear on pathways and pressure on vegetation are ongoing concerns due to the large number of visitors navigating the site each year. Stabilising surfaces, guiding pedestrian movement and reinforcing vulnerable terrain through minimally invasive means help maintain the health of the landscape while protecting the archaeological layers embedded within it. These measures must be designed to appear unobtrusive, ensuring that environmental management complements rather than distracts from the site's historical atmosphere.

Water management is another important dimension, as the rocky topography and dense visitation patterns influence drainage and runoff. Improving permeability, channelling rainwater away from sensitive areas and incorporating subtle hydrological solutions can support both ecological performance and long-term conservation. These systems must align with the natural behaviour of the terrain, enhancing resilience without introducing visually or materially intrusive elements.

The surrounding urban districts contribute additional environmental pressures that must be addressed through integrated landscape strategies. Noise, heat accumulation and increased activity levels affect the quality of the interface between the city and the archaeological site. Buffer zones, planted edges and carefully designed transitions can soften these impacts, creating a more gradual shift from urban intensity to the calmer environment of the Acropolis slopes. Such measures reinforce the site's role as a cultural and ecological refuge within the broader metropolitan fabric.

Sensitive integration ultimately depends on an understanding that the Acropolis landscape is both a natural and a cultural entity. Its environmental qualities, visual rhythms and historical associations form an indivisible whole. Interventions must therefore operate with restraint, clarity and precision, ensuring that enhancements support the experiential and ecological well-being of the site without diminishing its authenticity. By prioritising environmental sensitivity, this approach strengthens the relationship between heritage, landscape and urban life, contributing to a sustainable and respectful stewardship of one of Athens' most iconic settings.



Fig. 52  
Detail of the Parthenon's Doric colonnade on the Acropolis, showing the expressive structural articulation of column, capital, architrave, and triglyph-metope frieze, and the enduring material presence of classical stone construction.

#### 1.7.4 Heritage Protection & Reversibility Principles

Heritage protection in the Acropolis area requires a rigorous and thoughtful approach that prioritises the safeguarding of archaeological material, visual integrity and cultural meaning. As one of the most emblematic heritage sites in the world, the Acropolis is governed by strict preservation frameworks that emphasise minimal intervention, long-term stewardship and respect for the accumulated historical layers. Any proposal within or adjacent to the site must operate within these constraints, recognising that the value of the Acropolis lies not only in its monuments but also in the relationships between terrain, ruins, views and historical continuity.

A central principle in this context is reversibility. Interventions must be designed so that they can be fully removed without leaving permanent traces or disrupting the archaeological substrate. This concept ensures that future generations retain the freedom to reinterpret, restore or further study the site without being constrained by present-day decisions. Reversibility applies to all forms of contemporary additions, including temporary structures, accessibility enhancements, landscape elements or cultural installations. Materials, construction methods and structural systems must therefore be chosen for their ability to coexist with historical remains while allowing for complete withdrawal when needed.

Equally important is the principle of visual protection. The Acropolis is defined by its iconic silhouette and its commanding presence in the Athenian skyline. Preserving this visual prominence requires careful regulation of building heights, spatial alignments and design interventions in the surrounding districts. Even small additions can disrupt key sightlines or alter the perception of the monument, making visual sensitivity a prerequisite for any planning initiative. This includes not only large-scale urban elements but also smaller components such as lighting, signage and landscape features that may affect how the site is experienced from near and far.

Heritage protection also involves managing physical contact with archaeological remains. Pathways, seating areas, shading devices or interpretive elements must avoid direct attachment to ancient structures and operate instead through stand-off systems that prevent friction, vibration or load transfer. The selection of materials must respect the chromatic, textural and environmental character of the site, ensuring that contemporary elements remain visually discreet and do not introduce intrusive contrasts. Even when designed with humility, their placement must be strategic, prioritising the legibility of archaeological features and avoiding visual competition with the monuments.

Furthermore, interventions must respond to the cumulative pressures associated with high visitation. Protective measures such as surface stabilisation, controlled circulation and buffer zones help mitigate wear and preserve fragile areas. These strategies must be implemented with subtlety, ensuring that conservation imperatives do not diminish the sense of openness and historical immersion that characterises the Acropolis landscape.

Ultimately, heritage protection and reversibility principles serve as the foundation for responsible design and planning in the Acropolis area. They ensure that contemporary interventions remain temporary, respectful and subordinate to the monumental character of the site. By embracing these principles, the development of cultural, spatial or environmental initiatives can enhance the experience of the Acropolis while safeguarding the authenticity, dignity and longevity of one of the world's most significant heritage landscapes.

#### 1.7.5 Cultural Activation & Event-Based Urbanism

Cultural activation around the Acropolis recognises that heritage sites do not exist solely as objects of historical contemplation but also as dynamic settings capable of supporting contemporary cultural life. Within this framework, event-based urbanism becomes a strategic tool for animating public space, encouraging civic participation and strengthening the relationship between cultural heritage and the living city. When carefully calibrated, temporary cultural events can enrich the spatial experience of the area, offering new ways of engaging with the landscape while respecting its archaeological significance.

The areas surrounding the Acropolis already function as vibrant cultural zones where museums, performance venues and pedestrian routes intersect. Event-based interventions build upon this existing vitality, introducing carefully designed opportunities for artistic expression, education and community involvement. These events, whether small-scale or more ambitious in scope, must be responsive to the site's sensitivity. They operate within strict environmental and heritage parameters, ensuring that no physical traces remain and that the archaeological character of the area is preserved at all times.

Cultural activation contributes to the diversification of visitor experience, offering alternatives to the traditional tourist itinerary. Performances, guided experiences, installations and curated gatherings can highlight lesser-known aspects of the landscape, deepen public understanding of historical narratives or provide contemporary interpretations that resonate with the site's symbolic weight. By encouraging movement beyond the most congested routes, such initiatives can also help distribute visitor flows more evenly across the area, alleviating pressure on heavily used paths.

Temporary events carry an inherent flexibility that makes them well-suited to heritage contexts. Their ephemeral nature allows them to adapt to seasonal rhythms, respond to varying levels of visitation and evolve in dialogue with community needs. When designed with reversible structures, minimal material interventions and clear operational guidelines, they can inhabit sensitive spaces without compromising archaeological integrity. This adaptability ensures that the site remains continuously active while maintaining the highest standards of conservation.

Event-based urbanism also supports the integration of the Acropolis into contemporary Athenian life. By hosting cultural activities in its vicinity, the area becomes a meeting point between residents and visitors, fostering a shared sense of ownership and appreciation. These experiences help maintain the relevance of the Acropolis as not only a UNESCO monument but also a living cultural landscape embedded in the social and creative fabric of the city.

Ultimately, cultural activation around the Acropolis demonstrates how heritage environments can support thoughtfully programmed public life without undermining their historical value. When grounded in principles of sensitivity, reversibility and contextual awareness, event-based urbanism enriches the experiential qualities of the area and reinforces its role as a site where past and present coexist in meaningful dialogue.

2

Heritage

## 2.1 The Concept of Cultural Heritage

Cultural heritage refers to the material and immaterial expressions that societies transmit across generations. It encompasses monuments, landscapes, artifacts, traditions, narratives and practices that hold collective meaning and contribute to the identity of communities. Heritage is not limited to the physical remains of the past. It also includes intangible elements such as craftsmanship, oral traditions, ritual performances and the symbolic associations attached to places. In this sense, heritage is both a cultural construct and a social process. It gains significance not solely because of historical age but because communities attribute value to it.

The concept of cultural heritage has expanded considerably over the past century. Early definitions focused primarily on monumental architecture and archaeological sites. Over time, the scope was widened to include vernacular landscapes, industrial heritage, urban ensembles and forms of living culture. International frameworks have contributed to this shift by recognising that heritage represents the diversity, creativity and memory of humanity. Contemporary heritage studies therefore view heritage as an evolving cultural resource that supports identity formation, social cohesion and sustainable development. It is a field that requires continuous interpretation and negotiation, as meanings shift and new demands emerge within society.

## 2.2 Valorization of Cultural Heritage

Valorization refers to the processes through which heritage is interpreted, enhanced, communicated and made accessible to the public. It involves strategies that highlight the cultural, educational and experiential dimensions of heritage while ensuring its long-term preservation. Valorization is not merely an aesthetic or promotional exercise. It is a structured practice that includes interpretation, adaptive reuse, public engagement and the development of cultural programs that support understanding and appreciation.

Effective valorization begins with deep knowledge of the heritage asset. This includes its historical context, spatial qualities, symbolic meanings and the needs of current and future users. Interpretation is a central component, as it provides narratives that guide the visitor's experience and allow more nuanced engagement with the site. Valorization can take many forms including exhibitions, guided routes, digital media, events, and carefully designed architectural or landscape interventions. The aim is not to reinvent heritage but to reveal its relevance within contemporary society.

At the same time, valorization must remain sensitive to authenticity and conservation principles. Successful strategies maintain a balance between accessibility and protection. They encourage public participation and foster emotional connection, enabling heritage to become a resource for cultural identity, education and sustainable development.

## 2.3 Evolution of Places of Valorization

Places of valorization have evolved significantly over time, reflecting broader changes in cultural attitudes and societal expectations. Early examples include monumental museums and archaeological parks designed as static repositories for objects and ruins. These spaces were primarily didactic, presenting heritage as a fixed narrative curated by experts. Their design relied on clear separations between visitor and artifact, and between historical time and contemporary experience.

As cultural perspectives shifted, new types of valorization emerged. Open-air museums, historic urban districts and cultural routes began to integrate daily life and heritage interpretation, blurring the boundaries between past and present. These places encouraged movement, sensory experience and environmental awareness. Later, contemporary museums introduced immersive installations, interactive displays and scenographic strategies that transformed the visitor's role from passive observer to active participant.

Today, places of valorization are increasingly conceived as dynamic cultural infrastructures. They extend beyond traditional museums to include heritage trails, landscape installations, temporary events and hybrid cultural venues that combine art, design and performance. The evolution of these environments reflects a growing recognition that heritage must adapt to new forms of cultural expression, new social expectations and new modes of experience. They are no longer neutral containers but carefully curated settings that mediate between history, community and contemporary creativity.

## 2.4 The Legislative Framework of Heritage Protection

The protection of cultural heritage is grounded in a comprehensive legislative framework that defines responsibilities, processes and standards for conservation and management. This framework typically includes constitutional provisions, national laws, ministerial regulations and international conventions that articulate what constitutes heritage, how it should be preserved and who holds authority over its safeguarding.

Heritage legislation generally establishes criteria for listing monuments and sites, delineates protected zones, regulates interventions and ensures the compatibility of development with cultural values. It defines procedures for excavation, restoration, documentation and public access, while setting limits on construction, land use and visual impacts in sensitive areas. In many countries, heritage protection operates in parallel with urban planning regulations, requiring coordination between cultural authorities, municipalities and national agencies.

International bodies also play a key role. Conventions on heritage emphasise authenticity, integrity, reversibility and sustainable use. They encourage states to adopt integrated approaches that link heritage conservation with social and economic development. Legislation is therefore not only a technical instrument but a cultural and political framework that reflects how societies choose to care for their past. Its effectiveness depends on enforcement, institutional capacity, cross-sector collaboration and the engagement of local communities.

## 2.5 Heritage as a Living System within Contemporary Culture

Heritage is increasingly understood as a dynamic system shaped by the interaction of memory, identity, creativity and social use. Rather than being confined to the preservation of material remains, heritage is seen as an active cultural resource that continuously evolves through reinterpretation and public engagement. As societies change, so do the meanings, expectations and narratives attached to heritage sites. This fluidity allows heritage to remain relevant and to participate in contemporary cultural production.

Viewing heritage as a living system shifts the emphasis from preservation alone to cultural continuity and adaptive interpretation. It acknowledges that heritage acquires meaning through its relationships with communities, through the activities that take place around it and through the ways it informs contemporary cultural expression. Events, performances, educational programs, artistic interventions and digital media all contribute to the life of heritage, expanding its reach and deepening public connection.

This perspective also highlights the importance of inclusivity and social participation. Heritage belongs to multiple audiences and supports diverse identities. By encouraging community involvement and creative expression, heritage becomes a platform for cultural dialogue rather than a static archive. It remains anchored in authenticity yet open to renewal, enabling it to contribute to cultural resilience and urban vitality.



Fig. 53  
Curved marble seating tiers of the Theatre of Dionysos on the southern slope of the Acropolis, illustrating the geometric precision, carved stone craftsmanship, and spatial formation of the ancient auditorium.

## **2.6 Heritage, Planning Policies and Territorial Governance**

The relationship between heritage and territorial governance has become increasingly central to contemporary planning practices. Heritage is no longer treated as a separate sector but as a strategic component of urban and regional development. Planning policies recognise that heritage contributes to cultural identity, social cohesion, environmental quality and economic sustainability. As a result, it must be integrated into long-term spatial strategies and decision-making processes.

Territorial governance involves coordinating multiple actors and scales, including government agencies, municipalities, cultural institutions, private stakeholders and local communities. Effective heritage governance requires clear regulatory frameworks, shared responsibilities and mechanisms that align heritage protection with land-use planning, infrastructure development and environmental management. It also involves tools such as impact assessments, management plans, buffer zones and participatory processes that allow heritage to be considered within broader territorial dynamics.

In contemporary cities, heritage-sensitive planning addresses issues such as mobility, tourism management, landscape conservation and the revitalization of historic districts. It seeks to balance development with protection, ensuring that new interventions respect the cultural significance of existing environments. Integrating heritage into planning policies therefore helps create more resilient, meaningful and culturally grounded territories. It positions heritage not as an obstacle to development but as an asset that shapes sustainable and contextually rich urban futures.



Fig. 54  
View of the Acropolis Hill rising above the historic urban fabric of Plaka and Monastiraki, showing the Parthenon silhouetted against the skyline and the layered coexistence of ancient monuments, Byzantine structures, and vernacular buildings within the contemporary city.

3

Fashion

### 3.1 The Ancient World and Fashion

The ancient world is a complex puzzle pieced together through the remnants of its visual and material culture. Artworks, sculptures, tools, and fragments of clothing and jewelry offer valuable insights into how people once lived, worked, and dressed. Early civilizations developed advanced technologies and refined craftsmanship, often sharing and influencing each other through warfare, exploration, and trade. Clothing and adornments, such as protective armor and symbolic jewelry, were created with exceptional skill. Regions like Egypt produced fine linen, China contributed luxurious silk through sericulture, Greece and Rome excelled in wool textiles, and the Etruscans were known for their intricate metalwork.

The origins of clothing styles often arose from necessity and available resources. Simple methods, such as fastening fabric with pins or using basic stitching, eventually evolved into complex embroidery that served both decorative and practical purposes. Traditional garments from Eastern Europe and southwest China, for example, display elaborate embroidery in areas prone to wear, such as the neck, cuffs, and hems.

Fashion is inherently cyclical, which explains why many ancient styles still resonate today. Designers across time have continually revived and reimagined past aesthetics. Ancient Greek and Roman drapery, the dramatic jewelry and makeup of Ancient Egypt, the luxurious silks and sashes of East Asia, and the vibrant textiles of India and the pre-Columbian Americas have all left their mark on modern fashion. From haute couture to everyday fashion, contemporary style remains deeply rooted in the legacies of the ancient world.



Fig. 55  
The "Ladies in Blue" fresco from the Minoan palace of Knossos, Crete, illustrating characteristic features of Bronze Age Aegean art, including stylized female figures, vivid polychromy, ornamental detailing, and the ceremonial imagery associated with Minoan society.

## Fashion Through the Ages: A Visual Timeline from 10,000 BCE to 600 CE

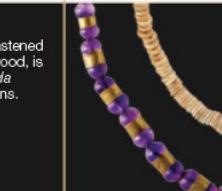
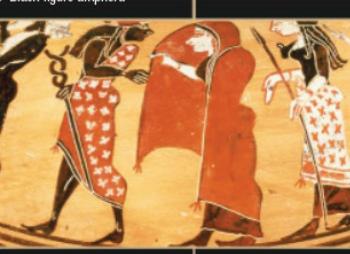
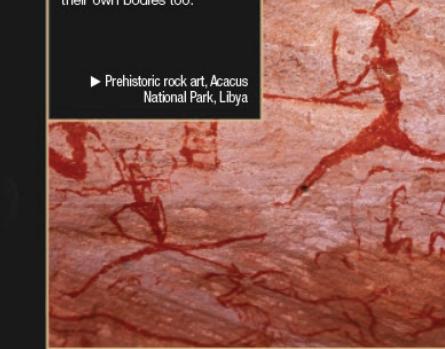
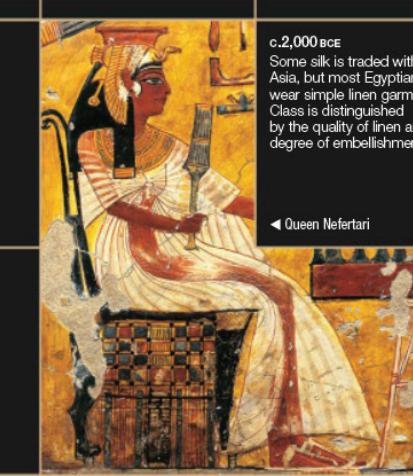
TO 10,000 BCE	10,000–4,000 BCE	4,000–3,500 BCE		3,500–3,000 BCE	3,000–2,000 BCE	2,000–1,000 BCE	1,000–500 BCE	500 BCE–0	0–600 CE
<p><b>c.500,000–100,000 BCE</b> The first clothing, the hides of animals, are worn, sometimes tied on with belt-like strips of hide.</p> <p>▼ Stripped buffalo hide</p> 	<p><b>c.10,000 BCE</b> The earliest surviving shoes are sandals discovered in a cave in Oregon, woven from tree bark, fashioned at least 10,000 years ago.</p> <p><b>c.10,000 BCE</b> Wool cloth starts with the domesticated sheep, bred for soft wool as opposed to fur.</p>	<p>▼ Egyptian sandals c.4000 BCE</p> 		<p><b>c.3,300 BCE</b> Clothing, previously fastened with straight pins of wood, is now secured with <i>fibula</i> (metal brooches) or pins.</p>					
<p><b>c.40,000 BCE</b> People punch holes in skins and furs, lacing them together. The earliest bone needle dates to c.30,000 BCE.</p> <p>► Neolithic baked clay seal</p> 	<p><b>7500–5700 BCE</b> Seals such as this one from the settlement of Çatal Höyük, southern Anatolia (present-day Turkey), are used during the Neolithic period to stamp decorative designs in dye onto skin or cloth.</p>			<p><b>c.3,500 BCE</b> The Chinese learn to manufacture silk from silkworms, and use it to fashion sophisticated luxury textiles.</p>	<p><b>c.2,500 BCE</b> To accompany high-status individuals into the afterlife, jewellery such as a flexible torc (neck ring) made from thin discs of gold are buried along with the deceased.</p>		<p>▲ Red figure vase c. 600–500 BCE</p> <p><b>c.600 BCE</b> Red-figure vases show figures of Ancient Greece wearing large pieces of fabric, draped to achieve the distinctive Grecian style.</p>	<p>▼ Black figure amphora</p> 	<p><b>476 CE</b> The Fall of Rome – Constantinople (modern-day Istanbul) is the centre of the Byzantine world an melting pot of Greek, Roman, Middle Eastern, and Orien fashion styles.</p>
<p><b>c.30,000 BCE</b> Cave painters use pigments such as ochre, hematite, and charcoal to colour their art, and probably to decorate their own bodies too.</p> <p>► Prehistoric rock art, Acacus National Park, Libya</p> 	<p><b>c.3,600 BCE</b> Flax is the predominant fibre used to create clothing in Egypt.</p>			<p><b>c.2,000 BCE</b> Some silk is traded with Asia, but most Egyptians wear simple linen garments. Class is distinguished by the quality of linen and degree of embellishment.</p> <p>◀ Queen Nefertari</p> 	<p><b>c.500 BCE</b> The Classical period of Ancient Greece; women wear the peplos – a tunic gathered at the waist and fastened at the shoulders.</p> <p>▲ Minoan goddess c.1700–1400</p> 	<p><b>c.1,700 BCE</b> Fashion flourishes on the prosperous island of Crete. The Minoans favour distinctive body-hugging garments, and are able to weave elaborate patterned wool cloths.</p> <p>► Roman earrings with dolphin motif, symbolic of Neptune</p> 	<p><b>c.509 BCE</b> The Roman Republic is founded. The distinctive Roman toga is worn by men and women in Rome; after the second century BCE, it is worn exclusively by men.</p>	<p><b>c. 500–548 CE</b> Byzantine emperors set trends with lavish clothing embroidered with jewels and stitched with gold.</p>	

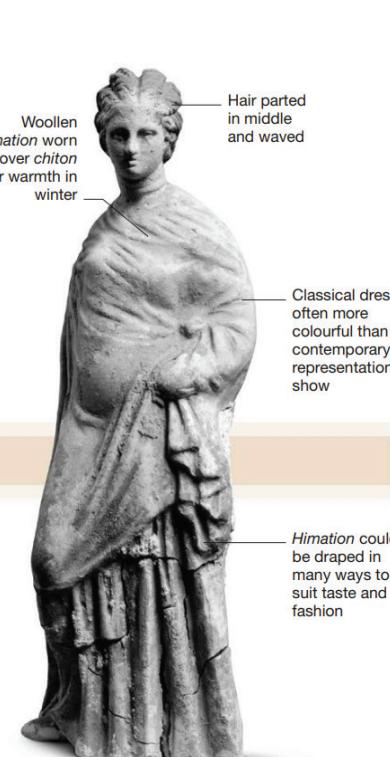
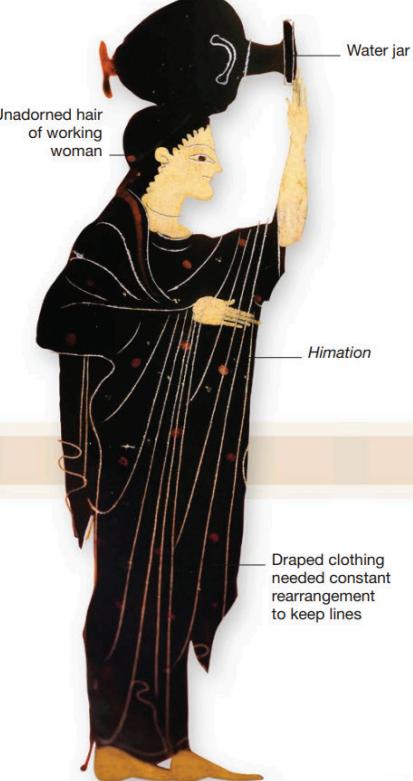
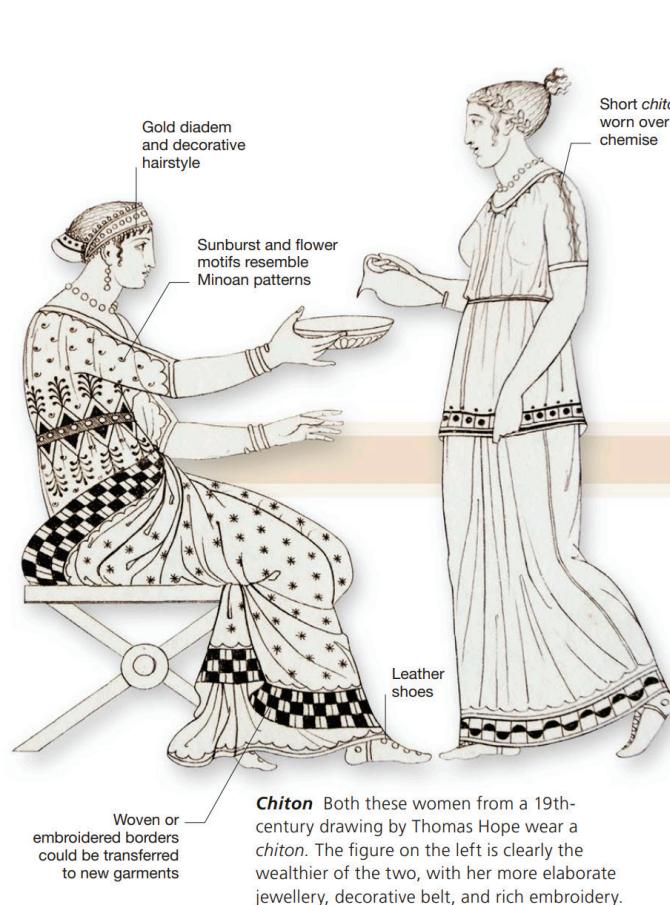
Fig. 56  
Timeline of textile, clothing, and ornamental practices from prehistory to the early Byzantine era, illustrating key materials, garments, techniques, and symbolic forms across different cultures, including Minoan, Egyptian, Roman, and early Christian traditions.

### 3.1.1 Chiton, Peplos, Himation

During the Classical period in Ancient Greece, clothing was known for being simple, graceful, and made by draping plain pieces of fabric. Most clothes were loose and light, which made them easy to wear in different types of weather. The main garment for both men and women was the chiton, a tunic made from two rectangular pieces of cloth pinned at the shoulders and sides. It could be worn in many styles and lengths.

People often added a himation over the chiton, a wrap or cloak made from heavier cloth for going outside, or lighter fabric for staying indoors or for warm days. Women also wore the peplos, another kind of tunic that was tied at the waist and pinned at the shoulders so it draped naturally. Another common item was the chlamys, a short cloak first used by soldiers that later became a popular everyday accessory, showing how practical clothing often turned into regular fashion.

Fig. 57  
Comparative representations of ancient Greek dress, showing variations of the chiton, peplos, himation, and related garments as depicted in sculpture, painted pottery, and antiquarian drawings, highlighting differences in tailoring, ornament, status, gesture, and material expression across social roles and periods.



### 3.1.2 Drapery & Sculptural Influence

Ancient Greek sculptors were highly skilled at showing the way cloth can both hide and reveal the human body. They paid close attention to how fabric folded, gathered, or layered, especially when it was cut into basic shapes like triangles, squares, or circles. This draped style became a key part of Classical Greek art and influenced both clothing and sculpture for generations.

The Romans later borrowed and expanded on this style. During the time of Emperor Augustus (63 BCE–14 CE), Roman society looked back to Greece's great artistic period for ideas. Wealthy Romans admired the graceful look of draped clothing, and the influence spread into architecture and decoration as well. Roman statues, fountains, and garden pieces often featured Greek-like drapery, showing their respect for older Greek art.

Centuries later, especially beginning in the 18th century, these gentle, flowing designs returned in neoclassical fashion. Many people welcomed these styles because they allowed women to move more naturally and avoided the tight, heavy clothing that had been common, bringing back a sense of simplicity inspired by ancient times.



Fig. 58  
Relief sculpture depicting figures dressed in Classical Greek garments, showing variations in drapery, pleating, and mantle arrangement, as well as the idealized bodily proportions, performative gestures, and material qualities characteristic of ancient stone carving.

### 3.1.3 Classical Revival in Modern Fashion

During the short interwar period, many fashion designers looked back to the styles of ancient Greece and Rome for ideas. After World War I, these old cultures came to represent a peaceful and balanced past, known for simplicity, beauty, and respect for the human body. Their art and clothing seemed to offer a sense of order and calm that people wanted during a time of healing and rebuilding.

One of the most important designers of this period was the French creator Madeleine Vionnet (1876–1975), who transformed women's fashion in the 1930s. Inspired by classical sculpture, she focused on how fabric moved with the body. Vionnet used soft materials like silk crêpe to make dresses that needed very little sewing, had no stiff structure, and flowed naturally. Her clothing, whether everyday wear or evening gowns, did away with corsets and heavy layers, letting the fabric drape freely and gracefully, which surprised many people of the time. Some of her early designs, such as her pointed, draped dresses, reminded viewers of the Greek peplos, while others, including her asymmetrical 1918–19 gown with a cowl neck, clearly drew from Roman garments like the chlamys and chiton.



Fig. 59, 60, 61, 62, 63, 64  
Madeleine Vionnet's early 20th-century designs and photographic studies inspired by ancient Greek drapery, revealing how her bias-cut techniques, fluid silhouettes, and sculptural folds drew directly from classical garments such as the chiton and himation, reinterpreting the stately elegance of antiquity in modern couture.





Fig. 65  
Attic-style illustration depicting two figures in classical dress, highlighting characteristic elements of ancient Greek attire: layered garments, pinned drapery, patterned textiles, and accessories such as sandals and cloaks. The scene reflects the visual language and aesthetics that later inspired modern reinterpretations of Greek costume.

### 3.2 Ancient Greek Craftsmanship

Ancient Greek craftsmanship, particularly in sandal-making and textile production, was a testament to the civilization's dedication to artistry and functionality. Spanning from 1100 BCE to 146 BCE, with its height during the 5th and 4th centuries BCE, Greek artisans meticulously crafted leather sandals, known as *krepis* or *carbatina*, designed for durability and comfort. These sandals often featured intricate cutouts, lacing, and embossed patterns, with styles varying based on social status and occasion. Sandal-making had become a well-developed craft by the 6th century BCE, as evidenced in sculptures and vase paintings, and continued to evolve throughout the Classical (480–323 BCE) and Hellenistic (323–146 BCE) periods.

In addition to footwear, textile production was a highly skilled craft, with women primarily responsible for weaving garments from locally sourced wool and linen using the warp-weighted loom, a tool in use since the Bronze Age (c. 3000–1100 BCE). The weaving process involved spinning raw fibers into thread, dyeing them with natural pigments, and incorporating decorative elements such as embroidery and intricate geometric patterns. Clothing not only served practical purposes but also conveyed identity, social status, and regional heritage. Textiles played a crucial role in Greek religious and cultural traditions, with garments like the peplos woven as offerings for deities, such as Athena during the Panathenaic Festival.

The craftsmanship of Greek fashion extended beyond mere utility, embodying the principles of balance and beauty that defined Greek art and architecture. This attention to detail and mastery in design continues to influence contemporary fashion, particularly in the revival of Grecian drapery and artisanal leatherwork in modern luxury footwear.

### 3.2.1 Textile Weaving

In Ancient Greece, weaving and textile production were essential domestic crafts, primarily carried out by women as both a household duty and a revered skill. Greek women, especially those from aristocratic families, spent significant time at the loom, weaving garments such as the chiton, peplos, and himation from locally sourced wool and linen. The process was meticulous, involving spinning raw fibers into thread, dyeing them with natural pigments like saffron and indigo, and weaving intricate patterns using wooden looms. Embroidery and decorative borders often adorned these textiles, showcasing geometric designs, mythological scenes, or symbolic motifs that reflected social status and regional identity. Beyond personal and family use, woven textiles were also offered as religious dedications, such as the peplos woven for the statue of Athena during the Panathenaic festival. This craftsmanship was not only a practical necessity but also a marker of femininity, diligence, and artistic expression, reinforcing the deep connection between Greek women and the art of textile-making.



Fig. 66  
Depiction of women engaged in textile production on an ancient Greek black-figure vessel. The scene illustrates successive stages of garment making — preparing wool, spinning fibers, weaving on a vertical loom, and folding finished cloth — emphasizing the central role of female craftsmanship in clothing, household economy, and material culture of Classical Greece.

### 3.2.2 The Warp-Weighted Loom

The primary tool used by Ancient Greek women for weaving was the warp-weighted loom, a vertical loom that was simple yet highly effective for producing textiles. This loom consisted of an upright wooden frame where vertical threads, known as the warp, were stretched and held in place by clay or stone weights at the bottom. The weaver would interlace the horizontal weft threads through the warp using a shuttle, creating tightly woven fabrics. This method allowed for the production of large textile pieces, from everyday garments to elaborately patterned ceremonial robes. Adjusting the tension and pattern of the weave required skill, making weaving both a technical craft and an artistic endeavor. While primarily operated by women, particularly in aristocratic households, weaving held economic and religious significance, as textiles were also used in trade and as offerings to the gods. The warp-weighted loom remained a cornerstone of Greek textile production for centuries, influencing weaving techniques in later civilizations.

Fig. 67  
Reconstruction of an ancient Greek upright warp-weighted loom, showing the vertical arrangement of threads, the suspended ceramic weights that maintain tension, and the gradual formation of patterned cloth. This technique, widely used across the Aegean world, reflects the sophisticated textile craftsmanship underlying classical garments and decorative woven borders.



### 3.2.3 Ancient Sandals & Leatherwork

The plaster cast of Hermes' winged sandal, housed in the Archaeological Museum of Pavia, Italy, is a 19th-century CE reproduction of a 1st-century BCE bronze original. This detail captures one of the most iconic attributes of Hermes, the Greek messenger god, who was often depicted wearing winged sandals, known as talaria. These sandals symbolized his speed and divine ability to travel between realms, making him a key figure in mythology as the swift herald of the gods.

The original bronze statue, from which this cast was made, likely belonged to the late Hellenistic or early Roman period, reflecting the high level of craftsmanship in metalwork during this time. The detailed rendering of the sandal, with finely sculpted wings extending from the ankles, emphasizes both the elegance and dynamism typical of Greek and Roman art.



Fig. 68  
Detail of a sculpted foot wearing winged sandals, a characteristic attribute of the swift divine messenger in Greek mythology. The careful rendering of straps, sole construction, and attached wings highlights the symbolic importance of footwear in ancient iconography and its connection to speed, mobility, and the passage between worlds.



Fig. 69, 70  
Ancient leather boot and greave, reconstructed from archaeological examples, demonstrating seam construction, decorative patterning, and protective extension over the lower leg. Such footwear illustrates both the functional and symbolic dimensions of dress in antiquity, where materials, stitching, and form adapt to terrain, warfare, and status.

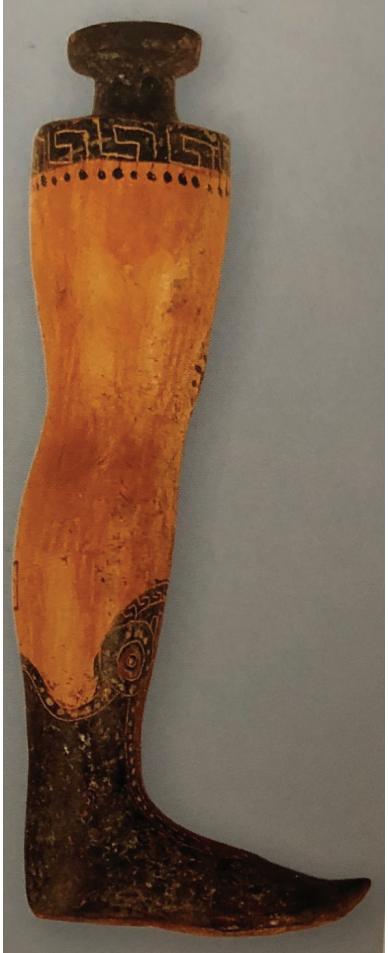


Fig. 71  
Attic red-figure depiction of a seated woman fastening her sandal. The scene highlights the practical construction of ancient Greek footwear—thin leather soles, wrapping straps, and toe-loops—while also revealing the intimate, embodied rituals of dressing. The stylized rendering of the sandal's components reflects both artisanal sophistication and the everyday mechanics of securing the foot for movement.

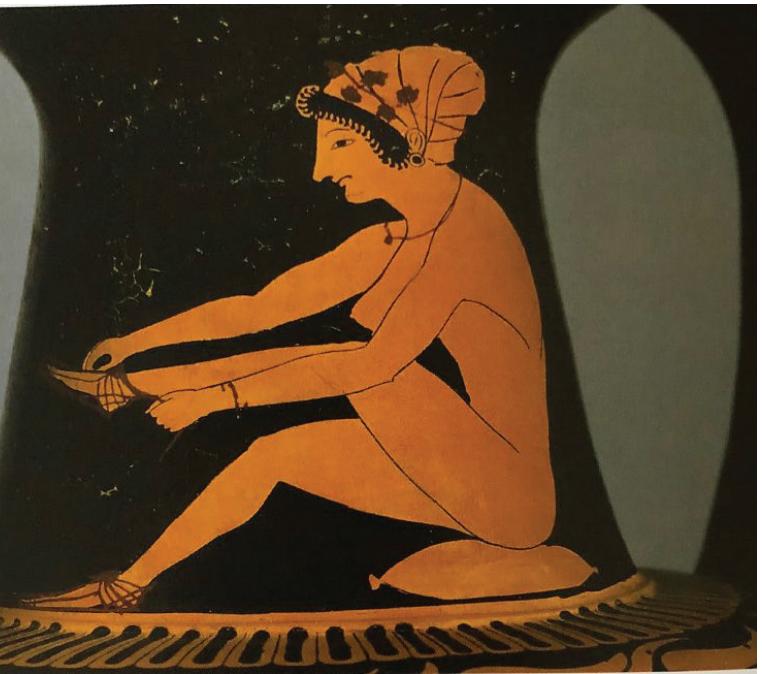


Fig. 72  
Comparative reconstruction of ancient Greek footwear prototypes (c. 480–400 BCE). The illustrations present variations in sole structure, ankle and calf enclosures, and fastening systems—from simple wrap-sandals and multi-strap designs to soft leather boots and taller protective greaves. These typologies highlight the adaptability of Greek shoemaking to terrain, mobility, social rank, and ritual function, while revealing the continuous interplay between technical craft, bodily needs, and aesthetic expression.

Ancient Greek footwear showcased both practicality and artistry, with various sandal styles serving different social classes, professions, and occasions. The sandalia proper was a type of sandal primarily worn by women, featuring a sole made from wood, cork, or leather and an upper structure consisting of a thong between the big and second toe, along with an ankle strap. Another term for sandals, *hypódēma* (*hρόδημα*), became widely used during the Classical period (5th–4th century BCE). These sandals often had multiple straps, including the *zygós* (*ζυγός*), a band across the toes; a second strap between the big and second toe; and the *lingula*, an instep strap that was sometimes adorned with heart- or leaf-shaped metal embellishments. Some variations, such as the *rhaidia* (*ραιδία*), extended the straps up the calf, demonstrating both functional and decorative purposes.

Certain sandal types were strongly associated with specific groups or cultural practices. The *tyrrēniká* (*τυρρηνικά*), primarily worn by women, had wooden soles, while the *baxeia* (*βάξεια, πάξεια*) was an effeminate sandal made from willow leaves, twigs, or plant fibers, often associated with comic actors and philosophers. In theater, footwear played a significant role in defining characters, with tragedians wearing the *cothurnus* (*κόθορπος, κόθωνος*)—tall, sandal-like boots with elevated soles to enhance stature on stage. By the Hellenistic period (323–146 BCE), Greek sandals had become increasingly ornate, with some designs featuring multiple stacked layers. One remarkable example from Greek Crimea had a 12-layered platform sole with gold embellishments highlighting the growing trend of luxury and elaborate craftsmanship in footwear.



**Fig. 73**  
Contemporary sandal prototyping workspace showing material experimentation and fabrication processes. On the central worktable are early mock-ups inspired by ancient Greek footwear, assembled alongside lasts, leather samples, hardware components, fasteners, and cutting tools. The arrangement highlights the translation of archaeological references into present-day craft practice, where historical typologies are tested through modern construction methods, ergonomics, and material performance.



**Fig. 74**  
Hand-weaving experiment on an upright loom. The process explores traditional textile construction through manual techniques, colour patterning, and tension control, reflecting ancient weaving practices while informing contemporary material research.

The craftsmanship of Ancient Greek sandal-making and textile weaving continues to influence modern fashion and artisanal practices today, maintaining a deep heritage relationship to its origins. Traditional Greek leather sandals, inspired by ancient designs such as the *hypódéma* and *cothurnus*, remain popular in contemporary footwear, often handcrafted using age-old techniques. Brands and local artisans in Greece still produce hand-stitched leather sandals, maintaining the legacy of ancient Greek shoemakers and honoring their heritage. Similarly, the intricate weaving techniques once used on the warp-weighted loom have found a place in modern textile art, with designers incorporating Grecian patterns, embroidery, and natural dyes into contemporary fashion. The timeless aesthetic of draped Grecian garments, seen in haute couture collections by designers like Dior, Valentino, and Mary Katrantzou, highlights the enduring appeal of classical Greek fashion, a style that continues to celebrate its cultural roots. Museums and workshops across Greece also preserve and teach these crafts, ensuring that the artistry of ancient Greek textiles and footwear remains tied to its heritage and continues to inspire and thrive in the modern era.

### 3.3 Continuity of Ancient Techniques in Contemporary Fashion

The relationship between ancient craftsmanship and contemporary fashion is far deeper than stylistic inspiration. Many techniques developed in the ancient Mediterranean, particularly in Greece, continue to inform the material culture, artisanal practices and aesthetic values of modern luxury production. This continuity demonstrates how fashion serves not only as an artistic medium but also as a vehicle through which cultural knowledge is preserved, reinterpreted and transmitted across time.

Ancient Greek textile culture was highly advanced, characterised by sophisticated weaving methods, careful material selection and complex ornamentation. Techniques such as hand weaving, natural dyeing, pleating, draping and intricate embroidery formed an essential part of the domestic and ceremonial life of the ancient polis. These practices shaped fabrics that expressed social identity, gender roles, civic status and religious symbolism. The distinctive draped garments of antiquity were not the result of simplicity but of deep technical understanding and refined manipulation of cloth.

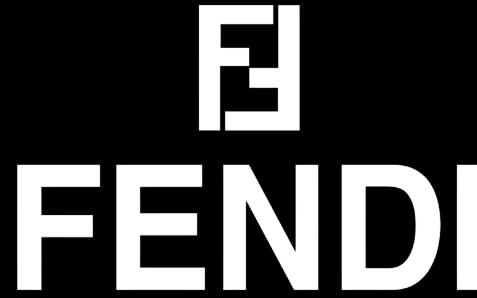
Many of these techniques survive today in the work of artisans, ateliers and luxury fashion houses. Contemporary couture continues to rely heavily on manual processes such as hand embroidery, loom weaving, pleating and bespoke construction. These skills echo ancient textile methods, although they have evolved through modern technologies and new materials. The ethos of craftsmanship, patience and precision remains consistent with ancient traditions of making. Likewise, the sculptural qualities of draped garments evident in the chiton or himation reappear in modern collections that privilege fluidity, movement and the expressive potential of fabric.

In addition to production methods, contemporary fashion often draws upon ancient motifs and symbolic systems. Greek meanders, mythological figures, vegetal patterns and geometric borders remain active elements in design vocabularies. Their continued use speaks to a cultural continuity that extends beyond aesthetics and into the realm of meaning. These motifs carry encoded narratives that fashion reinterprets for present-day audiences, reinforcing the link between historical visual language and contemporary cultural expression.

Luxury brands have embraced this continuity as part of their identity. Many maisons frame their craftsmanship as a modern iteration of ancient mastery. Techniques such as goldwork embroidery, hand pleating or leather tooling are positioned as a form of living heritage. This relationship between ancient and modern craftsmanship contributes to the cultural value of contemporary fashion, transforming garments into artifacts that bridge time and offer a tactile form of memory.

The revival and reinterpretation of ancient techniques also respond to contemporary concerns about authenticity, sustainability and material culture. In an era dominated by mass production, artisanal methods are increasingly seen as markers of cultural depth and ethical value. The slow, meticulous processes associated with ancient craftsmanship align with emerging movements that emphasise longevity, reparability and respect for material resources. This creates a productive dialogue between ancient knowledge and contemporary priorities, allowing fashion to function as both a cultural and ecological practice.

The continuity of techniques illustrates that heritage is not confined to monumental architecture or archaeological remains. It is also embedded in the intimate knowledge of materials and the embodied practices of making. Fashion becomes a medium through which ancient skills remain alive, reinterpreted for a global audience while retaining their cultural resonance. Through this ongoing dialogue between past and present, contemporary fashion participates in the broader cultural legacy of the Mediterranean world, keeping ancient techniques active within new artistic, economic and symbolic frameworks.



## Hand in Hand

Fendi's "Hand in Hand" project celebrates craftsmanship and regional artistry by working with a variety of local ateliers and workshops across Italy. This initiative reimagines the Baguette bag, blending traditional artisan techniques with modern design to transform it into a unique "objet d'art." Each limited-edition Baguette, created in a series of 20, represents a different region of Italy, with the atelier's name and location stamped inside. This collection underscores Fendi's commitment to preserving local heritage while offering a luxurious and innovative interpretation of its iconic handbag.

**Fig. 76**  
Crafting archive and atelier display. A long central vitrine presents handcrafted objects, materials, and in-progress prototypes, flanked by benches equipped with specialist tools. Surrounding cinematic projections magnify gestures of making, weaving, stitching, and assembly, situating contemporary techniques within a lineage of inherited craftsmanship and embodied knowledge.



**Fig. 75**  
Contemporary craftsmanship laboratory installation. Artisans work collectively at long benches, exploring material manipulation, fine assembly techniques, and structural textile forms. The immersive environment—surrounded by projected visual archives—suggests continuity between traditional hand-making practices and modern experimentation in craft, design, and cultural heritage.

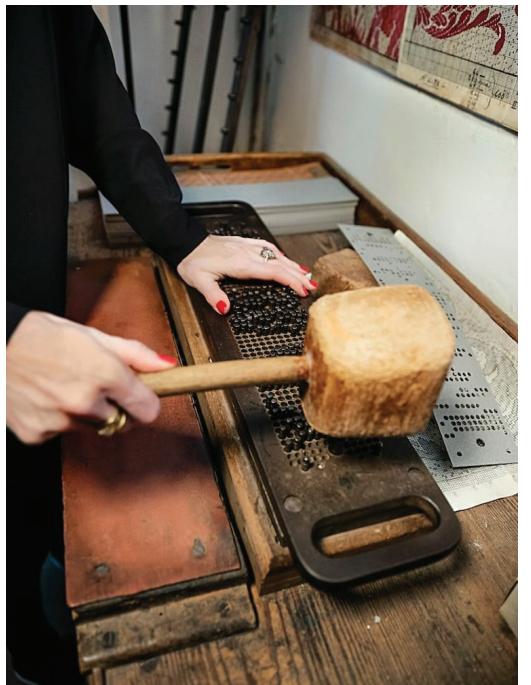


Fig. 77, 78, 79, 80, 81, 82  
Weaving heritage into  
contemporary craft. Scenes of  
traditional loom operation, pattern  
punch-card preparation, and  
manual thread handling reveal  
the tactile precision underpinning  
textile production. Historic motifs  
are translated into woven panels  
that ultimately form modern  
accessories, demonstrating a  
continuum between ancient  
making techniques and present-  
day design.



The Umbria Baguette by Fendi is crafted from luxurious Jacquard fabrics, handwoven on 19th-century looms at the Giuditta Brozzetti atelier. The bag features a rich royal blue color and is finished with intricate handmade macramé lace fringes, showcasing a perfect blend of heritage craftsmanship and modern luxury design. This unique piece reflects Fendi's dedication to preserving traditional techniques while elevating them into contemporary fashion.



Fig. 83

A modular timber framework displays woven baskets, vegetal fibers, and hand-crafted objects from the Loewe collection. The installation highlights the brand's ongoing research into traditional craft techniques, positioning ancestral weaving knowledge within a contemporary design language and architectural display system.

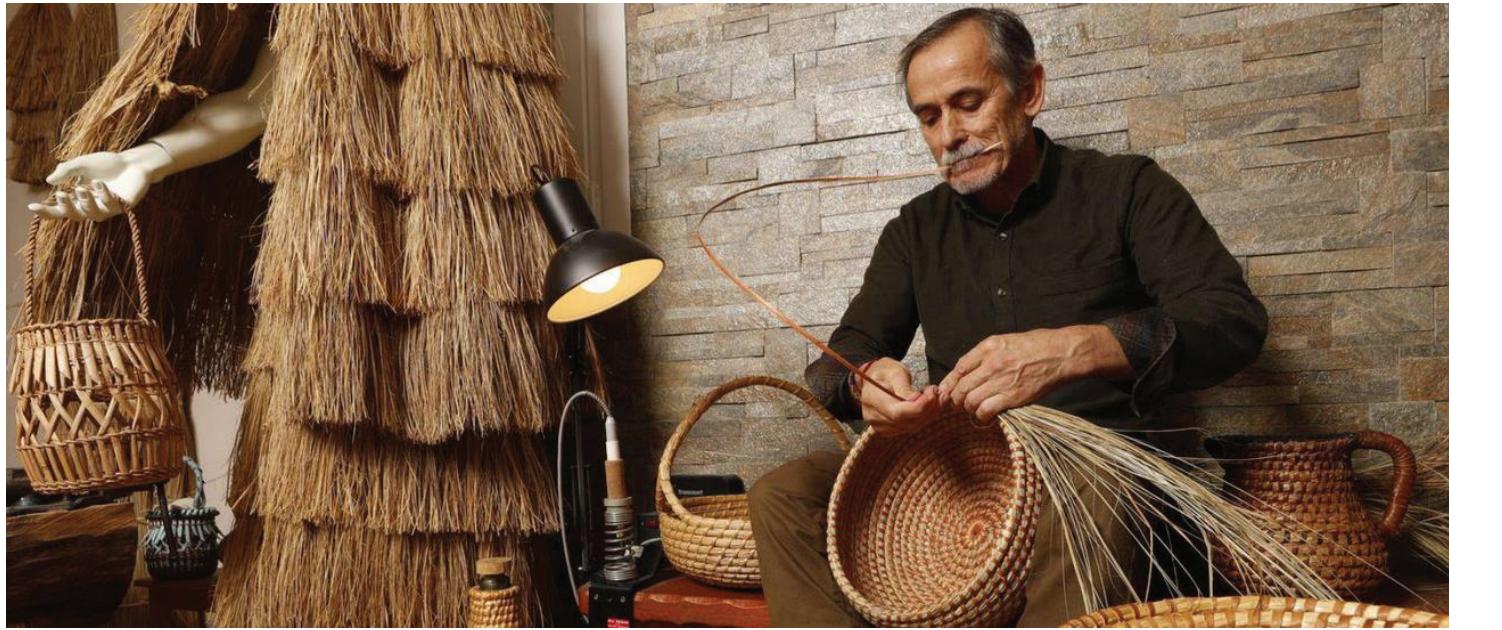
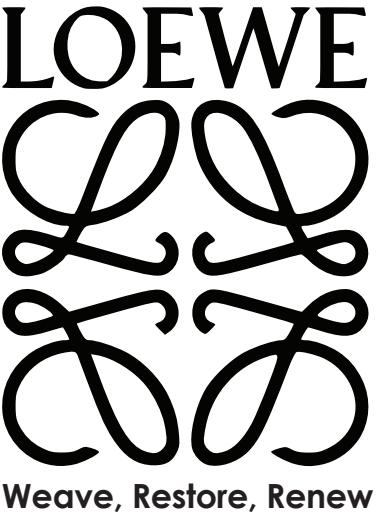
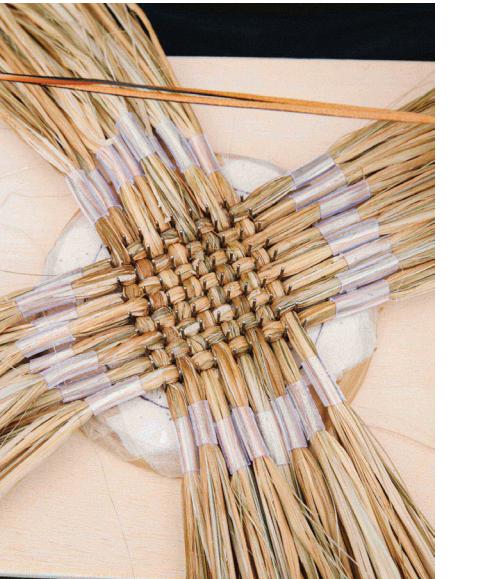


Fig. 84, 85, 86, 87  
Documenting the step-by-step transformation of raw natural fibers into structured woven forms. From the preparation and bundling of plant material to the interlacing of strands and final structural fastening, these images reflect the continuity of ancestral basket-weaving knowledge. The process foregrounds manual skill, material intelligence, and geometric logic, revealing how artisanal techniques adapt to new contexts and contemporary design applications.



Loewe's return to the 2022 Milan Furniture Fair showcased the brand's deep commitment to preserving and reinterpreting traditional craftsmanship through contemporary design. The exhibition highlighted three artisanal techniques, including ancient Spanish weaving and Korean paper weaving, to breathe new life into discarded and everyday objects. By collaborating with skilled artisans, Loewe transformed chairs, baskets, and vases into functional art pieces, blending time-honored craftsmanship with modern aesthetics.

The use of Spanish weaving reflected Loewe's dedication to its heritage, as the brand has long championed handwoven leatherwork, a craft deeply rooted in Spain's artisanal traditions. Similarly, the incorporation of hanji (Korean paper weaving) brought an unexpected cultural fusion, demonstrating the versatility of this centuries-old technique in creating intricate, durable structures. Through this initiative, Loewe not only revived forgotten objects but also celebrated sustainability in craftsmanship, proving that tradition and innovation can coexist in a way that respects both history and the future of design.



Fig. 88, 89, 90, 91, 92  
Process sketches, hand-weaving practices, and final restored pieces revealing the transformation of historic basketry through contemporary craftsmanship.

At the heart of the exhibition was a deeply symbolic project: the restoration of 240 antique baskets sourced from various parts of the world. Loewe collaborated with four master Spanish artisans—Idoia Cuesta, Belén Martínez, Santiago Basteiro, and Juan Manuel Marcilla—to reimagine these damaged baskets using handwoven leather and the Japanese philosophy of kintsugi, which embraces the beauty of imperfection and repair. Each basket was meticulously restored, maintaining its original essence while being transformed into a contemporary art piece, merging traditional techniques with modern craftsmanship.



Fig. 93, 94  
Handwoven pieces reinterpreting traditional  
techniques through modern material  
palettes, volumes, and finishes.



The restored and reimagined baskets from Loewe's "Weave, Restore, Renew" exhibition have transcended their status as mere design pieces, becoming an integral part of the brand's signature collection and a testament to its evolving vision of luxury fashion. By incorporating heritage craftsmanship into contemporary design, Loewe has successfully positioned these woven works within the realm of high fashion, where artisanal expertise and cultural storytelling define exclusivity. The fusion of handwoven leather, traditional basketry, and the philosophy of kintsugi not only elevates these objects into luxury collectibles but also reinforces Loewe's identity as a house that cherishes sustainability, craftsmanship, and timeless artistry. These pieces, much like the brand's iconic leather goods, serve as a bridge between historical techniques and modern luxury, proving that true luxury lies not just in opulence but in the preservation and reinvention of heritage and craft.

### 3.3.3 Craft Heritage in Luxury Production

Craft heritage plays a central role in defining the identity, value and cultural depth of contemporary luxury fashion. At its core, luxury is inseparable from skilled manual labor and the transmission of artisanal knowledge. These practices, often refined across generations, form a living heritage that shapes the material and symbolic character of high-end garments. While technological innovations have transformed many aspects of the fashion industry, the most prestigious maisons continue to rely on techniques that preserve the authenticity and cultural significance of craft traditions.

Luxury production operates within an ethos that prioritises precision, rarity and the intimate connection between maker and material. Workshops and ateliers cultivate environments where craftsmanship is learned through direct experience rather than through industrial standardisation. Techniques such as hand embroidery, pleating, beadwork, gold thread applications, leather shaping and detailed tailoring represent more than decorative additions. They are expressions of cultural knowledge embedded in gestures, tools and practices that carry historical continuity. These methods form a bridge between contemporary creativity and the ancient artisanal worlds from which they often originate.

The preservation of craft heritage within luxury production is also a response to the growing global interest in authenticity and cultural roots. As mass production and digital fabrication expand, consumers increasingly seek objects that express individuality, uniqueness and cultural meaning. Luxury brands use their craft traditions to differentiate themselves, highlighting the human labor and ancestral knowledge behind each garment. This emphasis aligns luxury fashion with broader cultural values related to heritage conservation, sustainability and identity formation.

At the same time, craft heritage is continually reinterpreted to meet contemporary artistic ambitions. Luxury fashion does not simply replicate historical methods but adapts them to new materials, silhouettes and narratives. Ancient techniques are combined with innovative technologies or integrated into avant-garde designs, creating hybrid forms that connect tradition with modernity. This dynamic reinvention ensures that craft heritage remains relevant, engaging and capable of supporting new aesthetic expressions.

Moreover, the maintenance of artisanal knowledge requires institutional commitment. Many luxury maisons invest heavily in training programs, apprenticeships and specialised ateliers that sustain rare skills. These efforts extend beyond internal production to include collaborations with local craftspeople, regional workshops and cultural institutions. Through such networks, luxury fashion becomes a guardian of intangible heritage, preserving techniques that might otherwise disappear in the face of industrial efficiency or global standardisation.

Craft heritage in luxury production also holds a cultural and symbolic dimension. Techniques passed down from antiquity or shaped by regional traditions carry embedded stories, values and identities. When used in contemporary fashion, they become part of a narrative chain that links past to present. This narrative power enriches the meaning of garments and elevates them to the status of cultural artifacts, capable of communicating historical memory through form, material and gesture.

In essence, craft heritage represents the foundation of luxury fashion. It provides the material excellence, cultural depth and experiential richness that distinguish luxury from ordinary production. Its continuity demonstrates that heritage can remain alive not only through preservation but through active reinterpretation, allowing ancient techniques and artisanal values to thrive within contemporary cultural and creative landscapes.

### 3.4 Maison Versace

Maison Versace stands among the most culturally expressive fashion houses of the late twentieth and early twenty-first centuries. It transforms garments into vehicles of symbolic meaning, drawing extensively on Mediterranean history, classical mythology and the artistic heritage of antiquity. Unlike brands that reference the classical world in purely decorative terms, Versace engages with it as a narrative system capable of expressing power, sensuality and cultural continuity. Its aesthetic vocabulary merges ancient motifs with the energy of contemporary culture, establishing a unique dialogue between past and present. This section examines the foundations of the house, the personal influences of its founder, and the ways classical references evolve into iconic fashion statements.

Fig. 95  
versace Garment with Neo-Classical Patterning  
High-fashion interpretation of ancient  
Hellenic and Roman ornament, translated  
into contemporary textile prints.





Fig. 96  
Portrait of Gianni Versace

### 3.4.1 Gianni Versace: Background & Influences

Gianni Versace's upbringing in Reggio Calabria exposed him to the remnants of Magna Graecia and to the layered cultural landscapes of southern Italy. This environment, where archaeological sites coexist with everyday life, shaped his visual memory and provided a foundation for his fascination with classical culture. His early training in his mother's atelier further strengthened his understanding of craftsmanship, fabrics and garment construction.

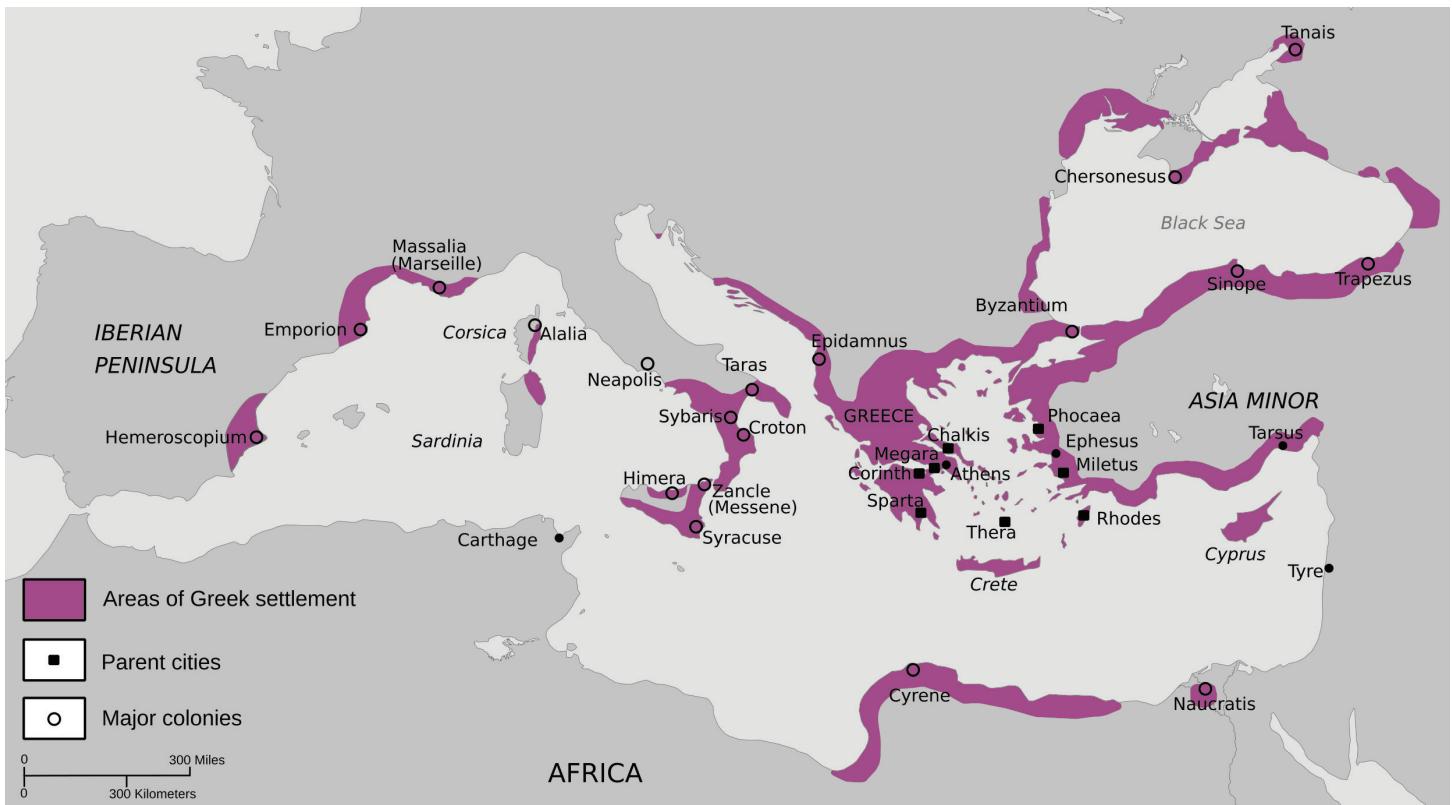
Versace's creative influences extended beyond fashion into architecture, theatre and sculpture. Classical Greek and Roman art offered him models of proportion, expressive form and mythological storytelling. He viewed antiquity not as a distant historical moment but as a living reservoir of symbols that could be reinterpreted for modern audiences. These influences are visible throughout his work, where sensual silhouettes, bold ornamentation and mythological motifs echo the visual language of the ancient Mediterranean world.

Reggio Calabria is the kingdom where the fairy tale of my life began, here I began to breathe the art of Magna Graecia.

*Gianni Versace*



Fig. 97, 98, 99  
Distribution of Greek Colonization and Magna Graecia Maps illustrating major regions of Greek settlement in the Mediterranean basin, including the cities of Magna Graecia in Southern Italy. Key colonies, parent poleis, and settlement routes demonstrate the diffusion of Hellenic culture beyond mainland Greece.



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### 3.4.2 Founding of the Brand

A pivotal moment in Gianni Versace's career occurred in 1978 when he opened his first boutique in Milan, Italy, on Via della Spiga. This marked the official launch of the Versace brand and a new era in the fashion world. The boutique was not merely a retail space; it was an expression of Versace's creative ethos, blending art, architecture, and high fashion into a seamless, immersive experience for his clientele.

By establishing his own boutique, Versace took a bold step toward controlling every aspect of his brand, from design and production to presentation and retail. Unlike many designers of his time who worked for established fashion houses, Versace was determined to create an independent luxury brand that reflected his uncompromising vision. The Milan boutique embodied this philosophy, showcasing collections that fused classic Italian craftsmanship with daring modernity, vibrant colors, and bold patterns that became synonymous with the Versace name.

The boutique's location in Milan, a global fashion capital, further solidified Versace's status as a major player in the industry. It also provided him with a platform to connect directly with customers, introducing them to his distinct blend of luxury and innovation. This direct engagement allowed him to set new standards for what a fashion boutique could be—an artistic statement as much as a commercial enterprise.

The success of the first boutique laid the foundation for Versace's rapid expansion and the establishment of a global luxury empire. It also symbolized his unique approach to fashion, where the retail environment itself became a reflection of the glamour and extravagance of his designs.



Fig. 100  
The façade of Versace's original boutique in Milan, opened in 1978, symbolizing the birth of the house's fashion identity and its early connection to the city.



Fig. 101  
Gianni Versace and his siblings, Donatella and  
Santo.

Gianni Versace's relationship with his siblings was a complex and crucial element in the Versace story. He was the creative force, the visionary who dreamed up the opulent and daring designs that defined the brand. However, his talent alone wouldn't have built the global empire Versace became. His siblings, Santo and Donatella, played integral roles, providing the necessary structure and support to bring Gianni's vision to life. Santo, the elder brother, was the pragmatic business mind. He managed the finances, logistics, and overall business strategy, allowing Gianni the freedom to focus on his creative pursuits. This partnership proved incredibly effective, with Santo's business acumen complementing Gianni's artistic flair. Donatella, the younger sister, held a different, yet equally important, position. She was Gianni's muse, his closest confidante, and a constant source of inspiration. He valued her opinion and often sought her feedback on his designs. She also played a key role in shaping the brand's image and marketing, developing a keen understanding of the Versace aesthetic and its target audience. The tragic loss of their older sister, Tina, at a young age undoubtedly strengthened the bond between the remaining siblings. This shared experience, coupled with their Calabrian heritage and a shared ambition, forged a powerful connection that drove them to create and maintain one of the most iconic fashion houses in the world. Gianni's untimely death in 1997 was a devastating blow to the family and the fashion world, but it also served to solidify the siblings' commitment to the brand. Donatella stepped into the role of creative director, carrying forward Gianni's legacy while also forging her own path. While professional disagreements undoubtedly arose, their familial loyalty and shared dedication to the Versace brand ultimately ensured its enduring success, even in the face of immense tragedy.



Fig. 102  
Reggio Calabria, ancient ruins where Gianni Versace used to play.

### 3.4.3 Iconography: Medusa & Classical Motifs

One of the most distinctive aspects of Maison Versace is its iconographic language. The Medusa head, adopted as the house emblem, encapsulates the brand's philosophy. In Greek mythology, Medusa represents beauty, seduction and transformative power. For Versace, she symbolised the captivating nature of fashion and the ability of image to leave a lasting impression. The emblem became an immediately recognisable visual signature, appearing on accessories, garments and architectural elements of the brand's boutiques.

Beyond Medusa, the house frequently employs motifs inspired by ancient art, including meanders, acanthus leaves, palmettes, Greek key patterns, and sculptural ornamentation. These motifs are not reproduced as historical imitations but reimagined through bold colour, scale and material experimentation. The incorporation of classical imagery creates a sense of timelessness and links contemporary fashion to the aesthetic traditions of the Mediterranean world. It also reflects the house's belief that mythology and heritage retain relevance in modern visual culture.

Gianni Versace's choice of Medusa as the emblem of his fashion house was profoundly influenced by his childhood experiences in Reggio Calabria, a region steeped in the legacy of Magna Graecia. As a young boy, Versace often played among ancient ruins, including abandoned Roman villas adorned with mosaics and artwork inspired by Greek mythology. During one such exploration, he encountered a mosaic depicting the face of Medusa, a moment that left a deep and lasting impression on him.

The image of Medusa, with her mesmerizing beauty and petrifying gaze, resonated with Versace's vision of fashion. He saw her as a symbol of irresistible allure, power, and transformation, qualities he sought to embody in his designs. By adopting Medusa as the logo for his brand, Versace aimed to create a similar effect: garments that captivated and left an unforgettable impression, much like the mythical effect of Medusa's gaze.

This emblem not only paid homage to Versace's roots in the rich cultural and artistic heritage of Reggio Calabria but also reflected his design philosophy. The Medusa logo became a timeless icon, representing the blend of classical mythology and daring modernity that defined the Versace aesthetic. Through this choice, Versace immortalized both his cultural upbringing and his commitment to creating fashion that is bold, seductive, and unforgettable.



Fig. 103  
Versace Logo

Gianni Versace's use of the Greek key pattern, also known as the meander motif, was a defining element of his brand's aesthetic, paying homage to his Italian heritage and the region of Reggio Calabria, steeped in ancient Greek history. The pattern, characterized by its continuous geometric design of interlocking lines, is a symbol of infinity and unity, rooted in classical Greek art and architecture. Versace seamlessly integrated this motif into his designs, using it as a recurring decorative element on clothing, accessories, and even the brand's packaging and interiors.

For Versace, the Greek key was more than a decorative flourish; it was a visual representation of the brand's identity. It connected his contemporary, daring designs to the timeless elegance and sophistication of classical art. The motif often appeared as borders on fabrics, trims on tailored pieces, or bold accents on leather goods, emphasizing structure and refinement while complementing the bold colors and prints that were central to his collections.

The Greek key also symbolized the fusion of past and present, a hallmark of Versace's work. It reflected his ability to draw inspiration from antiquity while reinterpreting it for a modern audience. By incorporating the Greek key into his designs, Versace not only celebrated the cultural and historical legacy of Magna Graecia but also created a universally recognizable icon that remains integral to the Versace brand, embodying its ethos of luxury, elegance, and bold creativity.

Fig. 104  
the 2021 reactivation of Versace's La Greca signature.





Fig. 105  
the 2021 reactivation of Versace's La Greca  
signature Scenography.

The Versace Fall 2015 Ready-to-Wear show was a masterful celebration of the brand's heritage, prominently featuring the iconic Greek key pattern as a central theme in both the collection and the scenography. Gianni Versace's legacy of blending ancient classical elements with modern design was powerfully revived by Donatella Versace, who used the Greek key motif as a bridge between the past and the future.

The scenography of the show was bold and striking, with a futuristic aesthetic that incorporated the Greek key pattern into the runway design. The stage was set with sleek, geometric lines and illuminated elements that reflected the motif, creating a dynamic and immersive visual experience. The interplay of light and shadow emphasized the timeless elegance of the pattern, transforming it into a symbol of modernity. This was further complemented by a vibrant color palette of neon greens, electric blues, and reds, juxtaposed against the sharp black and gold accents traditionally associated with Versace.

In the collection itself, the Greek key was reimagined in innovative ways, appearing as laser-cut details, bold prints, and intricate embroideries on dresses, coats, and accessories. The motif was often layered over sheer fabrics or integrated into sporty silhouettes, blending luxury with an urban edge. The show's scenography and use of the Greek key pattern encapsulated Versace's ethos of merging the classical with the contemporary, reminding the audience of the brand's rich heritage while pushing the boundaries of modern fashion design.

This seamless integration of scenography and collection elevated the Greek key pattern beyond its historical significance, reaffirming its place as a timeless emblem of Versace's enduring vision.

Fig. 106  
Shoot from V E R S A C E SS 2018



#### 3.4.4 Signature Collections

Through several groundbreaking collections, Maison Versace has solidified its cultural impact and demonstrated the expressive potential of fashion as both narrative and visual language. These collections reflect the house's fascination with strength, sensuality and classical drama, combining historical references with contemporary attitudes.

#### 3.4.4.1 Miss S&M (1992)

The Versace Autumn/Winter 1992 collection, dubbed "Miss S&M," was a provocative exploration of power and sensuality, largely defined by the iconic bondage dress. This black leather masterpiece, worn by Helena Christensen on the runway, featured strategically placed straps and buckles that wrapped around the body, creating a look that was both alluring and dominant. While other pieces in the collection incorporated similar bondage-inspired elements, along with luxurious materials like leather and metal, and bodycon silhouettes, it was this dress that truly captured the collection's essence and became a symbol of Versace's daring and glamorous aesthetic. Its impact resonated throughout the fashion world, cementing Gianni Versace's reputation as a visionary designer and influencing countless designs that followed.

Fig. 107  
Miss S&M dress 1992



### 3.4.4.1 The 1994 Safety Pin Dress

The black Versace dress worn by Elizabeth Hurley at the 1994 premiere of *Four Weddings and a Funeral* is one of the most iconic moments in fashion history. Often referred to as "That Dress," this striking creation catapulted both Hurley and the Versace brand into global stardom, becoming a cultural phenomenon that redefined red carpet fashion.

Designed by Gianni Versace, the dress was a daring black silk and lycra gown held together with oversized gold safety pins. The design was both provocative and elegant, blending Versace's signature elements of boldness, sensuality, and innovation. Its asymmetrical cut, plunging neckline, and high slit made it a standout piece, while the gold pins served not only as functional elements but as statement embellishments that added a punk-inspired edge to the garment.

Elizabeth Hurley, who was relatively unknown at the time, accompanied her then-boyfriend Hugh Grant to the film's premiere wearing the dress. The bold design immediately captured the attention of the press and public alike, dominating headlines and catapulting Hurley into international fame. The dress became synonymous with Versace's ability to combine high fashion with a rebellious and contemporary aesthetic.

The impact of the black Versace dress extended beyond the red carpet. It became a defining moment for celebrity culture in fashion, highlighting the power of a single garment to influence public perception and elevate a brand's identity. The dress also solidified Gianni Versace's reputation as a designer who could seamlessly blend artistry, sensuality, and modernity, further cementing his legacy in the fashion world.

Today, the dress remains a symbol of daring elegance and a landmark in fashion history, often cited as one of the most memorable red carpet looks of all time. It exemplifies how Gianni Versace used fashion as a tool to challenge conventions, celebrate individuality, and make bold cultural statements.

Fig. 108  
The safety pin dress 1994





Fig. 109, 110  
Scenography of Versace Fall 2019

The scenography of Versace's Fall 2019 Ready-to-Wear show was a powerful homage to Gianni Versace's legacy, specifically referencing his provocative and groundbreaking use of safety pins and bondage-inspired elements. While not a direct replica of any single past collection, the 2019 show cleverly evoked the spirit and signature motifs of Gianni's most iconic work.

The set itself was stark and imposing, dominated by a massive, illuminated Medusa head – the Versace emblem – suspended above the runway. This bold, almost aggressive, centerpiece set the tone for a collection that celebrated strength and a defiant sensuality. The lighting was dramatic, casting strong shadows and highlighting the metallic accents on the clothing.

The safety pin, arguably Gianni's most recognizable contribution to fashion, was reinterpreted in the 2019 collection not just as embellishment, but as a structural element. It wasn't simply adorning garments; it was holding them together, creating cutouts, and defining silhouettes. This echoed Gianni's iconic 1994 "safety pin dress" worn by Elizabeth Hurley, where the pins became integral to the garment's construction and its provocative message. The 2019 show expanded on this, showcasing the pin's versatility beyond a single iconic piece.

The bondage aesthetic, another Gianni signature, was subtly woven into the collection through strategic strapping and lacing. While less overt than some of Gianni's more explicitly bondage-inspired pieces from the past, the 2019 collection hinted at this theme through corsetry-like bodices, strategically placed straps across the body, and laced-up details on dresses and boots. This recalled Gianni's exploration of power dynamics and controlled sensuality in his designs, a theme he often expressed through these elements.

The combination of the safety pin and bondage elements in the 2019 scenography created a sense of controlled rebellion, a theme that resonated strongly with Gianni's work. It wasn't simply about showcasing these elements for shock value; it was about recontextualizing them for a new generation, demonstrating their enduring power as symbols of female strength and self-expression. The show paid tribute to Gianni's fearless approach to design while simultaneously pushing his vision forward. The stark set, dramatic lighting, and the reimagined use of signature motifs created a powerful and memorable experience that cemented the connection between Donatella's contemporary Versace and the enduring legacy of her brother, Gianni.



Fig. 111  
The naked and the dressed. Versace by  
Photographer Richard Avedon



### 3.4.5 The Orono Dress

The Orono material holds a unique place in Versace's history, representing a pivotal moment of innovation and a testament to Gianni Versace's creative genius. Its origin story begins in the early 1980s, a period marked by opulence and experimentation in fashion. Gianni, captivated by the allure of metal and its potential to transcend traditional fabric limitations, envisioned garments that shimmered and flowed like liquid metal. This vision led him to collaborate with a German artisan, embarking on a journey to develop a truly unique textile. The resulting Orono material was a technical marvel, meticulously crafted by attaching small metal discs to a delicate mesh backing. This intricate construction allowed the fabric to drape and move with an unprecedented fluidity, mimicking the reflective qualities of liquid metal while retaining the suppleness of a traditional textile. The debut of the Orono dresses marked a turning point for Versace, solidifying the brand's reputation for pushing boundaries and embracing unconventional materials. These shimmering, sensual creations became instant icons, gracing the runways and red carpets, and cementing their place in fashion history. While the original Orono technique remains a testament to Gianni's innovative spirit, Versace has continued to evolve the material's application over the decades. Modern interpretations of Orono often incorporate new techniques and variations, breathing fresh life into the iconic textile while staying true to its original spirit of avant-garde glamour. From its groundbreaking beginnings to its contemporary iterations, the Orono material remains a powerful symbol of Versace's enduring legacy of luxury, craftsmanship, and daring design.

September 2017 marked a poignant moment in fashion history as Donatella Versace orchestrated a powerful tribute to her brother, Gianni, twenty years after his tragic passing. Held in Milan, the Spring/Summer 2018 Versace show wasn't just a presentation of new designs; it was a heartfelt homage to Gianni's enduring legacy and the iconic creations that defined a generation. The show culminated in a breathtaking tableau vivant, featuring five legendary supermodels—Carla Bruni, Claudia Schiffer, Naomi Campbell, Cindy Crawford, and Helena Christensen—standing alongside Donatella herself. Clad in shimmering, gold gowns reminiscent of Gianni's signature opulent style, these women, who had been integral to the Versace story during its most influential period, represented the enduring power and influence of his vision. This powerful image, instantly recognizable and emotionally charged, served as a testament to Gianni's indelible mark on the fashion world and the unwavering commitment of his sister to preserve and celebrate his genius. It was a moment of reflection, remembrance, and a reaffirmation of the Versace brand's continued strength and relevance.

Fig. 112, 113  
The Orono material and dress



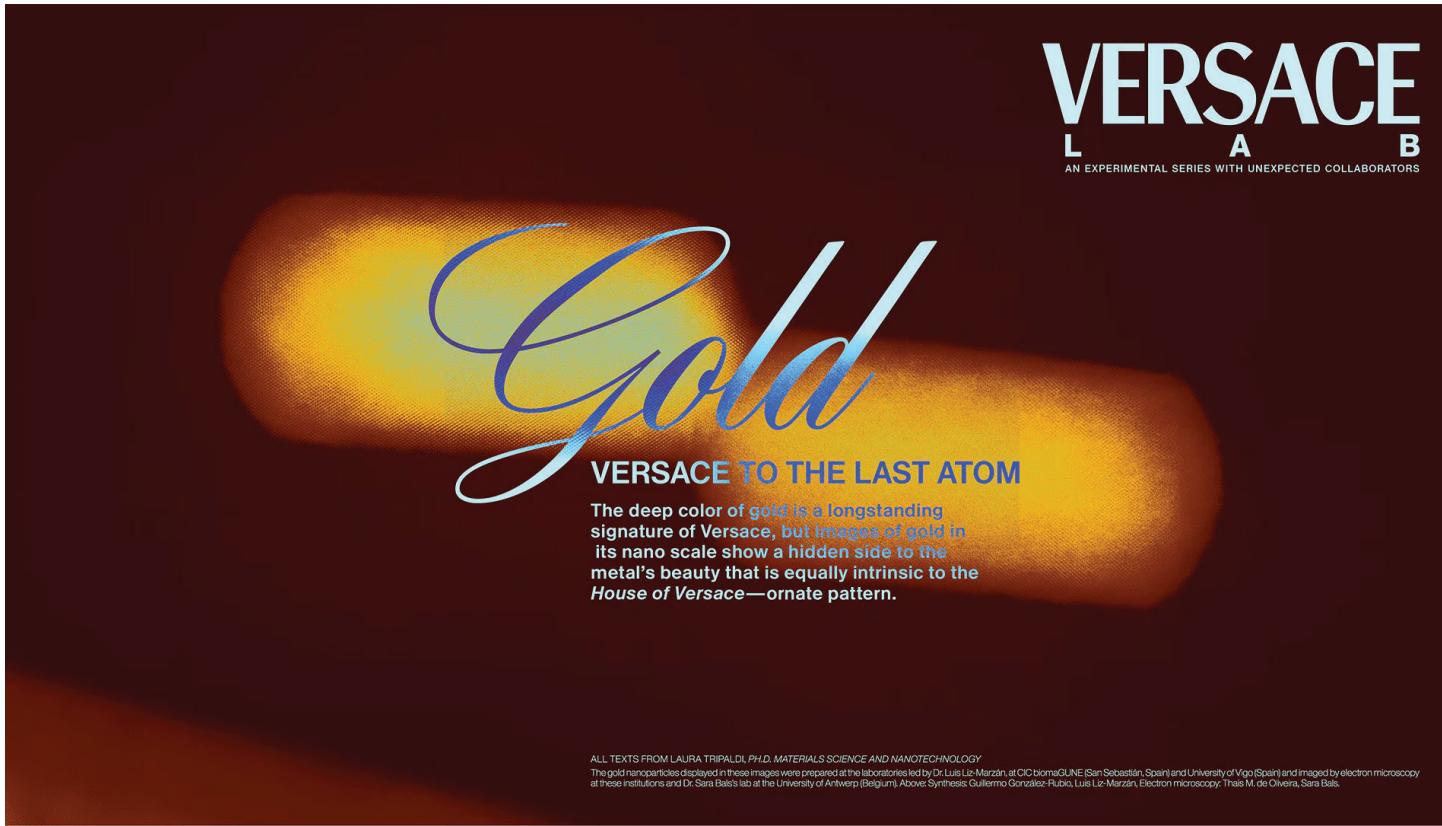
Fig. 114, 115  
The Orono Dress 1980s and 2017





#### 3.4.4.4 Versace Lab

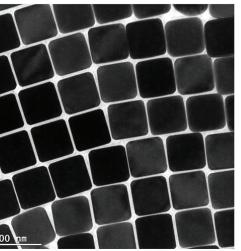
Versace Lab is a cutting-edge initiative that blends luxury fashion with innovation, pushing the boundaries of design, technology, and sustainability. As part of the iconic Italian fashion house Versace, the lab serves as a creative hub where advanced textiles, digital craftsmanship, and experimental aesthetics come together to redefine contemporary couture. Emphasizing bold patterns, intricate embellishments, and futuristic elements, Versace Lab explores new materials and production techniques, integrating artificial intelligence, 3D printing, and eco-conscious fabrics into high-fashion creations. This initiative reflects the brand's commitment to evolving with modern trends while staying true to its heritage of opulence and glamour. By merging tradition with technology, Versace Lab not only shapes the future of fashion but also reinforces the house's status as a pioneer in luxury innovation.



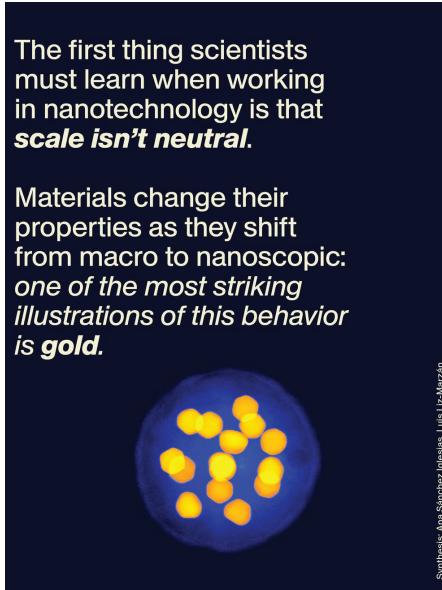
Versace's Spring-Summer 2024 collection, titled "Gold: Versace to the Last Atom", explores the fascinating intersection of fashion and science, delving into the microscopic world of gold nanoparticles. As part of the Versace LAB initiative, this collection examines how these nanoparticles, when viewed under electron microscopy, reveal intricate, geometric patterns reminiscent of ancient mosaics. Beyond their aesthetic beauty, gold nanoparticles are crucial in advancing biomedical technologies, such as pregnancy and COVID-19 tests, due to their ability to interact with specific biochemical compounds in the human body. This collection highlights not only the timeless allure of gold but also its profound significance in both art and science, inviting a deeper understanding of the material's hidden beauty and its technological relevance in contemporary society.

Given the same amount of matter, surface increases dramatically as the size of objects decreases. This means that, although it may seem counterintuitive, small things have relatively more surface than larger ones.

When visualized with electron microscopy, gold nanoparticles disclose another secret: their shapes are surprisingly regular, with uniform size and perfectly geometrical appearance. They spontaneously arrange themselves in beautiful regular patterns, as if they were tiles in an ancient mosaic.

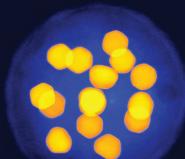


Synthesis: Ana Sánchez Iglesias, Luis Liz-Marzán; Electron microscopy: Sara Bals

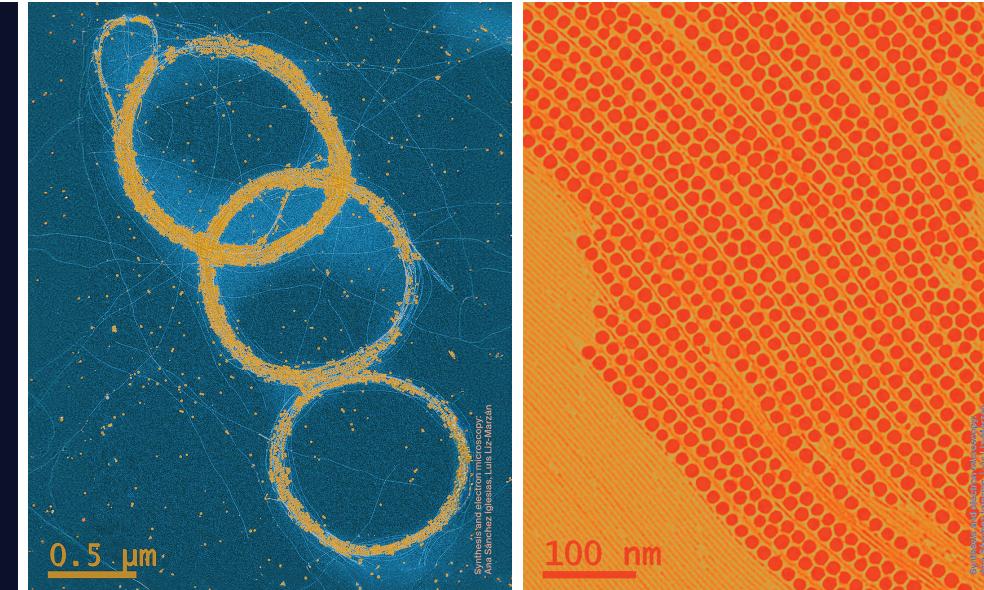


The first thing scientists must learn when working in nanotechnology is that **scale isn't neutral**.

Materials change their properties as they shift from macro to nanoscopic: **one of the most striking illustrations of this behavior is gold.**



Synthesis: Ana Sánchez Iglesias, Luis Liz-Marzán; Electron microscopy: Sara Bals



The ever-evolving allure of gold unfolds beckoning us to peer deeper, and remind us that beneath the surface often lies a world of hidden beauty and profound significance.

Synthesis and electron microscopy: Luis Liz-Marzán; Art: Sánchez Iglesias, Luis Liz-Marzán



Fig. 116, 117  
Versace Lab SS 2024 Collection

Synthesis and electron microscopy: Luis Liz-Marzán



Fig. 112, 113  
The Croton material and dress

Synthesis: Ana Sánchez-Gómez, Luis Liz-Marzáñ, Electron microscopy: Nathalie Claes, Sara Bails



The mosaic-like black and white floor pattern in Versace's Spring-Summer 2024 Lab Gold Collection show was a key element of the scenography, enhancing the collection's theme of transformation and precision. Drawing inspiration from the geometric intricacies of gold nanoparticles, the bold floor design reflected the microscopic beauty and shifting qualities of gold at a molecular level. The striking black-and-white contrast added a timeless, elegant feel, while the mosaic design symbolized the interconnectedness and complexity of both fashion and art. The pattern not only served as a visually dynamic backdrop but also reinforced the show's concept of transformation, guiding the models through the runway space. This immersive scenography created a sophisticated atmosphere, where the floor pattern's movement and depth mirrored the fluidity and change of gold, turning the runway into a stage for innovation and artistic exploration.

Fig. 118  
Versace Lab SS 2024 Show Scenography





Fig. 119  
Versace Campaign

### 3.4.5 Mythology as Narrative Language in Versace

Mythology operates as a narrative framework within Maison Versace, shaping its imagery, its storytelling and its conception of beauty. Rather than treating myth as a superficial reference, the brand uses it to articulate values associated with power, transformation, seduction and identity. Mythological figures embody archetypes that resonate with contemporary audiences, allowing the brand to create garments that feel both timeless and modern.

Versace's engagement with mythology is evident in recurring themes such as heroic femininity, the allure of danger, and the dramatic interplay of strength and vulnerability. These themes echo stories found in ancient Greek narratives, where gods and mortals occupy fluid symbolic spaces. By translating these stories into fashion, the brand creates a visual and emotional language that connects the wearer to a lineage of cultural memory. Mythological references also reinforce the house's Mediterranean identity, grounding its global presence in a specific cultural heritage.

In the context of contemporary fashion, Versace's use of mythology provides an alternative model of luxury. It positions garments not just as objects of style but as carriers of cultural meaning. Through mythology, the house transforms fashion into a form of narrative reappropriation that keeps ancient stories alive in a modern visual and artistic context.

This section analyzes Gianni Versace's appropriation of the Atlas myth in a 1993 advertisement featuring a model holding a large black sphere. This striking visual directly evokes Atlas's eternal burden, yet recontextualizes it within the realm of high fashion. The image juxtaposes the human form with the overwhelming celestial body, suggesting both the struggle and the triumph inherent in supporting such a weight. Versace leverages this duality to construct a brand identity associated with power, luxury, and a sense of the sublime. The model's elegant pose and the stark simplicity of the backdrop further emphasize the inherent drama of the image, linking the Versace brand to timeless grandeur and the weight of exquisite craftsmanship. This specific appropriation of classical imagery contributes to a broader cultural discourse on the commodification of mythology and its influence on consumer desire, demonstrating how ancient narratives can be strategically deployed to craft compelling brand narratives.



In mythology, the Medusa can petrify people with a look  
- which is a good thing, I think. But the Medusa is a unique  
symbol - something strong. It's about going all the way.

Don't eat the Medusa

4

FASHION &  
HERITAGE

## 4.1 Fashion as a Medium of Cultural Memory

Fashion functions as a powerful medium through which cultural memory is materialised, transmitted and continually reinterpreted. Unlike monumental heritage, which preserves the past through architecture, archaeology and landscape, fashion engages the past through the body. It operates at the intersection of identity, gesture and material expression, allowing cultural narratives to be embodied in everyday life. As a result, fashion becomes a dynamic archive of collective memory, capable of translating historical motifs, symbolic meanings and artisanal techniques into contemporary visual language.

Cultural memory in fashion works through both tangible and intangible dimensions. On the material level, garments carry traces of historical craftsmanship, regional textile traditions and inherited techniques. Whether through weaving, embroidery, draping or ornamentation, fashion preserves skills that have been passed down through generations. These practices embed cultural history into the structure of the garment itself, transforming clothing into a living form of heritage. On the symbolic level, fashion draws upon imagery, stories and mythologies that resonate across time. Designers reinterpret classical motifs, religious symbols, folk traditions or shared cultural archetypes, allowing garments to serve as visual narratives that connect the present with earlier cultural epochs.

Fashion's engagement with memory is also performative. Through runway presentations, photography and scenographic staging, designers create environments that evoke historical atmospheres and emotional associations. These performances do not reproduce the past faithfully but translate its essence into new creative forms. Through selective citation, abstraction or recontextualisation, fashion constructs versions of cultural memory that speak to contemporary audiences while retaining the depth of historical reference. This process highlights fashion's ability to mediate between heritage and modernity through theatrical and imaginative means.

Moreover, fashion participates in cultural memory by shaping collective identity. Garments act as markers of belonging, continuity and transformation. They connect individuals to communities, rituals and shared values, offering a means to express cultural affiliation while embracing personal interpretation. For diasporic or multicultural contexts, fashion can provide a tangible link to ancestral traditions, allowing memory to be carried across borders and generations.

In the context of heritage-rich environments such as Athens, fashion assumes an even more significant role. When placed within archaeological or historic settings, fashion becomes a tool that bridges temporal distances. It can activate dormant symbolic layers, reveal new interpretations of myth and history, and create meaningful interactions between past and present. The combination of ancient settings and contemporary garments transforms heritage into a performative cultural landscape, demonstrating how memory can be embodied, expanded and reimagined.

Understanding fashion as a medium of cultural memory reveals its capacity to contribute to the broader cultural ecosystem. It shows that fashion is not merely an industry or a decorative art but a cultural force capable of sustaining, renewing and communicating shared heritage. Through its material practices, symbolic language and performative nature, fashion becomes an essential instrument for keeping cultural memory alive and relevant in contemporary society.

## 4.2 Modern Fashion Interventions in Heritage Sites

In recent years, heritage sites have increasingly become settings for contemporary fashion interventions, creating new dialogues between historical environments and modern creative expression. These interventions reveal how fashion can activate cultural memory, reshape public perceptions of heritage and offer new forms of experiential engagement. Far from being mere backdrops, heritage sites become active participants in the performance of fashion, contributing their symbolic weight, spatial qualities and historical resonance to the unfolding narrative.

Modern fashion interventions operate at the intersection of cultural prestige, visual storytelling and spatial dramaturgy. Designers select heritage sites not only for their grandeur but for the layered meanings they carry. Architectural remains, archaeological landscapes and monumental structures contribute to the tone and message of a collection. When fashion is staged within such contexts, it acquires an expanded cultural vocabulary, linking contemporary aesthetics with historical narratives. These interventions produce a unique tension between permanence and ephemerality. The monument represents continuity, while the fashion presentation introduces a momentary, performative event that briefly transforms the site before leaving it unchanged.

The relationship between fashion and heritage is also mediated by scenography. Modern fashion houses approach heritage sites with a heightened awareness of their spatial and cultural sensitivity. Lighting, choreography and sound are carefully calibrated to strengthen the symbolic interaction between garments and architectural space. The performances often reveal aspects of the site that are not visible in everyday tourism, offering new vantage points, rhythms of movement and emotional atmospheres. Through these temporary reconfigurations, the site becomes a stage for cultural reinterpretation.

These interventions also reflect evolving strategies of brand identity. Fashion houses increasingly position themselves as cultural institutions, engaging with art, architecture and history to enrich their narratives. Staging a presentation within a heritage site signals a desire to align contemporary fashion with long-standing cultural lineages. It suggests an understanding of heritage not as a static authority but as a dynamic resource capable of accommodating new forms of artistic expression. At the same time, heritage institutions benefit from these collaborations by reaching new audiences, diversifying modes of engagement and reaffirming the contemporary relevance of historical sites.

However, the incorporation of fashion into heritage settings requires careful governance. Interventions must respect conservation principles, ensure reversibility and avoid physical or symbolic intrusion. Designers work within strict parameters that protect archaeological remains, visual integrity and the environmental character of the site. Successful projects demonstrate that creativity and preservation can coexist when guided by sensitivity, collaboration and rigorous planning.

Modern fashion interventions in heritage sites ultimately reveal the capacity of fashion to stimulate cultural dialogue. They show how the juxtaposition of ancient and contemporary aesthetics produces new meanings that enrich both fields. Fashion becomes a mediator that allows the public to encounter heritage in ways that extend beyond academic interpretation or conventional tourism. Through performance, scenography and material narrative, these interventions challenge perceptions, invite reflection and reaffirm the enduring relevance of historic places in contemporary cultural life.

### 4.3 Case Studies

Several recent examples illustrate how fashion can translate the grandeur of antiquity into a contemporary idiom. Dior, in "Celebrating the Ancient Peplos Gown," revisited the classical drapery of Greece as a tribute to timeless femininity and craftsmanship. The flowing silhouettes and marble-inspired tones evoked the harmony and grace of ancient statuary, linking the maison's heritage to the eternal ideals of Greek art.

Chanel, through "The Modernity of Antiquity," approached the classical world with a more architectural and avant-garde sensibility. Rather than treating antiquity as a nostalgic reference, Karl Lagerfeld reimagined it as a symbol of innovation—demonstrating that the purity and structure of ancient forms could coexist with the contemporary codes of modern design.

Finally, Dolce & Gabbana, in "In the Lap of the Gods," transformed the Mediterranean landscape into a mythical tableau where fashion, mythology, and architecture converged. Inspired by the divine imagery of Hellenic culture, their creations celebrated sensuality, spirituality, and the enduring influence of classical ideals on modern identity.

Each of these examples reveals a distinct approach to cultural valorization. Dior's work exalts the timeless aesthetic of the ancient world; Chanel's interprets its geometry through modernity; Dolce & Gabbana's celebrates myth as a living narrative. Despite their differences, all demonstrate how fashion can serve as a bridge between eras, transforming heritage into a source of creative renewal.

Through these dialogues, fashion emerges as more than adornment, it becomes a language through which memory is reinterpreted, and history regains its voice. In this sense, the union of fashion and heritage affirms that culture is not confined to preservation alone, but continues to evolve through reinterpretation, emotion, and experience.



# Dior

Celebrates Ancient Greek Peplos Gown

Fig. 120  
Dior, Peplos Gowns



Fig. 121, 123, 125, 126  
Dior Cruise, shoot at the Acropolis 2022

These images beautifully connect Dior's 1951 fashion presentation at the Acropolis with its 2022 Cruise collection, marking a 70-year evolution of the house's relationship with ancient Greek heritage. In 1951, Dior showcased opulent couture gowns against the Erechtheion's Caryatids, emphasizing dramatic silhouettes and intricate craftsmanship that mirrored the grandeur of the classical setting. The historic moment celebrated the fusion of haute couture and antiquity, cementing Dior's legacy as a brand deeply inspired by timeless elegance. Seventy years later, in 2022, Dior returned to the same iconic location for its Cruise collection, reinterpreting ancient Greek aesthetics through modern minimalism. Models wore flowing white gowns reminiscent of peplos and chitons, adorned with subtle gold accents, blending simplicity with sophistication. This continuity underscores Dior's enduring dialogue with classical art and architecture, honoring the past while innovating for the present.

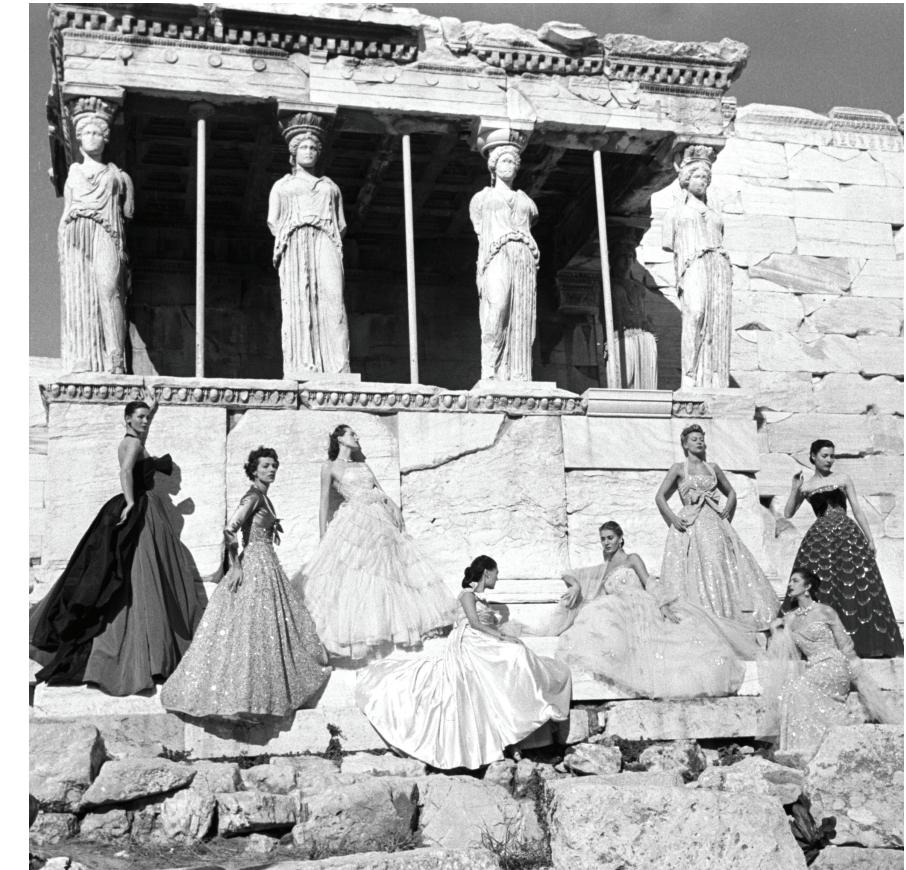


Fig. 122, 124  
Dior Cruise, shoot at the Acropolis 1951





The Dior peplos gown is a stunning reinterpretation of the traditional garment worn by women in ancient Greece, showcasing the house's ability to merge historical inspiration with modern couture. The peplos, characterized by its draped and flowing silhouette, was a staple of Greek fashion, symbolizing grace and femininity. Dior's version elevates this classical design through luxurious fabrics, precise tailoring, and intricate detailing. The gown features soft, cascading folds that mimic the natural drapery of the original peplos, while subtle embellishments add a touch of contemporary sophistication. The use of lightweight, ethereal materials enhances the fluidity of the garment, creating a sense of movement and elegance reminiscent of statues of Greek goddesses. This design pays homage to the timeless beauty of antiquity while embodying Dior's signature refinement and innovation.



These elements from the Dior collection draw deeply from Greek mythology, reinterpreting its timeless symbols and aesthetics through couture craftsmanship. The draped fabric in the first image recalls the peplos and himation garments worn by figures in Greek art, evoking the elegance of goddesses like Athena or Hera, whose attire symbolized power and grace. The second image, with its delicate print and flowing lines, mirrors the organic motifs often found in depictions of nature associated with Artemis, goddess of the wilderness, blending her connection to the natural world with refined modernity.

The silk scarf wrapped around the arm in the third image suggests a nod to the symbolic bindings of fate controlled by the Moirai (Fates) in Greek mythology, while the intricate patterns evoke storytelling and destiny woven into fabric. The fourth image features a sculptural presentation of blue-and-white fabric reminiscent of ancient Greek pottery and friezes, tying it to the artistic legacy of Apollo, god of art and beauty. Finally, the printed headscarf in the last image transforms the wearer into a living sculpture, echoing the marble busts of mythological figures like Aphrodite or Demeter, celebrating their divine beauty and eternal influence. Together, these elements reflect Dior's ability to weave mythology into contemporary fashion, honoring Greece's cultural heritage. 173

Fig. 127, ..., 147  
Dior Cruise 2022 elements and products.

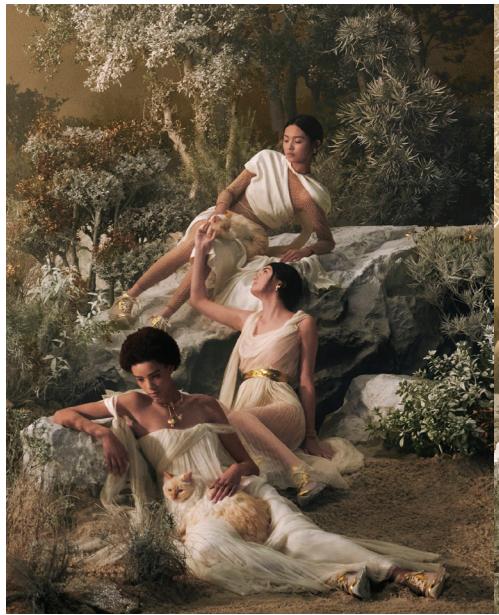


Fig. 148, ..., 153  
Dior Cruise 2022 elements and products.



This Dior campaign masterfully channels the essence of Greek mythology, weaving together visual elements that evoke the divine and heroic narratives of antiquity. The flowing, pleated gowns are reminiscent of the peplos and chitons worn by goddesses in ancient art, their delicate drapery symbolizing both elegance and timeless femininity. These garments call to mind figures like Artemis, Athena, and Aphrodite, whose depictions often highlight a balance between strength, wisdom, and beauty. The inclusion of the bow and quiver is a direct homage to Artemis, goddess of the hunt and protector of nature, who is frequently portrayed with these tools as emblems of her independence and mastery over the wilderness. The hounds accompanying the figure further emphasize this connection, as they were sacred companions of Artemis, representing loyalty and the bond between humanity and nature.

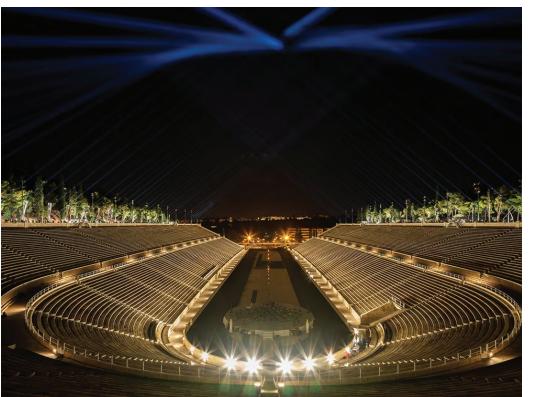
The scene of women raising their arms together evokes imagery of the Muses or the Graces, divine figures associated with creativity, harmony, and inspiration. This moment celebrates unity and collective empowerment, echoing the role of these mythological beings in fostering artistic expression and beauty.

The golden accessories, including bracelets and rings, recall the intricate craftsmanship of ancient Greek jewelry, which was often imbued with symbolic meaning and worn by deities such as Hera, queen of the gods, and Aphrodite, goddess of love and desire. These adornments, shimmering against the soft, ethereal fabrics, reflect themes of divine opulence and eternal allure.

The natural setting, with its olive trees and rocky terrain, serves as a tribute to the sacred landscapes of Greek mythology, particularly those tied to Athena, whose sacred tree was the olive. The earthy tones and dappled light create an atmosphere of serenity and reverence, transporting viewers to a world where mortals and gods coexist. By blending couture artistry with the rich symbolism of Greek mythology, Dior's campaign not only pays homage to classical heritage but also reimagines it for a modern audience, celebrating themes of strength, beauty, and the enduring power of storytelling.

Fig. 154  
Dior Cruise 2022 Show.





The scenography of this Dior show is a breathtaking homage to the grandeur and cultural significance of ancient Greece, set within the historic Panathenaic Stadium in Athens. The venue itself, constructed entirely of marble and steeped in history as the site of ancient athletic competitions, provides a dramatic and timeless backdrop for the collection. Illuminated by beams of light that crisscross the night sky, the stadium transforms into a celestial stage, evoking the divine connection between earth and the heavens—a recurring theme in Greek mythology.

Lining the perimeter of the arena are vibrant banners featuring intricate, myth-inspired designs, adding a contemporary artistic layer to the classical setting. These banners echo the storytelling traditions of ancient Greece, where visual art was used to depict myths and legends. The lighting design further enhances the ethereal atmosphere, with radiant beams converging above the central stage like a modern interpretation of Mount Olympus, the home of the gods. The Acropolis, visible in the distance, anchors the show in its historical and mythological context, serving as a reminder of Greece's enduring influence on art, culture, and fashion. This scenography seamlessly blends past and present, celebrating both the architectural majesty of ancient Greece and Dior's innovative approach to honoring heritage through modern design.

Fig. 155, ..., 163  
Dior Cruise 2022 Show Scenography.

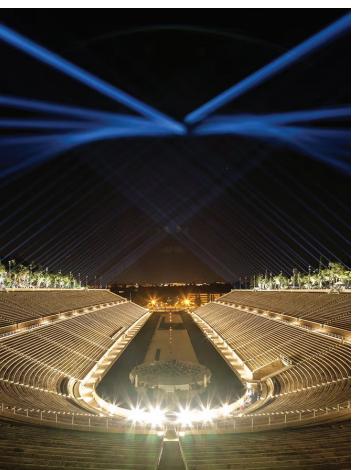


Fig. 164  
Chanel Cruise 2018 Show

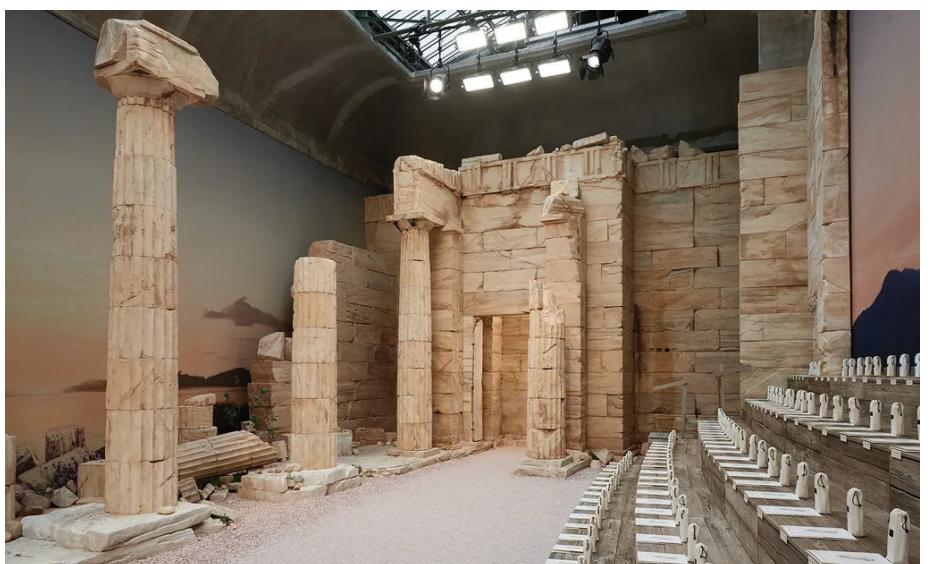


# CHANEL

The Modernity of Antiquity



Fig. 165, ... 168  
Chanel Cruise 2018 Show Scenography.



In May 2017, Karl Lagerfeld brought ancient Greece to life within the Grand Palais in Paris for Chanel's Cruise 2018 collection, *The Modernity of Antiquity*. Renowned for his elaborate and theatrical runway settings, Lagerfeld designed a breathtaking scenography that transported guests to a romanticized version of classical Greece. The venue was transformed into an archaeological dreamscape, featuring towering, weathered Doric columns, fragmented statues, and a Mediterranean-inspired backdrop bathed in golden light. Drawing inspiration from the ruins of the Parthenon and the Temple of Poseidon at Sounion, the set recreated the grandeur of antiquity while maintaining an air of fantasy. A sandy runway scattered with sculptural relics enhanced the immersive experience, allowing models to walk through a setting reminiscent of an ancient open-air sanctuary.

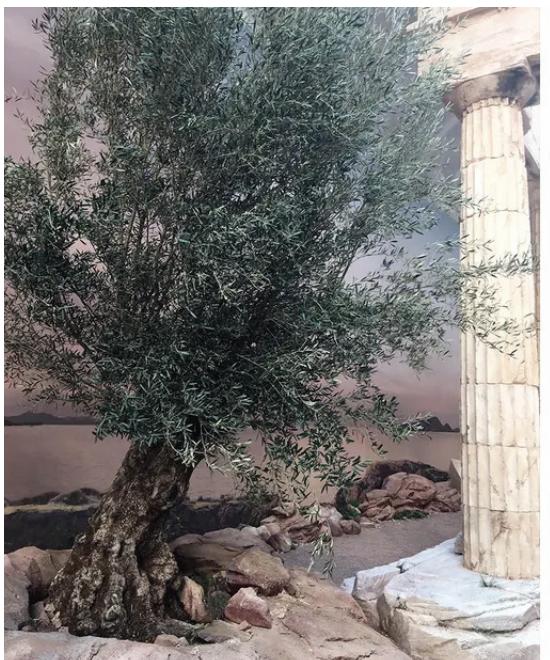
The collection itself paid homage to Greek heritage while seamlessly blending Chanel's signature elegance. Lagerfeld reinterpreted the classical chiton with fluid draping, cinched waists, and airy fabrics, integrating them into Chanel's timeless tweed suits and structured silhouettes. Gold laurel wreaths adorned models' heads, gladiator sandals laced up their legs, and delicate Grecian-style embroidery decorated flowing gowns, capturing the essence of mythological divinity.

The color palette—dominated by crisp white, sun-kissed gold, earthy terracotta, and deep cerulean blue—mirrored the hues of Greece's iconic landscapes and ancient temples. Each piece reflected an interplay between antiquity and modernity, staying true to Chanel's sophisticated craftsmanship while embracing a historically inspired aesthetic.

Despite the show's deep visual ties to ancient Greece, Lagerfeld's approach was rooted in artistic reinterpretation rather than historical accuracy. He famously stated, "The Greeks had everything: architecture, sculpture, painted pottery. There was no need to go to Greece. The idea of Greece is much more important than the real Greece." This philosophy underscored his vision of antiquity as an idealized concept rather than a literal representation, emphasizing the timelessness of classical influence in contemporary design. By staging a dreamlike rendition of ancient Greece, Lagerfeld demonstrated how fashion can serve as a medium for cultural storytelling, reimagining historical narratives through the lens of haute couture. Chanel's Cruise 2018 show not only celebrated the artistic grandeur of the past but also reaffirmed the power of scenography in transforming fashion presentations into immersive, transportive experiences..



Fig. 165 ... 169  
Close up on elements from the Chanel Cruise  
2018 Show Scenography.



The scenography of the Chanel 2018 show draws heavily on classical antiquity, with meticulous attention to detail that evokes an ancient Greco-Roman aesthetic. The setting features elements such as weathered marble sculptures, including a fragmented torso and plaster busts, paired with tools like brushes and spatulas, suggesting the artisanal process of sculpture creation or restoration. A large olive tree rooted in a rocky landscape is framed by crumbling classical columns, creating a natural yet architectural tableau reminiscent of ancient ruins. The dusty textures, burlap fabric, and aged stone surfaces further enhance the atmosphere, immersing viewers in a timeless world of artistry and heritage.



The scenography captures the essence of ancient ruins with a serene, sunset-lit backdrop of a coastal landscape. The foreground features fragmented classical columns and stone structures, their weathered surfaces suggesting the passage of time. Scattered stones, gravel, and sparse greenery add to the naturalistic feel, creating an immersive environment that evokes the remnants of a once-grand architectural site. The interplay between the soft pastel sky and the textured ruins creates a harmonious blend of nature and history, transporting viewers to a timeless Mediterranean setting.

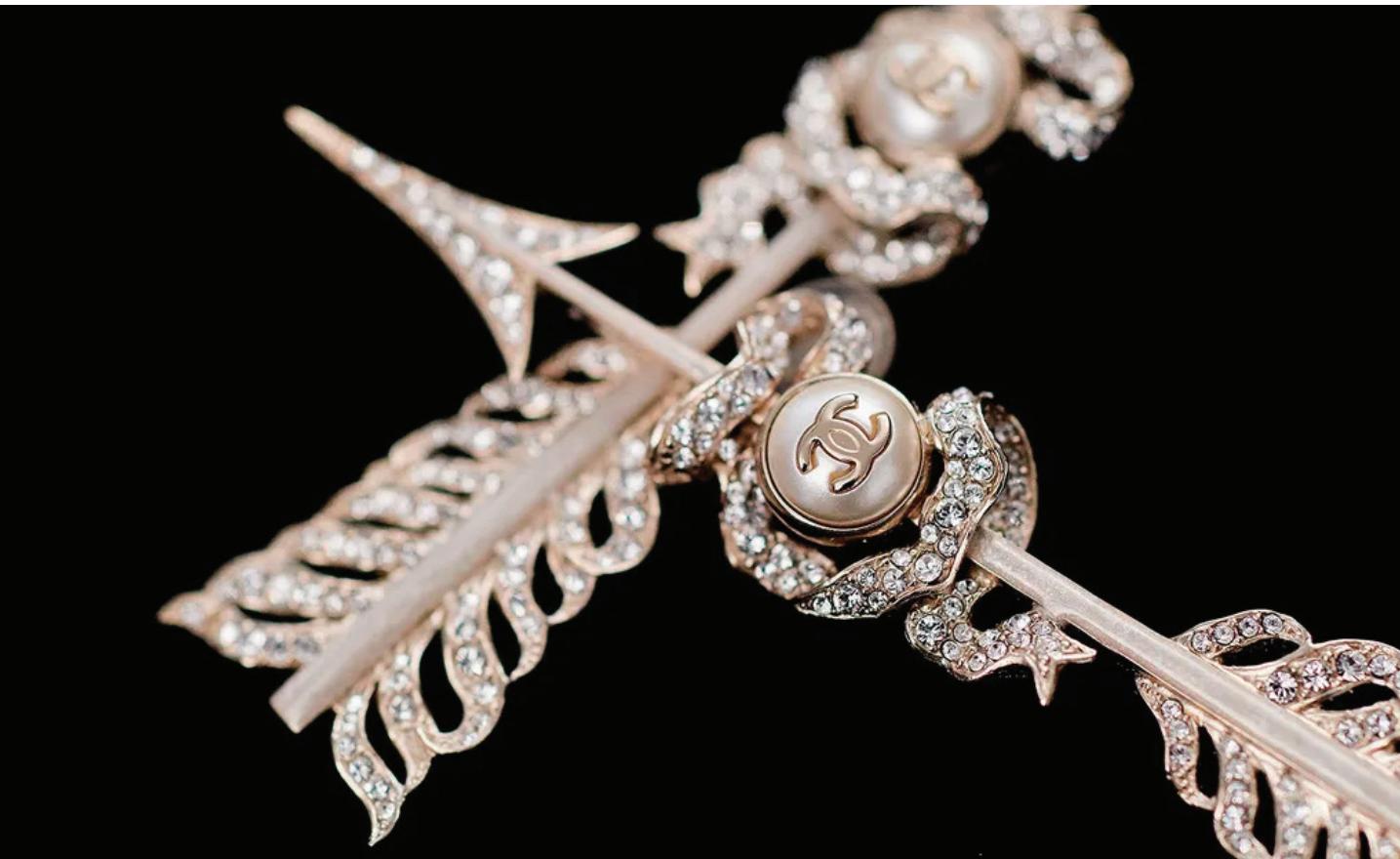


Fig. 170  
Element from the Chanel Cruise 2018  
Collection.

This exquisite Chanel jewelry piece, shaped like an arrow entwined with vine-like motifs and adorned with pearls and crystals, carries a subtle connection to Hera, the queen of the Greek gods. In mythology, Hera is often associated with symbols of regality, femininity, and nature, which are reflected in this design. The arrow, while typically a symbol of power or precision, could be interpreted as a nod to Hera's protective and commanding presence as a goddess of marriage and women. The vine-like embellishments evoke natural elements tied to her role as a nurturer and overseer of life, while the pearls symbolize purity and divine beauty, qualities often attributed to Hera. The intricate craftsmanship and luxurious materials echo the opulence and grandeur befitting a goddess of her stature, making this piece a modern homage to her timeless influence.



Fig. 171, ..., 175  
Elements from the Chanel Cruise 2018  
Collection.

The incorporation of tweed fabric into the Chanel 2018 show is a fascinating nod to the craftsmanship and textile traditions of ancient Greece, seamlessly reinterpreted through the lens of modern haute couture. While tweed itself is not native to ancient Greece, its textured appearance and intricate weaving evoke the artisanal spirit of Greek textile production, which was renowned for its complexity and beauty. In ancient Greece, weaving was an essential craft, often practiced by women, and fabrics were created on looms using natural fibers like wool and linen. These textiles were highly valued, with their patterns and textures reflecting both skill and cultural significance.

Chanel's use of tweed in this collection mirrors that same dedication to craftsmanship, elevating it with fringed edges and refined tailoring. The fringed hems of skirts and jackets echo the raw, hand-finished qualities of ancient woven garments, while the structured silhouettes bring a modern sophistication to the look. By pairing tweed with accessories inspired by classical antiquity—such as golden arm cuffs, gladiator-style sandals, and woven bags—the collection bridges the gap between past and present. This interplay highlights how Chanel continues to honor traditional craftsmanship while reimagining it for contemporary fashion, much like the way ancient Greek artisans celebrated innovation within their own time.



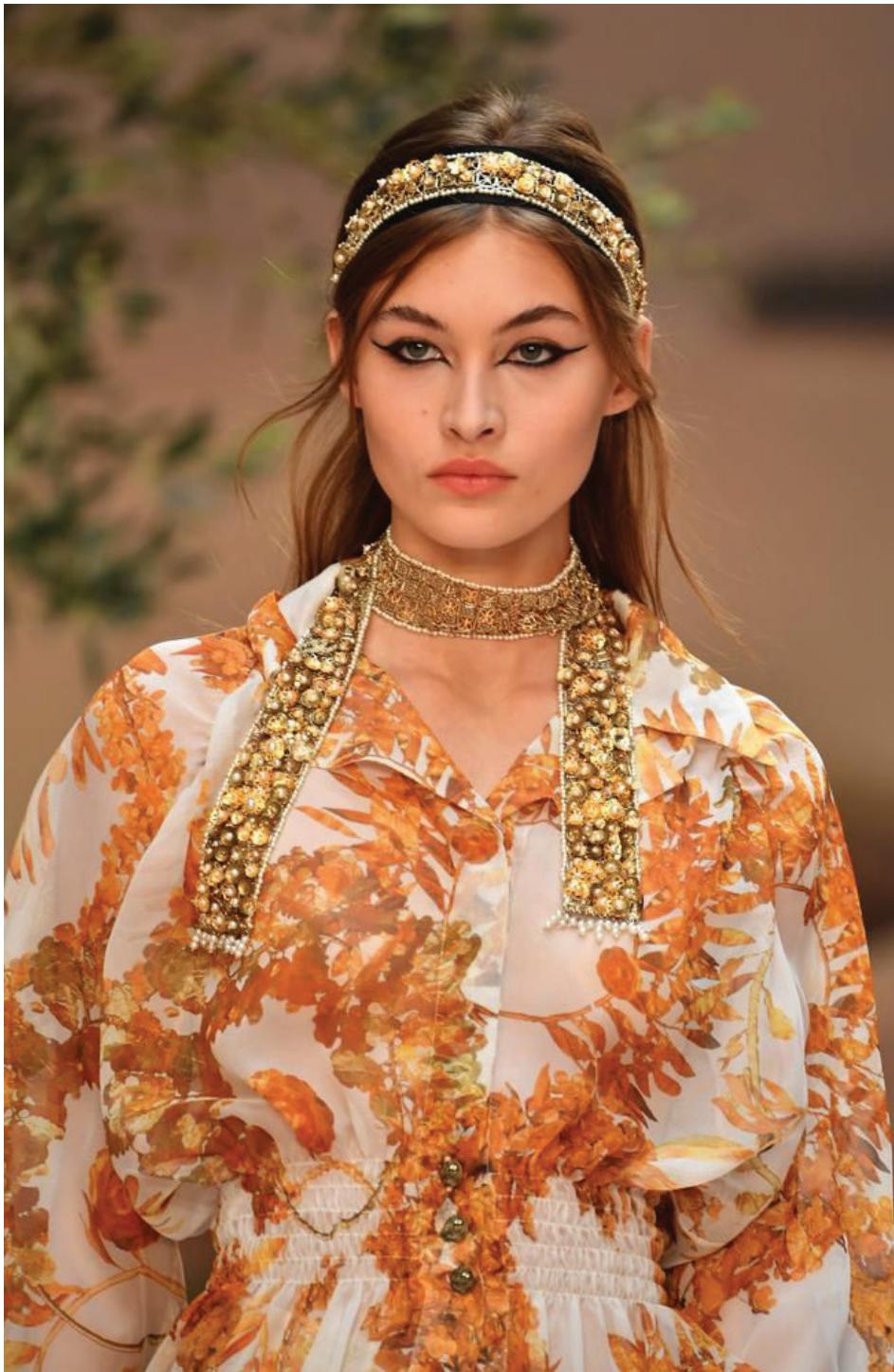
This gladiator-style sandal is a bold reinterpretation of ancient Greek footwear, blending classical inspiration with modern elegance. The intricate lace-up design wraps around the leg in a clean, symmetrical pattern, creating a sculptural effect that emphasizes both femininity and strength. The vibrant yellow hue adds a contemporary pop of color, while the heel—shaped like a classical column—pays homage to Greco-Roman architectural heritage. The platform sole and strappy construction provide a sense of balance between practicality and high fashion, making this piece not only a nod to antiquity but also a statement of Chanel's innovative approach to timeless design. The textured runway surface beneath further enhances the naturalistic, Mediterranean-inspired aesthetic of the overall look.



This look from the Chanel 2018 show features a circular handbag adorned with an owl motif, directly referencing ancient Greek iconography and mythology. The owl, often associated with Athena, the goddess of wisdom, also has connections to Aphrodite in certain myths. While Athena's owl symbolizes intellect and strategy, in some interpretations, the owl linked to Aphrodite represents nocturnal mystery, femininity, and the allure of the night—qualities tied to the goddess of love and beauty. The bag's design mirrors the imagery found on ancient Athenian coins, where the owl is depicted alongside olive branches, symbolizing prosperity and peace. Paired with the shimmering gold and ruby-red embellished skirt, the look evokes the opulence and divine femininity of Aphrodite herself. The intricate craftsmanship of the outfit and accessories celebrates both the timeless elegance of Greek mythology and Chanel's ability to reinterpret these symbols into modern luxury fashion.



This look from the Chanel 2018 show is a stunning interplay of structure, texture, and embellishment, drawing inspiration from ancient Greek aesthetics while maintaining a modern edge. The pleated black-and-beige striped dress exudes elegance with its layered design, reminiscent of classical drapery and architectural columns. The gold belt adorned with colorful gemstones adds a regal touch, evoking the opulence of ancient Greek royalty or deities. Complementing this is the striking arm cuff shaped like an olive branch, a symbol deeply tied to Greek mythology, representing peace, victory, and divine favor. The cage-like black glove with gold studs introduces a bold, contemporary element, balancing the historical references with a sense of strength and edginess. Together, these details create a harmonious blend of antiquity and innovation, showcasing Chanel's ability to reinterpret timeless themes through haute couture.



This look from the Chanel 2018 show exudes ethereal elegance, blending elements of nature and opulence inspired by ancient Greek aesthetics. The flowing sheer blouse features a warm, autumnal botanical print in shades of orange and gold, evoking the lush beauty of Mediterranean landscapes. The intricate golden accessories, including a heavily embellished choker and matching headband adorned with pearls and gemstones, add a regal touch reminiscent of divine adornments worn by Greek goddesses. The delicate interplay between the lightweight fabric and the structured, ornate jewelry creates a harmonious balance between softness and grandeur. This ensemble captures the essence of timeless femininity while paying homage to the artistry and mythology of antiquity.



Fig. 176  
D&G Haute Couture Show 2019.

**DOLCE & GABBANA**  
In The Lap Of Gods



Fig. 177  
Looks from the D & G Haute Couture Show  
2019.

This image from Dolce & Gabbana's *In the Lap of the Gods* presents two models standing amidst the ancient ruins of the Valley of the Temples, embodying the grandeur of Greek mythology through contemporary couture. The composition evokes a sculptural tableau, where the golden light of Sicily enhances the divine aura of the scene.

The model on the left wears a flowing gown in deep blue tones, its motifs recalling the painted narratives of ancient Greek ceramics. The garment's fluid drapery and metallic belt evoke the attire of a classical goddess, merging delicacy with strength. Beside her, the second model is adorned in a gold-fringed top and an embroidered skirt, accessorized with ornate shields and gladiator sandals that reinterpret mythic armor as fashion.

The juxtaposition of metallic textures and soft fabrics reflects Dolce & Gabbana's fascination with the dialogue between antiquity and opulence. Through craftsmanship, symbolism, and light, the designers transform mythological references into a living expression of heritage and elegance.



Fig. 178  
Elements from the D&G Haute Couture Show  
2019.

This detailed close-up highlights a jeweled sandal inspired by the footwear of ancient Greek warriors. Crafted in metallic gold leather and adorned with pearls and crystal embellishments, the piece transforms utilitarian armor into an object of opulence. The ornate ankle guard recalls the greaves worn by classical heroes, reinterpreted here with baroque ornamentation and intricate beading.

The decorative motifs—radiating floral forms framed by scrolls and gilded studs—evoke both divine symbolism and the craftsmanship of ancient metalwork. The sandal's structure merges historical reference with couture precision, balancing strength and sensuality. Through this reinterpretation, Dolce & Gabbana translate mythic heritage into a contemporary expression of artistry, where the language of ancient adornment becomes one of modern elegance.



Fig. 179  
Look from the D&G Haute Couture Show 2019.

This look embodies the divine elegance of Artemis, goddess of the hunt, reinterpreted through the language of haute couture. The model steps forward in a gold sequined ensemble that captures the light of the setting sun, transforming movement into a play of brilliance and shadow. The short draped tunic recalls the classical chiton, cinched at the waist with a sculpted metallic belt embossed with a shell motif—a recurring emblem of birth, beauty, and divine femininity.

The accessories heighten the mythological reference: a golden bow and quiver adorned with stylized arrows suggest both grace and strength, while the jeweled sandals echo the craftsmanship of ancient armor. A delicate crown and crystal necklace complete the look, blending celestial symbolism with regal sophistication.

The composition evokes the essence of sacred performance, where the runway becomes a stage for the revival of myth. Through gilded fabrics and sculptural forms, the designers merge the heroic imagery of antiquity with contemporary opulence, transforming fashion into a modern ritual of beauty and memory.



Fig. 180  
Scenography of the D&G Haute Couture Show  
2019.

This image captures the scenography, set before the ancient *\*Temple of Concordia\** in Agrigento's Valley of the Temples. The monumental Doric structure rises at the end of a linear catwalk, transforming the archaeological site into an open-air stage where antiquity and contemporary design converge. The golden-toned runway, aligned with the temple's axis, mirrors its architectural symmetry, creating a seamless dialogue between the built heritage and the fashion spectacle.

Minimalist seating arrangements in light wood and metallic finishes frame the path, while subtle greenery at the center introduces a natural contrast to the geometric layout. The design of the set respects the site's sacred gravity, emphasizing perspective and proportion rather than excess. As the models advance toward the temple, the scenography evokes a ritual procession, reinforcing the show's theme of divinity and myth reborn through fashion.



Fig. 181  
Scenography of the D&G Haute Couture Show  
2019.

This image captures a striking dialogue between fashion and architecture within the Temple of Concordia at Agrigento. As dusk falls, the colonnade is illuminated by a warm, amber light that enhances the temple's ancient stone texture, transforming it into a monumental stage. Models are positioned between the Doric columns like living statues, their stillness evoking the timeless grace of sculpted deities.

The placement of the figures recalls the rhythm and symmetry of classical friezes, each model framed within an intercolumniation as though part of the temple's original design. Their ornate garments—embellished with gold embroidery, mosaic motifs, and sacred iconography—echo the surrounding stone's patina and the artistry of ancient craftsmanship. The lighting accentuates both the verticality of the columns and the richness of the textiles, merging antiquity and couture into a single visual narrative.

Through this staging, the temple transcends its archaeological function, becoming an active participant in the presentation. The dialogue between the ephemeral nature of fashion and the enduring presence of the monument embodies the essence of cultural valorization, where heritage is not merely preserved but re-experienced through contemporary creation.



Fig. 182  
Scenography of the D&G Haute Couture Show  
2019.

As twilight descends over the Temple of Concordia, the scene from Dolce & Gabbana's *In the Lap of the Gods* unfolds like a living fresco. Models emerge from the shadowed colonnade, descending the golden steps in flowing gowns that mirror the grandeur of ancient processions. The illuminated columns frame each figure in warm amber light, transforming the temple into a stage where history, architecture, and fashion converge in a single visual harmony.

The garments—rich in texture and volume—draw from mythological imagery, with silks and brocades in hues of sky blue, rose, and ivory cascading across the steps like painted drapery from classical reliefs. Floral embroideries and jeweled crowns recall divine iconography, merging Sicilian craftsmanship with the idealized beauty of Hellenic art.

The scenography evokes a ritual ascent, where the models appear as priestesses or goddesses revived from antiquity. The rhythmic descent and interplay of light and movement transform the fashion show into an architectural choreography. Through this composition, Dolce & Gabbana reinterpret the sacred environment not as a distant relic but as a living symbol of artistic continuity between past and present.



Fig. 182  
Looks from the D&G Haute Couture Show 2019.

Emerging a vision of divine harmony through a modern reinterpretation of classical Greek attire. The models, standing against the soft light of dusk, evoke the timeless presence of Olympian goddesses gathered in serene unity. Draped in ethereal white fabrics, their garments reference the ancient peplos and chiton, reimagined through the precision of haute couture.

Gold detailing defines each silhouette—the metallic belts, embroidered hems, and sculpted accessories introduce a sense of ritual splendor. The ornate tiaras and statement jewelry recall sacred adornments worn by priestesses, while the gilded lyre held by one figure reinforces the theme of divine artistry and cultural memory.

The use of white and gold establishes a visual dialogue between purity and majesty, simplicity and opulence. The soft pleating and fluid movement of the fabrics mirror the sculptural grace of marble drapery, transforming the models into living embodiments of myth. Within the context of heritage and fashion, the ensemble translates the language of antiquity into a contemporary form of beauty—elevating the ancient feminine ideal into a symbol of timeless elegance.

Fig. 183  
Scenography of the D&G Haute Couture Show  
2019.



Fig. 184  
Scenography of the YSL Haute Couture Show  
at the Eiffel Tower, Summer 2022.

#### 4.4 Scenography & Narrative Strategies in Fashion Shows

Scenography plays a fundamental role in the construction of meaning within fashion shows. More than a visual backdrop, it forms the spatial and atmospheric framework through which garments acquire narrative, emotional resonance and cultural significance. Fashion shows have evolved into complex performances where light, sound, movement, architecture and symbolism work together to convey a story. The scenographic dimension shapes not only the audience's perception of the collection but also the identity of the brand and its dialogue with broader cultural contexts.

The narrative power of scenography lies in its ability to articulate a conceptual world that extends beyond the garments themselves. Designers use spatial composition to evoke themes, moods and historical references, guiding viewers through a choreographed sequence of impressions. Runways become environments where fashion activates memory, imagination and cultural associations. Whether minimal or elaborate, the scenography establishes the emotional tone of the presentation and creates a context in which the garments communicate their intended message.

Spatial configuration is a primary component of this strategy. The layout of the runway, the proximity between audience and models, and the rhythm of movement define how the collection unfolds over time. Some shows emphasise intimacy by positioning the audience close to the garments, allowing attention to fall on detail and craftsmanship. Others adopt monumental scales that evoke grandeur and theatricality. In both cases, scenography constructs a spatial narrative that shapes how the viewer experiences the performance.

Light and sound further reinforce this narrative environment. Lighting directs focus, sculpts silhouettes and generates atmosphere, shifting from dramatic contrasts to soft illuminations depending on the thematic direction of the show. Soundscapes, whether musical or ambient, provide rhythm and emotional depth, aligning visual impressions with auditory cues. Together, light and sound transform the runway into a dynamic space where garments move through a carefully orchestrated sensory landscape.

Material elements, props and architectural interventions contribute additional layers of meaning. Designers often employ motifs, symbolic objects or environmental references that resonate with the conceptual framework of the collection. These elements situate the fashion narrative within broader cultural or historical contexts, allowing the show to function as an immersive storytelling device. When presented within significant heritage sites, scenography must adapt to the character of the environment, respecting its material integrity while drawing upon its symbolic power. In these cases, the site itself becomes part of the narrative, operating as a cultural actor within the performance.

Narrative strategies in fashion shows also rely on the choreography of movement. The way models inhabit space, the pace of their walk and the sequencing of looks all contribute to the unfolding of the story. Movement reveals how garments behave in real time, transforming static design into a lived and embodied experience. This choreography is often synchronized with spatial transitions, lighting changes or shifts in the soundscape, producing a layered narrative that evolves moment by moment.

Ultimately, scenography and narrative strategy elevate fashion shows beyond commercial presentations. They position fashion as a cultural form capable of engaging with history, identity and collective imagination. Through the fusion of spatial design, performance and symbolic language, fashion shows become temporary worlds that immerse audiences in aesthetic and emotional narratives. They demonstrate the capacity of fashion to create experiences that resonate beyond the runway and contribute to broader cultural discourse.



Fig. 185  
Scenography of the 90th Anniversary Haute Couture show at Rome's Trevi Fountain in July 2016.



## 4.5 Fashion Shows as Tools for Heritage Reinterpretation

Fashion shows have increasingly become instruments for reinterpreting cultural heritage, creating encounters between contemporary creativity and historical environments. Through their performative and visual nature, they offer alternative ways of understanding the past, activating symbolic dimensions that are often overlooked in conventional heritage narratives. When carefully conceived, fashion shows can function as cultural mediators that bring new relevance to historic places, revealing layers of meaning that resonate with modern audiences.

Heritage sites traditionally communicate through architectural form, archaeological traces and museum interpretation. Fashion shows introduce a different mode of engagement based on movement, atmosphere and sensory immersion. They do not describe the past through text or exhibition but evoke it through performance, visual metaphor and narrative staging. By placing garments, models and scenography within a heritage setting, fashion transforms the site into a living environment where history and contemporary culture interact. This dynamic encounter encourages viewers to perceive the site not as an isolated relic but as an evolving cultural landscape.

Fashion shows also reinterpret heritage by introducing new temporalities. While the site embodies historical continuity, the show introduces temporariness and transformation. This juxtaposition highlights the fluidity of cultural meaning and demonstrates that heritage is not fixed but capable of accommodating new artistic expression. Through this temporal overlay, fashion shows reveal the adaptability of historic places and challenge the idea that heritage must remain static to retain its authenticity.

Furthermore, fashion shows illuminate aspects of heritage that are often overshadowed in traditional settings. Movement through space reveals architectural rhythms, sightlines and spatial relationships that may not be evident in everyday visitation patterns. Lighting and scenography bring attention to textures, volumes and details that transform the perception of the site. In this way, fashion shows become tools for rediscovering and reimagining the architectural and sensory qualities of heritage environments.

Fashion's engagement with heritage also operates through narrative. Designers often draw inspiration from myths, historical symbols or cultural archetypes associated with the site. These references are woven into garments and staging to create a conceptual dialogue between the collection and the historical environment. Such narratives do not aim to replicate the past but to reinterpret its themes through contemporary perspectives. This reinterpretation allows heritage to speak to modern issues such as identity, gender, power or cultural transformation.

From a cultural standpoint, these interventions broaden the audience that engages with heritage. Fashion shows attract viewers who may not typically visit archaeological sites or museums, thereby expanding the site's cultural reach. They also generate visual material that circulates globally, contributing to the international image of heritage places and reinforcing their cultural significance within contemporary media.

However, the effectiveness of fashion shows as tools for heritage reinterpretation relies on sensitive design and responsible governance. Interventions must respect the conservation requirements of the site, uphold its symbolic value and maintain its dignity. When approached with care, fashion shows can enrich the cultural life of heritage sites without compromising their integrity.

Fashion shows ultimately demonstrate the capacity of contemporary culture to renew the meanings of historic places. They transform heritage into a stage of creative expression, revealing its relevance for present-day society and reaffirming its role as a living component of the urban and cultural landscape. Through performance, imagery and narrative, fashion contributes to the continuous reinterpretation of heritage, keeping it active, visible and meaningful across generations.

Fig. 186  
Scenography of the Valentino Haute Couture show at Rome's Spanish Steps, FW 2022.

#### 4.6 Fashion & Urban Context: Cities as Cultural Infrastructures

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Fashion's engagement with heritage also operates through narrative. Designers often draw inspiration from myths, historical symbols or cultural archetypes associated with the site. These references are woven into garments and staging to create a conceptual dialogue between the collection and the historical environment. Such narratives do not aim to replicate the past but to reinterpret its themes through contemporary perspectives. This reinterpretation allows heritage to speak to modern issues such as identity, gender, power or cultural transformation.

From a cultural standpoint, these interventions broaden the audience that engages with heritage. Fashion shows attract viewers who may not typically visit archaeological sites or museums, thereby expanding the site's cultural reach. They also generate visual material that circulates globally, contributing to the international image of heritage places and reinforcing their cultural significance within contemporary media.

However, the effectiveness of fashion shows as tools for heritage reinterpretation relies on sensitive design and responsible governance. Interventions must respect the conservation requirements of the site, uphold its symbolic value and maintain its dignity. When approached with care, fashion shows can enrich the cultural life of heritage sites without compromising their integrity.

Fashion shows ultimately demonstrate the capacity of contemporary culture to renew the meanings of historic places. They transform heritage into a stage of creative expression, revealing its relevance for present-day society and reaffirming its role as a living component of the urban and cultural landscape. Through performance, imagery and narrative, fashion contributes to the continuous reinterpretation of heritage, keeping it active, visible and meaningful across generations.



5

Mythology

## 5.1 Medusa as Symbol of Reappropriation

Within the framework of this thesis, Medusa emerges not merely as a mythological reference but as an agent of cultural reappropriation. Her figure, historically framed through patriarchal fear and artistic distortion, becomes reinterpreted as a symbol of resilience, autonomy and reclamation. Medusa's transformation from feared creature to emblem of empowerment reflects the broader intention of this project: to reassert myth within the contemporary cultural landscape and to give voice to narratives traditionally suppressed or misrepresented.

This process of reappropriation is particularly significant in the context of Athens. Medusa's symbolic return to the city challenges long-standing interpretations of mythology that have centred male heroes and divine punishment. Her presence reclaims space within the monumental environment of the Acropolis, suggesting a revision of cultural memory that privileges alternative readings of myth. In this light, Medusa becomes a figure who reenters the city not in exile but in triumph, asserting her agency through contemporary fashion, performance and spatial storytelling.

The Versace aesthetic enhances this reappropriation by framing Medusa through visual languages of gold, radiance and sculptural form. Rather than embodying danger, she becomes a reference point for strength and allure. The fashion narrative aligns her with contemporary ideals of visibility, self-definition and creative sovereignty. Through this reframing, Medusa's image transcends its ancient associations, becoming a symbol through which the city of Athens is reimagined as a stage for female power and mythological renewal.



Fig. 187  
"The Fall of Phaeton" (c. 1604–1605)



## 5.2 Mythology as Spatial Narrative Strategy

Mythology provides a rich narrative structure capable of informing spatial design, scenography and experiential interpretation. In the context of this thesis, mythology operates as a strategic layer through which spaces are activated and meaning is conveyed. Rather than serving as decorative reference, myth becomes a conceptual framework that shapes sequences, atmospheres and visitor journeys. It transforms space into a narrative environment that invites reflection, memory and imagination.

Athens, with its stratified history and enduring symbolic presence, offers an ideal terrain for such an approach. The Acropolis is not solely an archaeological ensemble but a landscape of mythic resonance. Narratives associated with Athena, Medusa, Dionysus and other figures provide interpretive keys that complement the site's material heritage. By integrating mythology into spatial design, the project reveals layers of meaning embedded in the terrain and creates pathways that echo the emotional and symbolic dimensions of mythic storytelling.

Mythology becomes a tool through which the project bridges antiquity and modernity. It allows contemporary interventions to respond to the character of the site without imitating historical forms. Instead, it offers a narrative continuity that connects ancient structures with contemporary fashion, movement and museography. This mythologically informed spatial strategy enables the design to communicate cultural significance through atmosphere and experience, transforming the Acropolis surroundings into a living narrative landscape where myth and motion converge.

### 5.3 Versace's Haute Couture Debut in Athens

Versace's conceptual haute couture debut in Athens represents a moment of symbolic reconnection between the brand's mythological universe and its Mediterranean origins. The choice of Athens evokes the classical imagery that has shaped the brand's identity since its foundation, including the Medusa emblem and the sculptural aesthetics that define its couture. By situating the collection in the cultural heart of the ancient city, the presentation embodies a dialogue between modern fashion and the enduring legacy of Greek mythology.

The couture garments envisioned for this debut draw upon themes of transformation, radiance and divine presence. Sculptural gold silhouettes, serpentine embellishments and flowing fabrics echo both the monumental qualities of ancient Greek art and the aesthetic codes of contemporary Versace couture. The models appear as contemporary embodiments of mythic figures, their movement through the Athenian setting transforming the city into a stage where mythology is brought to life. The effect is not historical reenactment but conceptual embodiment, where myth achieves renewed relevance through contemporary design.

Set against the backdrop of the Acropolis and its surrounding slopes, the couture debut becomes an act of symbolic reclamation aligned with the larger thesis narrative. Medusa, as the central figure of Versace's iconography, metaphorically returns to Athens through the language of fashion, asserting her presence within a cultural landscape that once defined her mythology. The event proposes a new relationship between heritage and fashion, where haute couture becomes a medium that activates ancient narratives and allows them to be reinterpreted for a global audience.

Through this imagined debut, Athens becomes both muse and stage. Its monumental environment enhances the symbolic resonance of the garments, while the presence of Versace couture brings contemporary relevance to the city's mythological identity. The encounter between fashion and heritage reveals the potential for narrative reawakening, where mythology in motion reclaims its place within the cultural imagination of Athens.

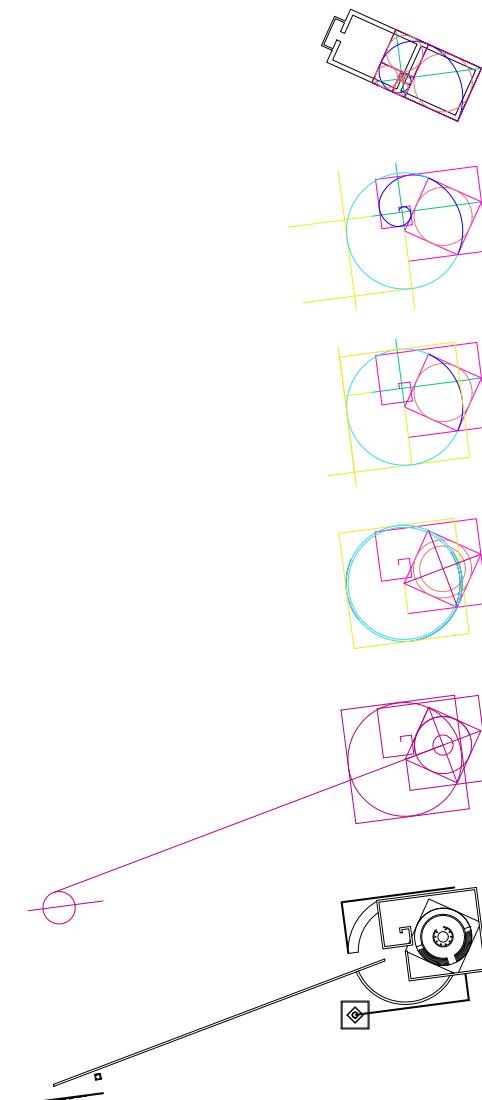


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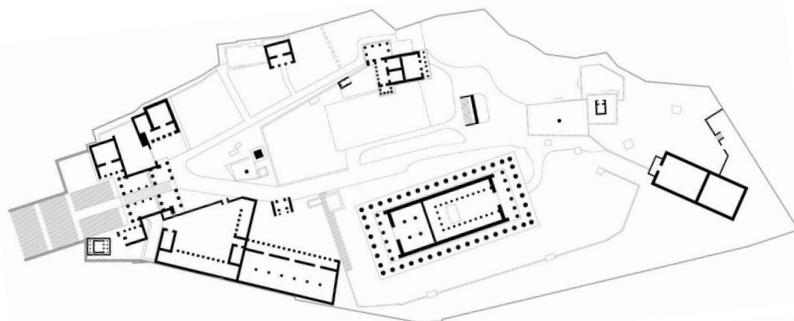
Mythology  
Museum

## 6.1 Design Strategy

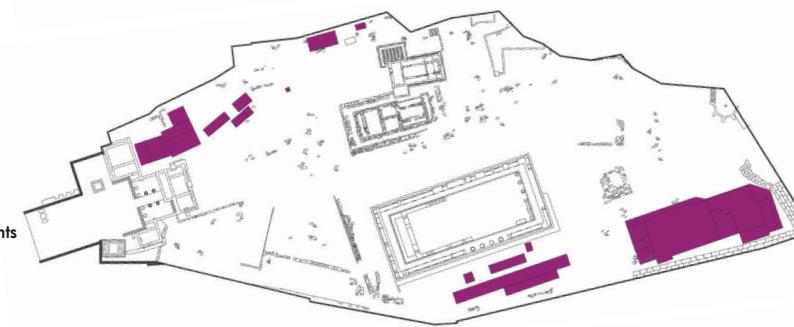
The design strategy for the Mythology Museum is founded on a geometric reading of the Acropolis itself, using the Sanctuary of Pandion as the primary generative source. By retracing the sanctuary's golden-ratio proportions, nested rectangles and rotational alignments, its underlying spatial logic was reconstructed and transformed into a proportional field capable of guiding a contemporary intervention. This geometry was then re-inscribed onto the site of the former Acropolis Museum, allowing the new building to emerge not as an imposed form but as a direct continuation of the ancient spatial order. Through this approach, the museum inherits the harmonic relationships, orientations and subtle misalignments that characterise the Acropolis, ensuring its integration into the topography, views and ritual pathways of the south slope. The resulting architecture is simultaneously \*\*site-specific, historically resonant and reversible, offering a museum that belongs to the Acropolis not through imitation, but through a shared geometric ancestry embedded in the landscape itself.



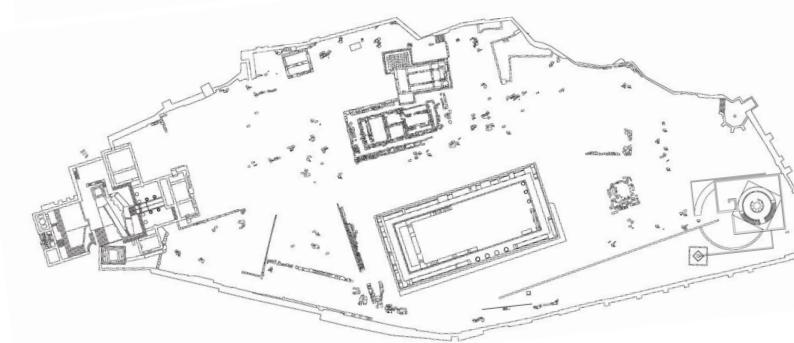
Classical Age ( 5 BCE )



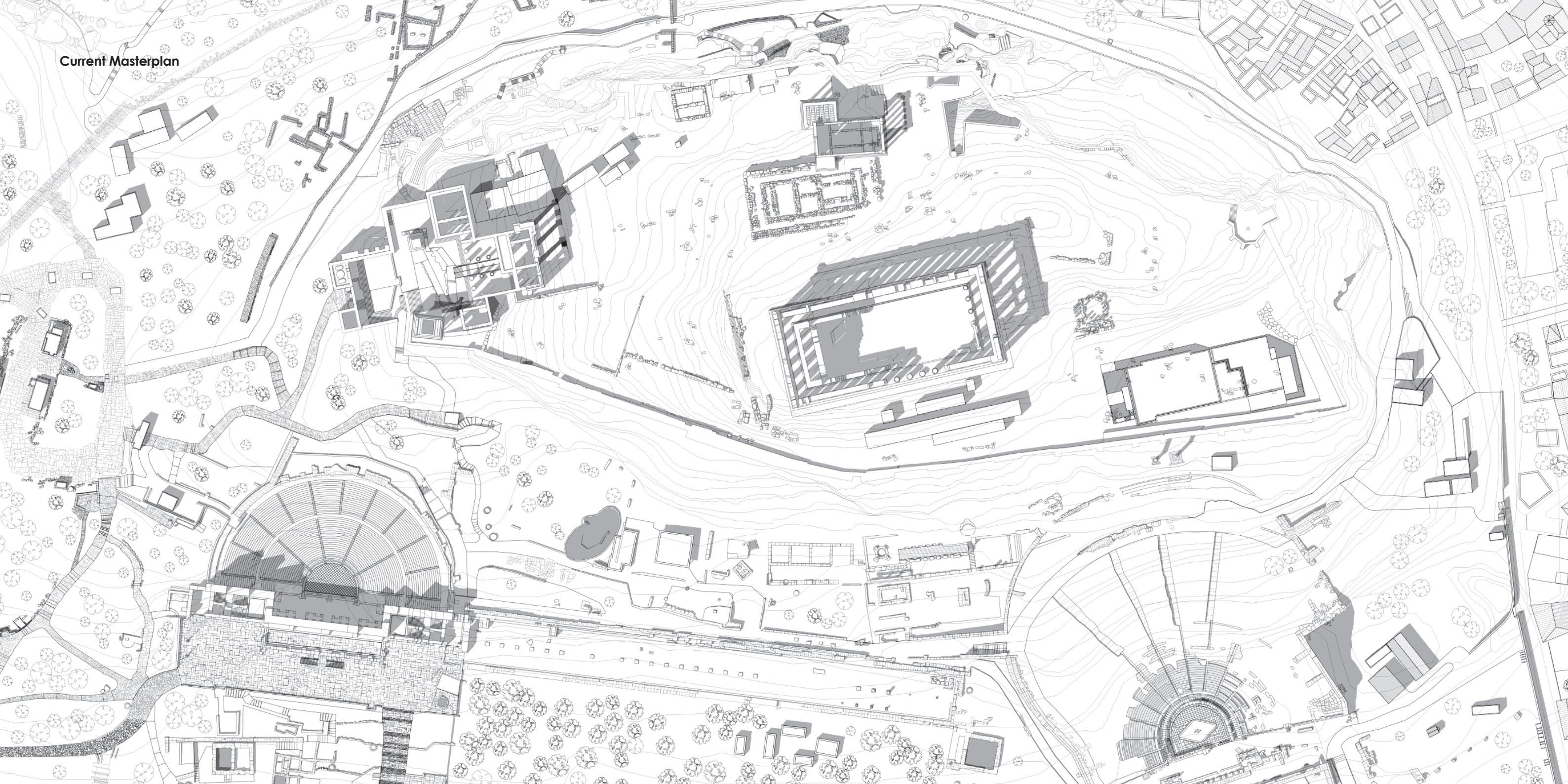
Removal of existing elements



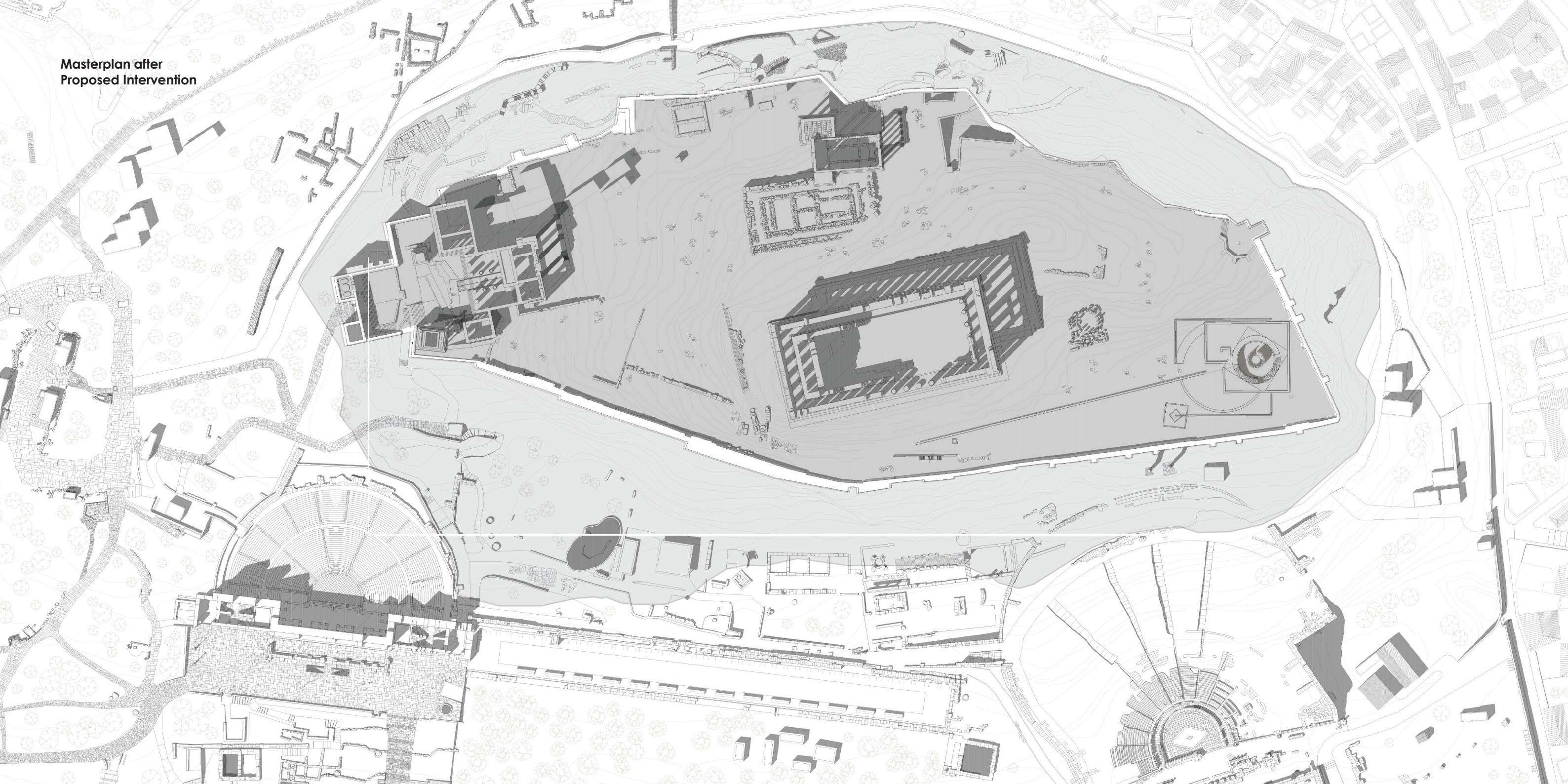
Proposed Intervention

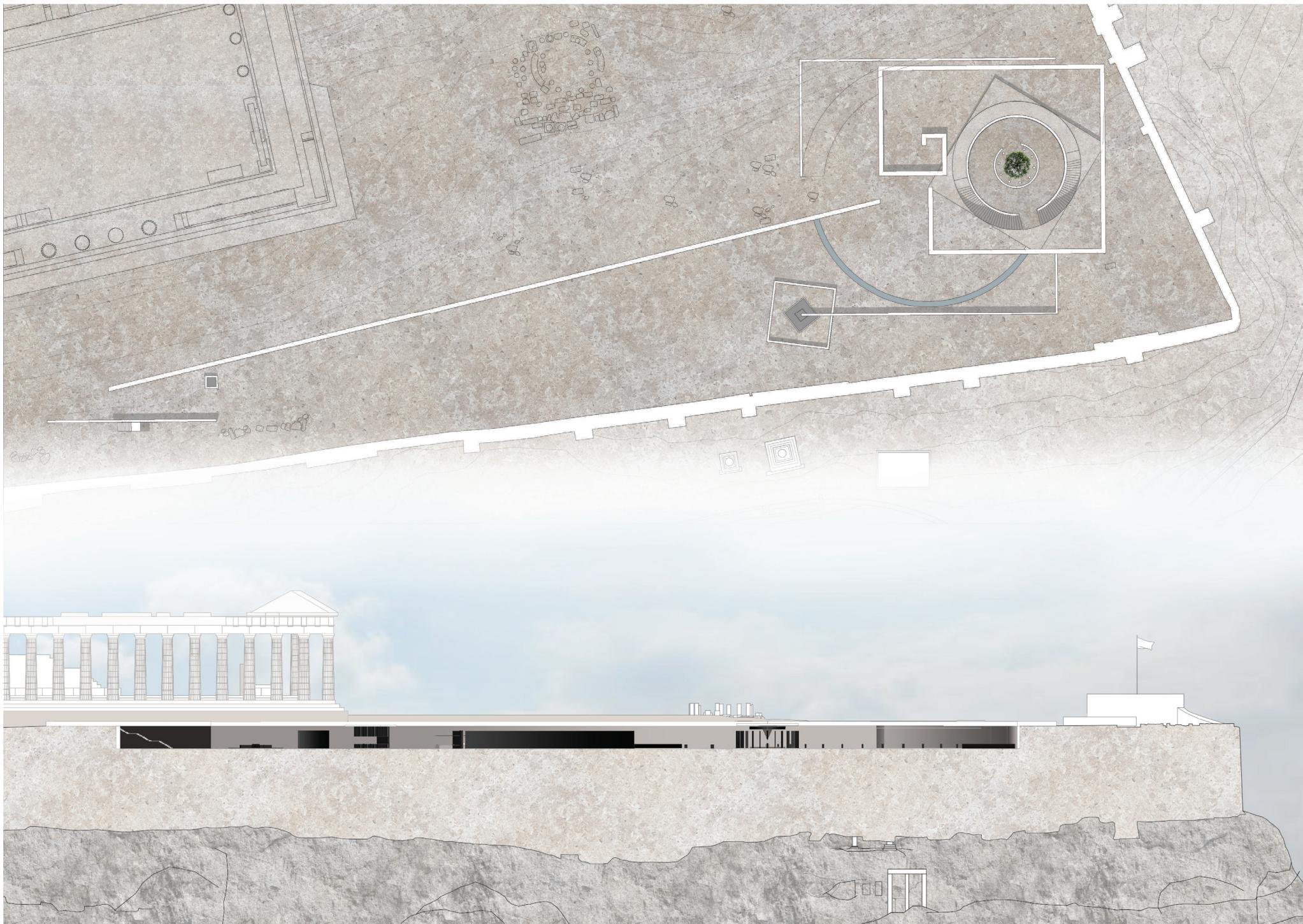


Current Masterplan



Masterplan after  
Proposed Intervention





## 6.2 Museographic Approach

The Mythology Museum is conceived as an underground cultural landscape, a space carved into the earth rather than imposed upon it. This approach allows the project to protect the visual integrity of the Acropolis slopes while creating an immersive narrative environment rooted in the symbolic depth of Greek mythology. The decision to situate the museum below ground responds both to conservation obligations and to the conceptual framework of the thesis. Myth, in this project, is approached as something that emerges from the depths of collective memory, rising toward the light through storytelling, performance and spatial experience.

Above ground, the intervention remains almost invisible. Only a series of minimal elements signal the presence of the museum below. These components include a slender entrance threshold, discreet skylights embedded within the landscape and a lightly elevated walkway that guides visitors toward the descent. Each element is designed to blend into the rocky terrain, echoing the chromatic and material qualities of the site. Their subtle presence avoids competing with the ancient architecture and reinforces the principle that contemporary cultural interventions must remain secondary to the monument.

Once below the surface, the museographic strategy relies on atmosphere, narrative and spatial choreography rather than traditional display methods. The underground setting becomes an asset, allowing the museum to manipulate light, sound and spatial sequence with precision. Natural light enters through carefully positioned skylights, creating shifting patterns that evoke the movement of time and the interplay between the visible world and the mythic underworld. Artificial light complements these effects, generating zones of mystery, revelation and transformation that guide the visitor through the narrative.

The museum unfolds as a continuous spatial journey where mythology is not presented as a static historical subject but as a living narrative. The underground environment becomes a realm where myth can be experienced physically and sensorially. Curved passageways, reflective surfaces, sculptural voids and controlled acoustics evoke the atmosphere of ancient sanctuaries and ritual spaces. This immersive approach allows visitors to encounter myth as experience rather than as text, aligning with the thesis's concept of mythology in motion.

The minimal above-ground presence enhances the museographic intent by creating a sharp contrast between the quiet, almost imperceptible exterior and the rich, atmospheric interior. The descent marks a symbolic passage from the contemporary city into a mythological dimension. The underground spaces are not conceived as neutral galleries but as interpretive environments that embody themes of transformation, strength, concealment and revelation, echoing the figure of Medusa and her reimagined role within the project.

Through this approach, the museum becomes an instrument for reconnecting contemporary visitors with the symbolic power of myth while respecting the archaeological and visual sensitivity of the Acropolis landscape. The result is a space that supports learning and reflection through atmosphere and narrative, offering a contemporary reinterpretation of myth that remains embedded in the spatial, cultural and environmental identity of its historic context.

### 6.3 Spatial Narrative

This drawing reveals the geometric and proportional framework that structures the Acropolis Rock, tracing the hidden alignments that connect its monuments, pathways and topography. Through circles, axes and proportional grids, the analysis shows that the Acropolis is shaped by an underlying spatial order that guides movement, frames views and reinforces symbolic relationships across the landscape.

The magenta overlays highlight these spatial connections. Two large circular fields located southwest and southeast of the Rock intersect historic routes and architectural thresholds, suggesting that the experiential field of the Acropolis extends beyond the monuments themselves. These radial constructions frame the perceptual and ceremonial logic that has shaped the site for centuries.

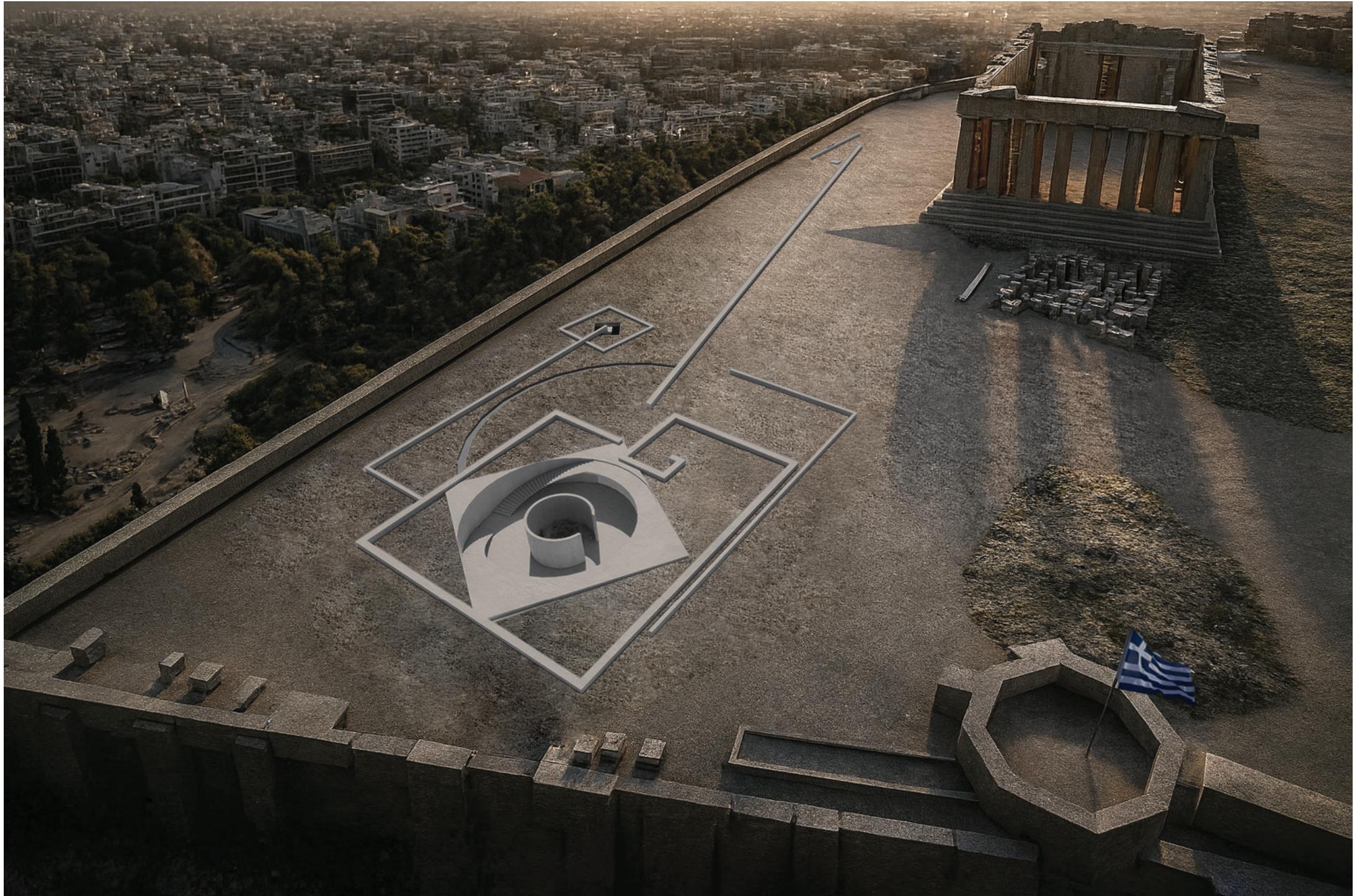
A primary axis runs across the southern slope, linking these circular fields and intersecting the Stoa of Eumenes II. Placing the proposed runway along this axis situates the contemporary intervention within the ancient geometric structure, allowing the movement of models to echo the historical rhythms of procession and performance. The stoa thus becomes a point where ancient spatial intention and contemporary activation meet.

The new underground Mythology Museum, positioned on the footprint of the former Old Acropolis Museum, integrates naturally into this spatial system. Although concealed below ground, its entrance and skylight elements align with secondary axes identified in the geometric mapping. This ensures that the museum participates in the established proportional order without disrupting the visual hierarchy of the Acropolis. By placing the museum within a historically occupied cultural zone and keeping its above-ground presence minimal, the project protects the primacy of the Parthenon and the surrounding monuments.

Additional geometric clusters near the eastern edge reveal proportions that unify the architectural ensemble, showing the Acropolis as a coherent spatial organism rather than a collection of isolated structures. By aligning both the fashion runway and the underground museum with these relationships, the project strengthens the continuity between ancient spatial logic and contemporary cultural intervention.

This mapping demonstrates how new programs can be integrated into the Acropolis landscape by respecting its geometric foundations. The Stoa of Eumenes II and the proposed museum become part of a larger narrative where past and present coexist within a shared proportional and symbolic framework.





## 6.2 Museographic Approach

The architectural integration of the Mythology Museum is shaped by the need to preserve the visual integrity of the Acropolis slopes while introducing a contemporary cultural space that responds to the site's significance. The museum is positioned entirely below ground, allowing the natural terrain and the surrounding monuments to retain their dominance. Above ground, the intervention manifests only through a series of minimal concrete slabs that gently articulate the presence of the museum without altering the silhouette of the landscape.

These horizontal elements serve as light wells, thresholds and subtle markers of internal spatial sequences. Their placement follows the contours of the site and aligns with key geometric relationships identified in the spatial analysis. Rather than functioning as standalone architectural objects, the slabs operate as extensions of the terrain, emerging from the ground with a quiet, linear clarity. Their restrained form and low profile ensure that the intervention remains visually subordinate to the Parthenon, the southern slopes and the historic pathways.

Materiality plays a crucial role in blending the museum into its environment. The concrete is treated to harmonize with the texture and colour of the surrounding rock, allowing the slabs to appear as a natural continuation of the existing geological layers. Their controlled thickness and precise edges introduce a contemporary architectural language while preserving a respectful relationship with the site's ancient character.

The underground spaces benefit from this strategy by receiving calibrated natural light through the slab apertures, creating a series of illuminated chambers that support the museographic concept. The relationship between interior and exterior remains subtle, with the surface elements offering only glimpses of the spaces below. This maintains the primacy of the archaeological environment above while allowing a fully contemporary architectural world to unfold below.

Through these principles, the museum becomes a discreet yet meaningful addition to the Acropolis landscape. Its architectural presence is defined by restraint, embeddedness and a precise engagement with the topography, allowing the new intervention to coexist harmoniously with the historic setting.



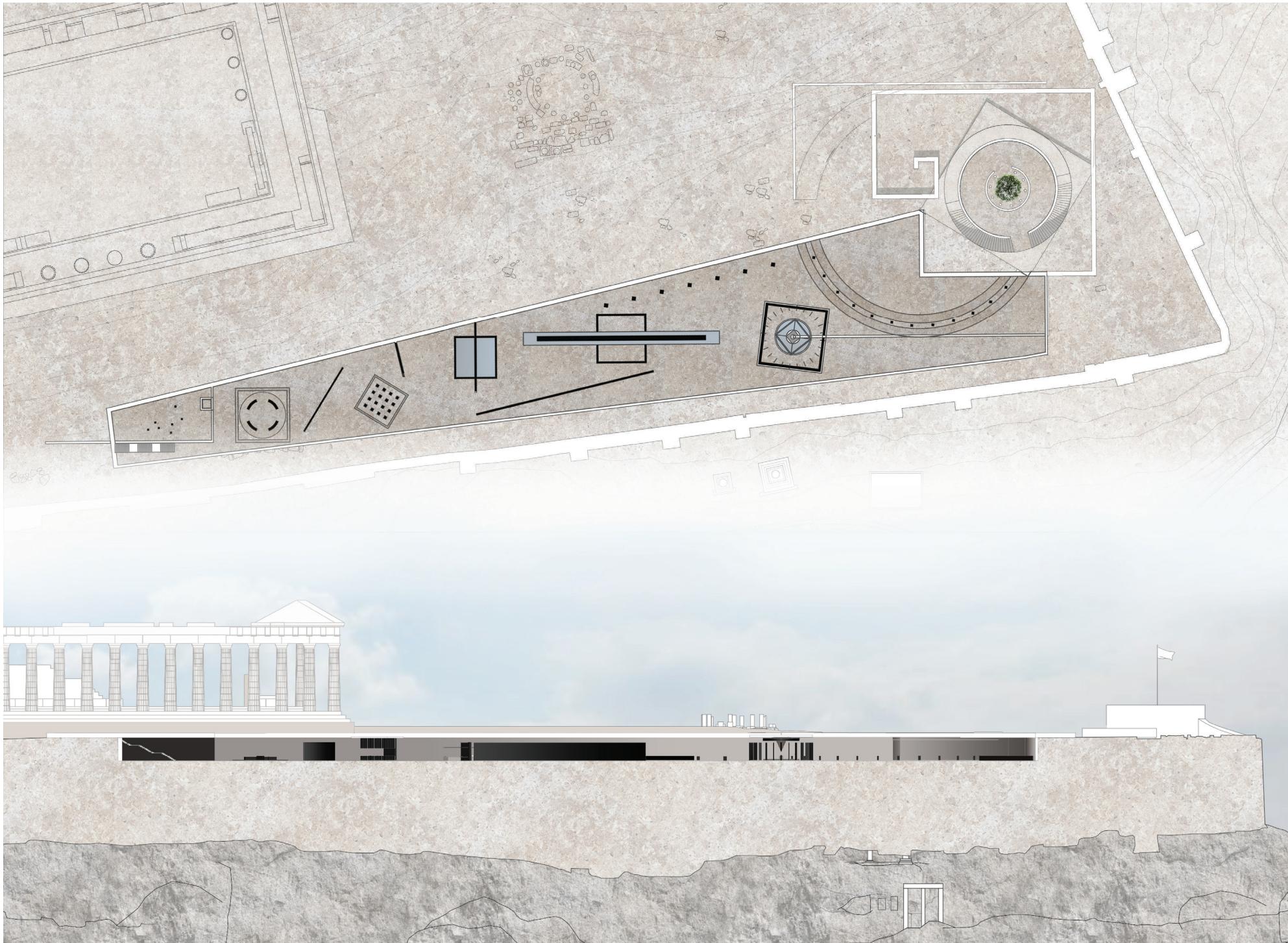
At the heart of the museum, an olive tree rises through the stone, a quiet guardian rooted in myth and landscape. It recalls the ancient contest between Athena and Poseidon, when the goddess offered the first olive tree to the people of Athens. Her gift promised sustenance, wisdom, and enduring peace; it became the symbol not only of the city itself, but of human resilience and enlightenment.

Here, the tree grows at the center of a sunken courtyard carved into the rock, where earth, sky, and architecture meet. Light spirals down toward its crown, tracing a path that mirrors the mythical birth of knowledge from darkness. Framed by circular geometry, the tree becomes an axis mundi, a symbolic spine tying the museum to the sacred hill above, and to the deep strata of history beneath.

Its roots press into ancient limestone as they would into time itself, drawing strength from the same ground that once bore temples and processions. The surrounding galleries radiate outward, inviting visitors to orbit the tree just as Athens once turned around Athena's wisdom. It stands as a living artifact, older than concrete, younger than the myths, yet always renewing.

Within a museum dedicated to myth, the olive tree is not an exhibit. It is the myth that breathes, a reminder that stories take root, grow, and reshape the world long after their origins fade. In its quiet presence, the museum finds equilibrium, architecture as vessel, stone as memory, the living tree as the eternal sign of the city's identity.





## 6.5 Visitor Journey

The visitor journey within the underground Mythology Museum is structured as a progressive narrative in which each spatial transition deepens the encounter with myth and the cultural significance of the site. The entrance is marked only by a modest opening in the landscape, inviting visitors to descend from the exposed Acropolis slopes into an interior world shaped by controlled light, material refinement and atmospheric change. This initial threshold establishes the central concept of the museum: mythology as something approached through discovery, reflection and spatial transformation.

Once inside, circulation unfolds through a sequence of curated chambers that encourage slow movement and visual attentiveness. The underground condition creates a sense of distance from the city above, allowing the visitor to focus on the symbolic content of the architecture rather than external distraction. Each space presents a distinct composition of light, sound and proportion, forming a coherent narrative arc that builds toward moments of revelation. Skylights filter daylight in calibrated intensities, creating dynamic shadows and offering rare visual contact with the sky, which serves as a reminder of the world beyond.

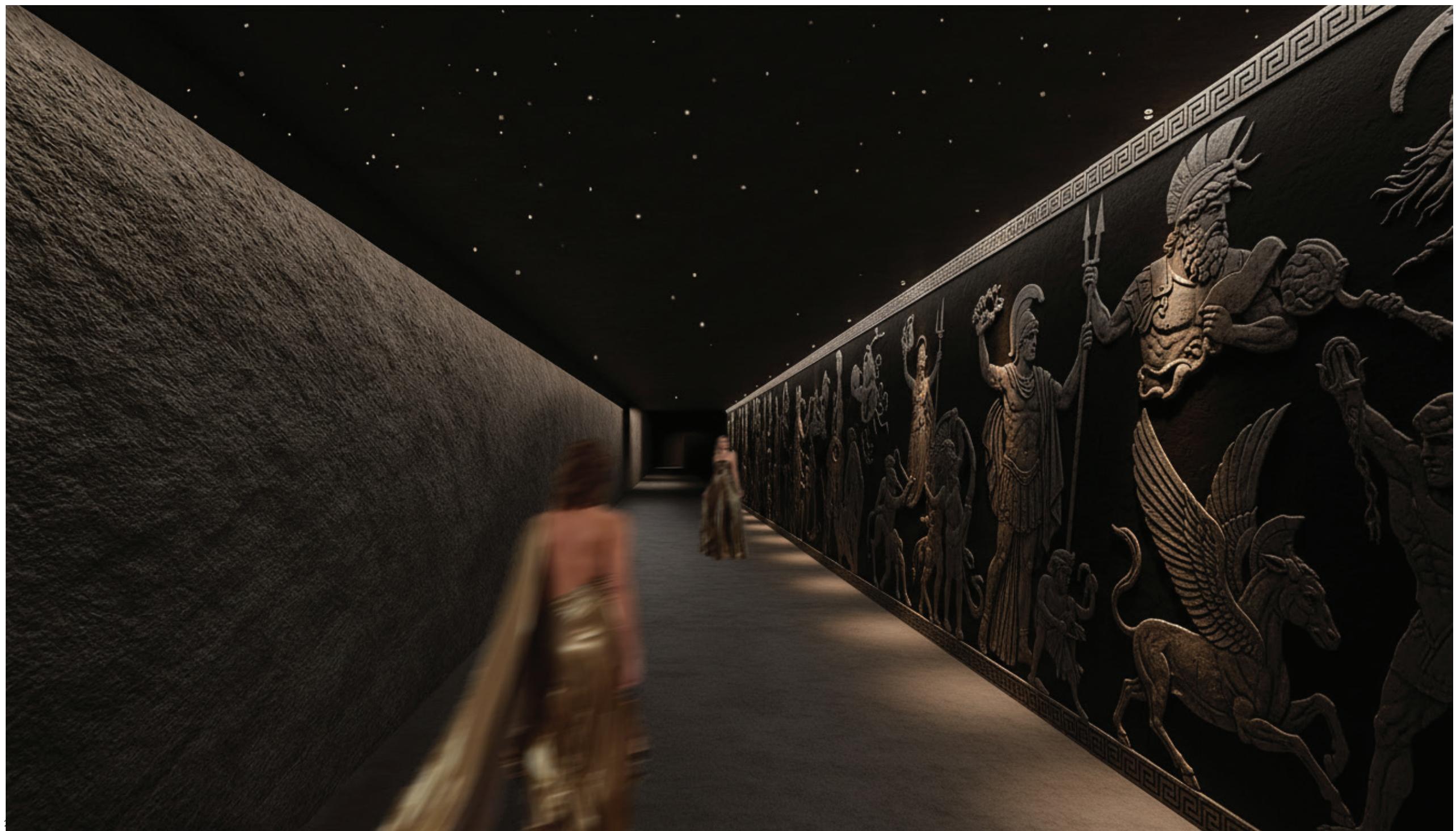
The spatial layout is conceived to support gradual orientation. Initial galleries are more enclosed and introspective, inviting contemplation and immersion in the themes introduced by the museum. As visitors move deeper, the architecture opens subtly, offering extended perspectives, higher volumes and more pronounced connections to the terrain above. These shifts encourage an emotional and sensory progression that mirrors the conceptual evolution of the museum's content. Myth is presented not as a static subject but as an unfolding presence that gains clarity as space expands.

The final gallery culminates in a framed view toward the Acropolis, reconnecting interior narrative with the monumental geography from which it draws meaning. This visual return repositions the visitor at the boundary between the archaeological world and the mythological dimension explored below. By presenting the site as both context and conclusion, the museum reinforces the reciprocity between heritage, imagination and place.

The ascent to the surface completes the journey with a sense of reemergence. Having passed through an environment shaped by atmosphere, narrative and architectural precision, the visitor returns to the Acropolis slopes with renewed awareness. The museum does not impose interpretation; rather, it offers a sequence of spatial experiences that allow each person to construct personal meaning through light, movement and perception. The journey therefore becomes the principal interpretive medium of the museum, transforming myth into lived experience rather than distant memory.











7

Fashion  
Show





## 7.1 Scenographic Approach

The scenographic strategy for the fashion show draws directly from the linear form and historic setting of the Stoa of Eumenes II, transforming the ancient promenade into a contemporary ceremonial axis. The design stages the event as a spatial performance embedded in the topography, using light, rhythm and architectural elements to choreograph movement and frame the relationship between fashion and heritage.

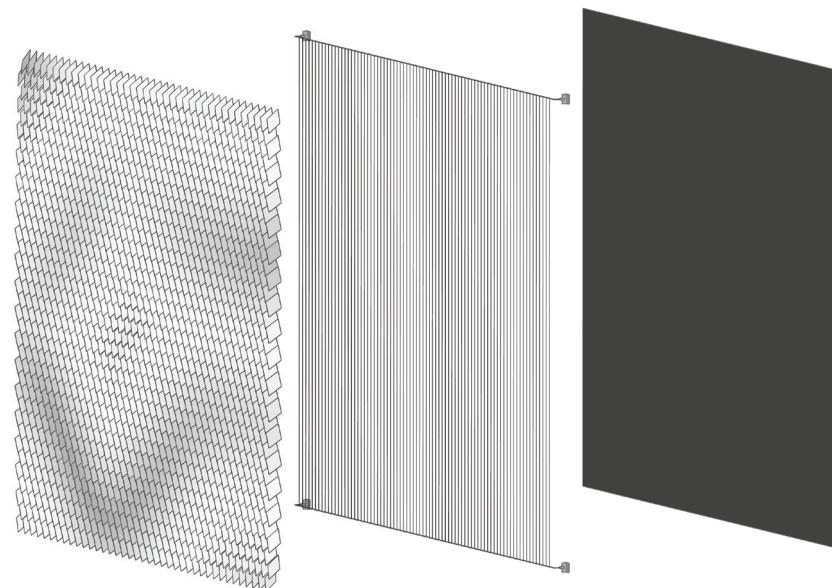
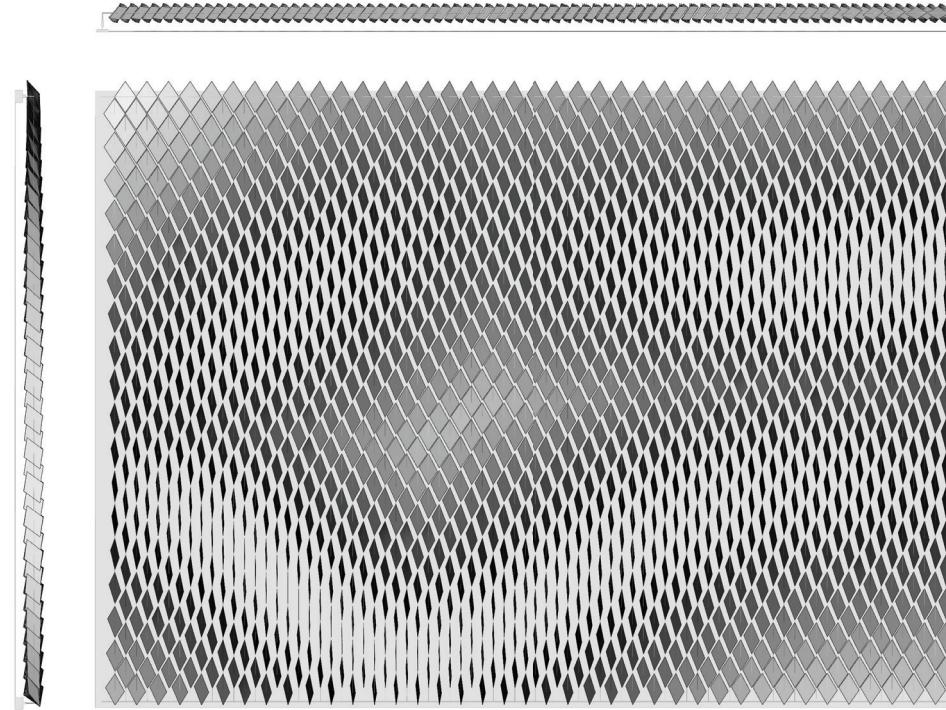
The runway extends as a singular directional path along the base of the stoa, emphasizing the inherent linearity of the site. Flanking this route is a sequence of slender metallic arches, positioned at regular intervals, which introduce a vertical cadence that echoes the structural logic of classical colonnades. Their repetition and proportional spacing create a dynamic visual corridor, guiding both the viewer's gaze and the models' procession. This measured rhythm establishes continuity between the archaeological ground and the contemporary scenography, allowing the intervention to resonate with the historic language of the site without imitating it.

Along the length of the runway, dedicated seating zones are integrated with discretion, maintaining low visual presence while ensuring clear sightlines toward both the models and the surrounding landscape. The backstage element is positioned adjacent to the theatre structure, responding to existing circulation patterns while remaining visually subordinate to the historic architecture. Its geometric volume and muted coloration mark it as a necessary functional component rather than a dominant object.

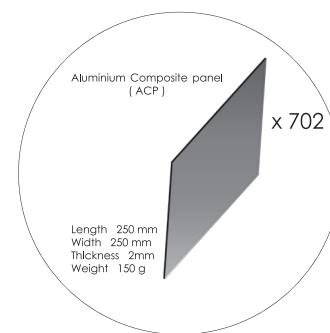
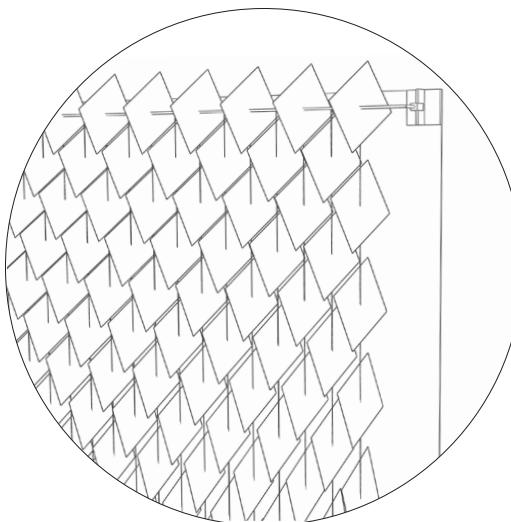
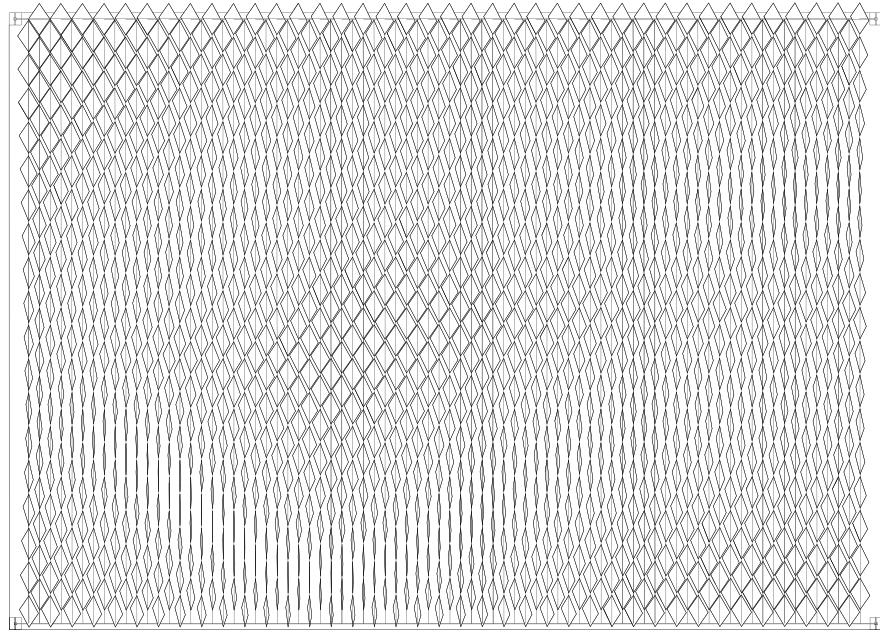
A parametric façade defines the transition between backstage and runway. Its fluid geometry introduces a tactile surface that contrasts with the orthogonal mass of the theatre while remaining coherent within the overall scenographic vocabulary. This interface acts as a symbolic threshold, framing the moment in which the models emerge from preparation into performance. Its curvature and perforation pattern catch light subtly, contributing to the soft atmospheric quality that defines the spatial experience.

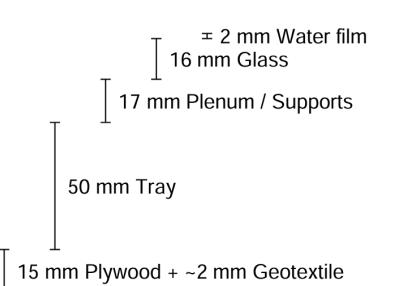
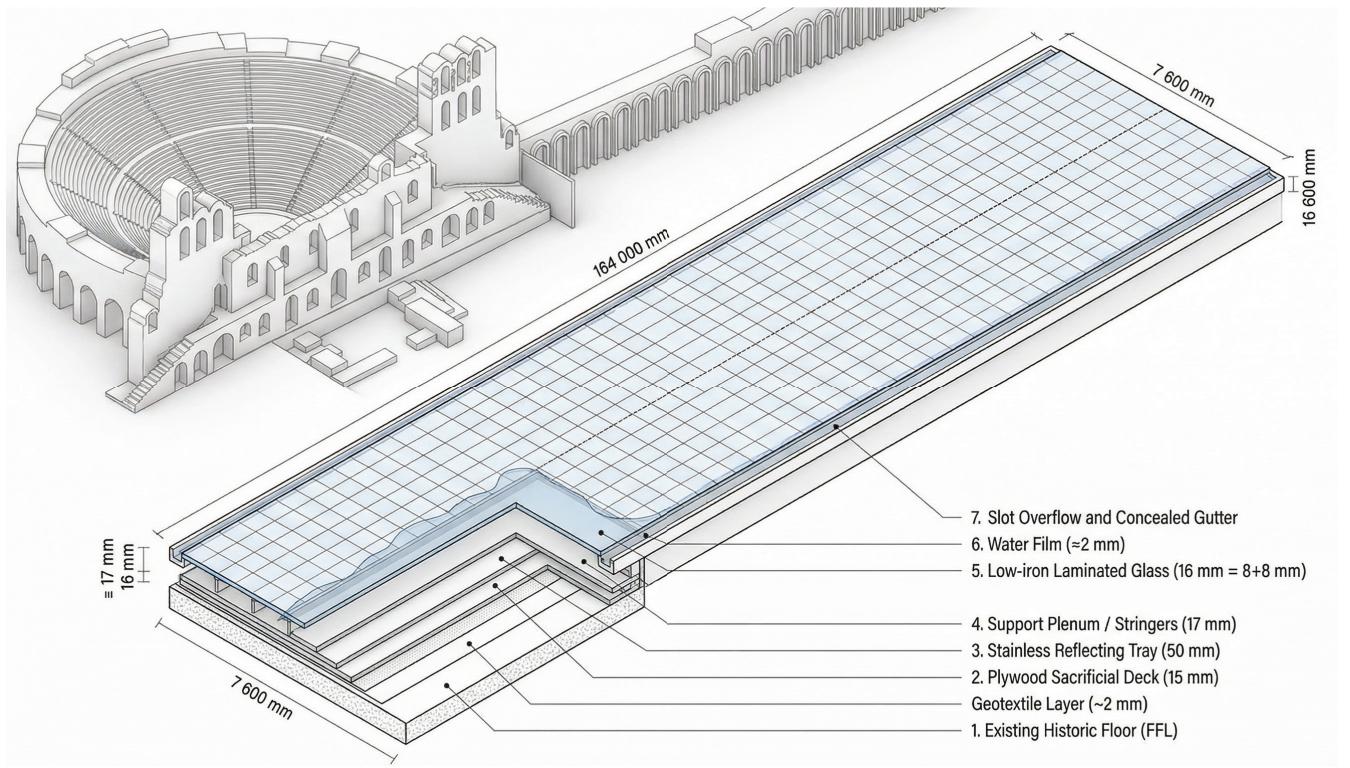
Together, these components create a scenographic field rather than a standalone set. The metallic arches, modulated surfaces and calibrated seating work collectively to choreograph movement and emphasize the longitudinal character of the site. The intervention's restrained massing, aligned geometries and controlled palette ensure that the ancient monument remains visually and symbolically preeminent, while the runway animates the space through the presence of fashion, motion and living bodies.

By situating the fashion show along the historic stoa and shaping its scenography through rhythmic architectural elements, the project frames the event as an ephemeral ritual in dialogue with the archaeological ground. The result is a contemporary activation that amplifies the site's narrative dimension, merging myth, performance and spatial heritage into a single experiential sequence.



The kinetic façade is composed of three seamlessly integrated layers that work together to create a dynamic, visually striking installation. At the forefront, a field of 702 precision-cut diamond-shaped panels, fabricated from lightweight aluminium composite panel (ACP) finished in a high-reflective mirror-gold coating. Arranged in a  $39 \times 18$  grid and rotated  $45^\circ$  to form a diamond geometry, these panels capture and reflect stage lighting, producing shimmering highlights, deep shadows, and fluid patterns as they move. Directly behind this golden surface lies the pivot and actuation layer, where each panel is mounted at one corner onto a stainless steel pivot pin connected to a vertical linkage rod that spans the full height of the façade. These rods are driven by concealed synchronized actuators positioned at the top and/or bottom of the frame, enabling precise, programmable rotation of up to  $\pm 45^\circ$  for each panel. Nylon or PTFE washers at the pivot points ensure smooth, silent, and low-friction movement, allowing the façade to respond with fluid motion whether motorized or wind-actuated. At the rear, a rigid modular frame constructed from aluminium provides the structural backbone, maintaining perfect alignment of the pivot system while concealing all mechanical and electrical components. Finished in matte black to recede visually, this support wall also serves as the secure mounting interface to the stage, ensuring stability, precision, and a clean, uninterrupted presentation from the audience's perspective. Each diamond-shaped panel in the façade is precision-cut to 250 mm  $\times$  250 mm from 2 mm aluminium composite panel (ACP), a material engineered for strength, lightness, and environmental efficiency. With a density of around 1,200 kg/m<sup>3</sup>, each panel weighs only 0.15 kg, less than half the weight of an equivalent solid aluminium piece, yet retains the same premium mirror-gold appearance. Across the façade's 702 panels, this results in a total moving surface weight of just 105 kg, dramatically reducing the structural load and the energy required to drive the kinetic motion.





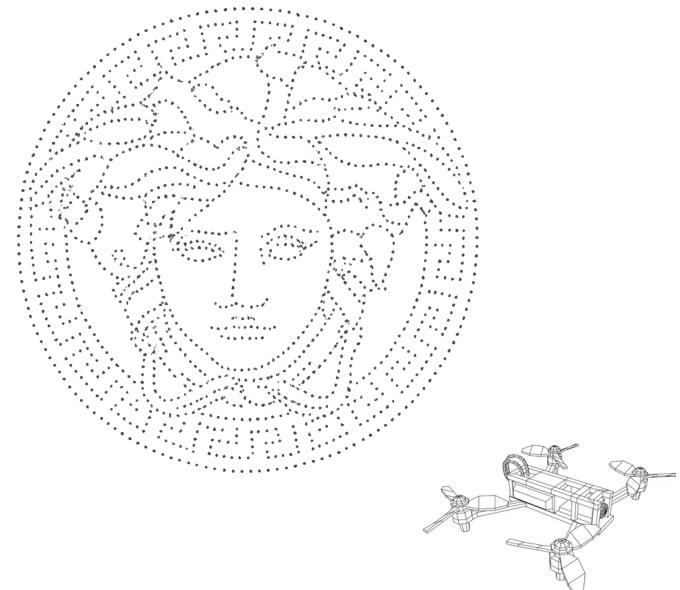
## 7.2 Runway Integration

The construction of the runway is designed as a layered system that ensures stability, controlled light quality and a refined surface appearance suitable for the scenographic needs of the event. The assembly consists of a compact vertical build-up that prioritizes minimal disturbance to the existing ground while providing the structural integrity required for circulation, performance and environmental management.

The base layer comprises a thin geotextile sheet set over a plywood platform, establishing a protective separation between the existing soil and the structural system above. This foundational assembly provides consistent load distribution and serves as the first regulating plane for the subsequent components. Directly above it, a tray structure of moderate thickness forms the primary volume of the runway. This element accommodates technical infrastructure, including wiring, drainage and mechanical components necessary for lighting and water circulation.

A discreet plenum occupies the upper zone of the assembly, designed to hold the structural supports that carry the final surface layer. The plenum creates the necessary depth for air and water film management while maintaining the low overall profile of the runway. The topmost element is a thick glass surface overlaid with a uniformly calibrated water film. This final layer produces the luminous reflective qualities envisioned for the scenographic concept. The presence of water introduces subtle movement while the transparency of the glass allows light to interact with the void beneath, giving the runway a visually weightless character.

Each component is dimensioned to remain visually subordinate when viewed from the archaeological landscape, while maintaining performance reliability for event choreography. The careful balance between surface expression, structural stability and sensory effect ensures that the runway operates simultaneously as an engineered platform and a scenographic device. The result is a refined assembly that meets technical requirements while delivering a spatial experience consistent with the project's mythological and cultural narrative.



#### Key Technical Parameters

Number of drones: ~600 RGB LED show drones  
 Formation diameter: 140 m (outer circle of Medusa emblem)  
 Minimum drone spacing: 3.0 m [horizontal]  
 Primary altitude: 160 m AGL (Above Ground Level)  
 Altitude envelope: 150–170 m AGL  
 Show duration: 10 minutes total, Medusa formation held for ~3 minutes  
 Refresh / transition time between formations: 10–15 seconds  
 Light color: Warm white (CCT 2700–3000 K)

### 7.3 Lighting & Atmosphere

Above the Acropolis, where myth and memory converge, Medusa returns through Versace in a spectacle of light, motion, and myth reborn. In this unprecedented union of fashion, architecture, and technology, 600 autonomous drones trace her form across a 140 meter span of sky, transforming the heavens into her new runway.

Once silenced and vilified, Medusa now reclaims her power, not carved in stone but rendered in light. Her serpentine hair ripples through the night, each drone a luminous fragment of her identity. The choreography unfolds above the ancient city as if the goddess herself has ascended from myth to modernity, her presence reflected in the shimmering architecture below.

The Versace fashion show becomes her ritual of return. The brand's emblem, long inspired by her image, takes on living form as Medusa's face emerges above Athens, a celestial symbol of resilience, allure, and defiance. What was once a story of punishment becomes one of power and rebirth.

In this convergence of myth and motion, Medusa takes back Athens not in wrath but in radiance. Through Versace, she rises again, eternal, luminous, and untamed, reclaiming the city that once turned her to stone, now illuminated by her own divine light.



#### 7.4 Reversibility & Protection Guidelines

The runway and the series of golden metallic arches are designed according to conservation principles that ensure full reversibility and protect the archaeological terrain. All components are conceived as independent assemblies placed on top of the existing ground, without drilling, anchoring, bonding or any permanent intervention. This approach maintains the authenticity of the site and guarantees that the historic surface and its geological layers remain intact after the event.

A continuous geotextile membrane forms the first protective interface, separating the archaeological floor from the temporary structure. Above it, the runway's layered construction distributes loads uniformly, preventing localized pressure and shielding the terrain from technical infrastructure. All hydraulic, lighting and routing systems are integrated within the runway assembly, ensuring that no conduits or utilities pass through, touch or penetrate the soil.

The golden metallic arches follow the same protective logic. Each arch rests on calibrated bearing plates that distribute weight over a broad surface and eliminate direct contact with archaeological material. Their geometry, spacing and height are coordinated with heritage sightlines, allowing them to contribute to the scenographic reading of the runway without competing visually with the Acropolis monuments. Material specification also responds to preservation standards: coatings are chemically neutral, non-absorbent and free from pigments that could transfer to the substrate.

On-site procedures reinforce these principles. Assembly relies on controlled placement, guided lifting and regulated positioning to avoid accidental friction with sensitive surfaces. All circulation zones for workers and equipment are mapped in advance to prevent contact with masonry and exposed strata. Following the event, the runway and arches can be lifted away cleanly, ensuring that the ground returns to its original condition and that no physical evidence of the intervention remains.

Together, these guidelines demonstrate that the scenographic installation operates within a framework of respect and restraint. By maintaining separation from the terrain, using materials compatible with archaeological environments, and ensuring that every component is removable without trace, the project shows how contemporary fashion activation can exist in dialogue with cultural heritage while preserving the integrity, dignity and continuity of place.

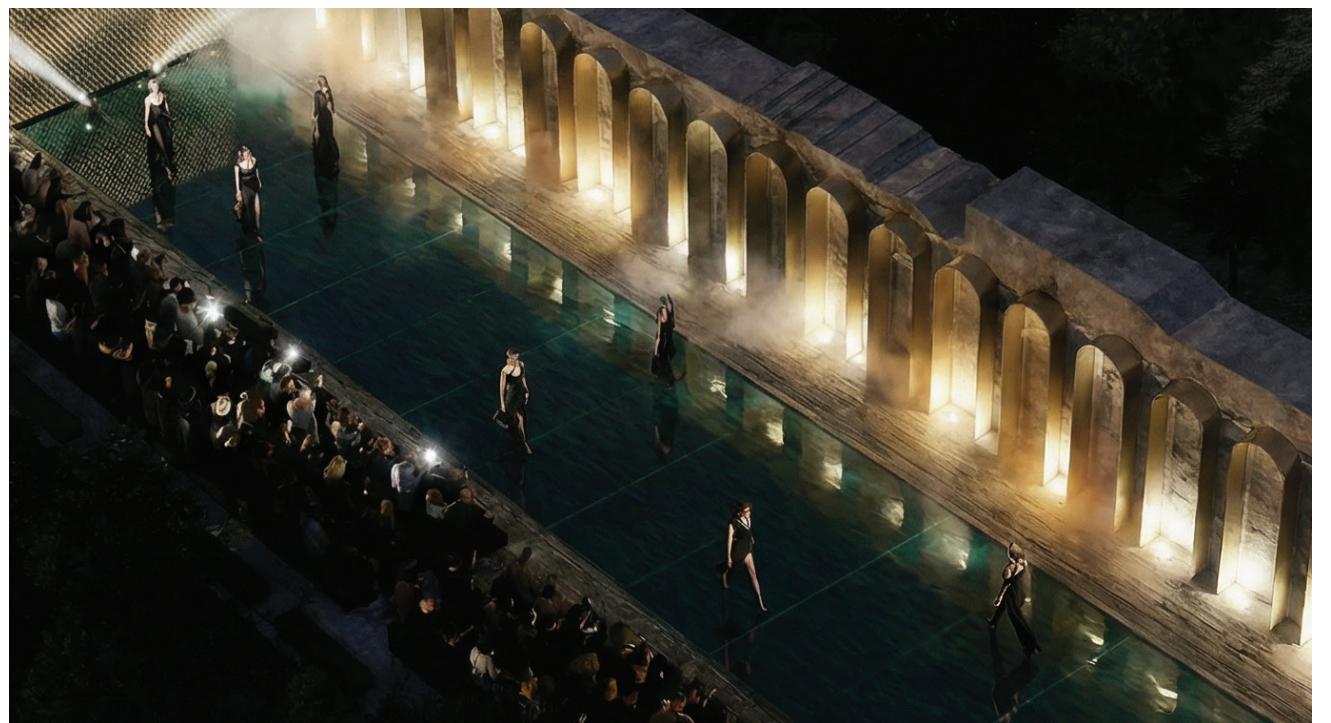




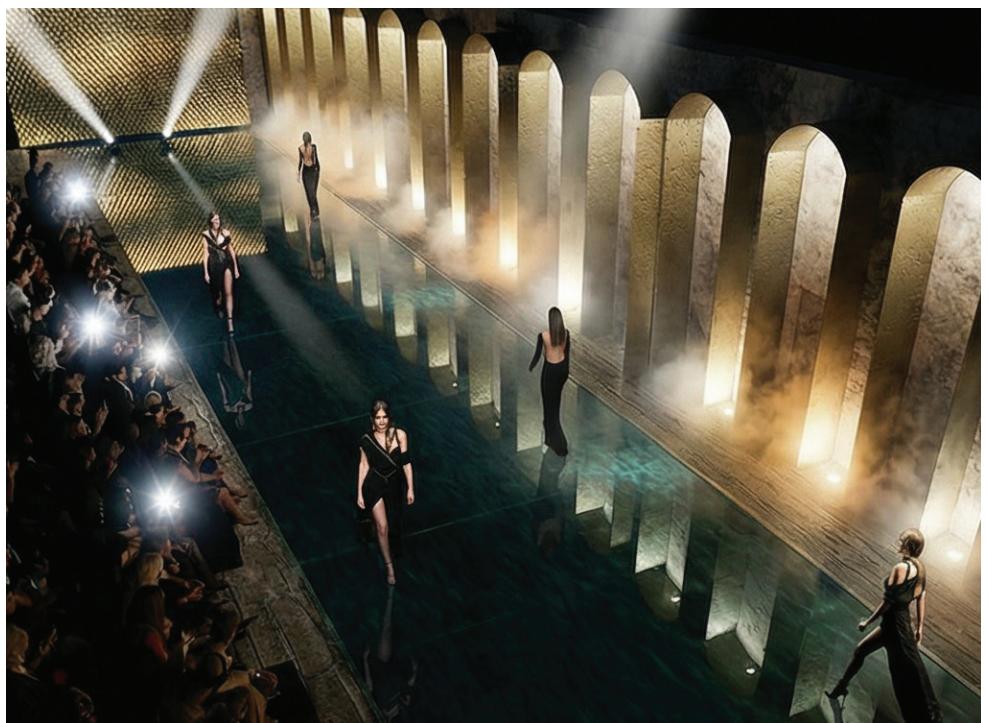
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8

Conclusion

This thesis has explored how architecture, heritage and fashion can coexist within a shared cultural framework that respects historical environments while opening them to new forms of interpretation. Through research and design development, the study demonstrated that meaningful engagement with heritage arises when contemporary interventions recognize the depth of place, its symbolic value and its spatial identity.

Athens provided a unique environment where archaeological presence, urban history and cultural imagination converge. The project used this setting to investigate how design can respond with discretion and intelligence, rather than dominance or imitation. By placing the Mythology Museum beneath the surface and introducing the runway along the historic stoa, the proposal positioned contemporary cultural activity in a way that complements the existing landscape. The intervention becomes part of the terrain without competing with the monuments that define it.

The thesis also affirmed the potential of myth as a conceptual and spatial resource. Mythological themes were not treated as decorative references but as structures of meaning that informed material expression, spatial sequence and sensory experience. In this context, Medusa served as a relevant transformative figure who carries interpretive power within the architectural and scenographic language of the project. Her presence in the design reflects an interest in renewing cultural narratives and acknowledging the multiplicity of voices embedded within the history of place.

The study showed that fashion, when engaged with awareness and rigor, can operate as a catalyst for cultural activation. It can reveal aspects of heritage that remain dormant and enrich public perception through choreographed movement, scenography and symbolic environments. Rather than being an external visitor to the site, fashion becomes a means of reawakening its atmosphere and animating its historical depth.

The architectural proposal emerged from these reflections as a method of working with heritage that is measured, contextual and attentive to the value of the existing environment. The museum and runway illustrate how contemporary design can enter sensitive sites while maintaining clarity of purpose and respect for context. The project suggests that future interventions in similar settings should seek alignment with spatial logic, material coherence and cultural resonance rather than pursue visual prominence.

In conclusion, this thesis proposes an understanding of heritage as an evolving field in which new cultural practices can find their place without diminishing what already exists. The design explored here demonstrates that ancient sites can continue to shape present creativity, not by being preserved in isolation, but by supporting thoughtful forms of cultural expression that allow history and imagination to coexist.

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