POLITECNICO DI TORINO

Honors thesis

COURSE OF DEGREE IN

ARCHITECTURE FOR SUSTAINABILITY

Abstract

BALADIN FARMHOUSE CODA.

Digital technologies for the communication

of valorisation project.

Tutor

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by

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Digital technologies for the communication plan in order to boost the valorisation of architectural heritage. The work's dual purpose is divided into three binaries: one of architectural survey, another one of conservation and development, and that of communication.

Each area defines a world of skills, knowledge and grammatical rules underlying the definition of a real language. In the era of the global village, made up of images that run fast and constantly evolving, it may appear somewhat antithetical to centre the issue of communication on a conservation field as an example of enhancement of rural architectural heritage in the *Bassa Langa*.

The venture to valorise the rural complex of farmhouse *Cascina Coda* is not born as a paradigm or as the age-old axiom under internal debate around the issues of the restoration. The venture to valorise the *Cascina* is tied "hand in glove" to sustainability, the common denominator among the *Baladin* world and the preservation of architectural heritage.

As paradoxical as it may seem, enhancing the heritage means to transfer an idea of modernity, it means going back in time and then move on, it means taking a middle ground in between globality and locality. The valorisation project takes shape through knowledge, which can't be abstracted wholly from history, the one from which the built body has grew as much as the one rich with events that have touched and influenced the edifice. This story evolves through the communication. Communication is the modern coming and going of the global village, it is a form of language, just as the verbal one, which uses defined rules. The images, like words, have their own grammar, expressive capacity, forms and precise phrases for the message they intend to convey.

Plans, elevations and sections are communication tools that belong to the past of a building complex of *Cascina Coda* and are able to provide only a partial and short story, certainly far from the standards of contemporary communication, lacking image and interaction. If the era of surplus communicate architecture means that you can enter it before you even touch it, enhancing of a historic building is based on the idea of educational knowledge with respect to its past and raising awareness and consciousness.

The enhancement of the architecture is a contemporary idea that demands to be told in a contemporary language, and the bridge to the contemporary is achieved through technology.
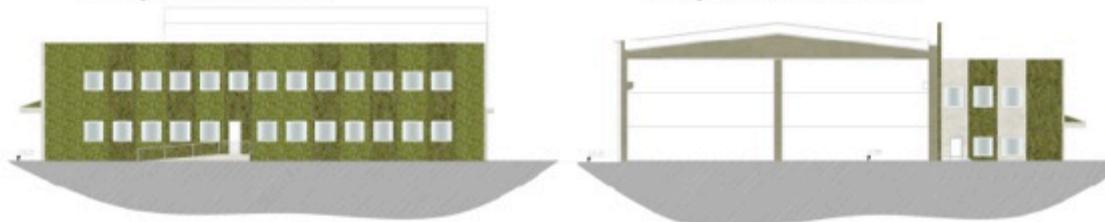
SEZIONE C - C'
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11.60 — 11.60
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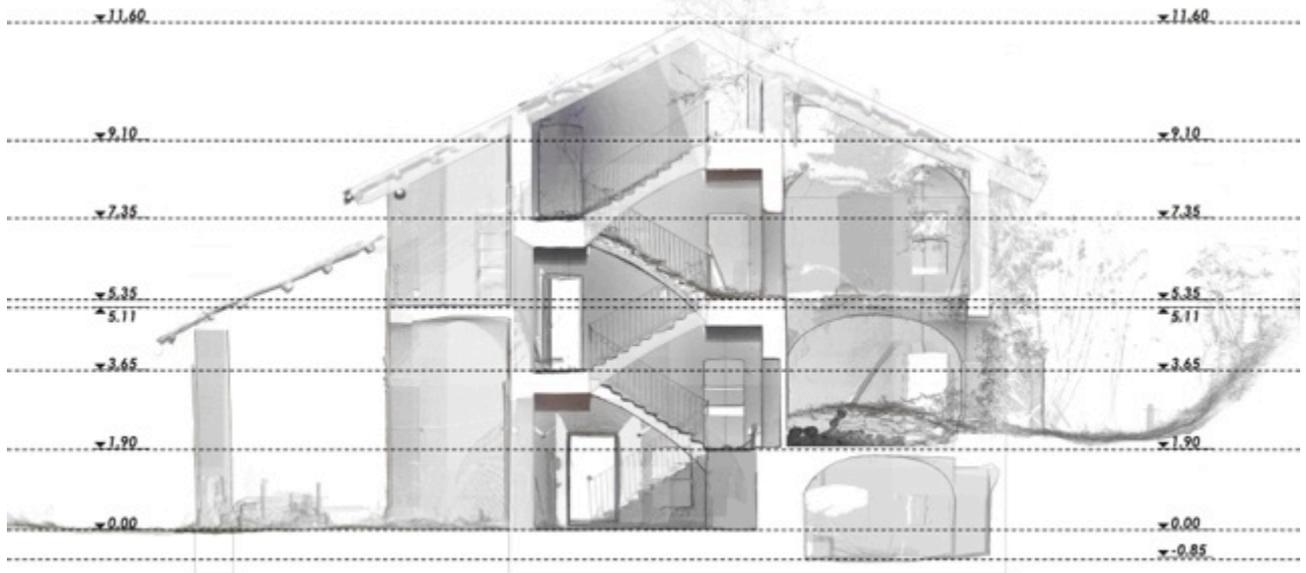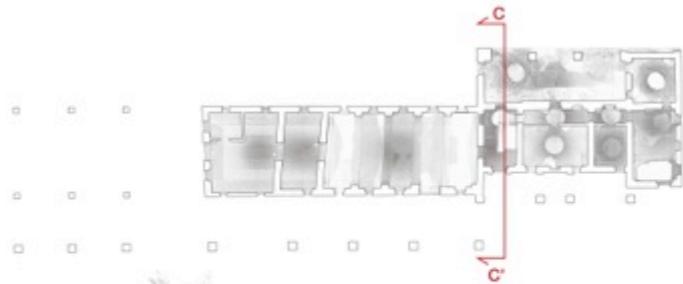
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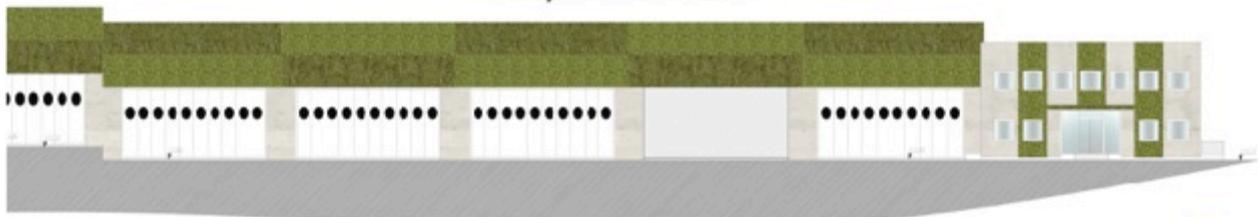## Stato di fatto Impianto produttivo

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Prospetto Sud 1:200

How technology, that acts as the glue between these two virtual spheres of time, can resolve the problem? Through the survey. Digital technologies of the 3D laser scanner survey of architecture applied to allow the return "as-built" structures of objective reality, of degradation, images, filtered through knowledge, they become project. The return of three-dimensional images of the farmhouse, the possibility to navigate it through points of view that would be unimaginable in the pipeline and thanks to augmented reality, have the dual role of cognitive tools but also tools of communication of goodness and ethics that accompany the idea of conservation and valorisation of the existing. The relief becomes zero on the layer which compose the restoration project, restoration and enhancement. Through the techniques of video project you get a deeper understanding and the round building, allowing anyone to understand the object of the representation and laying the foundation for the realization of the project.

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