

CODICE: 3.5.07

***REHABILITATION OF DISUSED PRODUCTION AREAS .
EXAMPLES OF TOBACCO FACTORIES RECOVERY IN BASILICATA AND CAMPANIA***

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KEYWORDS: Industrial heritage, Rehabilitation, Recovery, Sustainable intervention.

ABSTRACT

The valorization and recovery of "industrial sites", that are today an abandoned and forgotten architectural heritage embedded in the urban or suburban areas of the city, requires an integrated design approach. The rising development of technology and science has made us understand that the culture also is the industrial one and that the working places, which have marked our production past, are containers of science, technology, intellectual expertise and work, where the humanity works with immense effort and transforms the life and the society of man. Therefore these artifacts, as an inheritance of the past and signs of a collective memory to perpetuate, can legitimately become part of the monuments to be preserved. Their importance is determined by the close relationship between the factory and the labor force who worked there, the landscape in which these elements formed part, the media and the work pace. In the South of Italy the artifacts related to the industrial archeology have a significant importance as material evidences of the difficult and painful socio-economic locally development. These factories, although they have lost the functions for which they were designed, preserve the original architectural features and some of the machines.

The topic of this research is the recovery and the valorization of some factories by means specific actions of interventions in order to revitalize and re-use these architectural complexes that have lost their original role.

The preservation and the valorization of a historical evidence and of its surrounding environment are the goals of the project of reuse of the tobacco factories Centola Pontecagnano (SA) and ESAB Palazzo San Gervasio (PZ), performed by structural, technological and energy investigations.

The research objective is not merely that of maintaining an architectural heritage, but that of ensuring its fruition in a long time, through the knowledge of the characteristic features of the activities of the territory in which it is inserted in order to preserve the culture produced by the activity of the factories and give back to the community parts of the city.