



i Giardini del Benaco

Gardone Riviera e Salò, giardini d'Europa
Gardone Riviera and Salò, Europe's gardens

4th 4^o RASSEGNA INTERNAZIONALE DEL PAESAGGIO E DEL GIARDINO INTERNATIONAL MEETING ON LANDSCAPE AND GARDENING

"While in other countries tourism is a hotel issue (...) luckily in Italy tourism is something different, since a travel to Italy is an episode in the life of the traveller, it is development of mind and taste, it is education. Tourism for us is not an industry, is a matter of culture."

Gio Ponti

GARDONE RIVIERA

VITTORIALE DEGLI ITALIANI, AUDITORIUM

Saturday 12 and Sunday 13 ottobre 2013

INTERNATIONAL MEETING ON LANDSCAPE AND GARDENING, 4th edition "Tourism, Landscape, Health: projects and proposals Expo 2015"

**Architecture and well-being:
new scenery in hospitality, from Grand Hotels to landscape.**

**Focus on recent international experiences.
Hosting, welcoming, receiving: which trail to the Expo?**

**Round table sponsored by "Comunità del Garda":
Landscape knowledge for a different development and new economies.**

Saturday, October 12

09.00 - 10.00

Registration.

Welcome from the local authorities.

Introduced and moderated by: Arch. Matilde Marazzi, AIAPP Lombardia President.

10.00 - 10.30

New models for hospitality that blends with landscape.

A disciplinary comment.

Arch. Maurizio Ori - Landscape Architect. AIAPP Lombardia, Vice President.

10.30 - 11.00

Innovation with tradition.

Hotel and the "Garden of Spinsters" in Venezia.

Arch. Giuseppe Rallo - Soprintendenza beni architettonici del Veneto orientale. Direttore Museo Villa Pisani.

Comune di Gardone Riviera
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11.00 - 11.30

A spa in touch with nature: case study the Negombo park in Ischia.

Paolo Fulceri Camerini - Parco Negombo Ischia.

Marco Castagna - Parco Negombo Ischia, Curator.

11.30 - 12.00

Marketing strategies for hospitality.

Ing. Gianluigi Casetta - Bioparco ZOOM Torino, CEO.

Drs. Stefania Naretto e Chiara Otella - Landscape Agronomist. Lineeverdi, Torino.

12.00 - 12.30

Spread Hotel: an opportunity and a new hospitality model.

Italian and International Experiences-

Hospitality strategies for emerging Asian markers.

Dott. Giancarlo Dall'Ara - Associazione Nazionale Alberghi Diffusi ADI, President.

12.30 - 14.30

Lunch break

Introduced and moderated by: Arch. Luciano Pia, Torino

14.30 - 15.00

The Italian pavilion and landscape as an image of a country

Arch. Susanna Tradati e Arch. Michele Molè - Studio Nemesi & Partner, Roma.

Curators project Italian Pavilion Expo 2015.

15.00 - 17.00

Landscape and tourism for global strategic planning: the Spanish experience.

With the participation of:

Arch. Valentina Nicol Noris - Studio MirallesTagliabue EMBT, Barcelona.

Arch. Silvia Banchini e Arch. Luis Falcòn Martinez de Marañón - Intelligent Coast Group, Barcelona.

Arch. Laura Cantarella - Photographer. Lecturer Politecnico di Torino.

Prof. Francesc Muñoz - Geografo. Professor of Urban Geography, Università Autonoma di Barcelona.

17.00 - 18.00

Freespeech

20.30

Gala dinner at the Grand Hotel in Gardone Riviera. The Grand Hotel represents a symbol of and a poster for landscape architecture that deeply influenced local culture.

Experiencing tastes and atmospheres. (Booking required)

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Sunday, October 13

9.00 - 9.30

Opening of the session.

Reflections on natural architecture, sustainable architecture, poor architecture.

Arch. Alessandro Rocca - Politecnico di Milano.

9.30 - 10.00

New development models: the enhancement of cultural heritage.

Dott. Stefano Zane - Studio VNZ Vitale Novello Zane, Brescia.

10.00 - 10.30

Working hypotheses and planning for a touristic-landscaping identity through food.

Dott. Silvio Barbero - Slow Food Italia, Vice President. University of Gastronomic Sciences of Pollenzo.

10.30 - 11.00

Turism for landscape exploration: a landscape perspective requiring experiments and improvement.

Case study: the Lower Mincio cultural landscape trail.

Arch. Diego Cisi e Arch. Stefano Gorni Silvestrini - Archiplan Studio, Mantova.

11.00 - 11.30

The open air landscape museum in Tuscany.

Alternative strategies for learning across culture, landscape and identity.

Ongoing experiences and projects.

Dott. Paolo Gennai - Valdelsa Fiorentina Museums, Director.

Dott. Daniele Baggiani - Marketing and Regional Advertising Semiotics Consultant, Firenze.

11.30 - 12.00

Comments on hospitality architecture:

The experience of the PIDA 2013 International competition.

Arch. Giovannangelo De Angelis - Associazione PIDA Napoli, President.

12.00 - 12.30

The territory as a successful brand. Examples and strategies.

Andrea Concato - Executive Creative Director, Milano.

12.30 - 13.00

Conclusions.

Arch. Alessandro Rocca - Politecnico di Milano.

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13.00 - 14.30

Lunch break

14.30

Round Table sponsored by Comunità del Garda.

"Landscape knowledge for a different development and new economies".

Coordinator:

Dott. Stefano Zane - Studio VNZ Vitale Novello Zane, Brescia.

Sintesi dei lavori:

Dott. Silvio Barbero - Slow Food Italia, Vice President. University of Gastronomic Sciences of Pollenzo.

Arch. Maurizio Ori - Landscape Architect. AIAPP Lombardia, Vice President.

The round table will host representatives of the following authorities:

Assessore al Turismo e Commercio, Regione Lombardia

Assessore al Turismo e Cultura, Provincia di Brescia

Soprintendente Beni Culturali, Ministero Beni Culturali ed Ambientali

C.C.I.A.A. di Brescia

Associazione Industriali Bresciani

Brescia Tourism

Comunità del Garda

Comunità Montana Alto Garda Bresciano

Consorzio Lago di Garda-Lombardia

Gal Garda Valsabbia

Comune di Gardone Riviera

Comune di Salò

Comune di Desenzano

Conferente Chairs: Marinella Mandelli, Graziella Belli, Stefania Naretto, Chiara Otella e Maurizio Ori.

Organizational secretariat: Luisa Mauri e Anna Bregoli.

Graphic Designer: Giusi Zane.

We thank the sponsors:



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