

CONIUGARE COMPLESSITA' E QUALITA' NEL PROGETTO DI RIQUALIFICAZIONE URBANA. UNA PROPOSTA PER IL PORTO DI BAIA NEI CAMPI FLEGREI.

DANILA IMPERADICE, MARINA FUMO

Università degli Studi di Napoli Federico II, Dipartimento di Ingegneria Civile,
Edile e Ambientale

E-mail: mfumo@unina.it, danila.imperadice@gmail.com

Abstract.

To the west of the city of Naples, in the Phlegraean Fields, lies the city of Baia, famous throughout the world for its inestimable cultural and environmental heritage, which is not valued as it should be. The thesis presented here was developed in collaboration with the Municipality of Bacoli, with the deputy mayor and town planning councillor: architect Marianna Illiano. The aim of the thesis is a project to redevelop the connections between the outcropping archaeological site and the submerged site of Baia, re-establishing the visual and tactile perceptions that can be restored by these places, through sustainable and contextualised design gestures. With a new pavement design, made possible by the local authorities' desire to pedestrianise the entire pier area, a hinge between the outcropping site and submerged one. In the new square by the sea, users will be guided towards natural optical cones and QR codes, which will transport them, with virtual reconstructions, to the original conformation of Baia, giving them the chance to contextualise the archaeological emergencies within an organic design that will bring them back in the Pusilla Roma. The intervention focuses on the element of water, as it recalls the culture of thermalism and the feeling of the longer-lived inhabitants of Baia of being suspended over water, confirming the importance of the relationship that exists between the cultural heritage and the community that lives it.

Keywords: *Sustainable Design, Cultural heritage, Environmental heritage, Monumental Park of Baia, Pusilla Roma.*