

# **THE LANDSCAPE: A GOOD OF CULTURE, IDENTIFICATION AND RICHNESS**

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## **1. Introduction**

The adoption of a systematic in geography has helped to "revolutionize" and in the same time to complete the notion of landscape that, until the half '900, has mastered the international geographic research.

We are passed from definitions of the landscape like complex of the sensible features of a region of landscape like theatre etc. to that of landscape as structured system, where the natural and anthropic component are melt in a system which complexity is given by the inextricability of their relations as seen in a historical perspective.

Already L. Gambi, however, in 1964 had adopted a first interpretative approach to the complexity of the landscape, looking no more at the man in the nature, according to Biasutti's point of view, but putting the "man in history" near the nature who, exploiting his kind of life contributes at the constitution of the "Anthropogeographic landscape".

The centrality of the history in the processes of complexification of the landscape has been put, most recently, in evidence by Paola Sereno (2001): the landscape is composed of elements that belong to the various processes of territorialization, then at more territorial systems that the history produces, transmit some components that, changing even meaning and function, are reunited in a new system, establish new connections with other elements inside of new processes of territorialization.

Not exist however a true "past" of the landscape if not in the whole of the continuous morphogenetic processes that had characterized it. In this perspective the landscape's tutelage not is immediately connected at the tutelage of a cultural, architectonic or monumental good that would be, because the same landscape configure itself as the historical - geographical context that the single object inside it get meaning; a context complex, however, because not only the simple union of elements, but the architecture of the nexus that tie them.

The landscape configure itself as a whole of signs imprinted by the community to the own territory; it become then expression of belonging that consents to the men of recognize and identify themselves in the "places". Every landscape then has strong individualizing characters that consent the emersion of the deep roots of the realities that constitute the identity of the human groups that in time have established themselves in the territory. (Mautone, 1999). It is uncovered then an ambivalence that, according to M.C. Zerbi (1999) constitute the very essence of the complexity of the notion of landscape: from a side the landscape as visible, external, objective reality, that the observer can see, on the other side the mental image that the observer build for himself, the subjective dimension that is more strictly connect to the notion of cultural landscape. In particular Zerbi see how in the contemporary geographic research, the notion of landscape is seen in three different aspects that presuppose various uses. The first aspect concern The notion of cultural landscape, to whom geography has dedicate much time, as landscape modified by human work. Is derived a large meaning of this term, because the human work -directly or indirectly- manifests itself in a great number of landscapes. Is, however, according Zerbi, a good starting point to pick the past and present dynamics through an approach at the same time ecologic and historical - geographical.

When then some elements of the cultural landscape stand out which are particularly appraised or are perceived as menaced in their own existence, it comes out the concept of landscape as patrimonial heritage. Is a more selective concept than previous, which concerns a reality full of values: archaeological sites, traditional agrarian cultivations, ancient houses become a heritage to protect and maintain more than to hand down. The historical gardens and parks too find place in this concept, becoming a planning object.

There is even, according M.C. Zerbi, a third notion of cultural landscape that, this time, consider the landscape not only a objective reality, but a subjective interpretation of elements held in the ambient to which various human groups attribute different meanings and values.

Landscape then as way to see that surrounds us. At first sight it could seem an abstract approach, less responding to reality; is, instead, an approach that has validity even on the operative plane when is needed to know the values of the insiders, to make them aware of the planning of their complex of life.

## **2. The tutelage's policies: the european convention of the landscape**

In this point of view is evident that the planning's politics cannot ignore the local characterizations, testimonial of the historical memory and then of the identity of the human groups, that constitute potentiality for the development that be started by their renovation. In other words, point out M. Mautone (1999), a particular attention should be given at the milieu defined as a "historical Relation between space and society", result of the indissoluble chain that meld landscape, identity and territoriality because in it are enclosed not only the ambient - natural components not crystallized in the time, but even the complex of the resources and of the endogen potentiality wheel of development; a dynamic and complex system then, where the relations between space, time and society produce symbols and values that constitute true "resources" that, inserted in a territorial structure now consolidated and in particular town picture, confer to the places a singularity to develop in the context of politics on local and global scale.

And is this complexity of the landscape that requires, for a wise management of the territorial diagrams, a teamed attention of intellectuals, operators, legislators and administrators because, winning the ratification of the values and exalting the single collective identities, will be reached the objective of the development of the local resources and of the values and of the meanings that these represent compared to the externality. (Dansero, 1996).

Elio Manzi (1999), point out, however, that in the Italian culture the dichotomy between "science of nature" and "science of man" did lose sight the systematic of the territory and of landscape itself testing hardly the achievement of sustainable development which foundation is in the awareness of the limits of economic development -image of the anthropic element- compared to a correct use of the planet's resources -natural element-. The same Manzi (1998) has affirmed that the concept of sustainable development can be conjugate with that of sustainable landscape: this suggest a valuation of the landscape as indicator of sustainability or un-sustainability. In this subject he focus the strict connection that is between biodiversity and landscape diversity: when the human action is ancient, stratified and complex, like in the Mediterranean basin, the biodiversity is insufficient to guarantee the ecosystem's integrity: is needed the landscape diversity. In other words it wise to think the landscape that is, then, the result of the human action, recreating it, protecting it, to oppose at the monoscape more and more diffused, that is opposed to the biodiversity and it sign of death. The strict connection between biodiversity and landscape diversity has been confirmed from the recent tendency to superimpose the concept of ecosystem to that of landscape, retaking the oldest effort, point out Manzi (2001) to make coincide the landscape with the region. The complex landscaping diversity produce life like the biodiversity even if product of a complete work of unnaturality by the man; even in this case, the landscape configure itself as cultural good because useful to teach, to remember, to think, a possibility to stop the race and restarting it with different purposes because this theatre in which we are actors and spectators at the same time, tells to us the hope of the life or the disillusion, encouraging the fight for building speculation which result always in a lessening of the value of landscaping good. The diversity of the landscape then has even an important economic value, favouring the psychological habit to the sustainability which from it in some way is showed partially and "geographically".

Just the objective of "arriving at a sustained development founded on a stable link between the social needs, economic activity and the ambient, considering that the landscape executes important functions of general interest on the cultural, ecological, ambient and social plane and constitute itself a favourable resource at the economic activity, and, if safeguarded, managed and planned in the rightful way could contribute to the creation of jobs..." has put together the member States of European Council that in October 2000 have signed in Florence the European Convention of the Landscape. The particularity of the document is mainly in the reconaissance of a deep cultural other than natural value of the Europe's landscape that contribute "to the wellness and the satisfaction of the human beings and to the consolidation of the European identity".

Among the fundamental objectives of the pact there is that to promote the safeguard, the management and the planning of the landscapes and organize the European cooperation in this field through the adoption of specific measures as "the awakening of the civil society, of the private organizations and of the public authorities at the value of the landscapes, their role and their transformation; the formation of specialists in the sector of knowledge and of intervention of the landscapes" (art. 6), of programs of planning and management destined to the professionals of the public and private sector and the formulation of school and university teachings focused on the target of the values connected to the landscape, to individuate and evaluate the various types of landscapes, following the transformations and confronting, through exchange of experiences and of methodologies to reach the various objectives of landscaping quality that the single parts will propose. The Convention foresees at last a "landscape's prize" for the local and regional communities and for their consortiums that which have taken measures of landscape safeguarding which efficiency would be demonstrated and that could be helpful in this way to serve as models for the other European territorial communities.

Considering the huge landscaping heritage present in Italy and of the enormous responsibilities that, especially under the light of this Convention, invest the local communities, we'll try to examine, in the next paragraph, the landscaping reality of one of most nice and famous tourism region of our Peninsula: the Sorrento's area, even is difficult to apply, as Manzi affirm (2001 b) considerations and evaluating tools of the landscape at famous places, because is possible to fall in the common places of the geo-territorial analysis, underlining the actions of the recent past that have determined the ambient degradation and landscaping of places that, well know to the observer, could be confronted with an ideal vision of the past that satisfy more and more the taste of the observer, the image which of those places has an outsider, may he be a tourist, a scholar or an artist. In Campania, where the violations were been consistent and often aberrant, the landscape made famous by the descriptions and pictures of the nineteenth and twentieth century must be in many cases looked for almost as an archaeological artefact even without forgetting his character of complexity and historicity.

### **3. The sorrentinian area**

Already in 1974 Giuseppe Maria Galanti exalted the nature's beautifulness of the Peninsula of Sorrento: green hills, mild weather, beautiful coloured grass, the abundance of every kind of fruit and the variety of fishes and birds. "the ancient poets were right to say that was this the home of the enchanting mermaids...".

An interesting note that open the road at our analysis of the Sorrentinian landscape is that of Giotto Dainelli (1930) that in the Guide to the excursion of the Sorrentinian' peninsula written during the XI Italian Geographic Congress, does a comparison between the rural landscape and urban landscape, between lemon groves and towns, picking that is today the most original trait of the Sorrentinian landscape: the lemon grove weaved in the urban tissue, classical manifestation of the complexity of the Mediterranean landscape. Most particularly, the Sorrentinian's landscape complexity is established and consolidated between Nineteenth and Twentieth: a "sea landscape" and "earth landscape" to the same time in which the agricultural production are functional to the sea traffic, that give to many of them the possibility to expand, while a tertiary tied to tourism, not much intrusive, live together with this works. D. Ruocco (1982) point out how the mercantile, maritime and fishing works had been took in that time a notable rush for the easy relation through sea with Naples that has always been a big market of assortment of Sorrentinian products (fruit, oil, wine, dairy products) and has given the capitals for the agrarian transformations, for the new cultivation' addresses, and the diffusion of town's models. However between these, point out Manzi (2001 b) is even the building speculations of Sixties and Seventies, at the base of construction of the most part of secondary houses, signal of a kind of "permanent" tourism, Neapolitan for the most part, given to the near Neapolitan metropolis. Stand out in this way the towns of Sorrento, Vico Equense and Massa Lubrense where the landscape is been heavily modified until to the formation of a true "city - fusion" between the town of Meta, S. Agnello, and Sorrento, together a huge transformation of the surrounding agrarian landscape that has lose in harmony and landscape - diversity, sign, as said previously, of supportability and vitality in the natural Man - ambient connection.

The Sorrentinian urban lemon grove, according to Manzi (2001b), has town values of great importance; it is complex, kind of tall tree, not under the open sky, but covered by the pagliarelle that make it a typical sign of the Sorrentinian landscaping panorama.

However the landscape is made of macroregional and microregional components, systemically understandable but even on different scales. When considering the minor historical towns of great importance as Sorrento and others less known but of equal territorial culture and town interest as Massa Lubrense, we see that "lesser" elements of the landscape can appear of great importance, getting today new values not new, but more important for their rarity and for their valence of identity and then cultural.

A landscaping heritage of such entity needs a careful and capillary tutelage. The Campania Region not has at her disposal a general Town Plan but only of some territorial Town Plans. That of the Sorrentinian-Amalfitan area point out some "areas" and "zones" made object of landscaping protection. The Areas are complexes of towns, the Zones are micro-regions with characters of major or minor urbanization or with landscaping, naturalistic, agricultural, infrastructure emergencies. The lemon grove result object of interest in the categories including gardens, complexes of vegetation, or of archaeological interest, ancient encased sites, territorial and special Parks, integrated natural resources, etc.

Especially for Sorrento, assaulted in the building speculation's period of the Sixties and the Seventies, is today felt the need of protection of the last gardens and of the few lemon grove's areas inserted in the urban historical complex and in that peri-urban, that are derived to the period of the speculative expansion. Sorrento held, in fact, a decorous town aspect that affirms from one side the vocation of place of qualified tourism, on the other as central locality of the Peninsula in cultural, historical and functional sense. Not only: it express the link with the town imaginary cultured and less cultured, national and international, because the landscape of the Sorrentinian lemon grove enter in the image imprinted in the memory. Is for that motive that the lemon groves and the last gardens are seen with a major sensibility because they are very part of the town complex that in Sorrento and his surroundings was long characterized from the symbiosis between gardens and constructed area.

Massa Lubrense could be considered as a similar case, with symbolic and cultural values as Sorrento but more refined, maybe even for his geographical position that has made it the extreme part of the peninsula, then a region excluded by mass tourism routes, and more of Sorrento has held without alterations a landscape that not only is "agrarian" but even historical - geographical, real and symbolic; a cultural good complex in all ways. Is interesting how, in the case of the Sorrentinian historical centres, the safeguard of the landscape must be founded on a theoretical ecstatic criterion helped by a knowledge of the systemic mechanisms of the landscape. It is necessary to restoring and safeguarding, where possible, the typical mixture of the Mediterranean settlements between rural and "urban". This must be less difficult for the centres and the regions of great famous town and tourism fame as the Sorrentinian Peninsula: the necessary funds were given by the European Union, according to the European Convention of the Landscape, utilizing the tourism not only as income, but even like tool of diffusion on wide scale of the fame of this places, held by concrete facts, evident in the direction of the tutelage and sustainable development. (Manzi, 2001b)

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