UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

SYLLABUS DEL CORSO

Architettura

2122-2-E1501N098-E1501N070M

Learning objectives

The course aims to provide the critical tools useful for evaluating the role that modern and contemporary architecture (considering also their urban and landscape context), can play to help trigger tourist attraction processes. Cases studies will include the contexts already strongly characterized and recognized as tourist destinations, but also those territories that aim to become so thanks to innovative dynamics of the project in the architectural, urban and landscape fields.

Contents

Illustration of significant case studies chosen primarily from the panorama of contemporary architecture, which show that an intervention to amend the architectural and urban space can play an essential role in the cities and territories that qualify or intend to qualify as "attractive.

Detailed program

Today, the criteria for the attribution of value to places have profoundly changed and also contemporary architecture takes an unexpected role, as a strategic factor of qualification in terms of attractiveness (not just touristic) applied to a wider variety of places and territories. In fact we can say that they are no longer just the traditional places - such as museums, churches or any public building, for example - to be the object of attention, but we must take into account also new places (or “non lieux”, to quote Augé): shopping malls, sites of industrial heritage, public stations and even bridges and infrastructure, which are seen as important elements in the complex promotion strategies and competition between cities and regions.

Prerequisites

Sufficient educational skills in logic, social culture and reasonable capacities in learning, writing and oral communication.

Teaching methods

Teaching lessons and educational visits.

Assessment methods

Written examination.

Textbooks and Reading Materials

The Phaidon Atlas of 21st Century World Architecture, Phaidon, London, (2011);

Philip Jodidio, Architecture, Now!, volumi 7 e 8, Taschen, (2010-12);

Philip Jodidio, Public Architecture, Now!, Taschen, (2010);

Philip Jodidio, Architecture, Now!, Museums, Taschen, (2010).

Specific references will be provided during to the development of the course.