BIP General presentation

General Information
Dates for physical activity: From 08/04/2024 to 13/04/2024 intensive week at l'Universita degli Studi di Napoli Federico II
Proposed period for virtual component: February: 28th and 29th / April: 29th and 30th
Location of physical activity: Universita degli Studi di Napoli Federico II._ Dipartimento di Architettura
Target audience / Participant profile: Students interested in industrial architectural heritage
No. of ECTS issued: 4 ECTS
Language of instruction and requirements Main: English, others: Italian, Spanish
Requirements/Prerequisites: Students of the subject architecture. Having taken the subject graphic representation of heritage will be valued
Organizing board: ITALIA _UNINA- Universita di Napoli Federico II
Partner universities: GERMANIA -LOI - HS Koblenz- D KOBLENZ0l / SPAGNA UVa- Universidad de Valladolid / SPAGNA _Universidad de Zaragoza
Program: **Title:** Industrial Archeology: a European approach to recovery productive memory **Short description:** The program intends to promote an innovative teaching system based on the integrated approach to search for possible solutions to complex problems. The priority will therefore be attention to definition of a replicable methodology for the analysis and representation of the Heritage Industrial archaeological especially in relation to the

identification of the constituent elements (physical, immaterial and landscape components) and the construction of multi-scalar digital models which, inserted into the territorial dispute, will allow us to represent the transformation, simulate the processes and evaluate project alternatives in the different reference contexts.

The object of study is the disused industrial heritage, both in its material dimension - places/artefacts immaterial - the set of knowledge linked to the memory of the activity productive.

The program aims to go beyond the classic specialisms of Industrial Archeology to define them

a "European" approach on three fundamental themes:

1. image and communication of industry and productive memory

2. Reuse and urban regeneration practices

3. Industrial tourism. Comparison of user experiences

Proposed schedule (this program might be subject to change)

ONLINE	
Initial phase, the organization of seminar meetings - held by university professors - is envisaged and sector experts - aimed at providing students with the basic theoretical notions on some main themes	28/02/2024_29/02/2024_30h.
Final phase: students will work on perfecting digital solutions designed to encourage communication and dissemination of analyzes and project concepts such as, for example, videomapping installations, development of AR/VR applications, etc.	29/04/2024_30/04/2024_25h.

SUR PLACE	8/04/2024	9/04/2024	10/04/2024	11/04/2024	12/04/2024	13/04/2024
AM	Workshop	Workshop	Workshop	Workshop	Workshop	Final event
PM	Workshop	Workshop	Workshop	Workshop	Workshop	