



Accessibility and connection: the challenges of the reconstruction and the promotion of cultural heritage

Luisa Carbone, University of Tuscia (Viterbo), luisa.carbone@unitus.it;

Luca Lucchetti University of Tuscia (Viterbo)* luca.lucchetti@unitus.it

Miriam Noto University of Tuscia (Viterbo) miriam.noto@unitus.it;

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Abstract:

The literature has recently highlighted the change in the way cities are lived, increasingly permeated by technologies, which act as a link between citizens and the copious digital information. It is not enough just to try to identify pluralist and organic strategies to face urban development as a collage of extremely differentiated spaces and mixtures, it is necessary to understand that the changes do not only examine the economic and architectural sphere, but look, with increasing pervasiveness, at the physiognomy and physiology of cities, which deeply innovate the dynamics of growth and rethink the settlement and mobility model, forming yet another look and point of view. Think about the opportunity to develop and experiment with cutting-edge materials and technologies within Cultural Heritage such as multimedia platforms; systems for the digitization and metadata of collections and cultural wealth according to the European standards; analysis, diagnostics and monitoring systems for conservative purposes; development of materials, nanotechnology, sensing; Geographic Information Systems (GIS), 3D and virtual reality, methods and approaches for redevelopment, sustainability and energy efficiency, the development of resources and business models for tourism development, the development of innovative communication strategies and narrative formats; principles and techniques of heritage education and technologies for the use of cultural heritage by different audiences.

The aim of the contribution is to define a model built on the sustainable enhancement of the material and intangible resources available in the territory of Viterbo, a case study par excellence, which involves the multiple factors of the process of building a territory: cohesion, trust, interdependence between stakeholders, resources and skills, knowledge and governance, which are an expression of the sphere of symbolic, identity and cultural values of a city.