

INVITO PERSONALE

La S.V. e' cordialmente invitata

Alla conferenza che si terrà presso il Padiglione Kip-Un Expo- Milano 2015, Edificio B -Teatro

Presentazione del progetto:

“NATURA E STORIA: IL TEMA DEL RECUPERO IN SARDEGNA E A CAGLIARI”

Sabato 10 Ottobre 2015 ore 11,00 -19,00



MILANO 2015
FEEDING THE PLANET
ENERGY FOR LIFE



KIP International School
Knowledge, Innovations, Policies
and Territorial Practices for the
United Nations Millennium Platform

Civil Society Participant

La conferenza è gratuita

Si allega Programma dettagliato e brochure.

Per Informazioni:

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“NATURA E STORIA: IL TEMA DEL RECUPERO IN SARDEGNA E A CAGLIARI”



5 – 11 OTTOBRE 2015

SETTIMANA INTERNAZIONALE

KIP PAVILION – EXPO MILAN 2015



Civil Society Participant

Il Padiglione KIP, di 2717 mq di cui 1500 coperti, evoca l'idea del Villaggio del Mondo. Quattro edifici dalle forme semplici, eleganti ed essenziali, ispirati alle costruzioni degli antichi villaggi rurali, si affacciano verso una piazza centrale, luogo dal quale partono i percorsi espositivi e d'incontro dei visitatori. Il Progetto vuol evocare le aree rurali, depositarie delle risorse naturali e storiche del territorio e delle culture produttive e alimentari locali. Il percorso di accesso del Decumano, in prossimità dell'entrata principale dell'Expo, accompagna il visitatore attraverso i campi coltivati e il Giardino delle Nazioni Unite, dove si trovano i pannelli informativi sull'alimentazione del futuro.

Partners della Kip International School:

- Il Consorzio del Parco Geominerario Storico e Ambientale della Sardegna (Capofila)
- Comune di Cagliari
- Associazione Internazionale Città della Terra Cruda
- Edilana
- Euromed Mapping



Lo splendido giardino delle Nazioni Unite ospita, in maniera permanente, l'opera "**CAPSICA RED LIGHT**", il grande peperoncino rosso", del noto artista sardo il Maestro **Giuseppe Carta**.

PROGRAMMA DELLE ATTIVITA' DELLA SETTIMANA

5 – 11 Ottobre 2015

Kip Pavilion – Edificio A , Attractive Territories Space

Esposizione permanente

1. Il Consorzio del Parco Geominerario Storico e Ambientale della Sardegna

“Il Parco Geominerario della Sardegna e risorse tradizionali”: Esposizione di pannelli, con immagini e titoli brevi, e video brevi, mostranti alcuni degli aspetti più peculiari del territorio (archeologia industriale, geologia, tradizioni, attrazioni turistiche...).

2. Comune di Cagliari

Esposizione materiale e proiezione immagini e video.

3. Associazione Internazionale Città della Terra Cruda

Distribuzione materiali informativi e proiezioni audio e video sulle Città della Terra Cruda. Esposizione eccellenze agroalimentari e prodotti tipici dei Comuni.

4. Le filiere Edizero: Edilana Editerra Edilatte Edimare

“Un’architettura di pace per difendere i semi del mondo”: Green building Immersion attraverso i diversi prodotti con certificazione etica ambientale ANAB ICEA: dagli intonaci di terra cruda agli isolanti di lana di mare. Tutti ideati e realizzati in Sardegna nelle filiere EDIZERO EDILANA.

5. Euromed Mapping

“La conoscenza della Sardegna inizia dal cielo”: Esposizione di pannelli, brevi video e materiale vario.

10 Ottobre 2015

CONFERENZE

KIP Pavilion – Edificio B, Teatro

11.00- 12.30 Parco Geominerario della Sardegna: geologia, cibo e tanto altro!

Relatori: **Gian Luigi Pillola** (Commissario del Parco Geominerario). Presentazione Power Point e videoclip seguita da una discussione con intervento dei partecipanti.

Prof. Rodolfo Coccioni (Università di Urbino). **Prof. Silvio Seno** (Università di Pavia) e **Prof. Massimo Preite** (Università di Firenze).

14.00 – 14.45 Indagini aeree innovative per la tutela e riqualifica dell'ambiente

Relatori: “Introduzione” **Riccardo Faticoni** (Presidente Consorzio Euromed Mapping); “Esperienze dirette e risultati” **Christian Peloso** (General Manager Helica srl).

14.45 - 16.00 La salvaguardia del patrimonio e la valorizzazione del territorio attraverso la ricostruzione 3D da dati tele-rilevati

Relatori: “Introduzione” **Riccardo Faticoni** (Titolare Aeronike srl); “Acquisizione flessibile della realtà 3D per la preservazione del patrimonio culturale” **Martin Köstinger** (UCP Product Manager, Microsoft); “Integrazione e visualizzazione dei dati tele-rilevati con Geoverse Massive Data Manager, basato sulla tecnologia Euclidean Unlimited Detail” **Philipp Meixner** (Meixner Imaging GMBH).

16.00 - 17.30 Cagliari: politiche e azioni per lo sviluppo di un turismo sostenibile

Relatori: **Ass. Barbara Argiolas** (Assessore al Turismo del Comune di Cagliari) “Centralità delle politiche di sostenibilità”.

Prof.ssa Patrizia Modica (Università di Cagliari) “GSTC e ETIS come percorsi ed elementi di misurazione”.

Barbara Terenzi (Comitato per la promozione e protezione dei diritti umani) “Protocollo di Salvaguardia del Rito per lo scioglimento del voto di Sant’Efisio e il percorso di candidatura UNESCO come bestpractice secondo le convenzioni UNESCO”.

17.30 - 19.00 Itinerari turistico-culturali nelle Città della Terra

Relatori: **Dr. Enrico Pusceddu** (Presidente Associazione Internazionale Città della Terra Cruda) “Architetture in terra, un viaggio nel tempo attraverso i luoghi e i sapori della longevità”.

Sergio Murgia (Presidente Assemblea Unione dei Comuni Terre del Campidano) “Le eccellenze agroalimentari del Medio Campidano”.

Dr. Franco Siddi (Consiglio di Amministrazione RAI).

19.00 Degustazione prodotti tipici dei Comuni partners dell'Associazione Internazionale Città della Terra Cruda

Project Coordinator: Dott.ssa Maria Cristina Zuddas



NATURE AND HISTORY
THE RECLAMATION ISSUE IN SARDINIA AND CAGLIARI

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Water and land: set in the middle of Mediterranean, Sardinia has a mountainous territory that meets an astounding emerald sea, where the white sand creeks identify a unique environment, severe and sweet at the same time. Sardinia is unique in the Mediterranean for its environmental, geological, biological characteristics, its natural landscapes with a spectacular coast and inland relief morphology.

The safeguard of this heritage is our purpose: to preserve architecture, environment, handicraft, culture. Some of the Sardinian assets will introduce this land with its shades and contradictions, to describe its beauty, its potentialities and some potential proposals in order to recover the majority of this land.

THE CONSORTIUM OF THE HISTORICAL AND ENVIRONMENTAL GEO-MINING PARK OF SARDINIA

In October 1997 in Paris, UNESCO's General Assembly declared the Geomineral Historic and Environmental Park of Sardinia as *the first Park in the geosite-geopark world net*.

This Consortium consists of four Ministers (Environment and Land Protection - Heritage and Culture - Education, University and Research - Industry), the Autonomous Region of Sardinia, 82 municipalities and the Universities of Cagliari and Sassari.

The aims of this Park are the requalification of mining sites and the preparation of a number of projects mostly oriented in a museum-like, exhibitory, tourist destination of the recovered facilities, where every field related to the Geopark is well looked after in order to ensure sustainable economic and social perspective of sustainable development.

Among these fields are included the geological context, the technical and scientific heritage linked to the works of art, technology and engineering mining tradition, the industrial archeology and heritage documentation of the works, the settlements, the traditions.



CAGLIARI AND SOUTH SARDINIA

An open air cultural workshop, careful about sustainability, environmental tourism and transportation. Cagliari is now a changing city undergoing deep transformation. Witnesses of this process are the renovation of the Poetto seaside, the new bike lanes and the redevelopment of the Sant'Elia harbour, the opening of the Tuvixeddu Park and the Roman Amphitheatre.

Safeguarding its millenary culture and identity, Cagliari started the procedures for the registration of the Feast of Saint Efisio (1 to 4 May) in the list of intangible cultural heritage of UNESCO. Furthermore Cagliari (in collaboration with South Sardinia) is among the first ten destinations in the world to be assessed according to the criteria on sustainability of tourist destinations set by the Global Sustainable Tourism Council.

In only 5 years, Cagliari implemented ambitious development strategies that unfold for the near future new scenarios of social and cultural change, urban regeneration and planning, always in the path of sustainability and innovation.



THE INTERNATIONAL ASSOCIATION OF EARTHEN CITIES

The International Association of Earthen Cities promote, by local communities, the acknowledgement of earthen buildings and settlements as expression of the identity, values and knowledge on which they can found their own sustainable development, attentive to the quality of the choices made for landscape and buildings.

The cultural and tourist itinerary “Earthen Cities”, an authentic and unique experience, promotes hospitality in earth built houses and allows visitors to experience the daily activities in a traditional way: baking bread, cooking dishes, working in the vegetable garden, making ceramics.



The itinerary also encourages the hosting community to rediscover its own cultural roots and promote landscape, cultural heritage and local productions, starting with the recuperation and the reuse of old earthen houses. The itinerary involves the earthen houses owners, the local producers, the associations and the artists who share the disciplinary procedures adopted to guarantee high quality standards.

The International Association of earthen cities is responsible for ensuring the cultural quality of the itinerary.

EDILANA, EDILATTE, EDITERRA

Energy efficiency cannot survive without ethics, it needs an architecture of peace. This is the motto of EDILANA EDITERRA EDILATTE - Production Center for Green Building *La Casa Verde CO2.0*, for an Architecture of Peace.

EDILANA is the largest Italian district of green building, 100% carbon-free and zero public money. This includes 75 companies located throughout the national territory. EDILANA is the first district in Europe organized in this way, producing so many different types of products especially for ecological building from waste and without using lands for agriculture and water.

The Production Centre for Green Building *La casa verde CO2.0* has in fact over 400 different local products, from raw material to finished product, always in situ. For environmental reasons, the chain district has a beating heart in Italy, the European country with the highest variety of surplus natural raw materials (agricultural, mineral, vegetable, animal). These materials that few years ago were still undervalued or disposed of as waste are now used for green building,



EUROMED MAPPING

EuroMed Mapping is a new and innovative consortium for remote sensing and aerial surveys in Europe, North Africa and the Middle East. The aim is to provide the capability and expertise of a big company along with the flexibility, responsiveness and personal service of a small company.

The consortium brings together four of Europe's leading survey and mapping companies: Aeronike, Apem, Helica and Polkart. With bases in Italy, Poland and the UK, these carefully chosen companies offer a wide range of complementary skills, experience, equipment and locations. Each company is highly respected in its field and together we have over 100 years of aerial survey knowledge and expertise. EuroMed Mapping is a new and innovative answer to all of your aerial survey and mapping needs.



TO KNOW MORE

www.parcogeominerario.eu
www.cagliariturismo.it
www.terracruda.org
www.edilana.com
www.euromed-mapping.com

CONTACTS

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“NATURE AND HISTORY, THE RECLAMATION ISSUE IN SARDINIA AND CAGLIARI”



5 – 11 OCTOBER 2015

KIP PAVILION – EXPO MILAN 2015

INTERNATIONAL WEEK



MILANO 2015
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Civil Society Participant

The Kip Pavilion covers 2.717 square meters with a covered space of 1500 square meters; its design evokes the idea of a World Village. Four elegant but simple buildings, inspired by antique rural villages, look out over a central square, the starting point for several pathways of expositions and meetings for its visitors. The project is a reminder that rural villages are repositories of the natural and historical resources of a territory, with its local productive and food resources. The long access path from the Decumano accompanies the visitors through cultivated fields and the United Nations Garden, with its information panels on the future of food.

Partners of Kip International School:

- The Consortium of the Historical and Environmental Geo-mining Park of Sardinia (Leader)
- Cagliari Municipality
- The International Association of Earthen Cities
- Edilana
- EuroMed-Mapping

Programme of the week's activities

October 5 – 11, 2015

Kip Pavilion – Building A , Attractive Territories Space.

Permanent exhibition

1. The Consortium of the Historical and Environmental Geo-mining Park of Sardinia

"The Sardinian Mining Geopark and traditional resource"s: Exhibit of panels, containing images and short titles, and short videos, showing some of the most peculiar aspects of the territory. (industrial archaeology, geology, nature, traditions, touristic attraction, ...)

2. Cagliari Municipality

Exhibit and videos.

3. The International Association of Earthen Cities

Distribution of information materials and audio- video projections about Earthen cities. Exhibit of excellent food and typical products of the municipalities (partner).

4. Le filiere Edizero: Edilana Editerra Edilatte Edimare

"An architecture of peace to defend the seeds of the world": Green building Immersion through the different products certified environmental ethics ANAB ICEA: the plaster of clay, wool insulation sea. All designed and made in Sardinia in chains EDIZERO EDILANA.

5. EuroMed Mapping

"The knowledge of Sardinia starts from the sky": Exhibit of panels, short videos and presentations.

October 10, 2015

KIP Pavilion – Building B, Theatre

Conferences

11.00 - 12.30 Sardinia Mining Geopark: geology, food and much more!

Power Point and videoclips presentation by Prof Gian Luigi Pillola (Commissioner of the Sardinian Mining Geopark), followed by a discussion with the participants. Speakers: **Gian Luigi Pillola** (Commissioner of the Sardinian Mining Geopark). **Prof. Rodolfo Coccioni** (University of Urbino); **Prof. Silvio Seno** (University of Pavia) e **Prof. Massimo Preite** (University of Firenze).

14.00 - 14.45 Innovative aerial surveys for the protection and retrain of the environment

Speakers: Introduction: **Riccardo Faticoni** (President Consortium EuroMed Mapping); Direct experiences and results: **Christian Peloso** (General Manager Helica srl).

14.45 - 16.00 The preservation of the cultural heritage and the valorization of the territory by tele-recording 3D datasets

Speakers: Introduction: **Riccardo Faticoni** (Owner Aeronike srl); Flexible 3D reality capturing for cultural heritage preservation: **Martin Köstinger** (UCP product manager, Microsoft); Integration and visualization of tele-recorded datasets with Geoverse Massive Data Manager, based on Euclidean's Unlimited Detail technology: **Philipp Meixner** (Meixner Imaging GMBH).

16.00 - 17.30 Cagliari: policies and actions for the development of sustainable tourism

Speakers: **Ass. Barbara Argiolas** (Tourism council member - Municipality of Cagliari) "Centrality of sustainable development policies"
Prof. Patrizia Modica (University of Cagliari) "GSTC and ETIS as paths and elements o measurement"
Barbara Terenzi (Committee for the Promotion and Protection of Human Rights) "Protocol for Protection of the Rite for the dissolution of the vote of Sant'Efisio and the path of UNESCO candidacy as bestpractise according to UNESCO conventions".

17.30 - 19.00 Tourist-cultural itineraries in the City of Earth

Speakers: **Dr. Henry Pusceddu** (President of the International City of Earthen Cities) "Earth-Architecture, a journey through the sights and tastes of longevity".
Sergio Murgia (President of the Assembly of the Union of Municipalities Terre Campidano) "The excellent food of the Middle Campidano". **Franco Siddi** (Board of directors RAI).

19.00 Typical products-tasting of the partner municipalities of The International Association of Earthen Cities

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