

## Why do we set sails?

The “Ground Tour” is a journey starting in Vienna, cruising the outskirts of Rome, touching ground in Prato and Florence on our way to the undepths of the Venice Lagoon.

The tour will grind much too common assumptions about Italy’s beauty and culture and will bring onto surface a different portrayal of a country as it is acting at the edges of mainstream society.

Moreover, the journey evocatively recalls the historical „Grand Tour“ of the period of Enlightenment which aimed to educate and open horizons to a privileged class of people which nevertheless tried to contribute to human progress and learn from the experience of travelling.

The “Ground Tour” has the intent to connect with projects and bottom-up-actions if not new social movements where arts and radical forms of politics go hand in hand, where contemporary practices get in necessary conflict with the load of Italy’s built heritage to eventually give birth to unexpected

futures and new solutions in a society with urgent needs and high potentials of conflict.

On the “Ground Tour” contacts and networks among artists, activists and institutions will be enforced and created.

**Social change is only possible in networks and across given national borders.**

Enrico Tomassini  
Brigitte Felderer  
*for the Social Design Studio Vienna*

Ground Tour #1  
curated by Enrico Tomassini  
Visual Mapping: Alessia Scuderi  
supported by Laschandrè Coetzee

-ATI Suffix  
LAC\_Laboratorio Arti Civiche  
MAAM\_Museo dell’Altro e dell’Altrove  
Metropoliz  
Red Lab  
Francesco D’Isa  
Public Art Collective Spazi Docili  
Ark Kostruendo  
Three Faces  
MEP\_Movimento per l’Emancipazione della Poesia  
La Polveriera  
Fondazione Giovanni Michelucci  
Associazione Culturale [chì-na]  
Biennale Architettura 2016  
Massimo Bricocoli / Stefania Sabatinelli  
Isin Önoł  
Gerald Bast  
Christina Schraml

Social Design

di: 'angewandte

Universität für angewandte Kunst Wien  
University of Applied Arts Vienna

# the ground tour

#1

4—6  
Rome

Fiesole  
10

9  
Prato

11—13  
Venice

4—13  
Nov 2016

7—9  
Florence



## -ATI Suffix // The Art of People

-ATI suffix is a multidisciplinary collective whose name changes on a project base in order to deny closed identities. The adoption of the Italian grammatical suffix *-ati* is methodologically devised to allow each project to be conceived and understood as reciprocal: imperative to the public and self-transformative for the project members. [-ATI Suffix]

**The Roman Strut-Art guide**  
an urban exploration of banal stratification

**keywords:** #stratification #unintentionalart #banality #facade #use #rituals #history #realstreetart

Unlike the rest of the world, the street art scene in Rome has struggled for years to assert itself. In the last decade it boomed becoming an attractive destination for national and international artists thanks to formal institutions' recognition. Rome could be also called the Italian capital of institutionalized street art. Street art guided tours, organized visits, tourist maps of murals are branding the city under a new light: "Change Perspective: The Street is Your New Museum". Subsequently opportunities to set up legal walls are increasing, to the delight of some artists and the opposition of others who believe that the street art scene should be kept within its originally illegal dimension. Galleries and institutions are instrumentalizing murals to transform urban environment into a depoliticized artistic playground turning provocation into city make-up. Indeed, intentionally or not, mural art became the armed tool for urban transformation and processes of gentrification. Therefore its popularity risks to trivialize artists' social role in the city. Within this specific inner conflict we do not take side but we

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inability of the political-bureaucratic-administrative class; "Ex Meccanotessile", an abandoned and disputed industrial area in the district of Rifredi, and the famous "Monster of the Poggetto", a car park skeleton that stands on a hill near the Careggi Hospital. What do these sites tell us? What is the relation between these sites and the city center? What is the correlation between the contemporary and the historical city? What kind of ideologies a place is imbued with?

We will use a dialogical and centripetal method, trying to bring out ideas, images, suggestions, without being inductive and didactic. Historical issues and specific information on the explored and analyzed areas will be provided and discussed on the second day during a hands-on phase.

We will discuss collectively and tackle the experiences of the previous day, trying to produce an "installation" as a result of the collective discussion if not also individual approaches. The work shop will take place at "La Polveriera" an autonomous politically and socially engaged liberated venue with the participation of members of the venue's collective, with Mep Movement for the Emancipation of Poetry and the Ark-Collective of Architecture.

## Francesco d'Isa // A visit through your idea of Florence

[Spazi Docili & Enrico Tomassini]

Francesco d'Isa is an Italian artist, writer, journalist and art curator. He studied philosophy and was co-founder of the Italian Art & Literature magazine "Mostro", where he also published his first artworks. He has exhibited internationally in Italy, Germany, Holland, Switzerland, England, USA, Australia, Russia or South America. In 2007 he became "Pornopope" founding the porn-artistic collective Pornsaints. He organized for Pornsaints

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ask ourselves as artists and researchers dealing with social design and socially engaged art projects, how do we perceive the overwhelming popularity of street art? How do we differently conceive our social role? What are we really interested in while strolling around? What do we conceive or perceive as urban art? We consider cities as dynamic environments traced by the layerings of use, conflicts, rituals and daily banality. Therefore the proposed urban exploration aims at understanding traces of use and forgotten histories characterized by intentional or unintentional two dimensional artistic output. Strolling in popular neighborhoods of Rome's street art we will take parallel paths to create an alternative guide to Rome's street art. What stories do invisible monuments teach us? Does a ritualized city corner has less value in terms of artistic expression than a mural? How does the social layering of the city manifest itself?

Insight

After decades of big public housing projects, Rome is experiencing the consequences of welfare state's disappearance and an increasing pressure of developers on urban transformation. The local movements for the right to housing struggle to resist the dominant model of urban development, not only providing a shelter to categories of people excluded from the real estate market, but completely reformulating the right to dwelling in an alternative way. These movements filled the voids left by public policies, implementing care, assistance and educational services, but also creating leisure and cultural activities open to all the city inhabitants, regardless their status. Such opening to the city public often represents an additional challenge for squatted spaces, deemed to be illegal and marginalized by authorities and local communities. In some cases, artists engaged in this process of opening, with public art projects aiming to shift the imaginary of spaces of occupation, shedding new light on some areas of the city generally

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international art exhibitions and parties in art galleries and erotic festivals, both in Europe and USA. His first novel, "Anna - storia di un palindromo" has been published in 2014 by Effequ (Italy), his second novel, "Ultimo piano (o porno totale)" by Imprimatur (Italy) in 2015. He regularly writes for Il Post (Italy) and RT Book Reviews (USA). Since 2015 he is head editor of the Italian magazine L'INDISCRETO. [Wikipedia]

### Mind Geographies

Details are always welcome (V. Nabokov)

**keywords:** #mind #storytelling #psychology #narrative #fiction #dreams #orientation #details

Siegel & White (1975) distinguished three types of knowledge involved in forming and using cognitive maps: i) landmark knowledge, ii) route knowledge, and iii) survey knowledge. Landmark knowledge is information about the particular features of a location. Route knowledge is information about specific pathways for moving from one location to another; it may be coded procedurally or declaratively. Survey knowledge is metric information about the relative location and estimated distances between landmarks, the very thing captured in a standard map, showing the location of all paths and features in a Euclidean plan.

In brief, it seems that we paste some details in an abstract tridimensional space, moving from ours' to the objects' points of view. At the same time, as Vladimir Nabokov stated in his Lectures on Literature and as every writer knows, to evoke something in the readers' mind is to provide the right details in the proper frame. Details build people and places, but also stories: a malicious gaze is the landmark of a conspiracy as a marble circle in Piazza della Signoria in Florence is the

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stigmatized by the popular public talk and calling attention to inequalities and spatial justice.

Also, artists were invited and commissioned by public authorities as part of urban renewal projects, especially in social housing complexes. In some cases public art, though starting from a provocative and rebel attitude that characterized the dawning of the street art counter-culture, ended up constructing the conditions for gentrification, turning physical space into a branded commodity and serving the interests of developers.

Through the investigation of different Roman cases we will discuss the role of artists and designers in the dynamics of urban transformation. We will explore informal settlements, social housing complexes and squats, meeting their inhabitants and the actors of their current and past transformations. We will look for creative ways to question and critique the urban environments and design strategies who engage with socio-political issues concerning contemporary cities. In Rome we investigate the role and use of arts in the legitimization of bottom-up political struggles to renew housing complexes driven by public and private investors in the periphery of Rome. We will get in contact with Metropoliz, an abandoned and then occupied factory in the district of Tor Sapienza where the "MAAM – Museo dell'Altro e dell'Altrove" (Museum of the Other and Elsewhere) has been opened 10 years ago. What is the relationship between the inhabitants of the occupation and the museum and its visitors? How has this relation been transformed and changed over the years? The contradictions of arts and occupation, of gentrification and the need for affordable housing will not remained untouched.

[-ATI Suffix]

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landmark of Girolamo Savonarola's death by fire. The idea behind this tour is to explore some of the most famous landmarks of Florence through their unseen details and stories. During the visit the guide will point out some of the details usually ignored by the many tourists of the city, narrating in brief their history. Later, it will be the turn of the visitors' eyes; in order to consciously build the mind-image of these places, every participant will look around for some details, and he/she will be invited to briefly imagine their story. The result should be the construction of many "Mind-Florence"s, one for each participant, coinciding in the space but with differences and analogies in their representations, due to the features of the viewers' conceptual, personal and cultural lenses. Maybe you will not really visit the city, but you will build it. [Francesco d'Isa]

## Associazione Culturale [chi-na]

[chi-na] is a cultural association co-founded in 2014 by Cosimo Balestri (architect), Emanuele Barili (architect), Luca Ficini (photographer), Alberto Gramigni (architect and food designer), Guido Gramigni (art historian). [chi-na] stems from the desire to do something concrete and visible, to become "active agents of an idea of wonder" and create a platform to share and develop our passions and projects. We chose as our office an abandoned warehouse inside Macrolotto Zero, the Chinatown of Prato, since it is a place that represents the difficulties and contradictions of our time, embodies a certain view of ours of the world and from the start has had a magnetic appeal on us. The purpose of [chi-na] is to study and investigate issues related to culture, in all of its declinations, promoting them in a creative and multidisciplinary way.

During two years of activity [chi-na] dealt with different kinds

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## Spazi Docili [Docile Spaces] // From the center to the factories

Spazi Docili gives an answer, in the form of a public art project, to the disconcerting and exemplary situation of Florence, undisputed capital of Italian difficulties in understanding and dealing with "the contemporary" and its relation to the past. Our name, clearly after Michel Foucault, postulates the existence of spaces 'docile' to the power in which the incompetence of the Italian political-bureaucratic-administrative class takes a touchable, concrete form. The areas we deal with look actually more like "ideologic concretions" than like buildings. It is interesting to observe how in these places contemporary politics, visual arts, left wing crisis, collapse of any idea of 'public', predominance of the economic perspective in every field, art system, inability to 'read' spaces, tangle all together in an almost inextricable way.

Since 2008 Spazi Docili produced field surveys and drifts/ dérivés, workshops, exhibitions, talks. As a matter of fact we are not interested simply in the production of "œuvres" to put in the art market but rather in turning on truly active participatory and involving processes able to shape a living and exciting bond between public and artistic practices. [Spazi Docili]

### A Florentine Critical Walk

Discovering Docile Spaces

**keywords:** #non-places #abandoned #participation #docilespace #critical #history #discovery

We propose a critical walk tour in Florence during which we would like to explore the city by reaching abandoned buildings as: "Sant'Orsola", a medieval Florentine monastery raped by the

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of projects, such as organizing private events, the planning and realization of Piazza dell'Immaginario and promoting different social activities in this new public space.

The association also curated and designed two exhibitions about the neighborhood Macrolotto Zero (in collaboration with Università degli Studi di Firenze and Università degli Studi di Ferrara), it also hosted a symposium within the framework of the Oslo triennale, collaborating on two projects of the edition "after belonging". Lately the association hosted partially the international workshop "New Cities and Migration", in collaboration with Università degli Studi di Firenze and Université de Montréal. [Associazione Culturale [chi-na]]

### A China Town in the Heart of Italy

**keywords:** #journey #chinatown #publicspace #macrolotto0 #re-use #socialactivities #diversity #industrialarcheology

How does China look like in Italy? How is the Chinese community historically and urbanistically influencing the metropolitan area of Prato? What are the public spaces in China Town? What kind of processes of integration has the municipality promoted in the last 30 years? What are the bottom-up processes of integration that third personas have promoted and implemented? How does China look like in Europe? [Enrico Tomassini]

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## Fondazione Giovanni Michelucci // A 100 years Enlightening Cœvre

Giovanni Michelucci, Italian architect, urban planner and designer, was born in Pistoia in 1891 and died in 1990, two days before his hundredth birthday, at his studio-home in Fiesole, in Florence's hills, now the headquarters of the eponymous foundation. He was one of the major Italian architects of his century, known for projects such as the Firenze Santa Maria Novella railway station or the San Giovanni Battista church on the Autostrada del Sole. [Wikipedia]

### Visit to the Foundation

keywords: #inclusive #social #habitat #architecture  
#deviances #informal #city

In 1982 the architect, with Regione Toscana and the cities of Fiesole and Pistoia, decided to establish the "Fondazione Giovanni Michelucci". He bequeathed his vision and values to the Foundation, that he wanted to be attentive to the social problems of the city and to the separate worlds of total institutions as prison, asylum, hospitals. He committed the Foundation to offering ideas and plans for action on the chronic urban question, how to reconnect separate spaces by a new design of the city, giving witness to a way of life and to making architecture meet the needs of the people. The Foundation now also conserves his archives, his works, his writings, his ideal heritage. Today, the Michelucci Foundation is a relevant and innovative actor in research and planning on social habitat and on the relationship between space and society. The Foundation coordinates several projects and researches in partnership with local authorities and cultural institutions, developing programs and proposals to integrate the local policies on the most relevant urban problems: migration, housing exclusion, suburbs, urban security, health. [Wikipedia]

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## Visit of the Biennale Architettura 2016 "Reporting From the Front" // Educational Session at the Biennale Architettura 2016

Input by: Massimo Bricocoli, Isin Önoel, Christina Schraml  
Programme: Workshop and Launch of the Social Design project  
Urban Knautschzone (Working Title).

### Urban Knautschzone (working title)

Initiating a long-term process of research and operations in an urban *knautschzone* between Vienna's Prater and Danube

"There is no logic that can be superimposed on the city; people make it, and it is to them, not buildings, that we must fit our plans." (Jane Jacobs)

The project *Urban Knautschzone* (working title) engages with the residential area located between Vienna's large public park Prater and the river Danube in the city's second district, which at the moment finds itself in a critical point in time. The neighbourhood's housing structures are characterised by a quite densely populated mono-functional use, concentrated in large social housing estates, many of which have been built in a row construction during the late 1950s and early 70s and thus are reaching the end of their lifecycles.

The public space along the area's major streets Handelskai, Engerthstraße and Vorgartenstraße is strongly dominated by cars and offers a rather poor quality of stay for its population. The ground floor level in the area shows a high vacancy rate and thus the entire neighbourhood seems to lack an overall identity.

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Since the expansion of the underground U2 in 2008, the neighbourhood is adjacent to a range of high-speed urban (re)development projects. These include, amongst others, the development of the business area viertel zwei (2008), the realization of the new WU campus (2013), resulting student residences in the high price segment, the planned Marina City – a project in the luxury property market along the Danube waterfront.

This situation has led to an increased pressure on the residential social housing area, which is where the project *Urban Knautschzone* comes in. We are developing interventions of how to improve the quality of living for people within an already existing urban fabric – where purely architectural solutions do no longer apply and where from the original ideas associated with "social housing" only a hollow and pathetic shell has remained. As a first step, we will conduct an on-spot investigation of the area with a mobile research and intervention unit – as a strategy to explore the neighbourhood, identify potential issues and get to know the residents.

These observations and experiences will then form the basis for further actions – i.e. interventions which aim to highlight and strengthen the neighbourhood's potentials and original qualities, discuss the question of co-habitation and community with local residents – against the background of rapid urban (re) development in the surrounding area.

## Thursday 3rd of November

Flixbus from **Vienna Erdberg (20.35)** to **Rome (11.45 of the next day)**

From Friday 4th to Monday 7th of November:

The Roman Strut Art guide: an urban exploration of banal stratification with -ATI Suffix. We will be sleeping at RedLab an Occupied Gym in eastern Rome which is the same area where we will have most of our explorations and activities. We will visit MAAM Museum situated in the Housing Occupation of Metropoliz and look for a comparison in between Street Art and Unintentional traces of Art so called banal traces.

## Monday 7th of November

Flixbus from **Rome Tiburtina (07.55)** to **Florence Montelungo (11.20)**.

Once arrived in Florence we go to Aldo Tomassini's place to have showers and rest.

**Aldo's address: Viale Ariosto 12, 50124 Firenze**

**14.30** Appointment at Duomo // A Florentine Critical Walk with at Spazi Docili

We propose a critical walk tour in Florence during which we explore the city by reaching abandoned buildings as for instance: "Sant'Orsola", a medieval Florentine monastery; "Ex Meccanotessile", an abandoned and disputed industrial area in the district of Rifredi, and the famous "Monster of the Poggetto", a car park skeleton that stands on the hill near the Careggi Hospital.

**Meeting point: In front of the dome- Piazza del Duomo**

**19.30** Free Evening

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participant will look around for some details, and he/she will be invited to briefly imagine their story. Maybe you will not really visit the city, but you will build it.

**Meeting point: Libreria Todo Modo - Via dei Fossi, 15/R**

**14.30** Going to China Town in Prato // A China Town in the Heart of Italy with Ass. Chì-na

How does China look like in Italy? How the chinese community historically and urbanistically influence the metropolitan area of Prato?

**Meeting point: Departing for Prato- Santa Maria Novella Train Station platform 1 (in front of the coffeehouse)**

**19.30** Dinner in a Chinese Restaurant and returning to Florence.

## Thursday 10th of November

**09.40** Departing for Fiesole

**Meeting Point Piazza San Marco down the statue**

**10.30** Giovanni Michelucci's Foundation and the hills of Tuscany // Lecture at the foundation

**Lunch** at „La Casa del Popolo“.

**14.30** Free afternoon. You can visit the Fiesole amphitheater or go grocery shopping for the evening. Ask for more info.

**19.30** Dinner at Aldo's Place with our new friends. Going out and have fun!

# Nov 2016

III

# 4 — 13

## Tuesday 8th of November

**Free morning.**

You can visit a museum or sleep or come with us grocery shopping for the evening!

**14.30** Visit to the occupied space La Polveriera.

"Spazi Docili" will introduce their work to us. A short talk will follow focused on models of intervention in the public space and on the use of aesthetic languages. We will discuss collectively and tackle with the participants the experience of the previous day, trying to produce an "installation" as a result of the collective discussion if not also individual approaches. The workshop will take place with the participation of members of the venue's collective, with Mep Movement for the emancipation of Poetry and the Ark- Collective of Architecture.

**Meeting point: La Polveriera - Via Santa Reparata, 12**

**19.30** Cooking in the occupied space La Polveriera.

## Wednesday 9th of November

**09.30** Bookshop, theater café „Todo Modo“ // Mind Geographies with Francesco D'Isa

The idea behind this tour is to explore some of the most famous landmarks of Florence through their unseen details and stories. Later, it will be the turn of the visitors' eyes; in order to consciously build the mind-image of these places, every

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## Friday 11th of November

Flixbus from **Florence Montelungo (05.10)** to **Venice Mestre (10.00)**

We go to the hostel, visit the Biennale.

**Hostel address: AWA Venice Aparthotel San Marco Calle Dei Furlani Castello 3271, 30122 Venedig**

## Saturday 12th of November

**14.30 - 17.00** Educational session at Arsenale, Sale d'Armi

## Sunday 13th of November

Flixbus from **Venice Santa Lucia (20:57)** to **Vienna (08.05 of the next day)**

### Things you need:

**sleeping bag, mat, pillow, mess tin or food container, cutlery**

**Extra things you could bring for profiting the best out of the tour:**

Bring anything that would allow you to take notes and images, If not also all that facilitate your interaction with the space and the people we will bump into. We will be observing authorial street art in comparison to unintentional art produced by the people living in the peripheral areas of Rome, we will be producing an installative element inspired by the materials, images and thoughts collected along a long walk in between touristic and 'Docile' spaces in Florence, we will be improvising storytelling inspired by details in space, we will visit the third largest chinatown of Europe in Prato, the hilly landscape of Tuscany and the Venice Lagoon.

**Therefore:**

**notebooks, cameras, audio recorder, pens, pencils, and all you can come up with is suggested!**

IV

# program

**program**

**the  
ground  
tour**

