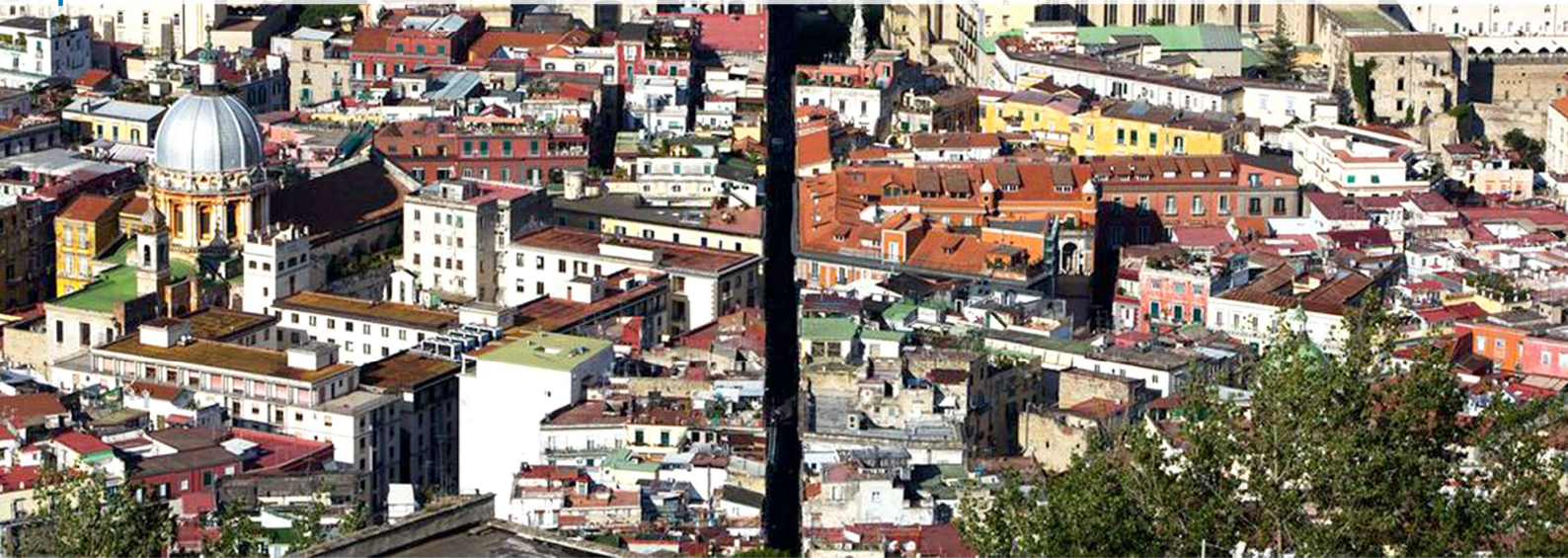


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The wave of patrimonialization in Naples. Critical notes from the field



In the last 20 years Naples has been involved in different processes of patrimonialization. In the Historical Centre, in the downtown, such processes are very linked to being in the Unesco World Heritage list, on which a peculiar brandization has been built.

While drawing this processes, their ambivalences and consequences on the image of the city, the conference will be focus on the critical description of a temporary event - the celebration of a well-known fashion brand - which took place in this area, due to its iconic power. For three days, the streets became the set of the event and the ordinary rules of accessibility, habitability, use and transit were prohibited, selling de facto the public city for a private use.

By presenting an empirical case, we aim to explore which kind of change the patrimonialization makes in everyday spaces and urban life, and then which consequences it has in term of spatial exclusion, according with a framework of theoretical reflections and empirical research.

WANN Mi. 11.11.2020 | 16:30 - 18:00 Uhr

WO Der Vortrag findet als Videokonferenz über BigBlueButton statt.

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