

HISTORICAL CHARACTER OF TOWN: FROM REPRESENTATION TO REUSE

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The knowledge of city environment where everyone lives, the skill to be able to read and interpret the imago urbis, lead to the rediscovery of the reality that surrounds us and which citizen are an integral part. So one of the most important question is how can this knowledge acquire the ability to relate itself with heritage to protect and preserve. It is of fundamental importance in order to recover the historical and cultural roots of our daily lives. Considering, in particular, Naples old city center and its possible reading and observation forms in relation to the traces left by many human activity, where man was the main actor of the story, because through his action he built and still builds surrounds him. After all, the city's image is nothing more than what the inhabitants have shaped and molded over the centuries, through a continuous overlapping work and a continuous stratification process influenced by historical and socio-economic, political and religious events. So it's possible to identify characteristic features and particular elements determined by history's continuous evolution, which distinguish each urban reality than the other. Front of "modernization" processes which every age chases, creates and somehow suffers, today one of the most relevant needs is an attempt to preserve and to maintain the distinctive traces of this historical and territorial reality, even if they are intangible or not clearly visible, forced to a progressive transformation and elimination. The activation of cultural mobilization processes, learning and awareness by the citizens of the possibilities inherent in urban capital, it can contribute to a progressive "updating" of tangible and intangible heritage, which currently accounts one of potential positive factor to achieve increased attractiveness and competitiveness of Historic cities globally. Within a discourse on educational performance, reading and enjoyment of imago urbis, the aspect which interests us mostly dealing is mainly related to an historical interpretive key, to capture an overall view of the city through a comprehensive and varied reading of the townscape. The historical analysis applied to this topic raises, in fact, to have a multidisciplinary view and gives rise to many arguments about economic, social, political, cultural, religious, urban planning framework, by establishing new uses compatible with urban heritage, in order to counter any processes of urban decay, relocating as use values and non-use ones such as cultural, historical, symbolic and traditional into development and enhancement urban strategies.