

## **SCALIURBANI GREEN EDITION**

After the great success of the first edition held from 11 to 13 June 2019 in Livorno at the Fortezza Vecchia, the idea of a second edition was launched, opting for the annual instead of biennial edition.

The Order of Architects PPC of Livorno has chosen to address this second edition focusing on the theme of eco-responsibility and sustainable development for the projects of Architecture, City, Territory and Landscape of the future.

## **DIGITAL WEEK**

Following the arrival of the Covid-19 pandemic and the need to postpone the event pending government regulations, we decided to move the event to September 2020, more determined than ever to complete this project. During the lockdown and the various phases we strengthened this idea and thought that a digital edition full of content according to the format of the first edition integrated with a new generation layout on a digital platform could be the solution and a great added value for the comparison between guests, partners, professionals, institutions and civil society.

The digital week will therefore take place from 22 to 26 September 2020.

## **INCIPIT**

The choice of the theme of sustainable development and eco-responsibility, also in the light of the pandemic emergency developed this year, confirm that the decision to debate the future of our life on our planet is a winning one.

The models of living, from the scale of design to that of the landscape, are showing all their limits and we are facing a unique opportunity to activate a cultural, social and economic revolution that will make us reach unexpected goals in reducing environmental impact, saving energy and protecting resources.

A unity of intent between professionals, institutions, businesses and civil society is absolutely strategic to change the way we see the near future and improve the quality of life of people through an associative rather than linear approach to the problem of sustainable development and climate change.

In order for the issue not only to be on everyone's lips and to be tackled superficially, there needs to be a serious bottom-up confrontation; a great cultural debate is necessary to become aware of what the environment in which we will live will be and to become citizens who make conscious choices.

The transition from the ego-centric to the eco-centric model will not be so easy and it is imperative to question how Architecture and its stakeholders will position themselves in this transformation in order to seize the opportunities, including professional ones.

Eco-responsible Architecture may not be able to save the world, but it will certainly be a great contribution to the reduction of environmental impact.

The disconnection between Architecture and civil society, i.e. the growing difficulty of the latter to express needs and provide adequate responses, has led to dramatic urbanization phenomena characterized by increasingly frequent upheavals linked to geological and

climatic phenomena that upset the structure and require increasingly heavy interventions, which often result in immobility and flouxy regulations that do not help the change of approach to the Territorial Government.

The digital edition wants to be an opportunity to express, through Architecture, a strong desire for the quality of the space in which we live, a wealth to protect, to renew and to create; it will not be an Architecture for Architects event, but an opportunity to open a debate with institutions and civil society, to make the change of approach to the project recognized as an indispensable element for everyone as part of a community; rediscovering the cultural role of the Architect and new opportunities; a moment in which authorities and institutions will find the inspiration to give a more precise and substantial response to the environmental issue by changing the approach to the concept of design and protection of both landscape and environment through the regeneration of cities and territories.

## **CONCEPT**

Lectures, talks, workshops and other forms of participation will give life to a real professional buildings hub, compared to an audience of at least 10,000 people.

A territorial, national and international comparison on the theme of the new green deal, in line with the 17 objectives of the United Nations on sustainable development and the contents of the Strategic Agenda 2030.

During the digital week, all the meetings with international and national architectural firms, the presentation of books, the comparison through cultural and technical round tables with a continuous flow of presence on the video and ensuring maximum distribution and viewing of the contents will be gilded through a digital platform.

The hope is that institutions, professionals and citizens will begin to increasingly consider eco-responsibility as one of the instruments of Territorial Government and not as a fallback to their inability to deal with an environmental problem of great importance. Too often in the past we have had an Architecture called upon to place a beautiful object in the middle of the city, not being able to deal with the city and its relations with man and the environment. The digital week must provoke the desire to experiment something different without thinking that sustainability is a sign of lower quality and aesthetics for the development of the country.

We don't want it to be a moment that may seem a scientific catalogue of technological innovations for sustainable development, but to make culture and find connections and stimuli in the relationships between things and people; in short, to change paradigm.

## **PAYOFF 2020**

The title inevitably had to remain that of SCALIURBANI in order to guarantee the recognition of the event over time and the subtitle of GREEN EDITION was introduced with the addition of DIGITAL WEEK to characterize an extraordinary format for the 2020 edition..

## **SUPPORT**

Such an important event designed in the first edition to be realized in the city of Livorno now becomes without a precise border place and expands through the digital network in every place where everyone will want to take it through his vision.

This global scope has given rise to the request for sponsorships and partnerships with institutions of international, national and local scale.

UMAR - Unione degli Architetti del bacino Mediterraneo

CAE - Consiglio degli Architetti d'Europa

Consiglio Nazionale Architetti PPC

Federazione Architetti PPC Toscani

INU – Istituto Nazionale di Urbanistica

Regione Toscana

Comune di Livorno

Ance Toscana

Anci Toscana

European Sustainable Development Week - ESDW

Festival dello Sviluppo Sostenibile - ASVIS

Scaliurbani digital week will be part of the circuit of events promoted by the European Union such as the Sustainable Development Week and the Italian Alliance for Sustainable Development.