

Periferica
Festival 2018

THE OPEN
MUSEUM

5th International
Summer School
of Architecture,
Art & Design

27 Jul → 05 Aug
Mazara - Sicily

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Periferica

project that regenerates

URBAN REGENERATION FESTIVAL

Reactivating a space that has been decommissioned for years in the city's first cultural park, including young creatives, local communities and communities: with this objective, **Periferica** has so far involved **hundreds of students** who come from different parts of Europe each year to Mazara to contribute to the **regeneration process** and discover the city year after year.

Since 2013, **Periferica** has started in the outskirts of **Mazara** a process of investigation, planning and participatory construction, putting **universities, associations** and **companies** at the system, and placing the citizen in a position to take positive action on its territory.

The project pivots on **Casa Periferica**: the first cultural park in Mazara built on a disused area through training, artistic and cultural processes thanks to the **Boom Urban Lungs** program.

Periferica won the **Ri.U.So award** and have been listed among the best Italian urban regeneration projects.

→ perifericaproject.org/casaperiferica



10 days of workshops, and events to reactivate a disused area involving the community



Evocava

Museum as a device

THEME THE OPEN MUSEUM

The fifth edition took place in the context of *Evocava - evocative Museum of the Quarries*, a project that won the call for *culturability*.

Evocava foresees the birth of a Museum as a **device** for the protection, enhancement and promotion of the ancient **Mazara quarries**: a system of over **200 thousand square meters** divided into galleries, caverns, parks and gardens.

The project aims to convert a disused hypogeum area inside the Peripheral Quarry, through two levels of **co-creation** divided into two years: the first linked to the *container*, the second to the *content*.

The first was therefore focused on the theme of **paths, accessibility** and **methods of use**; the **second phase** will concern the development of contents based on testimonies from the inhabitants.

the project was optimized thanks to the make a cube³ and foundation fitzcarraldo incubators, moving from idea to cultural enterprise.

→ perifericaproject.org/evocava



the cave system: over 200 thousand square meters divided into tunnels, caverns, parks and gardens.

PFSS I 8

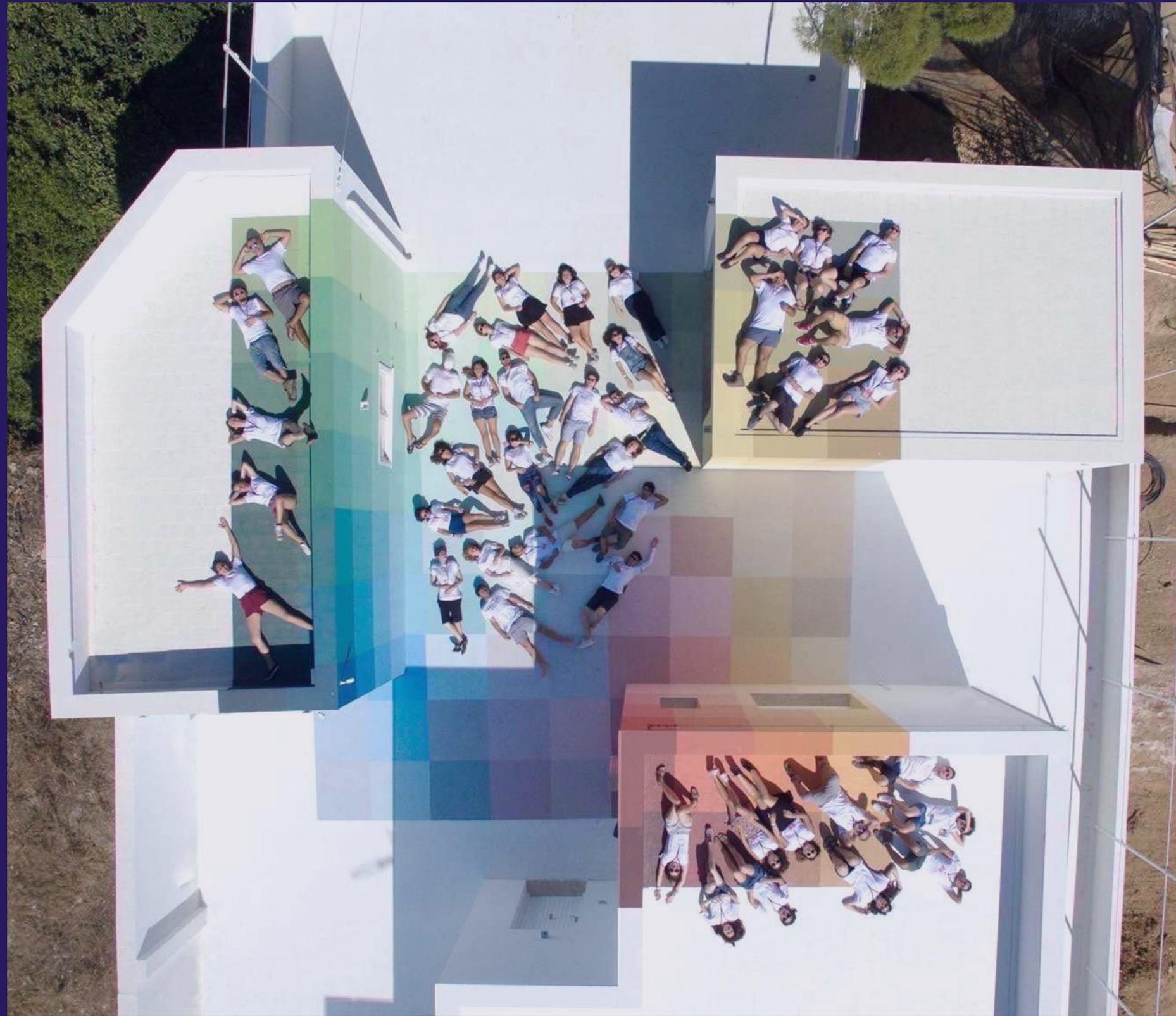
Summer School

STUDENTS WORKSHOP

10 days, 3 workshops, 50 participants, to develop the theme of *the Open Museum* through the **three key words**: *connect, show, transmit*.

Adopting an **interdisciplinary approach**, the themes of **accessibility, exhibition** and **interaction** were dealt with through the three **architecture, design** and **communication workshops**.

The **call** was attended by **more than 120 people** from different parts of the world [65% Italy, 25% Europe, 10% other]. The **selected participants** shared the spaces of *Periferica (Micro-village)* together with Directors, Tutors, Volunteers and Teams, participating in transversal teaching activities, excursions, talks, events, and giving life to a **unique experience** that, in just ten days, has created an **incredible impact**.



→ perifericaproject.org/festival_2018

80 participants from all over Europe in Mazara including training, sea and events. In the middle of summer.

PFSS I 8 Builders

PARTICIPANTS

Participants

Martina Bianconcini
Virginia Vignali
Maria Elena Ferraresi
Edoardo Ferrari
Claudia Fasoglio
Chiara Ferrario
Alessio Brancatelli
Giusy Mazzarella
Asia minutolo
Antonio Prestigiacomio
Carla Diletta Postorino
Rossella Lombardi
Francesca Di Francia
Federica Anello
Ahmed Alsindi
Meijie Yang
Greta Varani
Tony Sgrò
Sofia Amoroso
Valeria Biasin
Sabrina Latino
Elisa Luna

Resource

Andrea Scudellari
Claudio Amato
Christian Umina
Samuele Gitto
Salvatore Bonasoro
Mirko Volturmo
Kevin Bocina

Partners

Linvea Srl
Corso Legnami
MT Lavori Edili

Tutor

Patrizia Calcagno
Davide Tagliabue
Andrea Pusineri
Saverio Massaro
Goran Jankovic
Giulia Bruni
Giulia Giustiniani
Francesco Lorenzi
Emanuele Saluzzo
Emilia Pardi

Volunteers

Fabiola Mele
Elisabetta Maria Caruso
Marina Novaes
Francesca Ester Nizza

Directors

Gianni Di Matteo
Francesco Lipari
Maurizio Schifano
Marco Terranova

Periferica Team

Carlo Roccafortia
Paola Galuffo
Giulia Bonanno
Anita Galuffo
Giulio Vitale
Salvo Minuti
Filippo Mangiaracina
Fabio Giacalone

Guests

Andrea Bartoli
Maurizio Carta
Giuseppe Marsala
Suq. Magazine
LeadToGold

Special Guest

Juergen Mayer H.



PFSS I 8

Museum as paths

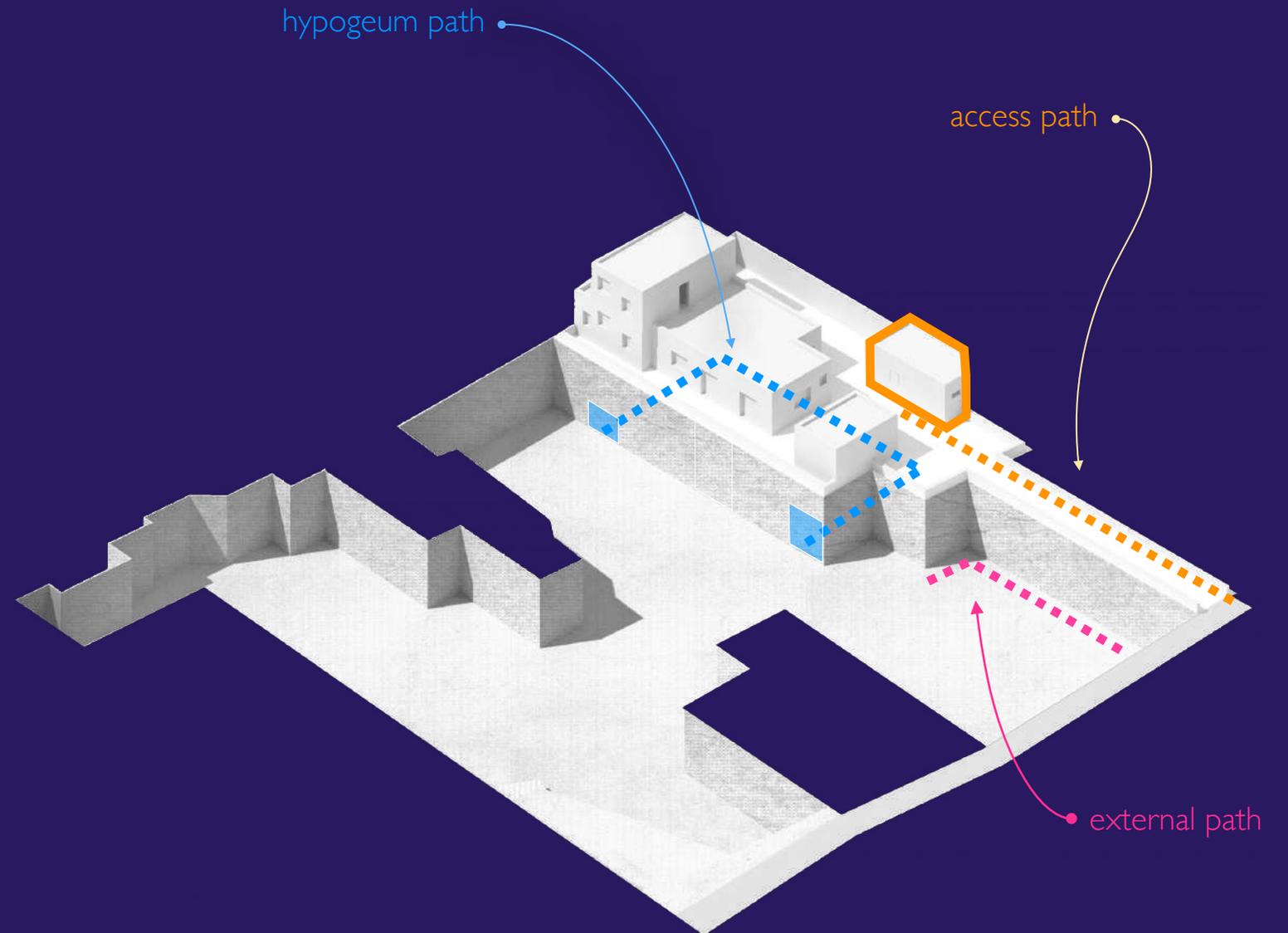
PROJECT THEMES

to connect, to show, to transmit: the museum opens up through its new routes

Starting from a **common project base**, the participants were able to experiment with integrations, adaptations and developments in the various areas of reference, addressing the themes of usability, experience and interaction within a museum itinerary.

The **architecture area** has deepened the external feasibility system, the **exhibition area** and the **communication area** has been dedicated to the interaction between user and content.

The outputs: 3 incremental masterplan projects for the quarry system, 150 square meters of external path, 150 square meters of hypogeum route, coordinated image of the Evocava brand, system of fruition and structuring of the content.



1

Architecture To Connect

from Matrix to Masterplan
external path

2

Exhibition To Show

the hypogean Mazara
hypogean path

3

Communication To Transmit

Museum as a brand
access path

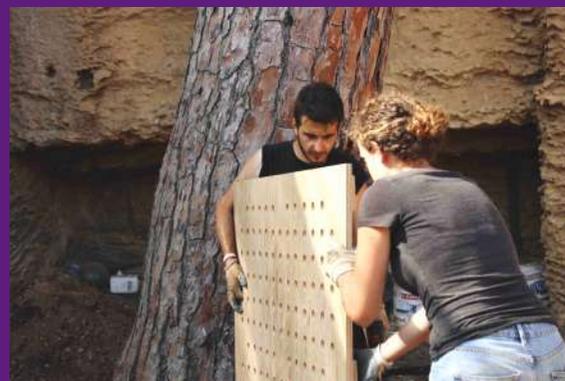
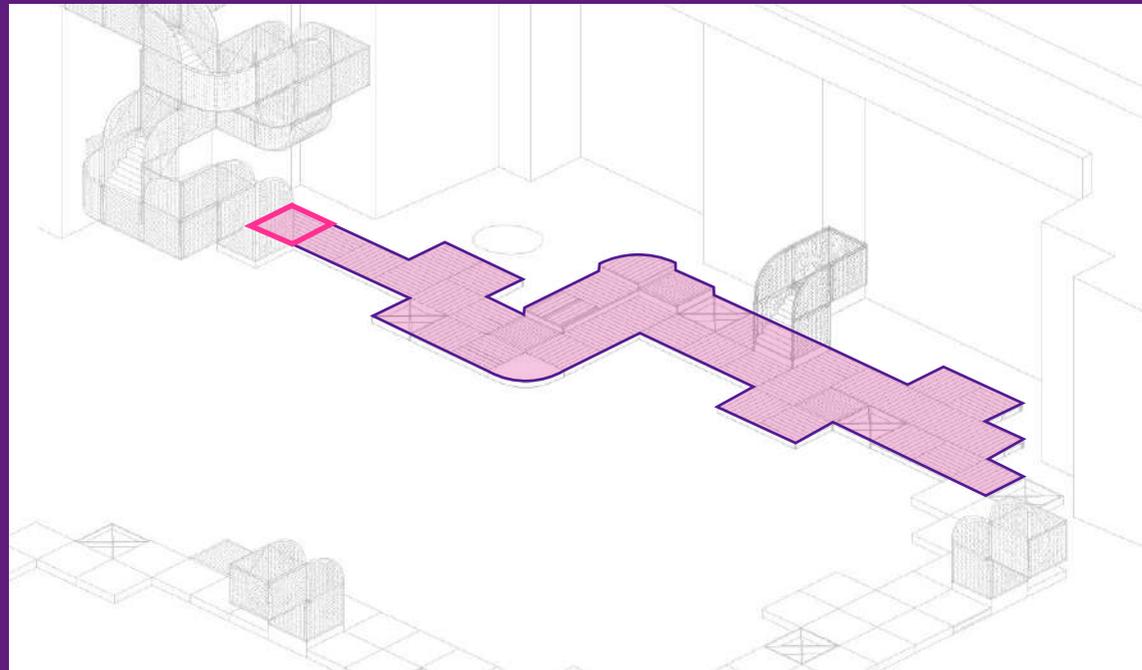
1
To Connect
from Matrix to Masterplan

ARCHITECTURE WORKSHOP



To Connect from Matrix to Masterplan

ARCHITECTURE WORKSHOP



Designing, prototyping and self-building a horizontal connection system able to connect the north front of the museum to the rest of the quarry, making it adaptable to other quarries in the system. — In the **first phase** the participants developed a horizontal system for the use of the **quarry-museum** starting from a **matrix** designed by **Francesco Lipari** and subsequently called *Centoventi* (*one-hundred-and-twenty*). Together with **Goran Jankovic** we guided the students in a computational modeling and with **Saverio Massaro**, starting from the PlayCity strategy of **deltastudio**, three projects were developed for an implementation of the pedestrian system inside the other Evocava museum quarries. In the second phase the students were finally immersed in the self-construction site that saw them engaged in the **construction of the first 50 sqm** stretch of Centoventi.

→ *architecture / prototyping / construction*

Directors
Francesco Lipari

Curator
Carlo Roccafortita

Participants
Maria Elena Ferraresi
Alessio Brancatelli
Giusy Mazzarella
Asia minutolo
Antonio Prestigiacomio
Carla Diletta Postorino
Rossella Lombardi
Ahmed Alsindi
Meijie Yang
Greta Varani
Tony Sgrò

Self-Construction Director
Marco Terranova

Tutor
Goran Jankovic
Saverio Massaro
Davide Tagliabue
Emilia Pardi

Duration
10 days

Project Area
200m² [2500m²]



Ricava

Sindi Ahmed, Tony Sgrò,
Greta Varani, Meijie Yang

PROJECT I

The project aims to be a **journey of discovery** of the history of the quarry and of the socio-cultural reality of the city of Mazara. For this reason it presents itself both as a **place of memory** and **artistic and creative production**, involving the community as much as possible. The space is organized following a pre-established **grid**, on which **modules of different materials** have been positioned, in order to establish a continuous path and areas used for different uses. The **greener area** of the quarry has a walkable covering made of perforated metal, in order to allow it to be compared in a **different**

manner with the natural element, looking both from the bottom to the top and from the top to the bottom. The **FabLab area** is instead characterized by covers made of recycled materials, also to underline the attention to sustainability adopted in the entire project. To create a **visual filter** between the two parts of the quarry, a **citrus grove** is planned, also in memory of the history of the quarry. From here, you enter the area dedicated to temporary exhibitions and the **theater area**, characterized by mobile seats that allow different configurations of the space according to the activities.



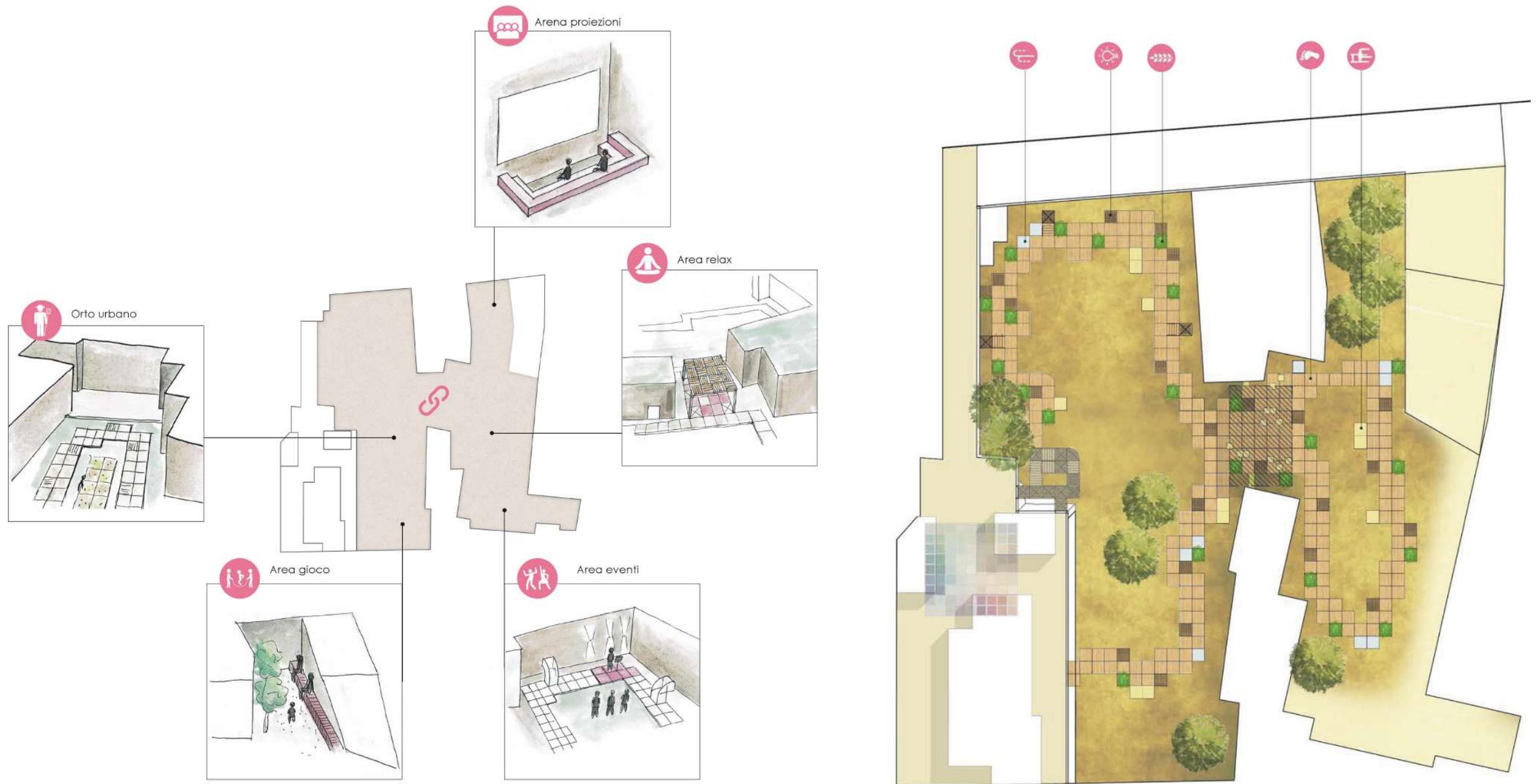
The Net

Carla Diletta Postorino,
Rossella Lombardi, Tony Prestigiacomo

PROJECT 2

Connection between spaces and people: this is the generating idea for the quarry-museum. Today the network is one of the main means of communication used to relate and exchange ideas. In a design key, the idea is concretely transformed into the intent of **connecting the different quarries through a network**, which will represent the focal points of the city of Mazara. The project involves the regeneration of the quarry through a **modular path** that connects the *plug-ins*, main nodes of the masterplan, whose functions vary according to the theme chosen by area.

The scenario includes a **sensory journey** with aromatic essences of Arab origin, an area for **staying and resting**, a **nature park** and an **open-air scenic** space. The connecting link leads to the heart of the quarry through a pergola that filters the sunlight, preparing the view to discover the quarry. The spaces of the quarries will be **returned to the community** becoming the points of reference and meeting for all, places of discovery in which to be amazed, to learn and to connect.



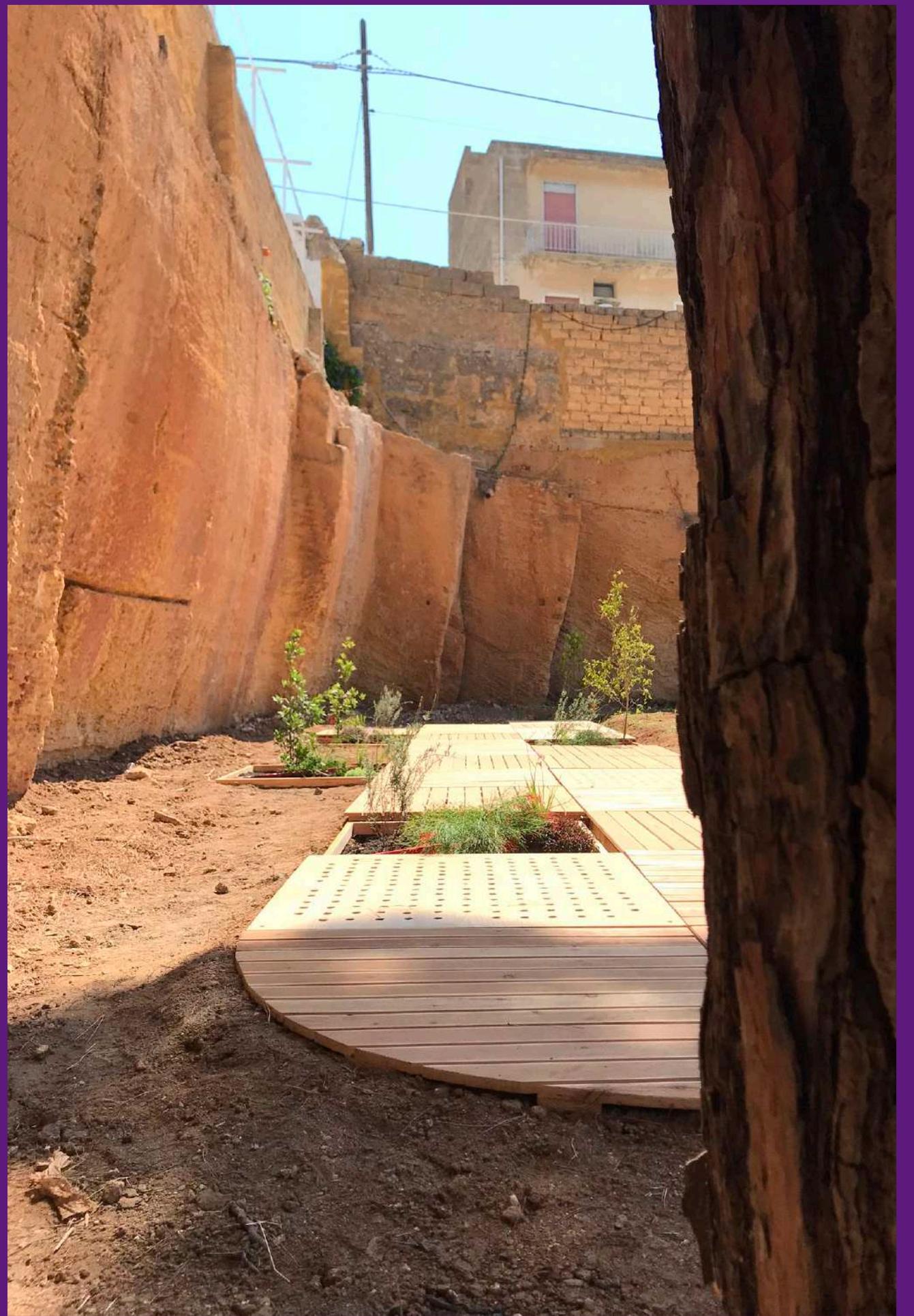
The Ring System

Giusy Mazzarella, Maria Elena Ferraresi,
Alessio Brancatelli, Asia Minutolo

PROJECT 3

The project aims to enhance and highlight the **historical heritage** of the quarry starting from its accessibility, in order to allow a convenient use of the spaces designed for a wide category of users. The **external path** that leads to the entrance of the quarry, as well as allowing access to the museum, becomes *The Ring System*, the trace that draws the space through a structure composed of **several modules that run at the edges** of the outer walls of the quarry giving so a **direct experience** with the **materiality of the place**.

From this design two central spaces are thus formed which converge in a single point of union. This place becomes a form of **aggregation for the community** thus becoming a **generator of sociality**.





2

to Exhibit the Hypogean Mazara

EXHIBITION WORKSHOP



to Exhibit the Hypogean Mazara

EXHIBITION WORKSHOP



Illuminate, make accessible, usable and visitable the hypogean of Evocava (about 120 square meters) within ten days. —

The methodology adopted is typical of design and has ranged from *problem finding to problem solving and learning by doing*, through **prototyping** and **self-construction**.

The design is made up of stories told by and through the objects or services, even those museums, which are short screenplays in which we are actors, curators, fitters, users (...). Therefore, a **narrative approach** to the project determined the causal, temporal and **spatial organization** of a series of elements and events representative of the **evocative matrices** of the places, through the design of coherent systems of enjoyment, fruition and interaction.

→ *installation / prototyping / construction*

Director
Gianni Di Matteo

Curator
Carlo Roccafortita

Participants
Virginia Vignali
Sabrina Latino
Martina Bianconcini
Federica Anello
Elisa Luna
Claudia Fasoglio
Chiara Ferrario

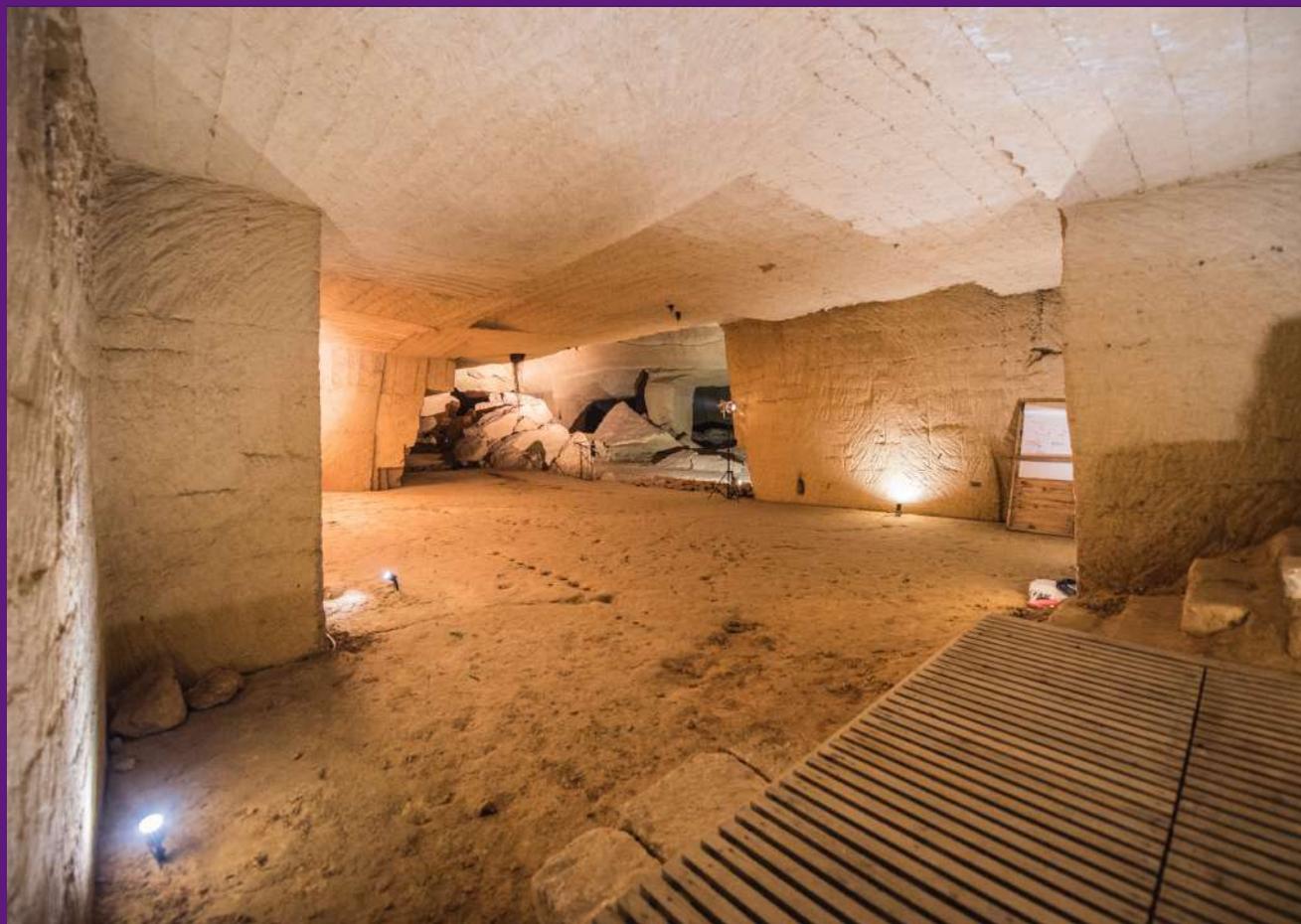
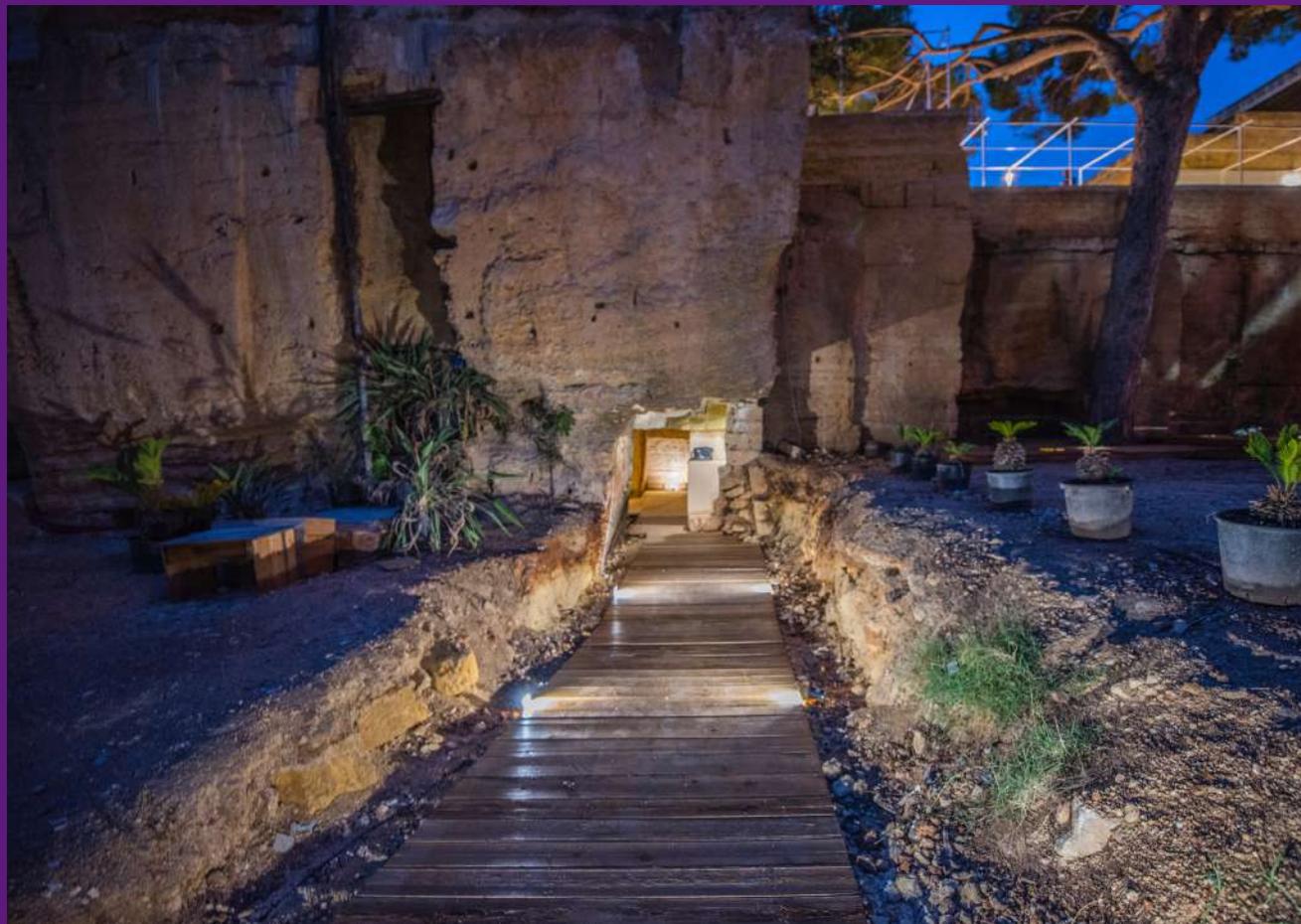
Self-Construction Director
Marco Terranova

Tutor
Giulia Bruni
Francesco Lorenzi
Francesca Di Francia
Emanuele Saluzzo

Duration
10 days

Project Area
200m² [2500m²]





3

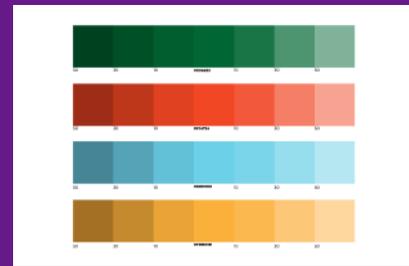
to Transmit the Museum as a brand

COMMUNICATION WORKSHOP



to Transmit the Museum as a brand

COMMUNICATION WORKSHOP



INGRESSO
I segni in verticale incisi sulle pareti si riferiscono al conteggio relativo alla quantità di corni entranti. Ogni segno rappresenta il bellico di un carretto.

ESTRAZIONE
Ammonia il soffitto: la feature è il rovescio delle tecniche di lavorazione ed estrazione di ogni concio. La non regolarità dei tratti ne sottolinea la manualità del movimento di estrazione.

BOTOLA
Stai attraversando un tratto di collegamento da un ambiente ad un altro. La luce proveniente dal basso evidenzia una botola. È probabile che servisse a contenere elementi preziosi.

ROVO
Questo elemento è stato ritrovato in una collocazione inusuale. Noticiamoci non si abbiano fonti certe, la suggestione più consistente rimanda ad un gesto di sacralizzazione, come il rito.

BOTTIGLIA
Il suolo nasconde oggetti d'uso di altri in passato. Ha visto questi luoghi. Essi rappresentano una sorta di macchina del tempo che consente di leggere usi e costumi del passato.

CONCIO
Tertimonianza della tecnica di ammassatura utilizzata nel Cinquecento come metodo di costruzione.

1 **2** **3** **4** **5** **6**
7 **8** **9** **10** **11** **12**

LA SCOPERTA
L'installazione presenta un racconto vivo e utile dell'emozione che si prova durante la scoperta della stanza successive.

SILENZIO
Concetti in movimento: il silenzio per lasciati avvolgere dal battito vocale e misterico legato ai ritmi in onore della Dea Demetra.

TERRA
Concetti con il luogo: il terreno, evare crea, risulta essere morbida. La struttura rocciosa suggerisce la geologia formata corchi più o meno profondi.

DATE
Le date sono importanti: tracce storiche che scandiscono momenti in uno spazio intimo. La struttura rocciosa suggerisce la geologia formata corchi più o meno profondi.

NUMERI
Questo programma è carico di simboli. Prova a dematerializzare la figura umana: un rettangolo identifica il numero 4 e identifica i quattro punti cardinali; la croce invece le trinità.

SIMBOLI
Le pareti sono libri aperti, esaltano il tempo e lo catalano di significati.

What is a museum? How does it involve?
How to define a unified vision on complex projects?

The course has developed a **Design System**, a set of useful rules for maintaining harmony and uniformity in the ecosystem of a physical and digital service, helping Evocava deliver to the customer an optimal *brand experience* on all platforms. Starting from an analysis of the context and users, they designed the entire *customer experience* of the museum, designing the communication and the products of the entire system.

The participants worked hard both on the **space** and on the **service**, developing also guides and planning how to use them.

On the last evening, they **inaugurated** the Museum with guided tours attended by over 700 people.

→ design system / design thinking / gamification

Director
hypebang.it
Maurizio Schifano
Maria Pia Erice

Participants
Edoardo Ferrari
Valeria Biasin
Sofia Amoroso

Curator
Carlo Roccafortita
Tutor
Patrizia Calcagno
Giulia Giustiniani

Duration
10 days



Talks + Events

The German architect, author of the Metropol Parasol in Seville, one of the largest wooden architectures in the world, at Periferica for a lecture on contemporary architecture through his own production. The participants had the opportunity to get to know his work closely and to take an active part in the talk.

Lecture: Juergen Mayer H.



A talk on the Italian landscape between history and new visions, with Francesco Cusumano, Francesco Blancato - SUQ MAGAZINE Prof. Arch. Giuseppe Marsala - UNIPA LeadToGold - LIVE

Talk: il paesaggio narrato



10 days after the inauguration of the workshops and the opening of the building site, the museum opens with a new set-up of the hypogean spaces, now ready to host new users.

Evocava: Opening



Linvea: qualità che rigenera

presentation of LINVEA products to the public, together with the CEO Dr. Leonardo Perrone and Technical Director Dr. Marco Papa. LINVEA is a leading company in the paint sector, official sponsor of Casa Periferica and of the fifth edition of the Festival with the realization of the playground by the artist Alberonero.



Workshop

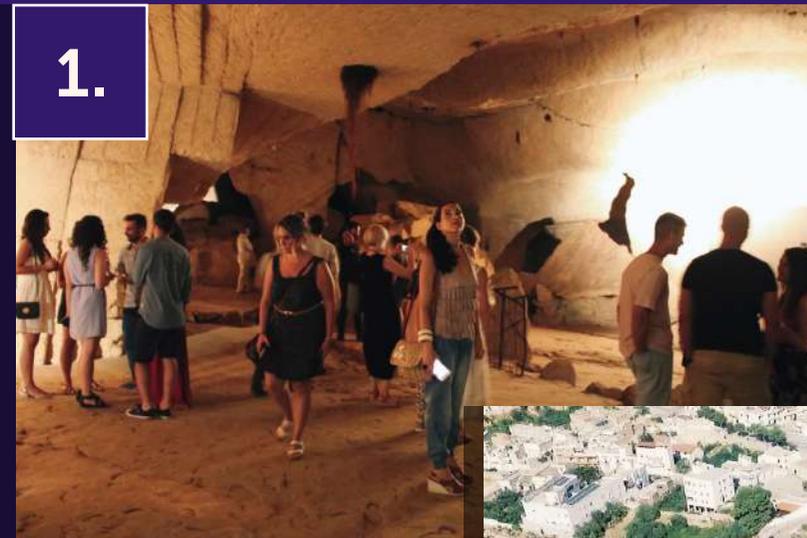
presentation of the architecture, design and communication projects of the fifth edition of the festival and closing of the works, with: Maurizio Carta - Professor of Urbanism UNIPA, President of the Polytechnic School of Palermo - and Andrea Bartoli, founder of Farm Cultural Park.

Tour

discovering the city heritage

Descent in Eco, the largest underground quarry of Mazara, discovered by the Periferica team during the first works of the museum for the Evocava project.

Mazara Sotterranea



1.

In the easternmost point of the Gulf of Mazara, where in 827 the Arabs landed for the purchase of Sicily, every Sunday in the summer the sun offers a breathtaking sunset.

Torretta Granitola



3



2

Tour delle Cave

to the discovery of the cave system of the Macello district, between history, nature, craftsmanship and the future.



4

Tonnarella

Mazara seaside, miles of sandy beach and clear sea where you reflect from sunrise to sunset.

the largest wetland nature reserve in western Sicily, just 10 km from the city center, where you can watch migratory phenomena and enjoy a pristine sea.

Capo Feto



5

Sponsor & Partners

PFSS I 8

partners



partner tecnici

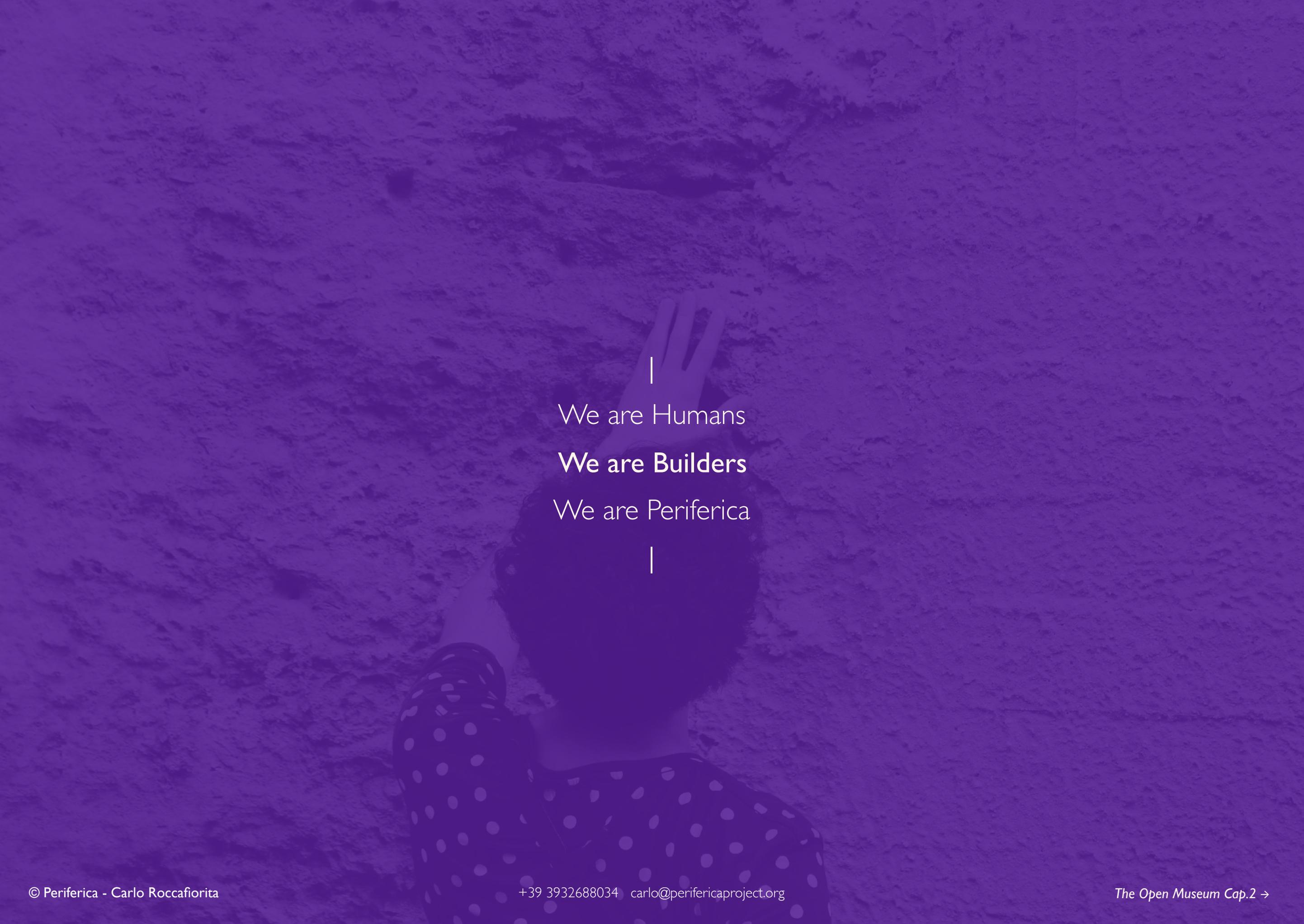


workshop



media partner



A person wearing a black shirt with white polka dots is shown from the back, with their right hand pressed against a rough, textured wall. The entire image is overlaid with a semi-transparent purple filter. Centered on the wall is the text:

|
We are Humans
We are Builders
We are Periferica
|