

Parco Agricolo dei Paduli

Foreword

The candidacy of the “Parco Agricolo dei Paduli” (Rural Park of the Paduli) concerns a programme of activities, planned and realized in Puglia . In the Far East strip of Italy, between the Adriatic Sea and Ionic Sea, crossed by the old isthmian road, which connects the harbour of Gallipoli with the harbour of Otranto, there is – in the lands called Middle Lands – a majestic large centuries-old olive tree grove of 5,500 hectares, which name is Paduli, for the old presence of a swampy areas (in Italian *palude*)



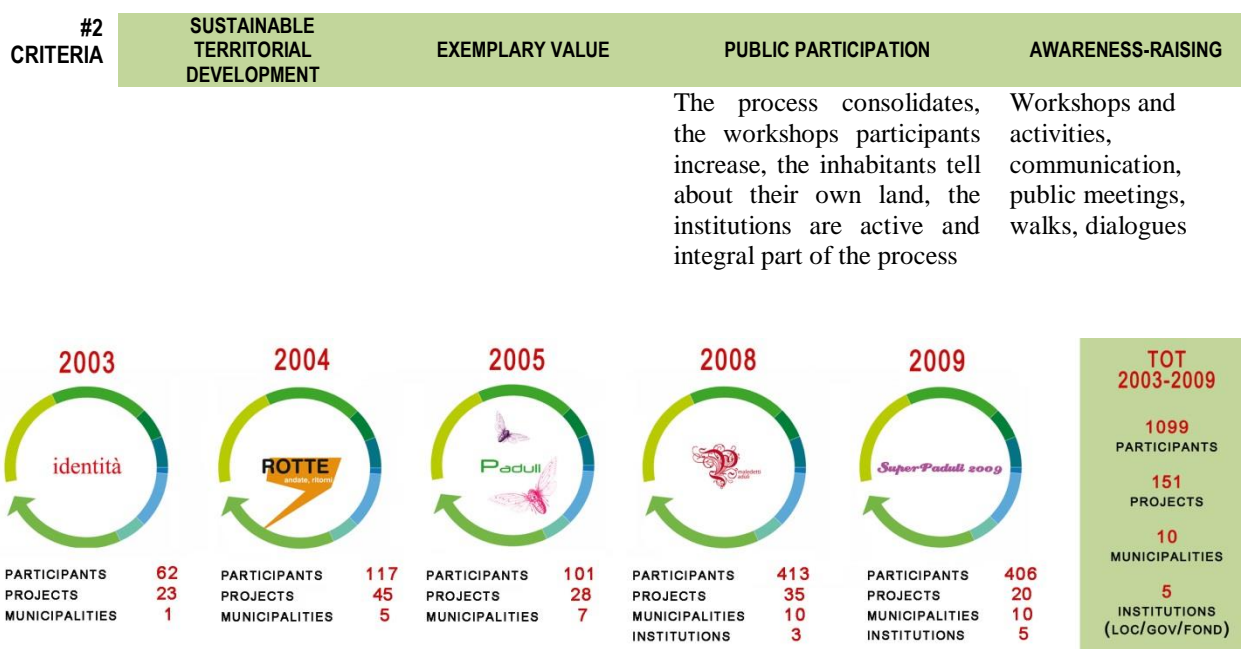
1 SALENTO 15 YEARS AGO AND THE LUA DISCOVERING THE PADULI

#1 CRITERIA	SUSTAINABLE TERRITORIAL DEVELOPMENT	EXEMPLARY VALUE	PUBLIC PARTICIPATION	AWARENESS-RAISING
				The process of involvement starts from below: the inhabitants take part and the institutions get interested.

A group of students off-site think of doing something for their own territory: at that time, not many of them hoped to move back and farm their own homeland, even though they glimpse the start of a cultural and social re-launch. An important role had, and still has, the music. The festival “La Notte della Taranta” with its rediscover of the popular traditions, in operation for some time, is becoming to have an international resonance. There are also eradicated experiences of cultural and musical contaminations between youth sounds – like the rap and the reggae – with the local dialect, which have created a thick network of international relationships among the lovers of a new kind of music, which has been called *trad-innovative*. At that time, the District of Lecce started the promotional investment on the territory, and it could be noticed thanks to some advertising posters appeared in the railway stations and through the trademark “Salento d’Amare”, which shortly afterwards will help the tourist and productive system to promote themselves in the international fairs. Nevertheless, it is still a Salento that speaks about expand the tourist activity and seasonal adjustment, but that has not found yet how to connect the sea to the land, the coastline with the hinterland country. It is right in the abandoned hinterland that in 2003 a group of youths decide to run an experiment. They send an email to every person they know, inviting them to take part in a workshop in a little town of Salento, San Cassiano (District of Lecce, 2,200 inhabitants, a quiet town where apparently nothing happens). The idea is to let the people who come from outside meeting with the people who live in the town, to realize together a project in seven days, with few basic rules and a lot of freedom. Everyone is free to express their opinion, along with their education, attitude, interests, competence, in the form they think best. Video, interviews, sound installations, performance, poetry and literature. Arriving there without a planned project and work with the inhabitants on the suggested issue, are the only rules to respect. In the end of that week an event is organized, a feast, in which, out in the streets and in the inhabitants houses, everyone can exhibit their works, in forms of writings, photographs, videos. The City administration supports the initiative, although it is not directly involved, and observes with curiosity. At the workshop, open to everybody, take part 60 people, but the feast is in the whole town. The organizers pay attention on what is happening, while coordinating the needs of the participants. The word *participation* in not mentioned yet, but a process of involvement of the local municipalities has been started. The following year the workshop takes place again (with 150 participants) and the group is named LUA, Laboratorio Urbano Aperto (Urban Open Workshop).

The initiatives and the interest for this work raise, the vision of the territory improves, and the cultural values and the landscape of San Cassiano, are put into focus. The first tales about traditional farming are began to be told, when tobacco was produced, when the olive harvest was done with ladders and wooden sticks. Tales on the human strain of those who lived off the land until few decades before, and how the country was gradually abandoned. The LUA explores new ways of seeing the territory and discovers an endless world covered by the foliage of the old-centuries olive trees, a tangled network of roads, canals and small rural abandoned storages, mole's dens, huge anthills and the deafening cicadas' chirp. This is the landscape of the Paduli. Since 2005, the meetings, the promenades and the plans presentations will be organized in the olive trees shade.

2 HOW THE IDEA OF A PROJECT FOR THE PADULI HAS BEEN ARRANGED. THE PARTICIPATORY WORKSHOPS.



Chronicle of the participation process

Summer 2003. The community involvement is founded on the stimulation of the inhabitants' attention through actions that might create a confident relationship among organizers, participants, and inhabitants. The workshop, open to everybody, focuses on Identity: a topic of general interest. After all the researches and the words listened during the meetings with the inhabitants, the first tales about the Paduli can start. Only two rules are set by the organizers:

1. the project is to be conceived during the workshop's days;
2. involve locals to realize it.

The City administration offers a headquarter, Palazzo Ducale, just restored, a space inaccessible far-back and historically important for the community. Since the launch of the activity, in few days, about 60 people, among locals and others contacted via e-mail, have independently organized in 24 groups. The LUA organizers' group, although remaining the point of reference, takes part in the projects becoming one of the several groups working during the workshop days. Visions, data, faces, traceable evidences of the territory are collected, together with images of the places, interviews of the protagonists and witnesses of the places and facts. The workshop closes with a final event, a feast of the town, along a street turned into in a gallery, asking – and obtaining – the people to use their own houses too. In this phase, the City administration has assumed a role of guarantor, external observer, not directly involved in the elaboration of the researches produced in the workshop. Soon, two aspects become relevant in the **method of involvement and**

participatory planning, which in the following years will be used as alternative to consolidated participatory methods, such as OST, EASW or other homologated methodologies:

1. **Local and external knowledge.** The choice of inviting the people who do not live in the territory proves to be strategic. Their point of view of the town, their attitude, sensibility, ability to see, are different from those of locals. After a first step of mutual confrontation, this aspect has represented an enrichment, a resource, because locals have been naturally driven into pondering on the meaning of the name of the places, on the architecture of their houses. Now they look with different and curious eyes at the space where they live, rebuilding particulars and glimpses of their place that the habit had stolen. They ponder on the natural and obvious attitudes, which they take for granted, on themselves in relation with the territory, its history, its future and its identity.
2. **The expression.** The choice of letting the participants the opportunity of proving their own creativity in the free artistic expression (video, interviews, photography, illustrative panels exhibition, music, theatre) allows them to have less doubts, because they do not feel to be only users/customers but active builders of a new perception of the landscape. The different languages used in all the workshops, starting from that year, have allowed bringing out hidden needs, repressed wishes, frustration, recrimination, denunciation, dreams, hopes, evanescent, utopians, unrealizable and concrete proposals.



Summer 2004. The issue is the one of the route and of physical paths of life. The method of the first workshop are repeated. The success of the first initiative drives many external people to San Cassiano, about 150, self-organized in 44 research groups. Locals are involved through the billposting and direct contacts. The relationships established the previous year are consolidated, such as the interaction dynamics with the participants, and the knowledge of the territory is solidified. The experience brings out the interests and the conflicts present on the territory. Some researches and works point out also the crisis elements in the community. The issue of the “Paduli” emerges, large area with olive trees, partly in the municipality of San Cassiano. The relationship with the “Paduli” seems to be strongly critical and full of elements to investigate. The City Administration, aware and curious, follows the process keeping at the edge, but supporting the work. The works and the researches are exhibit in the halls of Palazzo Ducale and in some parts of the street, which from the square of San Cassiano goes towards the Paduli, from the centre of the town to the country.

Years 2005-2009. Four workshops are organized on the **Paduli**. In 2005, 27 groups participate. In 2006, during the patronal feast, a space in the town is staged for daily discussion about a possible future for the Paduli. More than one hundred participating take part at the meeting. In the following workshops in 2008 and 2009, the community and the city administrations are fully involved. All the towns administrations that fall in the territory of Paduli are invited; therefore, an open phase is started that leads to the first signing of an agreement protocol among 10 municipalities, of which San Cassiano is the leading one (San Cassiano, Botrugno, Sanarica, Nociglia, Surano, Supersano, Scorrano, Maglie, Muro Leccese, Giuggianello). The LUA is recognized as coordinator of a safeguard and valorisation process of the Paduli, in their own territories, through the creation of a shared operative programme, starting from the results of the workshop Paduli in 2008.

Summer 2008. The workshop is provocatively called: “Maledetti Paduli” (Damned Paduli), result of the path started in autumn 2007, through the organisation of meetings and the start of a constitution of a local Association Council, coordinated by the City Administration of San Cassiano, with which the ideas and the methods of organization have been defined. The purposes of the workshop are bounded to the valorisation of the Paduli and to the method of integrated fruition with the agriculture. The idea is about the multi-

functionality of a rural park, which put together the production, the fruition, the leisure and the welcome. This process led to the candidacy of the project **Parco Agricolo Multifunzionale dei Paduli** (Multifunctional Rural Park of the Paduli) as leading project for the joined experimentation of the addresses and the methodologies of the Regional Territorial Landscape Plan of Puglia (in Italian Piano Paesaggistico Territoriale Regionale della Puglia - **PPTR**) with the signature on 12th December 2008 of the agreement protocol between the Region of Puglia and the municipality of San Cassiano, like leading body. The research developed during the 2008 workshop, in which took part about 500 people among locals and guests, gave food for thoughts, actions and hypothesis for the realization of the Rural Park of the Paduli. The issues brought out have further been verified, faced, reformulated, deepened and evaluated through an process of involvement of local population and interested actors, to define the guide lines of the intervention phases, coherently with the goals and the valorisation of the area.

Year 2009. The workshop assumes more planning character and is called: “Super Parco Paduli”. The relationships between the interested municipalities reinforce and the addressee and the diversified actors are involved, invited to share the purposes of the Park, besides giving their contribute in terms of ideas and suggestions. The employee of the Plan Office of the Regional Landscape Plan participate, for example, on advice of the Regional Department of Land Quality. The participants sum up to 81. The people involved (inhabitants, visitors, etc.) are 300. A communication campaign is started with 1000 posters affixed in all the towns of the Paduli area, articles in newspapers and video diffused on line on the website www.laboratoriourbanoaperto.com containing alle the issues and the activities debated throughout the years, about the Paduli. Seven international guests are invited to participate as experts, to illustrate their own work during the meetings organized in the squares of the municipalities of the Paduli. Young people welcome and accommodate participants and guests; local houses are rent at good price for the occasion. The school of San Cassiano is also used to host the participants. Some bags with the logo “Superpaduli” are given to the participants, realized by the Association Made in Carcere (Prison) of the Casa Circondariale (Home Distict) Borgo San Nicola of Lecce, like gadgets to conserve in memory of the experience with the cognitive Paduli. An agreement is made with the retailers of the town (stationery store, photographer shop, hardware store, electrical equipment store) to have the open accounts to allow participants to buy the necessary material for their own works, at expense of the LUA Association. On July 25th 2009, in the opening day of the workshop, there were, for the first time, all the mayors of the local City Administrations, some regional advisors, Regional Councillor for Quality Territory, the elected deputy of the district of the municipalities of the Paduli, the 81 people who enrolled in the workshop and hundreds of citizens. This event launches a signal of social solidity and reinforces the awareness that the started process will go on. During the workshop week, among meetings in the squares, walks and excursions in the Paduli, cycling-picnic, night watching of the stars, yoga lessons, and workshops for children, we can understand how it is fascinating and touching living the territory of the Paduli. This rural landscape has suddenly become a wider concept and very interesting, both for the inhabitants and for the Administration. To the word Paduli now, it is possible to link the concept of Park, and in the common language it will be used soon the binomial **Parco Paduli**.

3 THE IDENTITIES OF THE PADULI

#3 CRITERIA	SUSTAINABLE TERRITORIAL DEVELOPMENT	EXEMPLARY VALUE	PUBLIC PARTICIPATION	AWARENESS-RAISING
		The territory has characters, identity, uses, that make it unique and representative of other European areas		

Farmers, families, shepherds arrived in 1970s, little land owners and hunters; they are just some of the inhabitants of an imaginary park that here everybody calls “Paduli”. The name comes from a memory of an old swampland (in Italian *palude*), a wet groove in the heart of rural Salento, partly reclaimed from the massive presence of the olive trees that in centuries have taken the place of Belvedere Wood. The production of lamp olive oil has replaced the coal production, which burnt

the most extended oak wood in Puglia. Its testimonies, even prehistoric, are collected in the Museo del Bosco of the municipality of Supersano. The trace of the water in a territory basically barren, as it is the district of Lecce, here is surprisingly stable. It is in numerous canals with canebreaks, along the roads and the sinkholes of the area, such as the “Vora” one, in the deep natural depression in the areas of Surano and Avisu. Under the old-centuries olive trees in this territory, we can still see spontaneous little ponds accompanied by the frogs croak, like the one in the popular song “Lu Rusciu de lu mari”, one of the most important songs in the musical tradition of Salento, born right in the farm culture.



A little because of its own geographical position, left for many urban centres beyond the state highway, the Paduli represent an ideal shared garden, near enough to be considered collective, far enough to be forgotten in order to follow the industrial dream in a textile or footwear factory. Nevertheless, in 1960s brave researchers, such as the ethnomusicologist Alan Lomax and the anthropologist Ernesto De Martino, and also the director Cecilia Mangini, ventured in this strip of land. They were looking for its oral and musical tradition, only partly decoded by the next work and then shared with the community thanks to intelligent cultural actions such as the festival “La Notte della Taranta”, which has reconnected this territory to the one adjacent the Grecia salentina, the little area with a sort of a Greek dialect, just few kilometres north of the town of Maglie. These territories still have something in common, such as the religious tradition that develops along with the popular one, more linked together with pagan rites and symbols. Inside the territory, in fact, the sanctity is overflowing in gestures, in votive recesses, crucifixes in every corner of the streets, in numerous churches, often built on old rugged places of worship, such as the mysterious *menhir*. It is not by chance that in the countries of Nociglia – for decades considered the municipality symbol of the *tambourine* – in summer there is the traditional rugged feast dedicated to “Santu Donnu”, imaginary figure of the woods born from the popular imagination to whom is not denied the epithet of saint. In fact, the religious tradition has been affected by numerous factors, not least the presence of Basilian monks coming from Orient to escape the persecutions. It a patrimony found in the art of cookery, in the dialect accents and in the popular symbols, result of mixings, which have allowed Salento to change even staying static. An identity also modified by the **emigration** factor. Here, as in the rest of the Southern Italy, flows of migration invest Northern Italy and Europe. The contrary happens for the entries, coming from Balkans, Eastern countries and Africa. If Europe is the aim for whom escape, the Mediterranean remains the main protagonist for those who come. An old habit also commercial. Thanks to its geographical position the region of Salento was Europe’s leading producer of lamp-oil. Lamp oil produced in the Paduli, in fact, was shipped from the harbour of Gallipoli to the European capitals where it was used to light city streets. Nowadays the production has been converted to high quality extra virgin olive oil. This is one of the stories that the “Lampa” project (one of the initiatives of the Workshop) – based on the extra virgin olive oil high quality production within the park – wanted to honour. It is also a memory: a sort of redemption for those who lived this land, which provide them the strictly necessary for living, confiding in faith and fate. In this complex social contest, it does not surprise that the countryside, above all if related to its

large and characterized portion, has been abandoned for a long time by the community around it, because the Paduli represents the poor past from which the previous generations succeeded to separate. This element was forcefully brought out during the workshops with the local communities, which has made the Paduli a mysterious and unique place, maybe preserving, in this way, its morphology by the landscape disasters occurred elsewhere. The nature of the Paduli is not wild: under the untamed patina, due to a rare frequentation of the place, it emerges a tidy picture of olive trees groves and stone buildings, canals and fruit trees, only cradle by the hypnotic summer songs of birds and cicadas. It is right here that the workshops, after 2005, conducted the inhabitants, who always numerous accepted to leave the squares of the towns to rediscover the old paths. A reconnection between past and present in which the memory of the Paduli rebuilds a common imaginary, suggesting the usage itself of the landscape. The idea of the park is a sort of sum of the relationship that the nearer communities have always had with this blessed place for its beauty but also damned by those who worked hard the land. A project that does not distort the rural and productive vocation of the area, on the contrary, finding back the sustainable elements and a genuine contact with the environment in a contemporary key.

4 THE AWARENESS OF THE TERRITORY AND THE REINFORCEMENT OF THE PROJECT

#4 CRITERIA	SUSTAINABLE TERRITORIAL DEVELOPMENT	EXEMPLARY VALUE	PUBLIC PARTICIPATION	AWARENESS-RAISING
	The shared planning establishes a new and lasting vision of the olive trees landscape, of the stone and the icons	The projects, the shared programme PIRT and the management of the actions through the 5 workshops of the programme Bollenti Spiriti Abitare i Paduli, are a replicable model. Physical transformation, management from below of the activities, coordination of the process, are the valid variables in every territorial contest	The process becomes stabilized, the participants in the workshops increase, the inhabitants tell about their own territory, the institutions are active and integrant part of the process	



SAN CASSIANO, BOTRUGNO, NOCIGLIA, SURANO, SUPERSANO, GRUGGIANELLO, SANARICA, MAGLIE, SCORRANO, MURO LECCESE



MINISTERO DEI BENI E DELLE ATTIVITÀ CULTURALI E DEL TURISMO, REGIONE PUGLIA, ASS. ASSETTO DEL TERRITORIO, ASS. POLITICHE GIOVANILI, PUGLIA PROMOZIONE, PROVINCIA DI LECCE, UNIONE TERRE DI MEZZO, GAL TERRA D'OTRANTO



FONDAZIONE CON IL SUD - ORTO BOTANICO UNIVERSITÀ DI LECCE, LUA - LAB. TERRITORIALE - CIRCOLO DELLE DONNE, ASSOCIAZIONI MILLEPIEDI - LEB - INDIZI TERRESTRI - TERRIKATE, LAB. MOBILITÀ



METAMOR ARCHITETTI ASSOCIATI - LUA COMUNICA, COOPERATIVA OLEARIA SANTA CRISTINA, CHEMISERVICE MONOPOLI

2003-2015 PARTNERS

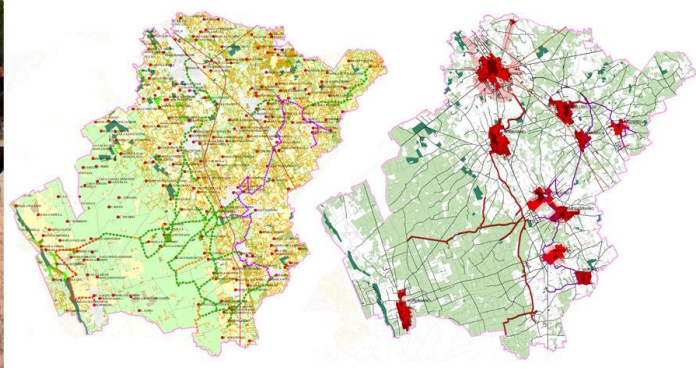
10
MUNICIPALITIES

7
NATIONAL, REGIONAL AND LOCAL GOVERNMENTS

10
NATIONAL, REGIONAL AND LOCAL FOUNDATIONS, ORGANIZATIONS, UNIVERSITY DEP

4
COMPANIES

The main result of this long process of participation and involvement is the building of an **awareness**, within the inhabitants and the public institutions, of the value of this landscape. An awareness that has allowed nowadays the perception of the existence of a wider, richer, deeper territory, which is beyond the municipal limits, and that finds local and regional relationships, transforming itself from an abandoned and decayed territory to a place where the future development policies can restart. This awareness has led to the qualification of Park of the Paduli. The dominant existence of the olive trees grove, in particular, has helped build a new perception of the landscape, with the awareness to be part of a physical system of little towns connected to the Paduli, overcoming the centralizing policy of the towns. Through the numerous activities treated during the years it has also been developed an awareness of being part of an actions system that each community offers to the territory, thanks to a shared programme.



During the years, has been debated the **concept of “park”**. In fact, putting together safeguard and development, the workshops have proposed, in alternative to the traditional terms of “park” and “protected area”, instruments of environmental defence, only possible before with restrictive actions, a renewed idea of Park. This Park is an extended area meant as workshop socially shared, which recovers the rural world value, experiment new relationships with the city, and returns a fundamental role in the building of a new model of local auto-sustainable development. A Park aimed at the safeguard of the environment and at the valorisation of the multifunctional role of the agriculture, supporting the production of the environmental, recreational, cultural and edible services in a tied connection with the settlement system, to which give the function of “doors” of the Park. A word no longer felt as a stiff “obligation”, but as an opportunity. Nowadays we can affirm that a critical mass of aware inhabitants is born, able to recognize and protect the high value of this place, but we also know that this is not sufficient. In fact, the Park of the Paduli, even not being an “established rural park”, is recognized:

- in the “will” of the deliberative acts of 10 municipalities, by the **Integrated Territorial Regional Programme (PIRT)**, and by “Terre dei Paduli” (Paduli’s Lands). It has gained the first place in the classification of the approved projects with regional financing by the regional law n°21, 2008, on the Urban renewal (2011).
- in the new regional PPTR, which place it among the 5 Multinational Rural Parks, in which experiment the strategic scenarios, expected in range “Patto città campagna”.
- in the first little urban changings, that goes from the urban centres requalification to their connection with an interconnection network at slow mobility, by recovering the thick rural road system which goes through the Park.
- by all the people who have been involved in the managing activities of the Urban Laboratory of the Middle Lands and that experiment – with the “Living the Paduli” project – the management and the care of the Park
- in the regional programme for promoting the territory of **Puglia Openday 2013 and 2014**

The PIRT. The process of involvement, which starts in 2003 until 2009, has influenced the development strategies in the municipalities of the territory even through the redaction of an integrated territorial regeneration programme (programma integrato di rigenerazione territoriale - p.i.r.t.), edited under the R.L. n° 21/2008, and named “**Multifunctional Rural Park of the Paduli among olive trees, stones and icons**”. This document establishes a sort of alliance between the local communities and the regional administration, which:

- establishes a technical table between the 10 technical offices in the local administrations coordinated by the LUA;
- gives a form to the area of the Park, and indicates it which territorial spheres develop the interventions of urban and territorial regenerations, makes it visible to everybody, identifies it, meaning that by promoting it, the document gives it a new historical identity, now lost;
- proposes 10 projects of historical centres restoration and 1 project of connection between the centres through the Park of the Paduli (see section 5)

“Abitare i Paduli” (Living the Paduli). Even young people begin to practise innovative management activities of this rural property through a project called “Living the Paduli”, born in 2011, within the regional Programme “Bollenti Spiriti” and financed by the department of the Youth Policies. The aim is to reconnect the complex relationship between the agriculture, economic, history and welcome, in a new cultural and eco-sustainable key. The project “Living the Paduli” is coordinated by the LUA and driven by 30 youths, organized in 5 associations and informal groups. The activities are developed in the following thematic workshops: •Workshop 1: Diffuse Hospitality; •Workshop 2: slow Mobility; •Workshop 3: Taste; •Workshop 4: Agriculture and Environment; •Workshop 5: Routes and Cultural Heritage (section 5).

Over the years, with the pragmatic ability of intercepting the European Funds of P.O. Fers 2007-2013, and thanks to the regional policies – which has directed the funds in public notices (bandi pubblici) with innovative contents – the project has gained concreteness and the awareness built by the participatory process.

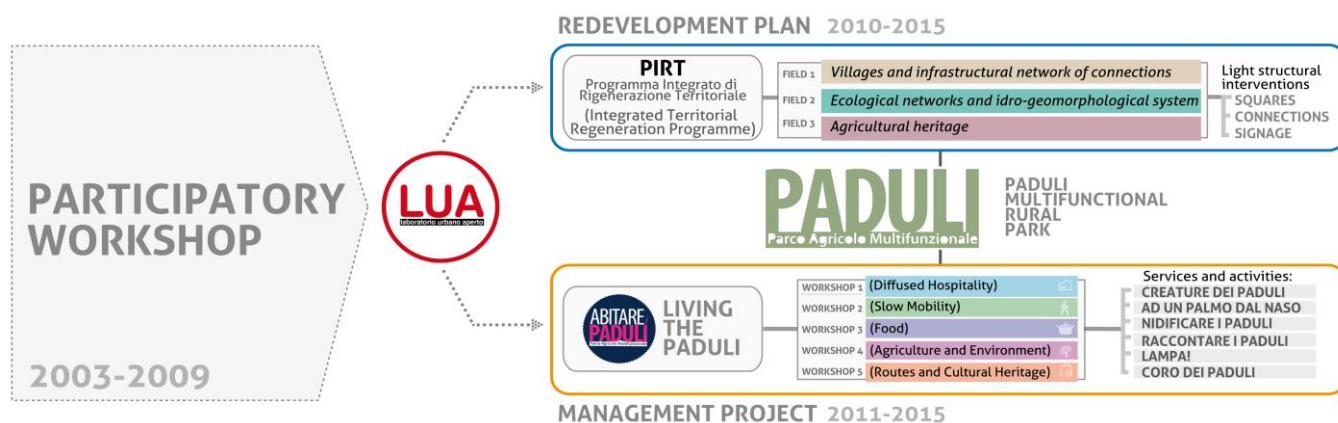
5 THE PROJECTS

#5 CRITERIA	SUSTAINABLE TERRITORIAL DEVELOPMENT	EXEMPLARY VALUE	PUBLIC PARTICIPATION	AWARENESS-RAISING
	Each project integrates the landscape and the assets of the local territory with cultural, rural and economical activities, lasting during the time, including the choices for the structural transformation of the places	The projects demonstrate the ability to design a system of actions, events and workshops coordinated with a strong adaptive and repeatable character	Each project assumes as founding principle the participation and the involvement of the local communities	Each aspect, action and event is an occasion of meeting and directly sharing the consciousness of the new rural and multifunctional approach

As mentioned, the Park of the Paduli is an idea born by a spontaneous initiative of a group of young people. Actions took place like The Participatory Workshops (2003-2009), the Multifunctional Rural Park of the Paduli as leading project of the PPTR, the production of an Integrated Territorial Regeneration Programme “PIRT” (light structural interventions), the management project “Living the Paduli” (5 workshops on services and activities),

These aspects have all generated the shared construction of a sustainable model of building and manage an agricultural property, through good practices reinforced by the public sensitivity towards the landscape values.

Here below, the several interventions explain the essence of the actions produced, the integration between the physical transformation of the places and the soul of the rural landscape as well as the cultural and economic activities. It also shown how the participation, in each activity, has assumed a relevant role towards the building of a shared vision of the territory development: more than a model, a methodology.



In particular, two processes built the structural requalification and the management of the Park of the Paduli, as following:

- 1) **Structural Requalification Programme.** Integrated Territorial Regeneration Programme PIRT of “Land of the Paduli between stones, olive trees and icons” achieved through the followings steps (2011):
 - a) Agreement Protocol among the Municipality of the Park, the Region of Puglia (Department of land Planning) and the LUA association for the joined experimentation of the purposes and the methodologies of the PPTR (Regional Landscape Territorial Plan) aimed at the realization of “Multifunctional Rural Park of the Paduli”, leading project of the Drafting Regional Landscape Territorial Plan PPTR (2008);
 - b) Constitution of the technical table among the 10 technical offices of the municipalities of the Park coordinated by the LUA for the editing of the PIRT (2010);
 - c) The PIRT programme indicates 3 general fields of intervention:
 - i) field 1 Urban centres and infrastructural networks;
 - ii) field 2 Ecological network and hydro-geomorphological system;
 - iii) field 3 Agricultural patrimony redaction;
 - d) In the 3 fields with the technical table and the public meetings with the inhabitants, the main projects are named “**Light structural Projects**” and inserted in the PIRT. The projects have been financed in the notice (bando) related to PO FESR 2007-2013, Asse 7, azione 7.2.1. (urban and territorial regeneration). L.R.21 del 2008 (2011). In 2012 the award of the funds and the start of the works under nearing completion.

- 2) **Management Project “Living the Paduli”.** Experimentation and management of a rural Park achieved after the following steps (2011):
 - a) Participatory workshop for the building of a management plan of the Urban Workshop of the Middle Lands (2009).
 - b) Participation in the public notice for the management of Urban Workshops within the Regional Programme “Bollenti Spiriti” (Regional Department of Youth Policies) (2011). In November 2011 the award.
 - c) Start up of 5 thematic workshops which run the **services and the activities** of the Park (2012).

Following is the description of the PIRT Programme, of the light structural projects and of the activated workshops, divided in categories:

PIRT. Light Structural Project. The Integrated Territorial Regeneration Programme (under the Regional Law 21/2008) in the 3 fields of intervention has individuated as primary the projects of the valorisation of the urban centres and of the agricultural properties, as mentioned below:

- Recovery and valorisation of the **9 squares of the historical centres** of the Municipality around the Park;
- Recovery and valorisation of **10 public spaces “doors” of the Park** (parking space at service and support of the users). It is about view points, road junctions, public spaces that for their own historical landscape connotation assume the connotation of “Doors of the Park” (realized with locals and visitors);



- **A slow mobility interconnection street network among the urban centres** near the Park. About 30 km of rural roads, which cross the Park (speed limited is 30 Km/h). The intervention has considered the environmental recovery of the white roads, the installation of “trees”, vertical **signage system** directed to address the visitor towards the rural properties of the Park, and of “info-circle” totems, devices of information on the ground, installed along the rural routes, connected to a database through a QR-code. The system connects the material properties (squares, streets, crypts, palaces, railway stations, museums, hunt shed, woods, olive tree groves, farms, dolmen, menhir) and the intangible ones (videos, interviews, narrations, scientific researches result of the 5 workshops of the management project “Living the Paduli”) of the Park, proposing to the user an innovative cognitive and reasonable path (near to be completed, partly already used by visitors).
- Recovery and valorisation of an olive tree grove within the Park (it is the only public olive tree grove in 5,500 hectares of olive tree groves) and a “caseddhra” typical rural building of Salento. The intervention has been the excuse to experiment an eco-sustainable model of safeguard and valorisation of a micro rural architecture. In fact, the building self produces electricity (by photovoltaic panels on the roof), hot water (using solar collectors installed on the roof) and has a phytoremediation system of waste waters (completed; yet used by locals and visitors). The management of the olive tree grove and of the “caseddhra” is given to Workshops of the project “Living the Paduli”.

Management Project “Living the Paduli”



In 2011 the work is included within the Regional Programme “Bollenti Spiriti”, which has the double aim to recover public properties and areas and assign them to activities and services (Urban Workshops), and to

start, within them, experimental processes of good practices, involving youths in the valorisation of the territory. Therefore “Living the Paduli” is born, coordinated by the LUA and led by 30 youths coming from associations and informal groups, which become concrete in 5 different sub-workshop. Nowadays, thanks to the services and the activities that are developed within, “Living the Paduli” represents a little **employment** alternative, granting an income thanks to the thousands of visitors per year. The activities/services of the project go from the institution of a temporary and permanent **diffuse hotel** “Nest the Paduli” (Workshop 1 Diffuse Hospitality), to the organisation of alternative forms of mobility, with the identification of thematic routes (Workshop 2 Slow Mobility), to innovative typologies of landscape, shared properties valorisation like “Creatures of the Paduli”, “Describing the Paduli”, “Choir of the Paduli” (Workshop 5 Route and Cultural heritage), to the spread of biological methods of rural production and new formula for the environmental care like Lampa! (Workshop 3 Taste – Workshop 4 Agriculture), until the welcome and the sociality, the research, the communication and the promotion of the territory.

(www.abitareipaduli.com/www.creaturedeipaduli.it)

The **services** of the management project “Living the Paduli” are developed in the following thematic workshops so-called and described:

- **Workshop 1. Diffuse Hospitality.** Location: Chiesa Rupestre di Santo Solomo (Botrugno). Services: experimentation of innovative forms of diffuse hospitality: from the auto-building with rural end products to the shelters (biodegradable hotel of the Paduli “Nest the Paduli”) mainly used in mild seasons. The purpose is to host the visitors lovers of the *Green Tourism* and the management of the diffuse hotel, system of the second houses, used in the historical centres of the municipalities around the Park to revitalize the life of the little towns. The workshop 1 runs also the guest rooms of the workshop 2 “the Cycle-tourist’s House” and the “caseddhra” “Eco-tourist’s House”.
- **Workshop 2. Slow Mobility.** Location: Case Minime a San Cassiano. Services: management of the bike-sharing, planning and management of a guide service of the Park through 5 thematic routes (by bike, on foot, by riding), indicated within the rural road network of interconnection at slow mobility among the urban centres:
 - o “Stone route”. A path to rediscover the old traces of the Bronze Age among dolmen, menhir, historical rural building of Salento (12,55Km Moderately difficult);
 - o “Old-centuries olive tree groves route, among vore and canals”. A route among the olive tree groves old thousands years on the old rural paths, among canals, natural sinkhole, ponds and canebrakes (15,50 Km Low difficulty);
 - o “The Manor farms route”, an excursion to discover the old rural architectures, the places symbols of the farm life, ideal for the pit-stop, and important view points from which overlook the boundless landscape of the Park (17,2 Km Low difficulty);
 - o “Duke route”, the Sunday walk that a local aristocratic at the end of 800 made among the wonders of his properties, in the shade of the foliage of the old-centuries olive trees, among ponds and temporary lakes (15,6 km Low difficulty);
 - o “Among the Belvedere Wood route”, among the dirt patch roads and paths that clamber on the Serre of Supersano, looking for the traces of the old Belvedere Wood, extension of oaks and holms that once cover the whole territory of the Paduli (16,3 Km Low Difficulty). Some of the activities have been recognized by the Regional Programme of touristic promotion (Discovering Puglia, Puglia Opendays 2013 e 2014).
- **Workshop 3. Taste.** Location: Ex Mercato ortofrutticolo (Surano). Services: The workshop 3 is an experimental school of cookery and territory, today it represents the place of the education of the future operator that will give birth to the “*Rural Trattoria of the Paduli*”. It has been started a census of the spontaneous edible plants, focusing on two aspects, one the

importance of the uncultivated soils as places of the valorisation of the biodiversity, the other of the realization of a receipts book that collects the old knowledge of the territorial cookery.

- **Workshop 4. Agriculture and Environment.** Location: Torre del Palazzo Baronale (Nociglia). Services: nowadays the workshop 4 runs 500 olive tree groves in free loan for use, involving private owners, oil mills and expert in the oil production, in the experimentation of biological production model, showing how, in a territory known historically for the production of the lamp oil (of poor quality) it is possible to obtain high quality olive oil. For 3 years the oil “Lands of the Paduli” has been produced (rewarded by important reviews and indicated in the “*La cucina italiana e ristoranti del Sole 24 ore*” magazine), which is celebrated through the event Lampa! Other activities of valorisation of the natural assets are the seed bank, in collaboration with a network of local associations and with the arboretum of Lecce, the census of the temporary ponds and lakes that characterize the area of the Paduli, besides the projects of reforestation of abandoned areas.
- **Workshop 5. Routes and Cultural Heritage.** Location: Biblioteca Comunale (Giuggianello). Services: Projects of the valorisation of the landscape and shared properties, through the involvement of the inhabitants in the realization of audio walk, the artists and experts to the sensitization towards the landscape values. (Project Describing the Paduli, Creatures of the Paduli, Table of conviviality, Santu Donnu).

After 3 years of research and experimentation, the management project Living the Paduli has started services and activities of valorisation and sensitization of the Park, building the premises for an economic auto-sustainability coming from the sale of the oil “Lands of the Paduli”, from the services linked to the mobility (bike rental and guide), from the hospitality within the structures in management (Eco-tourist’s House and Cycle-tourist’s House), from the management of the diffuse hotel, from the publishing products such as “lamp Stories”, from the workshops, from the conferences and from the Regional Tourist Promotion Programme like Puglia Opendays and Puglia Discovering.

www.abitareipaduli.com

The Activities that the management project Living the Paduli, through the 5 thematic workshops, have started since 2012 are the following:

1) Communication



a) A literary contest – Describing the Paduli

“Lamp Stories” is the title of the first publishing project born within the Park. It is a collection of tales selected among those that, in summer 2013, participated in the **national literary contest** “Describing the Paduli”. Entrusting to the literary narration a place like the Paduli has been a way to add a step to a long path of collective building of this Park, safeguarded in the heart of Salento.

It is also told about the old, and in a certain way mythological, Belvedere Wood, which gave to this land, apparently barren, a mysterious soul. It survives in numerous traces of the Paduli, surprising who ventures among the olive tree groves. Bridges and canals let the old swamp alive, ancestral

silence and wrinkled oaks guard stone buildings and terracing colonized by the musk, with mushrooms and wild cyclamen in autumn, almond and fig trees in good weather. Among the olive tree groves there is a thick air which invites to a natural contemplation. This landscape is strictly bonded to the characters of the little towns which surrounded it, an ideal crown made of belfries and squares, where the life flows at a quicker step, where the people come and go. Nowadays the Park allows to be discovered little by little, intriguing the visitors attracted by the work that the associations are doing within it. <http://www.abitareipaduli.com/raccontare-i-paduli.html>

b) *The gadget – T-shirt*



A T-shirt realized in collaboration with the stylist and creative Angelo Milano, which is realized within the Park, through a serigraphy laboratory. The work produces a unique T-shirt which belongs to the gadgets sold in the Park to support the project.

<http://www.abitareipaduli.com/la-t-shirt.html>

c) *The packaging*



A wooden box as welcome to the Paludi. The packaging is an artisan box, which contains a brief introduction of the park, a bottle of extra virgin olive oil “Terre dei Paduli” (Lands of the Paduli), a tales book of “Storie Lampanti” (Lamp stories) and a can of lamp oil able to light without electricity. The packaging of the confection took part in the contest announced by Oliofficina Food. <http://www.abitareipaduli.com/oil-pack.html>

2) Cohesion

a) *Santu Donnu, rural feast*



Santu Donnu, lord of the olive tree groves, “not saint” of the fields, is celebrated every 13th August, among the olive tree groves of the Park of the Paduli, among ecological illuminations, typical dishes produced with local products, seeds to plant and the local market of the farmers. The origins of the feast are mysterious and get lost within the farm culture. It exists a representation of *Santu Donnu*, he is not a recognized saint, on the contrary some say it is a joke towards the local lord, said “Don”, others simply place the feast as a moment of aggregation among the farmer families that used to spend in these countries the hot night of august. The true is that the versions on the origins of the feast are as many as the inhabitants of the towns of the Paduli. The celebration, during these years, has become an important moment of sensitization for the communities on the issues linked to the valorization of the Park, from the waste management, to the emissions of Co2, from the rural products to the nutrition, to the environment, experimenting in those days, virtuous environmental practices. In fact for 3 years the feast has been considered at “0” emissions, the compensation of the Co2 emissions produced by the event takes place through the planting of several essences of the Mediterranean scrub in the area adjacent the development of the feast, with the intention to establish good balance of biodiversity in a zone particularly characterized by the only culture of olive trees.

b) *The table of the conviviality, Rural Feast.*



As many municipalities of Salento, the 10 little municipalities too around the Paduli live together with a temporary migratory flow, but the last decade has registered a migratory phenomenon totally new, a new women immigration, coming from the Eastern Europe. This phenomenon has its particular specificity, because it involves mainly women who are employed as domestic worker and which in the most cases, share with the inhabitants of the town both the private and public spaces, with modality very different from the other immigrated communities. What emerges, as an important and surprising fact is that, despite the high proximity existing between the two communities, it seems not existing an exchanging place. This project is born in

occasion of another well-known feast, in the day that marks the passage from the winter to the spring, a very old rural feast involves many towns around the Park. As at the time, still today in the May, very high fire called “focare”, build by the communities with the woods of the pruning of the olive trees of the Park, burn in the heart of the centers, painting with a fade redness the night of the Park. It is the San Giuseppe’s Focara. It is a very old feast, originally pagan, that saves in its spirit the deepest significance of the welcome. In those days, the community of San Cassiano participates at the preparation of the old receipt of the farm tradition, and donates it to the community. In these very days the women association, with the project called “Table of conviviality”, meets the immigrant women, exchanging with them the receipt books of the feast day. The initiative has the aim of renew the tradition of “Taula di San Giuseppe”, trying to interpret the period of the feast in its symbolic aspects more traditional and original – such as the welcome, the opening of their own house, the sharing, the meeting – confronting themselves and making them to react with the present, with the awareness that the food is not just nutrition but also culture, identity, exchange, confront, and that inevitably it is bounded to the territory and to the evolution of the habits. The encounter of the cultures around the rite of the feast, is the opportunity for the realization in those days of a gastronomic intercultural workshop with the whole community, in which the receipt books of the Park meet those from the Eastern Europe and from the North Africa.

3) Agriculture.

a) *Lampa!*



Through the adoption of the abandoned old-centuries olive tree groves, about 500 palnts among “celline” and “oglialore” a new model of production has been started of public production of olive oil, with the aim of building an eco-sustainable process which has made possible the passage from the old-centuries trees decay to the production of a high quality olive oil.

Lampa! Has revealed to be a horizontal experiment of auto-organized work, which has facilitated the people meetings, acknowledge and techniques; re-establishing the relationships within the community and the territory. At the same time, it has contributed at the recovery of the rural landscape, facilitating the production of the extra virgin olive oil. The oil “Paduli’s Land” is the outcome of this experimentation, for two years guest of the Olio Officina Food Festival, important Milan fair, conceited and curated by the writer and expert in oils Luigi Caricato, that in 2013 has won the second prize within the international contest “Le forme dell’olio”, held by Olio Officina, in collaboration with Mercacei.

<http://www.abitareipaduli.com/lampa.html>

4) Art and pedagogy

a) *Creatures of the Paduli*



It is an amazing geography of the Paduli's world, which recreates in an imaginary key, the variety and the natural prosperity, putting together the old signs with the new ones of the territory, with the creation of a geo-referenced map of the park. Through the map, inspired by the old paper of the land register of the XVIII century, the visitors can decide their own journey into the Paduli, choosing the places to visit, consulting the tales and following the twin natures of the park, the real one and the imaginary one. The scenography, the characters as "Nicodemus", the good monster who guards the park, and the events of this unique fantastic reign, has been built with the collaboration of the artist DEM, through a narration game in which 25 boys and girls, living in the territory pertinent to the park, have been stimulated to create stories and each story represented by a mask, and at the same time to discover the good practices of safeguard of the environment which could make them protagonists and keepers of the Park. <http://creaturedeipaduli.it>

b) *In his own hand. The map drawn by children.*

The workshop "In his own hand" with the help of children have drawn a wonderful map of the area of the Paduli*, a small "tourist guide thought for who observes the Park at 100 cm from the ground". Purpose of the workshop was to elaborate good practices to make responsible and keeper of the Park the children themselves, stimulating them to ponder on the importance of the waste management, the water cycle and of the safeguard of the environment. The path of the workshop directed with an interactive fairy tale (which has as protagonist a king who gets lost in his own reign and ask for help to the children to recover his memory) allowed the exploration of the Paduli both a map on the ground (of 6x9 metres) and through educational excursions, revelling the landscape beauty, but marking also the perils and decay of the landscape. The pedagogical dimension of the initiatives has allowed pupils to confront the difficult issues of the respect of the environment, of the legality terms, and the sense of the sharing. In the workshop 80 children between 6 and 10 years old, 4 teachers and 4 tutors has participated, within the "Progetto PON 2007-2013. obiettivo c. azione 3. Legali al Sud.

<http://www.laboratoriourbanoaperto.com/luai/index.php/archives/215>

5) Art/ Human Landscape

Nest the Paduli



- a) It is an international contest of ideas and a workshop on the sustainable dwelling. The idea was to experiment, within the olive tree groves, a temporary and biodegradable hotel, aimed at welcoming tourists and not only them, in a rural park where can be crossed walking, cycling or riding a horse, (<http://www.abitareipaduli.com/itinerari.html>). There is a sustainable agriculture, privileging the consumption of local products. The experimentation of a biodegradable hotel was realized within a public property olive tree grove, acquired with the territorial regeneration programme, and nowadays it represents one of the most important knots in the thick interconnections system at slow mobility of the Park. Within the olive tree grove, a little old “caseddhra” (a rural shelter), completely recovered and converted in a passive house with “0” emissions, promises all the services to the temporary shelters. The realization of the nests with the reuse of the agriculture end product, and the use of traditional building techniques has represented an important moment of consideration on the sustainable dwelling and on the recycling of the garbage produced in agriculture field. The experimentation of the three temporary nests (winners of the two previous editions) has assumed a particular meaning, not only the sustainable tourism, but also when the artistic practice and the architectural research become an instrument at service of the landscape.

<http://www.abitareipaduli.com/nidificare-i-paduli.html>

- b) *The Choir of Paduli*



It is a research workshop on the oral memory of the old songs linked to the rural work of the women in the Paduli. Through this experience that has involved different generations of women, it has been possible to investigate, with the songs, an anthropological view totally feminine, involving the communities in the building of a sound archive. The elaboration of the archive with contemporary languages has permitted to transfer the result of the research to the younger generations, through musical events organised in typical places of the farm culture such as rural churches, oil mills, olive tree groves, and squares. This research has enriched the complex world of the popular music of the Salento; it is not by chance that this year one of the songs, collected

among the memories of the workshop's women, has been performed by the singer Enza Pagliara, during the international event of the Concertone de La Notte della Taranta in Melpignano, one of the most important popular music festival in Europe.

<http://gapgapgap.tumblr.com/human%20landscape>

6 DEVELOPMENTS IN PROGRESS

#6 CRITERIA	SUSTAINABLE TERRITORIAL DEVELOPMENT	EXEMPLARY VALUE	PUBLIC PARTICIPATION	AWARENESS-RAISING
	Enlarge the project with the awareness of keeping the Landscape at the center of the research to find a balance between rural production and landscape safeguard. The Center of the oil and cultural production, the collective mark and the rural restaurant are sources of auto-sustenance of the time	The projects in progress show the ability to find new places, events and coordinated workshops with a strong adaptable character	The guide lines, the social balances and participatory and the new projects have as founding principle the participation and the involvement, that from exceptional nature becomes an ordinary instrument within the process of building the landscape	The centre of the oil and cultural production becomes point of reference for the activities of awareness. The realization of the collective mark and the protocol for the oil production are the actions of direct awareness and concrete. The rural restaurant spread the food culture through the traditional receipt books and the classification of the spontaneous edible herbs

The giude lines

As built so far with the Workshops is the start of a ten-year process that has given collective awareness in the existence of an important economic, social and cultural resource: the one of the rural landscape. In a planning process, it is difficult put preconceived objectives. Although being awareness that it is a work in progress, both economically and managerially, by the years tow aspects of the work has been emerged:

1. **1 – The consolidated principles not to betray:** involvement, participation, innovation, research, collective rural production, direct cultural production, simplicity, welcome, creativity, happiness.
2. **2 – The ideal to pursue:** participatory democracy, cohesion, social awareness, shared property, new-rurality, freedom of expression at all levels, internationalization.

The objectives and the projects pursued

Following these main roads, some of the objectives that are materializing can be summarize in the following growth collective and professional strategies:

1. Annual presentation of the **social balance** for the community of the 10 little town and of everyone who take care about the future of the Park of the Paduli. The social balance presents the results not only financial and accountant, but a real evaluation of the activities developed according to the following criteria:
 - Evaluation of the public participation
 - o Ability to involve the inhabitants
 - o Ability to involve the institutions
 - Evaluation of the public participation

- Ability to involve the inhabitants
 - Ability to involve the institutions
- Evaluation of the sustainability
 - Of the human investment
 - Impact of the activity on the landscape and on the ecological structure of the territory
 - Compensation and creation of new jobs
 - Creation of the economy for the future activities
 - Evaluation of the national and international relationships
 - Plans for the internationalization of the rural products and of the cultural activities
 - Relationships enabled to be replicated in other context
 - Activities host in the Park
 - Evaluation of the process of awareness and communication
 - Activated Environmental Pedagogic workshops
 - Activated artistic creativity workshops
 - Activated campaigns of social communication
 - Activated campaigns of communication of the rural products and of cultural activities
2. Annual planning of the participatory balance with budget shares to direct towards new activities according to the degree of involvement of the association representatives, public institutions, cultural centres, farms, house's owner of the diffuse hotel, private investors, bearer of ideas and activities.
 3. Creation of a centre of oil and cultural production. Restoring of the oil mill Santa Cristina with annexation of new spaces for the high quality management and production of the oil and of the awareness activities and cultural, artistic and social production of the Park of the Paduli. The oil mill Santa Cristina is a 1970s building of about 1,200 m² covered by 5,000 m² adjacent the extension of the olive tree groves of the Park. The project consider the renovation of the milling equipment and of the spaces of the oil production, new spaces for the cultural production, the building of new halls for public meetings, for performances, welcome, guest rooms. A point of reference for all the diffuse workshops of the towns and in the Park. The oil mill has already been place of activities for the quality oil production from old-centuries olive tree and of cultural activities with the participation of the choir of the Paludi and concerts inside the covered space. It has a strategic position because is easily reachable from the main communication routes.
 4. Project of the **public olive tree groves**. Acquisition of 9 olive tree groves from public administrations with the "caseddhra" to restore as the public olive tree groves (see paragraph 5).
 5. Creation of a collective mark of quality and increasing the oil production following the principles below:
 - a. Increase the number of the loan for use between the associations LUA-Living the Paduli and the owner of the abandoned olive tree groves, promoting management forms of gains between the conductor and the owner.
 - b. Sensitize small and medium holders' oil producers to adopt innovative methods of harvesting and milling following a shared protocol for a production of high quality oil and with biological food that exclude the use of pesticide.
 - c. Create agreement and programmes among the institutions, private firms and landowners for the efficient use of the public financing.
 - d. Attract private investments that adhere to the shared protocols of a sustainable rural production.
 - e. Creation of the marks Living the Paduli and Lands of the Paduli.
 6. **Not only oil**. Differentiation of the rural production and protection of the uncultivated as element of reinforcement of the biodiversity.

- a. Creation of the network of the Park and of the near territories for the connection between the oil production and other productions (tomato, legumes, seed bank, cereals, activities of foraging and production of cheese and dairy products).
- b. Protect the untamed areas for the safeguard of the biodiversity and the collection of spontaneous and edible plants.

7. **Rural Tavern** (Trattoria). Opening of a tavern with the experience of the workshop 3 of the taste (paragraph 5)

The never-never Park



The Multifunctional Rural Park of the Paduli is not an established Park under the actual laws. The landscape of the Park of the Paduli is all contained in the collective awareness to have before the eyes a cultural and rural centre of 5,500 hectares of old-centuries olive tree groves. The activities managed with spontaneous initiatives, the organizational ability of the 5 associations of the project Living the Paduli, the happiness to work among the trees, the LUA and its participatory workshops, the extended area of the olive tree groves, the canals, the vore, the caseddhre of the diffuse hospitality, the biodegradable nests, the pedagogical games for children, take a walk through the paths of the slow mobility, and more, are all elements of the landscape.

The landscape of the Paduli is creativity, contemplation and rural production. The Park is, first of all, this kind of landscape, before being a place of the constituted authority. It is a word and an image that have deeply entered in the language and perception of its inhabitants. In all this resides its strength.

JE BM-