



PREMIO del PAESAGGIO del CONSIGLIO D'EUROPA

Published on *Candidatura Premio del Paesaggio* (<http://webform.landscapefor.eu>)

Home > Parco Agricolo dei Paduli

Parco Agricolo dei Paduli

- 28 October 2014
- LUA

1. GENERAL INFORMATION OF THE APPLICANT

1.1. Applicant:

Name: LUA Laboratorio Urbano Aperto

Address: Via Luigi Maggiulli

N°: 1

CAP: 73 100

Region / District / Municipality:

PUGLIA

LE

LECCE

Email: associazionelua@gmail.com

Telephone: 3358758546

Fax: 0832332010

Website: <http://www.laboratoriourbanoaperto.com>

1.2. What type of category does the applicant belong to?

Specify:

Non-profit cultural association (ONG, ONLUS, Foundations, etc.)

1.3. Representative of the intervention

Name: Mauro

Surname: Lazzari

Position: Architect/coordination LUA

Address: Luigi Maggiulli

n.: 1

CAP: 73 100

Region / District / Municipality:

PUGLIA

LE

LECCE

Telephone: 3358758546

Fax: 0832332010

Email: associazionelua@gmail.com

Website: <http://webform.landscapefor.eu/www.laboratoriurbanoaperto.com%20www.abitareipad...>

2. INFORMATION INDICATING THE INTERVENTION

2.1. Name of the intervention:

Parco Agricolo dei Paduli

2.2. Location of the intervention:

Italia, Puglia, District of Lecce, Unione dei Comuni delle Terre di Mezzo (Union of the Municipalities of the Middle Lands)

2.3. Produce a description of the intervention (max. 5.000 characters), mention the specific regulation of the Convention (see art. 11, section 1, European Convention on Landscape - ETS No. 176) which the intervention refers to, and specify whether it is within the areas subdued to specific regulation of protection

- a) 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, which name is Paduli. Within this landscape the project “Abitare i Paduli” (Living the Paduli) takes place, a rural project, born by the involvement of the local communities, the associations and the inhabitants with the idea of a multifunctional rural park.

b) Known since XVII century for the production of lamp oil, combustible listed on the stock market of London, and used for the street lighting of the European capitals, nowadays the area experiences a persistent state of abandonment, depending both on the plantation technique and on the deep crisis of the agricultural industry. This territory represents, for its own history, geographical position and landscape value, the ideal land to experiment new ways of care, which can avoid the decay, and instead activate new models of production compatible with its own characteristics. Since 2003, a long participatory process has been activated. It has been developed within a collaboration coordinated by the LUA, which has involved the local institutions, the associations, the people and a high number of experts all over Italy. They have gathered around the idea of the rural park, where to experiment new forms of “rurality”, redraw the economy, the history, the welcome, and focus every consideration on the “rural landscape”, in its dual meaning: the productive and the contemplative one. A bottom-up approach, which raised a new awareness of the landscape value in its inhabitants and aimed at promoting new strategies of development in the villages around it. By compiling an Integrated Territorial Regeneration Programme, it has persuaded the young people to practise innovative management activities of an agricultural property through the Urban Workshop of the Middle Lands “Living the Paduli”. Finally, it was included as “experimental project” into the New Landscape Plan of the Region of Puglia. The Paduli’s Park covers 5.500 hectares, among huge centuries-old olive trees, dry stonewalls, “pajare” (rural houses trullo-shaped) manor farms, hunting sheds, crypts, *dolmens*, *menhirs*, etc. It is bound by the towns of San Cassiano, Nociglia, Botrugno, Surano, Maglie, Muro Leccese, Sanarica, Scorrano, Giuggianello, Supersano. Characterized by the presence of canals and paths, ponds and lakes, it is crossed from North to South by the state highway 275 (Market Street) and by the railway Sud-Est, which connects the city of Lecce with Otranto, Leuca and Gallipoli. Through the old isthmian road, perhaps due to Hellenic influences, it connected the areas of Callipolis-Ydruntum (Gallipoli-Otranto). The olive tree is the element that unifies this landscape. To support this patrimony, the municipalities of Paduli in these years, have shared the same territorial programme. Indeed, although still not established as a “rural park”, the Paduli’s Park is recognized as one of the specific objectives in the deliberative acts of the 10 municipalities. It is also recognized by the Integrated Territorial Regeneration Programme “Paduli’s Lands among olive trees and icons”, adopted in July 2011 by the municipalities themselves, and by the new Landscape Plan of the Region of Puglia, in which it is indicated as pilot project to experiment new activities relevant to the multi functionality in a rural territory. The programme considers interventions of development of the urban centres and agricultural products, especially those that are historically and culturally relevant, through a recovery of a thick net of rural roads (under realization). The project of a slow network of connections

among the minor towns within the Park, is due to safeguard reasons and defence of the historical and cultural witnesses of the territory, along with the defence of the rural economy that has marked the history and the development of this area. A project that takes care about a social demand wider and wider, searching for new open spaces, usable and rich of significant cultural values. With “infocircle”, devices of on field information, installed along the rural roads, and connected to a database with a QR-code, connections gained a new value. This “infocircle” allows the territory to become a place where all type of rural properties can be kept, preserved, gathered, and spread. The material properties are squares, streets, crypts, railway stations, museums, sheds, woods, olive tree groves, farms, *dolmens* and *menhirs*. The intangible properties are oral tales, historical, archaeological, architectural, botanic, agrarian researches. In this way, it can be possible to offer to the customer an innovative and cognitive path.

2.4. Which are the territorial and administrative areas of the intervention:

Regional

2.5. What the typology of the intervention:

Indirect

2.6. Date of administrative efficiency (the prompt implementation) (dd/mm/yyyy):

November 2012

2.7. If the date refers to a part of the project, specify briefly which part it is:

The date refers to the launch of the Urban Laboratory “Living the Paduli” of the Middle Lands. Bottom up Experimental project of an agricultural land.

3. INFORMATION ON THE INTERVENTION PLAN

3.1. Which subjects have been involved during the design phases and management of the intervention, and with what role?

Name:

REGION OF PUGLIA, Department of regional planning

Role:

Partner of management

Name:

REGION OF PUGLIA, Department of Youth Policy and Social Citizenship

Role:

Partner of management

Name:

Puglia Promozione, Agenzia regionale per il turismo (Regional Tourism Agency)

District:**Role:**

Partner of Planning

Name:

District of Lecce

Municipality:**Role:**

Partner of planning

Name:

Municipality of San Cassiano (municipality leader of the Integrated Territorial Regeneration Programme)

Role:

Partner of planning

Name:

Municipality of Nociglia

Role:

Partner of planning

Name:

Municipality of Giuggianello

Role:

Partner of planning

Name:

Municipality of Botrugno

Role:

Partner of planning

Name:

Municipality of Surano

Role:

Partner of planning

Name:

Municipality of Supersano

Role:

Partner of planning

Name:

Municipality of Sanarica

Role:

Partner of planning

Name:

Municipality of Scorrano

Role:

Partner of planning

Name:

Municipality of Maglie

Role:

Partner of planning

Name:

Municipality of Muro Leccese

Groupings of local communities:**Role:**

Partner of management

Name:

Union of the Municipalities of the Middle Lands (San Cassiano, Botrugno, Sanarica, Surano, Nociglia, Supersano, Giuggianello)

Role:

Partner of management

Name:

G.A.L Gruppo di Azione Locale "Terra d'Otranto" (Local Action Group "Otranto land")

Other public institutions (European Union, international and national institutions, universities, etc):**Names:**

Arboretum – Department of Technological biological environmental science - University of Salento

Role:

Partner of planning

Non-profit associations, foundations, voluntary groups, cooperative companies, churches, etc.:**Role:**

Partner of planning

Name:

Fondazione con il Sud (Foundation with the South)

Role:

Partner of management

Name:

Ass. Millepiedi - Giuggianello

Role:

Partner of management

Name:

Ass. Terrikate - Nociglia

Role:

Partner of management

Name:

Ass. LEB Laboratorio Ecomuseale Botrugno

Role:

Partner of management

Name:

Ass. Laboratorio Mobilità - San Cassiano

Role:

Partner of management

Name:

Ass. Laboratorio Territoriale - Surano

Role:

Partner of management

Name:

Ass. Circolo delle Donne - San Cassiano (Women Club)

Role:

Partner of management

Name:

Ass. Indizi Terrestri - Napoli

Firms, operators, professional studios, others:

Role:

Partner of planning

Name:

Metamor Architetti Associati

Role:

Partner of planning

Name:

L.U.A. Comunica studio di grafica e comunicazione

Role:

Partner of management

Name:

Cooperativa Olearia San Cristina - San Cassiano

Role:

Partner of planning

Name:

Chemiservice Monopoli

3.2. Describe the origin of the financial sources and in what percentage they are divided among the public and private institutions

(N.B. the sum of the percentages is to be 100)

Region:

Percentage of financing:

75%

Name:

Fondi P.O. F.E.S.R Puglia 2007/2013 Asse 7 azione 7.2.1

Percentage of financing:

25%

Name:

Fondi FAS, Delibera CIPE n. 35/2005

Percentage of financing:

5%

Name:

Fondi P.O. FERS Puglia 2007/2013 Asse IV Linea 4.1 Azione 4.1.2

District:

Percentage of financing:

0%

Groupings of local communities:

Percentage of financing:

100%

Name:

Union of the Middle Lands (Union of the Municipalities of San Cassiano, Botrugno, Nociglia, Surano, Giuggianello, Supersano, Sanarica)

Other public institutions (European Union, international and national institutions, universities, etc):

Percentage of financing:

0%

Firms, operators, professional studios, or other:

Percentage of financing:

0%

Non-profit associations, foundations, voluntary groups, cooperative companies, churches, etc.:

Percentage of financing:

100%

Name:

Fondazione con il Sud (non-profit private institution)

3.3. Describe the main goals of the projects (max 5.000 characters):

The project creators

The Urban Workshop of the Middle Lands was born in 2011, within a regional programme, “Bollenti Spiriti”, financed by the Department of Youth Policies. The Workshop has the double purpose of recovering the public properties, to destine them to activities and services (Urban Workshops) and activate experimental processes with the involvement and the creative actions of young people, in order to give value and develop the territory. The Workshop through the project “Living the Paduli” experiments new and innovative forms of “rurality”, involving the local knowledge, the experts, all the institutions, gathering everything around the only idea of a participated management of Paduli’s Multifunctional Rural Park. Nowadays this territory lives in a state of persisting abandonment, linked to a deep crisis of the agriculture industry and being far from the tourist phenomenon, concentrated on the Adriatic and Ionic coasts of Salento. The aim is to retie the complicated relationship between agriculture, economics, history and welcome in a new cultural and eco-sustainable key. The Workshop is coordinated by LUA and led by 30 young people, working for several associations and informal groups. The activities of the Laboratory are divided as the follows:

- Workshop 1: diffuse hospitality (ospitalità diffusa)
- Workshop 2: slow mobility
- Workshop 3: taste
- Workshop 4: agriculture and environment
- Workshop 5: routes and cultural heritage.

The activities of the Workshop go from the experimentation of a temporary biodegradable hotel (“nesting the Paduli”) to the alternative forms of mobility; from finding thematic routes to innovative typology of landscapes and common property values (Describing the Paduli, Creatures of the Paduli). It goes from the spread of biological methods of agricultural production to implementing

new methods to take care of the environment (Lampa!); to the welcome and to the social relations, from the research to the documentation, communication and promotion of the territory. The Workshop plans projects for the development of eco-compatible tourist infrastructures, able to capture innovative forms of eco-sustainable tourism with the art, the architecture and the creativity of the inhabitants. And with experimental agricultural production with the main purpose of giving something new to the future of the Paduli, based on the cooperation of local actors.

Purposes:

- Creating a new model of sustainable tourism, based on a territorial coherence and on the social structure, which may be an alternative to the traditional models of accommodation. (Programmes: Lampa!, Nesting the Paduli, Describing the Paduli, Creatures of the Paduli).
- Creating a model of sustainable management of a rural property, to give an agricultural value to the product (Lampa! Project).
- Creating a best practice that re-launches the territory to an international level ("Living the Paduli").
- The managing company: LUA (Laboratorio Urbano Aperto – Open Urban Workshop), the cultural association managing company of the Urban Workshop of "Bollenti spiriti" of the Middle Lands.

The Association Open Urban Workshop was established officially in San Cassiano (Lecce) in 2005. Around the first core of the founders of the association, there is a heterogeneous group of people, united by a mission, that aims at enriching its territory and cultural background according to its availability, sensitivity and competences. The goal of LUA is the establishment of urban and social transformation processes with the involvement and the participation of the users. Since 2003, it has coordinated the involving process of the inhabitants and of the institutions about the development and enhancement of the Paduli area. It has also coordinated the technical table for the redaction of the PIRT (Programma integrato di rigenerazione territoriale – Integrated Territorial Regeneration Programme). The LUA coordinates the project.

Purposes:

- Determine an innovative use of the facilities that have been recovered with the regional financing and municipality co-financings.
- Safeguarding the local paternity of the initiative and assure the sustainability of the project in the medium and long period.
- Transforming the Paduli in a territory recognized as cultural heritage and patrimony.
- Systematizing the agriculture, the traditions and the local professionalism.
- Promoting the economical territorial development.

The institutions involved:

Regional Council for regional Planning, Regional Department for Youth Policy of Puglia, Union of Municipalities of the Middle Lands of San Cassiano, Botrugno, Nociglia, Surano, Giuggianello, Supersano, Sanarica, Maglie, Scorrano, Muro Leccese

Purposes:

- complete the process of requalification
- create accommodation capacity and territorial enhancement.
- identify a sustainable and lasting model to recover the existing agricultural heritage.

3.4. Specify the main outcomes of the project (max 5.000 characters):

Since 2003, the municipalities of San Cassiano, Botrugno, Nociglia, Surano and Giuggianello (Middle Lands) together with the municipalities of Scorrano, Maglie, Sanarica, Muro Leccese e Supersano, in the District of Lecce, started a long process of listening to the inhabitants, of analysis and observation of the territory. They have formulated, and then shared with professionals and external excellences, new models for the economic development of the area. The main result of this long process is the growth of an awareness, in the people and in the public institutions, about the value of the landscape of the area. An awareness that allowed the raise of a wider, deeper, richer view of the territory. It goes beyond the limits of the municipalities themselves, and finds a relationship between the *local* and the *regional* level, transforming the territory – which in state of abandonment and decay, have been erased from the collective memory – in a place where the policies for future development can restart. Finally, the inhabitants' and the institutions' awareness has produced a common thought in the communities, a common idea, and a cultural attitude in considering this territory as a park. This concept is not felt as a bounded, rigid place, but as a place of new opportunities (to prove it, we invite you to digit the words Parco Paduli, or parcopaduli on internet). Nowadays there is a new awareness in the people, able to recognize and defend the high value of this area. However, it is not enough. In fact the Paduli's Park, though it is not 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 for regional financing by the regional law n°21, 2008, on Urban renewal (2011).
- by the new regional PPTR, which places it among the 5 multinational rural parks, where to experiment strategic scenarios, according to the "Patto città campagna".

- by the first little urban changings, that goes from the urban centres requalification to their connection with a network of 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
(see services: <http://www.abitareipaduli.com/servizi.html>;
the activities: <http://www.abitareipaduli.com/attivitagrave.html>;
the products: <http://www.abitareipaduli.com/prodotti.html>)
- Finally by the regional programme for promoting the territory of Puglia *Openday* 2013 and 2014.

A “care” that has created a model able to activate a network between little oil producers, the inhabitants and the visitors, but that resolves to:

- generate an innovative vision. Nowadays the vision of the territory, even supported by its people, does not give the right complexity, and its own opportunities are not yet felt. The purpose of the “Living the Paduli” Workshop is to carry on the experimentation on the accommodation, on the rural products of quality and on the safeguard, demonstrating that it is likely to build a common vision only if there is an active relationship between inhabitants, productions, places and institutions. The vision, as result of a process, is the fact from which we started. This is the opportunity to bring the alternatives out, something that the communities can use;
- respond to the needs;
- generate a management model able to produce new perspectives to support the agricultural industry, with activities able to rise the quality of dwell, both rural and urban, and with the connection between urban settlement policy and the pastoral and rural policy, redefined by their own multifunctional value, to establish a new relationship between open spaces and built space. In this way, it is possible to start an edible, recreational, hygienic, usable exchange between city and country on different levels, using all the enforced social policies for the territorial transformation and those that are to be done in the future.

4. OBSERVANCE OF THE CRITERIA TO AWARDING THE PRIZE

- 4.1. SUSTAINABLE DEVELOPMENT: Does the project belong to a sustainable development policy? Does it contribute to reinforce the environmental, social, economic, cultural and aesthetical values of the landscape? How?**

Has it been able to mend the environmental and urban decay situation? In which way?

The Paduli's Park is a bottom up idea, which has increased the awareness of its landscape value in its inhabitants. It has directed the development strategies of urban development to the municipalities which surround it, with the redaction of an Integrated Territorial Regeneration Programme (a direct intervention nearing finalization). It also has persuaded the youths to practise innovative managerial activities of a rural property, with the Urban Workshop of the Middle Lands "Living the Paduli" (indirect intervention, started in 2012). Finally it has contributed as "Leading project to the redaction of the guide lines regarding the practices pertinent to the multi functionality in a rural territory" in the New Landscape Plan of Region of Puglia.

DIRECT INTERVENTION:

The Territorial Regeneration Programme (regional law 21/2008) is composed of interventions for the enhancement of the urban centres and of the rural properties:

- recover and promote 9 squares in the old town centres of the municipalities around the Park (realized and used by the inhabitants and visitors);
- recover and enhancement of 10 public spaces, doorways of the Park (parking area with service and support to the families). It concerns viewpoints, road intersections, public spaces, which for their own natural landscape or for their history, are known as "doorways" (to be finalized, but partly already used by people);
- an interconnection network of slow mobility among the urban centres of the Park. About 30 km of rural and farm roads cross the Park, with a speed limit of 30 km/h. The intervention has considered the recovery of the white road, the installation of "infocircle" (see picture attached), of devices for information, installed along the rural paths, connected to a database through a qr-code, of "trees" vertical street signs finalized to give directions to the visitor towards the rural products and other properties of the Park. The system connects the material properties (squares, streets, crypts, palaces, railway stations, museums, sheds, woods, olive tree groves, farms, dolmens and menhirs) and intangible properties of the Park, proposing an innovative route to the visitor, studied and explicatory (partly already used by visitors);
- recover and enhancement of an olive tree grove within the Park (it is the sole public olive tree grove in 5,500 hectares of olive wood) and of a "caseddhra", a typical rural building from Salento. The intervention represented an opportunity to experiment an "eco-sustainable" model of safeguard and enhancement of a micro-rural architecture. In fact, the "caseddhra" autonomously produces electricity (with photovoltaic panels on the roof), hot

water (with roof thermic panels) and has a phytoremediation system of the waters (intervention realized by the inhabitants and used by visitors and residents. The “Living the Paduli” Workshop is the manager). (See picture attached)

INDIRECT INTERVENTION:

The Urban Workshop of the Middle Lands was born in 2011, within a Regional Programme “Bollenti Spiriti”, financed by the Department of the Youth Policies. It has a double aim: 1) recover the public property, to address activities and services (Urban Workshop) and 2) activate experimentation processes with the involvement and the creative action of young people, in order to enhance and develop the area. The Workshop, with the project “Living the Paduli” experiments innovative forms of a new “rurality”, involving local experts and institutions, gathering everybody around the single idea of a shared management of the Multifunctional Rural Park of the Paduli. The target is to recreate the complicated relationship between agriculture, economics, history and welcome, in a cultural and eco-sustainable key. The Workshop is coordinated by the LUA and led by 30 young people working for several associations and informal groups. Nowadays the Workshop “Living the Paduli” represents an alternative job, thanks to the developed services and activities, granting an income to the community, through over thousands visitors per year. The Workshop activities/services go from a “diffuso” temporary or permanent hotel (“Nesting the paduli”, The Workshop is Ospitalità diffusa), to the arrangement of new and alternative forms of mobility; from the discovering of new thematic routes (Workshop Mobilità lenta) to innovative typology of landscape enhancement and of common property (Workshop Describing the Paduli, Coro dei Paduli) (Laboratory Cultural routes); from the spread of biological methods of agricultural production, to the practice of new formulas bounded to the environment (Lampa!) (Agriculture Workshop and Taste Workshop), to the welcome to the sociability, to the research, to the documentation, communication and promotion of the territory.

Activities and Services:

www.abiatereipaduli.com/www.creaturedeipaduli.it

4.2. EXEMPLARITY: May the project be considered as an example which might be proposed in other territorial context? Why? Which good practices has put to use?

The involvement of all the participants allowed the construction of a shared vision for this territory. This vision connects the urban development strategies of the municipalities surrounding the Park, with the redaction of an Integrated Territorial Regeneration Programme (2011). It also connects the

regional policies concerning the urban and territorial regeneration (regional law n.21/2008), with the supporting policies addressed to the weak part of population by the regional Department of Youth Policies (“Bollenti Spiriti” programme of Urban Workshop). The model can be summarized as follow:

DIRECT INTERVENTION:

- Laboratories of participatory planning for the implementation of scenarios (2003-2011).
- Memorandum of Understanding (MoU) between the municipalities of the Park and the Region of Puglia (Department of regional planning) for the joined experimentation of the purposes and of methodologies of PPTR (Piano paesaggistico territoriale regionale – Regional Territorial Landscape Plan) finalized to the realization of the project “Multifunctional Rural Park of the Paduli”, leading project of the regional Landscape Plan.
- Redaction of the Integrated Urban Regeneration Programme, “Terre dei Paduli tra pietre, ulivi e icone” (Paduli’s Land among stones, olive trees and icons – see attached document).
- Participation in the related *bando* at PO FESR, Asse 7, azione 7.2.1 territorial and urban regeneration, L.R. 21 2008 (2011).
- Funds assignment and start-up of work (2012).

INDIRECT INTERVENTION:

- Participation laboratory with local associations to build a management plan of the Urban Laboratory of the Middle Lands (Regional Department of Youth Policies) 2009.
- Public notice 2011.
- Assignment and star-up of the Urban Workshop “Bollenti Spiriti”, with the experimental management project of a rural park, “Living the Paduli” (2012).

The laboratory activities are divided as follow:

- Workshop 1: Ospitalità diffusa (diffuse hospitality), Location: Chiesa rupestre of Santo Spirito, Botrugno (Intervention of enhancement and management of an old rocky church, place used for events and research and study activity of laboratories Living the Paduli). The stables of Guarini Palace (intervention of recovering and enhancement of the old stables of Marchesale Palace, today offices of the workshop. Ospitalità diffusa). Activity: innovative experimentations of *diffuse* hospitality, from the self-construction of sheds built with end products coming from agriculture (Nesting the Paduli), to the management of second houses in the old town centres of the municipalities around the park. The workshop runs the guestrooms of the Mobility Workshop “The cycling tourist’s house” and the “Caseddhra” (the “eco-tourist’s house”).

- Workshop 2: Mobilità lenta (Slow mobility), Location Case MInime. San Cassiano (intervention of recovering and enhancement of the old minimal houses – social housing for two families of 1930s. Ground floor: Mobility Workshop, bike workshop, bike sharing. First floor: guestrooms, cycling-tourist's house) see link: <http://www.metticilemani.it/gallery/luabitare-i-paduli>. Activity: Organization and planning of alternative forms of slow mobility (some of the activities have been recognized by the regional programme of the touristic promotion Discovering Puglia, Puglia Opendays 2013-2014).
- Workshop 3: Gusto (Taste). Location: ex market of fruit and vegetables. Surano (intervention of recovering and enhancement of the covered market. Ground floor: cooking workshop, offices, meeting hall). Activity: the workshop has activated a census of the spontaneous edible plants, focusing on two aspects: one, the importance of the uncultivated land as places of valorisation of biodiversity; two, the realization of a recipe book, which collects the old tastes of the territorial cookery.
- Workshop 4: Agricoltura e ambiente (Agriculture and environment). Location: Torre del Palazzo Baronale (Baronial Palace Tower). Nociglia (intervention of enhancement and management of the tower. Ground floor: oil shop area Paduli's Lands, offices and agriculture workshop). Municipal deposit. Nociglia. Activity: today the workshop runs 500 centuries-old olive trees in free loan for use, introducing a model of biological production, demonstrating as in the territory historically known for its production of lamp oil, it is possible to obtain a high quality olive oil. The oil "Paduli's Land" (Lampa! Project).
- Workshop 5: Percorsi e beni culturali (Routes and cultural heritage). Location: Biblioteca comunale (Town Library). Giuggianello (Intervention of valorisation and management of the library). Activity: plans of enhancement of the landscape and of the common property, with the involvement of the inhabitants and the visitors of the Park. (Describing the Paduli Project, Creature of the Paduli).
Public olive tree grove. Location within the Paduli's Park. Location of Nesting the Paduli, Creatures of the Paduli. Activity of management of an environmental property. It represents one of the tangles of the interconnection system and slow mobility.

4.3. PUBLIC PARTICIPATION: has the project actively encouraged the public participation in the decision procedure? How? Is the project in line with the national, regional or local policy?

In the two-year period 2003-2004, the LUA, collaborating with the municipality of San Cassiano, started the programme of involving the community, at the beginning giving the priority to stimulating actions, aiming at creating a confident relationship both between those who take active part at the workshop, and the people. Between 2005 and 2009 other 4 workshops started, which face in a more direct way the Paduli's subject, first to acknowledge it and then to give it a creative dimension. The summer 2008 workshop, focused on the simulation of a participated park "Paduli's Super-Park", was the result of a path started before, in autumn 2007, with the arrangement of meetings and the start-up of the formation of the council of the local association coordinated by the City administration of San Cassiano. During the 2008-2009 workshop, a process of involvement of the municipalities interested in the Paduli area was started. It happened in advance, with open letters, specific meetings, discussions and sharing of the same purposes, then with the approval of an agreement among them. There was the acknowledgment of San Cassiano as the municipality leader of the project, the preparation of a deliberative text, which every city council approved, and the signing of a Memorandum of Understanding among the municipalities. An agreement also occurred between the LUA and Region of Puglia, with acts whose main subject is the safeguard and the valorisation of the Paduli in their own territories, with a shared programme accepting the result of the Paduli's workshop, debated in 2009. The process allowed the application of the "Multifunctional Rural Park of the Paduli" as leading project for the experimentation of the methodologies of PPTR that is to be adopted by the Region of Puglia. The workshops require the involvement of the inhabitants and of the other institutions of territorial areas with different competences and professionalisms, giving to a project a multidisciplinary character, according to a multi-visual approach at the complexity of the place. Those who come from outside, must elaborate their own researches, and they are required to start an approach with the inhabitants, a collaboration and integration, to permit every participant to develop their own ideas and visions of the explored territory, sharing it with the community. During the years, every workshop has followed its own fundamental principles that are configured as the only element of inflexibility of the whole system:

- -the workshop is open to everybody and the ideas conceived cannot be an experience only from within the community but they are based on the principle of exchange;
- -the workshop is able to let the citizens' point of view meet with the external one;
- -Those who participate are required to build their own work with the inhabitants and to approach their research with this purpose;
- -every workshop ends with an exhibition of the work realized. This work is explained and communicated to the community, and to those who have not taken part in the phase 1: sending of the open call; phase 2: activating of the network; phase 3: first meeting-listening and rules; phase 4: creation of working groups; phase 5: inclusion and building of the

contents – the working group includes the inhabitants; phase 6: interaction and restitution of the contents to the community.

This has been done in order to facilitate the acquisition of the images, points of views on the Paduli, which allow recreating an image of the complexity, of the sources, of the peculiarities, to promote its safeguard and the valorisation. The LUA asked the participants of the workshop to use different means, such as artistic languages as instrument to research and share new feelings, thoughts and impressions, which along with the techno-scientific survey, simplify the interaction and the communication between the participants.

The process of participation has its foundation in the involvement of a great number of institutions and stakeholders, such as businesspeople, retailers, associations, which take other stimulation to deepen the emerged subjects and the purpose of the programme. It has happened through open letters, specific meetings, discussions and sharing of the aims, signing of agreement and protocols, actions that have the strategic subject of the safeguard and enhancement of the landscape.

<http://www.parcopaduli.it/parco/parcopaduli.php>, documentation attached PIRT, at the point 5 the participation, and link at <http://www.parcopaduli.it>

4.4. RAISING AWARENESS: has the project contributed to reinforce the public awareness towards the values of the landscape, regarding the interconnected aspects of the social development, the European identity and the right of the individual and collective wealth? How?

“Lampa!”

With the abandonment of the old-centuries olive tree groves, about 500 plants of “celline” and “ogialore” a new model of production has been started for the 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 between the community and its 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, conceived 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>

“Nidificare i Paduli”

(Nesting the Paduli) is a route 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 other target groups, in a park that one can go through by 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 of slow mobility of the Park. Within the olive tree grove, a little old "caseddhra" (a rural shed), completely recovered and converted in a passive house with "0" emissions, offers 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 the agricultural field. The experimentation of the three temporary nests has assumed a particular meaning, not only for sustainable tourism, but also when the artistic practice and the architectural research become useful instruments for the landscape maintenance and protection. <http://www.abitareipaduli.com/nidificare-i-paduli.html>

"Storie Lampanti"

(Clear stories) is the book that collects the tales that participated in the writing contest Raccontare i Paduli (Describing the Paduli).

Committing the literary narration of a place like the Paduli was a way to add a step to a long path of collective building of this park, safeguarded within the heart of Salento. The old, and in a certain way mythological Belvedere wood, which gave to this barren territory in appearance, a mysterious soul, survives in numerous parts of the Paduli, surprising the one who ventures out among the olive tree groves. Little bridges and canals keep the old swamp alive, ancestral silences and wrinkled oaks guard stone buildings and terracing colonized by moss and spontaneous vegetation with mushrooms and wild cyclamen in autumn, almond tree and figs during good weather. Among the olive trees, the air is thick, and invites to contemplation. This landscape is strictly bounded to the little towns characters which surround it, an ideal crown made of belfries and squares where life flows at a quicker step, where people come and go.

Nowadays the park can be discovered little by little by the visitors , who are attracted by the work of the associations involved in the transformation. <http://www.abitareipaduli.com/raccontare-ipaduli.html>

"Creature dei Paduli"

(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 and the situations of this unique reign have been built with the collaboration of the artist DEM, through a cooperative game of narration, in which 25 little girls and boys, living in the territory pertinent to the park have been stimulated to create stories 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>

5. OBLIGATORY ATTACHEMENTS

Picture 1:



Picture 2:



Picture 3:



Picture 4:



Picture 5:



6. OPTIONAL ATTACHMENT:

Attachments:**Other images:**

[lampa.jpg](#)

[00 \(61 c\).JPG](#)

[00 \(61 e\).jpg](#)

[00 \(61 f\).jpg](#)

[00 \(61 g\).jpg](#)

Video:

[nidificare 2.mp4](#)

Documentary folder:

[pirt parco paduli 2011.pdf](#)

[allegati pirt parco paduli.pdf](#)

Poster/Tables:

[Poster1 DICEMBRE 2014a copia.jpg](#)

[00 \(15b\).jpg](#)

Link of the material published online:

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

<http://www.parcopaduli.it/parco/parcopaduli.php>

<http://www.parcopaduli.it/archivio/>

<http://creaturedeipaduli.it/>

http://www.domusweb.it/it/interviste/2014/08/13/gap_il_territorio_come_galleria_...

http://www.domusweb.it/it/notizie/2014/07/16/nidificare_i_paduli.html

<http://www.societing.org/2014/05/parco-dei-paduli-tesoro-secolare-provincia-lecc...>

<http://paesaggi-design.blogautore.repubblica.it/tag/nidificare-i-paduli/>

<http://www.olioofficina.com/articoli/184-l-olio-abita-i-paduli.html>

<http://www.olioofficina.it/societa/ritratti-a-olio/strappare-dall-oblio-il-piu-g...>

<http://www.olioofficina.it/societa/italia/l-olio-che-ride.htm>

<http://www.olioofficina.it/piaceri/eventi/le-gioie-dell-olio.htm>

<http://www.olioofficina.it/saperi/marketing/l-extravergine-il-lampante-il-raccon...>

<http://www.olioofficina.it/media/per-immagini/l-omone-dei-paduli.htm>

http://www.ecoideare.it/pdf/ecoideare_numero22.pdf

<http://www.salentoweb.tv/video/9152/parco-paduli-meraviglia-salento>
<http://gapgapgap.tumblr.com/creature>
<http://gapgapgap.tumblr.com/nidi>
<http://gapgapgap.tumblr.com/%20coro%20dei%20paduli>
http://bari.repubblica.it/cronaca/2013/07/10/news/una_notte_nel_parco_di_paduli-...
<http://www.stile.it/viaggiare/tendenze/articolo/art/dormire-in-un-nido-rifugi-bi...>
<http://www.abitareipaduli.com/foto.html>
<http://www.abitareipaduli.com/video.html>
<http://www.esperienzeconilsud.it/gap/>
http://bollentispiriti.regione.puglia.it/index.php?option=com_k2&view=item&id=78...
<http://www.archello.com/en/project/piazza-cito>
<http://ec2.it/studiometamor/projects/180700-Percorso-ciclo-turistico-del-Parco-A...>
http://ecowebtown.eu/n_5/06_guastamacchia-simone.html
http://mobilita.regione.puglia.it/index.php?option=com_k2&view=itemlist&layout=c...
<https://it-it.facebook.com/ParcoPaduli>
<https://it-it.facebook.com/abitareipaduli>
<http://www.metticilemani.it/gallery/luca-abitare-i-paduli>

Download the form, fill it in, and send it via PEC (certified electronic mail) and upload the receipt:

Upload the receipt of PEC sending:

[consegna accettazione invio pec.pdf](#)

JE BM-