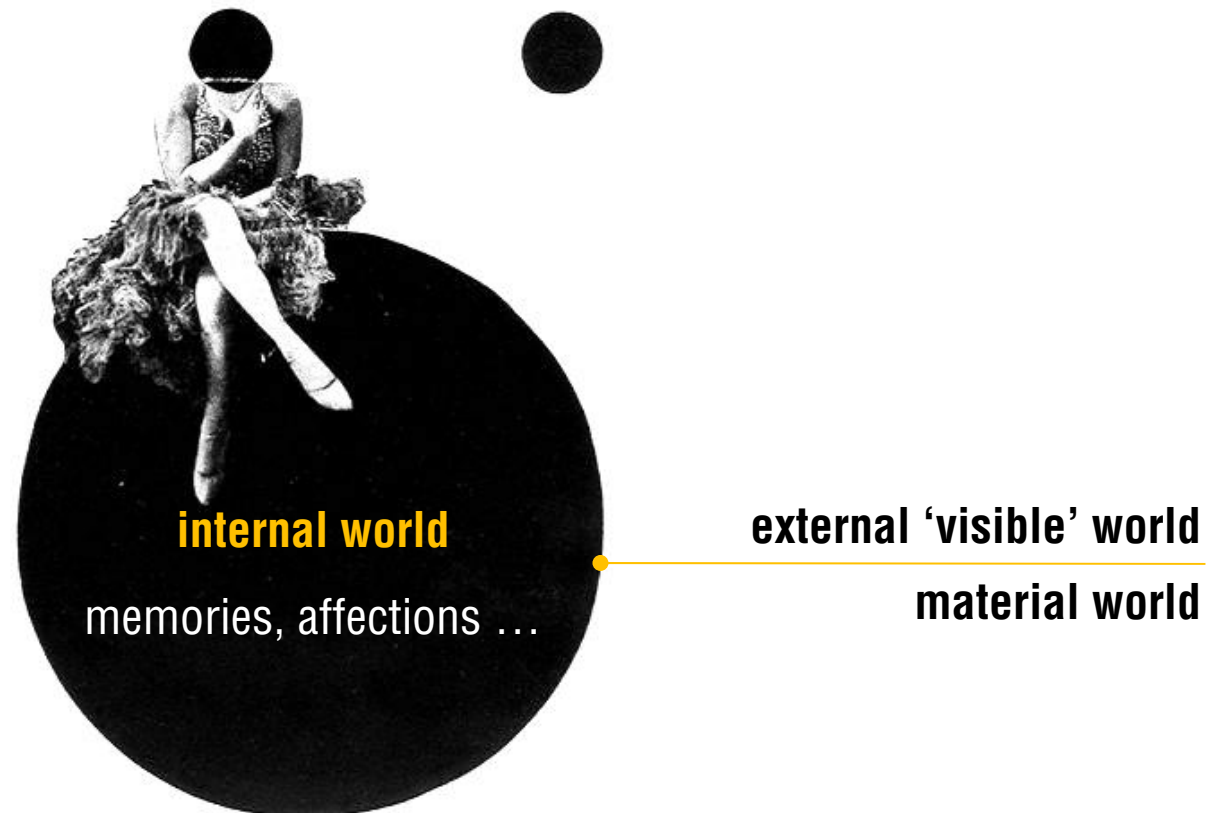


*Surfacing the Invisible*

**Multiple perceptions as framing device for identifying relational places**

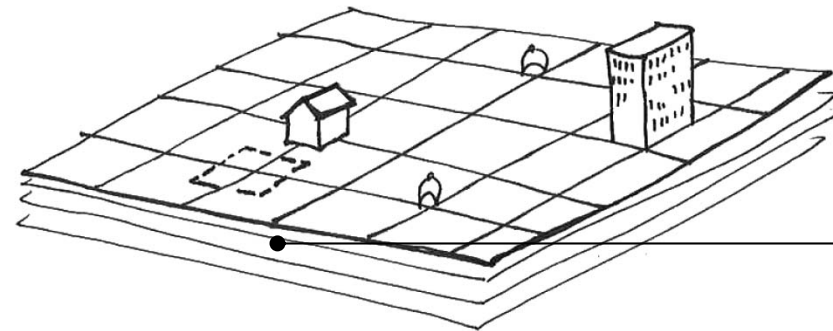
*Urban reality is composed by internal and external relationships.*

**Architectural tools aren't sufficient to capture 'invisible' dimensions.**



ref. LEFEBVRE 1974 / TIESSEN 2007 / BUCHANAN 2012

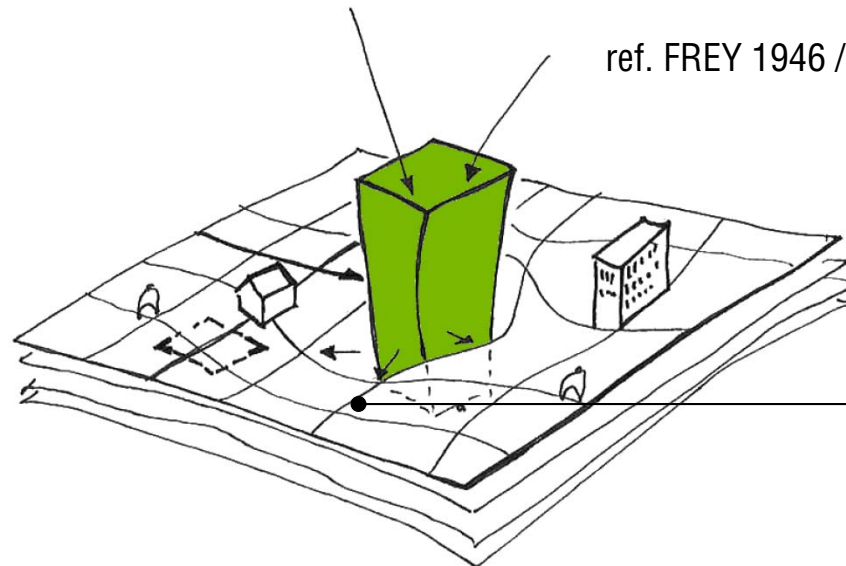
**Everything is inserted in a network, that changes and is changed by new interventions.**



**memory layer**  
**use layer**  
**stakeholder interest**

...

ref. FREY 1946 / WHITE 1999 / LEFEBVRE 1974



**changed and**  
**changing network**

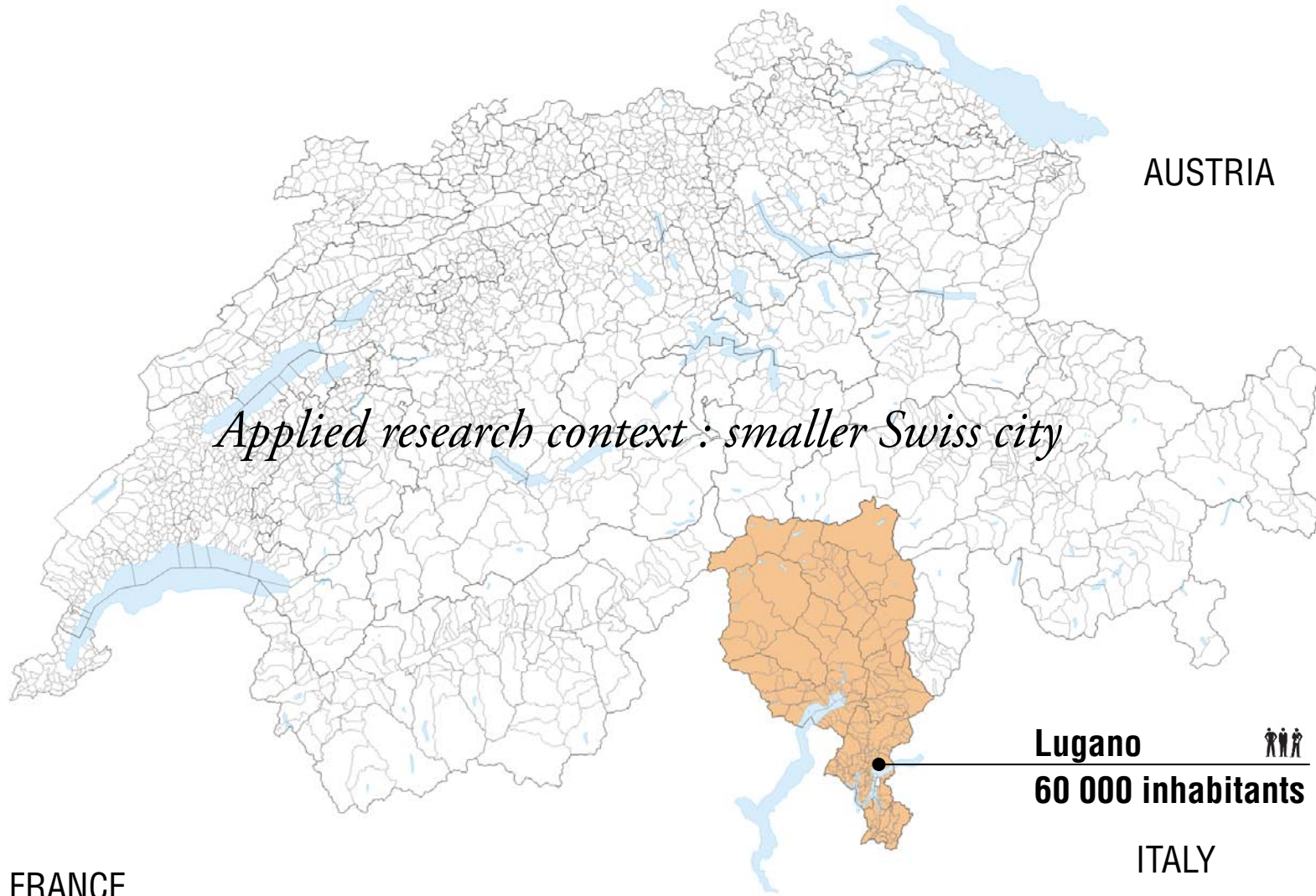


*Research objective*  
*Surfacing the invisible*

GERMANY

AUSTRIA

*Applied research context : smaller Swiss city*

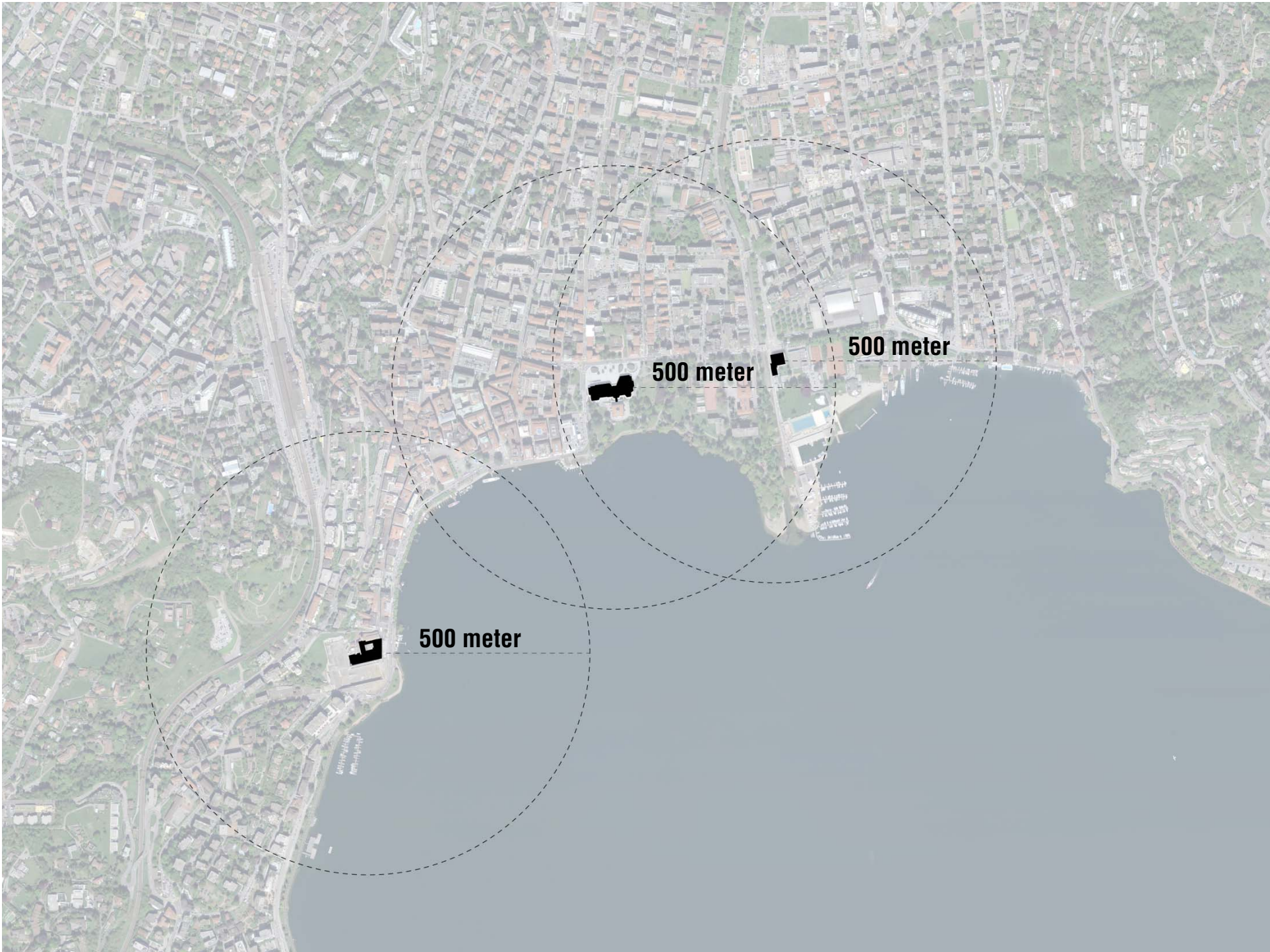


Lugano   
60 000 inhabitants

ITALY

FRANCE











## AREA LAC

2002 Competition

New cultural center with concert hall, theatre, a museum, park, luxury residences and a car park.

180 million Chf project

Opening 2014



## AREA PALACONGRESSI

1975 Opening

Congress center with large concert hall, restaurant, congress spaces. Hosts a variety of cultural events.

2006 new carpark and public space in front

2012 in discussion to be demolished



## AREA STUDIO FOCE

1938 Opening Radiostudio

Off-space cultural center with theatre, a bar, a DVD library, a small library, a music school.

2002 extensive renovation

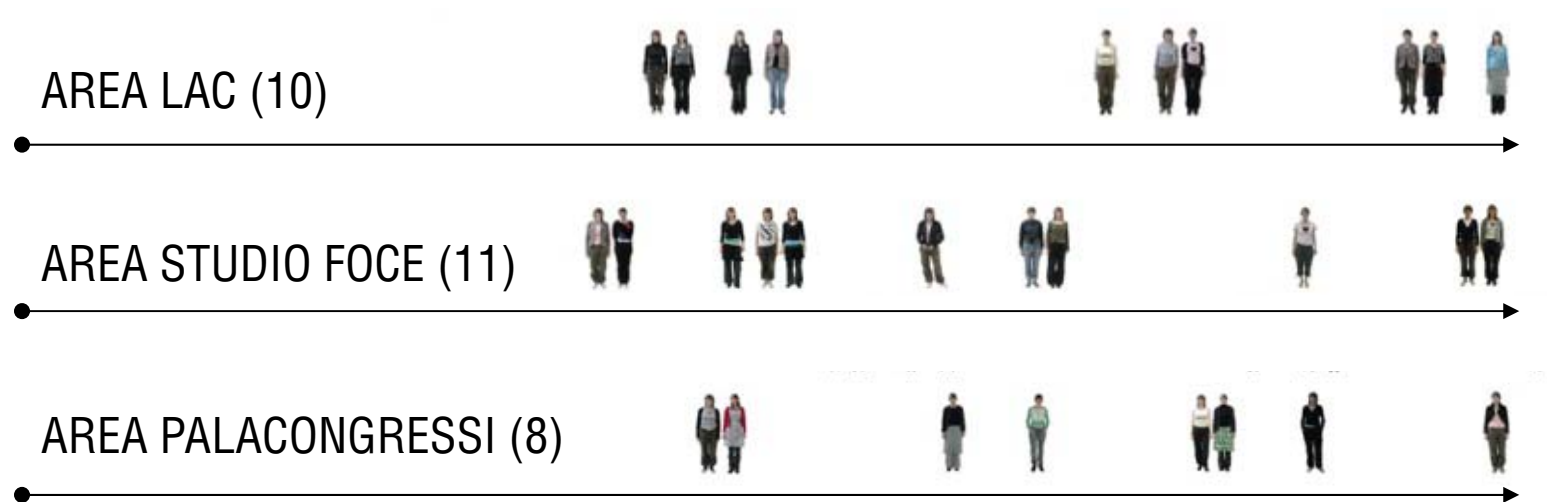
2012 Extended with a new music hall



*How we come close : Daily ritual*



# *Sampling*



**4 MONTHS / 29 INTERVIEWS**

(03/2012-06/2012)

# Research method : Narrative interview technique

## *#1 Part - personal questions*

What do people see and observe?

What do they cherish?

Where do they pass day-after-day?

Which places serve the people's well-being?

Which are their affective places?

## *#2 Part - key projects*

What do they know about them?

Are they interested in them?

What do they hope they will become?

How do they relate to the existing environment?

What change might they provoke?





### *#3 Part - Explorative walk*

**10-30 minutes**

Last question:

From all the mentioned places, which one do you feel particularly attached to?



*Tracing walks*







## *Analysis : List of identity points*

Places carriers of memories.

\*

Extraction of all places that have a collective notion, hence stories could have been experienced also by others.

\*

Representative and non-representative places emerge!

## *Level of consciousness*

### **Dead place**

*«There was a nice garden»*

Place exists only in the memory.  
Indicates lack of meaning in the contemporary reality.

**Inspiration source for a new setting, program or form.**

### **Floating place**

*«There was a nice garden. We always went. I miss that atmosphere, because today there is...»*

Place exists in the memory or as an empty shell.  
Nostalgia. They desire it back to life.

**Inspiration source for a new setting, program or form.**

### **Lasting Place**

*«There is a nice place, I already came there when I was a child.»*

Place exists in the same manner as in the story.  
No nostalgia. Some alternations are accepted.

**No improvement needed.**

### **Malleable place**

*«There is a nice place, but in the past it was slightly better.»*

Place exists in the same manner as in the story.  
Nostalgia. Alternations aren't always accepted.

**Improvement possible.**

### **Moving place**

*«Here we have this wonderful building. I don't understand why they don't do anything about it.»*

Place exists and stimulates actions.  
No nostalgia. New images emerge.

**Inspiration source for new project in the place.**

**USE**



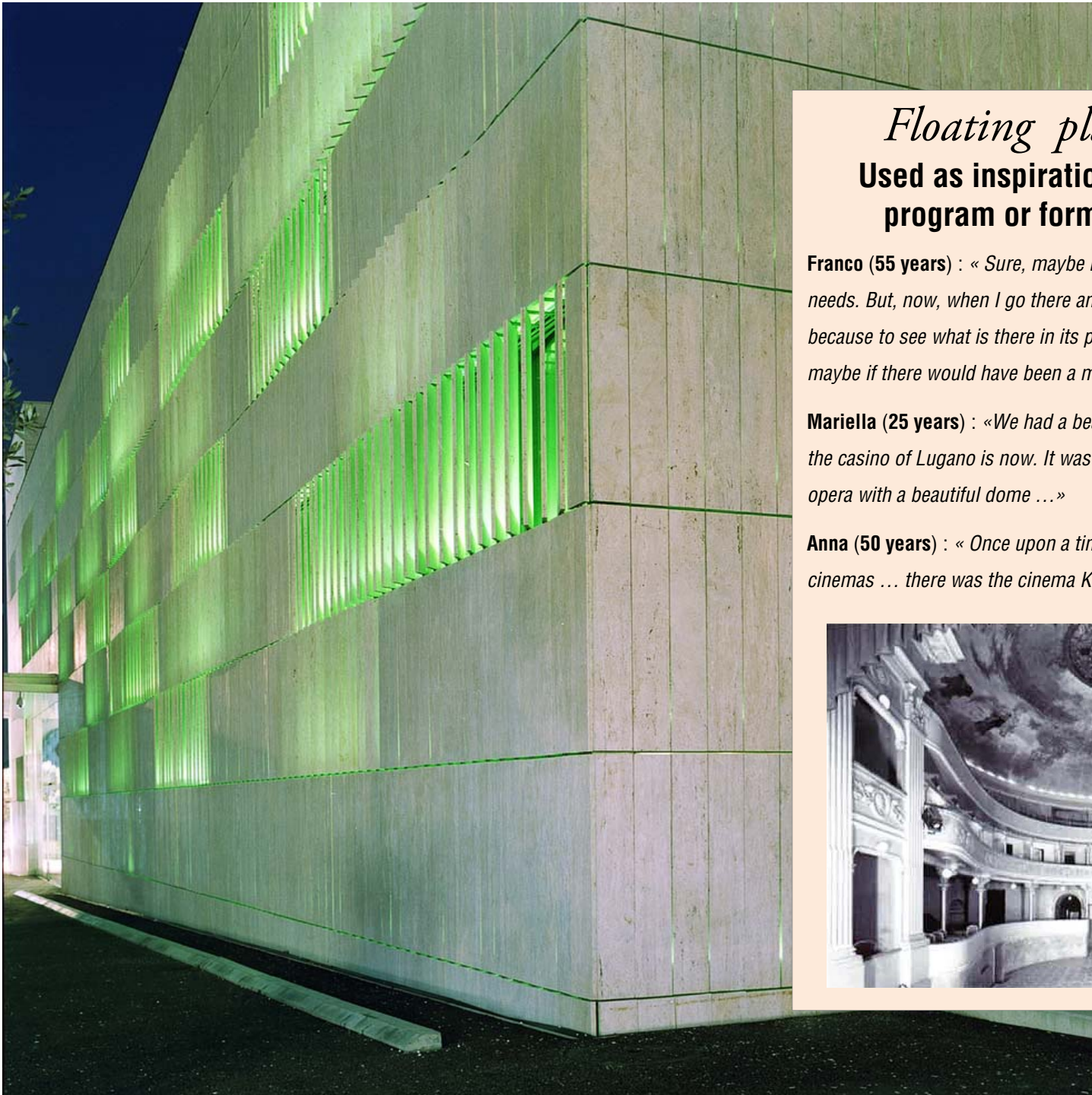
## *Dead places : piazza Manzoni*

**Used as inspiration source for a new program or form in other places.**

**Greta (75 years)** : «Here was all green, more grass. They put cement, because they wanted to enlarge the square. But I don't think it is right, because the pittoresque of Lugano and of that very square with its fountains is the green. That is the romanticism of this town. (...) For me, they destroyed it completely. It's very cheap (...) For sure you were unable to sit, but there was a natural beauty to it.»

**Eleonora (35 years)** : «It was called piazza Giardino. What do you think, why did they change the name?»





*Floating places : Casino*  
**Used as inspiration source for a new  
program or form in other places.**

**Franco (55 years)** : « Sure, maybe it didn't correspond anymore to the needs. But, now, when I go there and see the Casino, it hurts terribly, because to see what is there in its place , see what has substituted... maybe if there would have been a modern art center, but it is a casino.»

**Mariella (25 years)** : «We had a beautiful theatre, ... it was there, where the casino of Lugano is now. It was amazing, in the proper old style ... opera with a beautiful dome ...»

**Anna (50 years)** : « Once upon a time in Lugano there were many cinemas ... there was the cinema Kursaal ... Lugano was alive at night.»






## *Lasting places : Bar Pedrinis* **No improvement needed.**

**Nedo (50 years)** : *«I met women there. There was everything ... Pedrinis is mythical. One went there, because all the intellectuals were there. You ate an icecream that was called «hard piece». They took out of the fridge this frozen squared piece of icecream. I liked it a lot... Pedrinis has a kind of history like nobody else in this area.»*

**Alma (42 years)**: *«And then there is this restaurant Pedrinis, I don't know how it is called. It is very well-known for the people from Lugano. I never went there, maybe once. But having relatives who go there often for lunch, they say it is tasty ... it is strange, for me it seems a bit shabby. »*

**Greta (75 years)**: *« Then of course here... This 'Pedrinis' has a kind of history. It is fabulous, also for eating. You have a plate for nothing more than a penny. ... You have to know that it is a very old place. Thanks heaven inside it has stayed as it was, but the plastic chairs outside ...»*

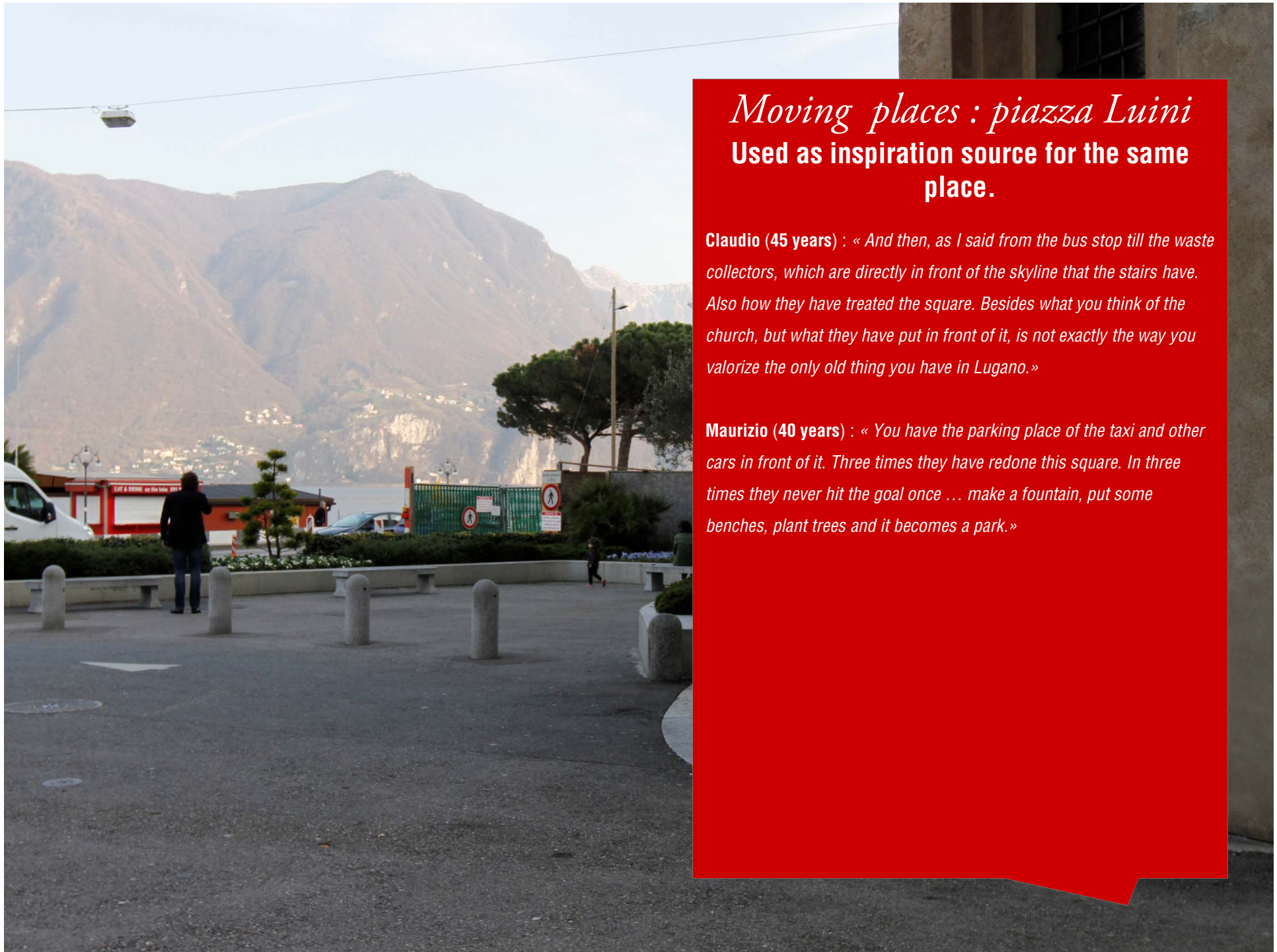


*Malleable places : Parco Ciani*  
**Improvements possible, but only till a specific point.**

**Andrée (40 years):** « *The Delta. They are about to change it, hopefully for the better. (...) I find it a bit too radical. (...) But on the other side, maybe because I liked it like that. I see the changes they are making now. It 's beautiful open like that but I think, probably it gets to me because there were these small islands, you went below the wall and people did not really see you anymore, it was a bit like, yes, like an island, very calm and quiet. Open like this it seems to me it's for everybody, which is nice, but I liked this being able to stay there in the middle of the trees, it was a bit wild. I liked it.*

**Greta (75 years):** « *It's green, if I go to the Delta, of course (...) ,let's hope it turns into something beautiful. (...) The park is marvellous and the Delta... I always go sunbathing there. Now it's being renewed, let's hope it will be beautiful. Because the Delta, with its little beach, if you go sunbathing there, it's like being in Rio de Janeiro. »*

**Sara (25 years) :** « *The Delta. The Delta, really. Now, it's a bit of a shame, because they have proposed another project, but I don't know...the money they throw away here in Lugano. I'm always impressed with this. A project for 6 millions, to renaturalize the Delta. »*

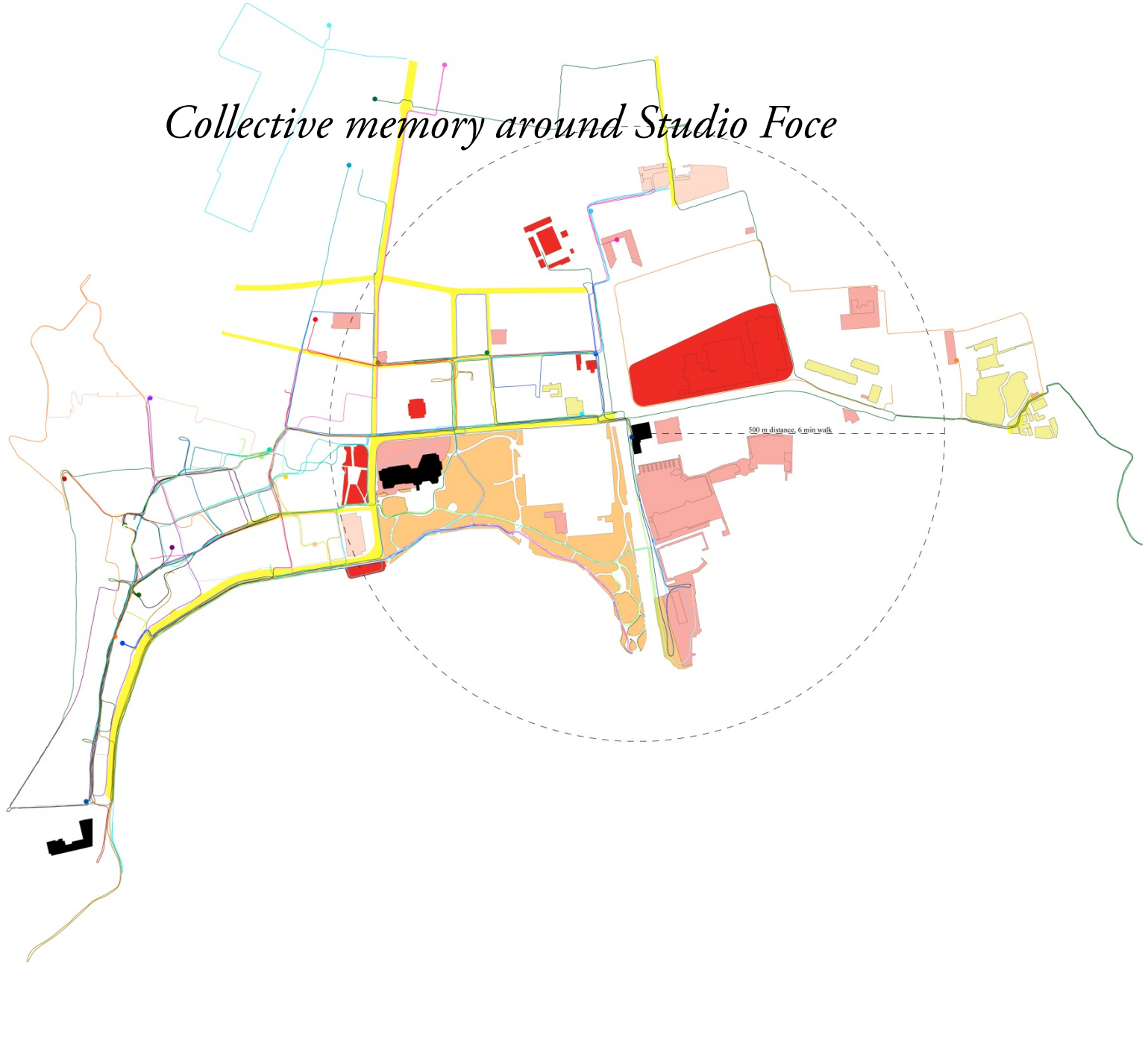


*Moving places : piazza Luini*  
**Used as inspiration source for the same place.**

**Claudio (45 years)** : « And then, as I said from the bus stop till the waste collectors, which are directly in front of the skyline that the stairs have. Also how they have treated the square. Besides what you think of the church, but what they have put in front of it, is not exactly the way you valorize the only old thing you have in Lugano.»

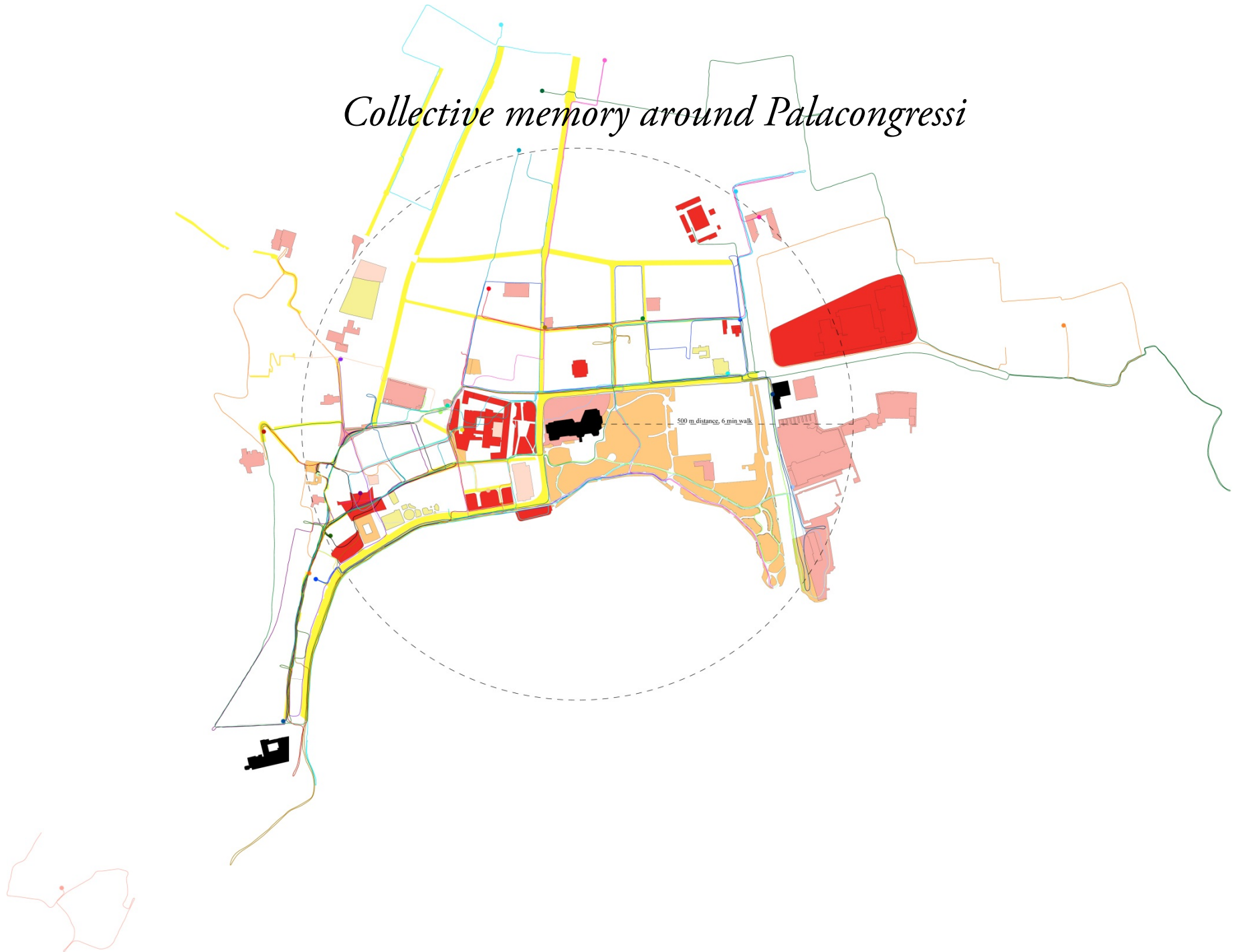
**Maurizio (40 years)** : « You have the parking place of the taxi and other cars in front of it. Three times they have redone this square. In three times they never hit the goal once ... make a fountain, put some benches, plant trees and it becomes a park.»

*Collective memory around Studio Foce*

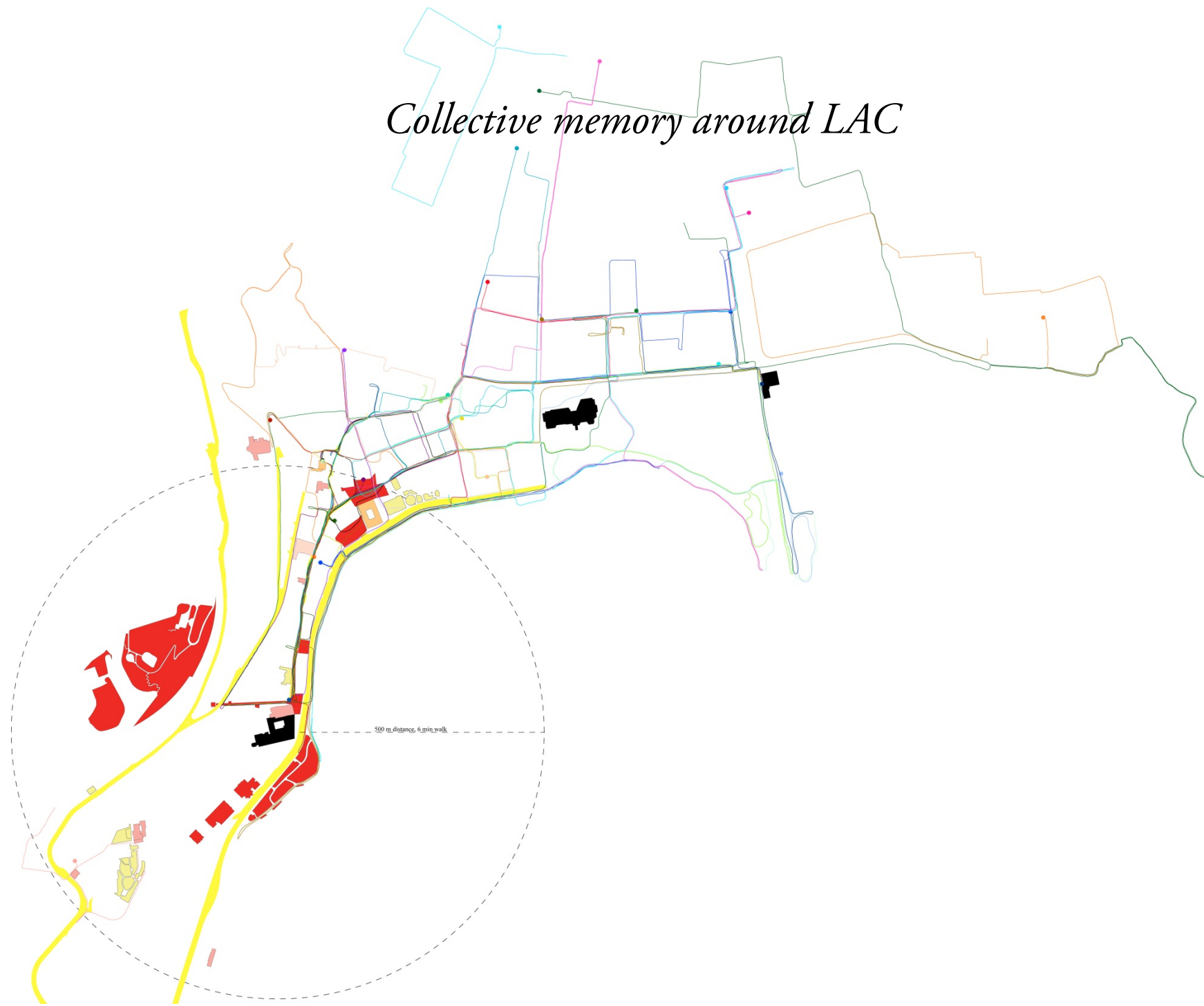




*Collective memory around Palacongressi*

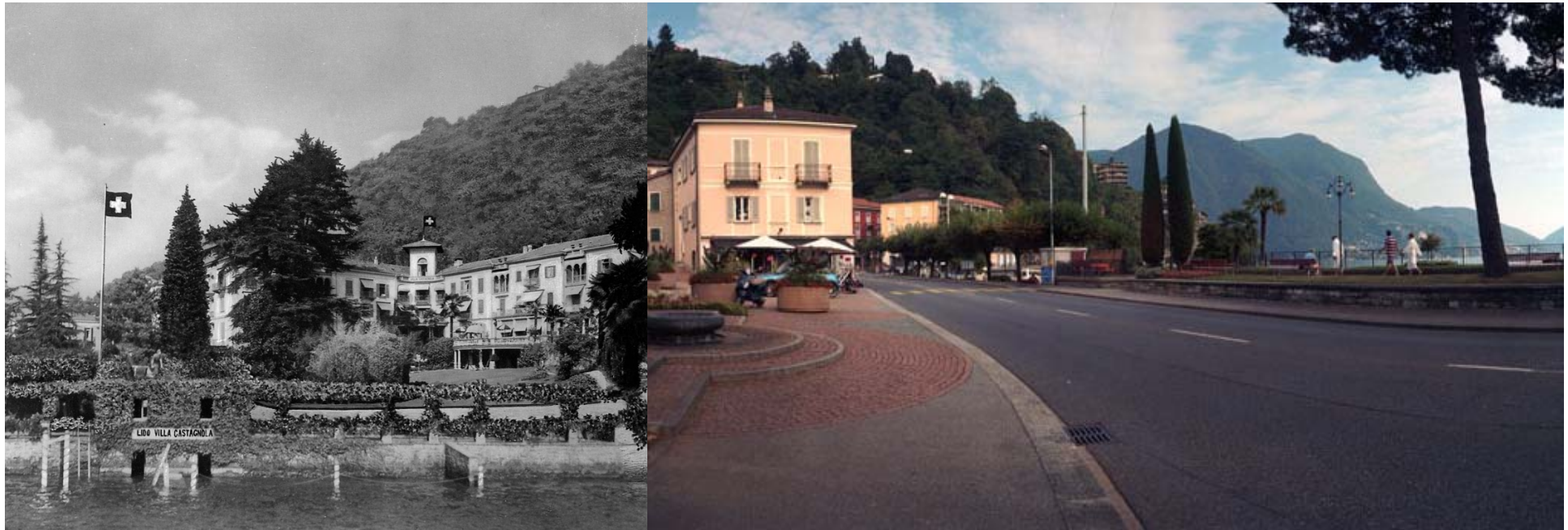


*Collective memory around LAC*



## *Challenge in representing the invisible*

*«It has a marvellous park, it also had gravel tennis courts, I remember that. That is a difficult thing to find nowadays. Then there was this neat garden, because the people who came to this hotel loved to be in the garden. Not only the inside with the hall and the suites. The important thing was the garden, the contact with the nature, beautiful.»*



## *Outcome*

1. Stories materialize, also past, become visible identity points  
*(surfacing the invisible)*.
2. Identity points ranging from representational to less conspicuous buildings and places.
3. Identity points are switchers. They aren't stable, but still they indicate which street to choose by offering a framework for new projects.

## *Advantages*

1. Promise to trace the atmosphere of an area with its **emerging societies** and themes. Hence, reduce the risk to destroy their up-coming and enable supportive actions.
2. Describe **identity points** based on various territorial aspects (material traces, nature, topography, presence other human beings) including aspects of **history** and **well-being**. Hence, enables to take reference in the existing without being bound to nostalgia.
3. Offer a differentiated view on reality acknowledging the view of citizens as co-creators in the process.



## *Fine.*

This is a first step to surface the invisible relations in the urban context.

Now the challenge is to visualize this invisible framework without losing it.

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