



## **THE LA FABBRICA NEL PAESAGGIO AWARD**

### **Federazione Italiana Club and UNESCO Centres**

On Saturday 21st October 2017, Neapolitan gallery owner and entrepreneur **Giuseppe Morra** received the 'La Fabbrica nel Paesaggio' award from the **Federazione Italiana Club** and **UNESCO Centres** at a ceremony held in the town of Foligno, hailing '**La Vigna di San Martino**' as an example of extraordinary landscaping value, acknowledging the Morra family's initiative as a '*miraculous feat of landscape and town planning recovery in the heart of Naples through the determination of the owner who petitioned and encouraged MIBACT to secure the necessary safeguards for the land in question and save it from the danger of urban speculation. They have managed to preserve and give new working life to a valuable fragment of the ancient landscape formerly serving as a vineyard, restoring it to its traditional vocation for 'urban agricultural' use. The aesthetic quality of the intervention, the careful choice of materials, and its positive impact on the environment are a model for the whole city.*'

These are the words of the panel chaired by Angelo Palladino, President of the National Landscape Observatory, comprising Prof. Stefano De Caro, Director General of ICCROM, Francesca Riccio of the MIBACT UNESCO office, Giovanni Carbonara, Emeritus Professor of Architectural Restoration at the 'Sapienza' University of Rome, Prof. Marco De Vecchi, Full Professor of Political Science at the University of Florence and President of the Osservatori dei Paesaggi del Piemonte, and Carmen De Luca, expert on cultural landscapes and National Advisor to ICOMOS in support of their selection from around twenty competitors from home and abroad. The nomination, in line with the exacting award regulations, was formulated by the Naples UNESCO Club, chaired by Prof. Fortunato Danise, who declared this 'an act of recognition towards the City of Naples, a UNESCO site, for the constant activity that the UNESCO Club of Naples has been carrying out for over 30 years to spread knowledge of the material and immaterial value of the territory'.

As of today, the UNESCO World Heritage Site of the City of Naples can boast recognition as the first of the five agricultural landscapes of Paris, Vienna, Brescia and Berlin.

This represents a new vision of how to valorise cultural heritage, explains Maurizio Di Stefano, Emeritus President of ICOMOS, reflecting the principles of sustainable integrated conservation in accordance with the 2030 United Nations Agenda. The cultural heritage restores and recognises the historical urban rural landscape of 'La Vigna di San Martino' as a 'monument', a Neapolitan Landmark that exalts the foothill area connecting Vomero hill with Spaccanapoli and the ancient city centre.

Morra's 'fabbrica' also holds cultural activities and produces a limited quantity of wine and oil, numbering round 7,000 bottles of wine and 3,500 litres of oil, as well as oranges, lemons, and flowers growing naturally. As he collected the award, Giuseppe Morra said that his and his family's commitment to preserving and giving value to this historical urban landscape and 'rural crater' shows that cultural policy must continue to open up to private support as the main way forward for sustainable development in terms of Italian cultural heritage. Another example is the recent reopening of Casa Morra in the Materdei district. The Casa is an archive of Contemporary Art, a dynamic museum space whose programme has been planned up to 2116, adopting a 'snakes and ladders' system which allows for occasional exhibitions driven by the alchemy of the numbers 3 and 7, coinciding with the number of artists on show or the number of works from the Morra Collection being exhibited.

