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Università Iuav
di Venezia

énsa-v
école nationale supérieure
d'architecture de versailles

LéaV
LEA RESEARCH LABORATORY
d'ARCHITECTURE DE VERSAILLES

Strasbourg, école d'architecture
ÉCOLE NATIONALE SUPÉRIEURE D'ARCHITECTURE DE STRASBOURG

Universidad
de Alcalá



Estadística
Estadística Superior
Investigación y Formación
Mestrado

TOURISM & MOBILITY

3rd international research seminar

promoted by international network

Designing Heritage Tourism Landscapes

directed by Roberta Borghi and Catherine Bruant

with Cristiana Mazzoni and Andreea Grigorovschi

organized by ENSA Versailles, LéaV Research Laboratory

in collaboration with AMUP Research Laboratory, IMM Chair

12 > 13 July 2018

**Ecole Nationale Supérieure
d'Architecture de Versailles**



3rd international research seminar

12 > 13 July 2018

Ecole Nationale Supérieure d'Architecture de Versailles

ENSA Versailles
5 avenue de Sceaux
Versailles, France

promoted by DESIGNING HERITAGE TOURISM LANDSCAPES NETWORK **directed by** Roberta Borghi, ENSA Versailles, LéaV Research Laboratory, IMM Chair - Catherine Bruant, LéaV Research Laboratory Director **with** Cristiana Mazzoni, ENSA Strasbourg, IMM Chair - Andreea Grigorovschi, ENSA Strasbourg, IMM Chair coordinator **administrative coordinator** Séverine Boursin, ENSAV **organized by** ENSA Versailles, LéaV Research Laboratory **in collaboration with** AMUP Research Laboratory and IMM Chair

Nowadays, the relationship between tourism and mobility seems torn between two opposite views: on one side, it is seen as a perverse effect of globalization, generating an "impossible voyage" by favouring consumerist tourism (Augé, 1997); on the other, it appears as an opportunity to rethink the everyday life of territories which, through the eyes of travellers, become territories of voyage. Either way, the meeting between high speed and slow mobility induces new ways to perceive, practice and redesign cities and territories of tourism. This Seminar seeks to question the link between tourism and mobility through the lens of this renewal by exploring a wider range of possible inflections, between its positive and negative connotations.

THURSDAY, JULY 12

- 9.30 **inauguration**
CATHERINE BRUANT
LéaV Research Laboratory Director
- 9.40 **introduction**
MAURO MARZO
DHTL network coordinator
- 9.50 **opening address**
ROBERTA BORGHI
ENSA Versailles, LéaV Research Laboratory, IMM Chair
- 10.00 **ROBERTA AMIRANTE,**
ALESSANDRA ACAMPORA
Università degli Studi di Napoli Federico II
Un portus pour chaque port: un lieu de rencontre en ville, ouvert vers la mer
- 10.30 **ORFINA FATIGATO**
Università degli Studi di Napoli Federico II
Le métro de l'art à Naples entre global et local
- 11.00 coffee break
- 11.30 **MARIA SALERNO**
ENSA Paris-Malaquais
Les gares culturelles entre tourisme et infrastructures
- 12.00 **LIONEL DEBUS**
ENSA Strasbourg
Systèmes mobilitaires et tourisme: le cas strasbourgeois

- 12.30 lunch break
- 14.00 **MERCEDES LINARES,**
ANTONIO TEJEDOR
Universidad de Sevilla,
The project for slow tourism sites: some reflections and recommendations
- 14.30 **ÁNGELES LAYUNO,**
JAVIER MALO DE MOLINA
Universidad de Alcalá,
New mobility, urban landscapes and tourism: Madrid River Park and the recovered perimeter of historical city
- 15.00 **SARA CIPOLLETTI**
Università di Camerino,
DOUBLE SPEED. Flows landing places and experiential routes in the Middle Adriatic landscape
- 15.30 **ALESSANDRO GABBIANELLI**
Università di Camerino and Politecnico di Torino
Slow Tourism in the Post Earthquake Landscape of Central Italy
- 16.00 **VIOLA BERTINI**
Università Iuav di Venezia
Cinque Terre Park: slow mobility as a form of tourist attraction
- 16.30 **ALICE GUARINI**
Università Iuav di Venezia
Tourism on the dolomitic mountain passes

- 17.00 **SANDRO GRISPAN**
Hochschule Bochum
MAURO MARZO
Università Iuav di Venezia
La lagune de Venise: tourisme et les formes de la mobilité
- 17.30 **conclusions**
ROBERTA BORGHI
ENSA Versailles

FRIDAY, JULY 13

- 9.00 ENSA Versailles
Introduction to the tour with CATHERINE BLAIN, enseignante et chercheur en Histoire et cultures architecturales, LACTH, JEAN CASTEX, historien et ancien enseignant, ENSA Versailles, ROBERTA BORGHI, ENSA Versailles, LéaV Research Laboratory, IMM Chair
- 10.30 *Guided tour to the Versailles Chantiers urban redevelopment with ALICE QUADRADO, Chargée d'Opérations d'aménagement, Direction des Grands Projets, Versailles*
- 12.00 *Guided tour to the building site of Versailles Chantiers train station with LAURENT OSOUF, chef de projet AREP and LAURA CHAUDRON, AREP*
- 13.30 lunch break