

Fabbrica della Conoscenza

XV INTERNATIONAL FORUM

Le Vie dei
Mercanti

Carmine Gambardella



WORLD HERITAGE
and DISASTER

WORLD HERITAGE and DISASTER

Knowledge, Culture and Representation

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WORLD HERITAGE and DISASTER
Knowledge, Culture and Rapresentation
Le Vie dei Mercanti _ XV International Forum

Carmine Gambardella
WORLD HERITAGE and DEGRADATION
Smart Design, Planning and Technologies
Le Vie dei Mercanti
XV Forum Internazionale di Studi

editing: Ciro Ferrandes

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**WORLD HERITAGE and DISASTER
Knowledge, Culture and Representation**

**Le Vie dei Mercanti
XV Forum Internazionale di Studi**

Napoli | Capri
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Scholars has been invited to submit researches on theoretical and methodological aspects related to Smart Design, Planning and Technologies, and show real applications and experiences carried out on this themes. Based on blind peer review, abstracts has been accepted, conditionally accepted, or rejected. Authors of accepted and conditionally accepted papers has been invited to submit full papers. These has been again peer-reviewed and selected for the oral session and publication, or only for the publication in the conference proceedings.

Conference report

300 abstracts and 550 authors from 30 countries: Albania, Australia, Benin, Belgium, Bosnia and Herzegovina, California, Chile, China, Cipro, Cuba, Egypt, France, Germany, Italy, Japan, Jordan, Kosovo, Malta, Massachusetts, Michigan, New Jersey, New York, New Zealand, Poland, Portugal, Russia, Slovakia, Spain, Tunisia, Turkey.

200 papers published after double blind review by the International Scientific Committee

Preface

A theme, that in addition to highlighting the word DISASTER, wants, as in all the editions of the Forum, place the emphasis on the word Culture, the systemic product of knowledge and applications, which has a plastic strength as Nietzsche pointed out, capable of healing broken parts, to recover lost parts, and as such belongs to humanity, the Man Artifex and Faber in its historical self-reproduction.

A faith in humanity's ability to achieve ever higher levels of knowledge to offer as patrimonial value, beyond disastrous contingencies, which contains reparative stem cells and also fortifies evolutionary processes involving the Skills and Work of Man, the fate of Landscapes, Territories, Cities, Architecture and Archaeology as Traces of Geography of the past that emerges in the Geography of the Present.

For these reasons, in Naples on 15 and Capri, on 16 – 17 June, the 15th "International Forum Le Vie dei Mercanti" will be held. An established event that in three decades has seen the participation of a scientific community from around the world grow, discussing multidisciplinary topics relating to the Landscape, Cultural Heritage, Government of the Territory, Design and Economics.

Therefore, I expect, along with the International Scientific Committee, contributions of studies and research relating to theories, concepts, applications, best practices to protect and preserve, in order to not only transmit to future generations the tangible and intangible patrimony of the World Heritage but also to orient the design processes and innovative planning for the modification that derive from the humus of identities and roots of the places, the regenerating sap of the places and of a "new", which, citing Argan, possesses a contemporary of what it does not have the same date.

The location is exceptional. Campania, with six sites included in the World Heritage List, two UNESCO Man and Biospheres, two assets on the List of Intangible Heritage, is one of the richest regions in the world for cultural and landscape heritage. It is therefore no coincidence that the Forum will be held in Aversa/Naples and Capri, with visits to the sites and presentations of operational projects by the scientific community of Benecon, a University consortium that hosts 250 researchers and distinguished professors of five Italian Universities, UNESCO Chair on Landscape, Cultural Heritage and*

*Carmine Gambardella
President and Founder of the Forum*



Le Vie dei
Mercanti

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Communicate to alert; know to avoid

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Abstract

Catastrophic events, such as earthquakes, landslides, avalanches and floods that have happened in recent periods bring our attention towards finding an efficient system to communicate the risks and behaviors needed to bring the negative consequences to a minimum.

We are not able to prevent an earthquake, a flood or an avalanche, but we have to learn to control the effects of them by reducing the size of the consequences.

Under these considerations, the Department of Architecture and Design of the University of Genova and the Public Safety of Genova have been developing a project for a better communication and awareness with the goal of identifying an efficient network of communication which would be able to educate the citizens about the correct behaviours in case of a calamitous event.

The purpose of this Communication is to identify the most efficient media and messages for the design, to convey to the viewers in order to reduce the damages to the heritage and to the people.

After the first year of experimentation, the collaboration became even more active and started to gain important results, by defining very clearly the type of communication and relatable language to make it so that each kind of viewer will be able to know the risk and avoid the danger.

Keywords: natural disasters, communication, representation, environment, disasters

1. Catastrophe and Disaster

The meaning – and mainly the difference – of these two terms has been widely discussed.

There are several elements and the variables that they share, starting from the complexity of their causes, to the unpredictability that inevitably produces a sensation of lack of control and the consequent difficulty to ensure appropriate emergency measures. Even after what was said in the conclusion of the document drafted by the *Inter Academy Partnership* (IAP), in the margins of the conference "Florence 1966-2006, resilience of the art heritage cities to the natural catastrophes: the rule of the Academies" on occasion of the 50° anniversary of the Flood of Florence (1966), known as *Charter of Rome on the Resilience of Art Cities to natural catastrophes*¹, we ended up making a distinction between the two terms, mainly in relation to how much human impact generates them.. So, speaking more properly, the term "catastrophe" means an uncontrollable event generated by natural factors, on the other hand the term "disaster" stands for an event which depends on human action².

¹ ARTEMAGAZINE, *Accademia dei Lincei. Firmata la Carta di Roma per difendere le città d'arte*, Roma, 13 Ottobre 2016, in: <http://www.artemagazine.it/attualita/item/2537>

² FALCIDIENO Maria Linda, *Resilienza e percezione*, exhibited at the international conference "Med.Net 3 Resilience", in Genoa at the Department of Architecture and Design, in days 25 to 28 October 2016, Acts being printed..

Despite the conclusion of the document, it makes the comparison of *natural versus manmade disaster*, and it's clear to recognize that the contributions of human actions to the consequences of the natural catastrophes are relevant and influential.

As a result of what has been said, it becomes obvious to associate the term "catastrophe" to the noun "natural", where the reasons of occurrence don't depend on the human actions that generate the phenomenon, and link to the term "disaster", the noun "environmental", almost to underline the responsibility of the people on an episode that involves the natural and man-made environment.

In general terms the complexity of the causes responsible of these episodes makes it difficult to formulate forecasts about the exact moment when these might happen, since the natural component is not precisely predictable, although it's conceivable. On the other side the human action is too much often caused by a lack of control and responsibility of the humans themselves. The unpredictability is therefore a common factor of the two terms independently from the sense that we decide to give to it.

In addition to this, also the entity of the event itself – or better the predictability of it – is another common parameter. As a result of what is said, the difficulty to control the event and its consequences it's relevant.

1.1 From the natural phenomenon to the catastrophe

While managing to make a distinction between the terms "natural catastrophe" and "environmental disaster" (or anthropic), it's impossible to completely distinguish the natural origin of the event from the anthropic one.

The geodynamic phenomena, such as earthquakes and volcanic eruptions, the ones originated by climatic conditions, such as floods or drought, are not easily connected to human actions and we could chalk this up to the "natural phenomena". But, when these phenomena – which could also not be extreme – happen in strongly man-made environments, they can be described as catastrophes for the entity of the damages they produce. Then it's not so complicated to think about a natural phenomenon that assumes the role of a catastrophe and that becomes an environmental disaster, since its consequences depend directly on the people. The simplest example has reference to the difference between the effects that the overflows of the Nilo could have to the Egyptian desert lands that. In one situation, thanks to the deposit of silt the desert lands were able to gain an high level of fertility, but in the another situation, there could be devastating damages that these overflows of rivers and torrents (of smaller dimensions too) could cause if they were near villages.

Anticipating what we'll deal with later on, in the city of Genova, the devastating effects caused by the floods of the Bisagno Torrent, can be seen starting from the second half of the nineteenth century, when, an urban pattern slowly substituted the vegetables gardens and the farms, transforming a big floodplain into an important and "dense" part of the city which goes from the district of Foce to the one of Marassi. As well as the agriculture was able to take advantage from the floods (in terms of fertility of the land), the urban pattern takes only the huge side effects of it. Yet in both cases the action of the people – farming and building – anthropize the land; but maybe with a different lack of awareness and arrogance.

1.2 Natural catastrophe or environmental disaster?

Talking about natural catastrophes might make people think that they are not part of the causes of these events. In reality this consideration is not correct, since the results and consequences of these natural events can be linked logically to an indirect mans responsibility. It's enough to think about the effects that an earthquake can have on a residential area compared to the ones on an uninhabited land; in a similar way the fact that these events depend on previous actions of people themselves can't be excluded – even in different times and circumstances –. Let's think, for example, to the consequences that the processes of urbanization can have not only on the territory, but also on the weather conditions.

From these simple observations it could start a discussion about the indiscriminate and uncontrollable use of the natural resources, as well as the low attention to the ecosystem equilibriums, that can lead to a better consciousness and awareness about the constructive, industrial – and more in general – behavioural human approach. Giving this light it's easy to think that a natural catastrophe can generate also an environmental disaster when it affects a very much anthropized contest and that an event induced by natural causes can be amplified – and sometimes even caused – by human behaviours which are apparently not directly connected to the event itself. This happens, for example, in the case of bio-climatic alterations which are not the results of a specific behaviour, but of an overall repeated undisciplined human attitude towards our environment and, more generally speaking, towards our planet.

1.3 Effects on the territory, the man-made structures and the people

Recognizing that some natural phenomena can, under some circumstances, turn into catastrophes and, secondly, they can be attributed to human behaviors and then be recognized as “environmental disasters”, means to be able to build an essential link between the event and the place where it happens. A hurricane that happens in the middle of the sea without involving any ship or people will remain a natural phenomenon; but if this happens in a civilized centre it's considered a catastrophe since it can likely generate huge damages and loss of human lives.

It is therefore necessary to distinguish the places in which the events take place, in case they have both natural origins and anthropic one; in this way there is an indissoluble bond between the entity of the event and the entity of its consequences that concern the territory, the man-made structures and also the people.

In any case it becomes a major importance to analyze the consequences of these events normally those are so much intense that they need an immediate action which is able to reduce the damages and restore – when possible – the original situation, as soon as possible.

As far as the extent of the damage (which depends on the destructive power of the event), whether we are talking about a natural catastrophe or an environmental disaster, is referable to several common factors, which are: a) the unpredictability of the event; b) the fact that the event belongs to a restricted geographical area; c) the fact that it interferes with the everyday social life; d) the imbalance between the required intervention actions and the response capacity of the system³. The results of the damages, sometimes, can be irreversible (both on people and on the territory) and they have inevitably a different level of reversibility, which implies a different environment response to the search for a new equilibrium.

1.4 Catastrophes, disasters and the city

Over the past few years we have experienced a significant increase not just in the number of these natural or anthropic events, but especially in their severity, with unavoidable loss of human lives and goods, with consequent alterations of the cultural, infrastructural, social, economical and environmental heritage. We can find the causes of it in the alteration of the delicate environmental equilibriums (which seem to be modified more and more by the contemporary civilization), as much as the increasing centralization of the population in more and more restricted areas.

The urban agglomerations, in this sense, become the most vulnerable of locations on the occasion of calamitous events or, man-made accidents.

This is why, together with a better-considered planning of the development of the cities, in full compliance with the environmental requirements and the corresponding equilibriums; we must provide appropriate awareness-raising activities to the people in order to educate them to respect the city, the environment and the territory.

³N. Marotta; O. Zirilli, 2015



Fig. 1: The effects of the October 2014 flood of Genova.

Fig. 2: The landslide at the base of an urban center overlooking the sea, near Nervi, Genova, 2014.

1. A successful collaboration

In light of the above, we must activate towards the goal of spreading a better awareness and consciousness that these kinds of disasters and catastrophes can happen, but mainly we must let people know the causes that can generate them and the behavioral norms in order to reduce the damages as much as possible. It's not correct, in fact, to say that it is impossible to take prevention measures and is only possible to apply restoration measures after the fact. The fact itself is that it is possible to "educate" people to comply with precise behavioral roles that can, on one hand, reduce the probability of occurrence of the event (for example by educating the society to the need of cutting carbon dioxide emissions, nitrous oxide and other greenhouse gases), and on the other hand, it can reduce the damages caused by the occurrence of these events.

If the institutions responsible for the protection of the environment and the architectures, the forces in charge of the repair of damages and the citizens responsible for the behaviors to adopt in the ordinary situations, as much as on occasion of these events, were empowered to collaborate more efficiently before, during and after the fact, it would lead towards re-establishing the previous equilibrium and reduce the damages. It becomes necessary to establish an effective cooperation between institutions, entities, forces and citizens, starting with a targeted campaign needed to inform and educate people.

2.1 Event and collectivity

Catastrophes and disasters represent a particular circumstance where humans behave in an extraordinary way. On one hand, the calamitous events seem to allow each person to violate the common customs, and on the other hand, it makes people feel a sense of collective unity, leading to a disposition to collaborate and help towards the benefits of the collective society itself. These implications give rise to the deplorable and criminal practice of "looting", as much as – in the majority of the cases – the birth of synergies that put in action a spontaneous "machine of help and sympathy". The efforts and the initiatives of the entities in charge of managing and preventing emergency situations need to be specifically directed towards the point we last addressed, with the goal to reduce the possibility of these situations occurring, or to provide a way to manage them with the correct operational network, which involves the entire collective society. Since the main feature of the calamitous events, (natural or anthropic) is their unpredictability, there is no single action to prevent their occurrence, it becomes necessary to act in order to control the consequences the events can have upon things and upon people and simultaneously, manage the intervention and restoration measures.

2.2 Spread the Knowledge

In order to guarantee proper management of the emergencies, it is necessary that the collective society is aware of the behavior roles to follow in the case of a calamitous event, such as a good education and awareness towards the respect of the environment and the common good can reduce the consequences deriving from the event itself. It then becomes a fundamental importance to spread the knowledge about the dangers caused by a calamitous event, as much as the behavior roles to follow in the moment they occur. Additionally, it's necessary also to make people aware and educate them about the behaviors that should be adopted in order to keep the danger as far away as possible. In any case, it becomes essential to spread the knowledge, first as a civic duty, and at the same level, as a group of behavioral norms that each single person should maintain, before, during, and after a calamitous event and, as a general rule, at all times.

2.3 The case of Genoa

The urban areas most architecturally developed, and the geographical areas most characterized under a geo-morphological point of view, are the ones which get the most severe consequences from a catastrophe or a disaster. In the case of an overflow of a river in the vicinity of an unpopulated and agricultural area the damages produced are minimal, (or it can be even beneficial for the activity itself), on the other side, if this occurs near a urban center, the consequences become more severe in terms of damages, and human losses.

Also, if the urban center is of relevant dimensions, the consequences can be even more catastrophic. One symbolic case is the one that involved the city of Genova, whose conformation and urbanization development started at the end of XIX century, generated a particularly saturated and delicate environmental contest, to the point where the phenomena that in the past could actually be beneficial atmospheric events, helpful for the agriculture, now a days they assume the role of floods with catastrophic consequences. A confirmation of this is to look and see that the worst floods, (in terms of consequences), which involved the city of Genova, took place in the last decades when the anthropization of the territory had already reached such a saturated level that it disrupted the natural equilibriums of the territories. At the rise of the last century, the end of the main torrent of the city was covered after its channel dimension was restricted. This work, together with the 19th century construction of the railroad bridge, effectively compromised the natural flow of the waterway in case of heavy rain. Debris, waste, and other materials have also been accumulating during the years under the covered area, which obstruct a part of the torrent riverbed. The consequences of these operations add disastrous effects in the urban centers near these works, and more in general in the entire city in the second half of the 20th century, and till the current days. Specifically speaking, in the October of 1970, a treacherous disturbance went across the territory of Genova; this will be remembered as *The Great Flood of Genova*, which prompted support from different parts of Italy, but at the same time, it caused more then 40 victims. The fact of having 900mm of rainfall in 24 hours in the middle of an urban center, till today remains a European Record. Still in the 90's the autumn season brought other floods in the city of Genoa: in the September 1992 in Val Bisagno, and the eastern town hall, we can count 7 victims, in the next year in the western town hall we can add another 4 victims. The 4th of October 2010, after almost 20 years of absence, the floods came back again to hit the capital of Liguria causing severe damages and one victim, while the next year, (November 2011) a self regenerating storm system came upon Val Bisagno and the eastern part of Genova, pouring 500mm of rain in just 6 hours, and causing the deaths of 6 people due to the overflow of the Fereggiano Torrent, influent of the Bisagno river.

We have to add to these events also some mudslides and landslides that often affect portions of the urban pattern that are subsequent to the flooding. The reality of the city of Genova, can be used as a case study in order to widen our knowledge about these calamitous events and their consequences in the territory, in the architecture, and in the collective society, but even more, it can become a perfect field to experiment a productive collaboration between the administration, the entities, the volunteers, and the citizens with the common goal to identify a model that can be applied to other similar fields.

1. From the collaboration to the project

In The last years in Genova, has started a productive collaboration between the entities in charge of the control and the management of emergency situations linked to calamitous events and the University, with the goal of commencing, with coherence and clarity, some initiatives for the purpose of limiting the consequences of event of this kind, in the particular context of an framework agreement between the University and the City of Genova, by initiating a convention with the Public Safety of Genova knowing that through proper communication it will be possible to not only reduce the gravity of the consequences, but also to reduce the probability that the events occur. It is all about identifying a communication system which is able to widely spread to all the citizens the behavioral norms to follow after a calamitous event, as much the ones to use before the event even happens and of course

during the event itself. In addition to this, it is necessary to spread the knowledge of the events themselves, the causes that can generate them or contribute to them, and the risks that they produce. It becomes the primary importance to clarify from now on the rule and the duties that the institutions should have in these circumstances and, mainly, the role that each person individually should take. In order to activate a productive collaboration between all the parties involved, with the common goal to solve the emergency situation, and restore the original environmental, economical, and social equilibrium.

In this scenario, starting in 2015, at the base of the collaboration between the entities and the collective society, a collaboration was set between the Department of Science and Architecture (today called the Department of Architecture and Design) of the University of Genova, (scientific responsible of the research Professor Maria Linda Falcidieno) and the Department of the Public Safety of Genova.



Fig. 3: The front page of the Newspaper from Genova "IL SECOLO XIX", October 1970 (the great flood).
Fig. 4: The volunteers known as "angles of mud" working the day after the flood of 2014 in Genova.

3.1 The project and the goals

The main goal of the plan provided by the convention between the Department of Architecture and the Public Safety is the development of a system of communication which is able to spread the knowledge about the events and the behavioral roles to follow in specific situations, but mainly to spread a common civic sense of belonging to a community of people, based on the respect and the availability of the individual person towards the common heritage, but not only in the presence of calamitous events.

It is really about developing a campaign of "education" and "awareness" directed towards all the citizens, in order to make sure they all know which are the correct norms to follow to make more distance the danger of an environmental disaster (especially if this is of anthropic origins) and which are the behaviors and the attentions they should adopt in case of a calamitous event (of natural or anthropic origins). Even more in general terms, the campaign must succeed to make the entire social collectivity responsible in the face of such serious events and even in the moment before they happen, by suggesting certain behaviors and correct practices.

Reaching the complete goal about these topics is of particular importance. The collectivity that we address, in fact, is extremely heterogeneous and composed by people with different levels of culture, knowledge and very different learning skills, and also with a varying range of ages from children to elders. In such a complex landscape it's necessary to develop a kind of communication which is able to convey the message in a clear and unequivocal way to each individual person and for this reason the project can't limit itself to a general campaign of communication, but it has to use every single media available to individually reach each targeted area, with the awareness that the entire collective society will have to be informed and educated about without taking any information for granted.

3.2 The global communication

In line with the Public Safety of Genova, we decided to develop a complex project which is not limited to give the informations and suggest behavioral norms to the viewers, but that provides a new image of the entity in charge of promoting, which is the Department of Public Safety of Genova itself, by using a language – mainly graphical – very immediate and recognizable.

At first we worked on the definition of the new identity of the Public Safety of the City of Genova, respecting the directives given by the national administration of the entity. So, we developed a manual

of images which define the fundamental elements to use in each communication; from the choice of the institutional font, (in all variations), to the choice of the colors to use in relation to the circumstances. We identified some graphic layouts which are able to adapt themselves to the different supports and formats in relation to the means of communication that will be used. From this first step we started a research in order to define a graphic language which is always recognizable, immediate, and mainly, which is able to communicate the content of the messages without the need of written text. In order to develop this project we referred to the wrong behaviors that generally are at the base of the worst consequences after a calamitous event occurs.



Fig. 5: A corporate identity manual page.

These behaviors are often related to a lack of attention, lack of discipline, and a limited awareness about the possibility of this event occurring. With this in mind, we designed a global system of communication which is able to educate and raise awareness but, mainly, which is able to reach the entire collective society by using the full potential of each means of communication, from the traditional printed paper to the most innovate and immediate social networks.

The goals of the communication were fully centered and the campaign reached every single level of the targeted areas, not only thanks to the direct choice of which media to use, but also with thanks to the wide appeal that the communication gained also under a national level.

The apparent simplicity of the first campaign which was made in regards of the danger of the flood, (particularly felt by the city and the citizens of Genova), in which the caption “In case of flood – make yourself safe” came with a strongly simplified image of three recognizable figures (a child, and a man with a dog on a leash) who found refuge in a protected place in which there is a stair that lead to the upper part of a building, had a double effect.

On one hand, it reminded and suggested the main behavioral role to follow in case of flood, which is to make yourself safe by going to higher elevation then the street, and on the other hand it was easily spreadable to all of the city, and even beyond the city borders, helping allot the reach of the message. This Second effect is at the base itself of any campan of communication whose intent is to reach every targeted level. It is not random that a famous TV Commentator nationally known was attracted by this innovative and unexpected campaign of communication, and she made the occasion to talk about it on her show even if in a bad way.

In particular, they focused on the fact that the message was obvious “make yourself safe”, without considering that is exactly the fact of not taking refugee in the right places is the most significant cause of death. However, also the comment placed behind the image that portrayed the *affiche* which was present in a lot of public transports of Genova showing the writing: : “(...) the only thing missing: if you’re thirsty, drink” underlined unconsciously nothing more then (since the commentator didn’t inform herself about it) this is one of the main cause of sudden illness among elders in case of stuffiness and heat.

During the warm seasons, in fact, the municipality itself always took care of spreading to the masses (also through the digital panels present in different parts of the city) the recommendation of “drink a lot, especially during the warmest hours”.

The resonance that these comments had was such to make the campaign, conducted by the Public System in collaboration with the University of Genova, known in different parts of Italy, with the result of spreading even more widely the message itself. In this kind of context, besides, there were a lot of citizens and institutions that took the defense of this initiative, by recognizing the efficiency of the communication and of the adopted choices and stating, in this way, the quality of the communication which overcame already the expectations and reached one of its primary objectives: make people talk about it.



Fig. 6: The flood of Genova in the October 2014

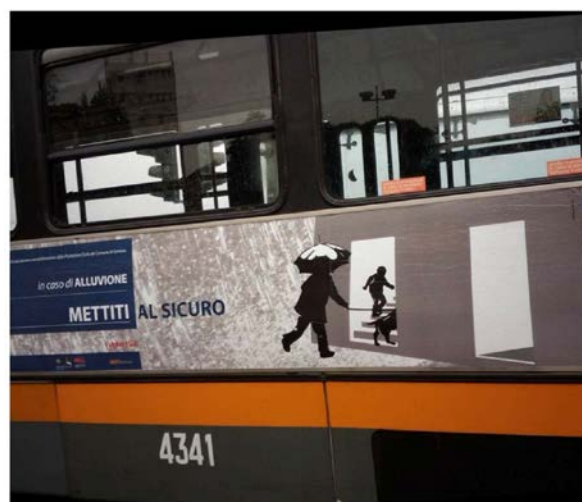


Fig. 7: the Selvaggia Lucarelli comment on social network, about the communication "Move to Safety"

3.3 The role of the representation

The representation which stands for the discipline that defines the graphic language of communication played a fundamental role in the campaign “In case of flood – Make yourself safe”. The validity and the immediacy of the language used, combined with the graphic choice which defined the image and the identity of the department of Public Safety of Genova, were the basics of each product connected with all the campaigns of communication linked to other calamitous events. We didn’t just suggest the behaviors to have in the case of a flood, but also in case of snow blizzards, coastal storms, fires, and relevant accidents, always by using the recognizable and immediate graphic language. The next campaign correlated with the “risk of snow” (which is not to be undervalued for a city like Genova which is located between the sea and the mountains) and it transformed not only the dangers of heavy snow, into easily identifiable graphic signs, but mainly the correct behavioral norms to adapt in order to prevent excessive losses. In this sense we tried to convey the message that the responsibility of the individual person can reduce the risks, and be advantageous to the individual person, and the collective society. In the same way there are the captions – always addressed in first person addressed to the citizen, such as – “Use the Public Transport”, “Free the access routes”, “Protect yourself from the ice”, to the most generic one, “Pay Attention”. They found the right graphic transposition into simple and immediate images which were in line with the previous graphic choices.



Fig. 7: Examples of products for road signs

3.4 From the plan to the action

The campaign of communication in cooperation with the Public Safety of Genova talks about at first the traditional ways of communication such as printed paper, brochure, street signs, and on public transportation, as well as other medias like social networks. But besides that we planned a direct action into the territory through organization of events and initiatives, which were able to specifically reach certain determined targets.

In this case we mainly focused on widely spreading a common sense of collective society with a consequent awareness of the individual person, which stands for a fundamental element of a system of volunteers. In case of serious events and disasters the citizens always showed a strong inclination to help and support. This was mainly confirmed during the floods of Genova, during which the rescue efforts of institutions, (Public Safety, Fire Fighters, Police Force, and 118, etc) led to very positive, efficient, and in some cases resolving results, also thanks to the contributions of volunteers, drawn by a sense of community, who started a new movement which was called, “angels of mud”.

In light of what the volunteers did, and how much efforts they put into helping others, and the city, one street in Genova was named in honor of these “angels of mud”. The administration cannot renounce to the contributions of the volunteers – mainly in emergency situations – for this reason the concept that “We are all Public Safety” became the basis for other initiatives, transforming into a “headline” to use in occasions of every event and in every initiative directed towards awareness.



Fig. 8: Examples of explanatory panels.



Fig. 9: Panel to "catch the sign" initiative as part of the festival of science.

So we operated in the field at the Festival of Science in order to inform people about the initiatives promoted by the Public Safety and in order to educate the citizens, starting from the youngest – the children which are the principle resources of our future for each collective society and city – to the most appropriate behavioral roles to follow, not only in occasions of clamorous events, but, in more general terms, the everyday life. In terms of the collaboration between the Public Safety and the Department of Architecture and Design of the University of Genova, they are also in the process of studying other initiatives which can involve some other specific targets and are able to define a cultural

and social contest more and more able to take responsibility for itself in case of serious emergency situations.



Fig. 11-12: Examples of applications of road posters.

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