

# The “Foodscape”: Slow City and new global lifestyles

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Globalization is leading to a primacy of large scale metropolitan areas.

The planning models and more advanced urban management can mitigate the hardships that arise from a large concentration of the population both in terms of the economic activities, and the organization of the necessary services (for mobility, waste disposal, security and public order ...).

It is more difficult to achieve the objective of high quality the urban life. Following the teachings of Frank L. Wright, ultimate purpose of architects is to design the "**living city**", in order to make urban communities active and satisfied social organizations.

A big contribute to achieve this goal comes from worldwide network of **Cittaslow**, a movement of mayors that tends to enhance the relationship between the urban and rural dimension, the cultural value of food and “to be cosy there”.

Cittaslow Association adds to the concept of Landscape (non - urban dimension) and that of Townscape (the built up places), the concept of **Foodscape**, which defines a synthesis between urban and rural around the supply chain of quality agricultural production, preservation of traditions, environmental protection, architecture quality, catering and hospitality.

Cittaslow was founded sixteen years ago in Italy where is located the headquarter in the city of Orvieto. 228 municipalities of 31 countries (among them China, USA, Australia, New Zealand, South Africa, Turkey, UK, France, Germany and all the major European countries) joined the network. It spread near-spontaneously across the world, thanks to the enviable reputation Italy enjoys as a country with the nicest small towns to live in the world. To join the network it is necessary to undergo a very strict assessment process based on environmental, infrastructure, urban quality, hospitality and civic participation criteria.

The ideal town has a vibrant cultural and social life, lives well alongside nature and is convivial. It is largely located on a hillside, it has an ancient and historic centre and falls within a protected area or a park. It attracts a significant number of tourists and has accommodation for them, especially in innovative buildings such as the diffuse hotels.

These medium and small size towns could be a model for metropolitan planning too, **splitting up huge metropolitan areas in a “mosaic of districts”**.