

**SLOW  
LIFE  
SLOW  
CITY**

## **A Guide to Global Urbanization**

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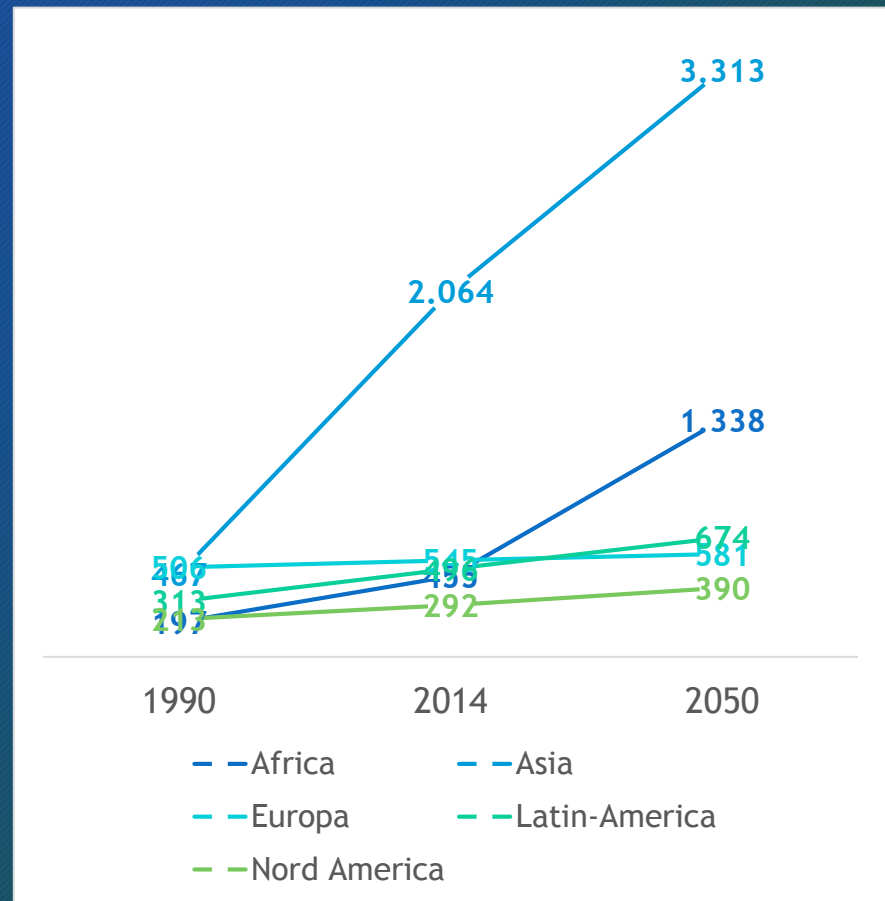
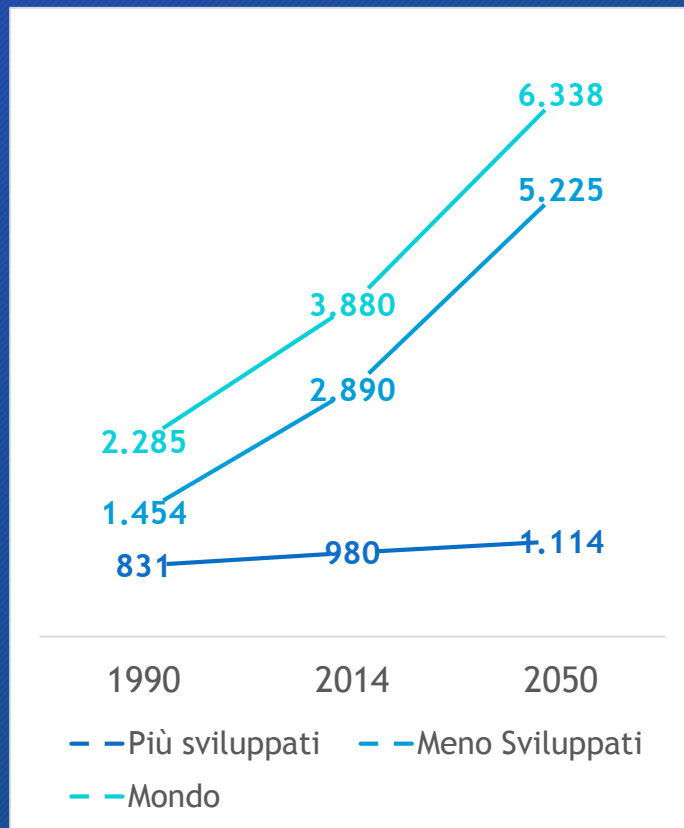


Big cities, the *Maxopolis*, are principal gateways to globalization process

# The future is URBAN and ASIAN

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## Urban population (milions of inhabitants)







In the Global World,  
Metropolitan Areas are  
growing faster

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... and Social Inequalities  
and global warming too

The historic cities  
preserve a community  
life

How can we use the  
Innovation coming from  
mediun size towns?

# The Urban Divide exists

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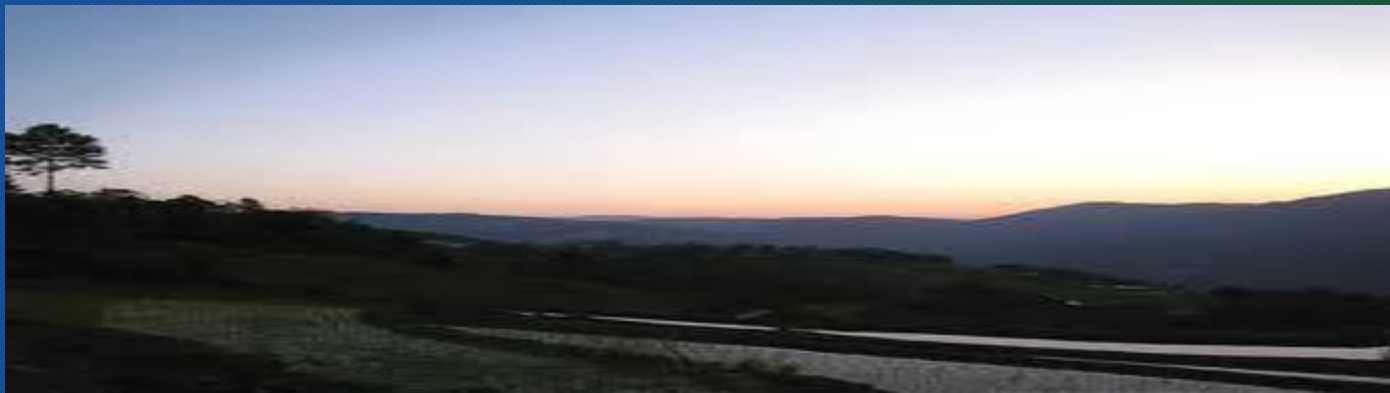


# The Slow Archetypes

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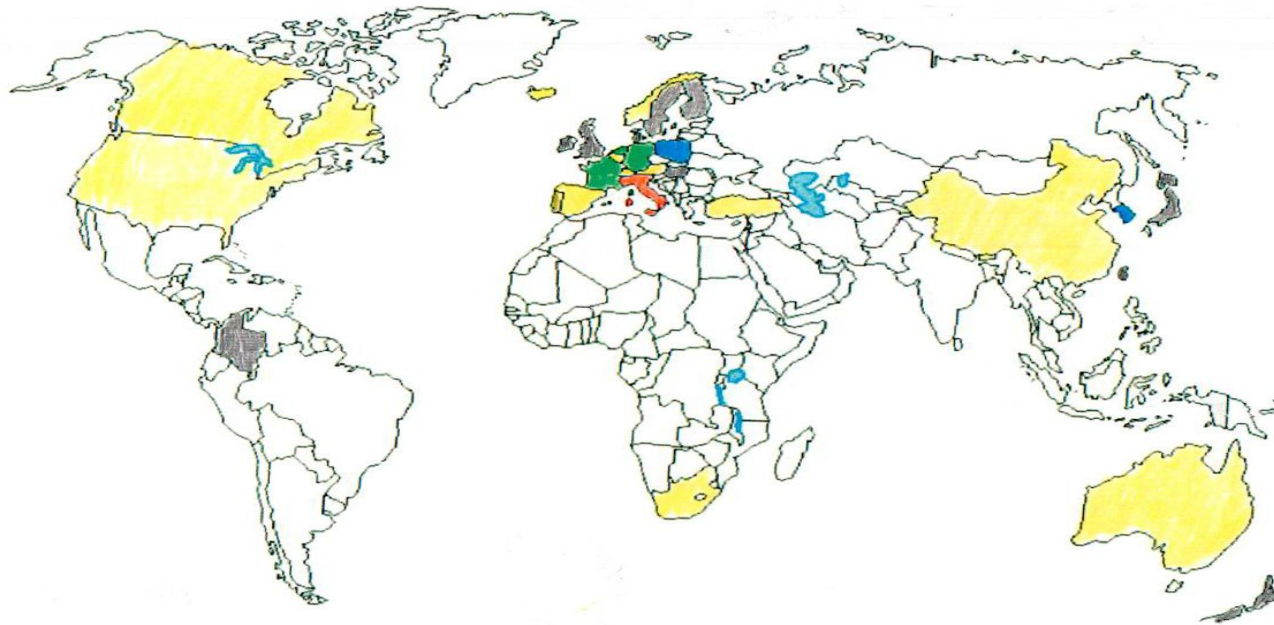
**Personal values** A new life style based on Awareness, Knowledge, Relatedness, **Cosy Social Environment** Solidarity and Conviviality  
( *convivium, cum-vivium = banchet, stay with somebody* )

**References** Circular and Sharing Economy Integration of Rural and Urban spaces , Cultural Heritages ,Gardens, Beauty, Food productions, Traditional crafts



# The Cittaslow network

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# The cities of beauty and good living: Italy as starting point

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# 280 certified Cittaslow in 30 countries of the World

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**In designing new cities,  
it is necessary to  
identify intangible  
values in addition to  
economic patterns**

**Some possible components  
for a reference catalog**

# Innovative Functions that can specialize a new Urban Area

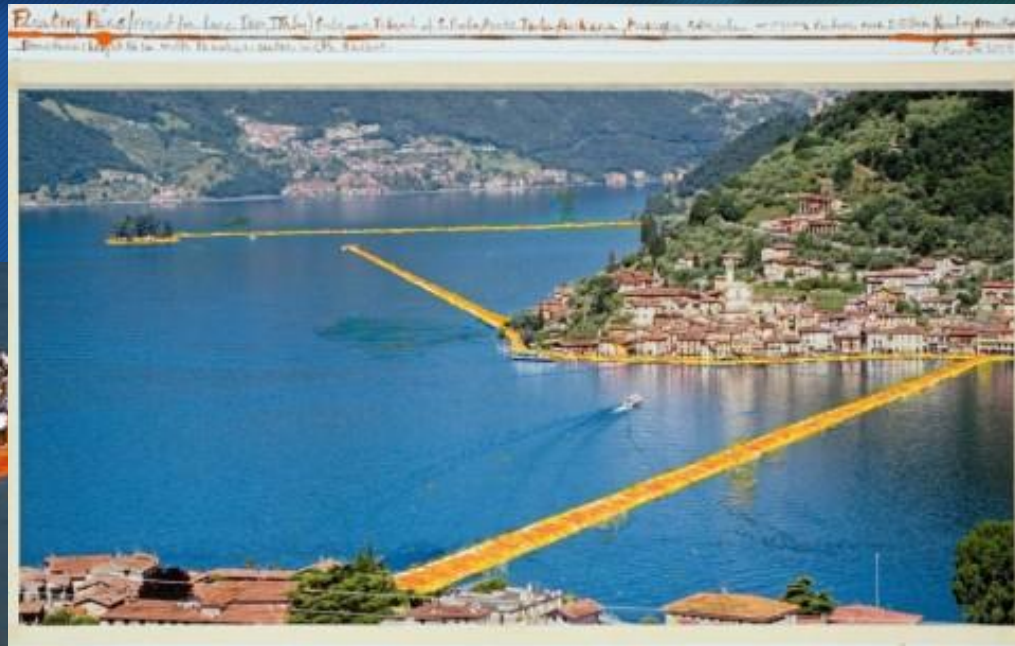
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# A Global Event: the artist Christo's permormance in Franciacorta (Italy)

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# An Innovative Promotion of Hospitality in a Multi-sector Urban Economy

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## STRATEGIES FOR TOURISM

1. To “capture” new travellers (millennials, facebook generation, seniores, LBGT..)
2. Knowledge : Travellers want to know more
3. To make touristic products ,is not enough to be a touristic destination
4. Story telling and communication making “talents” known
5. Collaborate along itineraries for a territory branding
6. To integrate different sector of economy to raise productivity of tourism
7. To increase skills by training and educate citizens to reconize their heritage



**The wonderful mix:**

**Paesaggi del cibo**

**(Rural) Food + Landscape = FOODSCAPE**

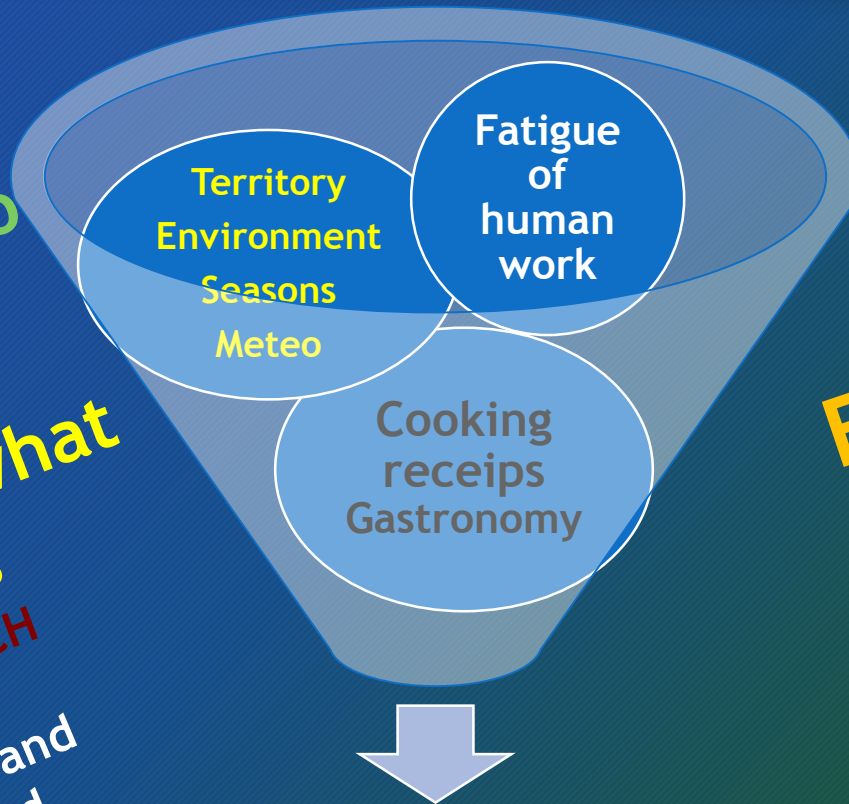
Know  
yourself  
SOCRATES  
Cogito ergo  
sum

DESCARTES

Man is what  
he eats

FEUERBACH  
(1880)

Needs of the body and  
desires of the mind



**FOODSCAPE**  
Is the  
Cittaslow  
DIVERSITY

**Food is Geography, History, Social  
Behaviors, Cultural Values and Art**



# How could be used Slow Cities philosophy in a metropolitan reality?

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Many Slow Cities  
Inside  
A Smart city

**Multiple  
Speeds  
Human  
Scale =  
Slow  
Global  
Scale=  
Smart**

# Art and Architecture in the Countryside as border to an exaggerated urban expansion

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The Glass Cube at Bricco Rocche  
Wineyard in Barolo area



Sol LeWit fresco at Ceretto  
wineyard in Alba (Italy)



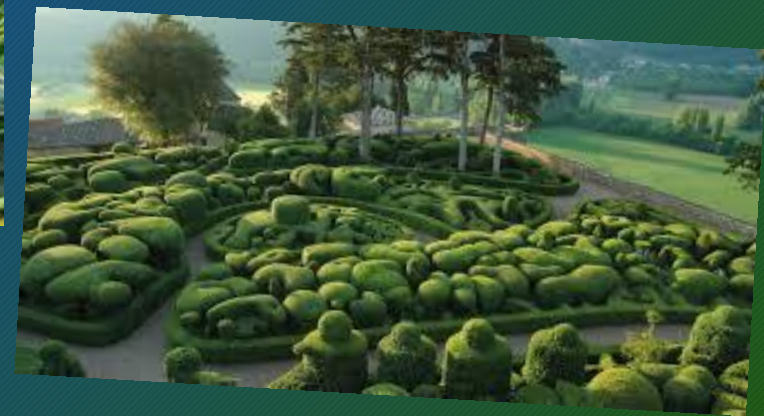
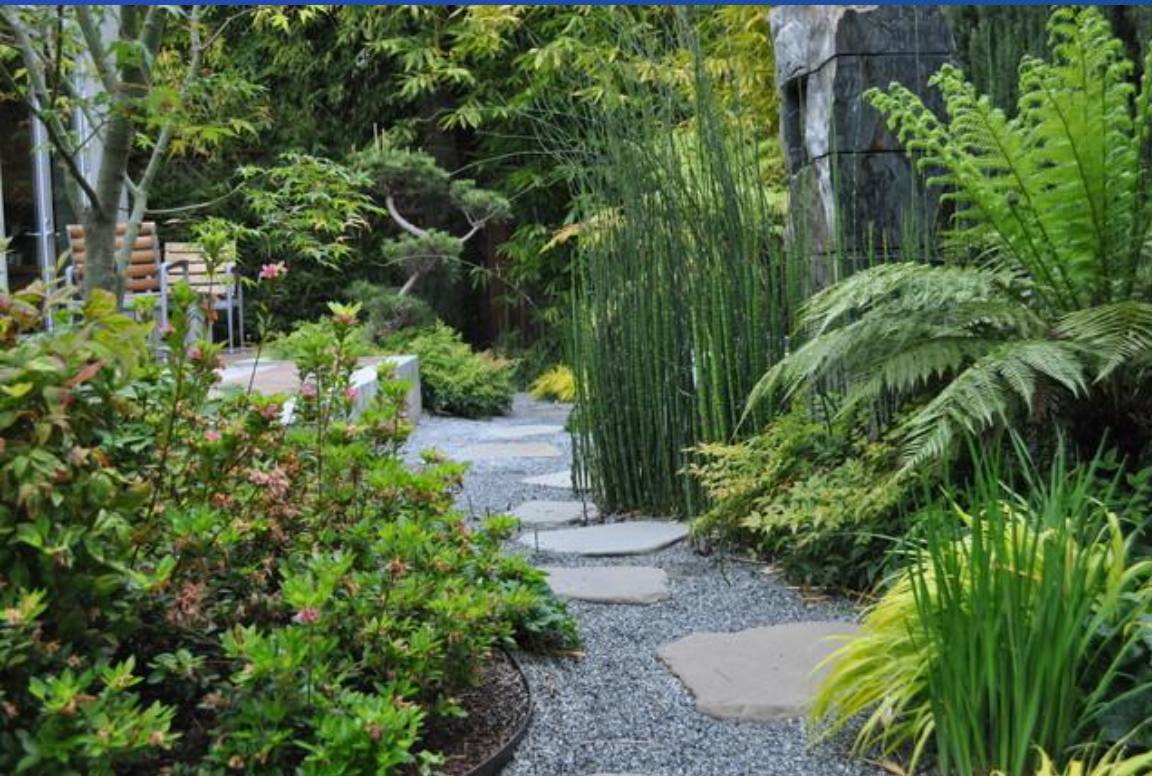
# Historic Gardens Model for New Urban Areas

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## Green Spaces

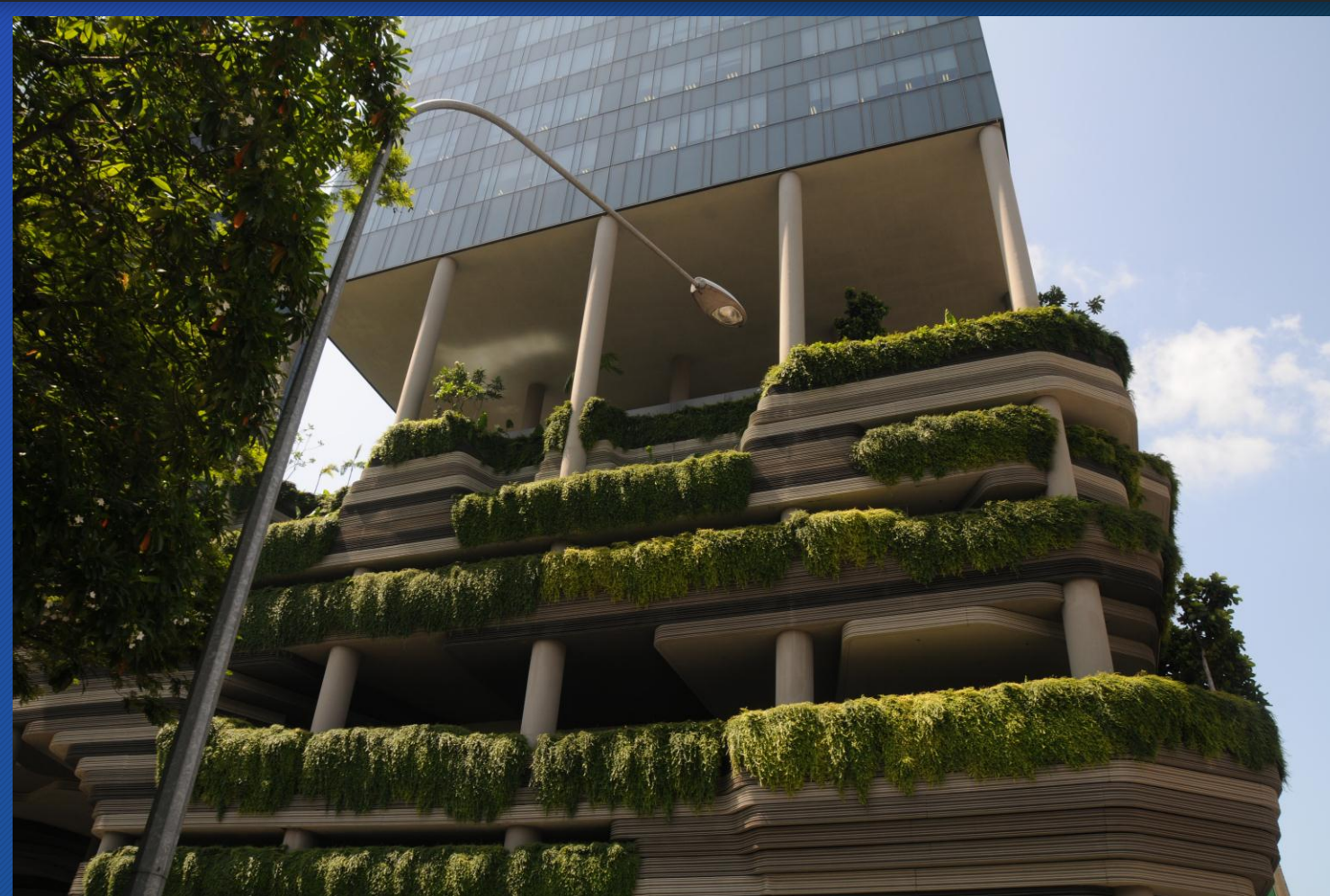


Smart rurality



# Green Building

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# Street Art

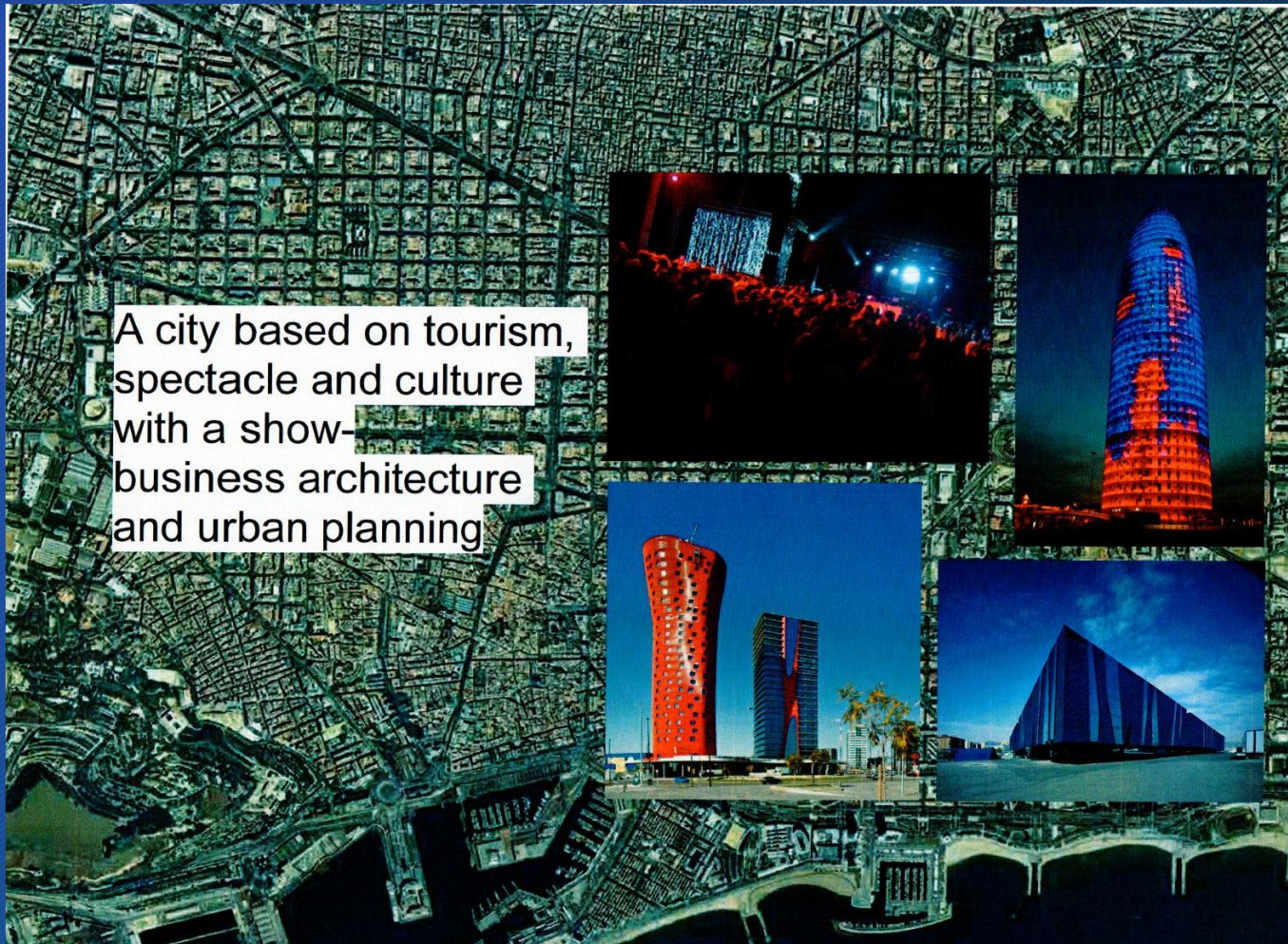
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# Barcelona, around local market organize neighborhoods as small towns

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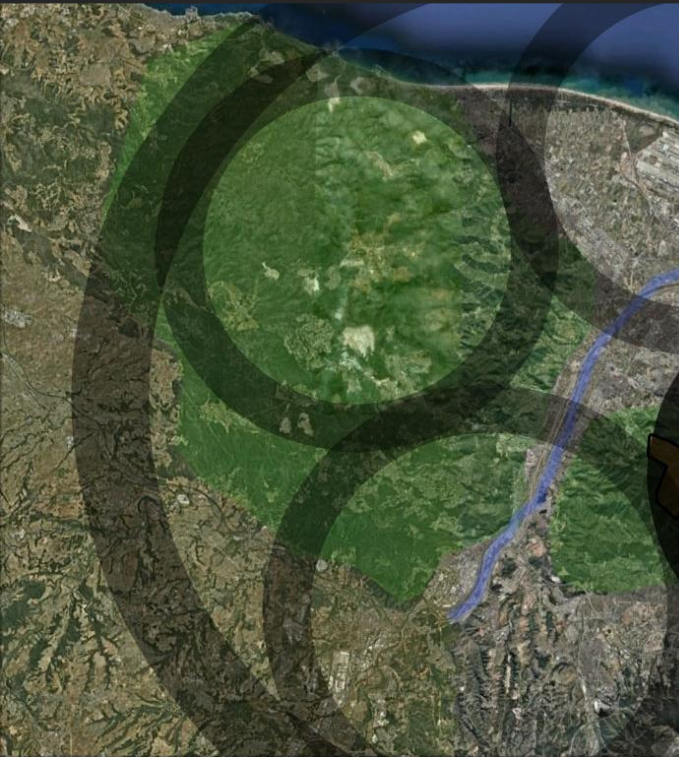


A city based on tourism,  
spectacle and culture  
with a show-  
business architecture  
and urban planning



# Barcelona 5.0

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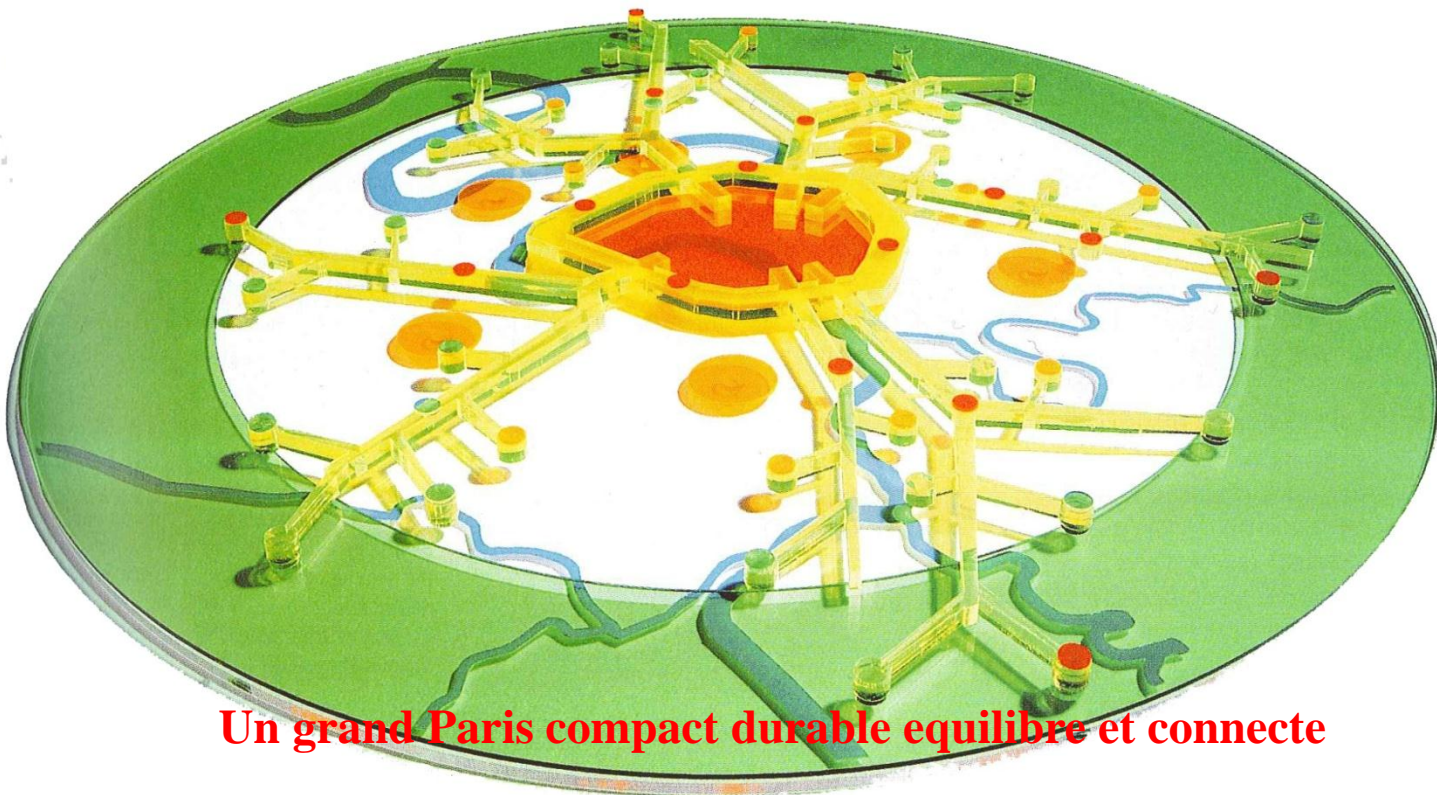




# The Great Paris: compact, durable, balanced and connected

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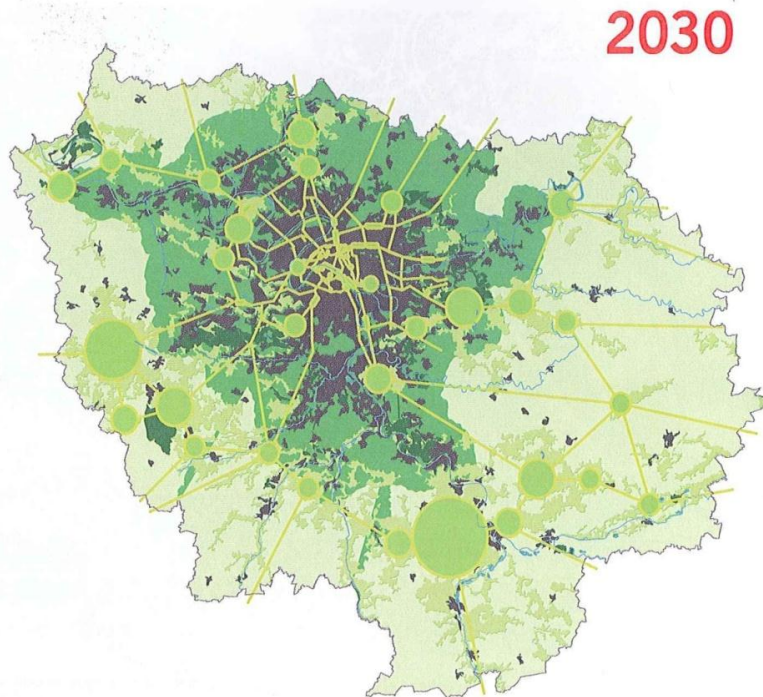
Richard Rogers Stirk Harbour + partners. London School of Economics Arup



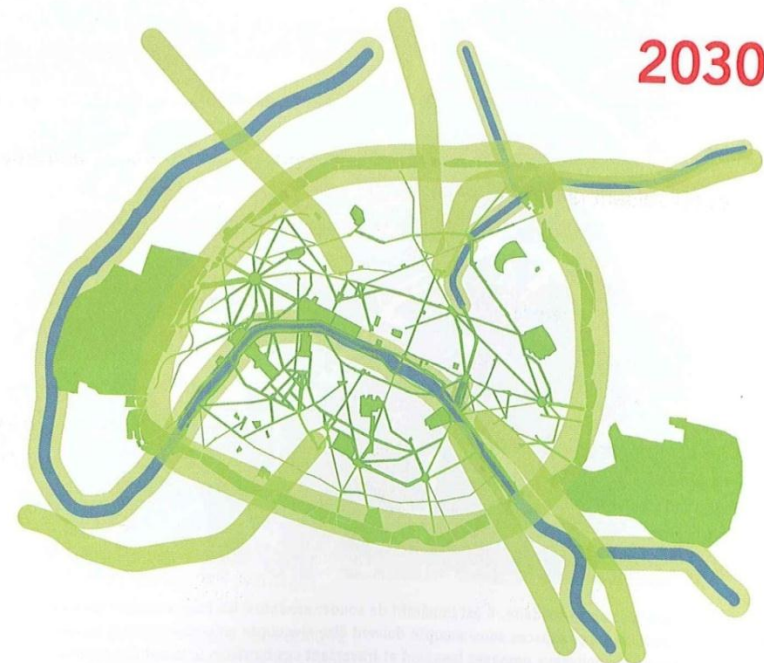
Un grand Paris compact durable équilibre et connecté

# Integrating nature into the city

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Nous proposons une ceinture verte afin de limiter l'expansion de la ville et de lui donner des frontières lisibles. La ceinture verte aidera aussi à préserver le patrimoine naturel de la région. Des couloirs écologiques, nouveaux ou rétablis, reliant les réserves naturelles de la région à ses forêts, favorisera les mouvements d'espèces et la préservation de la biodiversité. Ces réseaux régionaux seront reliés aux parcs linéaires qui amènent la nature en ville et fournissent un accès aux espaces verts précieux. Ceux-ci se connecteront à leur tour aux boulevards verts de Paris intra-muros, partie intégrale du nouveau réseau urbain d'espaces verts avec ses chemins ombrés pour piétons et cyclistes.

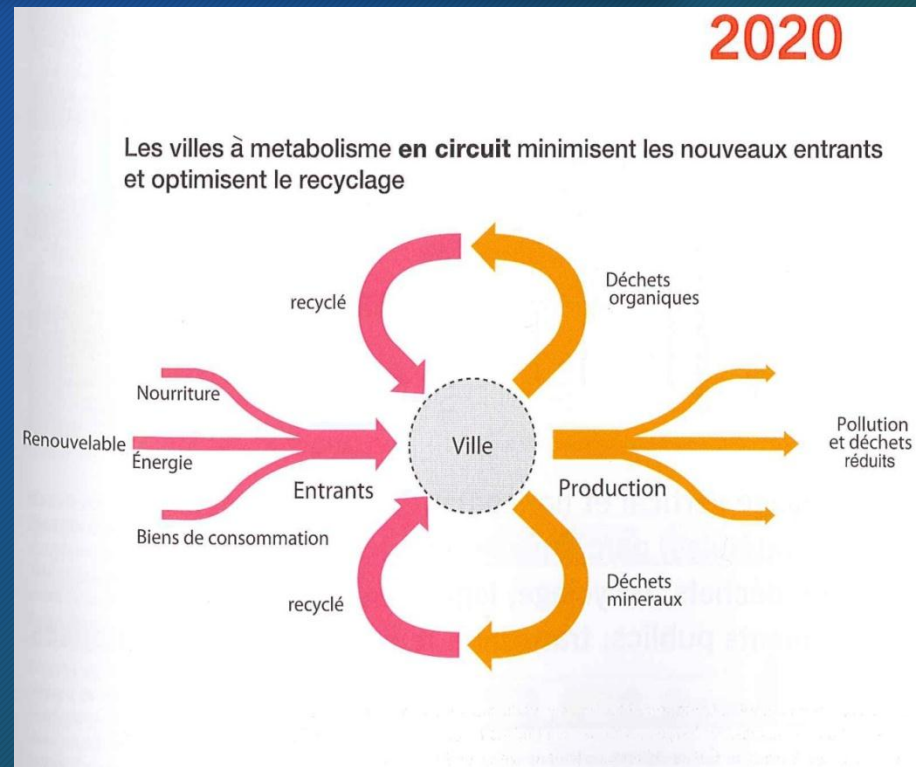
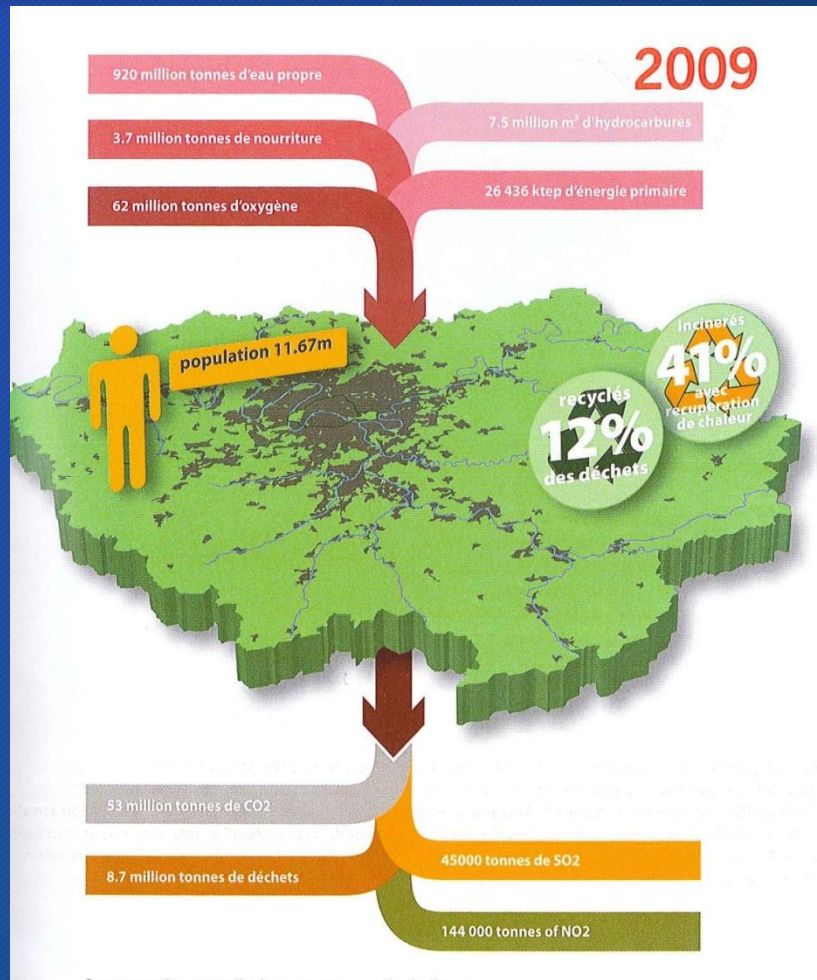


Un réseau vert complet intra-muros. Les espaces verts existants reliés par des "Boulevards Verts", les espaces verts du Périphérique connectés, les berges revalorisées et mises en continuité, les nouvelles artères vertes (les parcs linéaires des nouvelles Armatures Métropolitaines) reliant le centre de Paris aux espaces naturels de la Région.



# To Reduce Ecological Footprint

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# A new urbanism for optimization of intelligent network: people, things, culture and food

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