

I  
- -  
U  
- -  
A  
- -  
V

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



# TOURISM & MOBILITY

## 3<sup>rd</sup> 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**



# 3<sup>rd</sup> 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