



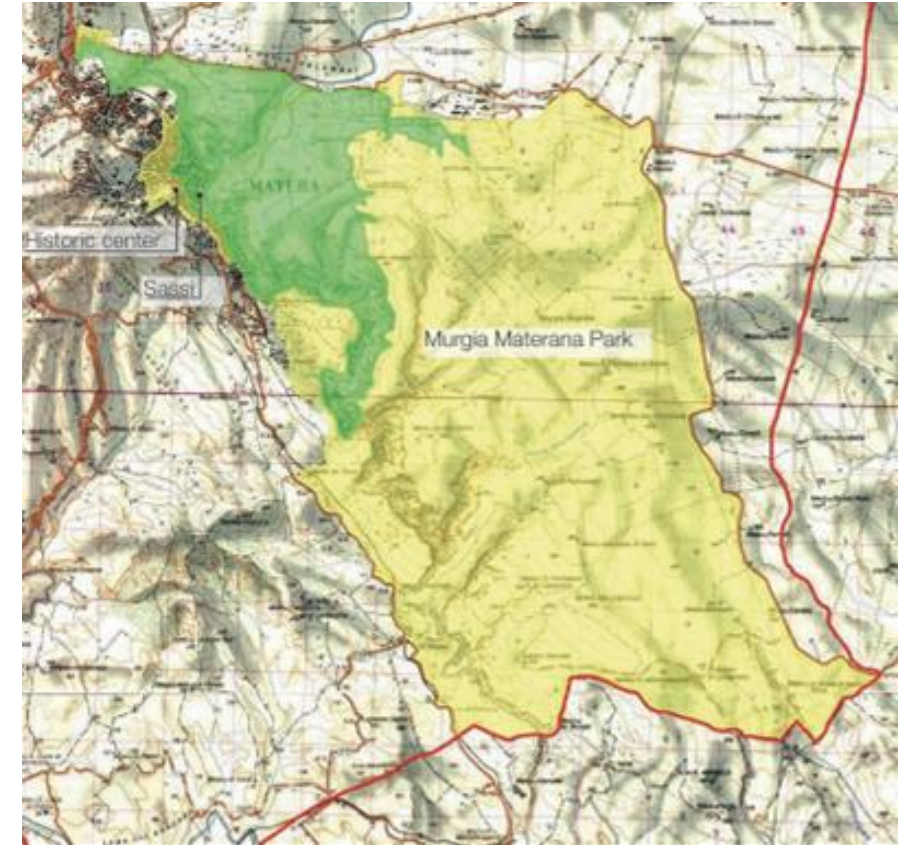
MURGIA'BBNÌ

Cultural Heritage Strategy for Murgia Materana Park

Gabi's Eleven
XV Cycle | ASP Summer School

Opened in **1990**
it's an **UNESCO** world
heritage site since **1993**

6.128 hectares and
located between the cities of
Matera and Montescaglioso,
in Basilicata.







Flora

+



Fauna

5 to 10 YEARS

with secured funding
to develop a vision
and design a strategy
to make the park
express its full potential

Promote the image of the park

Raise awareness of tourists and
increase the number of visitors

Allow a better, more sustainable and
effective way to make visitors
walk to viewpoints

Improve accessibility

Find a solution for the bridge

Better park flows

Generate revenues

infrastructure + community + experience



**MATERA 2019
OPEN FUTURE**

Co-create the new Matera together
with different actors to enhance
culture in the region

UNESCO and Sustainable Development Goals



BASELINE

enhance tourism

maintain

respecting and
preserving

low cost and
rich experience

use existing paths

BALANCE

enhance community

improve

incentive businesses
inside the park

citizens as volunteers

Implementation of self
sustainable lamps

emergency signage

stabilizing pedestrian
bridge

STRATEGIC

enhance experience

restructure

synergy between
different actors

new connections

new communication

new touchpoints

new paths

After a thorough analysis based on criteria like:

Park Attractiveness Marketing Communication Connection to the Park

The most promising scenario is the:

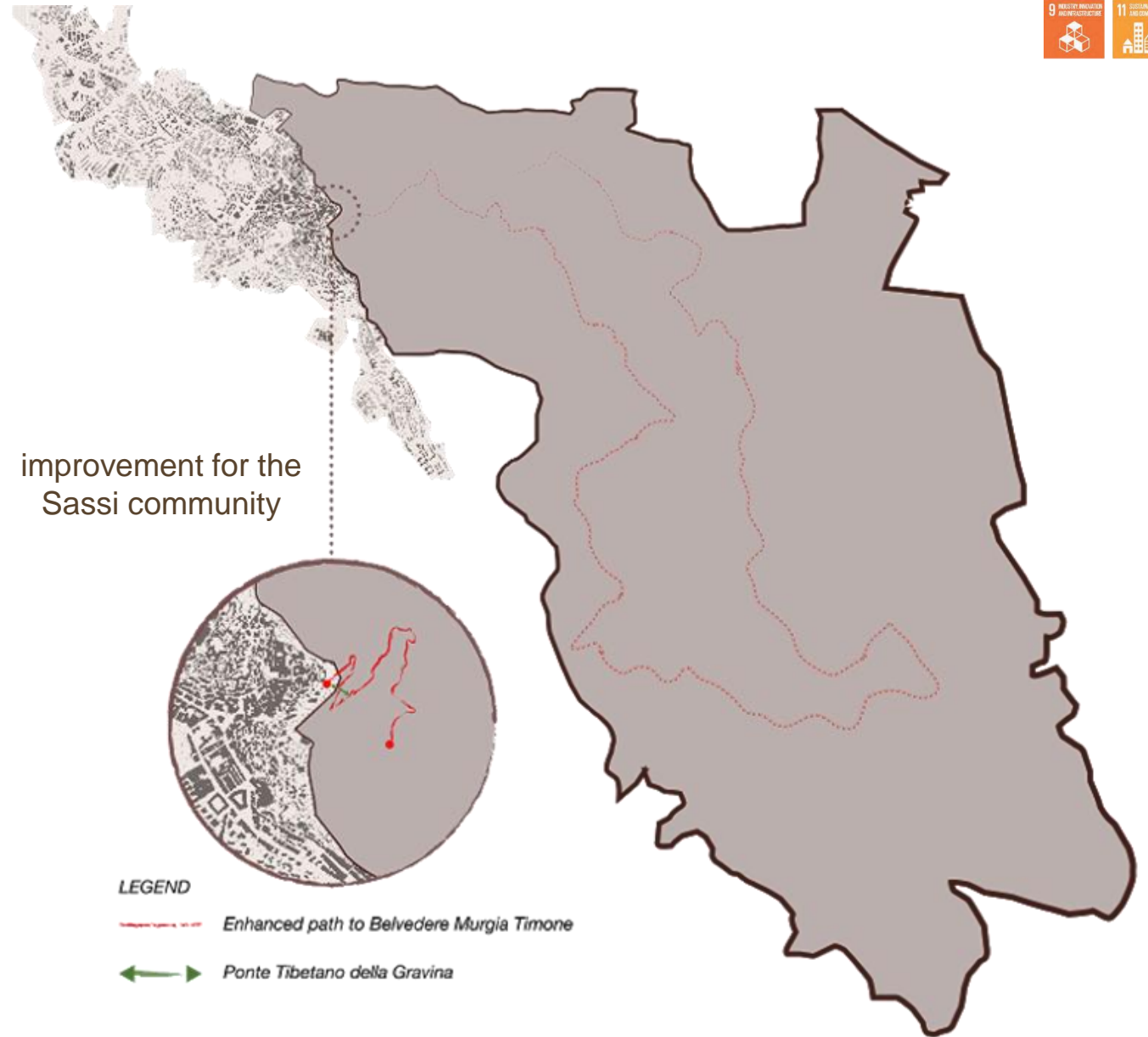
Strategic Scenario

Through out this plan we aim to
improve important aspects of the park in a
targeted way with respect to the other scenarios.



Infrastructure: Accessibility

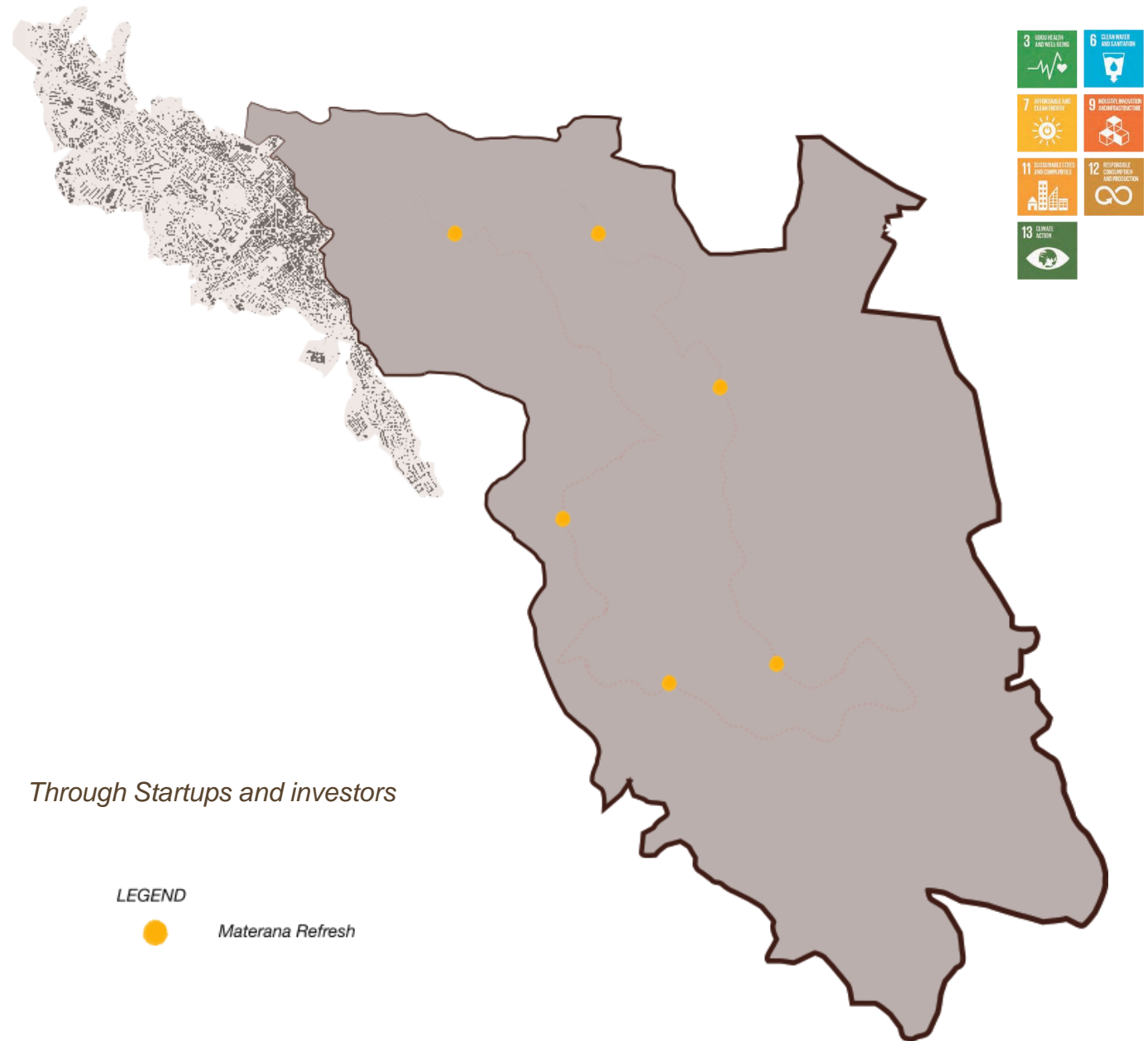




Infrastructure: *Revitalization*

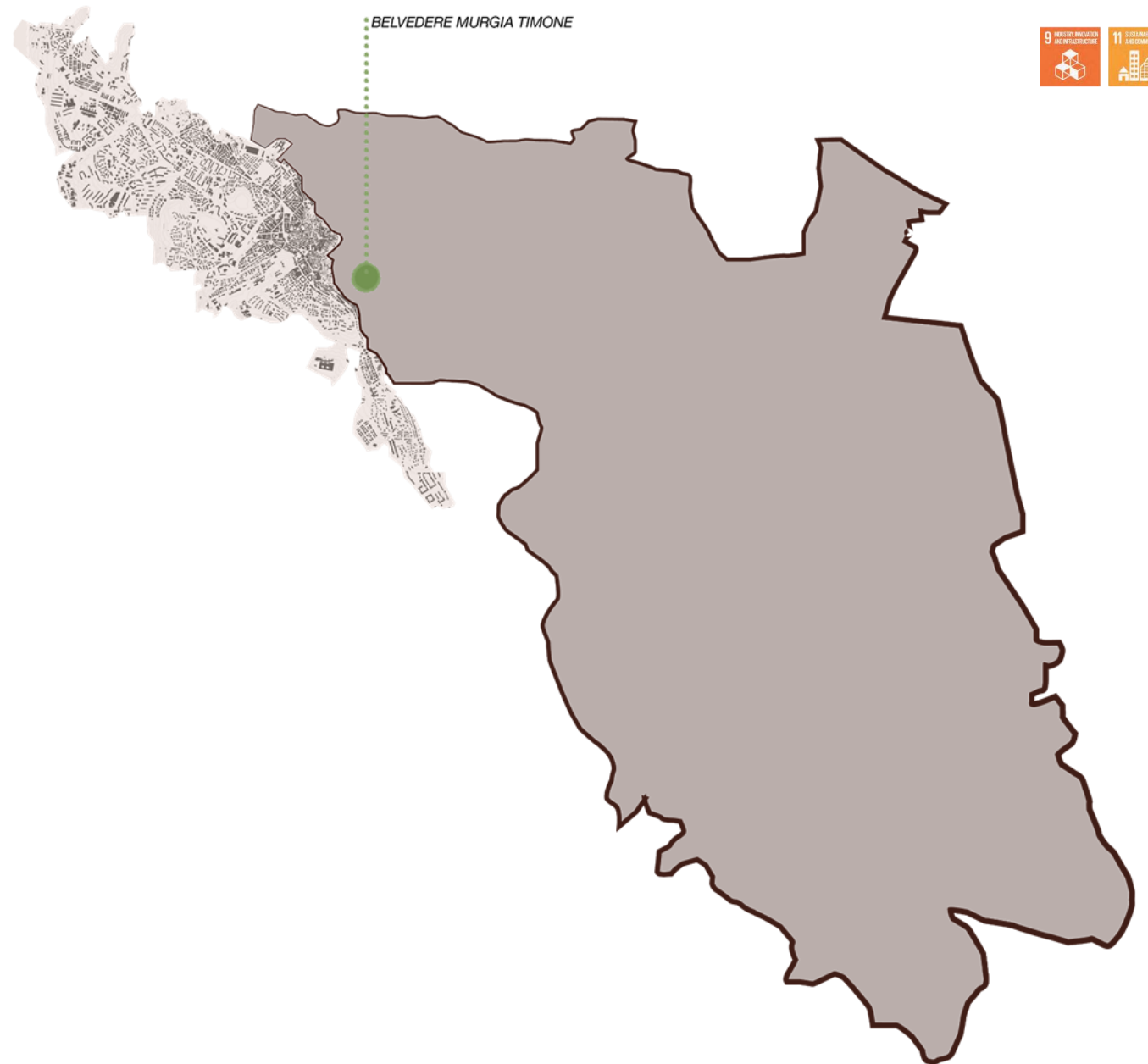


Infrastructure: *Comfort*



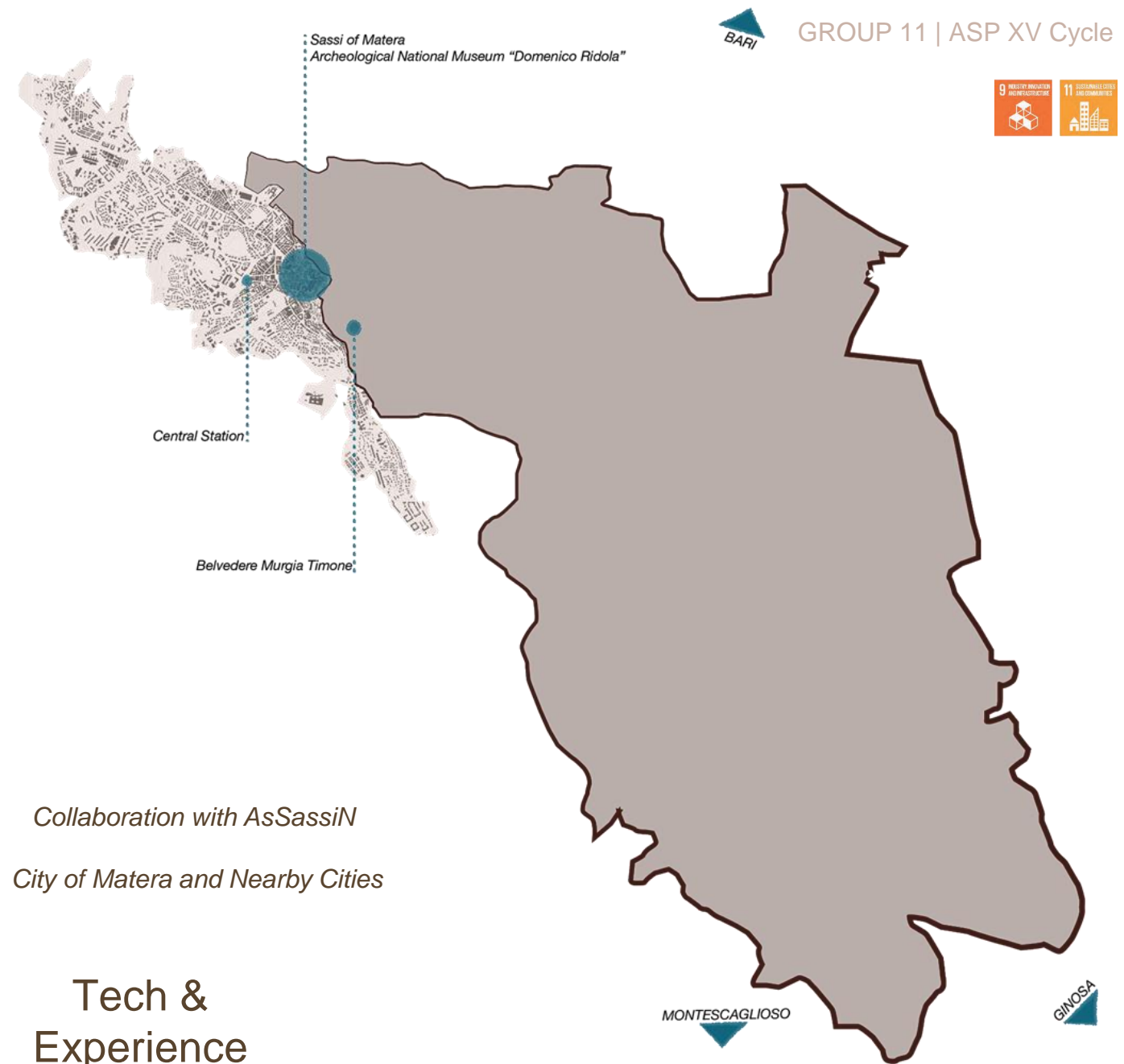


Infrastructure: *Revitalization*



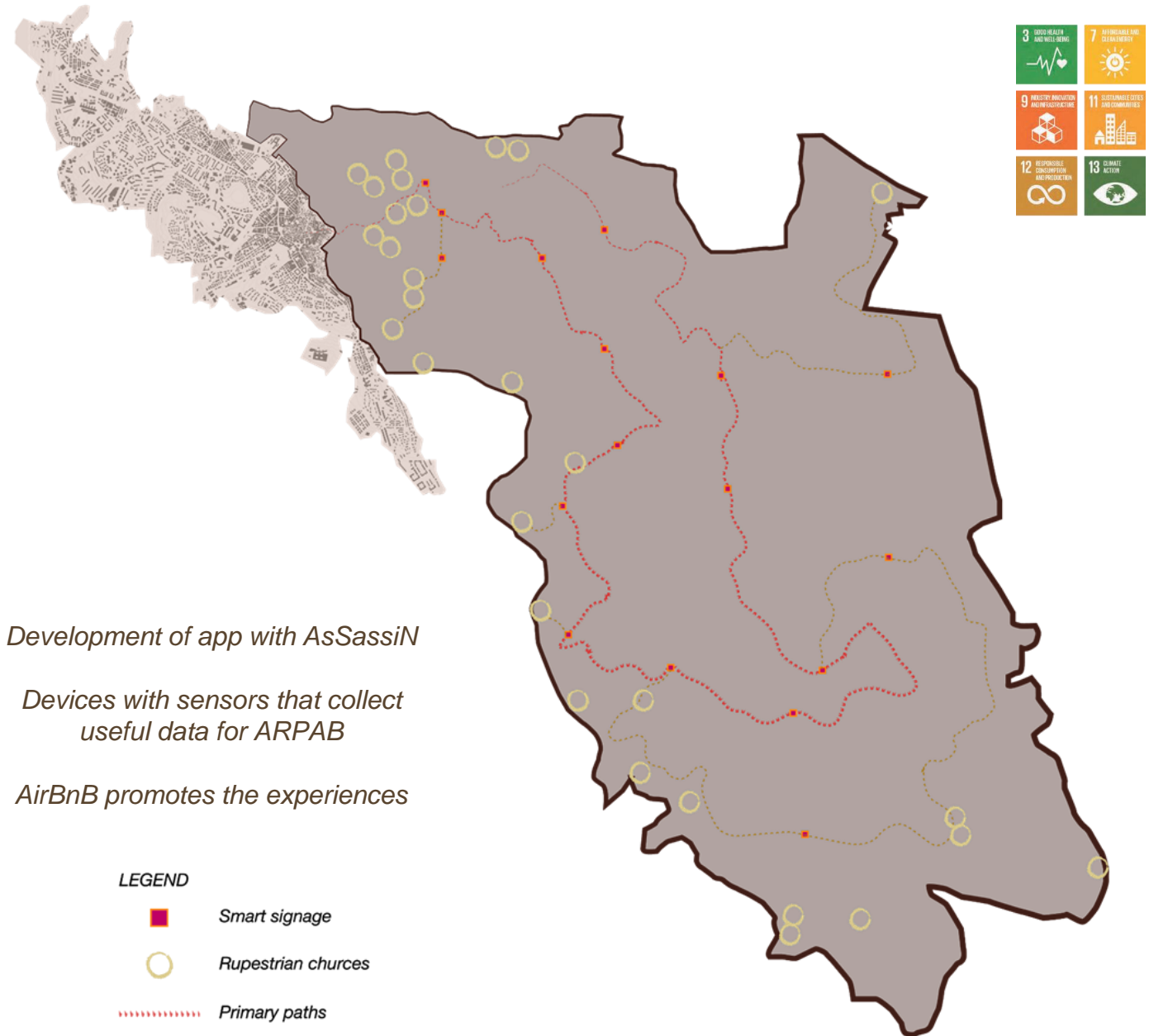


Experience: *Communication*





Experience: *New Paths*



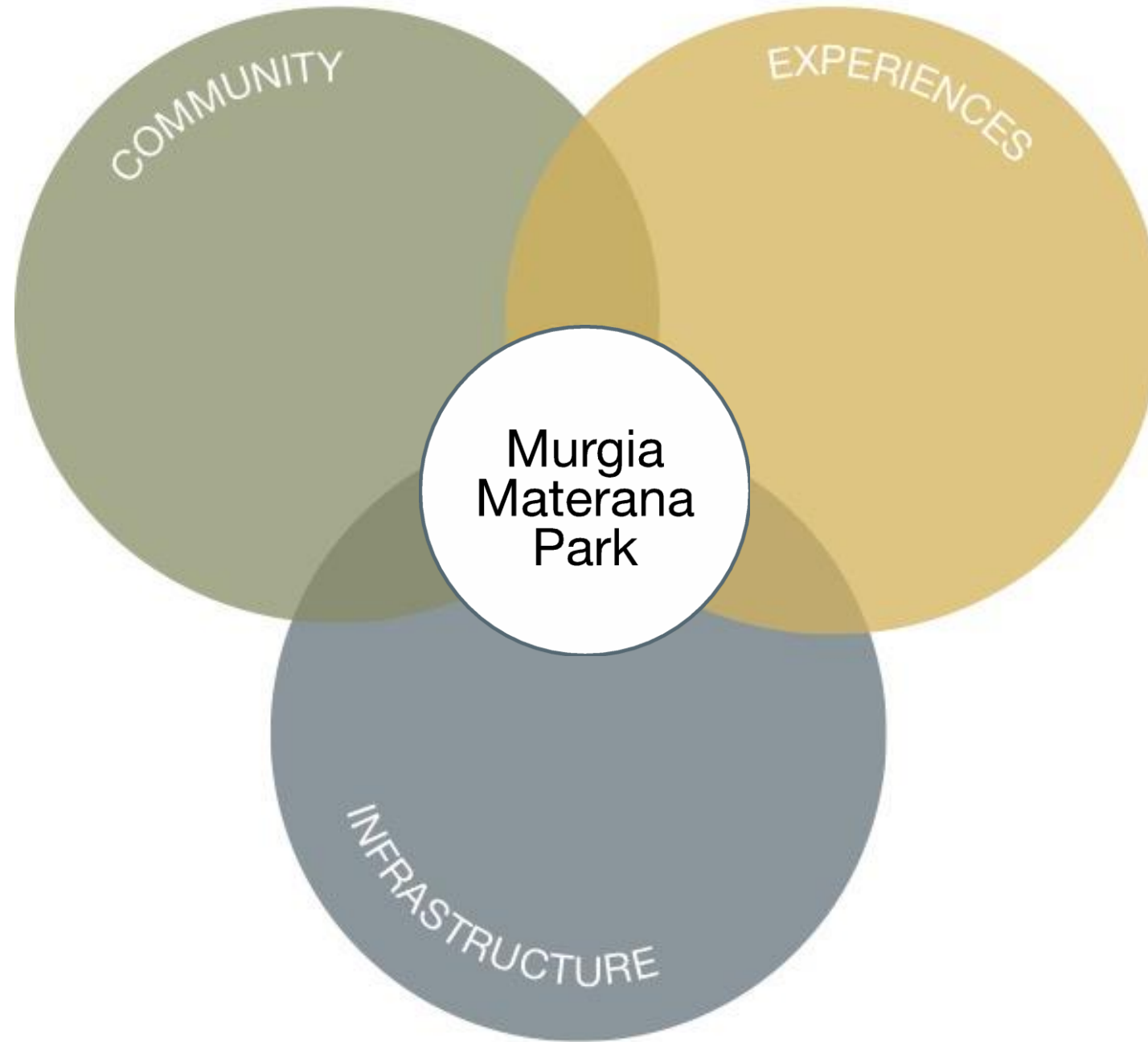


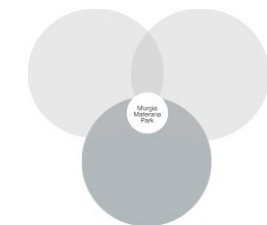
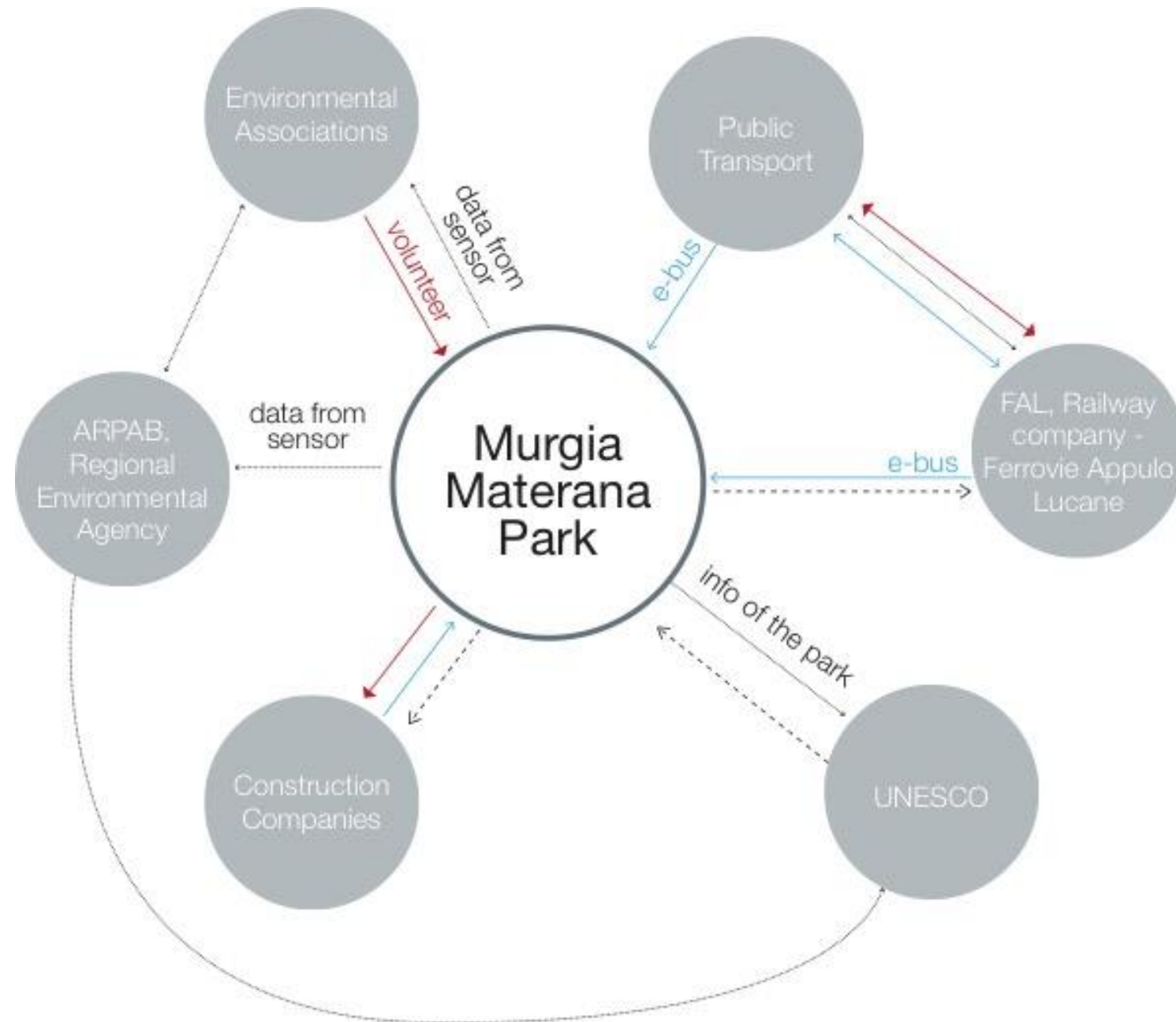
Volunteering + Cultural Heritage

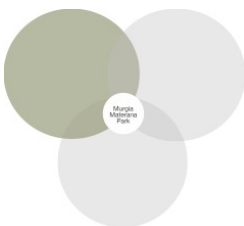
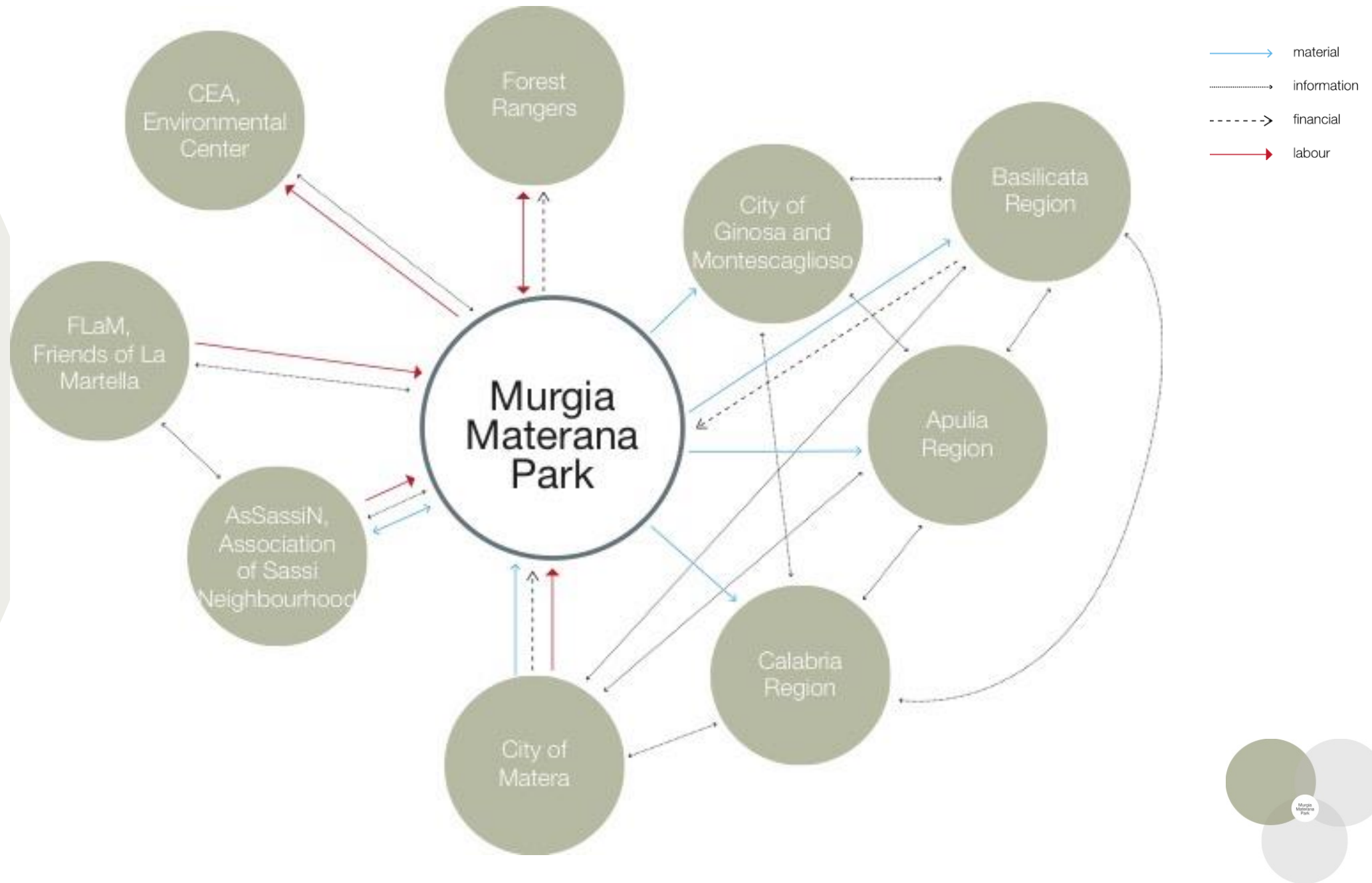
- *Creation of a community of volunteers*
- *Promotion of environmental and cultural heritage*
- *Collaboration with La Martella and AsSassiN*
- *Contribution to the creation of a rich experience for visitors*

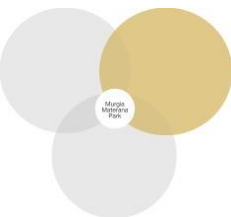
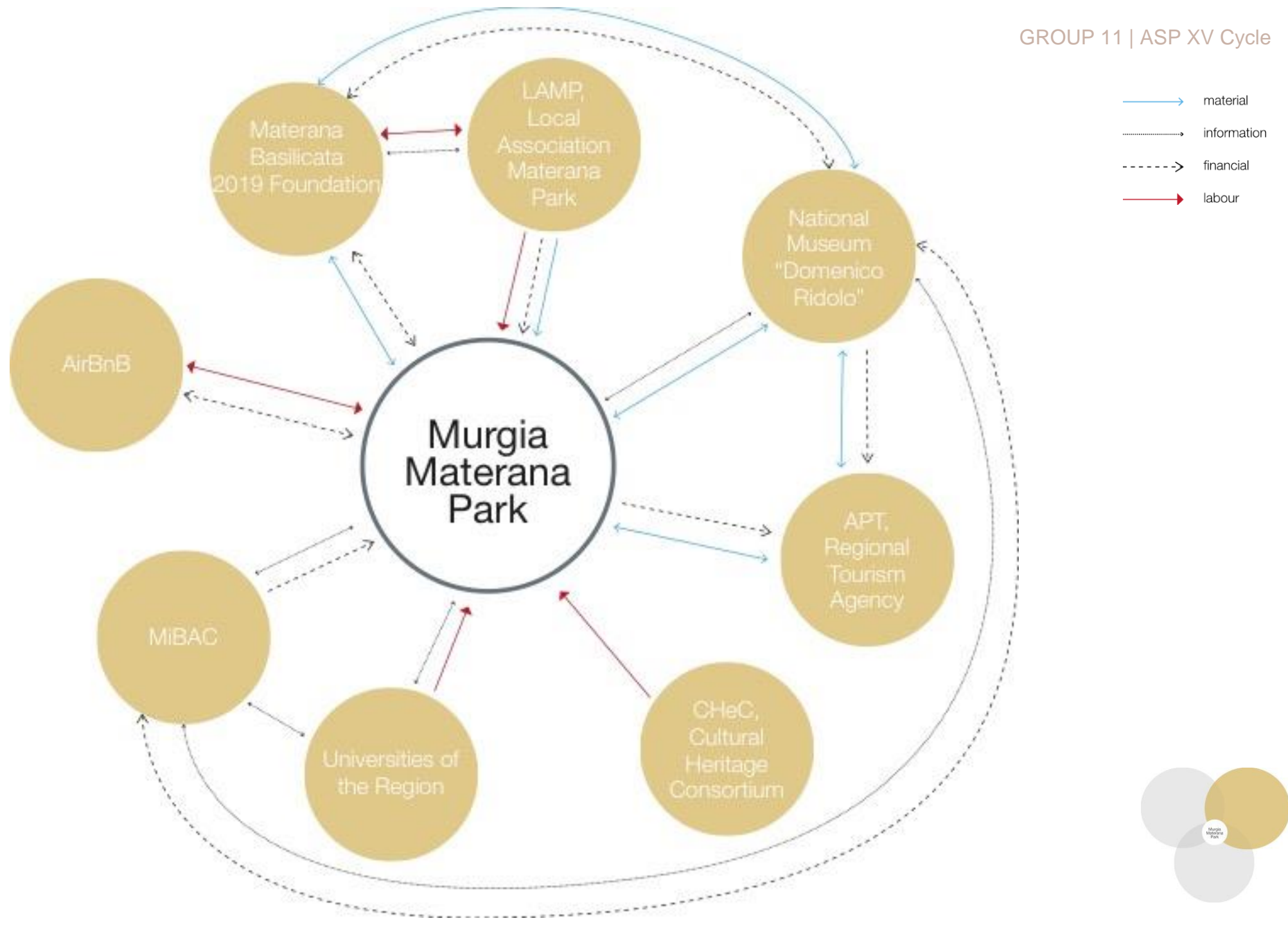


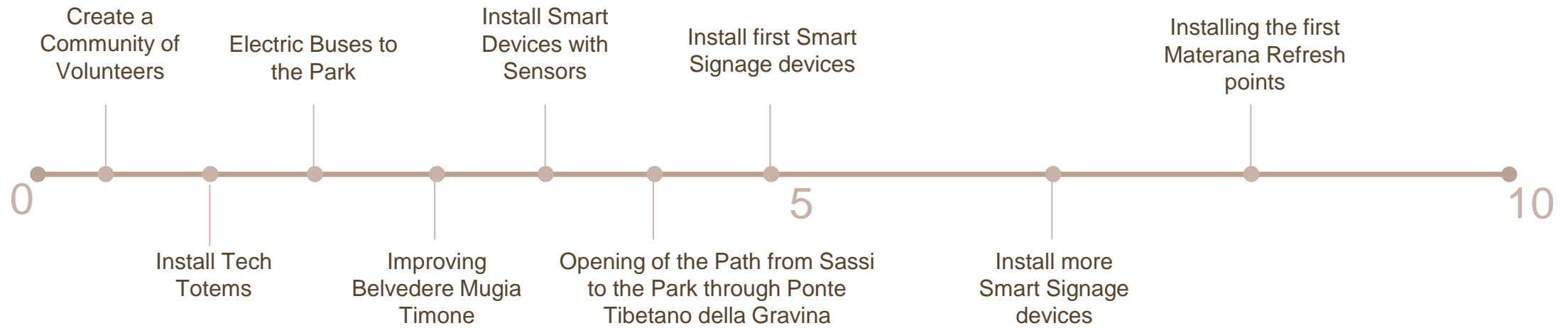
Communication











5 years: experience + community: €
10 years: infrastructure



Thank you!
#parkfection