



S A A D  
Scuola di Ateneo  
Architettura e Design "Eduardo Vittoria"  
Università di Camerino



Comune di Ascoli Piceno  
MEDAGLIA D'ORO AL VALORI MEDIANE PER ATTIVITÀ RISTORANTE



FONDAZIONE  
CASSA DI RISPARMIO  
DI ASCOLI PICENO



7 \ 8  
April 2016

Ascoli Piceno  
Italy

# UrbanGenHome CONFERENCE

7.4

9,00  
REGISTRATION DESK

9,30  
WELCOMINGS OF  
GUIDO CASTELLI \ MAYOR  
AND  
GIUSEPPE LOSCO \ DIRECTOR OF THE SCHOOL

10,00  
INTRODUCTION

RESEARCH PRESENTATION  
FEDERICA OTTONE

PRESENTATION OF THE CALL TOPICS  
ROBERTA COCCI GRIFONI \ ROSALBA D'ONOFRIO

11,00  
COFFEE BREAK

11,30  
**PAPER PARALLEL SESSION**

**RESILIENCE  
SHARING  
INTEGRATION**

14,00  
LIGHT LUNCH

15,00  
DEBATE AND CONCLUSIONS: PAPER PARALLEL SESSION  
JON MARCO CHURCH \ ANDREA LUPACCHINI \ FEDERICA OTTONE \  
MASSIMO PERRICCIOLI \ LUDOVICO ROMAGNI \ MICHELE TALIA \ ALESSANDRO ZONA

16,30  
WELCOMINGS OF FLAVIO CORRADINI \ RECTOR OF UNICAM

UMBERTO CAO INTRODUCES THE PLENARY SESSIONS

17,00  
**FIRST PLENARY SESSION \ RESILIENCE**  
[ 45' PRESENTATIONS ]

« Creative empathy »  
**MARIO CUCINELLA\_MCA** WITH  
FEDERICA OTTONE

« Seismic Vulnerability Assessment at Urban Scale for more Resilient Cities: the hard Lesson Learnt after the 2009 L'Aquila Earthquake. »  
**GIUSEPPE BRANDO\_UNICH** WITH  
ANDREA DALL'ASTA

« Planning for climate proof cities: innovation of urban planning tools »  
**FRANCESCO MUSCO\_IUAV** WITH  
MASSIMO SARGOLINI

« Sostenibilidad y resiliencia en edificaciones »  
**JAVIER NEILA\_ETSAM, MADRID** WITH  
FRANCESCA OLIVIERI

21,00  
DINNER

8.4

9,30  
**SECOND PLENARY SESSION \ SHARING**  
[ 45' PRESENTATIONS ]

« Identity vs Sustainability or how Culture defines a new approach to Ecology in Social Housing »  
**IVAN CAPDEVILA\_PLAYSTUDIO** WITH  
LUIGI COCCIA

« Rural Studio: design and build in West Alabama »  
**ELENA BARTHEL\_RURAL STUDIO** WITH  
LUCA GALOFARO

11,00  
COFFEE BREAK

« Problems and opportunities of the self-construction. Learning from emergent countries »  
**ALESSIO BATTISTELLA\_ARCò** WITH  
ELIO TRUSIANI

« Giustiniano Imperatore: a collaborative project »  
**PAOLO DESIDERI\_ABDR** WITH  
GIUSEPPE LOSCO

« Zoia: inhabiting social and cooperative housing at Milan »  
**FEDERICA VERONA\_CCL** WITH  
FRANCESCO CASALE

13,45  
LIGHT LUNCH

14,30  
**THIRD PLENARY SESSION \ INTEGRATION**  
[ 45' PRESENTATIONS ]

« Building self-managed processes: from public buildings to social housing »  
**GIUSEPPE CUSATELLI\_POLIMI** WITH  
CLAUDIO CAMILLERI

« Architecture is not a coat ... »  
**ANNA MARIA INDRIO\_**  
ANDREA VIDOTTO

« Architectures for disasters »  
**EMANUELE PICCARDO\_ARCHITECT** WITH  
ANNA RITA EMILI

« From extraordinary to ordinary, a high-scientific research blended with education at Solar Decathlon »  
**CHIARA TONELLI\_UNIROMA3** WITH  
BARBARA RE

« Lighting a Smart City: Energy saving or Human centric approach? »  
**FABIO BISEGNA\_UNIROMA1** WITH  
ROBERTA COCCI GRIFONI

18,30  
CONCLUSIONS  
FINAL CONSIDERATIONS

## PAPER PARALLEL SESSION

7.4.2016

11,30 – 13,30

### RESILIENCE

Chairman:  
**ALESSANDRO ZONA – MICHELE TALIA  
LUDOVICO ROMAGNI**

Ingrid Braga  
*Urban resilience between planned and unplanned city:  
São Luís of Maranhão.*

Chiara Camaioni  
*Shape of the city and quality of life.*

Piera Pellegrino  
*Free urban zones and resilience: an opportunity for urban  
regeneration.*

Anna Bonvini  
*Urban regeneration: a methodological approach for the  
improvement of outdoor comfort.*

### INTEGRATION

Chairman:  
**JOAN MARCO CHURCH – FEDERICA OTTONE  
MASSIMO SARGOLINI**

Diana Lapucci  
*Computerized management for the energy efficiency of  
public heritage.*

Enrico Prenna  
*The TENS method applied to the environmental design.*

Ilenia Pierantoni  
*Green infrastructures for healthy and resilient communities.*

Ernesto Cesario  
*Textile architectural facades indoor lighting, flexible  
morphology, material performances.*

Milena Coccia  
*The valorisation of public real estate, from strategies to  
an instrument: the web platform MARCHE SHARE PLACE.*

15,00 – 16,30

### SHARING

Chairman:  
**ANDREA LUPACCHINI – MASSIMO PERRICCIOLI  
LUDOVICO ROMAGNI**

Silvia Catalino  
*Urban agriculture: a gap in Italian spatial design and  
planning rules.*

Marta Ricci  
*Prefabrication and self-construction: a possible answer  
for low cost and high quality housing.*

Simone Pirro  
*Square buildings: when the buildings are to fit the space.*

Timothy Brownlee  
*Can temporary architecture improve our modus  
vivendi outdoors?*







Scuola di Ateneo  
Architettura e Design "Eduardo Vittoria"  
Università di Camerino



Comune di Ascoli Piceno  
MEDAGLIA D'ORO AL VALORE REGIONALE PER ATTIVITÀ PARTICIPATIVA



FONDAZIONE  
CASSA DI RISPARMIO  
DI ASCOLI PICENO



7 \ 8  
April 2016

Ascoli Piceno  
Italy

# UrbanGenHome CONFERENCE

**Urban GenHome** is a research of the University of Camerino, which gathers different disciplines in order to identify common themes and actions useful to the city. The frame of reference is the Adriatic Ionian macro-region, as a region characterized by similar conditions, geographical, climatic, but not only.

The two days of **Urban GenHome** conference are dedicated to make a survey on urban regeneration experiences carried out in various parts of Italy and Europe, with the aim to see the possible effects in contexts such as the object of our interest.

The challenge is to address the issue according to a multidisciplinary approach, making dialogue expert researchers and not: architects (designers, planners, technologists, designers) legal, environmental physicists, engineers, ITC experts.

The Adriatic city and its indeterminacy is seen as an opportunity, including in the development of a new urban dimension.

Investigate and design within the relationship between built and unbuilt, with special attention to the synergy between the different scales of intervention. This forms the basis for identifying new shares and to obtain results that can improve the quality of life not only within their own home and work space, but also the urban space immediately neighbor. A kind of multiplication of the benefits generated by the study of the dynamics, at different scales, are exemplified in: center-periphery, lived-abandoned, outside-inside, covered-uncovered, permeable-waterproof, spontaneous-organized green, etc.

The survey is carried out with greater focus on to the ordinary rather than the extraordinary. Or rather what we want to convey is the desire to highlight the mechanisms through which we can accelerate the transfer process between exceptional practice in everyday practice.

The object of our interest conditions are:

inhabit domestic space  
inhabit the retail space  
inhabit the city

Guests (see attached poster) were urged not so much to talk about their successes in an uncritical way, but rather to point out the problems; to focus on the "battle" to achieve certain results, rather than dwelling on the results.

From this conference, we can begin to build a map of problems and a list of proposals that the research team may submit to the authorities and stakeholders in a second round. For next fall, at the conclusion of the search, it will be organized an event with administrators, associations, enterprises, to share experiences and evaluate possible proposals.



## SCIENTIFIC COMMITTEE

Maria Federica Ottone (Coordinator) Arch., PhD, Deputy Director of SAAD, Associate Professor in Environmental Design  
University of Camerino - School of Architecture and Design  
Umberto Cao Arch., Full Professor in Architectural Design  
University of Camerino - School of Architecture and Design  
Jon Marco Church PhD, Associate Professor of Regional Development, Sustainability and Politics  
University of Rheims  
Roberta Cacci Grifoni Physicist, PhD, Assistant Professor in Environmental Applied Physics  
University of Camerino - School of Architecture and Design  
Andrea Dall'Asta Ing., PhD, Full Professor in Design of Architectural Structures  
University of Camerino - School of Architecture and Design  
Anna Rita Emili Arch., Assistant Professor in Architectural Design  
University of Camerino - School of Architecture and Design  
Antonio Flamini PhD, Director at School of Law, Full Professor in Civil Law  
University of Camerino - School of Law  
Giuseppe Losco Arch., PhD, Director at SAAD, Full Professor in Environmental Design  
University of Camerino - School of Architecture and Design  
Graziano Leoni Ing., PhD, Full Professor in Design of Architectural Structures  
University of Camerino - School of Architecture and Design  
Javier Neila Arch., PhD, Full Professor in Bioclimatic Architecture in a Sustainable Environment  
Universidad Politécnica de Madrid - E.T.S. de Arquitectura  
Massimo Sargolini Arch., PhD, Full Professor in Urban Planning and Design  
University of Camerino - School of Architecture and Design  
Andrea Vidotto Arch., PhD, Full Professor in Architectural Design and coordinator of Postgraduate Master in Housing  
University of Roma Tre - Department of Architecture

## PROGRAM COMMITTEE

Anna Bonvini Arch., PhD in Environmental Design  
University of Camerino - School of Architecture and Design  
Luca Bradini Arch., PhD, Assistant Professor in Multisensorial and Interface Design  
University of Camerino - School of Architecture and Design  
Claudio Camilleri Arch., Adjunct Professor in Building and Construction Evaluating  
University of Camerino - School of Architecture and Design  
Rosalba D'Onofrio Arch., PhD, Assistant Professor in Urban Planning and Design  
University of Camerino - School of Architecture and Design  
Alekos Flamini Dott. Arch., PhD in Industrial Design and Experimental Architecture  
University of Camerino - School of Architecture and Design  
Rosita Gabbianelli PhD, Associate Professor in Biochemistry and Molecular Biology  
University of Camerino - School of Pharmaceutical Sciences and Health  
Maria Chiara Invernizzi PhD, Associate Professor in Geology and Seismic Hazard  
University of Camerino - School of Science and Technology  
Andrea Lupacchini Arch., Assistant Professor in Design of Objects and Systems for Living  
University of Camerino - School of Architecture and Design  
Angela Leuzzi Arch., PhD, PENSYS Spin-off CEO and Adjunct Professor in Materials and Construction Elements Design  
University of Camerino - School of Architecture and Design  
Francesca Olivieri Arch., PhD, Assistant Professor  
Universidad Politécnica de Madrid - E.T.S. de Arquitectura  
Ludovico Romagnoli Arch., Assistant Professor in Architectural Design  
University of Camerino - School of Architecture and Design  
Monica Rossi Arch., PhD, Full Professor for Constructive Design and Energy Efficient Building  
HTWK Leipzig - Department of Civil Engineering  
Carlo Santulli PhD, Associate Professor in Materials Technology  
University of Camerino - School of Architecture and Design  
Sara Spuntarelli PhD, Associate Professor in Civil Law  
University of Camerino - School of Law  
Elio Trusiani Arch., PhD, Associate Professor in Urban Planning and Design  
University of Camerino - School of Architecture and Design  
Alessandro Zona Ing., PhD, Associate Professor in Structural Engineering  
University of Camerino - School of Architecture and Design

## ORGANIZING COMMITTEE

PENSYS ProEnergySystems, Spin-off  
University of Camerino - School of Architecture and Design  
Valeria Bianchini Arch., PhD candidate  
University of Camerino - School of Architecture and Design  
Timothy Brownlee Arch., PhD candidate  
University of Camerino - School of Architecture and Design  
Ernesto Cesario PhD candidate in Environmental Analysis and Energy Efficiency Applied to Computational Architecture  
University of Camerino - School of Architecture and Design  
Diana Lapucci PhD candidate in Computational Management of the Energy Efficiency in Public Buildings  
University of Camerino - School of Architecture and Design  
Simone Piro Arch., PhD candidate in Innovative and Sustainable Prefabricated Concrete Systems  
University of Camerino - School of Architecture and Design  
Enrico Prena Arch., PhD candidate in Computational Fluid Dynamic Applied to Environmental Analysis  
University of Camerino - School of Architecture and Design  
Pierfrancesco Prosperini PhD candidate in Facade Construction Systems and FEM Analysis  
University of Camerino - School of Architecture and Design

## TECHNICAL SUPPORT

CleverApp Spin-off  
University of Camerino - School of Sciences and Technology  
Raniero Carloni  
University of Camerino - School of Architecture and Design  
Luca Montecchiari  
University of Camerino - School of Architecture and Design  
Andrea Orlando  
University of Camerino - School of Architecture and Design

