

PROJECT n. 5

Production and Narration in the Times of Green Economy. Rethinking Landscape Aesthetics

Thinking of a new form of relationship with the landscape requires the development of environmental ethics that starts from redefining the connection between territoriality, anthropic action and production practices. Within the project, the landscape will have to be studied and analysed under the material and ideal aspect: if, on the one hand, each landscape involves a series of peculiarities on the pedological, orographic and morphological level, on the other hand, each landscape also expresses a "territorial dimension", a sort of wordless writing objectified in forms, structures, profiles, and activities.

The landscape, therefore, presents itself not only as a natural element but mainly as an anthropic product, a complex of signs capable of articulating an actual language with grammar and syntax. As the geographer J.-M. Besse explains, landscape is expression and therefore requires an art of reading, interpretation, hermeneutics, clinic, and even symptomatology. The complex (and sometimes ambiguous) notion of *terroir*, with which the set of territorial elements and anthropogenic practices operated on a specific context has been characterised up to now, shows how the landscape extends far beyond the pure and simple territory.

The project envisages a study focused on the notion of landscape worthy of new technologies and new demands solicited by the green economy. The goal is to build a model of territorial aesthetics capable of being applied in specific business and production contexts (such as wineries or olive-growing).

After an initial phase of analysis and recognition of the critical literature on the subject, addressing concepts such as those of autochthony, roots, territory, landscape, and the relationship between nature and culture, the fellow will have to carry out a period of collaboration of at least six months with the publishing house DeriveApprodi. They will have to follow the process of conception, implementation and dissemination of one or more editorial projects related to the "Habitus" series inherent to the themes of the research project.

The PhD student will therefore be required for research products both of a scientific nature (publications and specialised articles) and linked to the particular production sector and business context with which he will interact (such as the creation of multimedia food and wine maps, in which to apply the criteria of a renewed aesthetic of the landscape).

Tutor

prof. Francesco Valagussa

Partnership

DeriveApprodi srl

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