

Urban
Transcripts



SITHONIA 40°13'N 23°41'E

an international masterclass in
Landscape Architecture and Urban Design
9-15 May 2015, Sithonia Chalkidiki, Greece

OPERATIVE TERRITORIES
re-designing the landscapes of tourism

OVERVIEW

Operative Territories is an international masterclass spanning the scales of spatial intervention from architecture, to the city, to the landscape. It is open to students towards the end of their studies, recent graduates, and professionals in architecture, urban design and planning, and landscape architecture.

The masterclass operates within the territory defined by the challenges and the opportunities facing Sithonia in response to contemporary forms of tourism. The growth of tourism in a global scale has economic, social and physical impacts, in turn creating both benefits and disadvantages; while it generates economic growth and raises the incomes of individuals and nations it can also have adverse impacts on host societies and their environments. The strength of the tourism industry has managed to turn architecture and planning into instrumental commodities by detaching both disciplines from their place, in terms of cultural context.

Considering that this tendency jeopardises the sustainability of tourism itself, this masterclass aims to re-establish the relationships between architecture—cultural production—and the emerging contemporary and alternative forms of tourism—cultural consumption. Employing the disciplines of landscape architecture and urban design it aims to generate original ideas and design strategies which promote the development of sustainable tourism in Sithonia.

Through a 7-day programme of group work, site visits, lectures and social events, the masterclass will produce a set of design proposals for different areas of Sithonia. It will bring together about 50 participants who will join one of 7 units. Each unit focuses on a different area varying both in scale and location; it is supervised by one host and one guest tutor, bringing local knowledge and global expertise. External speakers from Sithonia will further complement project work, as will parallel activities and events. The final projects will be publicly presented and discussed in the presence of an international panel of critics. Seen in its entirety, the set of final projects will constitute an extensive and thorough intervention proposal for the larger territory.

Bringing together an international tutor team of architects, landscape architects and urban designers, Operative Territories is expecting to welcome an equally international group of participants who will produce a critical as much as original set of ideas and design proposals.

*Sofia Xanthopoulou // Workshop Director
Tonia Mavroudi // Workshop Coordinator*

Operative Territories is organised and led by Urban Transcripts, in partnership with the municipality of Sithonia and the postgraduate programme of landscape architecture of the Aristotle University of Thessaloniki.

¹ **operative:** a system or device capable of fostering combinational evolutionary developments based upon logics.

territory: a territory is no longer just a shape but also a complex system of relationships and events determined by successive defining layers of reference (physical but also demographic, biological) and the large networks (transports, energy, computerized diffusion, financial movements etc.) that articulate it among with simultaneous process of action and reaction are unleashed.

The Metapolis Dictionary of Advanced Architecture, ACTAR

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URBAN TRANSCRIPTS

The team

Urban Transcripts was born out of a desire to create a new tool through which to explore the city as a complex phenomenon in a participatory and cross-disciplinary way. It was initiated in 2010 as an annual programme of events such as exhibitions, conferences and workshops focused on and hosted in a different city every year. In 2013 Urban Transcripts shifted its activity from an annual event to a multitude of projects on the city.

Currently, our work encompasses:

- **Research:** study of the relationship of space to the development of urban socioeconomic phenomena
- **Events:** exhibitions, conferences, public events and workshops
- **Design:** architecture and urban design projects

Our collaborators are based in different countries in Europe and beyond, coming from professional practice, academia, research and the creative industry. Within this international and inter-disciplinary network of directors and associates, our projects are run by different per-project teams tailored to the specific needs of each project and its context.

Mission

Our central mission is the advancement and production of work that better the city, improves the built environment, enhances the quality of life in it and furthers the understanding of the city as a complex phenomenon. We aim to employ a synergy of disciplines and media, as well as a corporate and working structure that advances a global-local network operation, bottom-up innovation and public participation.

Service to the city

Our service to the city aims at the production of projects which respond to the urban challenges of the future, with a focus on achieving socio-economic sustainability through spatial design; they bring together the 3 key sectors of our activity: research on the city, public participation and community engagement, architecture and urban design. We aim to address urban challenges in a holistic approach: through research we identify the flaws in the urban process and propose viable alternatives, through public participation we engage the local community as a partner in the urban development process, through architectural and urban design we are able to work towards specific interventions in the urban fabric which, integrating both expert research and public participation, achieve long-term sustainable outcomes for the city and its citizens.

FOCUS

FROM A PRESENT PROBLEM

Tourism, in general terms, is defined as the travel for recreation, leisure, religious, family or business purposes for a short period of time. Even better as Hunziker and Krapf defined it is “the sum of the phenomena and relationships arising from the travel and stay of non-residents, insofar as they do not lead to permanent residence and are not connected with any earning activity” (1942). Its impacts in many cases can be of vital importance. Its importance was recognised by the Manila Declaration on World Tourism of 1980 as “an activity essential to the life of nations because of its direct effects on the social, cultural, educational and economic sectors of national societies and on their international relations”.

Architecture and urban planning have been always constructing tourist destinations. Both disciplines stand out as leading actors since they apart from facilitating investment, synthesising the requirements of comfort and entertainment, organising activities, technologies and spaces, they also create identities and produce the imagery and iconography associated with the tourism investors' branding.

The tourism industry had been mainly built around the production of symbols to be gazed upon (Urry, 1995). Its power managed to often turn architecture and planning into instruments and commodities of tourist consumption such as tourist destinations built under the concept of 'Mass tourism'¹ or the concept of the 'Bilbao effect'. Both cases seem to work perfectly in places lacking a there, keeping architecture isolated from the local culture, economy, and identity of a place (genius loci); the tourist takes the role of a simple observer of the place's pragmatic landscape without experiencing or interacting with it.

¹ Mass tourism is described as a social phenomenon, which is as deeply embedded in European society as it is in the built landscapes of the Mediterranean coast. It was developed along with the development of technology and transportation networks and systems, which allowed the movement of large numbers of people to places of leisure in a short period of time in order to enjoy all benefits of leisure based on the triptych sun, sea, sand (3s axis).



TO A FUTURE SCENARIO

"You never change things by fighting the existing reality. To change something, build a new model that makes the existing model obsolete."

Buckminster Fuller

Alternative tourism emerged as a rejection of mass tourism. It is a fashionable idea that "the tourist becomes a traveller and seeks for authentic experiential and tourism services beyond the triptych sun, sea, sand (3s axis) and shifts towards the triptych education, entertainment, environment (3e axis)"². Eadington and Smith defined alternative tourism as "forms of tourism that are consistent with natural, social and community values and which allow both hosts and guests to enjoy positive and worthwhile interaction and shared experiences" (1992). Under this concept, tourists move away from the notion of gazing of tourist sites³, so called "spectacles of places" (Urry, 1995), or the one of consumption of tourist commodities, and move towards the notion of performance, where they can actually experience the landscape of their travelling destination and its dynamics.

Contemporary tourism has evolved based on the concepts of alternative tourism and

can be addressed in current forms and hybridisms among old and new tourist and travelling trends where the landscape has a bigger role. A new kind of tourist 'products' derives from the dynamics of place and offers unique interactive experiences.

A landscape is actually the dynamically changing context of a place. A context which is defined by the combination of natural, ecological, geographical, historical, cultural, aesthetical, social elements, and economic parameters. "As a place's landscape is the built up consequences of a place's identity process, so too tourism is the practise of deciphering identity from clues in the landscape of a place" (Daniel C. Knudsen, Anne K. Soper, and Michelle M. Metro-Roland, 2004).

Under this framework, the disciplines of Landscape Architecture and Planning, are set to take the leading role in generating strategies and ideas according to the demands of contemporary tourist development. Through proper planning the landscape's dynamics can be exploited and specific qualities of a place—natural, ecological, geographic, historical, cultural, aesthetic, and social—can be enhanced in order to reform or strengthen the identity of

² "The terms tourism and travel are sometimes used interchangeably. In this context, travel has a similar definition to tourism, but implies a more purposeful journey. The terms tourism and tourist are sometimes used pejoratively, to imply a shallow interest in the cultures or locations visited. By contrast, traveller is often used as a sign of distinction. The sociology of tourism has studied the cultural values underpinning these distinctions and their implications for class relations" (Edensor, 1998).

³ "The fundamental characteristic of touristic activity is to look upon particular objects or landscapes which are different from the tourist's everyday experiences" (Gaffey, 2004).



a place and turn it into an ideal travelling destination.

The emerging contemporary forms of tourism relating to the landscape and its dynamics can be major catalysts towards the development of territory. With this in mind, the **Operative Territories** masterclass invites architects, landscape architects and planners to respond to the needs of growth of contemporary tourism by working with the place, and not against it and give answers to questions such as:

-Which forms and concepts could accelerate the development of sustainable tourism in Sithonia?

-What kind of policies and strategies should be followed in order to achieve this?

-Who are the actors involved and what kind of actions can transform Sithonia to the operative territories of sustainable tourism?

What is the role of its landscape and what are the impacts on it?

-What kind of architecture and planning should be generated and respond to the needs of these contemporary forms of tourism and travelling?

Employing the toolkits of landscape architecture and urban design participants are challenged to "re-design the landscapes of tourism" in Sithonia and transform it into a 4-season travelling destination.

REGISTRATION

To register for this masterclass email us at chalkidiki@urbantranscripts.org

with

1. **Your name, surname, and contact details.**
2. **A brief statement about your interest in this masterclass.**
3. **The units you are interested in participating. Please indicate 4 or more units in order of preference**

Should you be interested in accommodation and/or travel options provided (page 11), please indicate your requirements.

Participation fees

150 euros

Registration lasts while places are available.

Registration is complete once fees are paid. Fees are payable by bank transfer, credit/debit card, or PayPal. Payment instructions are provided at the time of the registration.





ELIGIBILITY

Participation is open to both students and professionals. The master class will be of particular interest to architecture, landscape architecture, and urbanism students past their 3rd year of study, postgraduate students, and recent graduates.

VENUE

The master class studio will be at the Former Primary School of Sykia, 630 72, Municipality of Sithonia, Greece.

UNITS & ACTIVITIES

The master class is structured on 7 independent units and common activities. Each participant follows one of the 7 units proposed as well as the transversal activities shared by all units. Participants are requested to indicate their preference for each unit at the time of registration. We aim to match preferences as closely as possible considering availability and demand.

ACCOMMODATION

There is available accommodation for participants at Sarti. Sarti is located 11,3 km away from the workspace at Sykia village. The cost of accommodation is 10 euros per person and per night. All rooms are twin/double and equipped with internet connection. Participants are requested to indicate their interest in this option at the time of registration. Further details will be provided.

TRAVEL INFORMATION

Participants coming from abroad can fly to Thessaloniki and then travel by bus to Sarti, Sithonia. The journey time by bus from Thessaloniki to Sarti is approximately 2h30min. A bus will be arranged departing from Thessaloniki on Friday 8 May in the evening. Participants are requested to indicate their interest in this option at the time of registration. Further details will be provided.

During the workshop a bus will also be arranged for travel purposes.



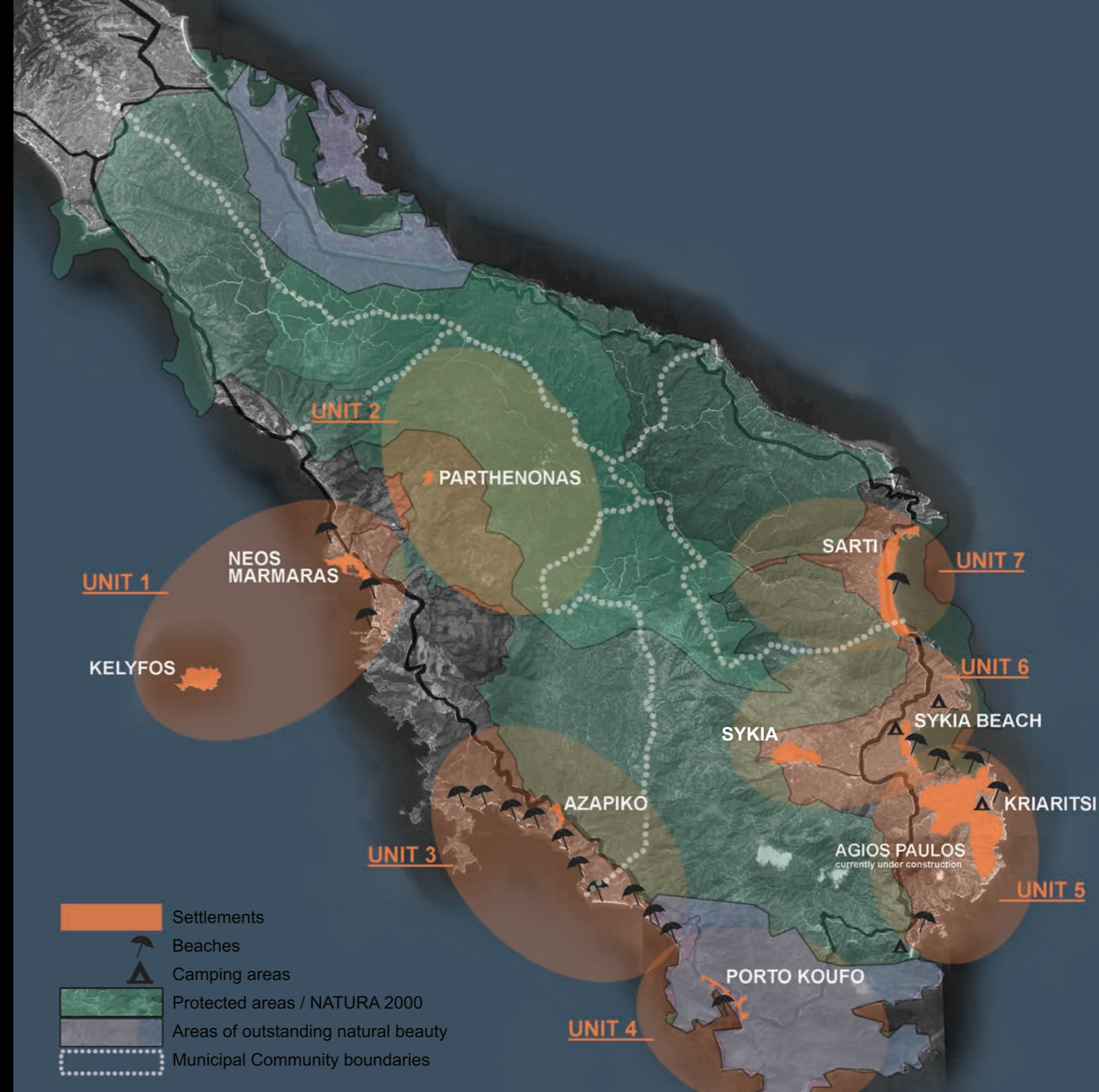
PROGRAMME

	09	13 14	17 18	21
SATURDAY 09.05	WELCOME EVENT & LECTURES	SITE VISITS	SITE VISITS	
SUNDAY 10.05	GROUP WORK	LECTURES	GROUP WORK	
MONDAY 11.05	GROUP WORK	LECTURES	MASTERCLASS DINNER	
TUESDAY 12.05	GROUP WORK	GROUP WORK	INTERNAL REVIEWS	
WEDNESDAY 13.05	GROUP WORK	GROUP WORK	GROUP WORK	
THURSDAY 14.05	GROUP WORK	GROUP WORK	GROUP WORK	
FRIDAY 15.05	GROUP WORK	PROJECT PRESENTATIONS	CLOSING PARTY	

The internal planning for each day may vary. The week's detailed planning will be handed out to participants before the beginning of the workshop.

THE 7 TERRITORIES

- 01. DESIGNING ATMOSPHERES**
SENSORY SITES AND THE PURSUIT OF ENJOYMENT: LANDMARKS OF SENSESCAPES
- 02. CO-OPERATIVE TERRITORIES**
THE 'AMATEUR' IN SITHONIA FOREST
- 03. EXPERIENCING AZAPIKO**
A SYNERGY OF ARCHITECTURE AND NATURE TOWARDS ALTERNATIVE FORMS OF TOURISM
- 04. THE HORSESHOE TALE**
NEW NARRATIVES FOR THE TOURIST DEVELOPMENT OF PORTO KOUFO
- 05. PLUG-IN LANDS**
THE TRAVELER'S TEMPORAL ATTACHMENT IN SITHONIAS'S LANDSCAPE
- 06. NETWORKED ECOLOGIES**
ALTERATIVE LANDSCAPES OF TOURISTIC EXPERIENCES
- 07. SARTI'S EPIPHANY**
SPATIAL NAVIGATIONS IN MEMORY, CREATIVITY AND PLEASURE



01. DESIGNING ATMOSPHERES

SENSORY SITES AND THE PURSUIT OF ENJOYMENT: LANDMARKS OF SENSESCAPES

Key words:

Experiential Design, Sensory Perception, Mental Maps, Sensewalking, Phenomenology, Sensory Urbanism

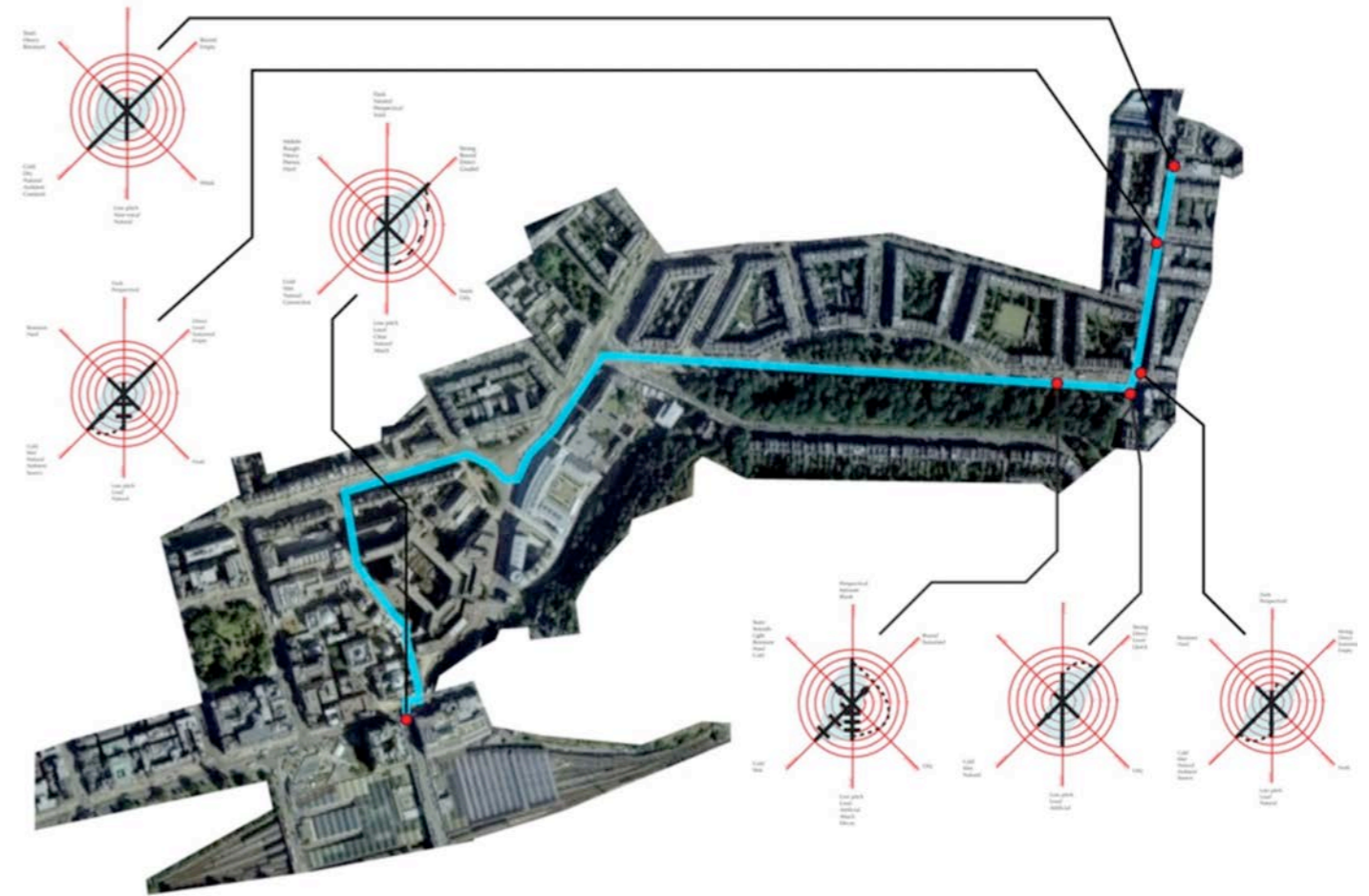
Carolina Vasilikou // guest tutor

Giota Mouratidou // host tutor

The starting point of the unit is to critically interpret the idea of experiential tourism emerging in operative territories through sensory atmospheres formed by the overlapping of local sensescapes. The location of the unit territory next to the famous Porto Carras resort of 'all-inclusive' high-end tourist destination provides a great opportunity to critically engage designers in creating the framework for the needs and new forms of contemporary tourism expressions. The settlement of N. Marmaras and the Kelyfos Island provide a coastal landscape of unique sensory, morphological and cultural character. The waterfront, seaside settlement, and natural landscape, become the background of creating atmospheres, paths, and points, of sensory interest in the traditional landscape for alternative short-term travelers. Sensescapes¹ take therefore the role of an educative vehicle of understanding the cultural heritage of the place and experiencing the landscape.

¹ Sensescapes is the landscape of the senses, as it is formed through the study of the quality of atmospheres, nature and the environment, the human body and health. According to Cedric Price, 'mental, physical and sensory well-being is required', as improving the quality of the urban environment becomes now more than ever a necessity. Instead of returning to a conception of the environment as purely climatic or visual, sensescapes take into consideration the whole spectrum of perceptual experiences that make up the sensory realm, beyond the visual dimension. Material and tactile properties, the control of temperature, humidity, and odours, along with acoustic qualities are increasingly fundamental to the definition of urban spaces.

Image1: Sensory Notation, an assessment of sensewalking techniques developed by Raymond Lucas (2010).



AIMS & OBJECTIVES

The tourist encompasses the concept of the short-term traveler, the flâneur and the collector of embodied ambiances, diverse atmospheres, and enjoyed moments. The study of structures of experience and the appearance of sites as they occur in the temporality of travelling is instrumental to the pursuit of enjoyment.

Building upon the main concept of embodiment, which is based on multi-sensory perception, this unit will aim to consider the production of place enjoyment through the interaction of the landscape—urban and natural—with the different senses, visual and non-visual. The objective of this unit is to evaluate current tourist structures as they are experienced in the landscape of N. Marmaras and Kelyfos Island and to programme and propose

innovative design solutions for experiential contemporary tourism scenarios.

Through a series of sensewalking² and observation techniques, the objective is to offer a more complex analysis of the qualities, comforts, connections and sensory dimensions of tourist life in a seaside landscape. From light and serial vision to natural sensescapes, to water and microclimates this approach aims to provide a holistic experiential analysis and design process. The experience of physical, material environments, their sensory properties as well as their embodied experience by people-place interactions are central in order to re-establish the relationship between cultural production and the emergent forms of touristic activities.

² Sensewalking techniques have been born through the emerging development of sensory urbanism as a research methodology to investigate and analyse the experience and use of space. Originated from social sciences, researchers from across disciplines utilise sensory walking, soundwalks, thermal walks and smell walks as a means to focus on particular sensory experiences and express personal and intimate relationships with a place.



Image 2: Surrealist and situationist perception of space by Helena Elias & Maria Vasconellos from the book *Sensory Urbanism* (2008).

WORKING METHODS & TOOLS

The focus on the sensory realm and its effect on the pursuit of enjoyment extends to an inclusive experience of not only distal senses such as sight and hearing, but also including proximal senses like smell, taste, touch and thermal perception. This multi-sensory approach is critical to the embodiment of the dynamic interaction with the built and natural environment and the exchange of matter and information. The group will be called to use design interventions to govern both the factual 'measurable' as well as the 'perceived'. Emergent forms of tourism are therefore explored under the lens of the relation between the perceived and the real, with the designer being placed in the centre of the experiential system of cultural production and operative territories.

The design process in this unit is based on on-site research and design development. This unit will work as a design and research group to explore the diversity of atmospheres in the area of N. Marmaras and Kelyfos Island and identify landmarks of sensory paths. Sensory mapping, sequential analysis, notations and sensewalking techniques will be used to collect data that will structure an evidence-based design process of emerging tourist sensescapes and activities. In particular, spatial, temporal, and sensory networks will be identified with a special focus on built and natural boundaries, connections between sensory sites, and the architectural expression of discovering landmark paths for the traveler.



THE TERRITORY

The territory of the unit is composed by an inland part of Sithonia peninsula, N. Marmaras and its surrounding area and landscape, and “Kelyfos” or “Chelona” island.

The inland part mainly includes “Neos Marmaras” settlement and extends from “Porto Carras” (a huge resort built in the 1960s) to “Paradisos” (A small and sparse seaside holiday settlement) and has two natural borders, the slopes of Mountain Itamos to the east and the coastline to the west. Mountain Itamos extends along the whole Sithonia peninsula, being the north edge of a natural bay with an open view towards the Toroneos Gulf. The coastline has the typical characteristics of Chalkidiki such as lots and successive bays, sandy beaches, and a quite rich flora. It is an area located in a mountain basin with natural streams flowing through it and into the Aegean sea, It has a Mediterranean landscape characterised by large areas of olive groves and vineyards and a big variety of trees and shrubs, mainly conifers like Pine trees and European Yews, covering a big part from up the mountain to all the way down to the coastline.

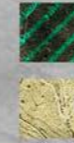
The whole territory is interconnected with several pathways and routes, linking Neos Marmaras and Porto Carras with the mountain (Natura 2000 protected areas) and the coastline. Thus, the territory turns to be ideal for the development of various inland activities like hiking, horse riding, and cycling, apart from the water ones such as diving and boat trips.

“Neos Marmaras” is a seaside settlement of approximately 3300 inhabitants, founded in 1924 by Greek refugees. It is built between the coast and the slopes of Mountain Itamos. It used to be a property of Agios Grigorios monastery of Mount Athos, thus there are still some of the buildings of the monastery’s terrain, dating from 1905 (Tripotamos area). During the summer time, Neos Marmaras is one of the most cosmopolitan and vibrant areas of Sithonia peninsula, with quite developed tourist activity. Most of the its inhabitants practice as fishermen, farmers (mainly producing agricultural products such as honey, olives, oil, wine and honey) or are employed in enterprises related to the tourist industry.

“Kelyfos” or “Chelona” island is an uninhabited island situated in Toroneos gulf, approximately 5, 8 km southwest from Neos Marmaras. It took its name from its shape as seen from a distance. It covers about 70Ha with maximum altitude of 148 meters. The biggest part of its land is covered by pine and olive trees. It lacks a ground connection with the mainland; it can be reached only by private boats. Despite the fact that its inland landscape is not very friendly to the visitor and its accessible zones limit themselves to the coastal perimeter, it is a designated destination for swimming and diving. The island is quite unique due to the large depths of the sea around it and the rich life of its seabed; there are many organised tours visiting its caves as well as scuba diving activities.

Map: Panagiota Mouratidou

1. Parthenonas traditional village
2. Wastewater treatment plant
3. Cemetery
4. Neos Marmaras marina
5. Neos marmaras secondary school
6. Neos Marmaras elementary school
7. Football field
8. PortoCarras golf course
9. Luxury marina
10. Luxury Hotel Meliton
11. Village Inn hotel
12. Sithonia thalassotherapy & spa
13. Beach bar Cohi
14. Neos Marmaras beach
15. Porto Carras private beach
16. Winery



Natura 2000 Protected Area / Birds Directive Sites (SPA)

Fields

Paradeisos settlement

Neos Marmaras

Kelyfos (or Turtle) island

Porto Carras

02. CO-OPERATIVE TERRITORIES THE 'AMATEUR' IN SITHONIA FOREST

Key words:

Dynamic Tool, Amateur, Co-operation, To-Gather, To-Adapt

Pauline Lanier // guest tutor

Vasilis Charistos // host tutor

*"The Art of the Life consists of a
Readjustment Constant In the environment"*
Proverb Taoist

Parthenonas and its landscape is a unique site. Away from beaches and mass-tourism attractions, it seems to be the heritage spot of Sithonia peninsula. It is a place of culture, nature and, active tourism; appealing to the discerning tourist, the amateur .

Based on the concept of the amateur this unit will develop a new approach and strategy for the territory working on sharing knowledge, know-how, and the joy of making things. In a constantly uncertain world, a frozen answer would be out of date before it has any seal of approval. Thus, through collective intelligence and through gaining an understanding of community exchanges, we will develop a collaborative tool, a process of re-inventing the territory in interaction with the socio-cultural and ecological context of Parthenonas and its landscape.

¹ In greek amateur is "ερασιτέχνης" (erasitechnis) = έρωσ (eros) - love + τέχνη (tech) – art. The amateur is the one who loves art (handcraft, knowledge, emotion, senses)

Image:
New Word Map from the book "Confucius et Les Automates", Charles-Edouard Bouée, ed Grasset et Fasquelle 2014



AIMS & OBJECTIVES

The Amateur & The Expert

The amateur could be defined as the opposite of the consumer. He is the one who develops, as a non-professional, driven by his love for doing things and even certain values. He is an active spectator in contrast to a passive consumer. He is the one who likes to know how things are made and function. He is the one who can even take action and get involved in making them. He is a doer in the Do-It-Yourself movement².

Experiencing the landscape and discovering the local architecture seem to be the activities and interests of an alternative kind of contemporary traveller rather than a consumer of mass-tourism. Communities of amateurs are growing today in several fields. They are sharing their knowledge thanks to tools (internet) and physical places (Fablab). In such cases there are several questions raised: How can we, as professionals, share our expertise of a specific territory?. Could we develop a strategy and a specific tool for the development of tourism and travelling in the designated territory?

As professionals, town planners, landscapers, and architects we can offer an expertise for a spatial proposal. But the world is moving and changing quickly: who can say what will tourism look like in twenty years? Exchange and sharing are thus necessary to the ever faster societal evolution. We have to invent the

tool(s) that will allow us, amateurs and professionals, to interact intelligently within our environment.

The cooperative tool

The unit will work, not on a solidified answer and top-down proposal, but rather on a strategy and a bottom-up process integrating all the actors, amateurs, and professionals. Aiming to introduce prospective tools that enable a process of continuous transformation of tourism in the territory, the unit will work towards an alternative strategy of cultural production, employing the pooling of competences around a prospective project: to develop tourism in Parthenonas.

WORKING METHODS & TOOLS

The unit will work in sub-groups, in a transversal way using tools such as:

- **An environmental approach:** expert assessment and accurate analysis of the territory with tools we know (observation, drawing, maps, analysis).
- **A social approach:** meet and interview people concerned by the project (inhabitants, tourists), explore and study existing communities.
- **An economic approach:** build an economic strategy, map and propose uses of the existing administrative tool and resources.

² Do it yourself, also known as DIY, is the method of building, modifying, or repairing something without the aid of experts or professionals. Academic research describes DIY as behaviors where “individuals engage raw and semi-raw materials and component parts to produce, transform, or reconstruct material possessions, including those drawn from the natural environment (e.g., landscaping)”. DIY behavior can be triggered by various motivations previously categorised as marketplace motivations (economic benefits, lack of product availability, lack of product quality, need for customisation), and identity enhancement (craftsmanship, empowerment, community seeking, uniqueness), (Wolf & McQuitty, 2011).

Image: European 12
– site of Fosse – laureate project



01 SCIC
02 SCOP
03 Commune
04 Financier public
05 Patrimoine public
10 Mairie d'œuvre
11 Conception architecturale
12 Ingénierie
13 Maquettistes
14 Compagnons

THE TERRITORY

The designated territory is located in the centre of Sithonia peninsula. It includes the traditional settlement of Parthenonas and its surrounding landscape covering a big part of the forest of Mount Itamos.

Parthenonas is the only inland settlement of Sithonia at an altitude of 320m. Having faced total abandonment by its local population in the 1970s, Parthenonas has regained life the last decades due to foreign investments that brought back the natives' interest. Its connection with the settlement of N. Marmaras and its location, away from the crowded beaches and offering a picturesque view of Toronaios bay, have turned the settlement into a destination of unique interest opposed to and unaffected by the negative impacts of the practices of mass tourism. Today, parthenonas is one of the two institutionally protected traditional settlements of Chalkidiki with a considerable number of renovated buildings, all typical examples of traditional Macedonian architecture, that can form a cultural basis for its future tourist development.

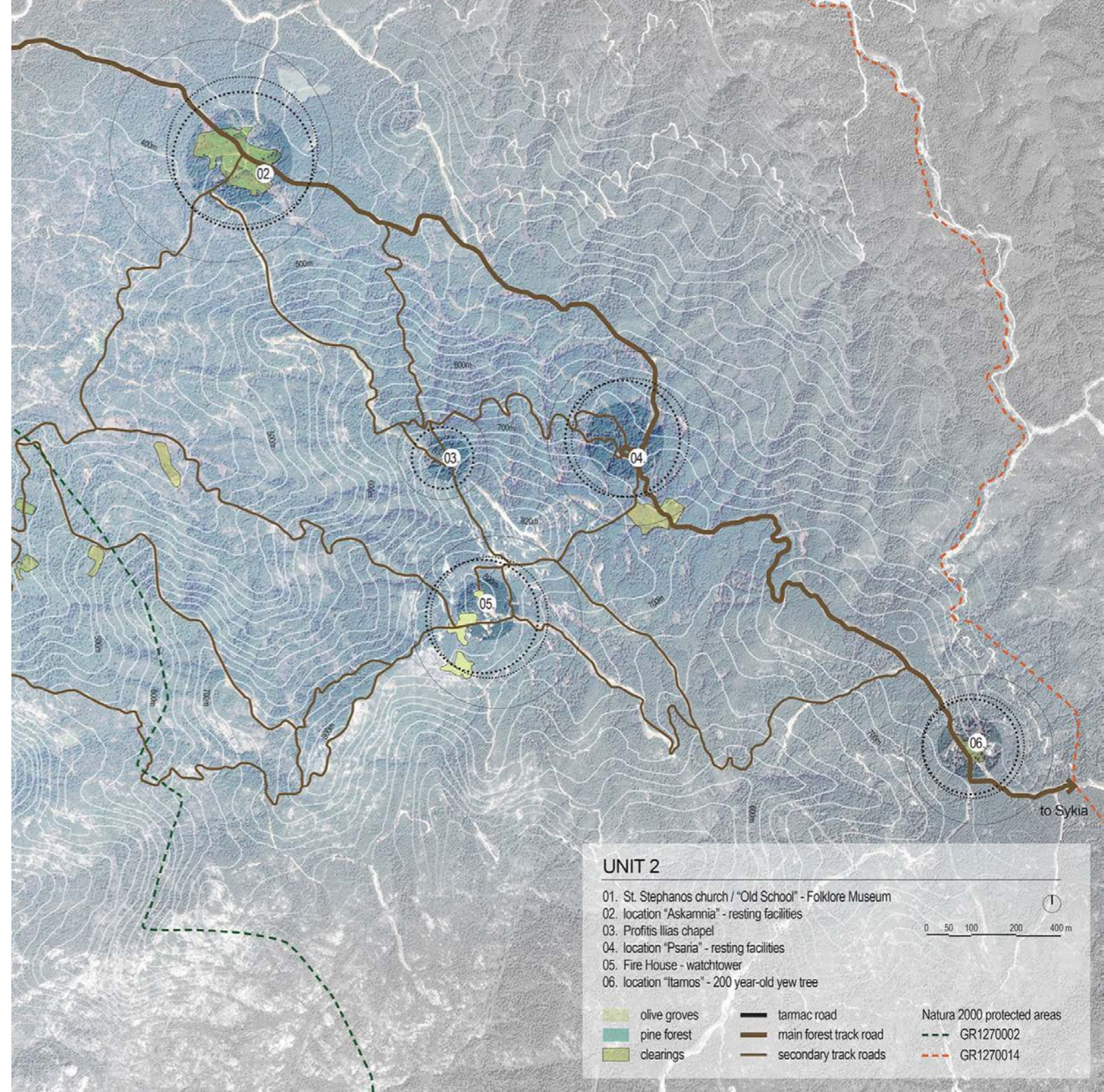
Adjacent to Parthenonas settlement lies a pine forest which extends to the top of Mount Itamos or Dragoudeli (823m). The forest, a Natura 2000 protected area (GR1270002, GR1270014), is home to many indigenous species of the Mediterranean flora and fauna, all together forming a rich biodiversity ecosystem.



Still untouched by the summer flow of tourism, the major threat for the ecosystem balance comes from wildfires, illegal hunting, and logging. Human intervention in the forest is limited to a network of track roads and pathways, linking a series of clearings (Livadia, Psaria, Itamos). The particular road network serves a series of activities, organised by the Parthenonas cultural association and the guesthouse owners, such as hiking, mountain bike, horse riding, as well as 4WD tracks.

The scenario that remains to be found is one able to reveal the hidden potential of the area without it losing its individual identity, making use on a year-round basis of the role of Parthenonas as a threshold to and from its landscape.

Image: Vasilis Charistos
Map: Vasilis Charistos



03. EXPERIENCING AZAPIKO A SYNERGY OF ARCHITECTURE AND NATURE TOWARDS ALTERNATIVE FORMS OF TOURISM

Key words:

Views, Alternative Routes, Shelter, Wildlife, Water, Landscape Art, Microclimate Pedestrian Movements, Active Pursuits, Ecosystem,

Sabine Hogenhout // guest tutor

Kiki Deliousi // host tutor

“Modern traveling is not traveling at all; it is merely being sent to a place, and very little different from becoming a parcel.”

John Ruskin, 1856

This has become even more apparent in our society where, following the rise of the middle class and advanced industrialisation, transport and tourism have become highly accessible to the masses and the act of travelling has turned more into a passive routine. This unit of the masterclass will seek to enhance the experience of travel and discovery, as well as the appreciation of the natural landscape of the local destination.

Image: Jensen & Skodvin Arkitekt-
kontor, Liasanden Alvaro



AIMS & OBJECTIVES

The location of this territory, with its sandy beaches and natural bays, easily evokes generic images of overcrowded beaches in summertime. In this unit we are looking for an alternative to this image, in which visitors can become more conscious about their surroundings and can enjoy an experience that is closely linked to the area they stay in.

The concept of sustainable tourism is widely used and defined. We describe it here as a form of contemporary tourism with minimum impact on host environment and provides alternative activities that enable visitors to get in touch and experience the place and interact with the local community.

“Nature is painting for us, day after day, pictures of infinite beauty if only we have the eyes to see them.” (John Ruskin)

We are going to research the territory for its natural beauty and potential as part of a route in which the landscape can be discovered. The work will be focused around the genius loci of the territory and how architecture, as a discipline, can provide a potential and a perspective that can benefit the area while keeping it unrevealed. An architecture that is subordinate and sensitive to its environment and focuses on an experience that changes from day to night and from season to season. We will envisage architectural solutions in which a synergistic synergetic relationship with



nature can be created. How can nature assist with, or take over some of the functions of architecture, such as shelter and the creation of a specific internal microclimate?

Within this context, any intervention should be imaginative, considerate, and delicate, showcasing the unique character of the area and enhancing the visitor's experience of the location and its nature. Issues of sustainable tourism, such as the involvement and awareness of the local community in it, the conservation of the natural environment, the improvement of the local economy, the introduction

Image: Biotope, Birding Varanger day and night

WORKING METHODS & TOOLS

of alternative ways of mobility, the implementation of renewable energy resources and the use of local materials, should all be addressed. The design area of the unit constitutes a fertile field for an ecotourism that can combine relaxing and activity-oriented sustainable vacations for both foreign guests and local inhabitants.

The unit is aiming to design a place of travelling experience that is profoundly different from the travelers' daily life and evokes distinct thoughts and emotions. *“There are moments in our life when we accord to nature in plants, minerals, animals, landscapes, as well as to human nature in children, in the customs of country people and of the primitive world, a sort of love and touching respect... Every sensitive person who is not wholly lacking in feeling experiences this when he wanders in the open air, when he lives in the country or lingers among the monuments of ancient times.”* (Friedrich Schiller 1981)

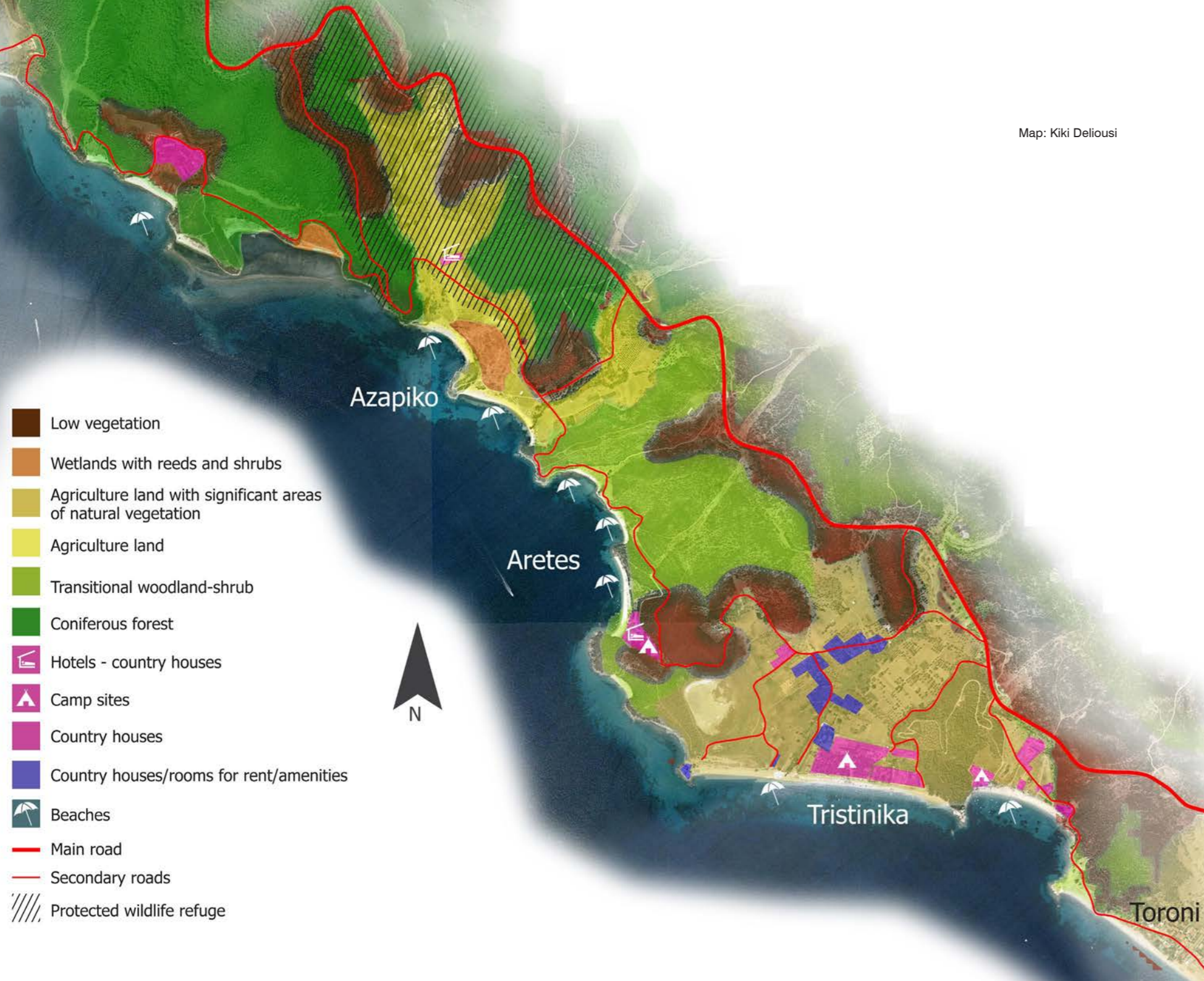
The unit will start by researching the territory under the concept of sustainable tourism. We will use several tools to map what we found and experienced on the site. This will take us on into developing scenarios, ideas, and interventions, by means of sketching, drawing, and collages.

The design proposals will look for alternative tourist experiences within synergistic relationships between art, architecture and landscape.



Images: Code arkitektur, Tungeneset and Jensen & Siza, Sea Pool Porto

Map: Kiki Deliousi



THE TERRITORY

The study area is a natural formation of successive bays laying along the southwestern shore of the Sithonia peninsula, between the Neos Marmaras and Toroni settlements. It covers approximately 450ha and its focal points are the locations of Azapiko, Aretes, and Tristinika. The eastern border of the area is the main road that runs along the perimeter of the peninsula. Access is possible by car through a secondary network of narrow downhill roads that lead to a main coastal one.

The area is comprised of interlocking zones with various environmental characteristics and qualities, presenting significant biodiversity. A zone of exceptional sandy beaches bordering the clear blue water is followed by wetlands with reeds and scrublands. Moving uphill, different zones overlap each other: agricultural lands, mainly with olive trees and vineyards; conifer forest areas; transitional zones covered with mixed vegetation – pines, poplars, eucalyptus, mulberries are some of the species encountered. Within the designated territory there are pieces of land occasionally used for grazing, stockbreeding being a common activity in the region. Including and considerably sized piece of land is part of a larger protected wildlife refuge.

Even though the area is not officially characterised as one of “unique natural beauty” nor is it protected by Natura 2000, as is the majority of the peninsula, it is important to point out its relatively undisturbed natural environment. Human intervention is minimal and scattered. At the same time it is discernible and not always in coherence with natural surroundings. The beaches are not organised but there are some small-scale hotels and country-house settlements as well as three organised camping sites. Basic amenities, such as restaurants, mini markets, and a beach bar, are situated in Tristinika where the man-made environment becomes more evident.

In contrast to the adjacent areas, this site is less touristy, though a popular destination for free campers (even if free camping is forbidden by law). It could be argued that the site constitutes a transitional space, where the beaches are the epicenter attracting all visitors. Both the land and the sea are barely used for tourist purposes, as there are no pedestrian paths and alternative routes, or other attractors that could offer activities besides swimming and beach-related leisure.

04. THE HORSESHOE TALE

NEW NARRATIVES FOR THE TOURIST DEVELOPMENT OF PORTO KOUFO

Key words:

Topography, Mapping, Cartographic Narratives, Strategy, Stakeholders, Production

Fabiano Micocci // guest tutor

Zoi Karakinari // host tutor

Porto Koufo, located on the Southwest coast of Sithonia peninsula, is a beautiful and protected narrow bay rich in history. As a place of great natural and cultural resources, Porto Koufo claims to be re-discovered and re-branded in order take a key role in the regional and global map of tourism. With the historical closure of Fordism as a model of socio-economic progress, the relationship between tourism and landscape should be re-thought. The exceptional landscape of Porto Koufo and the potential features of its hidden narratives are the common ground to develop a model based on a small scale, experiential, and contemporary tourism.



Image: Mare Liberum,
by Yorgos Yerolymbos.

AIMS & OBJECTIVES

The unit aims to produce new cartographic narratives for Porto Koufo in order to let its latent potential to emerge and form a viable scenario for the present and the future of the area. The final product will consist on the elaboration of an appropriate strategy where these narratives will be merged into a coherent and achievable vision.

Students will be requested to engage in a close dialogue with the area of intervention and develop a sensibility towards a profound landscape analysis and a deep comprehension of local features. A new scenario for a tourism that is competitive while respecting local parameters will be generated. It will be developed based on the recognition of existing spatial patterns, unexploited natural resources, hidden potentialities, historical traces and memories. Furthermore, a crucial topic

is to recognise the involvement and the diverse interests of local stakeholders, and to picture a future commitment for new actors and partners.

The strategy should draw guidelines of how to build the suggested scenario on the basis of the preceded explorations. The tourist development will be foreseen as a suitable balance amongst socio-economic, cultural, ecological aspects, that derives from planning new synergies between landscape resources, local entrepreneurs, and inhabitants.

To sum up, the main objectives of this unit are: 1) to identify all the stakeholders (entrepreneurs, investors, citizens) that could be involved in the process; 2) to reveal, support, and reinforce the productive practices of the area; 3) to

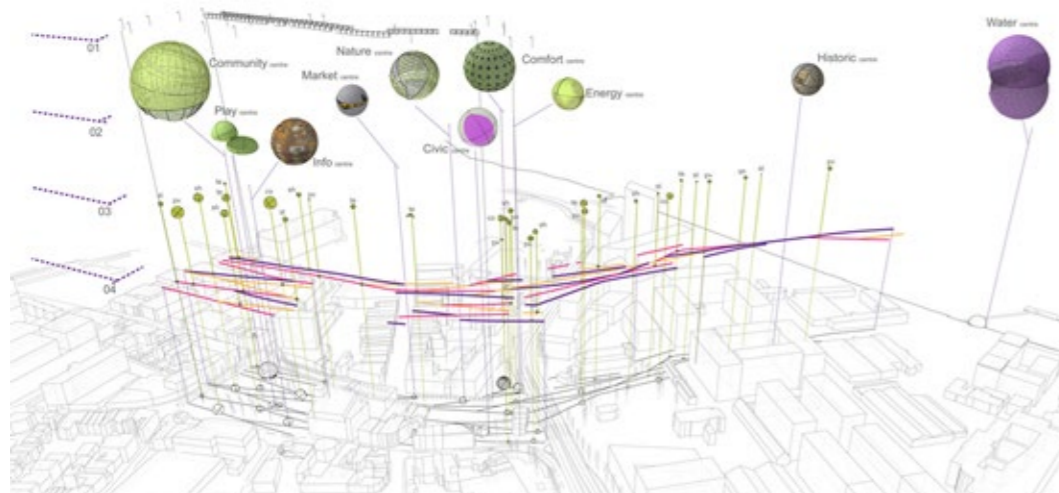


Image: Woolwich Squares, by Chora

WORKING METHODS & TOOLS

The unit is divided into three phases:

1. Landing and grounding on the site to disclose hidden topographies and to map uncharted conditions
2. Definition of a realistic scenario based on the strengths and the opportunities of the site
3. Building a holistic strategy to promote Porto Koufo as an alternative tourist destination.

upgrade the environmental qualities and to enhance the local physical features of a unique landscape; 4) to elaborate a master plan as a 'game-board' that integrates processes, agents, and actors, in the design space; 5) to implement principles of social, economic, and ecological sustainability; 6) to link historic and natural preservation with economic development; 7) to overlap narrative patterns with physical ones; 8) to build the cultural identity of Porto Koufo in relation to what could be recognisable for its high localness and distinctiveness.

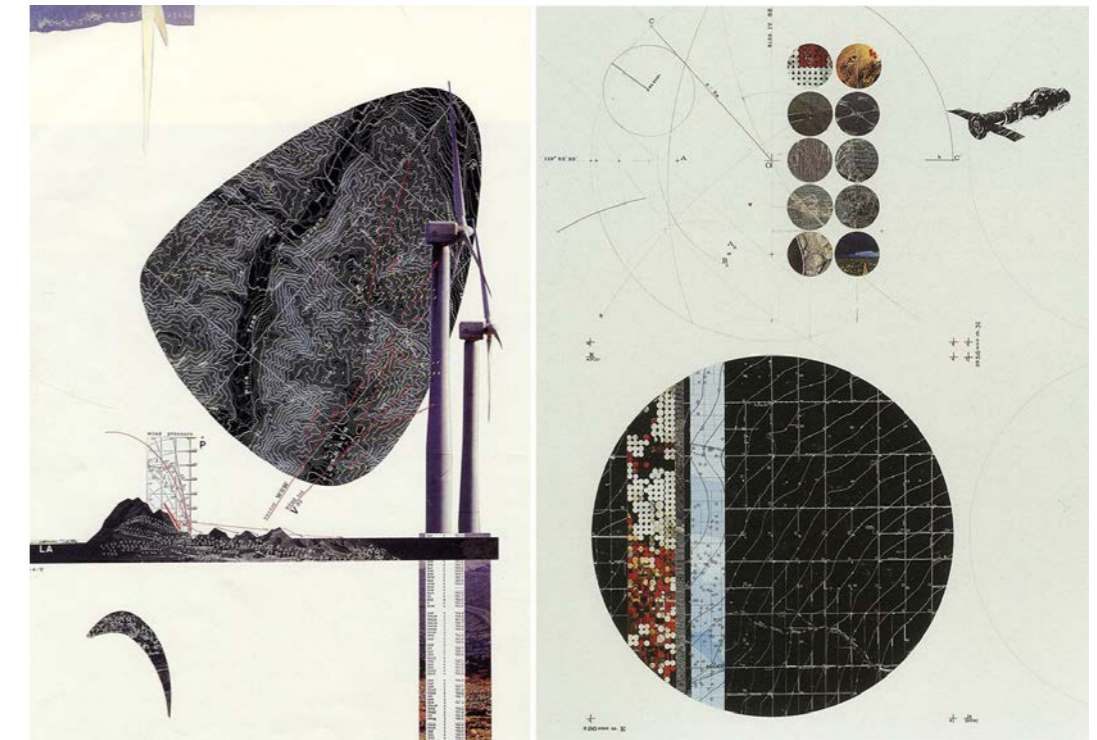


Image: Corner, J & McLean, A. (1996). Taking Measures Across the American Landscape. New Haven: Yale University Press. [online reference: <http://socks-studio.com/2012/10/29/taking-measures-across-the-american-landscape-by-james-corner-and-alex-mclean/>]



THE TERRITORY

Porto Koufo is located between the traditional village of Sikia and the ancient settlement of Toroni. Its narrow bay is the largest and safest natural harbor in Greece. The name 'Kofos Limin' (Deaf Harbor) was mentioned by Thucydides, the ancient Greek historian; ancient inhabitants bestowed this name on the bay because sea sounds could not be heard inside it.

Historically, the harbor was used as a military base by Turkish pirates and by German U-boats during World War II, taking advantage of its geographical location, its deep waters, and the direct access to the Aegean Sea. Within the wider area there are many fortifications, underground shelters, and platforms, which were built by the German army and are still visible today. Nowadays Porto Koufo is a tiny fishing settlement. It counts approximately 100 inhabitants and only some houses, a few tourist facilities, and camping sites on its outskirts. It lays along a 1.5km long beach with clean waters and fine sand. Most of the rest of the coastline is quite steep and not easily accessible with several small beaches and caves formed at its most rocky and steep parts.

Nature in the designated territory is characterised by an almost intact pinewood of young trees and steep slopes covered by the typical Mediterranean maquis. The physical connection between the beach and the forest is interrupted by the vertical sections of an old quarry at the Southeast

side of the harbor. A lagoon can be found on the South of the bay, known as 'Wetland Lagoon Porto Koufo'. The lagoon is part of a wider wetland mosaic: the lagoon of Porto Koufo together with the marsh of Toroni and of Tristinika constitute a network that hosts human activities such as logging, hunting, stock raising, with cultural, educational, and recreational values.

The landscape of the wider area of Porto Koufo is quite unique as an element of cultural heritage and biodiversity. It has been recognised in national law as 'Landscape of Outstanding Natural Beauty'. The area is protected by the Council Directive on the conservation of natural habitats and of wild fauna and native flora, and it is thus included in the European ecological network of special areas 'NATURA 2000'.

The uniqueness of the area is quite evident due to its multiple layers and overlapping topographies: the system of streams, the wetland lagoon, the watershed area, and the natural haven between the two peninsulas; the orographic system that comprehends the forested hills and the steep cliffs into a coherent landscape particularly valuable in terms of biodiversity; the historical sites; the sparse contemporary buildings. All these layers interlace the multiple permanent physical traces and immaterial narrations that distinguish this unique 'horseshoe' topography.

Map: Zoi Karakinari

05. PLUG-IN LANDS THE TRAVELER'S TEMPORAL ATTACHMENT IN SITHONIAS'S LANDSCAPE

Key words:

Traveler, Landscape, Temporary Housing, Identity, Occupation, Plug-in Structure

Stefanie Pesel // guest tutor

Andriana Limpa // host tutor

Tourism is a highly complex aspect of human life. Human life in a temporary context, a different place, a different time, yet with all its expectations, impressions, subtleties, and affections. Nowadays travelers visiting a place are increasingly interested in discovering, experiencing, learning about, and more intimately being included in the everyday life of their destination. Considering the significance of tourist spaces as connectors fostering social interaction and exchange, as well as a series of individual, subjective, emotional experiences, the focus of this unit is how the traveler will occupy, inhabit, and populate them in the future.

Image: Free Time Node Trailer
Cage, Archigram, 1967



FREE TIME NODE
TRAILER CAGE
RON HERRON-ARCHIGRAM
JUNE 1967

AIMS & OBJECTIVES

Since the identities of territories and the identities of human beings occupying them are interconnected, we have to picture not only the development of host- and guest-societies, but also, accordingly, their spatial transformation. By analysing the preferences of contemporary travelers as well as the imminent economic, political, social, and cultural developments of today's civilisation, the aim of this unit is to reinvent a vision of Kriaritsi focusing on alternative forms of tourism.

Addressing fundamental questions about spatial and human conditions will give us the opportunity to scrutinise the complexity of the relationship tourists form with people and objects, places and memories.

Where are the territories that will be occupied by travelers and why? How will they use them? Who will populate these spaces? How do they change at different times of the day and different days of the week? What happens when the seasons change? Where can we find spaces that have the potential to generate a relationship between hosts and guests, between reality and imagination, between desire and fulfilment? What creates identity?

But also: How can architecture, urbanism and landscape design enhance Kriaritsi's potential for contemporary tourism? What will provide the site's identity? What is the role of agriculture? How can the Natura 2000 Area be protected while being used



Image:
Eco-Pods, Housel + Yoon, 2009

WORKING METHODS & TOOLS

for touristic purposes at the same time? How can the infrastructure of the planned settlement contribute to the enhancement and regeneration of the territory? Can it be used as a plug-in structure for temporary housing? How are the camping areas organised? What kind of strategy can trigger alternative tourist approaches and enhance sustainable forms of tourism?

The special character and identity of the territory, built by history, culture and natural phenomena, creates a certain degree of uniqueness; it reveals a great potential for flexible, non-permanent occupation, as well as utterly pure and authentic qualities and experiences. We will use the territory's identity and potential instead of a programme to define a place's use. We will think in terms of adaptable systems instead of rigid structures. Such an approach will give us the opportunity to organise spaces that are able to accelerate forms of contemporary tourism and react to their needs.

The ultimate objective of this unit is an intervention proposal, able to inspire both inhabitants and visitors, that leads the way towards sustainable forms of tourism and transforms Kriaritsi into an ideal destination for contemporary travelers.

We will use the tools of psychogeography to explore the territory and its spaces. Site visits and personal walks will allow participants to experience their surroundings in an individual way. By means of recording and mapping experiential data we will produce a set of diverse interpretations of the territory's natural and man-made features. Illustrating how travelers and inhabitants occupy the territory will enable us to design a smart strategy that responds to the upcoming needs and values of contemporary tourism.

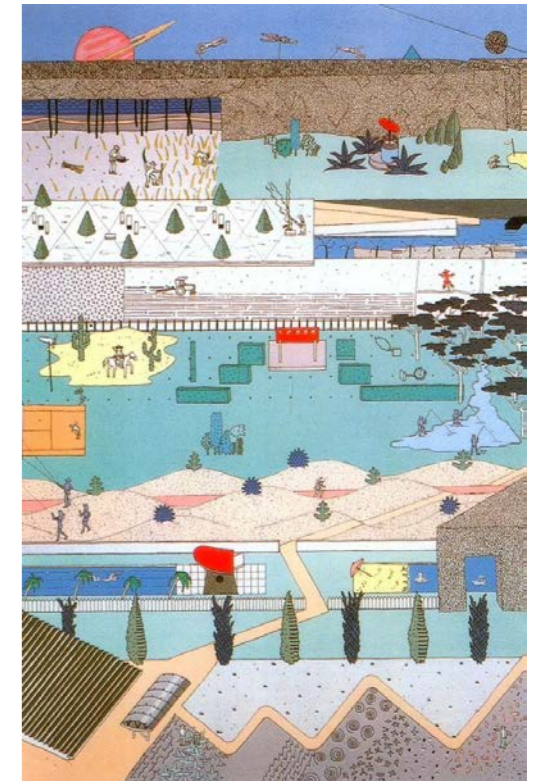


Image: Parc de la Villette,
"Density without Architecture",
Rem Koolhaas, 1983

THE TERRITORY

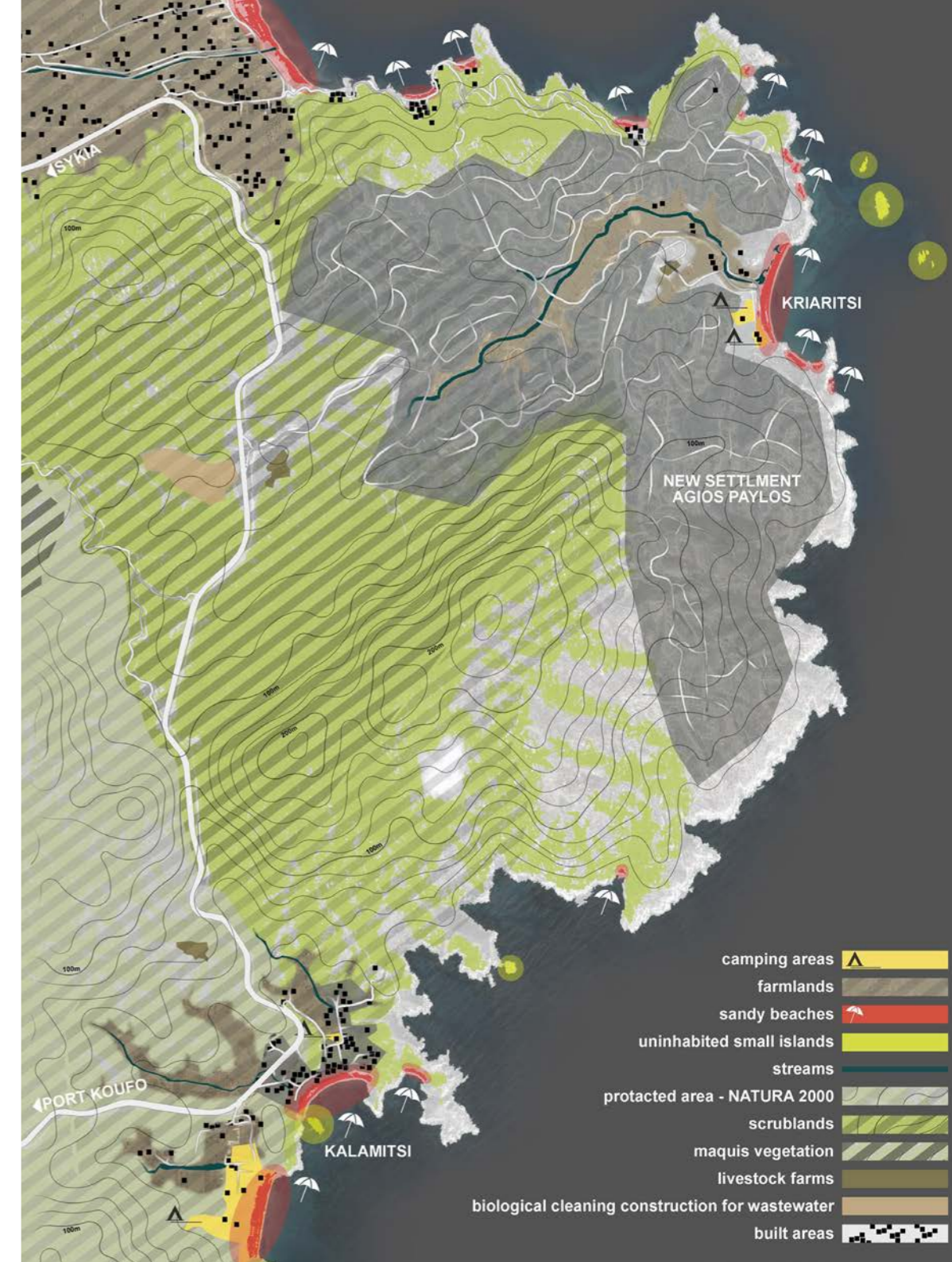
The territory of this unit extends along the wider area of Kriaritsi, in the southeast of the Sithonia peninsula. Its landscape is characterised most prominently by its rugged terrain, dense scrublands, small farmlands, and a coastline formed by successive sandy and rocky edges. Human intervention has been very limited and sparse, mainly related to tourist and residential development. The area of Kriaritsi is a popular destination for camping. There are two organised camping sites located next to the main sandy beach, while its successive series of small and less accessible gulfs Kriaritsi has turned to one of the most favoured places for free camping.

Within this territory a new settlement was planned to be built on an area covering 350Ha di-vided into almost 3000 plots destined for the construction of holiday residences. However, these were never built due to ownership issues. Construction stopped after the completion of all needed infrastructure such as a road network, a wastewater treatment plant, sewage and water supply system. The archaeological finds spotted within this new settlement are worth mentioning: a prehistoric tomb dating from the Early Bronze Age, 2,300-1,900 B.C., with a circular enclosure and a unique construction unlike other Macedonian tombs.

Extensive areas of dense scrublands with evergreen and broadleaf species, known as maquis, cover much of the territory. The particular vegetation is of great ecological, aesthetic, and functional value; it forms one of the most distinctive natural landscapes of the Mediterranean with a high biodiversity, and an important habitat for endangered species. Part of these lands located within our area of study are protected areas according to the NATURA 2000 Network as Birds Directive Sites (SCI-GR 1270014).

The territory seems to offer a wide range of potentialities especially towards the direction of non-permanent habitation. The developed infrastructure of the never-completed settlement in combination with the dynamics of the landscape's features could be exploited to fulfill the growing demands responding to the trends of contemporary tourism.

Map: Andriana Limpa



06. NETWORKED ECOLOGIES ALTERNATIVE LANDSCAPES OF TOURISTIC EXPERIENCES

Keywords: Ecology, Network, Toolbox, Small Scale Intervention, Local Resources, Living Systems, Landscape Regeneration

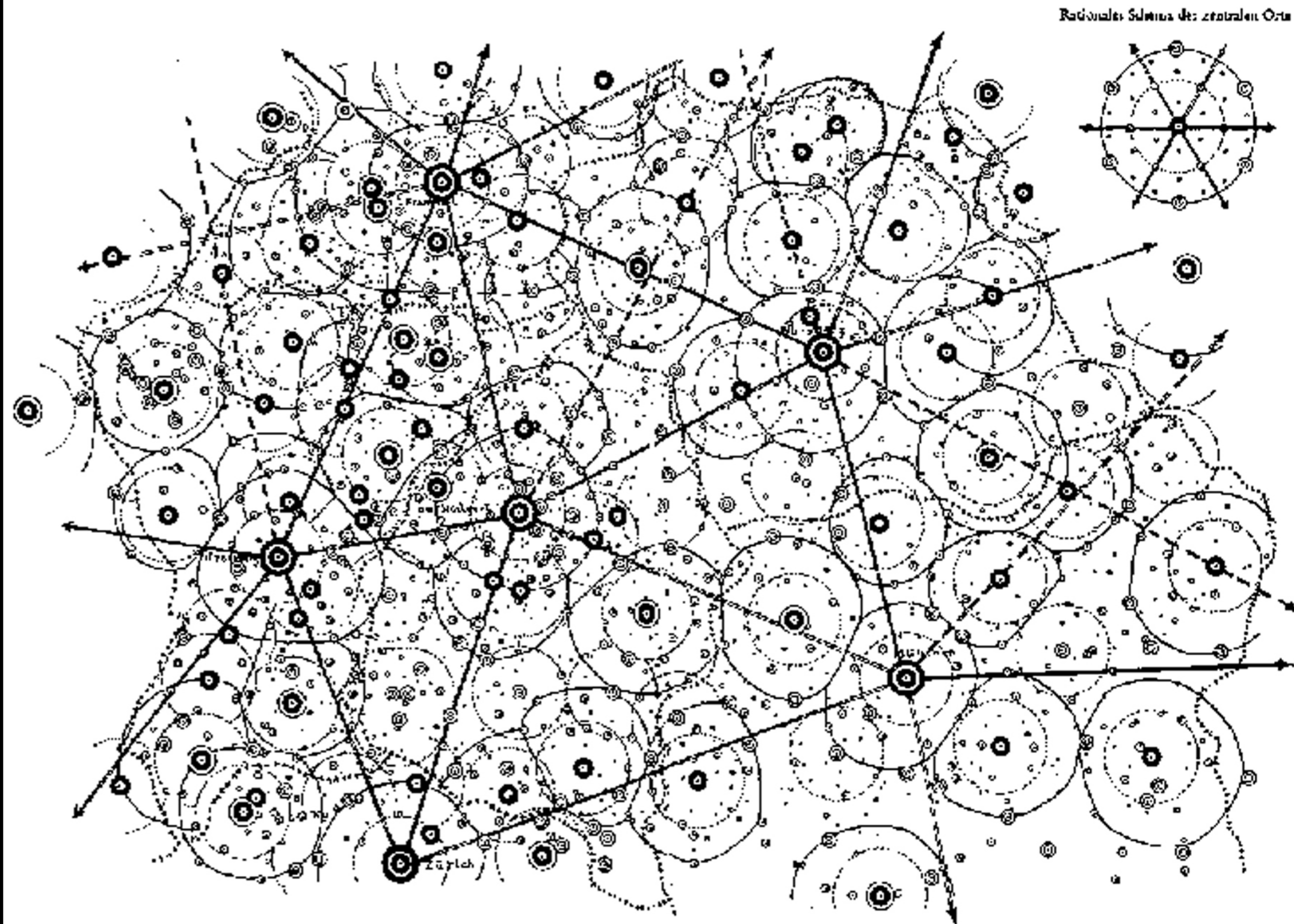
Cristiano Lippa // guest tutor
Anastasia Bourlidou // host tutor

Emerging forms of mass tourism exploit territories, reducing them to shallow picturesque landscapes, readily available commodities which are themselves later depleted. Less intensively urbanised areas still host complex and unique ecologies in terms of environment, natural resources, and human cultural activities. Yet, the strong impact practices of mass tourism wield upon the fragile balance of such ecologies is ultimately leading them towards a systemic impoverishment.

Cultural initiatives and alternative forms of tourism act like a quick fix that re-establishes balanced forms of exchange between tourists and local actors and processes. Nevertheless, due to the broad scope of mass tourism and its strong impact, new initiatives will be needed in the future in order not just to offset its impact but also to redirect tourists towards more culture-oriented experiences of places visited.

But when does a remedial action stop being temporary and becomes systemic? Can the experience itself of a traveler visiting a territory become the space for the production of an alternative tourist practice?

Image: Free Time Node Trailer
Cage, Archigram, 1967



AIMS & OBJECTIVES

While mass tourism favours places and events of spectacular nature and relevant aesthetics, it masks the more complex functioning of regions and communities. This commodification of portions of territory and their resources leads to tourism, and the experience of travelling in general, to function as a process of mass cultural production. The territory becomes cluttered with tourist enclosures that lack any substantial relations to their surroundings and merely follow the logic of the theme park. This top-down approach to the development of tourism, while it can initially bring partial economic growth, it can in the long term result in an uncontrollable consumption of local resources which profits flowing into a network of stakeholders disinterested to local economies.

In the 70s this strong imbalance at the level of the local economy has been the focus of new forms of alternative tourism, so called post-Fordist tourism, aimed at boosting the site-specific qualities of a visited place. They usually resulted in radical solutions which excluded a large part of actors and stakeholders at the bigger scale, and failed to create a solid local-global network, essential for a sustainable form of tourism.

Pursuing a principle of interconnectedness and using a socio-ecological and perceptual approach to design the aim of this unit is to create a balanced network of actors involved in the experience of travelling

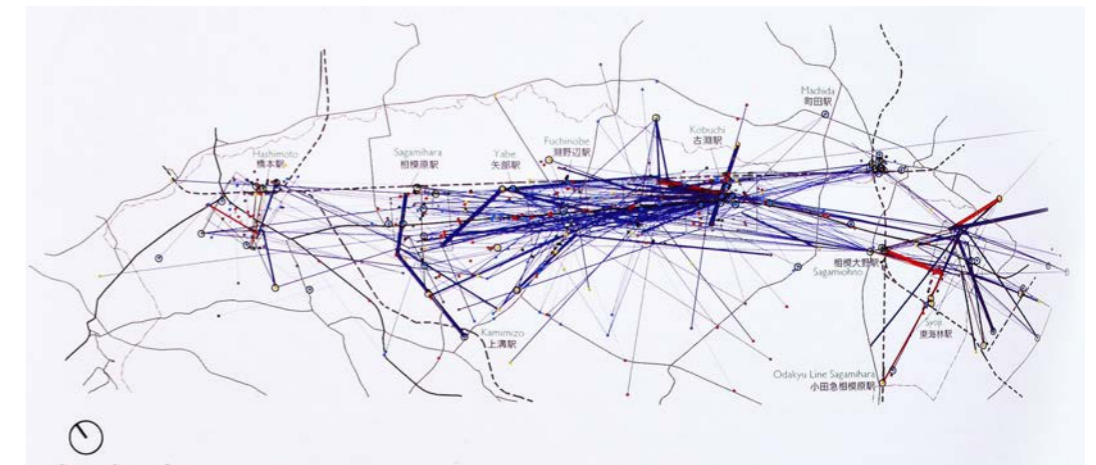
through a territory, by rediscovering Sikia's landscape qualities and characteristics.

The team will work towards creating a repertoire of punctual and interstitial practices, actions, and interventions focused on increasing alternative forms of tourism at a small scale and able to rediscover the everyday life of the region. In virtue of their inner quality and of their mutual relations, these living systems would eventually trigger a diffusion of alternative forms of tourism at a bigger scale, so affecting, modifying and enriching the broad network of actors and stakeholders who operating in the business of mass tourism.

The repertoire developed by the team will consist of a toolbox of architectural and landscape elements, cultural events, and social activities ready to be used, customised, improved, and combined at specific strategic spots in the district of Sikia, simulating multiple real-life scenarios. These scenarios will generate new sustainable landscape ecologies that maximise the spatial experience; they shall propose more balanced relationships between the natural and rural environment, human activities, and local economies throughout the year, with the active contributions of local residents and occasional travelers.

WORKING METHODS & TOOLS

1. Exploration: The team will initially explore and survey the district of Sikia to better understand its potentialities, its limits, and the current level of interaction between local communities, tourist practice, and travelers.
2. Toolbox: The team will select possible small-scale practices or interventions, characterised by an easy feasibility, reproduction and customisation. This repertoire will constitute a toolbox, a catalog of new elements to be used by local communities and administration in order to create small ecologies of alternative tourism.
3. Simulation: The team will select specific spots in the district of Sikia to simulate real-life scenarios using the elements of the toolbox. In this phase the team will try to maximise the level of synergy and mutual interactions between local communities, big stakeholders, and travelers.



THE TERRITORY

The territory of this unit encompasses Sikia Beach and its surrounding coastal and inland zone.

About 7 km South of Sarti and 3km distant from Sikia settlement, Sikia Beach is an area protected by Natura 2000. Sikia constitutes the southernmost town in the municipality of Sithonia. It is located at the foot of Mt. Itamos, at the eastern side, within a network of streams running into Sikia gulf. With a population of over two thousand residents, Sikia is the principal settlement of Sikia municipal district. Major activities are fishing, agriculture, apiculture, stockbreeding, and tourism.

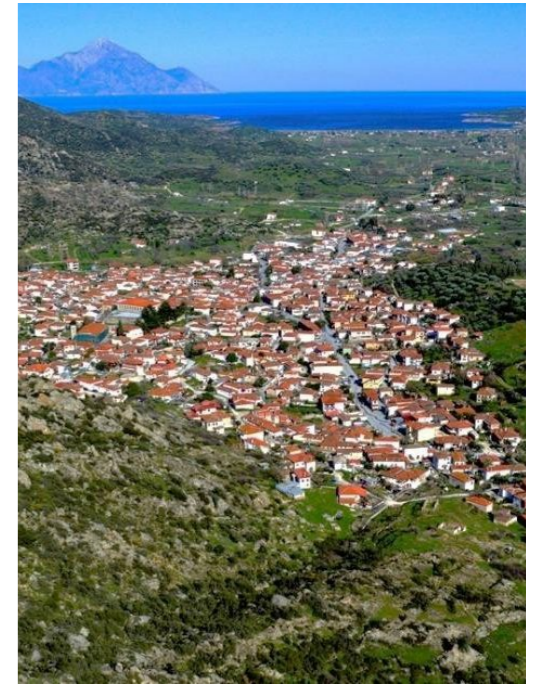
Its history dating back to the 11th century BC, Sikia, is one of the oldest villages in Chalkidiki. The integration of peripheral

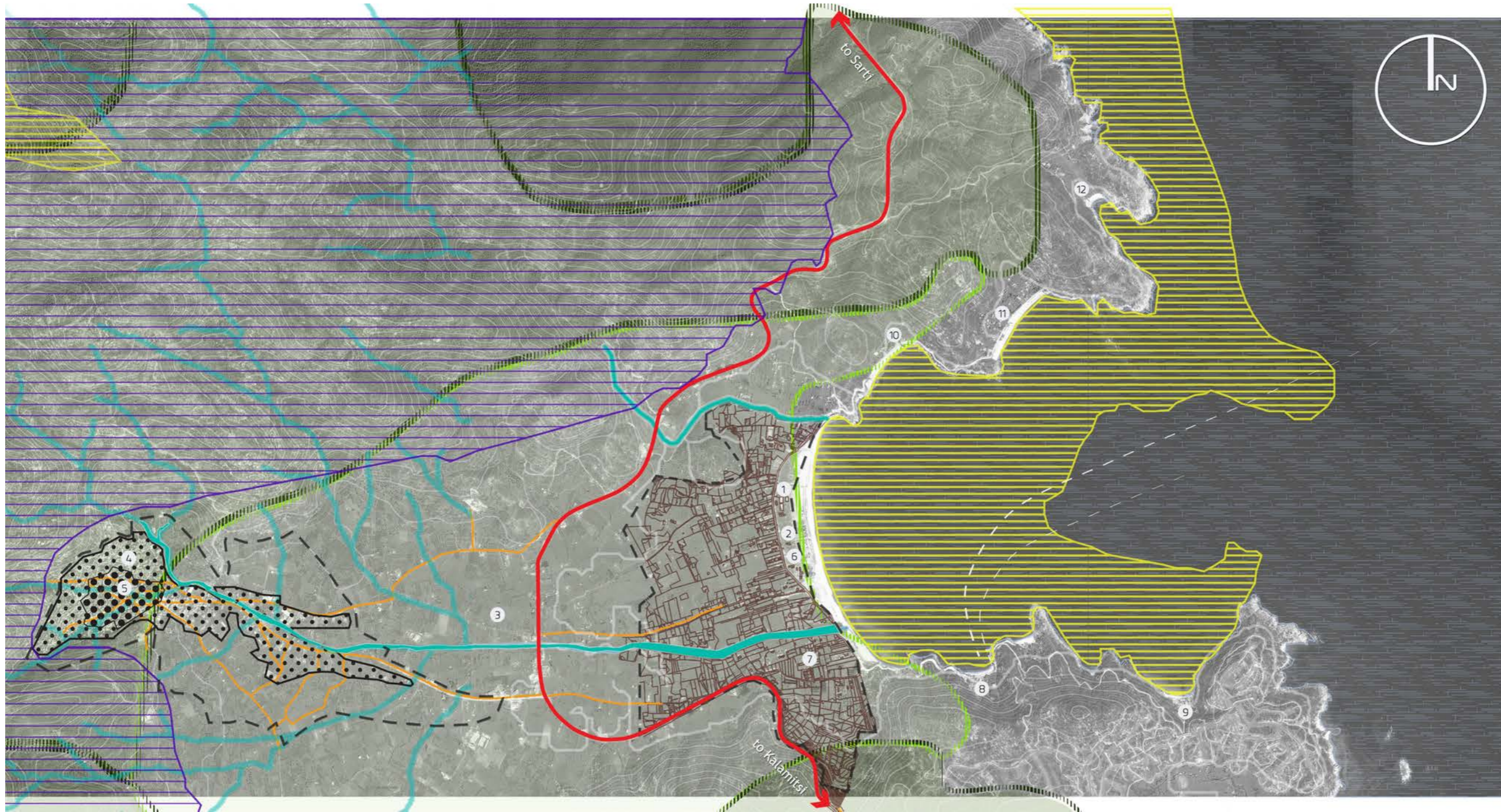
rural territories in Sikia, in the 18th century, turned it into a uniquely organised, administratively and economically, community on the south of the peninsula, and one of the biggest real estate sites in the region. Sikia has been closely connected to Agion Oros¹ both on a rural level, with prosperous arable lands and pastures belonging to Agion Oros monasteries from Byzantine times, as well as on an urban level. The town, built on an organic layout, is noteworthy for its architectural character constituted by residential and public buildings, e.g., the church of Agios Athanasios and the old school buildings. About 3km from the town, at the edge of the vast rural-green lands of Sikia, and at one end of the main river stream, lies the beach of Sikia nested in between several smaller gulfs of remarkable natural beauty.

¹ Agion Oros is the easternmost peninsula of Chalkidiki and a semi-autonomous territory within the Greek Republic. It is home to, and operates through, monastic traditions dating from the Byzantine era.

Panorama: Anastasia Bourlidou
Map: Anastasia Bourlidou

Altogether, Sikia—the town, its rural territory, and the coastal zone—is a landscape of a mainly rural and tourist-oriented character, with evident signs of anticipation. This character is reflected in its heterogeneous structural elements, such as natural areas of ecological significance, hybrid fields used as parking lots and industrial facilities, parked caravans and camping premises on hold, scattered unorganised residential units, or even preserved windmills from the 17th century. With such local resources, spatial, social, ecological, and economic dynamics, Sikia is a territory with high potentialities in terms of an avant-garde approach to tourism; such an approach could only be successfully implemented through an equally experimental and innovative design.





- legend**
- Nikiti-Sarti main road
 - secondary road network
 - existing urban fabric
 - protection zone of historical interest spaces
 - agricultural fabric
 - boundaries of 2020 city planning
 - natura 2000_sci
 - natura 2000_spa
 - agricultural field
 - bushes_low cover vegetation
 - bushes_high cover vegetation of evergreens&broadleaved
 - contours
 - main stream
 - stream network
 - beach

- 1 camping site
- 2 windmills
- 3 intermediate rural zone
- 4 Sikia town
- 5 old school
- 6 Sikia beach
- 7 Pigadaki
- 8 Skala Sikias
- 9 Klimataria beach
- 10 Akti Griavas
- 11 Valti
- 12 Agridia beach

territory **6**

07. SARTI'S EPIPHANY

SPATIAL NAVIGATIONS IN MEMORY, CREATIVITY AND PLEASURE

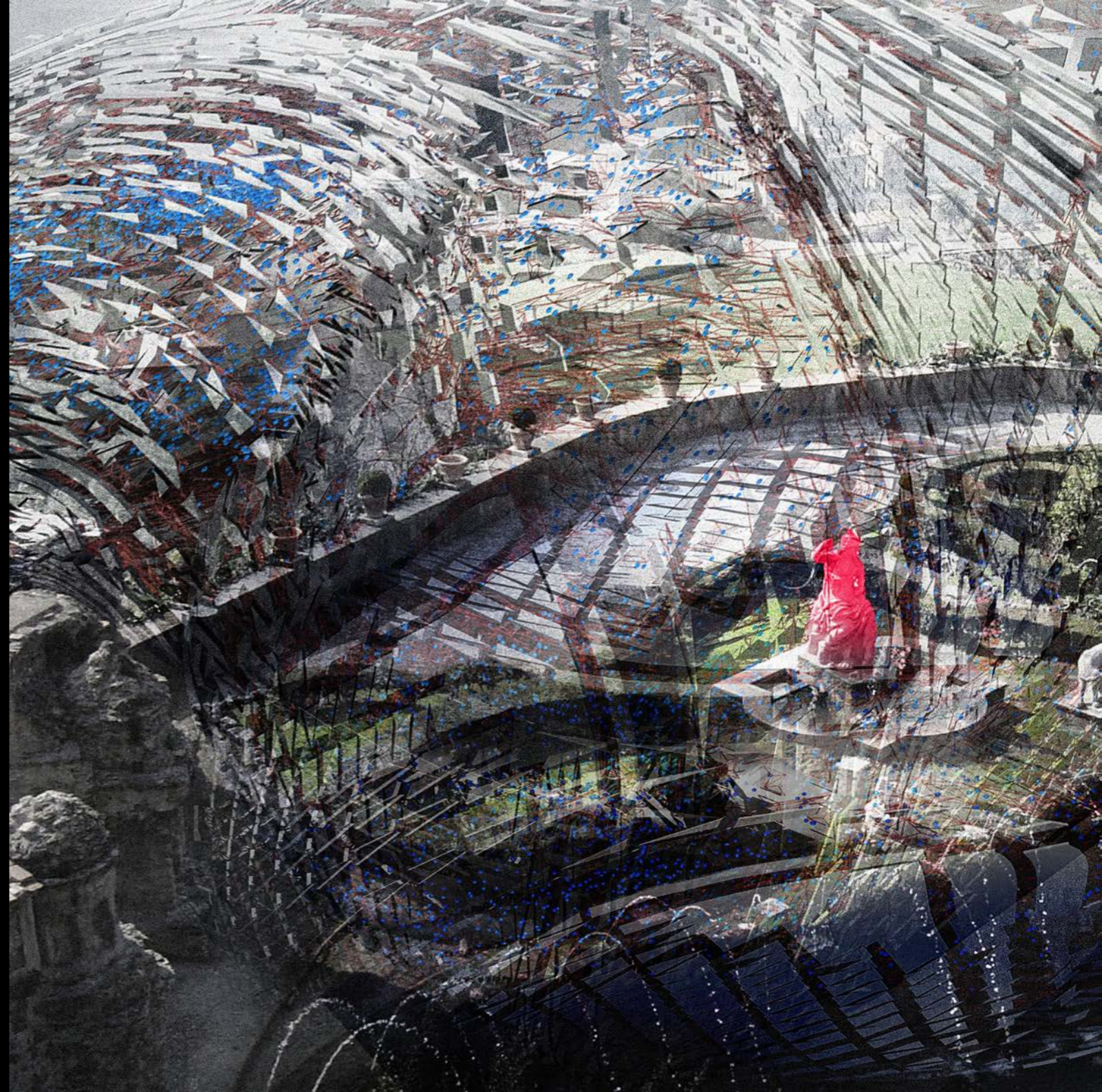
Keywords: Natural Navigation, Cognition, Decision Theory, Hyper-space, Ethnography, Genius-Loci, Architecture

Abel Maciel // guest tutor
Filiana Stefanakaki // host tutor

On the eastern coast of Sithonia peninsula there has not yet been developed an organised tourist framework to support many of the tourist activities in the regional area of Sarti. We propose to study natural spatial navigation¹ as the starting point of our architectural strategies, contextualising this with local sensibilities. We will be investigating and proposing how tourism in this area can be enhanced, amplified and renewed but also how it can retain its character and idiosyncrasies.

A large body of research has been dealing with the ways our minds experience architecture. Ancient technics such as 'method of loci' or 'memory palaces' are being clarified scientifically. We aim to play with these new findings as the nexus between memory, beauty, and space in our design approach

¹ 'Natural Navigation' describes finding ones way using nature.



AIMS & OBJECTIVES

Architects and neuroscientists both study spatial perception: the former from a perspective that is tacit, intuitive, and cultural; the latter from one that is reductionist and mechanistic. With the advancement of science, we can see an increasing overlap of both disciplines, as they seek to probe the limits of human spatial understanding and the impacts of space in what constitutes our consciousness.

On the other hand, 'qualia'² are perceptual experiences such as the sensation of seeing red. In studies of the phenomenology of perception they are the subject of intense debate, as in thought experiments, while in neuroscience an experimental discipline they are mostly dismissed as un-researchable. However, the advent of digital technologies may allow architectural and neuroscientific approaches to converge. Thought experiments can be represented and simulated in ever more sophisticated ways. What once was an unbuildable model can now be represented and constructed. This allows new spatial experiences to be generated.

Architects are the masters of non-Euclidean and N-dimensional spatial illusions. Today we know that spatial perception, memory and aesthetics are networks closely interwoven in our brains. They are the critical mechanism in decoding architecture and informing our decisions dealing with spatial navigation. How then could the genius loci be decomposed in measurable

variables? What would this mean for architectural design?

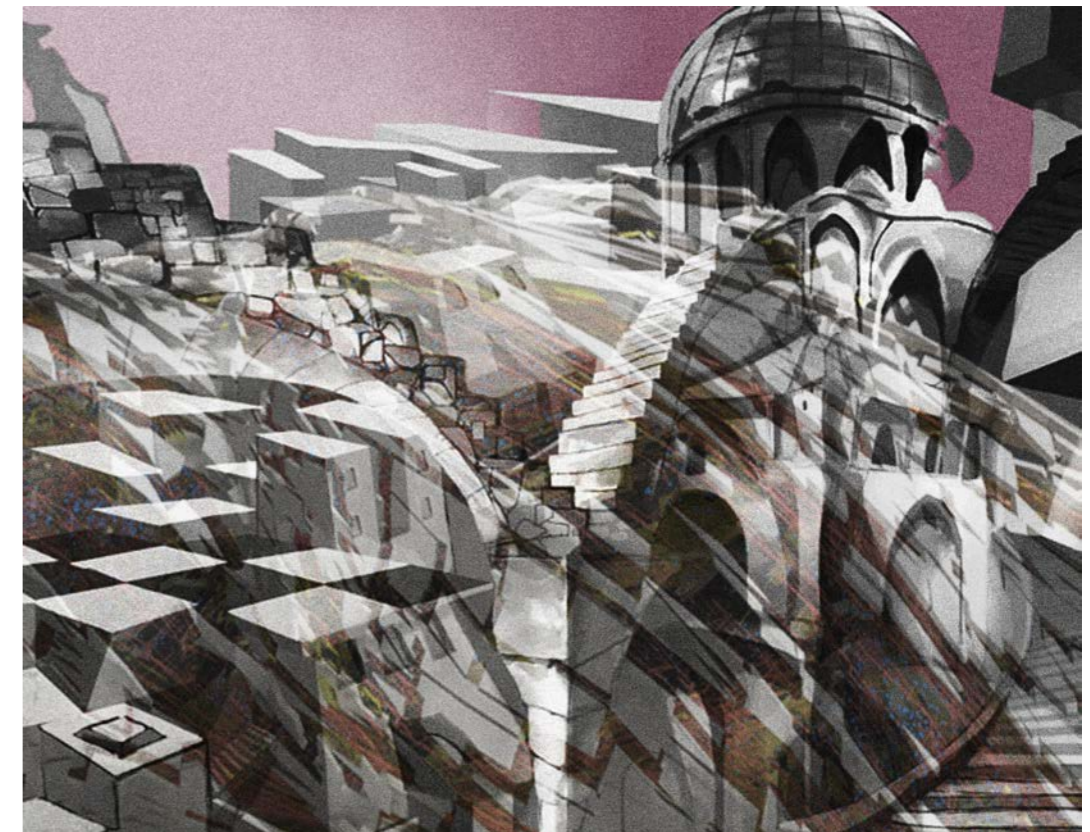
When we first enter a new space, we visually seek out key environmental features for rapid and persistent orientation. Apprehension of a standard 3D space happens immediately and is long-lasting, while apprehension of an impossible or hyper dimensional space happens slowly and with prolonged experience. In humans, way-finding, emotional and aesthetic experiences in navigation, can be manipulated by lighting and openness and by cues that increase or decrease orientational confusion or unease. This realisation can potentially change the rules of design, offering a new array of spatial, temporal, and emotional effects.

As we play with the perception of obligatory cues of navigation, such as gravity, and contrast this with other perception cues, such as colour or lighting, can we design the navigational behaviour? Furthermore, can we design the remembering or a journey? Can we propose places that enhance our memory, make us more insightful, increase our creativity, or give us more delightful memories?

² 'Qualia' is a term used in philosophy to refer to individual instances of subjective, conscious experience. The term derives from the Latin adverb *qualis* meaning "what sort" or "what kind". Examples of qualia are the pain of a headache, the taste of wine, or the perceived redness of an evening sky. Daniel Dennett (b. 1942), American philosopher and cognitive scientist, writes that qualia is "an unfamiliar term for something that could not be more familiar to each of us: the ways things seem to us".

WORKING METHODS & TOOLS

Using semantic analyses we will develop a micro-ethnography focusing on the cognition of space; a method that will in turn inform our design proposals. The ontologies of vernacular spatial qualia to be found will be used as the starting point for spatial and architectural interventions in Sarti and its wider coastal area. The design proposals can be developed as 2D digital drawings, 3D parametric geometrical models, or as a 6D building-information models.

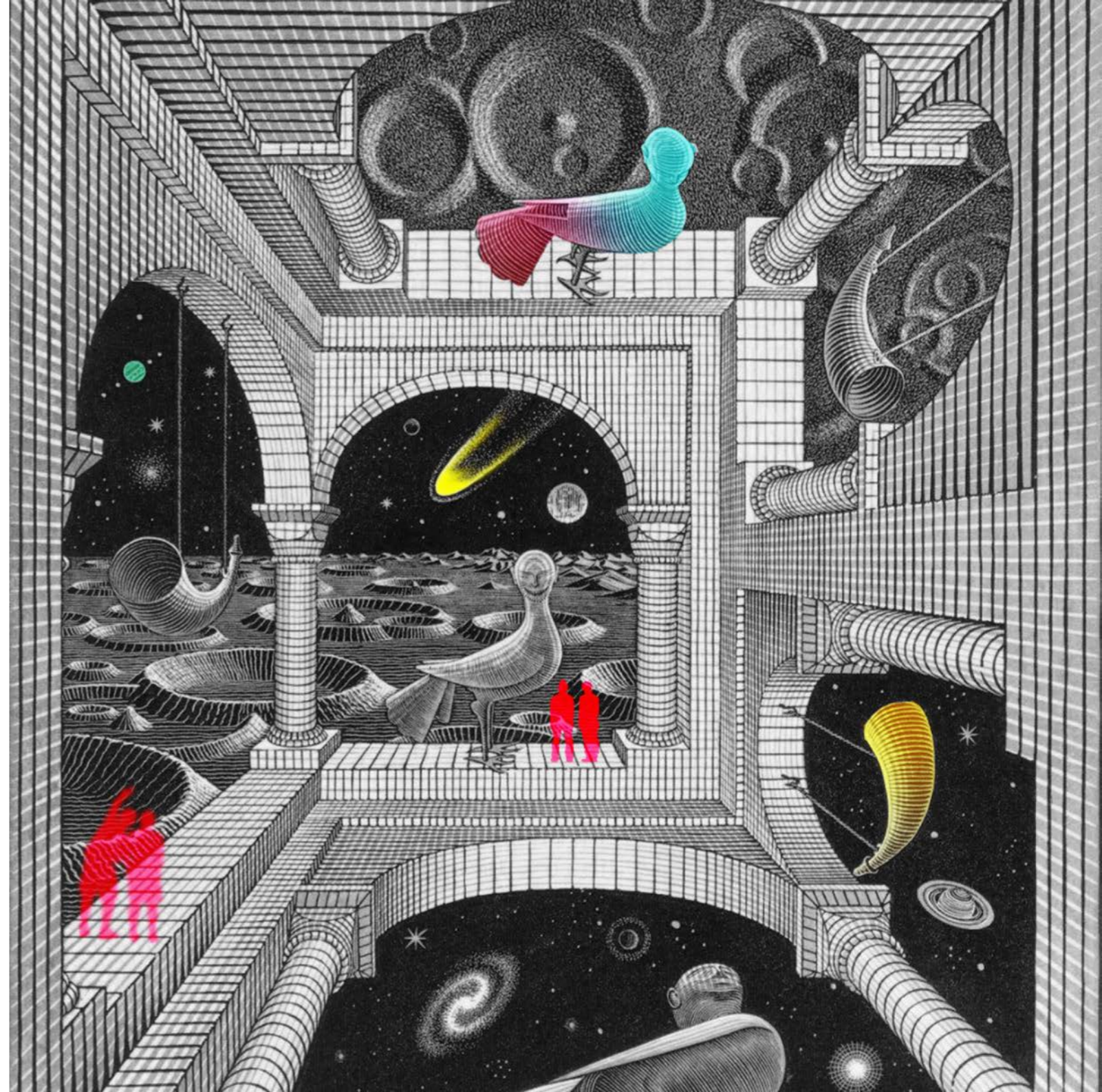


THE TERRITORY

The unit focuses on a territory situated on the eastern coast of Sithonia peninsula. It is constituted by Sarti settlement and its wider area which mainly extends along its coast. To the west the settlement borders to Sithonia forest and Itamos mountain, to the east it lays along a coastline of about 2,4 km length. It was established in 1922, during the population exchange between Greece and Turkey. The Greek inhabitants of the small island of Afisia in the Sea of Marmara (Turkey) were resettled in Sarti (initial name New Amfisa). Sarti took its name in honor to the homonymous ancient village in the peninsula of Mount Athos. Since its establishment Sarti has been a mostly rural village with most of its local inhabitants occupied in fishing and agriculture. During the 70s and the 80s, due to massive tourist development, Sarti has been gradually transformed into one of the most popular tourist destinations in Sithonia, attracting tourists from Europe, the Balkans, and northern Greece. Today, Sarti is a well-developed seaside settlement, with a rather prosperous tourist activity. Located very close to popular beaches, such as Platanitsi, Kavourotripes, Armenistis, as well as camping sites, it has become the epicenter of the wider region.

Due to its fast evolution into a popular tourist destination Sarti never managed to gain its own architectural and/or semiotic identity. Its landscape has been high urbanised losing all its former traditional characteristics. Apart from few remaining traditional rural houses built at the beginning of the 19th century, most of its urban fabric has mainly a post – modern character which culminates upon and along the coastline due to the presence of multiple and successive interventions related to tourist activities.

Within this territory, in the wider area of Sarti, there are several camping Sites such as Achlada, Platanitsi, Kavourotripes, akti Portokali, Armenistis, with minimum built infrastructure. The particular sites are quite popular destinations during the summer, mainly attracting fans of alternative tourism, free camping, or nudism. However, an organised tourist framework has not yet been developed in order to wholly support alternative tourism in the area.





MOUNT ITAMOS

817

FROM/TO VOURVOUROU

ARMENISTIS

KAVOUROTRIPES

PORTOKALI

PLATANITSI

ACHLADA

SARTI

PLATANIA

FROM/TO SYKIA

DRAGOUEDELI

694

IBA GR 036















IBA GR 036

IBA GR 036

IBA GR 036

IBA GR 036

4.20 km

-  camping areas
-  beaches
-  main road
-  built areas
-  walking paths
-  monastery
-  streams
-  coniferous vegetation (pinus sp., taxus sp.)
-  maquis vegetation
-  important bird area IBA GR 036
-  protected area NATURA 2000
-  blue flag beaches
-  forest zone
-  apiculture

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PEOPLE

Sofia Xanthopoulou // Workshop Director

Architect MSc Urban Strategies
Events Director at Urban Transcripts

Sofia is practicing architectural and urban design as an independent architect in Thessaloniki, Greece. She graduated from the school of Architecture of Volos (University of Thessaly) in 2006 and holds a postgraduate degree, MSc Urban Strategies (University of Applied Arts, 2009). Sofia is currently collaborating with other professionals and experts for urban and architectural projects.

Her main interests focus on the bridging of the two scales, architectural and urban, through the development of research or design projects and the organisation of events such as workshops, conferences, and exhibitions.

She is a member of Urban Transcripts since 2010, an exhibition participant in UT Athens 2010, a workshop guest tutor in UT Rome 2011 and UT London 2012, as a Design Associate in 2013 and as the Director of Events since 2014. She was a member of research and design team archIV+ team, participating in exhibitions, competitions and public events. Sofia was an elected member of the Standing Committee on Architecture of the Technical Chamber of north-central Greece, for 2010-2013, working on organising events in the fields of architecture and urban planning and advising municipalities on urban development strategies and competitions. She is the co-founder and CEO at TKSX office of architecture and engineering.

Tonia Mavroudi // Workshop Coordinator

Architect MSc Adaptive Architecture and Computation,
MBA

Tonia, after gaining experience in architecture offices in Thessaloniki and London, is practicing as an independent architect in Thessaloniki, Athens and Chalkidiki Greece.

She holds a Diploma in Architecture and Engineering from the Aristotle University of Thessaloniki, a Masters in the Built Environment in Adaptive Architecture and Computation from the Bartlett school of Architecture (University College London), a Post Graduate Certificate in Architecture Computing and Design from the University of East London and is completing her studies in Business Administration (executive MBA) at International Hellenic University in 2014. Tonia is currently collaborating with other professionals and experts for urban, landscape and architectural projects and project management in private and public sector.

She is a founding member of of the non-profit organisation Open House Greece. Tonia was a member of the Standing Committee on Architecture of the Technical Chamber of north-central Greece, for 2010-2013, working on organising events and conferences in the fields of architecture and urban planning and advising municipalities on urban development strategies and competitions.

TERRITORY 1

Carolina Vasilikou // Guest tutor

Architect MArch MSc PhD
Assistant Lecturer University of Kent

Carolina Vasilikou is an Architect and Associate Lecturer at the University of Kent teaching urban design and sustainable architecture. She holds an MSc in Façade Design & Engineering from the University of Bath and a PhD in Sustainable Architecture from the University of Kent. Her research work focuses on sensory perception and urban comfort of pedestrians in complex urban environments.

Carolina is active in people-centred and evidence-based design and research and has participated in several international conferences and workshops. She has given lectures, among others, at the Architectural Association, ENSA Paris-Malaquais and Glasgow School of Arts and is currently a member of the Centre for Architecture and Sustainable Environment at the University of Kent, the People-Friendly Cities in a Data-Rich World EU COST Action Project and the Academy of Urbanism.

Panagiota Mouratidou // Host tutor

Architect – Landscape Architect MLA
PhD candidate at A.U.Th. Department of Architecture

Panagiota is an architect, awarded in national and european architectural and design competitions (1st prize in the european architectural competition ‘Park regeneration in the site of Pallourokampos in Latsia’, 1st prize in the architectural ideas’ competition ‘Thessaloniki x 4’, 2nd prize in the national architectural competition ‘Regeneration of the axis Axeiropoiitos- Agia Sofia of Thessaloniki’s Municipality’, 3rd prize in national industrial design competition INART, 1st prize in national industrial design competition ALUMINCO). She has taken part in several publications (Doudoumi A., Mouratidou P., ed. Ananiadou- Tzimopoulou M., 2008, “The water in urban landscape’s architecture”, ZHTH, Thessaloniki, / Ananiadou-Tzimopoulou M., Mouratidou P., “Urban landscape projects towards the restoration of city’s environment – The proposal for Thessaloniki. International Fair”, Protection and restoration of the environment XI, International conference, Thessaloniki, 3-6/7/2012).

Panagiota has participated in several architectural exhibitions. Currently working with architecture and landscape architecture projects, decoration and 3D visualisation. She is a Member of TCG/SCM’s Commission of Architectural Issues since 2011, a founding member of the non-profit organisation Open House Greece (2012) and a laboratory associate of the Technological Educational Institute of Serres – Faculty of Fine arts and Design – Interior architecture, Decoration and Design (2012-2013). She is a PhD candidate at the Aristotle University of Thessaloniki since 2014.

TERRITORY 2

Pauline Lanier // Guest tutor

Architect, MArch

Pauline founded her own architectural studio, based in Toulouse, France, in 2011. She's essentially working on small-scale projects, with individual clients. Her recent work includes 2 individual dwellings in wood and concrete, and several extensions of houses and renovations.

Pauline studied architecture and urbanism at the ENSAI in Strasbourg (2003). She undertook a European exchange study programme in the Technical University of Delft, Netherlands (2001). She holds a master in architectural heritage and urban project in the Middle East in ENSA Paris-Belleville and participated in the development of the architectural safeguard plan for Bethlehem, Palestine (2004/2006).

She has worked for 8 years in architecture studios in Paris, on cultural facilities, housing, offices, and luxury retail stores. She's a member of the urban and architectural association "atelier Bastille", based in Paris.

Vasilis Charistos // Host tutor

Architect – Landscape Architect MLA
PhD candidate at A.U.Th. School of Agriculture

Vasilis Charistos is an architect and a landscape architect. After graduating in architecture with distinction (2010) he received a postgraduate degree in landscape architecture (MLA) from Aristotle University of Thessaloniki (2013). He has successfully participated in several architectural competitions (distinction in "Kozani x4" Architectural Ideas Competition). He has been a member of the technical committee in the international student competition held by the Joint Postgraduate Program of Landscape Architecture, A.U.Th in 2014. His work has been exhibited at the 8th European Biennale of Landscape Architecture in Barcelona (2014) as well as in other events and exhibitions concerning landscape and public space. He has also taken part in three publications of international conferences (Tsalikidis I. A. & Charistos V., 2013, Regenerating urban wildscapes: a sustainable planning and design approach, International Conference "Changing Cities: Spatial, morphological, formal & socio-economic dimensions", Skiathos, June 18-21). Since 2014 he is a PhD candidate at the School of Agriculture, A.U.Th, working on the subject of green infrastructure as a strategic tool in landscape planning. At the same time, he is actively involved in the academia as a teaching assistant in undergraduate courses of the School of Architecture and the School of Agriculture as well as in the Joint Postgraduate Programme of Landscape Architecture, A.U.Th.

TERRITORY 3

Sabine Hogenhout // Guest tutor

Architect MSc Architectural Design DipArch

Sabine is a Dutch architect with 8 years of post-qualification experience. Currently she is working as project architect at Mæ architects in London. Sabine holds an MSc in Architectural Design from the Technical University of Eindhoven, and an MSc in Environmental Design and Engineering, UCL in 2010. Sabine has a keen interest in all aspects of sustainable design and has worked at several award-winning practices in the UK, Netherlands, and China. She has gained experience in residential, healthcare, educational, cultural, and commercial sectors, as well as in the design of public space and urban planning.

Prior to joining Mæ she worked for 4.5 years at Henley Halebrown Rorrison dealing with UK and international projects on a variety of scales and programmes. In the dynamic and speedy society of China, Sabine worked on a range of projects – from the design of the interior of a villa and detailed drawings for the façade of a hotel to the conceptual mixed-use development of an area of 45 km². In the Netherlands Sabine worked at 'De Zwarte Hond' gaining experience as an urban planner on several residential and master planning projects. Besides her work as an architect Sabine has been involved in teaching in both the Netherlands and the UK.

Kiki Deliousi // Host tutor

Architect MSc in Environmental Design and Engineering

Kiki Deliousi is an architect and environmental designer specialised in bioclimatic architecture and ecological construction. Based in Thessaloniki, Greece, she runs her own architectural firm working on a wide range of projects, from public buildings and open spaces, to housing and tourist accommodation, furniture and interior design. She has also been developing and modeling environmental and energy-efficiency strategies, mostly advising municipalities on public buildings' retrofitting and public open spaces' microclimate upgrade projects. Kiki studied architecture at the University of Thessaloniki and holds a MSc in Environmental Design and Engineering from the Bartlett, U.C.L. In 2007 she co-founded "Anelixi" non-profit organisation for the research and promotion of sustainable architecture, leading its bioclimatic architecture research and design team up to 2012 and co-authoring a bioclimatic design principles manual for engineers in Greece.

Since 2006 she has been attending various design and construction workshops, giving lectures on environmental design at meetings and international conferences and has had research articles published. She has also been teaching at various educational institutions. In 2014 she was a host tutor in Urban Transcripts' workshop in Thessaloniki. Kiki is a member of the Institute of Zero Energy Buildings and a designer at the DesignClick international Architecture and Interior design studio.

TERRITORY 4

Fabiano Micocci // Guest tutor

Architect, PhD Architecture and Urban Design

Fabiano is an architect working on public and residential spaces focusing on the relationship between architecture, landscape and geography. He is a founding member of NEAR Architecture (www.neararchitecture.com), a network of architects working on small and large scale designs as well as theoretical research, selected among the best 10 landscape architectural practices in Italy in the 2013 (NIB prize). He graduated from University of Roma Tre in 2002 with a thesis that received a prize at the XV International Symposium of Urban Culture award at Camerino University. His PhD, obtained from the University of Florence (2010) with the thesis was focused on the architectural practice in the Mediterranean after World War Two. He has participated in several international conferences and workshops, and has taken part in various international architectural competitions, receiving several prizes. In 2013-2014 he was Visiting Assistant Professor at the Lebanese American University (LAU) of Beirut, teaching Design Studios and Theory of Architecture. Fabiano is Associate at Urban Transcripts and part of the on-going “Inclusive urban strategy and action plan for Bab-Al Tabbaneh, and Jabal Mohsen”, a strategic development plan for the city of Tripoli (LEB) experiencing strategic planning, environmental sustainability, empowerment and participation in a post-conflict area. He currently works in Italy, Greece and Lebanon.

Zoe Karakinari // Host tutor

Architect – Landscape Architect MLA PhD

Zoe Karakinari, an adjunct lecturer in architecture in the Aristotle University of Thessaloniki from 2005 till 2014, holds a Diploma in Architecture from A.U.Th., a Master and a PhD in Landscape Architecture from Joint Postgraduate Programs A.U.Th.. As a professional, she practices architecture since 2002 and landscape architecture since 2005 with projects in Greece and abroad. Her practice mostly works on sustainable architecture and landscape design projects based on the concept of “topos identity.

She has participated and been awarded in several national and European architectural and urban design competitions (2 awards, 1 distinction). She has also participated in many national and international exhibitions and workshops, either with her projects (4th European Biennial of Landscape Architecture, CULTURE 2000-European Cultural Program, School of Architecture A.U.Th.) or as scientific/organising committee (School of Architecture A.U.Th., HotHouse 3 – Urmadic University, CULTURE 2000, Environmental Council of A.U.Th.). She scientifically worked and technically supported twelve research programmes in A.U.Th. focused on landscape architecture, urban and rural design, cultural heritage, in order to redefine landscape image, develop new strategies for “topos identity” upgrade and establish a trans-disciplinary open space syntax. She has published her work and papers in scientific journals, conference proceedings, exhibitions catalogues and elsewhere.

TERRITORY 5

Stefanie Pesel // Guest tutor

Architect, MSc in Urban Strategies

Stefanie Pesel studied Architecture at the University of Applied Sciences Nuremberg and the Academy of Fine Arts Nuremberg. She completed her postgraduate studies in Urban Strategies at the University of Applied Arts Vienna in 2009. Since then she had the opportunity to gain experience in the field of research, architecture, interior design, product design and urbanism. She worked for several architectural offices, including Studio Vlay, Vienna/Austria, Coop Himmelb(l)au, Los Angeles/USA and LAVA (Laboratory for Visionary Architecture), Stuttgart/Germany. Currently she is working as a Design Architect at KINZO Berlin/Germany. During her studies she developed a strong interest for understanding different cultures and started to research about identities and their interactive relation to design, architecture, and urban environment inspired by her interest in visual as well as performing arts and music.

Andriana Limpa // Host tutor

Architect – Landscape Architect MLA

Andriana is an architect. She studied architecture at the National Technical University of Athens and received a postgraduate degree in Landscape Architecture from the Aristotle University of Thessaloniki. She has participated and been awarded on various national and european architectural competitions (one 1st prize, one distinction). Her projects were exhibited at the 6th European Biennale of Landscape Architecture in Barcelona (2010) and at the Macedonian Museum of Contemporary Art (Architecture 100 Projects for the city, Thessaloniki, 2012). Her work is also published in several conferences (Oikonomou K.E., Limpa A., Oikonomou G., Central public space. Reorganization, rearrangement, redefinition, Public Space, National conference, Thessaloniki 20-22/10/2011. Ananiadou-Tzimopoulou M., Limpa A., Landscape architecture and environmental restoration of the urban coastal zone of Ioannina at Lake Pamvotis, Protection and restoration of the environment XI, International conference, Thessaloniki 03-03/07/2012). From 2007 till 2011 she has collaborated with academics and other professionals in eight different Research Programmes at the School of Architecture, Faculty of Technology A.U.Th., focusing on urban and natural landscape design, small and large scale design and research, morphology/typology. Over the past two years she is conducting a research project with a large group of professionals establishing morphological building rules and regulations for small Greek settlements in four different Greek districts, supported by the Ministry of Environment Energy and Climate Change.

TERRITORY 6

Cristiano Lippa // Guest tutor

Architect PhD

Cristiano Lippa is an architect researching issues concerning the perception of architectural and urban space in relation with tectonic structures. He has graduated at the University of Roma Tre in 2004 with a thesis titled “Archaeological Underground Museum in Piazza di Porta Maggiore in Rome”, winning project of the XV International Symposium of Urban Culture at the University of Camerino in Italy. He has worked in architectural competitions and projects, been awarded recognitions and prizes. He has collaborated in several research programmes at the Department of Architecture of University La Sapienza of Rome where he has received his PhD in 2008 with a dissertation titled “Oku and the Japanese Sense of Space”. From 2012 he is a Post-Doc Fellow in Kengo Kuma Laboratory in the University of Tokyo.

Anastasia Bourlidou // Host tutor

Architect – Landscape Architect MLA
PhD candidate at A.U.Th. School of Architecture

Anastasia is a freelance architect. She has graduated from School of Architecture, A.U.Th. (2006) and has received a master’s degree in Landscape Architecture, A.U.Th. (2009) for which she was granted a scholarship. Her scientific interests focus on the investigation of urban space and landscape within an interdisciplinary framework of theory and design approach. She has collaborated with several architects and other professionals in national and European competitions, projects and international workshops, such as “Regeneration of Achiropiitos-Hagia Sophia Axis of Thessaloniki Municipality”-3rd Prize (2012); “Capture Culture project” (2013); “Ecoweek 2011. Urban communities+Green architecture”. She has been coordinator of various exhibitions targeted on the enhancement of urban open spaces. She has taken part in “Cultural and ekistics heritage of the Greek communities in Asia Minor, 17th-20th century” research programme and also in numerous publications, magazines and conference proceedings (“Landscape Architecture. 100 Works for the City”, Ziti, Thessaloniki 2012; E.G. Gavra, A. Bourlidou, K. Gkioufi, “Allegoria ca recuperare culturala a istoriei pierdute”, Arhitectura, Bucureşti 2012; M. Ananiadou, A. Bourlidou, “Heterotopias of West Thessaloniki. Reorganization and enhancement of the city landscape”, 3rd Panhellenic Environmental Council Conference, Ziti, Thessaloniki 2009). She has participated in studio courses at A.U.Th. School of Architecture and Joint Postgraduate Programme in Landscape Architecture and course lectures at UOM Dep. of Balkan Slavic & Oriental Studies (2014-2015). She is currently a PhD candidate at A.U.Th. School of Architecture.

TERRITORY 7

Abel Maciel // Guest tutor

Architect RIBA ARB MArch EngD

Abel Maciel is an architect and researcher based in London. He has extensive experience on a wide range of design typologies and scales, from product and interaction design, to large-scale urban complexes and masterplans. He has also taught architectural design at the Architectural Association (AA), the Bartlett School of Architecture, the Ecole Spéciale d’Architecture (ESA) and University of Nottingham.

During his professional career, Abel has worked with some of the world’s leading design and engineering practices such as Foster + Partners, Zaha Hadid Architects, Herzog & de Meuron, Arup and Bureau Happold, preparing competitions, developing proposals and delivering projects in Asia, the Americas, Europe and the Middle East.

On the conclusion of his Master of Architecture with a focus on biomimetics, Abel was invited to ingress on the EngD in Virtual Environments at UCL, being awarded an EPSRC Scholarship. His research focus on the understanding of the social, economic and cognitive aspects of design thinking and how this value creation process informs the multidisciplinary and programmatic design modelling from early concept stages.

Using multidisciplinary research overarching Ethnography, Game theory and Human Computer Interaction, Abel has developed radically new models of this complex phenomenon, opening new avenues for further research and being awarded the Bartlett Doctorate Prize in 2014.

Filiana Stefanakaki // Host tutor

Architect MSc in Environmental Design

Filiana Stefanakaki graduated from Department of Architecture, University of Thessaly (UTH) in 2006. She holds an Msc in Environmental Design of Buildings, by Welsh School of Architecture (WSA), Cardiff University in 2010, on the thesis “Energy Generating Façades”; and an MSc in “Project Construction Management” by Hellenic Open University (HOU) in 2013, on the thesis “Integrated Photovoltaic Systems in Energy Building Shells”.

She has participated in conferences, research projects and competitions. Her academic research path is associated with the investigation of energy building shell as an adaptive, hybrid, interactive system with direct extensions in environmental design and energy saving. Scope of her design activity is bioclimatic architecture with emphasis on passive design strategies and new innovative applications on the building shell.

She has worked for architectural offices and major construction companies in Greece. Since 2007 she runs the architectural office “ArchLand” with partners architects-engineers in Thessaloniki, and deals with the design and implementation of private and public projects.

She is an elected member of Greek Architects’ Association (SADAS-PEA).

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