For the valorization of the Monumental Unesco Heritage: the system of signs pedestrian tourism in Ferrara and Modena

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In the cities declared World Heritage by Unesco, like Ferrara (in its entirety, since 1995) and like the Modena’s centre (Piazza Grande, Piazza della Torre e Vicolo Lanfranco, since 1997) it’s necessary to pay attention to facilitate the accessibility of their cultural and architectural heritage, promoting the knowledge of the heritage and stimulating attention to it: this is achieved by the definition of properly paths, and, at the same time, the review of the disorderly communicational situations already present.

Two experiences were carried out completely, taking into account the poles of tourist and cultural attraction that are located in Ferrara and Modena: the networks of buildings of historical and artistic hubs, that are already attractive, have been linked with other monuments or areas usually excluded from the circuits of visit. This increases the potential for tourism, within a broader system of relations, and of greater accessibility.

Ferrara is registered to the Unesco World Heritage List since 1995 “because is an outstanding planned Renaissance city which has retained its urban fabric virtually intact”, accordingly is called to facilitate access to cultural and architectural heritage which characterize it, at promoting knowledge of its assets, to stimulate attention to it: in so doing it was considered that the definition and design of “guided itineraries” were a useful tool. The planning began in 2005 and was completed in 2006 and it still proves its validity.

For the realization of the pedestrian touristic signposting of the Modena Unesco site, enclosed in the frame of Piazza Grande, which was started in 2010 and is about to be brought to fruition, it was useful to refer to the experience already completed in Ferrara.

The realization of the signposting of both projects was carried out in collaboration with the company CS Communication Services, which was responsible for the choice of the layout, the information contained, the positions in which to make the placement of signposts. Furthermore, the company is busy choosing materials and of the supports most suitable for the signposts of the project and to define general and thematic planks.

Ferrara: data collection for the project

The collection of data for the realization of pedestrian signage project in the city of Ferrara started from the collection of data on the number of tourists and from the analysis and understanding of the tourism proposal and the conditions offered by the city.

To know the movements and interests of the visitors were analyzed the results of the “Survey on the presence of tourists in Ferrara" useful for the improvement of living in the city, commissioned by the Tourism of Ferrara in 2002,
2003 and 2004. Were therefore studied the proposals of tourist routes in the city.
At the specific request of the Municipal Administration, it was also drawn attention to the presence of “commercial sectors” present within the perimeter of the city, in order to obtain a distribution of the itineraries that are superimposed to the presence of commercial activities.
This aspect, want to emphasize, did not result in substantial changes in the character of “culture” of the proposal, as both the architectural and artistic topics of interest in the research highlighted that the shops are basically concentrated in the central areas of the city.
In order to complete the analysis of the city for the purpose of circuit design and implementation of pedestrian tourism signposting, was carried out a study on mobility and viability of Ferrara.
The evaluation of the accessibility to the city centre, knowledge of urban transport services, the location of parking lots and cycling routes are the key to facilitating the movement within the historic core and in all areas of the city affected by the itineraries.

**Ferrara: the circuit design and design of pedestrian signage**
You have chosen to outline a comprehensive proposal and general circuits visit to the city, to which you can connect both the movement paths from the terminals at the centre, whether any thematic routes.

Fig.1 - Layout that indicates the viability and accessibility of the city of Ferrara and the evaluations on turnout touristic
You have defined four main tracks of visit, distinguished by the colours green, red, yellow and blue which are helpful for people traveling on foot, as they appear also in the dedicated pedestrian signage, as well as in print media such as maps, guides, etc.

You have chosen to articulate the paths according to a trend “circular”, so that the route can be covered in “gone” is not identical to that of the “return” in this way is obtained also to indicate the path back to the train station or to the parking, which was no present in the previous tourist signs.

The design of circuits in the historical centre of the city of Ferrara took into account the approach routes that the visitor follows at the moment of arrival until the IAT - Tourist Information Office, located in the courtyard of the Castello Estense, that is, in the heart of the historical centre: the connections have been designed to facilitate the approach to the town centre by the tourist, from the most exploited parking, train station and the abutting parking lots for tourist buses, facilitating the achievement of the tourist circuits and of the IAT.

You can intrude along the visit routes proposed at any point of interception of the signage.

The circuits have been designed so as to be usable in reverse, to bring to the car park the tourists who left their vehicles, including buses (at tourist bus parking) and trains.

The four circuits are closely related to each other and they touch around the city centre, along the roads with the highest concentration of retail outlets. Are

Fig.2 - Layout that indicates the circuits red, green, blue and yellow
Fig. 3 - A orientation signal and a thematic plank located in Piazza San Nicolò, Ferrara, dedicated to the decorative terracottas

also present bypass between the various circuits, to accommodate the need to move from one to another, in order to allow tourists a complete tour of the city.

The visitor is guided through these circuits and accompanied by different kind of signage: general planks, planks and guidance signals.

The general planks are located in “sensitive points” of the city, such as the railway station and at the main car parks. The presence of the signage in the parking responds to the need of providing tourists with all the information necessary to understand where it is and to lead them to the places to reach.

The planks general contain the following information: plan of the city, general information, an indication of monumental emergencies, directions to the IAT, travel times and indication of the tourist routes and itineraries to approach the centre (from arrival points to reach the IAT).

The thematic planks provide more detailed information about nodes or exemplary situations of the city of Ferrara, such as the Castle or the Byzantine Castrum; they contain detailed information of the layout of Ferrara, an indication of the monumental emergencies, an indication of the information points, as well as specific information related to the topic, with a description of the major elements present in the area described by the plank.

Particular attention has been given to the identification of points where place the general planks and the thematic ones to illustrate areas of particular interest of the city (such as the Estense Castle, the Herculean Addition, the Castrum, the “Quadrivio dei Diamanti”, etc.) and significant elements of the city, such as the decorative terracottas and the walls that surround the city.

Finally, a key role is played by the “orientation” signals along the circuits themselves, of paramount importance, both for the phase of back to the starting...
point.
During the research and surveys to design the tourist signs in Ferrara, it was observed that was present obsolete and contradictory signage: it was therefore necessary a rethinking general, in relation to the design of the new system.

**Modena: data collection for the project**
The first phase of work for the project to the city of Modena was the collection and analysis of data on the current influx of tourists (most visited monuments, features and trends in tourist numbers, etc.), this informations had been used as a useful knowledge base to understand and frame the Unesco site in the tourist context of the whole city and of the province, and possibly, in the future, this could further enhance the aspects of strength, synergies, the network of tourist offer in connection with the signage, paths of travel, the means available to tourists, etc.
The design also took into account other points of tourist and cultural attraction in the city, considering that it wasn’t important to isolate the Unesco site, rather circumscribed, by the broader context of the historical centre, but it was more significant reconnect the Site in the context of emergencies monumental and of tourist attractions of the city. The project takes into account the routes/paths already proposed in the city, paying attention to the area, however large, defined by the perimeter of the avenues that surround the restricted traffic area.
A fundamental aspect of the study consisted of the evaluation of access corridors to the city centre and to the Unesco site: from the tourist terminals and
car parks near the entering the city, from parkings adjacent to the site, from bus routes, from cycling routes, etc. One of the key points for the development of pedestrian itineraries in the city is formed by the connection of the signage along the path with the signs from the place of arrival of tourists (railway station, bus terminal, park and ride, car parks, etc.). The supportive data, necessary for a consistent definition of the itineraries, have been constantly updated, particularly with regard to urban and suburban parking system, following the entry into force of the new plan of parking and traffic of the city of Modena, which entered into force as from 21 July 2012. The connection of the signage of “approach” to the circuit of visit with the signage of “orientation” along the circuits is of paramount importance, for the phase of arrival and for the back to the starting point. Another aspect investigated covered the signage system already present in the city, which had obvious inconsistencies and problems: in fact the existing tourist signage was not coordinated by an integrated and comprehensive plan, but derived from different stages of intervention, without having a consistent overall layout and even the continuity necessary to lead effectively to the goal. A detailed survey of the signs made it possible to carry out the removal of unnecessary signals, this made possible to a better perception of the new system of pedestrian signage.

Modena: the circuit design and design of pedestrian signage
After the study of all the data collected and processed in collaboration with the
Municipality of Modena (influx of tourists, the most visited monuments, tourist paths currently proposed, census of signage and of the informative planks already in work, etc.), we proceeded to the design of the paths. You have defined four main tracks. The main route is called the “Unesco Site” and runs from the train station to the heart of the site or Piazza Grande, which is home to the monumental emergencies Heritage Site, Cathedral and Tower Ghirlandina. This itinerary is the fundamental skeleton on which are grafted to the other three routes named path “Ferrari” path “St. Augustine” and path “San Pietro”. The “Unesco Site” circuit can be travelled by the route of connection from each of the terminals, or at any point along the path between the railway station and the Unesco site. After completion of the Museo Casa Enzo Ferrari was necessary to design a path that leads tourists from the train station to the museum, starting from the museum the path must to direct tourists to the Unesco site, in this way the museum is directly connected to the main circuit. The paths “St. Augustine” and “San Pietro” are closely related to the path “Unesco Site”. The first allows you to visit places like the Church of St. Augustine and the former Ospedale Sant’Agostino. The second, crossing Piazza XX Settembre, via Saragozza and Via San Pietro, leading to the monastery of St. Peter, and then continues to rua Pioppa Via Emilia and again reach the main path. Regarding the layout of signals and information panels it is worked in order to align them with other already be in Ferrara, both as regards the aspects of visual communication that the supports, aiming to obtain a clear communicative homogeneity that can be extended to several Unesco sites in the region.

Fig.6 - A orientation signal and a thematic plank located in Piazza Grande, close to the Duomo di Modena
Within this overall objective, however, it was preferred to choose (especially for the colour gamut) colours that characterize the city of Modena and in harmony with the general colour scheme of its buildings, reconnecting them to the colours identifying the main circuits visit. The arrangement and positioning of the different types of signage (information and guidance), has been defined in collaboration with the staff of the Municipality of Modena and the Superintendence for the architectural and landscape of the provinces of Bologna, Modena and Reggio Emilia: the collaboration with the municipality and Superintendence has allowed that new interventions do not come into visual contrast with the monumental presences and with the other signage already in place and that cannot be eliminated, such as the vehicular signage.