

# AlpenWoche

Alpen & Menschen

11.– 15.10.2016 | Grassau, Deutschland

# Semaine Alpine

Des Alpes & des gens

11 – 15.10.2016 | Grassau, Allemagne

# Settimana Alpina

Le Alpi & la gente

11 – 15.10.2016 | Grassau, Germania

# Alpski Teden

Alpe & ljudje


11.– 15.10.2016 | Grassau, Nemčija

# AlpWeek

Alps & People

14:00 - 15:30

## Sessions 1 - 5

EN   
Golf Resort,   
Room Simssee

### Session 1: The revival of resilient mountain communities

What constitutes a new model of “Alpine urbanism” or “live-work-play” in the Alps? The success story of Ostana, Piedmont, Italy: visual narratives, social networks and design solutions.

**Contact:** Prof. Dr. Tobias Luthe, University of Applied Sciences HTW Chur, CH

**Category:** Alps & Demographics

Prof. Dr. Tobias Luthe (HTW Chur, MonViso Institute, USI Lugano)

Dr. Romano Wyss (EPFL Lausanne)

Melanie Rottmann (MonViso Institute, Oberalp Group)

Giacomo Lombardo (Mayor of Ostana, Piedmont, I)

Supported by the USI MIT Master students 2016

Organisation:



CIPRA  
LIVING IN  
THE ALPS



Financial support:







The revival of resilient mountain communities

*What constitutes a new model of Alpine Urbanism?*

The success story of Ostana, Piemonte, I



A photograph of a large deer with prominent, multi-tined antlers standing in a dense forest. The deer is facing left, with its head turned slightly towards the camera. The antlers are a light brown color with some darker, possibly velvet-covered, sections. The deer's coat is a mix of brown and grey. The background is filled with green foliage and dark tree trunks, creating a sense of being deep in a forest. The text "Embedded in wild nature" is overlaid in the lower-left quadrant of the image.

*Embedded in wild nature*



**An experimental real-world laboratory**  
for sustainable design and living in an Alpine environment



**A field experiment for whole systems design of buildings**  
and their integration into their natural and socio-cultural surroundings.  
**A non-profit center for research, education and entrepreneurship.**  
A meeting hub for living a new "Alpine Urbanism".

## Definitions of central concepts

### **Resilience**

is the capacity of a system to absorb or withstand perturbations while maintaining its basic functions (Resilience Alliance)  
*(adaptive and innovative capacity)*

### **Urbanism**

The characteristic way of life of city dwellers (Merriam-Webster)

### **Amenity migration**

The movement of people based on the draw of natural and or cultural amenities (Gosnell & Abrams 2009)

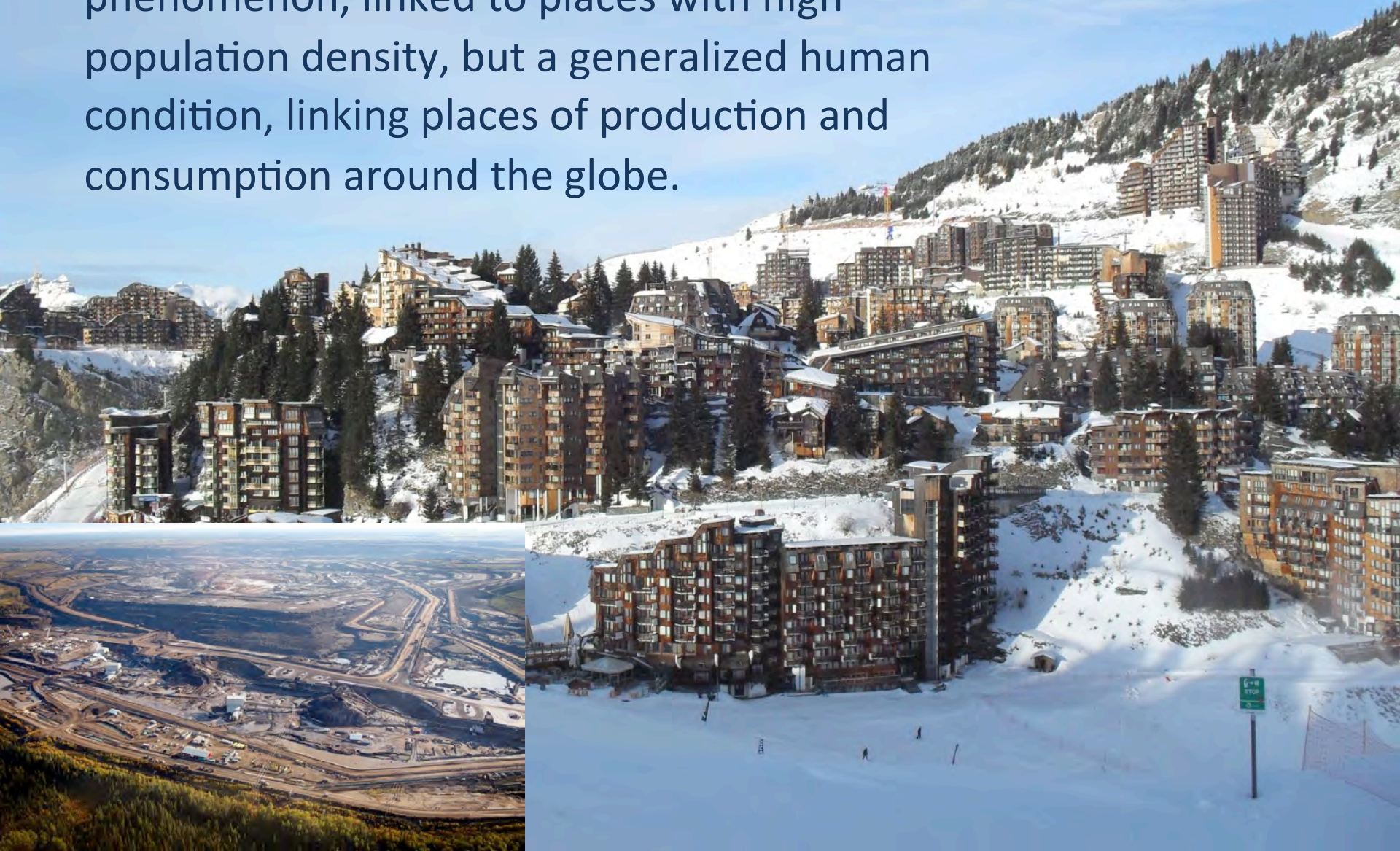
### **New highlanders**

People who deliberately opt for a life in the mountains and contribute in many cases through entrepreneurship to an integral village life (Löffler et al. 2014)



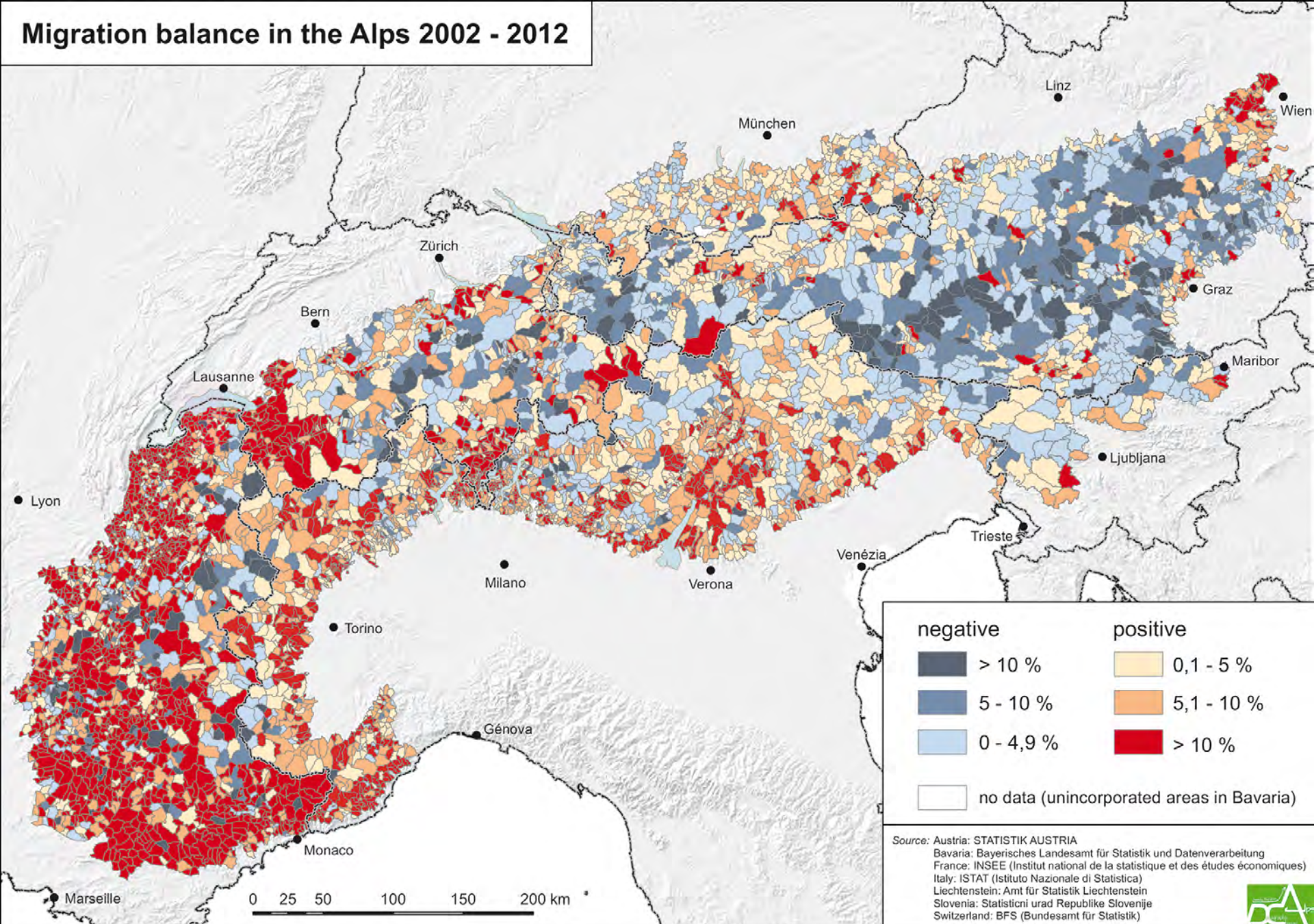
# Planetary Urbanism (Neil Brenner)

Urban development is no longer a localized phenomenon, linked to places with high population density, but a generalized human condition, linking places of production and consumption around the globe.





# Migration balance in the Alps 2002 - 2012





**Thanks to the data collection work  
of the USI Master students in October 2016**





## Urban elements – positive

## An international students' perspective





## An international students' perspective





## Alpine elements – positive

An international students' perspective





## Alpine elements – negative

### An international students' perspective





# OSTANA-OUSTANO





# Scales of Transformations

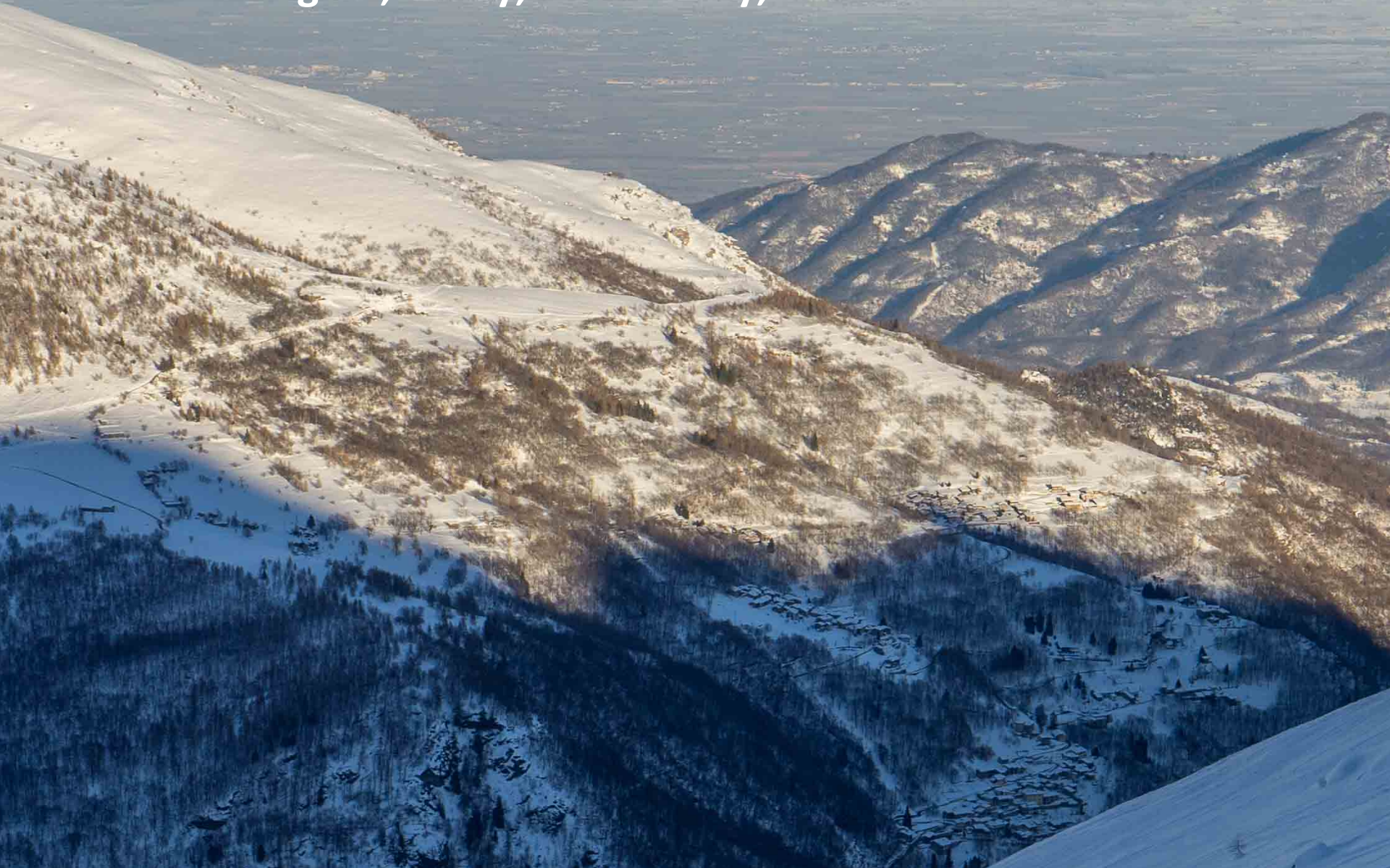
## Region, valley, community, abandoned houses





# **Scales of Transformations**

## **Region, valley, community, abandoned houses**







**A history characterized by demographic  
and economic change - from 1200 to 5 local residents**

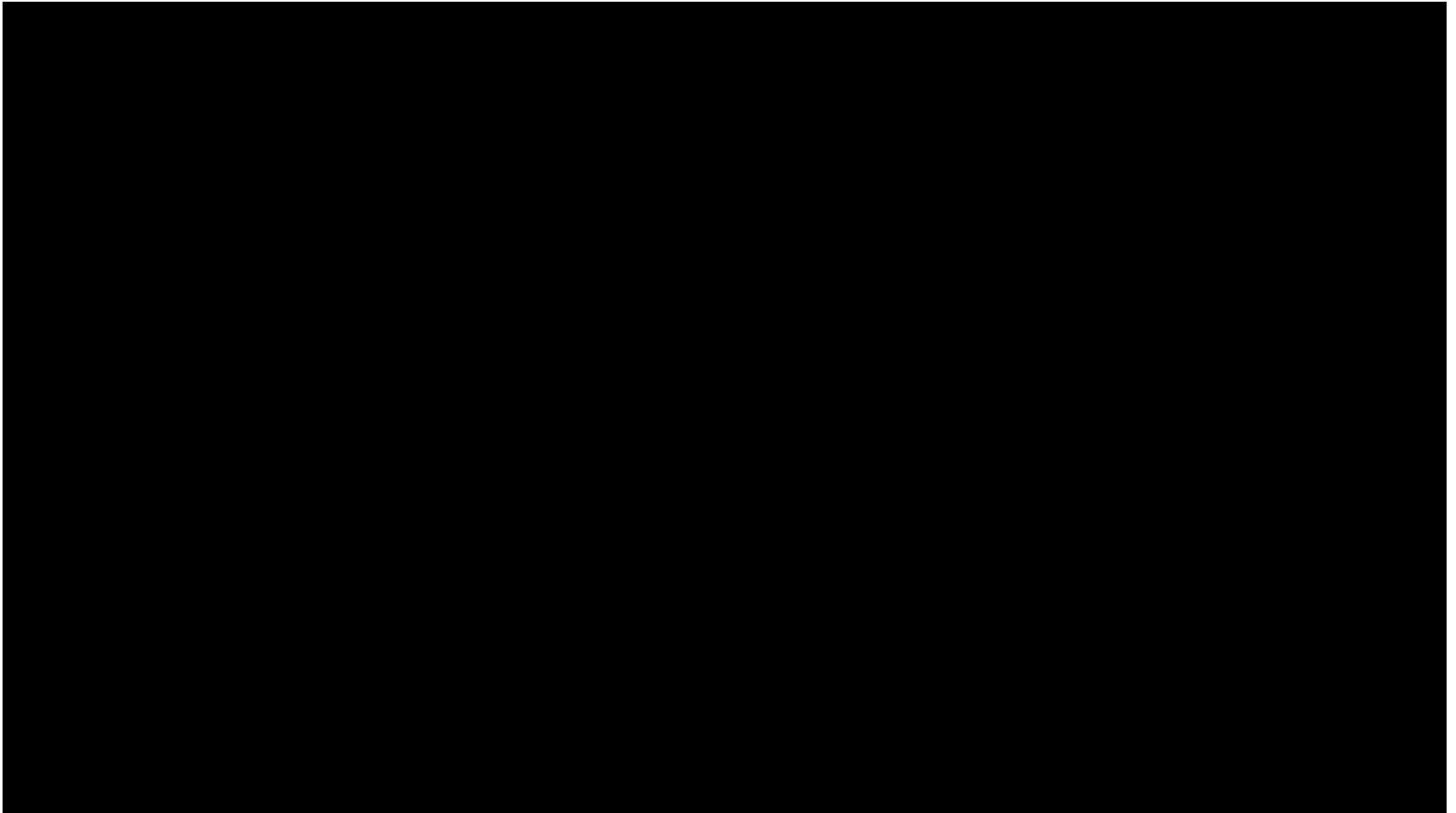
**Graphic 1. demographic changes of Ostana municipality from 1861 to 2011 based on Italians Census records**



graphic by Maria Anna Bertolino on Istat data



## Renato Maurino





**A mayor dedicated to build up a new community**  
provides the basic infrastructure and space for new  
creative minds, projects and fundings

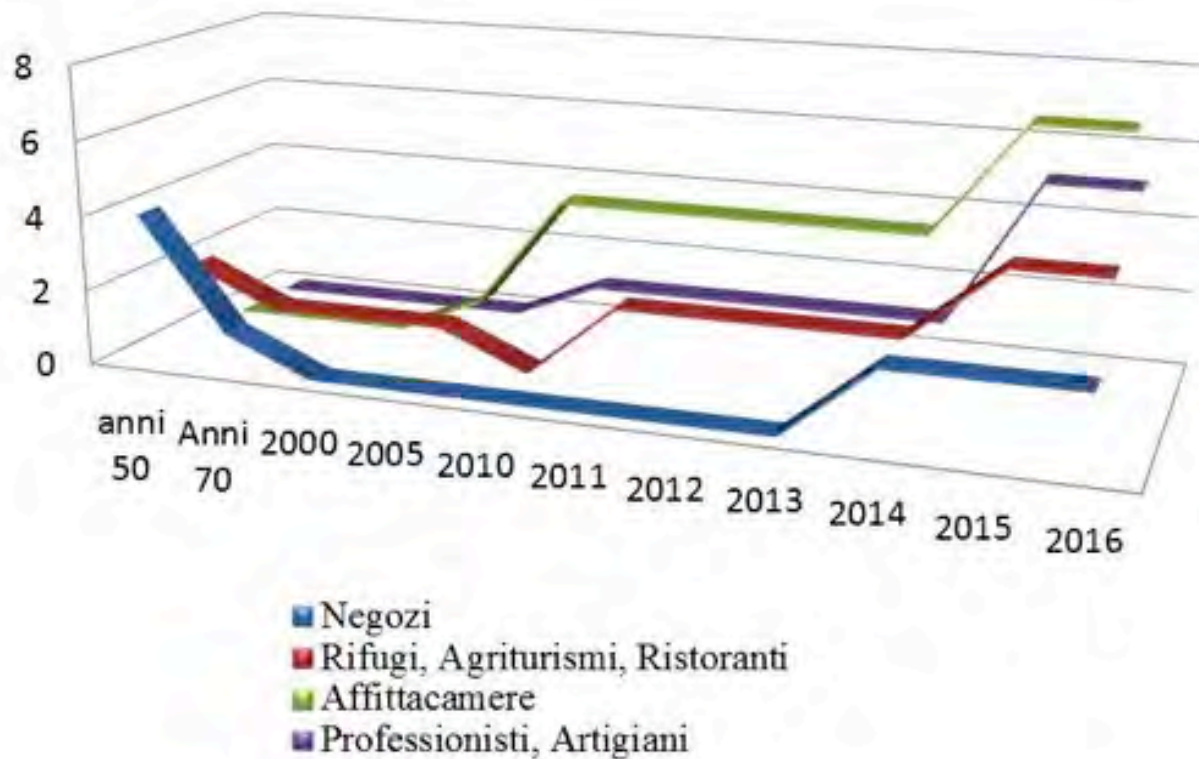


## Aldo Reinieri



## Economic development in Ostana

La rinascita di Ostana in cifre: le attività produttive.





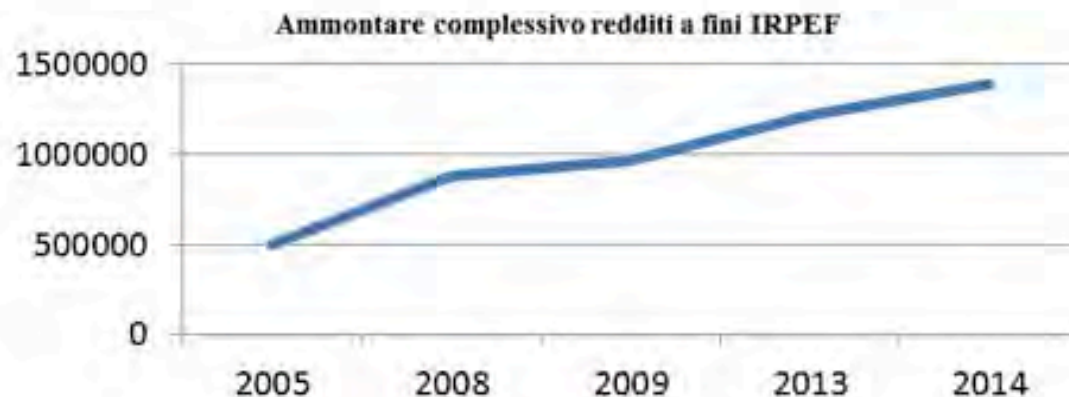
## Ostana inhabitants' income growth over 10 years

(L'imposta sul reddito delle persone fisiche PRPEF)

### La rinascita di Ostana in cifre.



Fonti dati: MEF - Dipartimento delle Finanze; Speciale redditi «Il Sole 24 ore» (anno 2011).





**The clear communication of a common vision**  
is the basis for a new social network and support from a  
strong basis of today 45 inhabitants





**Rebuilding a community – the social hub and meeting point**  
creating the cafe and Rifugio Galaberna to welcome both  
guests and the local community

## Silvia Rovere



**My name is Silvia, I am 42 years old, I live here in Ostana but I was not born here. I manage the "rifugio galaberna"**





**Rebuilding a community – fostering participation through a bottom-up process with all stakeholders**





**Rebuilding a community – poly-functional building**  
a cultural center for local people, visitors, entrepreneurs,  
co-workers and group activities





A poly-functional place



**Rebuilding a community – a visual change  
of the architecture – a melting point of tradition and  
modernity with the ‘estilo rustico’**





**Rebuilding a community – small scale wellness center**  
with geothermal energy provision feeds into the overall  
vision, attractive for both community and tourists





# RACCONTARE LA LIBERTÀ. CON IL CINEMA.

APERTE LE ISCRIZIONI PER IL WORKSHOP  
IL DOCUMENTARIO DEL VERO 2015

Rebuilding a community – attracting other partners  
the cultural project L`AURA Scuola di Ostana, a  
collaboration with the Film Commission Torino



## Fredo Valla





**Rebuilding a community – stimulating private initiatives**  
Initiative Agriturismo di Ostana – welcoming guests and  
producing cashmere





**Rebuilding a community – stimulating private initiatives**  
A new mountain agriculture - producing local products by  
young people



## Serena Giraudo







Photo by VT

**Rebuilding a community – stimulating private initiatives**  
A new mountain agriculture - producing local products by  
young people

## Bruno Ferrato







**Rebuilding a community – seed projects create synergies**  
University of Torino and a private investor - transforming a  
ghost village into a self-sufficient, sustainable tourism  
community



## Manuel Lai





# International young people

What brought you to Ostana – and what may keep you there?



# World Café Dialogue

## Exchange and design ideas for the revival of resilient mountain communities

1- Collect and describe similarities and differences with other alpine communities: is Ostana transferrable? What are challenges in other places? Focus on demography, culture, **dynamic traditions** and quality of life.

2- What are urban elements to develop in alpine areas? Use the students' list and add/tag your key words; describe similarities and differences.

3- Summarize the group findings to present them in a 5min story format („in our ideal alpine community, in the year 2020, there is...“)





## Close the bracket

Dos reality match with the discussion in the scientific literature?

**Is Ostana a transferrable model?**

What does this mean for resilience?

Steps ahead?



Danke Grazie mille Thank you Merci  
Tonte Grasie

