

2 November 2023
17:00 - 19:00
Betazaal

**Manmade Features of the Landscape:
Constructing Lisbon's Periphery**
Mónica Pacheco

In the mid-1950s, millions of people left the rural areas of the Portuguese interior. They came to Lisbon in search of new and better living conditions. The population growth in the peripheral territories of the capital started to increase exponentially, completely changing its landscape, particularly on the northern fringe, with a huge impact on commuter traffic flows and property speculation, affecting an emerging middle class that was ignored by the state and exploited by an economically driven market.

Outside the narratives of international urban design theories and academic discourses, these places have progressively embodied the image of postmodernity's greatest evils: the anonymous character of (sub)urban life, mass housing, and the 'motorway'. Their study has been profoundly overlooked and an important part of the city's fabric.

Using archival material, films, and periodicals, this paper reconstructs the history of Lisbon's northern gateway, Calçada de Carriche, developed during the 1960s by private developers. The crossing of information regarding the urban ensemble of Quinta das Lavadeiras, its construction, and its impact on the landscape, in its intermediate condition, between rural and faith in urban progress, between center and suburb, between social classes, allows a critical reflection on the divorce between the theoretical debate and the construction of a counter-architecture promoted by construction companies that acted in these expectant territories, defining them.

Mónica Pacheco Ph.D. is an architect with a MA in Housing and Urbanism (AA). She is an Assistant Professor at the Department of Architecture and Urbanism of ISCTE-IUL and a researcher of DINÂMIA-CET in Lisbon since 2004 and was a visiting research Fellow at the Bartlett-UCL in 2016.

Her research focuses on architectural education and its geographical translations and critical readings of the preestablished systems of knowledge transfer. She participated in the international projects "Housing for the biggest number: Lisbon, Luanda, Macau", "Coast to Coast: late infrastructural development in former Portuguese Africa (Angola and Mozambique): Historical-critical analysis and post-colonial assessment" and currently in "Middle-Class Mass Housing in Europe, Africa, and Asia," both funded by the Portuguese Foundation for Science and Technology. She is now part of the Cost Action 18137 European Middle-Class Mass Housing.

**Urban Design in Practice: "Operative
Histories" and Neglected Narratives of Urban
Design in Post-WWII Italy**
Gaia Caramellino

2 November 2023
17:00 - 19:00
Betazaal

Historiography of urban design in post-WWII Italy reveals the divorce between the theoretical and academic discourse and the knowledge codified through urban design practices. This gap was emphasized by the rupture between architectural design and urban planning in the late '60s, when urban design started to be addressed in quantitative and normative terms by technical planning via the definition of new standards (standard urbanistici, 1968).

The paper suggests an "operative history" of urban design in Italy, looking at the housing agenda of three private companies active at the national scale between the '50s and the '60s. The urban agency of these actors offers a precious insight into the inner workings of city-making practices and reveals specific patterns in the forms of urbanization, design, and production of the city, including fragments of the so-called "public city" (public spaces, facilities, equipment, green spaces, and landscapes).

Promotional materials, handbooks, technical and public press, advertisements, and companies' administrative and professional records testify to a moment of intense research and vivid experimentation in urban design that has remained on the margin of the canonical narrative of post-WWII Italian urban development. Private companies contributed to the codification of the discipline of urban design by developing new research paths through marketing mechanisms. Their interests and commercial strategies shaped new urban design ideas, coined a new lexicon, and introduced innovative urban schemes, regulatory frameworks, codes, and conventions that met the requirements of a booming market, responding to the specific variables of planning policies and interpreting, implementing, and revising planning instruments and procedures based on the negotiation and interplay between private actors and public policies. This perspective offers an unexplored avenue to narrate a counter-history of urban design through its practices and can complement the historiography of the development of urban design in post-WWII Italy.

Gaia Caramellino is an Associate Professor at Politecnico di Milano. Her research investigates the processes of cultural transfer in 20th-century architecture and planning; the history of post-WWII housing cultures, practices, policies, and theories; methodologies in architectural and urban history. Her publications include *Europe meets America. William Lescaze: Architect of Modern Housing* (Cambridge Scholars Publishing 2016), *Post-war Middle-Class Housing* (ed. with Federico Zanfi, Peter Lang, 2015), *The Housing Project Discourses, Ideals, Models, and Politics in 20th-Century Exhibitions* (ed. with Stéphanie Dadour, LUP 2020). She has been the recipient of several research grants and fellowships from the Israel Institute of Advanced Studies, CCA-Montreal, the Graham Foundation, the Radcliffe Institute for Advanced Studies, the Rockefeller Foundation.