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ARCHEOLOGIA, GEOGRAFIA  
ARTE E SPETTACOLO

master degree  
**GEOGRAPHY  
SPATIAL  
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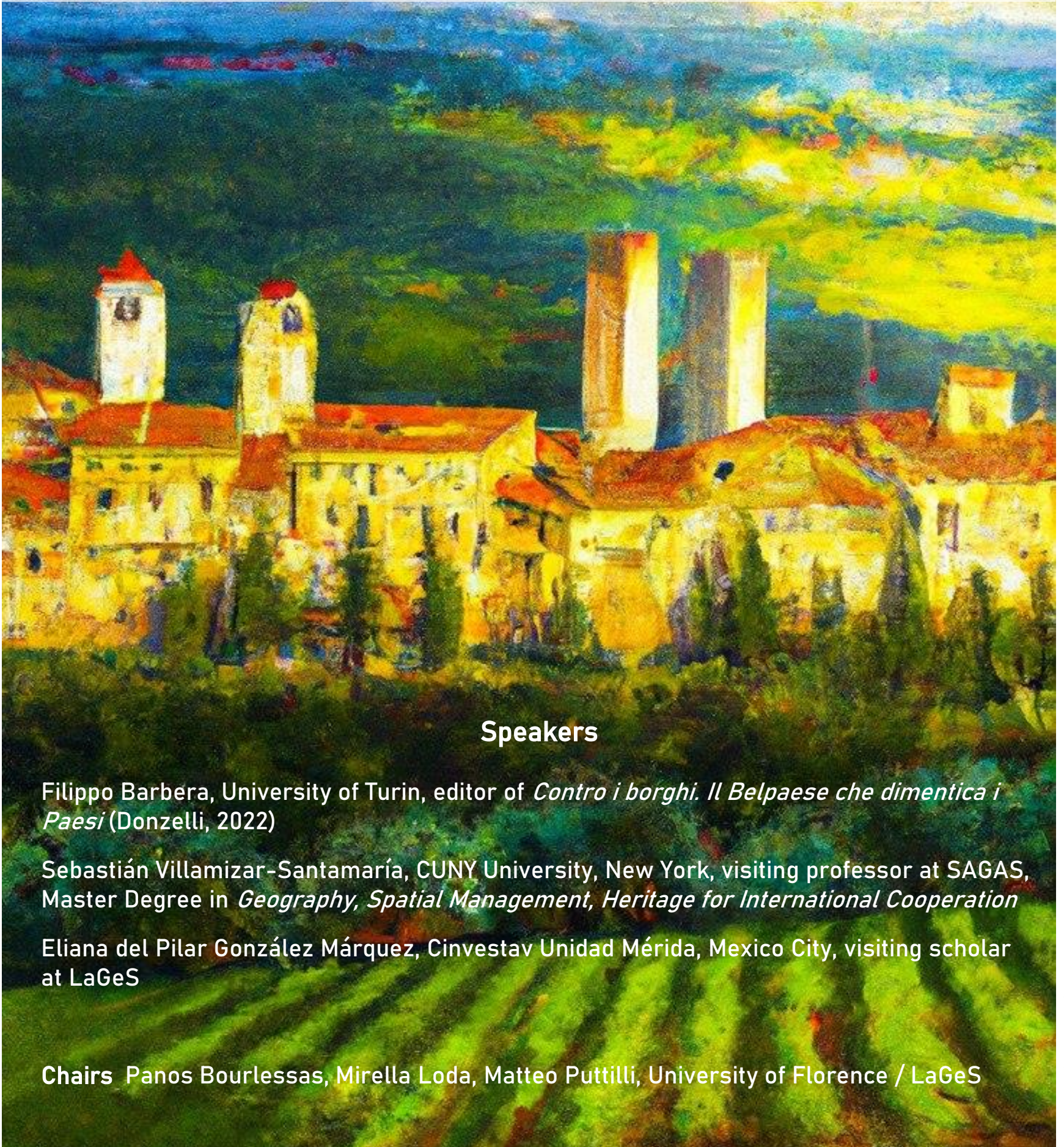
DOTTORATO IN MUTAMENTO SOCIALE E POLITICO

# RURAL BEAUTIFICATION

SOCIO-SPATIAL TRANSFORMATIONS IN RURAL AREAS

BETWEEN COLOMBIA, MEXICO, AND ITALY

INTERNATIONAL SEMINAR | 16 March 2023 | 2 p.m - 5 p.m. | Aula Parva, Via San Gallo 10



## Speakers

Filippo Barbera, University of Turin, editor of *Contro i borghi. Il Belpaese che dimentica i Paesi* (Donzelli, 2022)

Sebastián Villamizar-Santamaría, CUNY University, New York, visiting professor at SAGAS, Master Degree in *Geography, Spatial Management, Heritage for International Cooperation*

Eliana del Pilar González Márquez, Cinvestav Unidad Mérida, Mexico City, visiting scholar at LaGeS

**Chairs** Panos Bourlessas, Mirella Loda, Matteo Puttilli, University of Florence / LaGeS



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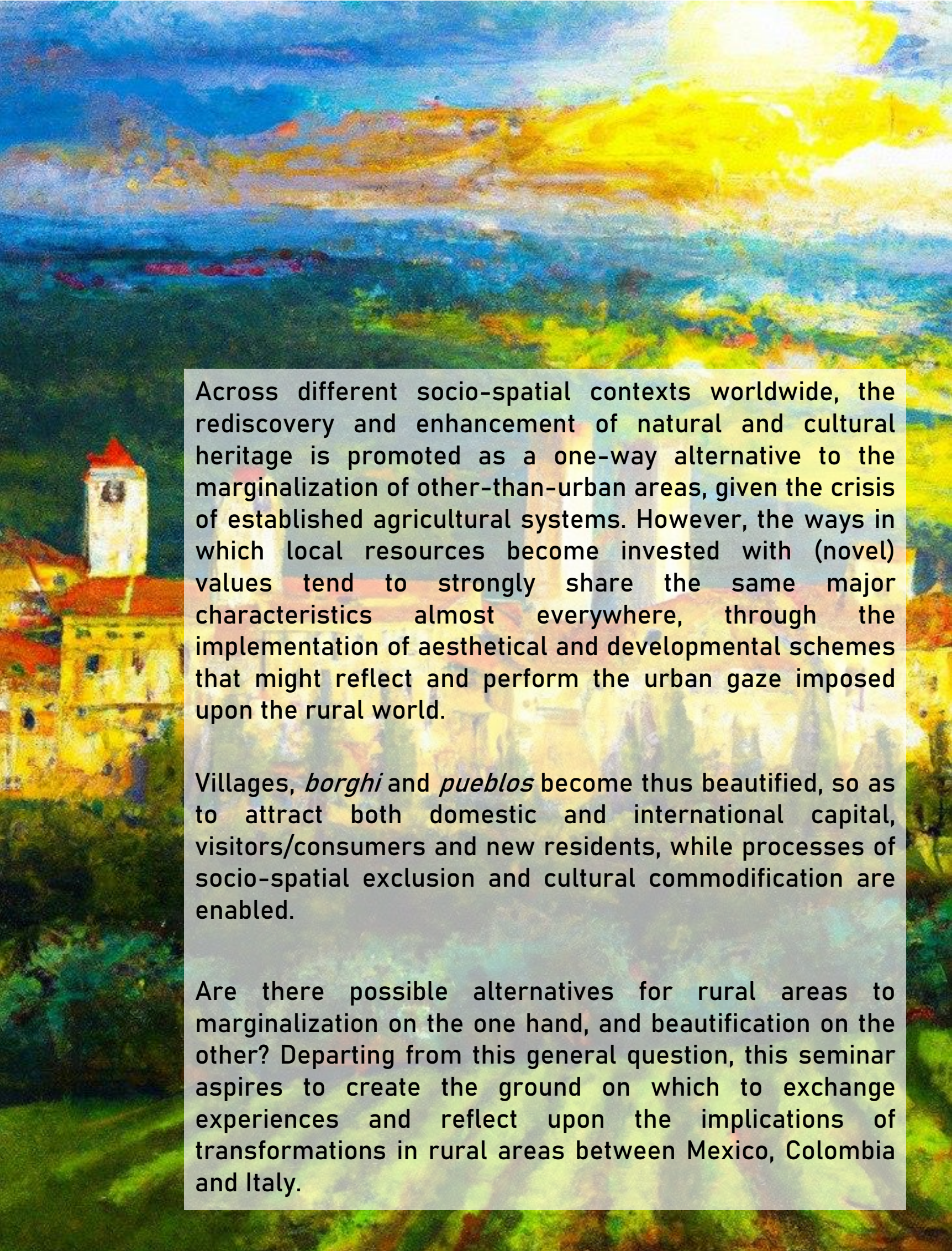


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Across different socio-spatial contexts worldwide, the rediscovery and enhancement of natural and cultural heritage is promoted as a one-way alternative to the marginalization of other-than-urban areas, given the crisis of established agricultural systems. However, the ways in which local resources become invested with (novel) values tend to strongly share the same major characteristics almost everywhere, through the implementation of aesthetical and developmental schemes that might reflect and perform the urban gaze imposed upon the rural world.

Villages, *borghi* and *pueblos* become thus beautified, so as to attract both domestic and international capital, visitors/consumers and new residents, while processes of socio-spatial exclusion and cultural commodification are enabled.

Are there possible alternatives for rural areas to marginalization on the one hand, and beautification on the other? Departing from this general question, this seminar aspires to create the ground on which to exchange experiences and reflect upon the implications of transformations in rural areas between Mexico, Colombia and Italy.