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Sustainable Landscapes and Economy

On the inestimable natural and human value of the landscape

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[NEW CURRENCY TRUSTED]: "LANDSCAPE"

In the increase necessary link and relationship between Landscape and Economics in any of its forms: urban and rural Landscape considering all similar as established ELC. Itself surprising verify that this relationship between Economy and Landscape noted for its ambiguity and conflictuality in both instruments for implementing each discipline in relation to its purpose, as in the reciprocal powers to carry them out. Competing interests focusing to clarify three concepts are reluctant to talk when you want to relate the two terms: economy and landscape. These concepts are summarized here:

1.-The concept of sustainability in its economic and social dimension, defined as a set of parameters to evaluate, protect, applied in its implementation and is contradicted on Sustainable construction so as a natural or artificial process inherent in the action itself territory or else built and consequently on the landscape as perceived cultural project, based on measurements of ELC.

I intend with this preamble, not establish an equality between two terms, sustainable and sustainability; and this requires avoid prejudices responses and actions called sustainability over the territory towards qualifying the landscape and understand the necessary management of complexity that entails simplifications and cutouts reducing unwanted naive, to avoid confusing the idea, process and the means and instruments of the Project for their implementation, compliance and enforcement standards for both terms.

The example of the Patio de los Leones de la Catedral de Sevilla is illuminating in this regard. Such displays of coherence and beauty built former process, completely socially rooted, with maximum intensity in meaning and significance contrasts with the coldness of the parameters to be applied from the rules sustainability for evaluation.

Its value lies in its conception and ideation as a sustainable project, regardless of compliance with the current settings applied towards sustainability. Is a project that includes within its definition systems relationships of the elements that comprise it, as it should be all or architectural project engineer worth his salt thereof, of the capacity to contain all aspects and considerations and guarantors resolved on its materials, tectonics, environmental and landscape quality.

The hard irrigation of orange trees in Sevilla and in particular in the Court of the Lions is impeccably resolved by the project and the realization of canals and ditches that allow their goal, away from any parameter of difficult legal sustainability to meet even and time of its realization, facing the magnificent sense of what can be culturally sustainable managing its tangible and intangible complexity (smells, perceptions, meanings..) And thus strengthen its objective and adherence to the place, giving meaning to the project.

2. When we have issues related to urban or rural economy we offer a number of measurement parameters can speak of production, consumption, density, population, resources... etc, all in tune with possibly a pragmatic vision and adjectival a reality imposed on the financial viability of money management for actions and proceedings for citizens, always far from the formal quality that should prevail in both the city and the territory, natural or artificial these actions..

The city and territory have precise ways in their evolution, morphological and structural and therefore the need to consider as priority agents consideration as landscape and economies that promotes it.

Today it is difficult to establish a similarity between the shape of the city and the urban landscape, we refer generically to partial and fragmented visions, nested in convenience from the use and land or by conventional cultural stigmas. The same could be said of rural land or protected areas. The economic view on these territories needs to recognize its formal structure and linked through the landscape to understand the totality of the territory as a system-landscape complex where morphological responses are the basis of his diagnosis for protection, conservation, management and transformation from the project as ethical response and appropriate aesthetics.

3. Against those who thought and trusted, In the insatiable coin course of international financial systems and profit speculative reply over globalized territories , I offer "LANDSCAPE" as new "money trust".

The European Landscape Convention has finally given legal effect to the new currency, although weak both political and economic bills as enunciated and initiated legal recognition of good scenery ,regardless of the value that will be specifically attributed to the territory.

In this sense he is right Claude Raffestin speaking of landscape in terms of "money trust", describing as the territory is likely to gain further value on the socioeconomic level through its condition turn into Landscape, increasing the exchange value of a territory is directly proportional to the diffusion and

dissemination of their representations. Representation as a summary and synthesis of a process of recognition of the territory of its complexity as a cultural project (ethical and aesthetic). When the public image of the territory is a source of collective identity, the landscape is capable of contributing and determine the value of the territory itself, legitimizing or limiting its transformation.

The man inhabits the territory only if he has produced a scenic representation of it (F. Holderlin). Man's relationship with the territory is its purpose, not only in the material production of resources and their settlement, but also in the production of its own representation, and this is not just advertising, marketing or strategic trade promotion, or even the votes of their representatives. Unable to inhabit the territorial reality without thinking about the image of this reality, no matter how fertile or hard it is.

If you are not offers to a territory the occasion of giving life to a landscape, you are not allowed to those who inhabit it have an identity as a social body, because ultimately it is the representation of a territory which provides the identity of a community of people.

Landscape therefore allows people and citizens to establish a more conscious relationship with the environment that surrounds them, into order and structure elements and instruments governing its operations, to populate it with symbols, "... ..of build the place of welfare and prosperity ". (Raffestin).

In our daily life, a society that addresses and working on his self-representative capacity has a consolidated image of itself, or a better developed consciousness of a landscape image and is a society that is capable of trying to control its evolution in nature always more transformed. A society where the "image", "medium" and "shows" are usually confused with reality, the landscape can provide capacity to a community of "POWER" in the sense of stability, consolidating and developing its own system of social organization, new instruments where the project is able to produce and permit respecting one's ability to exist and integrate into the world.