



Research Center on Local and Traditional Knowledge.

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IPOGEA'S SUCCESS FACTORS

IPOGEA is a non-profit organization. **IPOGEA was founded in 1993** in Matera (Italy), in the framework of the initiatives for the inscription of Matera in the UNESCO World Heritage List. At that time Matera was a completely abandoned city and **PIETRO LAUREANO, founder and CEO of IPOGEA realized the UNESCO inscription starting a restoration process that brought the city to become one of the most important success at global level of urban valorization.**

Pietro Laureano works since 30 years with **UNESCO** as team leader of important international projects such as the master plan for Petra (Jordan), Lalibela (Ethiopia). Ipogea is recognized by the **European Union** as possessing the highest degree of excellence in the protection and enhancement of European Cultural Heritage, it has been an associate member of **ICCROM** and it executes projects for the World Monuments Found,

UNCCD, other **UN** bodies and **Ministry of Culture of important countries in the world.** Ipogea today is recognized in the world as the most capable structure of design for realizing the valorisation of places and the urban regeneration. This thanks to its approach based on traditional techniques and their innovative use, sustainability and the involvement of local population.

METHODOLOGY

IPOGEA's general scientific approach is to encourage the full development of local skills and resources to protect and enhance archaeological, historical, environmental and traditional values.

When dealing with design, Ipogea proposes operations based on minimal invasiveness, taking into consideration sites and monuments in their environmental context and on maximum social and economic sustainability.

The choice for the most appropriate strategy is made by assessing a variety of factors and different options.

This approach makes it possible to identify responses that are appropriate and not out of scale, in order to insure sustainability, flexibility and local participation.

HAVE A MISSION AND CREATE A DEMAND IN OUR TASKS

The reason of the success of **IPOGEA**, is given by the fact that **IPOGEA** follows his precise mission and realize only project that are in accord with is ethical conception under the standards of **UNESCO** and the World Heritage.

Actually **IPOGEA** himself, anticipating the necessities and expectations of the communities created the demand about the aspects, the activities and the researches on which **IPOGEA** works.

These aspects are the meaning and the narration of the city, the historical and archaeological analysis, the traditional and locals techniques, the study of the landscape, the system and the management of water and soils.

IPOGEA has become very quickly the most competent research centre in the field of local sustainability, water and eco-systems.

Ipogea's activities trigger identities and local competence that ensure the process of valorisation.

These skills are today strategic in relationship to the climate change and collapse of ecosystems.

IPOGEA is today required all over the world in situation of restoration of urban ecosystem and urban recovery in post-war conflicts.

