

Not how, but why.

Not just urban planning, but the entire territory.
There is no separation between architecture
and territory.

Designing architecture means designing the
territory.

There is no project that is not, in some way,
territorial.

Teaching architecture means teaching how to
imagine the territory.

Every project is an act of transformation of the
territory. It is a public action, therefore political,
carrying a responsibility toward society as a
whole. Every project is placed within a context
rich in history, in continuity with the past, and
situated in a specific time and space. It must
respond to the challenges of its time, while
remaining in dialogue with history and antici-
pating the future.

If it is the architects' task to shape the imagi-
nation, the territorial project is a collective lab-
oratory involving many other skills; it is the
expression of a society and its time, requiring
participation, debate, communication, knowl-
edge sharing, and inclusion. It is a process that
never ends, constantly evolving.

Each era highlights different aspects, bringing
new concerns and languages with it. The social
and environmental challenges of our time are
not new; essentially, it is about having a holistic
vision, finding a key to reading that leads to
the project. Scale does not matter; whether it
is an interior or a territorial plan, the approach
remains the same. Every project requires an
interdisciplinary approach that combines un-
derstanding the existing and imagining the
future. It is an act of love for those who will live
in that space. This is why it requires attention,
listening, and deep empathy toward others, the
community, and the context.

Large-scale projects bring greater complexity
and require more sophisticated and interdis-
ciplinary tools, extending far beyond the sole
expertise of the architect. Designing a project
for the architecture of the city and territory
means creating a shared project and reaffirm-
ing the centrality of the project as a shared,
interdisciplinary, and evolving vision of space,
environment, and the society in which we live.

The *tabula scripta*—the quality of the existing
urban and social fabric—opposes the *tabula*
rasa, the blank page on which it seems possible 112

to start from scratch. A territorial project is a web of connections, in sharp contrast to objectification, to the series of disconnected objects that too often emerge from our zoning plans, which are incorrectly labeled "architecture."

Learning to look at the world, to understand it, and to find a key to reading its complexity are fundamental elements of the education in our schools. We must develop the ability to observe and imagine. Considering the complexity of the world, the geographical, cultural, and social specificity of the context, and the historical layers is essential.

Alongside the vision of the future—which, let's remember, is never final but always transforming—it is crucial to reaffirm the courage to formulate a utopia; finding the strength to draft a manifesto against zoning, against individualism, against consumerism, against the waste of resources and land.

Our task is to pass on to future generations a sense of responsibility for what we do, both as citizens and as professionals, a sensitivity toward what surrounds us, and the ability to formulate strategies—or visions—in response to what we observe. This ultimately means rediscovering the true potential of the project.

By *project*, we mean a project for the land that knows how to listen to what the land tells us, that considers it as a living organism. A project that embraces the social and political dimensions of the intervention, rooted in collective memory, the renewal of the existing, and knowledge of history and lived experiences. A project that takes into account the management of natural resources and imagines a new relationship with nature. A project that can operate at different scales, that embodies patient research and a vision—even if it is utopian, and therefore not necessarily achievable—for paving the way to a better future for the territory, the environment, and the society in which we live.

"The project, before being a tool of transformation, is a tool of knowledge."

Luigi Snozzi,
Progetti e architetture 1957–1984.