



From Natural Landscape to Urban Project: Concepts, Strategies and Projects

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Landscape policies not only must go to mitigate or to solve elementary problems, is necessary also, so that they do not become to repeat, to investigate in its causes and to invest the difficulties towards positive arguments. To invest in information and education would collaborate in the understanding of the landscape like a strategic resource for the qualitative development of an economy of services and tourist, it would favor the social cohesion and it would comprise essential of the cultural patrimony.

The quality of the daily landscape is related to favoring and driving the public participation in the decision making that has repercussions on the same; but also with fomenting the sensitization, the education and it brings back to consciousness landscaping of the population towards the enormous value of the landscape doing it extensive to his daily scopes to bring about a deep change in the unsupportive behavior that is reflected in many of the actions of negative incidence in the landscape. About this it would be necessary to make a true cultural revolution of transformation of negative habits in relation to the territory and the high indiscipline, and to invest this tendency towards the beginning of a positive dynamics of transformation of the landscape.

All these actions necessarily have to take prepared, on the part of the public administrations, a similar effort as much in the specific control of the landscape generated from their instances like also in the beginning of spreading campaigns, awareness, participation, recognition and transmission of their values, and not only of the natural landscapes of great value but also and especially of the landscape daily and common and by extension of the territory in their dimension of environmental value.

The landscape is a concept that it moves in different scales and require therefore of strategies and projects that take shape in different levels, from the most general scales regarding the territory to the arrangement of the small scale through the most detailed projects.

The fragmentation of the landscapes induces to the fragmentation of the perception of the identity socially shared of the landscape, to the loss of the property sense, the surroundings of everyone are made and the idea smaller of the limited and unsupportive global landscape. For this reason a basic objective is to establish active measures against the increasing fragmentation of the landscapes. In relation to this phenomenon, it is necessary to oppose, to this dynamics, the continuity like value of the landscape, raised like a true objective of quality of the landscapes.

Four urban and architectural projects, as intervention examples, it will appear, two in Canary Islands and two in Agadir (Morocco), where the different scales of the landscape and the architecture of the landscape are interlaced, contemplating the three scopes of integration: the environmental structure of the territory, the integration of the city with the territory and the green urban spaces system.

KEY WORDS: Landscape, urban design, architecture.