

Murano's New Community between Locals, Glass Makers and Tourists

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Abstract: This thesis is a contribution to a research about the island of Murano, Italy. In particular to how the development of the global market, the various degrees of economic, cultural and social separation and transformation in various regions, have brought Murano to be a declining case. How to gradually revitalize and build new communities there? The thesis uses Murano's customs to establish a new "life" model to connect people and forms a new social relationship, thus providing a possible way to revitalize Murano. At the same time, according to the survey and research of Murano residents, tourists and glass workers, the common needs were analyzed, Murano's short-term, medium-term and long-term planning has gradually produced more exchanges between the three user groups, and finally formed a harmonious and active new community, which promoted Murano's economic, cultural and social development.

1. Introduction

With the development of the global market, Murano was forced to imagine the future beyond glass. In just a few years, glass shops catering to day trips were all over, locals and traditional retail stores moved out, and glass makers were also looking for contemporary art.

1.1 History Research

Initially, the island prospered into a fishing port and thrived through the salt industry, as shown in Figure 1. In 1291, Venice issued a decree that transferred all the glass industry in Venice to Murano. This decision was made to avoid the risk of fire, as the fire could damage Venice again and to maintain strict control of the glass manufacturer. Once the export began, the island was famous for its glass beads and mirrors. Regardless of the privileges and restrictions, many glass manufacturers have left Venice and brought their knowledge to the UK and the Netherlands, which caused the biggest crisis in Europe. In the 16th century, the island was briefly popular as a Venetian resort, leading to the construction of palaces, but the trend soon stopped. Nevertheless, until the 19th century, the village of Murano was famous for its orchards and vegetable gardens, as shown in Figure 2. With the decline of the Republic of Venice and the abolition of all handicraft schools, the

prosperity of Murano, which was closely related to the glass manufacturing industry, ceased. Since the Second World War, Murano's glass production has once again been popular, and masters have been trying and perfecting ancient techniques.

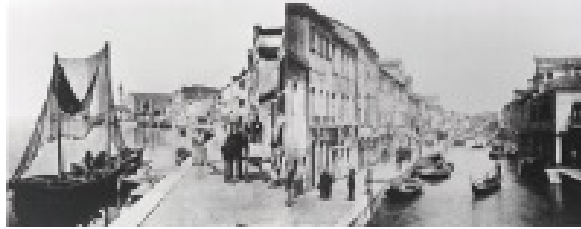


Fig.1 The Fishing Port



Fig.2 The Vegetable Gardens

1.2 Site Research

Murano is a series of islands connected by Bridges in the Venetian lagoon in northern Italy. Located about 1.5 kilometers (0.9 miles) north of Venice with a population of more than 5,000 (2004 figures), this once independent community is now part of Venice, but the tranquil island is far from the normally tourist-friendly city. Murano has its own grand canal, and a wonderful museum of glass where visitors can see the works of these artists in their own environment, as shown in Figure 3.

Murano from five natural islands and two artificial islands, 8 bridge connect them as a whole, the current distribution of most locals and tourists on natural islands, but did not fully connected between each island, sometimes from one island to another island needs around for a long time, to stay in the island's people and circulation caused some obstacles, as shown in Figure 4.

The densely populated area is more distributed in the central part of the island, which is also the area with more locals and tourists, with a high frequency of activities. The southern, eastern and western islands are more evenly populated with an average frequency of activity, while the northern islands are now undeveloped land types with no population or activity in the region, as shown in Figure 5.



Fig.3 Site



Fig.4 Island Composition

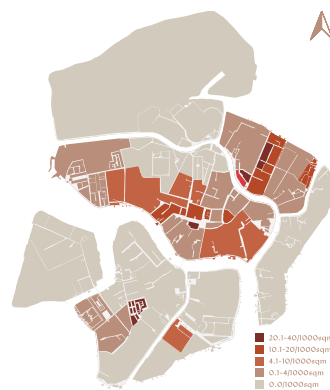


Fig.5 Population Density

The traffic stops are centered around the southern islands, which serve as intermediate points connecting the main city of Venice to the south and Marco Polo airport to the north, making the area a transit point for large Numbers of tourists. But there are no transport stops in the northern area, and it is difficult to get there by public transport, unless boats are chartered for local residents, as shown in Figure 6.

Surrounded by lagoons and wetlands, Murano is mostly an inward open boundary, and it is almost impossible for people to see from an external perspective, which hinders people's understanding of Murano from a comprehensive perspective. The accessibility area of Murano is not very much, and the open space is mainly linear space along the road, which has certain restrictions on the occurrence of activities, as shown in Figure 7.

More plants distributed in the middle of the island, but most of the private sector, only in the north-central part of the island there is a public park, artificial islands in the north of basic for weeds and gravel, usually it is hard to enter into this area, the green space in the south island is relatively lack, to local residents and outsiders communication form the block, as shown in Figure 8.



Fig.8 C Transportation



Fig. 9 accessible Area



Fig.10 Green Space

There are eight churches in the history of Murano, but now there are only three churches, and Chiesa di Santa Maria degli Angeli is less efficient due to its geographical location, and the rest are gradually converted to other functions. The locals of the island live and communicate around the church. With the reconstruction of other churches, only the remaining three churches became the spiritual centers of these three regions, and the division of the region gradually appeared on Murano, as shown in Figure 9.

For the locals of Murano, food purchases and activities are concentrated on the southern islands, with relatively little interaction between the islands, and local residents who work in glass factories and shipyards are also relatively concentrated on the southern and western islands. Most of the schools are located in the quiet northern islands, which means that local students are concentrated in the northern region and have little geographical connection with the glass industry in the southern islands, as shown in Figure 10.

Route of tourists mainly divided into three, the basic distribution along the southern and central canal and the series of a basic attraction, with relative internal areas involved in real life and breath, less understanding of Murano is limited to the scenery along the river and a large number of glass products store, most tourists to Murano is limited in the 3 main street, unable to have a deeper knowledge of Murano, as shown in Figure 11.



Fig.11 Church



Fig.12 Residents Infrastructure



Figure 13 Tourist Routes

In view of the tourist service facilities along the travel route distribution, mostly along the route tourists see the basic is the communist and the hotel restaurant, glass shop, glass, the diversity of other less activity, for a long time, Murano identity was limited in glass production center, and not something new to promote the development of Murano, as shown in Figure 12.

By overlaying the previous analysis, several areas are proposed that can be reactivated in order to form new connections with Murano, reshape Murano's identity and image, and improve the

quality of life for local residents and create new experiences for tourists, as shown in Figure 13.



Fig.14 Rist Infrastructure

Fig. 15 Transformable Region

1.3 Population Research

The lack of work and living expenses led to a catastrophic decrease in the population. Locals worry that they will become an endangered species, and their home will become a huge open-air museum. Visitors are everywhere during the day, but at night, it will become a virtual ghost town. In the past seven years, the number of historic buildings turned into bed and breakfasts has increased by more than 1,000. Venice is swallowed up by tourism, so there is almost no other economic activity.

Approximately 55,000 tourists flock to Venice every day, almost equal to the city's permanent population. Tourism has also brought trouble to the city. The infrastructure is often under the weight of millions of tourists who are about to collapse. Venice seems to have transformed into a protected “museum city”, except in ways designed for outsiders. There is no other real urban community or cultural life. Many tourists come to Venice on a daily/hour schedule. There are only a few small hotels on Murano. Most tourists come here to shop, have lunch, and then leave before 5pm.

Murano is working hard to keep its legacy intact. The entire community still participates in the traditional glass manufacturing process through various factories and institutions. In Murano, this is also one of the most important glass museums in the world, one of the few glass schools in Italy and an internationally renowned institution. Murano's future is still highly doubtful, and the number of glass manufacturers and glass companies is declining. However, new companies were born, new cooperation continued to develop, new markets were discovered, and new products were created.

Through the above analysis of the three different groups, it can be seen more clearly from Table 1 that they have different needs, and there are actually many common needs. The main problem is their lack of communication and discussion.

Table 1 the Demand Analysis

Tourists	Locals	Glass makers
Exploration	Cost of living available	Innovation
Cultural enrichment	City maintenance	Creative stimuli
Entertainment		Young human resources
	Services of everyday life	
	Knowledgeable tourist	
Communal and green areas		
Clean air and soil		
Authenticity of tradition		
Efficient transport and mobility		

1.4 Interviews Research

Random interviews with people on the island through questionnaires, as shown in Figure 15. They left their names, jobs and ages on this piece of paper, and marked their daily routines and places of residence, work, eating, and entertainment on the map, as shown in Figure 16.



Fig.16 Questionnaire



Fig. 17 User Path Output

From Figure 1.4.2, we can see that the glass workers start from some residential areas on the island and can be divided into two routes, one is to walk to the factory area in the northeast of the island, and the other is to take a public boat to reach the island factory. The westernmost end of the district. My grandmother mainly walked along the canal river in the middle of the island, mainly buying daily food at the supermarket in the middle of the island, but there is also a daily walking path. Students mainly walk from the center of the island to the nearest public boat station, and then take a boat to other parts of Italy to study. The island has less scope and time. The runner's activities are mainly around the center island, passing through the main residential areas, basically avoiding areas with more tourists. The news agency entered more areas in the northern part of the island because the area is currently underdeveloped and there are more ecological problems. In general, most different groups pass through the public ship station, but their own paths cross less and are relatively separated. And most of the paths are concentrated in the middle and north of the island, because most of the southern part of the island is the area that tourists will pass, which also led to the separation of Murano in the crowd path.

1.5 Issues Conclusion and Strategy Thinking

Through the analysis of Murano Island, the analysis of the needs of the people and the witness of some interviewees, the main three participants on the island lacked connection, as shown in Figure 17. From a spiritual point of view, Murano Island is divided into three parts, surrounding the two churches of San Pietro Martire Church and Santi Maria e Donato. Due to religion, festivals and other reasons, two social centers have naturally formed. The third area on the island is the unmanned area in the north. The island is a desert island, except for a small sports ground in the southeast. Glass workers and tourists rarely reach this area. From a geospatial point of view, it is mainly because most of the residential buildings on the island are located in the central island, and the southern part is the location of commercial buildings, while the facilities for tourists are independent. Murano is divided into several islands of different sizes by water. Although there are bridges to connect them, not every island is interconnected, which makes the division clearer.

In order to reconnect the three users, two new social centers will be established to break the original boundaries of Murano, thereby providing the three users with the opportunity to establish connections. Through the previous analysis, we can see that the existing social centers are located in

the central and southern regions of the island. By connecting two churches to obtain the widest distance, according to the convertible area provided above, select the position to be connected to form a vertical position. In order to obtain the best effect in the vertical direction of the church axis, the northern and eastern regions will be developed as new social centers in the future, as shown in Figure 18.

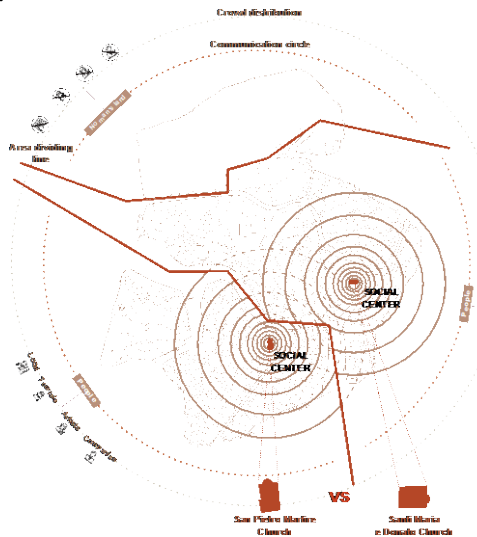


Fig.18 Ues Conclusion

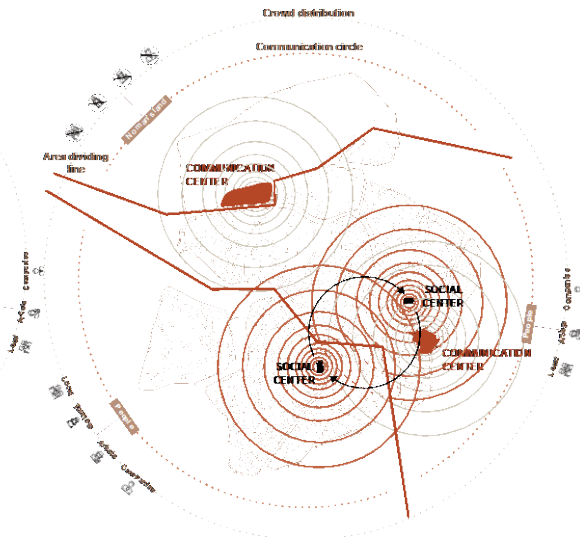


Fig. 19 First Step

The new social center will provide various functions for users to use. Its functions are based on the theme of traditional cultural heritage and have been transformed into a modern environment for conversion. At the same time, the functions of the two social centers complement each other and become an interconnected whole. As a result, the entire social scope of the island has been expanded, providing multiple separate users with more opportunities to establish connections. When establishing a new social center, the religious function of maintaining interconnected social centers turns it into a spiritual connector that connects three users through religious activities, as shown in Figure 19. The design will establish a new connection with the outside of the island to strengthen Murano's interaction with other areas, bring a wider range of activities and experiences to the three users, and further strengthen the connection between the three users. In order to establish a wider connection with the outside, a new transportation system will be built inside and outside the island first, so that the whole island is more closely connected inside. At the same time, the newly established social center will bring new development opportunities to the unused areas in the north, and provide a new venue for user connection, as shown in Figure 20.

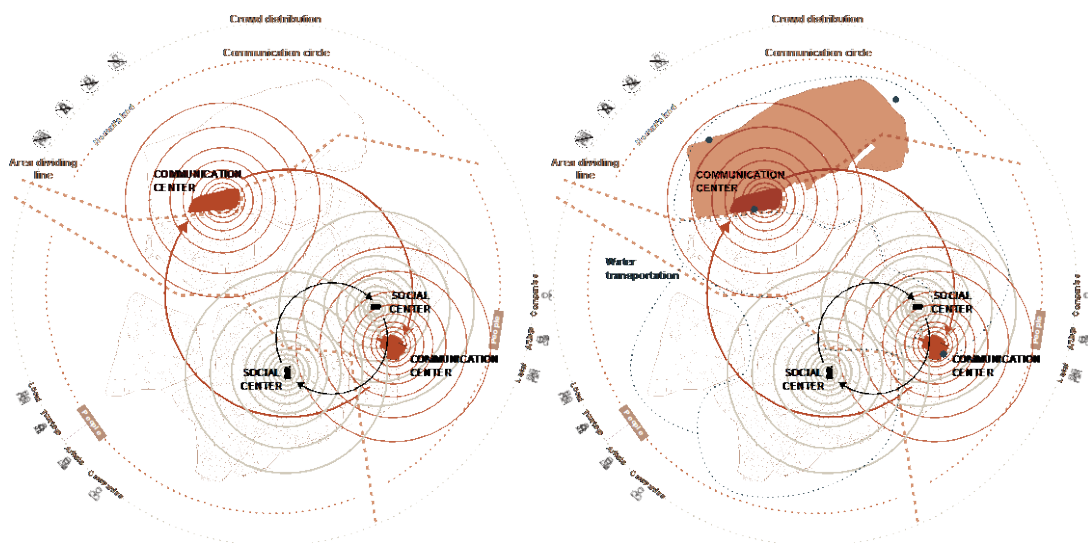


Fig.20 Ond Step

Fig.21 Third Step

2. Concept Generation

There have been many changes over the years. The old customs are gone. They will only be remembered in old photos or old people's stories.

2.1 Context

Connection is the goal. The concept reused the old customs of Murano, placed it in a modern environment and modified it to break the state of separation of Murano, thus providing Murano with a second opportunity to share a common heritage, communication and community.

The common ground among the three users of Murano is the material and intangible cultural heritage. For the future, the goal is to create a link based on culture, identity and knowledge, and these links are almost based on cultural heritage.

Murano's traditional practice is an intangible idea, passed on from one generation to another. They need to be protected and can become economically tangible value.

Practices knowledge and skills transmitted through the cultural manifestation of Market Selling, Glass Making, Boat Rowing and Fish Cooking.

2.2 Practices Research

Italy is proud of producing fresh food every day. The floating market barge is packed with fresh fruits and vegetables, as shown in Figure 21. People need to spend more energy to buy and use fresh ingredients to make food, but this is considered a healthier and more traditional method. If you open the window every morning to fall asleep, you may be awakened by the noise of ships from the market, these colorful boats are fixed on the dock. When these people unload a box of seasonal fruits and vegetables on the unloading dock, they will chat or joke. Often ships remain in the canal, and the owner cooks and sleeps on the ship until he sells all the goods. Some fishermen on small boats even stopped to sell fish by candlelight to make the canal come alive at dusk. This is the focus of tourists and locals. Why not try the amazing floating food market here?

The processing tradition of Murano glass belongs to the unique heritage of the island, as shown in Figure 22. It has been considered an oral and practical tradition for generations, and basically the same techniques, tools and materials have been used since its birth. Although it is still carried out in

a similar way as it was hundreds of years ago, it is not only an ancient trade, but now attracts many tourists. The current glass masters are modern merchants who combine modern designs and create handmade artworks. At the same time, they must deal with the challenging situation in the glass industry. In Murano, the eternal fire challenge of mankind is updated every day: master glassmakers perform ancient rituals and produce novel works.



Fig.22 Floating Market



Fig.23 Glass Making

“Regate” is a competition between typical boats in the Venetian Lagoon. To this day, this is a very old tradition. Each island is identified by its “regata”. At first, people glorified their territory through the art of boating. All ships are marked with colors, representing the six lagoon islands of Venice: white, gold, purple, light blue, red, green, orange, pink and brown, as shown in Figure 23. Boating in Venice is also an ancient family tradition. Boats are home.” For cities born on water, boats have always been an indispensable means of survival, because it is the city that relies on these tools for transportation, communication and exchanges.

The fishermen on Murano are the main feature of the fishing tourism industry in the northern lagoon area: an open-air museum, as shown in Figure 24. Freshly caught fish can be cooked according to traditional best Venetian recipes. This project promotes the development of other tourism industries. Venetian fishermen still widely use traditional ocean and lagoon fishing, and fish-related traditions were born with human history. They are the authenticity of ancient traditions, the most authentic way to learn and love the lagoon, ocean and fishing culture and personally discover the charm of ancient professions that have evolved over time.



Fig.24 Regate Competitions



Fig.25 the Fish Farming

2.3 Development Process

First, establish a “market” to promote a certain exchange between the user groups separated by Murano, and then through the reuse and reform of the island space, form a connection between

Murano and users, and then establish a cultural experience to make users of Murano's tradition Form new knowledge, and finally promote the prosperity of Murano. Figure 25.

2.4 Functional Organization

These functions are related to three different intervention scales: small, medium and large scale.

The small-scale, communication and information keywords are related to the spread of “stories” that tell four practical topics on the island. Instead, the purchase is related to new glass products and fish food. Participation is a key term on the other two scales. For the medium scale, the main concepts are making, education and meeting. The links between them are inseparable and supported by events. Large-scale involves two main actions that are feasible in the lagoon: training and farming. Tabel 2.

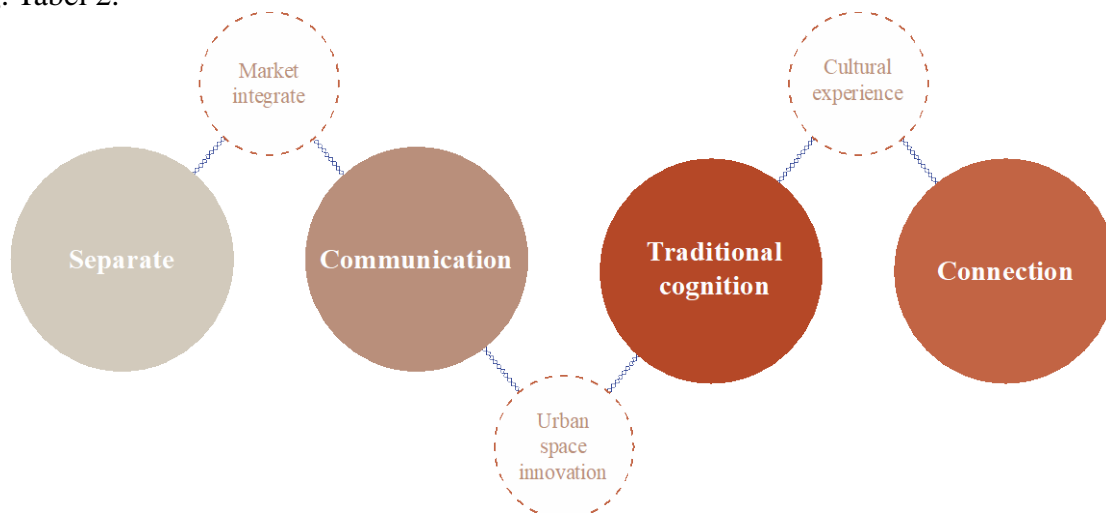


Fig.26 the Development Process

Table 2 the Functional Organization

Small Scale	Medium Scale	Large Scale
Open air revolving glass exhibition	Glass Workshop	Glass recycling Center
Annual residence for glass artists	Weekly street Fish market	Fish Farming
Fish Restaurants	Maintenance Center	Practice Path
Cooking School	Sport Center	Food boat Path
Food boat Station	Regata starting blocks	Hub

2.5 Masterplan

In the first stage of Murano's development, first, two market-capable hubs were set up on the two islands of navagero and scaac mattia, as a source of two power sources, and the users were driven to the greatest extent in terms of spatial scale Flow and communication. Around the central square of the island, the elderly of Murano gather and move here, so some of the abandoned space around it is transformed into a third-age university to provide a safe place for the elderly of Murano and maintain the atmosphere of life in the central area of Murano And enhance the vitality of the central area, so that the residents of Murano can gather to the center of the island to promote people's communication. A streamline for professional athletes to practice boating was established among the three islands of sacca serenella, san pietro and san donato. Because the area through the southern part of the streamline has a wide water area, less public transportation passes, and the water surface is stable and quiet, area for athletes to practice. The sports school in the north serves

as the starting point for the practice stream and ends in the practice area in the south. The open side of dei conventi is used as a fish farming area. Because the open side is rarely occupied and used and the water area is large, the sea water is relatively clean and suitable for the growth of fish. The establishment of a fish farming area will also attract people to dei conventi and promote the development of dei conventi. An abandoned and historic glass factory was transformed into a workshop and a glass course venue to provide murano young people with a place to learn glass culture and glass making skills. This place is also open to local residents, entrepreneurs and tourists, where users can create new glass artworks to promote the renewal and prosperity of Murano glass culture. Figure 27.



Fig.27 First Phase

In the second stage of Murano's development, a food boat route was established around the island, and there were food stations along the way. The food on Murano was sailed through a special boat. This route transported food to various places on the island, making Murano's food economy. It forms a closed loop in space and therefore connects several islands of Murano more closely. A port view of a pier is built between the three islands of Sacca serenella, san pietro and san donato, because this area is the widest water channel in Murano, with a wide view and a lot of boats coming and going. Special area. In the south of Sacca serenella, a lagoon center is set close to the area where athletes practice passes. It facilitates the maintenance of boats and food carriers for remote mobilization exercises, and this area is also allowed to be visited by users. The centro remiero has been updated to better meet the needs of users. A cooking school is set up in the center of the life of san pietro residents to provide services for local people to learn to make Murano traditional food. Users can learn about the history of traditional food in the school and can experience the production first-hand, creating communication between users. Opportunity. A street food market has been established in SAN donato to provide users with special cuisine, people can rest and talk in the street. On dei conventi, it provides a quiet residence for glass artists who come to Murano for exchange and study. An open air revolving glass exhibition is set up in s.stefano, which is located in a must-visit route for tourists and provides a venue for the development of the Murano glass art festival. And opportunities. Figure 28.



Fig.28 Second Phase

In the third stage of Murano's development, a third hub with market functions similar to Confluendo and Unisono was set up in sacca mattia. It formed a closed market with the previous market, connecting services and covering most of the island. Market has different attributes and functions to increase the flow of users on the island and create opportunities for them to communicate and connect. Scaac mattia will be used as a new residential community to provide Murano residents with a new residence and provide a series of basic service facilities, including new parks, education, food and so on. It has been connected and established new connections with other islands in the lagoon, forming a new transportation system to drive Murano's overall development. Set up a new regata starting platform on Sacca serenella to attract users to watch the game and create a new experience. At the same time, a new sports center is also set up next to it, and training and experience courses for boating and related sports are provided. The surrounding rowing sports area is close to the maintenance center, providing convenient services and forming a more complete system. Renovate the traditional fish restaurant to provide better service, and set up a new fish restaurant next to the sports center in sacá serenella to establish economic interaction and connection with people watching rowing competitions. Of people provide food service, but also strengthen the identity of Murano fish. In the area close to the south of s.stefano, an abandoned glass factory is converted into a glass recycling and collection center, and the waste materials of the Murano upper glass factory are converted into new materials for the factory to promote the sustainable development of the Murano glass industry. Figure 29.



Fig.29 Third Phase



Fig.30 Cumulative Masterplan

2.6 Economic Impact

The strategy of the project is to obtain the city's future in "confluent" way. Nowadays the economy of the island is based on the glass economy and on what is strictly the future the glass economy will be leads a big community of workers, giving a new life to this great tradition. At the same time the other practices will grow more and more with the opening of new businesses. This complex development will bring many collateral interventions like new housing, activities and green areas to offer a better quality of living. Moreover this plan will potentially activate endless new spin off businesses. Figure 31.

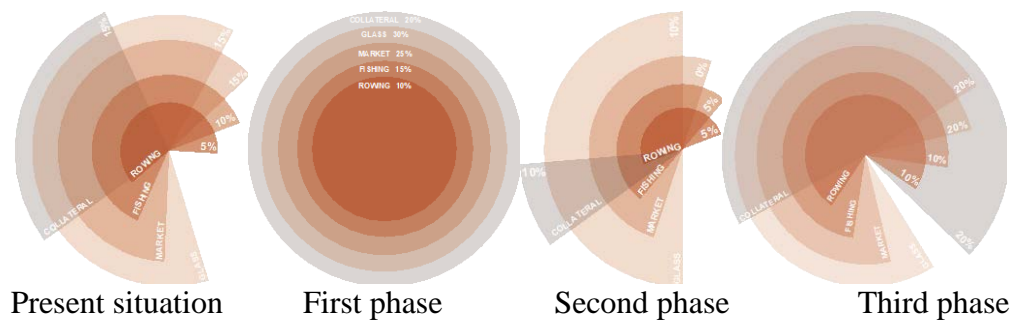


Fig.31 the Economic Impact

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