Dispersive Tourism and Camouflage
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Description of the Model

> A NON-DEMANDING MIDDLE CLASS TOURIST ACCOMMODATION PRODUCT FOR SALE OR RENT

> A REPETITIVE CONSTRUCT SCATTERED ALONG MANY LITTORALS

> A SPRAWL OF OBJECTS PLUGGED IN AND SERVICED BY THE EXISTING INFRASTRUCTURE

> TYPOLOGIES SUITABLE FOR THE SMALL SCALE ENTREPRENEURSHIP IN TOURISM
Origins of the Model: the Cottage

Typical sales add for ‘vikendice’, SAM, 1975
(do it yourself magazine)

Most common typology

Interesting variation of ‘A’ Type
Qualities of Dispersive Tourism

1 | Sense of an Affordable Exclusivity for the Guest - The feeling of not falling into the category of mass tourism since the contact with big clusters of tourists is avoidable

2 | Guests rarely outnumber local inhabitants in a particular place - keeping tourism’s intrusive atmosphere at minimum

3 | Mobile freedom and accessibility to a variety of localities - enabling guests to determine their own schedules of activities

4 | Close social interaction between hosts and users - the host becomes an immediate interface

5 | Engaged target user - an active guest, interested in meeting local natural and cultural features, with a mind set on consuming experiences rather than commodities

6 | A transversal type of tourism - the participation of local people and the economic distribution of the generated wealth among the hosting communities are higher than in other modes of tourism
Dense Tourism – Contained Model
10% Outsourced Services / 90% Included Services

Dispersive Tourism – Exploded Model
90% Outsourced Services / 10% Included Services
Istrian Peninsula with Main Cities, 25 min. Road Network and Marinas
Coastal Belt Umag-Rovinj: Densest Segment of the Coastline

- **NOVIGRAD** 4,000 INH
- **UMAG** 12,900 INH
- **BUJE** 5,340 INH
- **POREČ** 17,460 INH

Map showing locations such as Stella Maris, Lantern, Plava Laguna, and others. Icons and symbols represent different features like consolidated cities, vacation centers, and dispersive tourism.

Text:

- Complex's contribution to collective space & program offer
- Complex's contribution to architectural excellence (relative parameter applied per case)

Sites mentioned:

- **Stella Maris**
- **Lantern**
- **Plava Laguna**
- **Camp Park**
- **Grožnjan**
- **Brtonigla**
- **Vizinada**
- **Višnjan**
- **Kaštela**
- **Višnjan**
- **Tan**

**Distance Indicators:**

- 5 km
- 10 km
Appearance of the Model
Savudrija
Mareda Complex - a Compact Approach
Mareda Real-Estate Weekend House Settlement: Main Types

- **B5** 37.70 m²
- **B6** 36.60 m²
- **B1** 29.00 m²
- **B2** 30.80 m²
- **A1** 20.40 m²
- **A0** 15.40 m²

Floor Plan:
- *First Floor*: Gallery, Kitchenette, Bathroom, Living Room
- *Ground Floor*: Living Room, Bathroom, Kitchenette, Loggia, Garden
Three different situations showing the recently built environment
Patio houses, denser types behind

Row houses

Corner perspective, 'hart' of the scheme behind
Three different situations showing the labyrinthine environment
Vegetation principles: hedge rows and new clusters

Detail of the Settlement

Natural Conditions with Overlaid Landscape Design Approach

Principle of Lot Division, Typological Clustering and Horticultural Design

Existing Hedge Rows - 800 Years Old
New Clusters
Add new Hedge Row
Protected Southern Side of House

Wind Eroded Cypress

Proposed Roof Slope

Wind Pattern from Northwest

Cliff’s Edge Trail

Hedge Row Houses basic principles

Hedge Row House, J. Esherick, 1964

Other house - typologies
Condominium 1 (Lodge), MLTW, 1964

Athletic Club 1, MLTW, 1965
Conclusion

Mareda

> A DENSE SINUOUS GREEN CARPET, ALMOST INVISIBLE FROM THE OUTSIDE

> SUBORDINATION OF ARCHITECTURAL PRESENCE TO ENVIRONMENTAL AND HORTICULTURAL QUALITIES BY CAREFULLY BALANCING HIGH RISE, LOW RISE, COLLECTIVE AND PRIVATE GARDENS, ELABORATED SYSTEM OF PASSAGES AND STREETS WITH PERSPECTIVES, A CENTRAL PARK AND NECESSARY SERVICE SUPPORT

> AN ENVIRONMENTAL TYPOLOGY RATHER THAN A COLLECTION OF ARCHITECTURAL TYPOLOGIES WITH HORTICULTURAL ARRANGEMENTS FITTING IN AN URBAN LAYOUT

The Sea Ranch

> A WIDE RANGE OF HORTICULTURAL AND ARCHITECTURAL TOOLS WHICH CAN BE INTERPRETED AS CAMOUFLAGE EFFECTS TO BLEND MANMADE ENVIRONMENT WITH NATURE AND CREATE A FINE MUTUAL DIALOGUE

> CREATION OF A LANDSCAPE IN ITSELF WHERE ARCHITECTURE AND LANDSCAPE DESIGN HAVE EQUAL STATUS IN A TIME BASED PROCESS

> A PARADIGM OF THE CAPACITY OF LANDSCAPE AND HORTICULTURAL MANIPULATION TO PARTLY CAMOUFLAGE THE APPEARANCE OF ARCHITECTURE AND RECOVER LANDSCAPE PRESENCE