

Colour design and industrial landscape

Cristina Boeri
Isabel Braz de Oliveira
Maria Cristina Giambruno

Among the problematic features that characterise the contemporary territory and society there is the role of the disused, resized or partially converted industrial areas due to the industrial and manufacturing local transformations. It concerns large scale areas and plants that are often placed at the outskirts of urban centres as well as in landscapes of great interest.

Industrial landscape is characterised by the presence both of factories and infrastructures, often in disuse, of historical and architectural interest, which fall within the definition of industrial archaeology, and most modern plants in which every attempt, and interest, to reconcile functional aspects with aesthetic values appears progressively disappeared.

The discipline of industrial archaeology has meant that we have been consolidating a conservative attitude toward the industrial heritage testimonies by initiating a process of revitalization and reuse. The historic industrial architectures have, for decades, gained importance as evidences of the history of a community through his work. In many European cities, large industrial complexes of the past have been restored and converted to accommodate collective functions of the contemporary city.

On the contrary, regarding the still working and more recent construction industrial complexes, only since the 90s some interesting solutions of environmental impact mitigation entrusted mainly to colour have initiated, opening interesting prospects for intervention.

Colour, in fact, in this type of works, appears to be the quickest and cheapest way to effectively solve the problem of visual pollution in functional industrial areas through mitigation or camouflage operations or, vice versa, signification and landmark.

With this paper we want to present the theme of the colour design applied to the industrial landscape and then open new perspectives of intervention.