



48TH **IFLA WORLD CONGRESS**
June 27–29 2011 **Switzerland**

Ifla: International federation Landscape Architect.

U.1. Culture and identity



Site plan



Civil eng. Manuel Ocampo,
planner designer, 1912



Mar del Plata, a south Atlantic touristic city, is a relatively new one, established in 1874. Although has an European architectural style similar Biarritz, its original architecture and parks, weren't maintained throughout time. The consequence was a gradual cultural loss of urban landscapes.

Hypothesis:

Villa Victoria Ocampo Mar del Plata is a sustainable project and a cultural urban sign.

Texture and scale map: sustainable landscape design.



Initially two hectares surface

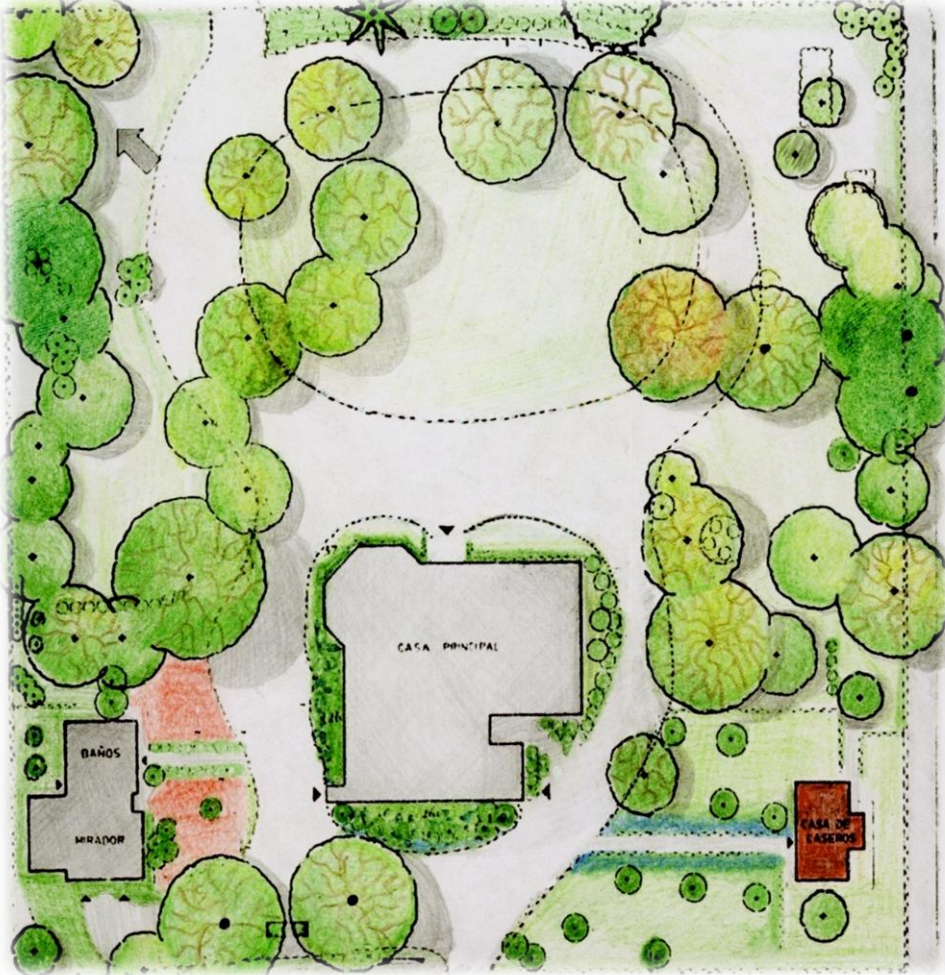
1. Quercus robur acorn.
2. Eryobotria japonica
3. Platanus
4. Platanus bark
5. Ampelopsis
6. Disamaras Acer pseudoplatanus
7. Lawn
8. Ulmus leaves
9. Populus nigra



Landscape analysis:

- The park surrounding the house is worthy of attention, given that most of all its vegetation were brought from Europe. And yet trees and plants could adapt to our climate and soil, which gave urban residential character to the neighborhood representing a cultural sign of great importance.
- Turns on November, turns off April when family went back to Buenos Aires.
- Is a sustainable project: I + E = O. (Impact and emission= Zero) with very low maintenance.
- People turned the project into a cultural urban icon through the time, and it has captured the attention of landscape experts, scientists and historians.
- We have analyzed all the components of the property (through historical sources) and compiled them in a published book "Landscape analysis Villa Victoria Ocampo park "Ed. Martin 2009, focusing in the cultural dynamic landscape, trying to generate another sight in local landscape architecture as in historical result, exposed to new social demands.
- Genius loci: bohemian spirit.

Reading park argument: is an english landscape park, based on exciting emotions, with deciduous broadleaf imported trees, now native and idyllic gardens, inspired in Stowe palace, England.



Surface, 10.000 m²

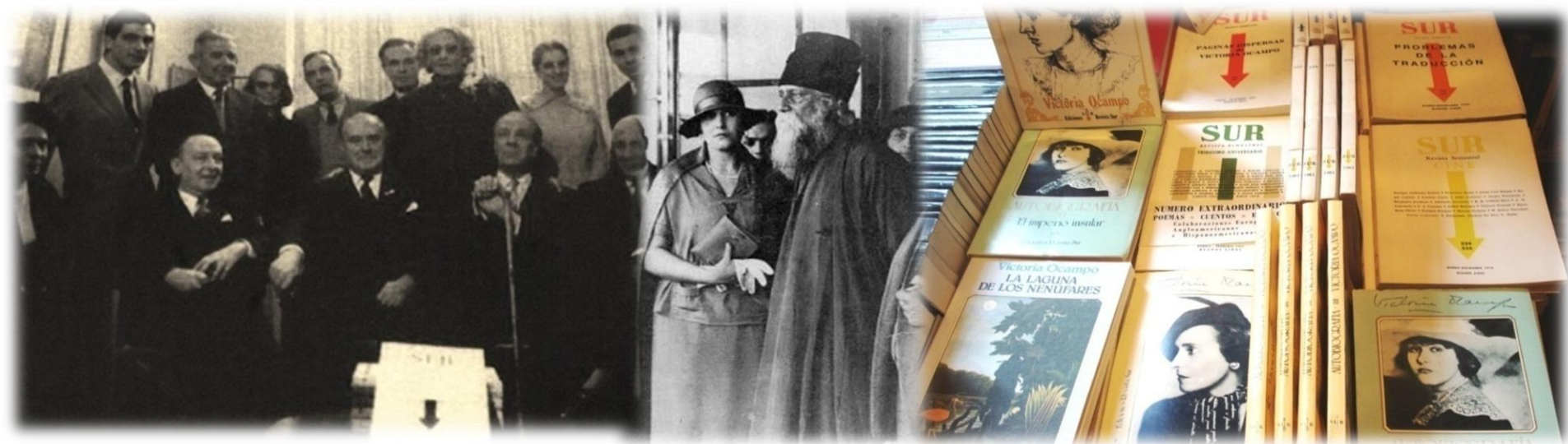


View of the park

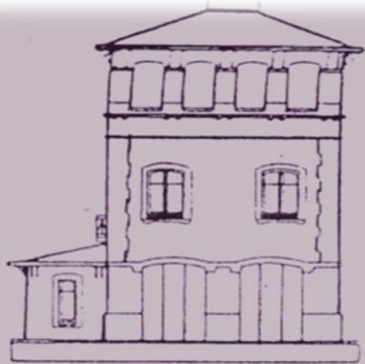


Aerial view

Actually, going on Villa Victoria Ocampo Mar del Plata: *Horticulture Society courses. *Intense culture activities as: show paintings, photos, sculptures. *Musical concerts on the park in summer. *Literary events, all the year.



It was the summer official residence of the famous Argentinian poet Victoria Ocampo (1890-1979), who was the host and mentor of many world renowned intellectuals, such as Jorge Luis Borges, Rabrindanath Tagore, Waldo Frank, Drieu La Rochelle, el Conde de Keyserling, Caillois, Camus, Malraux, Ortega y Gasset , Igor Stravinsky, Roger Caillois, Antoine St. Exupéry, and Graham Greene.



VISTA

Italian style, carriage house



VISTA

English style , main house



VISTA

French style, gardener house

ARCHITECTURE

After her death in 1979, Villa Victoria Ocampo and Villa Ocampo Buenos Aires, were donated to UNESCO as her last desire to develop cultural activities. They couldn't support both, so the municipality of Mar del Plata bought Villa Victoria in Mar del Plata, in 1980, and became one of the most important cultural heritage of the city ever since.



Presentación del libro:
Análisis paisajístico del
Parque de Villa Victoria Ocampo
Mar del Plata

Patricia Crowder
Univ. Torcuato Di Tella

Presentación y charla sobre paisajismo a
cargo del Prof. Ing. Alfredo Benassi
de la Univ. Nac. de La Plata



Domingo 6 de diciembre
18hs - Sala Antonio Di Benedetto
V Feria del Libro - Mar del Plata 2009



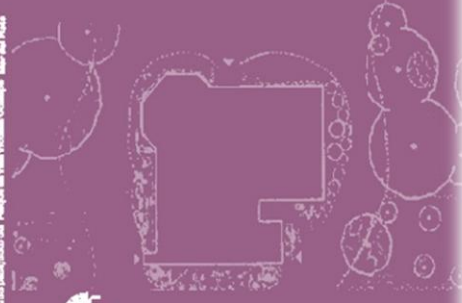
El Parque de Villa Victoria Ocampo es un emblema del paisaje cultural de Mar del Plata. Fue plantado y desarrollado por el Ingeniero Civil Manuel Silvio Ocampo, padre de nuestra escritora Victoria Ocampo. Debido a su importancia paisajística como parque privado, se analizan las variables que consideró el ingeniero Ocampo fundamentales para su diseño.

Patricia Crowder
Miembro activa de IALE
International Association
Landscape Ecology.
Libro publicado:
"Mar del Plata: fragilidad costera"
Editorial Maestría, 2005.
Proyecto de ley Mar del Plata
Paisaje Protegido
1º Premio Concurso Nacional Alpi
Plazas sin barreras, 2008, Bs.As.
2º Premio Plaza Sober: Alpi, 2008



Análisis paisajístico del
Parque de Villa Victoria Ocampo
Mar del Plata

Análisis paisajístico del Parque de Villa Victoria Ocampo - Mar del Plata



Patricia Crowder

Synthesis: Villa Victoria is a sustainable project and cultural urban sign.

History matters evaluates the significance of historic buildings and landscapes and advises citizens and public on historic preservation priorities and strategies geared towards the realization of their visions.

These historical sources can serve as an instrument for a better reading in landscapes projects, and they guarantee its understanding as a basis for identity creation. Although are economical resources, particularly touristics, represents our cultural, social and historical values, our heritage for next generations, for these reasons we propose to declare it historical park.

Is a sustainable landscape project: I + E = O Impact and emission = 0

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