

ETHICS PORTFOLIO: "RIMINIZATION".

Made by Massimo Briani.

For several decades, the Romagna Riviera in Italy has been one of the national and international references of seaside tourism and as such it has directly experienced the transformations of the tourism sector, sometimes in an avant-garde position, sometimes chasing the technological frontier. Also for this reason it has often been at the center of the debate on the positive and negative effects of the tourism sector. To understand the transformations it is useful to fix three images of different eras that have been proposed by literature and the press of this coast. Guido Piovene in his *Journey to Italy* in 1957 described the Romagna coast as follows: «The contribution of tourism to the coastal strip in Rimini, Riccione, Cesenatico and Cattolica, which have some of the best beaches in Italy and very crowded in the summer months, is remarkable. After the war, Rimini became an unusual beach for us, of an American type» (p. 248).

In 1988 the "Dizionario italiano ragionato", edited by Angelo Gianni, introduced the term "Riminizzazione" as a neologism to indicate the havoc produced on that stretch of coast by tourist investment. In this way, the term "Rapallizzazione" coined in 1974 and until then used to express the concept of a landscape marred and suffocated by concrete was put to rest. In the Sabatini Colei Italian Dictionary (DISC) I find the same term: "Riminizzazione" v.tr., with a reference to "Rapallizzazione" of which the meaning: «make a place unpleasant with an excessive overbuilding of the landscape». And a few lines below there is also the noun "Rapallizzazione": «a phenomenon of building speculation that is recorded in small areas, mostly touristic, in which there has been excessive overbuilding».

The "Riminization" photographic portfolio is the result of an urban drift along the Rimini coast where you can see the effect of this urban machine that has developed linearly with the proliferation of the "tourist city". Thus an urban landscape of a tourist metropolis was formed that no longer harmonized with the historic city "enclosed in its walls". The "tourist city" as a larger and more powerful machine than the historical one has caused an anthropological mutation, a change in the territorial and cultural landscape. Alongside the people of Rimini, who ideally gather in the Malatesta walls and in the neighborhood districts, there is a multitude of "riminized" people who can only be thought of as "transitory" in this place, passing through for work, for tourism, for curiosity, for pleasure. This multitude is made up of individuals who, once incorporated into the homologating urban machine of the coast, can only develop weak bonds and, at best, only feel different from each other. They are individuals who enter into relationships almost exclusively for personal purposes such as transient passions, business or leisure.

The "Riminization" anticipated the effects of the phenomenon that is now called "globalization", a phenomenon that began in Rimini after the war as a consequence of a design choice that has been called "mass tourism". The "Riminization" has produced a

powerful deterritorialization that has deconstructed and impoverished the Riviera and its inhabitants. In Rimini the original community is now, as Spinoza would say, a "sad passion" that pervades the city. A kind of nostalgia for a lost paradise from which one would have fallen into the present multitude.