

CALL FOR PAPERS

Architectures of social tourism: history/ies and futures

International Conference - July 4 and 5, 2022

(Nantes University, ENSA Nantes, UMR Ambiances, Architectures, Urbanités)

If the concept of “social tourism” only began to spread in the 1950s (Lanquart, Raynouard 1995), the organisation of “free time” for the working classes had already been under scrutiny in the previous decades. Whether it derives from social economy networks or from public initiatives, social tourism – as a value and as the social engineering of vacations – has promoted some ideas related to family, youth and the management of leisure time. Many buildings are inherited from this plural history. They all shed light on the contexts in which they were born – holiday barracks of the “Belle Epoque” period, fascist training camps or vacation villages and camps erected during the so-called “three Golden Decades” after World War Two. But what has become of this material heritage? What state is it in? What perspectives lie ahead for the buildings linked with “social tourism”? Should they be renovated, reclaimed, abandoned, destroyed, dedicated to other uses? The destiny of the buildings linked with social tourism over time allows us to renew our questions on the transformations of our societies. For instance, we may consider the future of the built heritage and vacation architecture of the German Democratic Republic after the reunification process (Böick 2018; Spiegel 2020), the colonies built in Italy since the beginning of the twentieth century and subsequently abandoned (Orioli 2005; Balducci 2007), the socio-spatial contexts of vacation camps for Flemish or Walloon Belgians (Heynen Gosseye 2013), the legacy and reappropriation of Spanish vacation union towns (Montesinos 2021; Carcelén Gonzalez 2017, 2021) or the transformations of architecture created under the auspices of municipal socialism or communism, or driven by a voluntary state administration, in France (Toulier 2008, Down 2009, Bellanger Mischi 2013, Fuchs 2020).

This conference aims at analysing such mutations from a multidisciplinary perspective, involving architecture, urban planning, territorial sciences, tourism studies, urban sociology, economics, history, education sciences and political sciences. Following a French research programme which dealt with the future of leisure-oriented social architecture on the Loire-Atlantique and Vendée coastlines, this conference seeks to broaden the geographical focus and to point out specificities, crossovers and convergences. Papers may relate to one of the following themes, but any proposal connected to the general perspective will be considered.

Architectural models and their relevance

The infrastructures of social tourism are material expressions of ideologies related to hygienism, a certain idea of education and the social role of the family. But the spatial models are different: from the Rieti federation colony at the Montesilvano lido, built under the Mussolini regime, with its imposing airplane-like shape landed on the Adriatic coast, to the proposal of a “seaside brutalism” for the VVF vacation village of Saint-Jean-de-Monts in 1973, not to mention the small colony of l'Oustalet in the Hérault region of France, with its separate buildings on the edge of the forest. How have these spatial models survived over the years? What kind of legacies, both tangible and intangible, have they left? While the norms of the collective use of buildings have changed, as well as the organisation of leisure activities, to what extent can such a heritage, however differentiated, be preserved? If the analysis of remains and footprints is a typically archaeological project, such an

analysis is also relevant to gain a better understanding of the trajectories of such buildings including contemporary or imagined uses.

Spaces of social tourism and geopolitics of land

Who owns this or that abandoned village or vacation centre? Municipalities, energy or transport companies, real estate investors, etc. The types of ownerships of this kind of infrastructure are numerous and the actors involved varied. How are the risks of dereliction addressed, and how can the sites be regenerated? How is a renovation project negotiated within a larger territorial vision, and what is the measure of success? How are the public/private trade-offs played out? This theme questions the formation of spatial values and the financial arrangements made, imagined or conceivable, taking into account the diversity of the singular spaces where the colonies and the holiday resorts were established, from the coastline to the high mountain sites, inviting us to shed light on the more global dynamics of tourism, heritage and land, notably through comparative means. We may problematise a potential contrasting typology of abandonment and regeneration, focus on territorial vulnerabilities and the sometimes-conflicting relations between actors transforming into spatial controversies.

Architectural perspectives of contemporary social tourism

While the ecological crisis pushes us to reinvent our relationship with nature, to what extent does contemporary social tourism contribute to renew it? The "right to the outdoors", neo-hygiene, the organisation of "free" time are still questions on the agenda, sometimes even close to those which were asked in the mid-20th century, but in what relationship to architecture, the territory, and for what public? What are the expectations regarding current social tourist and educational projects in this respect? This theme aims at questioning the lines of continuity and the potential fault lines with past experiences: how can we assess the contemporary changes regarding social tourism and its potential architectural perspectives?

Indicative bibliography

Valter Balducci (ENSA Normandie ; UMR ATE), Emmanuel Bellanger (CNRS ; UMR CHS), Romain Lajarge (ENSA Grenoble ; UMR AE&CC), Johan Vincent (CERHIO, UMR TEMOS et ESO-Angers), Luc Greffier (Université Bordeaux Montaigne ; Laboratoire Passages), Eve Meuret-Campfort

Valter Balducci, "Thèmes d'architecture pour les colonies de vacances dans l'expérience italienne", in Jean Houssaye (dir.), *Colos et centres de loisir : institutions et pratiques pédagogiques*, Vigneux, Matrice, 2007.

Emmanuel Bellanger, Julian Mischi (dir.), *Les territoires du communisme. Élus locaux, politiques publiques et sociabilités militantes*, Armand Colin, Paris, 2013.

Ricardo Carcelén Gonzalez, "Cuando la clase obrera se hizo turista. Las ciudades de vacaciones de la Obra Sindical de Educación y Descanso, estudio de un modelo incubado 1955-1975", *Arquitectura y tecnología de la Edificación*, Universidad Politécnica de Cartagena, 2017

Ricardo Carcelén González, "El paisaje en el proyecto turístico obrero de las Ciudades de Vacaciones de Educación y Descanso", *Informes de la Construcción*, 73(564): e415, 2021 <https://doi.org/10.3989/ic.81316>

Marcus Böick, *Die Treuhand. Idee-Praxis-Erfahrung. 1990-1994*, Wallstein Verlag, Göttingen, 2018.

Laura Lee Downs, *Histoire des colonies de vacances de 1880 à nos jours*, Paris, Perrin, 2009.

Julien Fuchs, *Le temps des jolies colonies de vacances. Au cœur de la construction d'un service public, 1944-1960*, Presses universitaires du Septentrion, Villeneuve-d'Ascq, 2020.

Hilde Heynen, Janina Gosseye, "Campsites as Utopia? A socio-spatial reading of the post-war holiday camp in Belgium, 1950s to 1970s", *International journal for History, Culture and Modernity* 1, no 1 (2013): 53 85.

Robert Lanquart, Yves Raynouard, *Le tourisme social*, Paris, Presses universitaires de France, 1995 (5^e ed.).

Antonio R. Montesinos, *Ciudades Sindicales Vacacionales: la organización del ocio obrero* [En ligne <https://arquitas.com/arqticulos/ciudades-sindicales-ocio-obrero/>]

Valentina Orioli, "Colonie e riqualificazione urbana : il caso di Cesenatico", in Valter Balducci (dir.), *Architetture per le colonie di vacanza. Esperienze Europee*, Firenze, Aliena, 2005.

Alma Smoluch (dir.), *L'aventure des VVF. Villages Vacances Familles, 1959-1989*, Paris, Editions du Patrimoine CMN, 2017.

Daniela Spiegel, *Urlaubs(t)räume des Sozialismus. Zur Geschichte der Ferienarchitektur in der DDR*, Berlin, Wasmuth & Zohlen UG, 2020.

Bernard Toulhier, "Les colonies de vacances en France, quelle architecture ?", *In Situ* [En ligne], n°9, 2008.

Terms of contribution

Proposals for communication, about 1 page long, should be accompanied by a short CV. They should be sent (in French, English, Italian or Spanish) before March 25, 2022 to the organizers (at the following address: architectures.tourisme.social@gmail.com).

The scientific committee will select the proposals by the end of April 2022.

Organizers

Nathan Brenu, Laurent Devisme, Amélie Nicolas (Nantes University, ENSA Nantes, UMR AAU).

Scientific committee

Valter Balducci (ENSA Normandie ; UMR ATE), Emmanuel Bellanger (CNRS ; UMR CHS), Romain Lajarge (ENSA Grenoble ; UMR AE&CC), Johan Vincent (CERHIO, UMR TEMOS et ESO-Angers), Luc Greffier (Université Bordeaux Montaigne ; Laboratoire Passages), Eve Meuret-Campfort (CNRS ; Cresppa), Anne Bossé (ENSA Nantes ; UMR AAU), Laurence Moisy (Université d'Angers ; UMR ESO-Angers)