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If Venice Dies

Salvatore Settis

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- A passionate plea to defend Venice's fate from mass tourism, commodification and cultural homogenisation, by art historian, archaeologist and 'conscience of Italy' Salvatore Settis

What is Venice worth? To whom does this urban treasure belong? This eloquent book by the internationally renowned art historian Salvatore Settis urgently poses these questions, igniting a new debate about the Pearl of the Adriatic and cultural patrimony at large. Venetians are increasingly abandoning their hometown – there's now only one resident for every 140 visitors and Venice's fragile fate has become emblematic of the future of historic cities everywhere as it capitulates to tourists and those who profit from them. In***If Venice Dies***, a fiery blend of history and cultural analysis, Settis argues that 'hit-and-run' visitors are turning landmark urban setting into shopping malls and theme parks. He warns Western civilisation's prime achievements face impending ruin from mass tourism and global cultural homogenisation. This is passionate plea to secure Venice's future, written with consummate authority, wide-ranging erudition, and elan.

Salvatore Settis is an archaeologist, art historian and former director of the Getty Research Institute of Los Angeles and the Scuola Normale Superiore of Pisa. He is chairman of the Louvre Museum's Acientifis Council. Settis, often considered the conscience of Italy for his role in spotlighting neglect of its national heritage, is the author of several books on art history.

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