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Sommario/riassunto	The research is aimed at investigating changes in the methods of "construction" of representations of the territory due to the communicative evolution of disciplinary statutes and the increasingly stringent and widespread use of new information and communication technologies. Concentrates reflection in the field of representations aimed at substantiating as much as possible the local and territorial project dimension. Attention is paid to the methodological value and possible innovation in processes, rather than the simple description of an expert technical product. The emphasis is placed on the possible value of building knowledge of territorial representations (heritage elaborations or project scenarios) drawn up through collective action.