Anthropological thinking in architecture on the Amalfi Coast: information technology, ethics and multiculturalism in the context of the COVID-19 pandemics.

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This **research study** correlates Kilani's anthropological thinking with Geertz's interpretative anthropology. Anthropology studied in the Amalfi Coast is seen as the science of social and cultural diversity, and the related themes of international tourism, ethnic violence, urban development, migration and poverty, applied to the case study of Costa d'Amalfi, have been juxtaposed with Geertz's historical architecture, urban development and interpretive anthropology, in which no ethnography can exhaust the complexity of reality.

Starting from cognitive anthropology and component analysis (*D. Schneider, Clifford Geertz*), the criteria for urban and architectural restoration on the Amalfi Coast were studied, introducing new criteria for analyzing historical artefacts and urban planning.

The **theoretical backgrounds** were the multicultural societies related to the aspects of economy and coexistence, on the Amalfi Coast, considered as a peculiar site of the EuroMed region. ICT, ethics and multiculturalism have been identified as important factors of economic prosperity on the Amalfi Coast and its artistic and architectural evolution. The correlation with the COVID-19 pandemic context was also studied. The **aim of the research** was to provide new criteria for the analysis of social, artistic and architectural evolution in the Amalfi Coast, related to the demo-ethno-anthropological aspects.The **objectives of the research** were the drafting of a Manual of Technical Architecture on the Amalfi Coast which highlighted the anthropological connections with technical architecture and the environment.The **research methods** were qualitative and quantitative, through analyzes, surveys and surveys.The **scientific evidence** was varied, including the drafting of the Manual of Historical and Technical Architecture on the Coast.