ZINGONIA
PARTNERING FOR LANDSCAPE DEMOCRACY

LED Intensive Program
Zingonia, June 19-29, 2016

qui nasce ZINGONIA la nuova città

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ZINGONIA

LANDSCAPE EDUCATION FOR DEMOCRACY

1.0 Introduction to the LED project

[Deni Ruggeri]

The LED – Landscape Education for Democracy, funded by the European Union Erasmus + strategic partnership fund, is a partnership between academics from five European universities (NMBU Department of Landscape Architecture and Spatial Planning; Nürtingen-Geislingen University, Nürtingen, Germany; the University of Kassel School of Architecture, Urban and Landscape Planning, Kassel, Germany; Budapest Corvinus University Faculty of Landscape Architecture, Budapest, Hungary; the University of Bologna Department of Architecture, Bologna, Italy) and one NGO (the LE:NOTRE Institute, a professional platform linking landscape architecture education, research and innovative practice, based in Wageningen, Netherlands) aimed at filling a gap in landscape architecture and planning education with regard to the need to create democratic landscapes. Its goal is to raise awareness among students, teachers and young professionals in the environmental design fields of the theoretical, practical and ethical approaches to promote democratic, equitable access to landscapes that can foster ecological and social health, community life and dialogue across citizens of diverse socioeconomic and ethnic backgrounds. It seeks to encourage empowerment, participation and active citizenship among young people through interdisciplinary, problem-based learning environments and curricular innovation that introduces landscape and democracy as a cross-disciplinary subject. The project runs from fall 2015 until summer 2018 and consists in three courses, unfolded through two phases. Phase one features an online open source course/learning environment where participants would have the opportunity to learn about theories, methods and applications relevant to the transformation of our cities toward greater social sustainability, democracy and identity. Phase two allows students to test their newly acquired knowledge and skills against a real community in a 10-day intensive workshop, that engage international groups of landscape architecture and other planning students in working directly with local communities to address landscape challenges. In addition, LED offers students the opportunity to achieve a certificate in Landscape and Democracy, a highly practical

European credential for spatial planning professionals.
Topics of the online course can be synthetized in the following categories:

A – MAPPING THE TERRAIN

This portion of the course provides a broad framework for understanding the nexus between landscape and democracy; students will investigate a foundation of theories as they relate to what landscape means, what democracy means.

B – CONCEPTS OF PARTICIPATION

Students learn how public participation evolved and how it relates to planning theory. They start mapping landscape democracy challenges in their socio-cultural contexts, reflecting on which participation tools are appropriate to the specific contexts.

C – COMMUNITY AND IDENTITIES

Methods for uncovering/mapping the various forms and expressions of collective and individual identity as reflected in the landscape, place-based attachment and community are introduced. Students will be asked to apply these methods, collect data, and reflect critically on how designers and planners can help shape stronger and more democratic identity processes in communities.

D – THE DESIGN PROCESS

Students learn how to use digital and traditional tools for rich data collection, utilize analysis, build a shared vision, develop strategic action-based approaches, and select methods of visual representation and communication to achieve an agreed-upon objective.

E – COMMUNICATION

Communication methods and tools supporting community based planning are presented. Students envision how these tools could be applied in specific situations and learn how to effectively communicate their knowledge in rich, deeply engaging ways.

1.1 THEMES AND THEORIES
[Deni Ruggeri, Ellen Fetzer]

– LANDSCAPE DEMOCRACY AND PARTICIPATION

The landscape is a democratic resource that belongs to everyone. Everyone should have access to landscape resources regardless of social or economic status. The 2000 European Landscape Convention (ELC) set the goals for future landscape changes by calling for changes that are grounded in the experience of those who live in these places. This calls for policies and processes that engage residents directly into shaping the future of their landscapes. But spatial planning education rarely includes topics such as democratic processes, participatory planning, community-based planning or other topics, and does not fully prepare designers and planners to effectively work in partnership with the communities they serve. An open question remains unanswered: "when is a participatory landscape democracy effort successful?" Participation should not be evaluated based on numbers of people involved alone. Community engagement is a forum for people to build stronger bonds with their locales and with one another. Participation ensures people's commitment to their community and its sacred places. It teaches all of those involved about the need for an open and constructive dialogue between equal partners, no matter their socio-economic or immigration status. It allows for differences to emerge and be resolved democratically, rather than through force. By engaging in participation, residents can renew their trust in democratic decision-making processes, and with each other. Educating planners about the ultimate benefits of landscape democracy and participation is a central theme in the LED project and its educational activities.

Community design_Photo credits: Tonje C. Stordalen

Community design_Photo credits: Tonje C. Stordalen

- LIVABILITY, SUSTAINABLE URBAN DESIGN

The ELC can serve as a useful point of departure for a cross-cultural discussion on the socio-cultural implications of environmental change in the sustainable city. Since the 1980's, the Brundtland Commission has sensitized European governments to the goals and principles of sustainability, forcing them to adopt policies on air quality, climate change, and green infrastructure. In America, landscape urbanism and smart growth have had a profound impact on the practice of landscape architecture. The discussion on the socio-cultural dimensions of sustainability has so far been limited. What is needed is to focus on the effects that sustainability has on people's lives, as the ultimate proof of its success is related to its ability to shift people's values and actions towards goals of energy efficiency, ecologic awareness and conservation, democratic governance and strong social capital. This requires a perspective that put human beings and their perceptions at the center of the stage. Livability is broadly defined as the ability of urban settings to support healthy and fulfilling lives. Its indicators include the presence or absence of certain qualities, but also the perceptions people have of their supportiveness of the experiences and functions of healthy human beings, families and communities.

- GREEN INFRASTRUCTURE AND PRODUCTIVE LANDSCAPES

Landscape democracy places great emphasis on the life-supporting and community-building qualities of public open spaces. These should include the spaces design for the community's performance of everyday activities (streets, plazas, sidewalks) as well as all other types of productive spaces, from agricultural fields to ecological habitat, from green roofs to green wall. The entire matrix of green, productive landscape elements in our cities has been called 'green infrastructure.' This implies the interconnectedness and synergistic nature of any landscape, as well as the notion that landscapes 'perform' (i.e. function), providing tangible benefits to the communities that engage with them. Green infrastructure further builds on the idea of multifunctionality. An open space can serve for species protection, recreation, flood retention, food production, spatial structuring and cold-air production at the same time. Multifunctionality can effectively balance land use conflicts and ties multiple stakeholders together towards a common aim.

- STRATEGIC LANDSCAPE PLANNING

Planning and design are fields dealing with 'wicked' problems. Rittel and Webber (1973) explain that the wickedness of our work consists of the many multiple solutions and strategies we could apply to the resolution of a challenge. This derives from the complexity of factors that work together in generating urban phenomena, the lack of a way out (once we plan a new landscape, people will inhabit it, with consequences that are hard to predict). Wicked problems require us to be strategic, to think systemically, to predict change and disturbances, to become visionary. They cannot be simply communicated by a map, but require new modes of representation. This can mean for example to conceive processes instead of a product. A process design would allow the community members to identify themselves as active agents of change. Another approach is to think in scenarios. A scenario is not a plan, it is an illustration of one or various plausible futures. Scenarios build on assumptions of how a society, an economy, a technology or the environment might change and what would be the impact of this change on the landscape. By visualising scenarios planners and designers create a holistic discussion basis for the communities they serve. Reflecting on the impact of alternative scenarios helps a community to articulate their preferred vision of the future and to start a strategic conversation on how to achieve this aim.
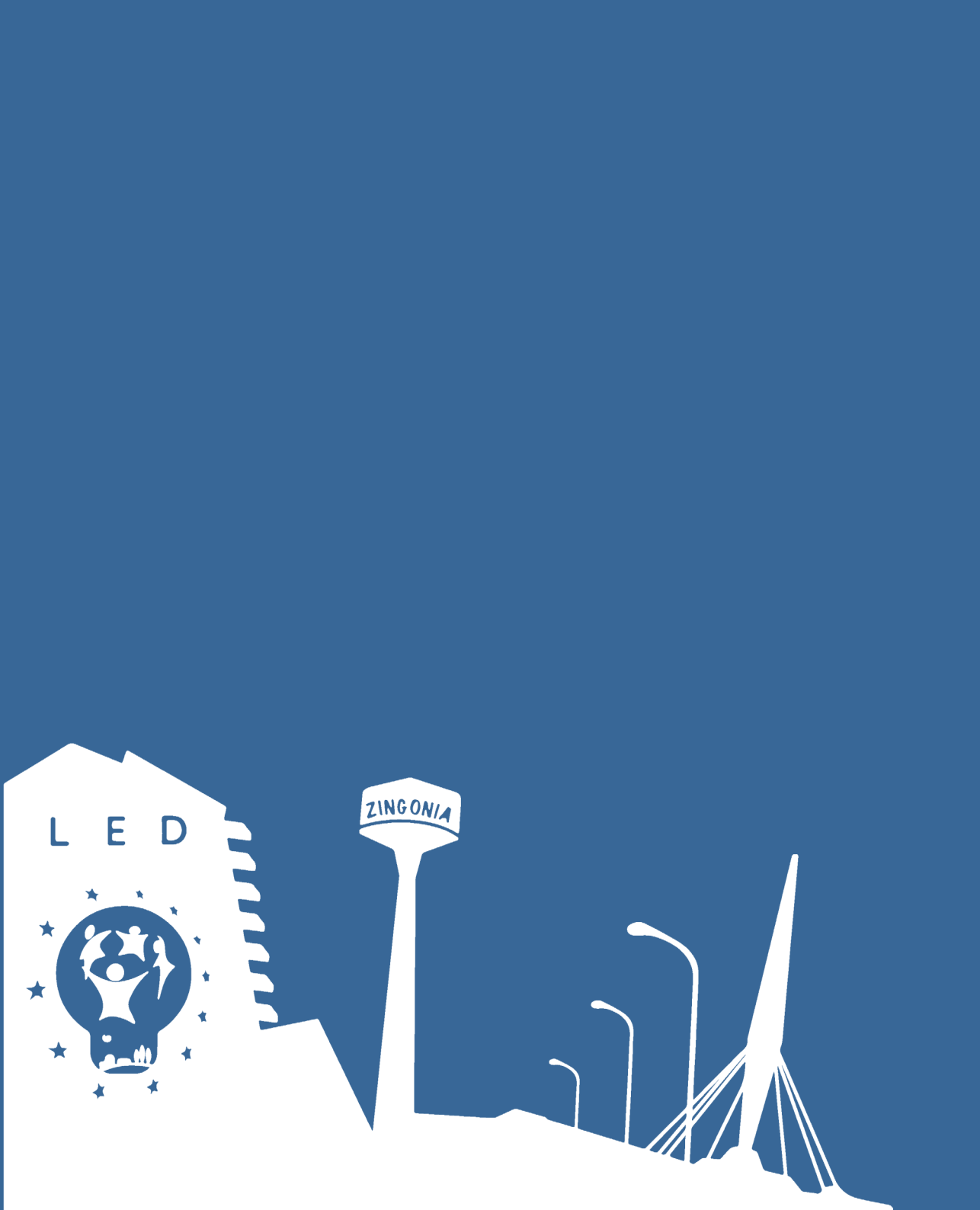
LED

ZINGONIA
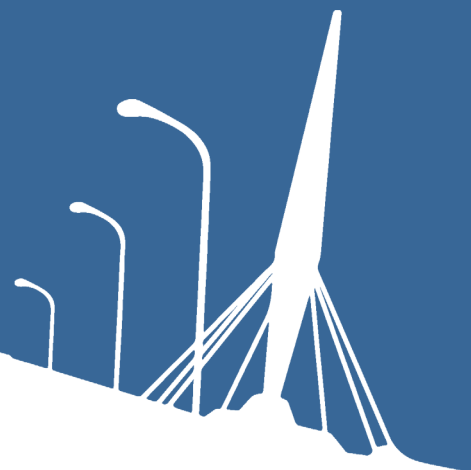
ZINGONIA
LED INTENSIVE PROGRAMME
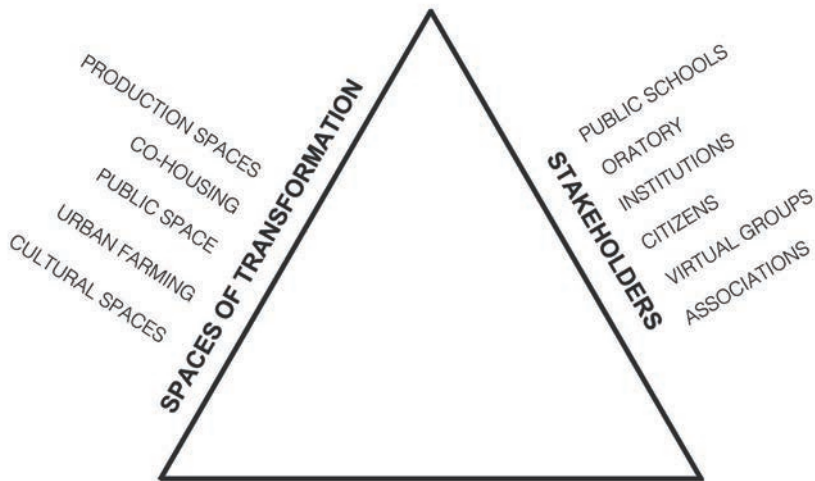
2.0 ZINGONIA, background and future scenarios
[Deni Ruggeri, Luigi Bartolomei]

From June 19th to June 29th a group of 20 students and 10 faculty from the project partners gathered in Zingonia for the first LED Intensive workshop organized by the University of Bologna. Zingonia is particularly relevant to the landscape and democracy discussion, because of its unique place identity as an New Town designed in the 1960s for the emerging Italian middle class, which has over the years transformed itself into one of the most diverse immigrant communities in Europe. Since its founding in 1964, Zingonia has mirrored the trends of the Italian economy, from an industrial to a post industrial society, yet its urban form has changed little. Today, the challenge is to re-purpose the efficient, machine-like urbanization of the 1960s towards greater livability and slower, more sustainable lifestyles and modes of production, and affect all aspects of urban development, from housing to commerce, from industry to urban nature.
This workshop also aims to give students the opportunity to encounter a real and human landscape, with the possibility to meet the principal partners/stakeholders involved in the processes currently taking place in Zingonia. We identified possible stakeholders both through the actual board of the Project "Orizzonte Zingonia", and through a first-hand investigation of the area, including citizens (groups of citizens divided into different groups with respect to where they live in Zingonia), Institutions (such as the 5 mayors of the municipalities around Zingonia), social communities or associations active on the territory, the local school community (teachers – students – families) as well as local Oratory community and few entrepreneurs.

The particular location of the Workshop will stimulate students to reflect upon the various layers that make up all landscapes and in particular those at play in Zingonia:
- Historical layer
- Social layer
- Institutional/Administrative Landscape
- Aesthetical Layer
- Virtual Landscape

PRODUCTION SPACES
CO-HOUSING
PUBLIC SPACE
URBAN FARMING
CULTURAL SPACES

SPACES OF TRANSFORMATION

STAKEHOLDERS

PUBLIC SCHOOLS
ORATORY
INSTITUTIONS
CITIZENS
VIRTUAL GROUPS
ASSOCIATIONS

LAYERS OF THE LANDSCAPE

ECONOMICAL
HISTORICAL
SOCIAL
AESTHETIC
INSTITUTIONAL

LANDSCAPE

ECONOMICAL

VIRTUAL

AESTHETICAL

INSTITUTIONAL

SOCIAL

HISTORICAL

WORKSHOP PHASES

The process has been spread on three consecutive and complementary phases over the duration of the Intensive Programm, as synthesized in the scheme below.

1. ANALYSING

Students are divided into five groups that correspond to the above mentioned layers, each group is to act as a specialist research team for their assigned layer. To ensure consistent results among different groups, layer research findings have been presented with a SWOT analysis. Supervising professors for assigned to a layer, are invited to share tools and methods that they see fit in order to assist students with the final SWOT analysis and presentation.

A
ANALYSING

M
MAPPIN

14.05.2016
First meeting
Press & Stakeholders

19.06.2016
LED Workshop
OPENING CERIMONY
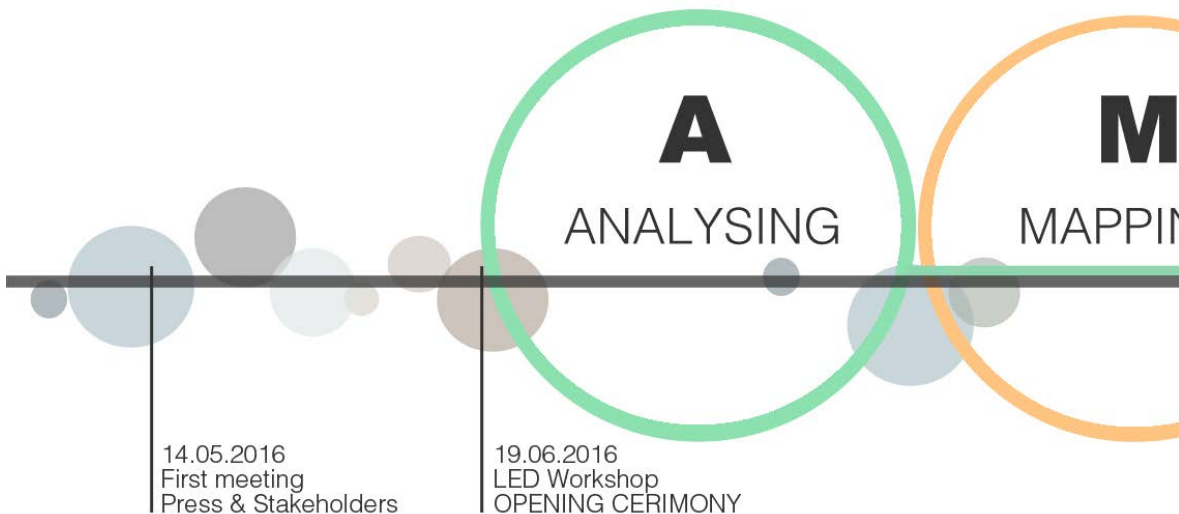
2.   VISIONING

At this phase, following presentations of SWOT analysis by layers, students are organized into new groups based on their research site of interest (themes). Professor suggest methods of research to arrive at innovative representations, developing a gameboard, of their chosen site category. The results of this phase have been presented in an open public format.

3.   TRANSFORMING

This final phase is about design through transformative design processes that could empower stakeholders, partners and locals to remain active in their community, bringing forward manageable initiatives/ tasks/activities that might ameliorate their spaces.

NG

T
TRANSFORMING

24.06.2016
LED Workshop
MIDTERM PRESENTATION

29.06.2016
LED Workshop
FINAL PRESENTATION

Spring 2017
LED Publication
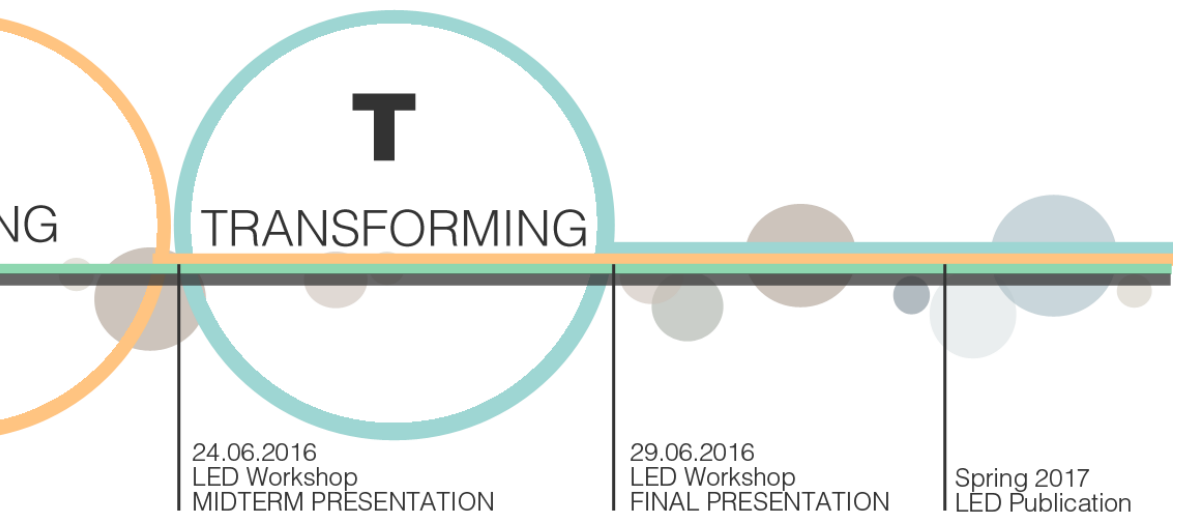
2.1 FROM PERCEPTION TO LANDSCAPE NARRATION

[Ellen Fetzer]

The European Landscape Convention has invited us to consider landscape, as an area as perceived by people' (ELC, 2000). Planners and designers are now asked to translate this paradigm into innovative approaches allowing for a collaborative and community-based understanding and assessment of our everyday environment. Lucius Burckhardt, a Swiss sociologist, artist and activist, pointed this out in his essay 'Why is landscape beautiful' already back in 1979: "…the landscape is to be found, not in environmental phenomena but in the mind's eye of those doing the looking. To espy a landscape in our environment is a creative act brought forth by excluding and filtering certain elements and, equally, by rhyming together or integrating all we see in a single image, and in a manner largely influenced by our educational background."

Walking, or strolling, ideally with groups of very different citizens, is only one of many possible approaches but in itself a very promising instrument. Planners and designers can use a walk with the community to better understand what people appreciate in their landscapes and, even more importantly, how these elements and features link to their specific biographies and personal narrations. On that basis, the story of a landscape can be invented or reinvented and connected to the lives of the people that live in it every day. A process like this is facing specific challenges in a place like Zingonia where people with very different cultures, identity constructions and experiences come together in the same landscape. Some have seen Zingonia evolving as an urban utopia. They linked their biographies to this story and benefited from it in the past. But they have also seen it changing and are in need of rewriting their narration. Others came later, probably with an idealized view of what Europe has to offer for them, and now urgently need to connect their diverse biographies to this multilayered space.

Another benefit of the community walk is the possibility to understand landscape as a sequence of spatial experiences. This is very different to a static picture or a plan, which is only a limited abstraction of landscape and detached from people's actual perception of and interaction with a space. In addition to walking we also used cycling to expand our

spatial scope. The cycling was especially beneficial for understanding the urban form of Zingonia in its wider territorial context. Our reference scale was the one of a landscape or regional park in which the modernist urban form would be only one of many highlights to explore. This way, we could conceptually reconnect the structure of Zingonia to other landscape features and elements that would eventually constitute a green infrastructure network with multiple benefits for people and nature.

It was further important to organize a constant exchange with the inhabitants during our stay. This was made possible by the citizen help desk and facilitated by the Orizzonte Zingonia team. We got to meet people of all age groups in the former reception building of the Quattro Torri residence. The participants could constantly verify their assumptions by talking to community members and test and improve their ideas this way. It developed into a collaborative knowledge construction process. In order to be successful, it was crucial to organize the so-called 'Citizen Help Desk' directly in and with the community. Many participating students experienced the help desk as one of the most enriching and formative feature of this workshop.

2.2 THE EQUATION OF CHANGE
[Diedrich Bruns]

Landscapes are subject to change; change is a landscape „constant". Changes are subject to natural and human-induced processes. People make decisions before human induced changes happen. Sometimes, individual people make these decisions. If several people are involved, discussions lead to decisions. It is likely that proposals for change encounter resistance. This is where the "Change Equation"1, originally defined by David Gleicher, can be a good model to use. It states that for change to happen successfully, the following statement must be true:

$$(D) \times (V) \times (F) > (R)$$

D = DISSATISFACTION with how things are now;
A person or a group feels dissatisfied with the current situation; any factor may make people uncomfortable with the current situation. Without dissatisfaction, no one will likely feel motivated to make change happen.

V = VISION OF WHAT IS POSSIBLE, desirability of change;
The proposed ideas for change must be attractive, and people need to understand what it is. If people do not have a clear vision of what things will be like after the change, and why things will be better, then they probably will not be working to achieve it.

F = FIRST, PRACTICABILITY, ATTAINABILITY;
concrete steps that can be taken towards reaching the vision, A clear idea of the first steps must exist that can be taken towards change, and people must be convinced that the change is realistic and attainable.

R = RESISTANCE TO CHANGE.
Resistance to change includes people's beliefs in the limits of the change (such as the "Limits of acceptable change" in environmental protection), natural human unwillingness to consider change, or lack of interest in an issue or subject related to proposed changes.

APPLICATION DURING THE ZINGONIA INTENSIVE PROGRAMME (IP)

People and groups are considered "stakeholders" who have a "stake" in changing Zingonia landscapes (A "Stakeholder-Analysis" is done in practice, including analysis of historic and current contexts). Information on these stakeholders has become available during the introductory phase of the IP. Using this information, IP participants began working towards creating ideas for changing Zingonia landscapes. To get started, participants assessed Zingonia stakeholders according to the Change Equation. The aim of the exercise is to elucidate which ideas for changing Zingonia landscapes would have the greatest potential for realisation. The first question is which resistance might exist:
- RESISTANCE TO CHANGE
Potential for resistance to change participants found in the information that became available during the first phases of the IP.
Each of the other elements of the Change Equation are considered as follows:
- DISSATISFACTION
Participants identified persons and groups who, according to current information, feel dissatisfied with the current situation.
- VISION / DESIRABILITY
Participants used brainstorming and quick sketching as techniques to generate ideas for changing Zingonia landscapes; they discussed how attractive these ideas might be to different stakeholders. They also discussed how proposed ideas might best be communicated for people to understand what each idea would be and how they would affect Zingonia's future.
- FIRST STEPS / PRACTICALITY
 IP participants illustrated some ideas for the purpose of public presentation. They aimed at making clear not only the idea as such, but also which first steps must be taken towards change. During public meetings, people discussed how change might be realistic and attainable.
Illustrations of the results of using the Change Equation can be found in the results produced by the Zingonia IP teams.

1 Cady, S.H., Jacobs, J., Koller, R., & Spalding, J. (2014). The change formula: Myth, legend, or lore. OD Practitioner, 46(3), 32–39. Beckhard, R., & Harris, R.T. (1977). Organizational transitions: Managing complex change (1st ed.). Addison-Wesley series on organization development. Reading, MA: Addison-Wesley Publishing

On top: Students presenting the Equation of change analysis during the IP_Photo credits: Ellen Fetzer

2.3 THE GRANDMOTHER TEST -
ANALYZE, DESIGN AND COMMUNICATE LANDSCAPE NARRATIVES
[Anna Szilágyi-Nagy]

The design studio provided many opportunities to engage with storytelling. Firstly, storytelling was used to collect information about the site and oral history was integrated into the analysis phase of the IP (chair session, citizen desk, festival talks, etc.). Secondly, during the design phase students get the chance to experience how design can generate new stories and can change the narration of the landscape. Finally, due to the engaging power of stories, storytelling was understood as a communication form to disseminate design ideas. The demand on powerful visual storytelling increased after the mid-term presentation when design ideas were interpreted by Italian student for the community. While Italian was Chinese for most of us, we could only focus on the visual message of the presentations. That was the moment when we introduced granny test. When we returned to the design studio we sat down and played the small game "granny test". Granny test is about telling your design story to your grandmother in a way that she understands it without any background knowledge.

The task of the granny - external supervisor - was to sit together with the working groups and explain what she understands from the visuals provided for the mid-term presentation. The grandma provided feedback both on the chosen content (the design story with its main actions, internal logic, main stakeholders involved, whose perspective was told, the vision and time frame of the design story) as well as on the selected communication format (telling the story through montage, comic, analytical maps, timelapse visuals, ppt, etc.). Explaining first impressions such as excitement or surprise when looking on an image, uncertainty when try to understand a map or a graph, assumptions and expectations related to selected visuals either validated the students' intentions of design and main message, or helped to identify gaps between the intended message and the perceived one. Reinterpretation of the visuals by a third party helped students to discover emotional power of visuals, clarifying questions led to adjustment of representation techniques, harmonization of selected symbols and color codes. Granny test was a playful approach to find guiding narratives and perspectives and construct strategies that can communicate design visions in a clearer and more powerful way.
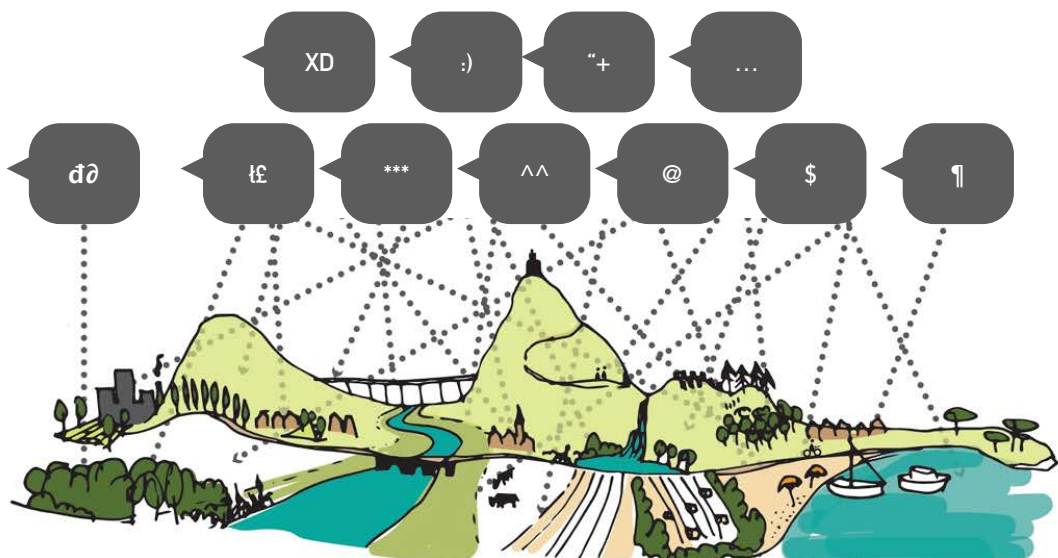
STORIES ARE EVERYWHERE IN THE LANDSCAPE

Image credits: Anna Szilágyi-Nagy

Final results

TEAM: **MADE IN ZINGONIA**

MEMBERS: **Serena Indaco, Ibrahim Almardini, Izabella Czél**

Once upon a time an expanse of agricultural fields occupied the land on which arose Zingonia. In 1964 Renzo Zingone decided to build here his new industrial town but still today the agricultural background it is very important for this place. Around the limits of buildings, there are many cultures. From the SWOT analyses we have learned that the locals opportunities are linked with the availability of green open spaces between the buildings and the human potentialities (skills, abilities that came from local or international background). Zingonia has already won its first challenge: now there are urban gardens. Our proposal it is to develop this system in an urban farm to improve local production. The real goals are also the wellness and health of the population, the creation of a connection between people that came from abroad with the land and the improvement of a collaborative and sustainable community.

Our strategy it is divided in three phases:

- In the 1th phase we want to develop some urban farm located in green empty public spaces. To activate this system it is important the collaboration between 5 municipalities, the local community and the agricultural experts (the urban garden association firstly).

- In the 2th phase we want to interact with other local formal and informal institutions like the local primary schools and the weekly market to improve connection and knowledge.

- In the 3th phase we want to involve the private spaces like factories that could development the local production in different ways and the citizens that live in the vertical buildings, giving to them a green kit to create a production in their balcony.

To show how our project can start to act we have chosen to create a new urban farm between Corso Africa and Via Oceania. The 2560 m2 area surrounded with dwelling-houses, and approximately 200 people lives in this neighborhood . We proposed to give some place for urban farming beside urban gardening in this place, so we divided the field and planed not only vegetable beds, but some stockyards too for various animals. Regarding to our plan this field could give place to 14 chickens, 15 rabbits, 5 turkeys, 5 gooses, 8 goats and 2 cows. Also fruit trees could take places here, and under their shades the people could gather and have picnic. The flower beds not only would please the eye, but also would play an important role in the pollination too. This it is only an example of the strategy, the elements that built the farm could be used in different solution.
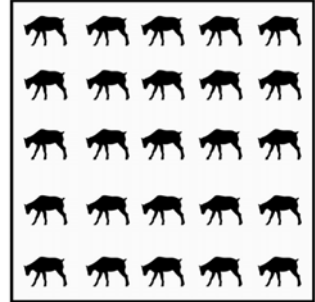
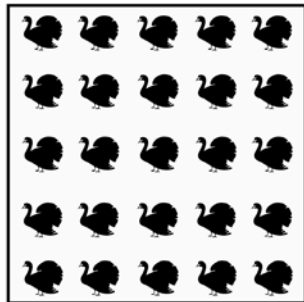**Farm animals: How many animals fit in 100m²?/** Animali da fattoria: Quanti animali ci possono stare in 100 m² ?
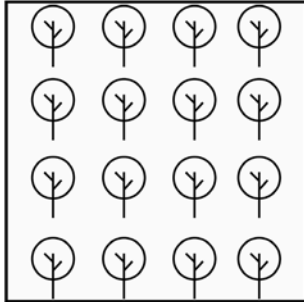
Fruit trees   **16**
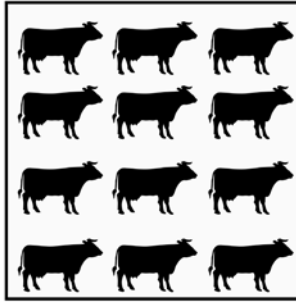
Cows   **12**

Goats   **25**

Turkeys   **25**

Rabbits   **42**
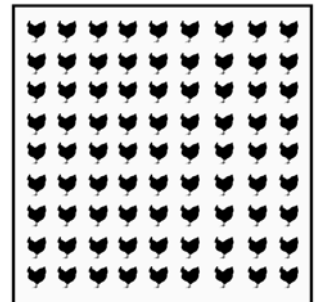
Chickens   **81**

SWOT analysis/ Swot analisi

Hard work attitude
Agricultural background

Qualification don't match the market
Lack of connection with the land

Strength   **W**eaknesses

Opportunities   **T**hreats

Availability of green open spaces
Problematic private spaces
A range of diverse skills, knowledge and abilities

Lack of interest
"Lack of will to try"
isolation of open spaces
high price of local life

The strategy

3th phase

2th phase

1th phase

transform factories production

school tutoring

temporary market

balcony garden kit

involving PUBLIC SPACES

involving SEMI-PUBLIC SPACES

involving PRIVATE SPACES
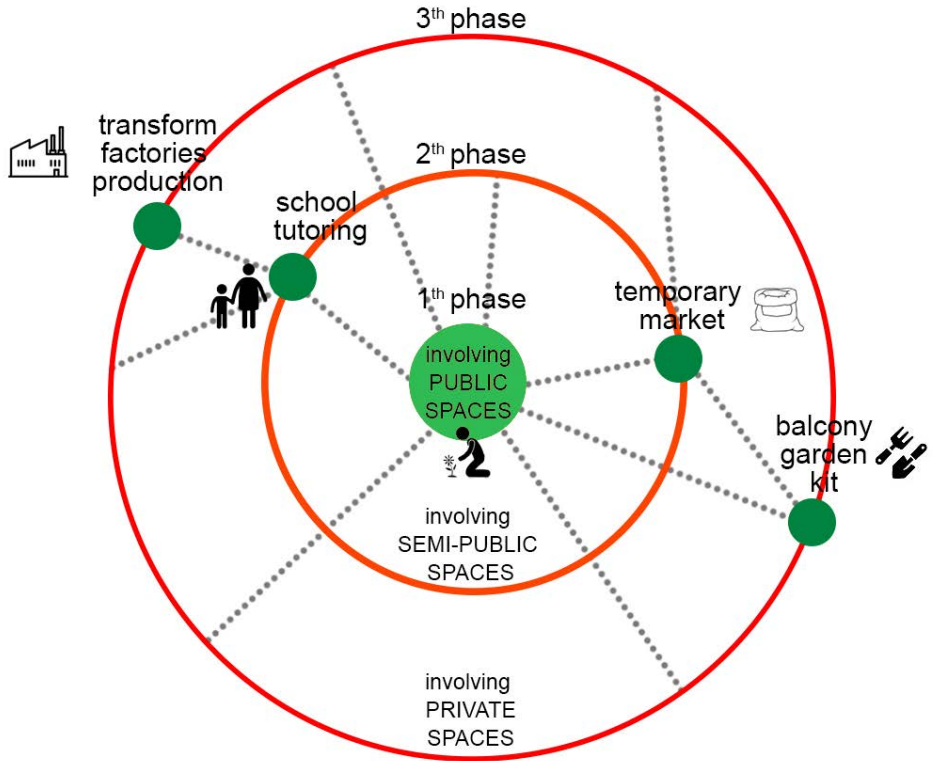
1th Phase Visualisations

2nd Phase Visualisations

3rd Phase Visualisations

The power map

The power map diagram:

- 3th phase (outer red circle)
- 2th phase (middle orange circle)
- 1th phase (inner green circle)

- retired men
- agricultural experts
- local community
- association orti urbani
- 5 municipalities
- students & teachers
- inhabitants of vertical buildings
- locals industries

The project

N

24

24

24

5

15

14

8

2

5

12

80

Legend

🌳 Fruit trees

🌼 Flower bed

▭ Vegetables bed

▭ Table and benches

● Water tank

▮ Animal shelter with solar rooftop

▮ Chicken coop

0 ————————— 25 m

total area	2560 m^2
garden area	480 m^2
animal area	495 m^2

14.8

41.3

33.9

17.4

25.2

53.4

25.8

18.4

16.6

9

6.3

25.9

18

55.4

LED
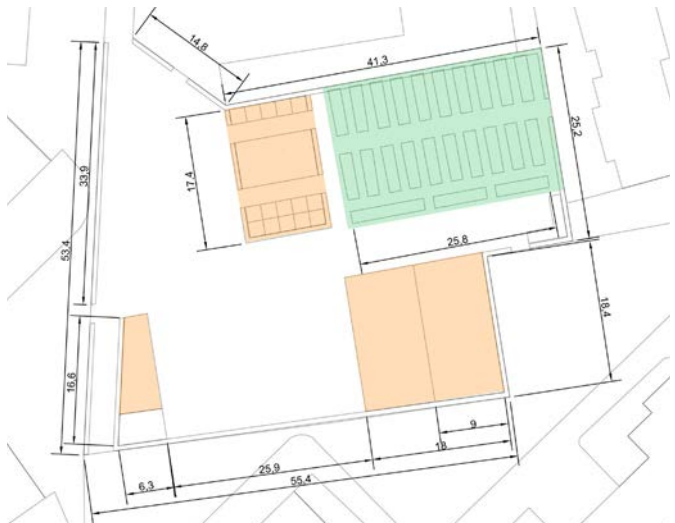
ZINGONIA

TEAM: **RIFIORIRE ZINGONIA**

MEMBERS: **Attila Szüz, Evgeniia Telnykh, Flora Lugosi, Vera Hausmanns**

RIFIORIRE ZINGONIA

Zingonia is built on a rural pattern. However, this link to the landscape is hardly visible today. The Alps are very present visually though, connecting the territory to its wider context. But from the perspective on an everyday user clear spatial and functional links to the landscape are hard to find. This shortcoming continues inside Zingonia. Even if some good quality of open spaces with mature trees can be found all across Zingonia, especially around public facilities, this quality does not appear all across the community. Wide areas are treeless, concrete and asphalt dominates with negative consequences on the urban climate and the walkability of the streets. This working group focused on the wider landscape context of Zingonia. The idea is to strengthen this asset for the benefit of the community and its natural foundation. We built this concept on the theory of Green Infrastructure.

Green Infrastructure is addressing the spatial structure of natural and semi-natural areas but also other environmental features which enable citizens to benefit from its multiple services. The underlying principle of Green Infrastructure is that the same area of land can frequently offer multiple benefits if its ecosystems are in a healthy state (Natural water retention measures project). Green Infrastructure has been adopted by the European Union as a guiding principle for integrated development and can be applied on various scales, from a European scope to the local community.

We jumped in scale and identified that Zingonia is located between two major regional parks running from the Alps in the North to the Po catchment area in the South along two large rivers: Parco del Adda and Parco del Serio. In between these two parks some communities have already established parks of intercommunal interest (PLIS) . These parks help preventing further urban sprawl on agricultural land. In addition to this core objective they help validating these 'everyday landscapes' for cultural, environmental and recreational purposes. The landscape around Zingonia is the only missing piece in this line of protected areas. It could be complemented by a park of intercommunal interest established by the communities that constitute Zingonia. This would create strong links to natural and semi-natural network at regional scale. Clearly, the 'Zingonia Park' would be outstanding compared to its neighbours because of its urban form which can be considered cultural heritage.
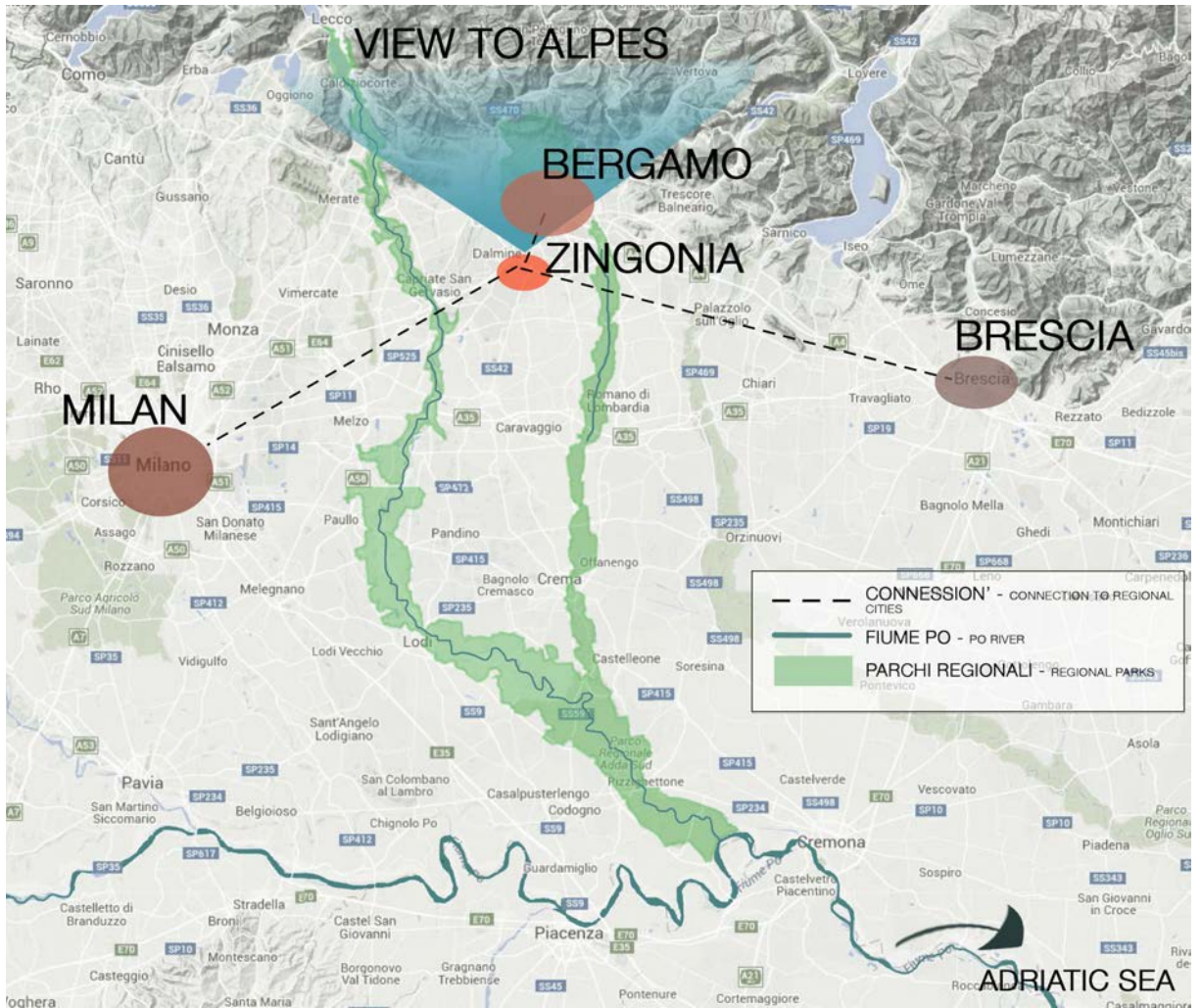
Green infrastructure is made up of any natural and semi natural space in our environment. The size and the quality of the individual elements is not the most important aspect.
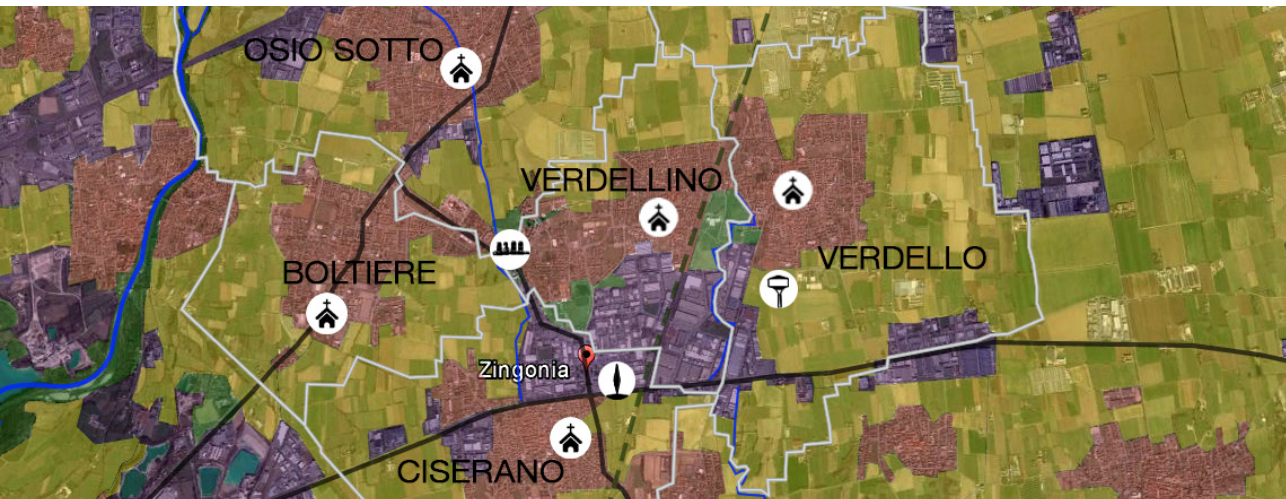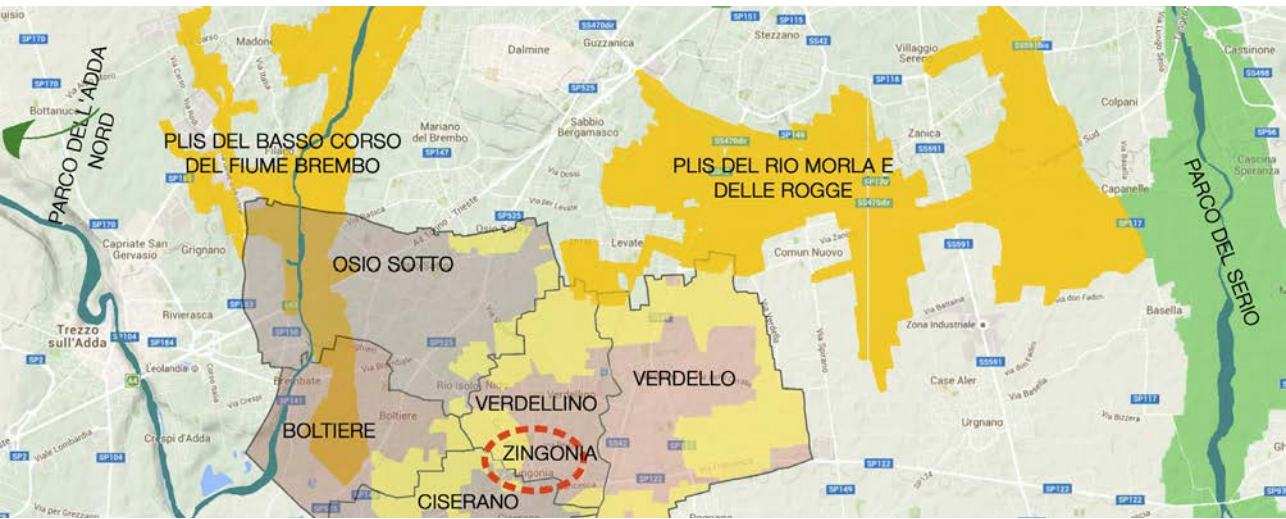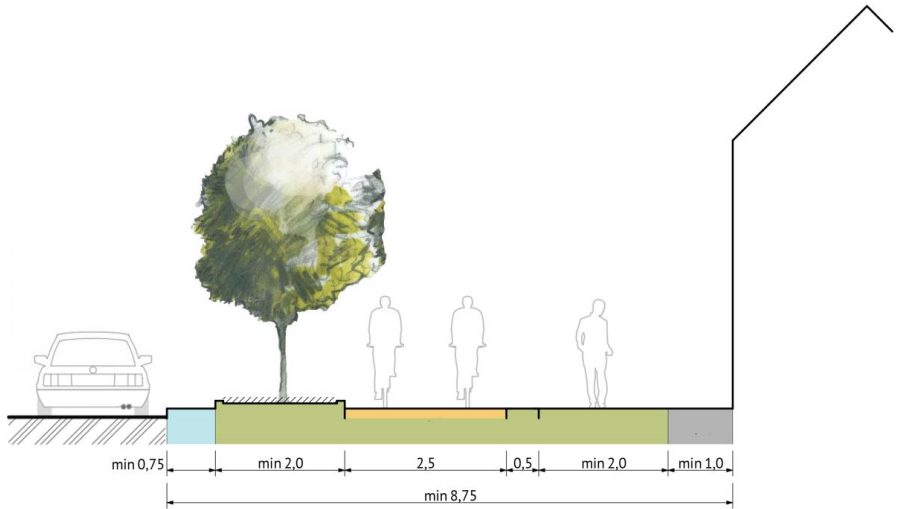
Instead, the way we achieve to connect and validate these as a whole is relevant. In that sense, the group went out by bike to find out which elements are already out there in the rural surroundings of Zingonia. We found a lot of assets: open agricultural land with fantastic view to the Alps, the towers of Zingonia, the water towers and of course the church towers, all of which are important landmarks constituting the identity of the place. We found the canal network of the field, which is borders by diverse vegetation, some brooks, farms, potential pick-nick places with good vistas and much more. The landscape around Zingonia has values and it needs a joint approach of the five municipalities to enhance its potential and benefits. Due to the short time spend on site it was not possible to map, categorize and evaluate all elements in detail. But we propose that this might be done as a follow-up activity.
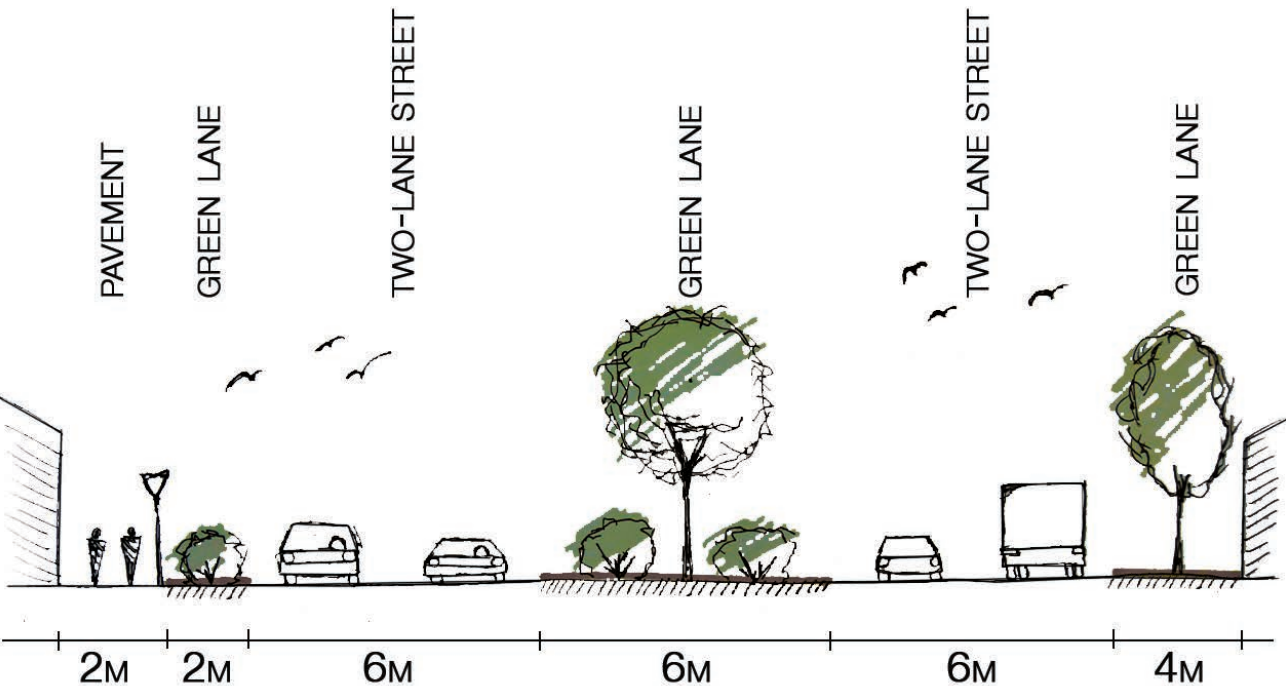
Some detailed planning and visualisations have been done to show how the park could look for the people. We imagine transition zones with multiple functions for example behind the four towers where there is a nice entry to the open landscape with a view to the Alps. Or recreational routs along the river Moretta which is currently marking the border between Verdello and Verdellino – it might become its connecting element in the future. Visitor information panels will illustrate directions and cultural/natural elements of the park.

From a governance point of view if can be said that the instrument of the 'park of intercommunal interest' (PLIS) is already in place. The municipalities can form a joint management board for the day to day organization of the activities. At the same time, there could be a bottom-up process involving community groups and other stakeholders in the activities. This way, people can take ownership of their landscape and validate it with their activities and ideas. Relevant groups to be involved would be Horizonte Zingonia, the cultural groups of the migrant population, schools, churches, the Agende 21 Group of Verdello Dalmine and last but not least: the farmers.

VIEW TO ALPES

BERGAMO

ZINGONIA

BRESCIA

MILAN

CONNESSION' - CONNECTION TO REGIONAL CITIES

FIUME PO - PO RIVER

PARCHI REGIONALI - REGIONAL PARKS

ADRIATIC SEA

marciapiede/technical sidewalk	0,75 M	
prato/lawn	2 M	
pista ciclabile/bicycle trail	2,5 M	
distanza di sicurezza/safe distance	0,5 M	
percorso pedonale/pedestrian footpath	2 M	
pavimentazione/pavement	1 M	

PAVEMENT GREEN LANE TWO-LANE STREET GREEN LANE TWO-LANE STREET GREEN LANE

2M   2M   6M   6M   6M   4M

LED

ZINGONIA

TEAM: **ZINGOcard**

MEMBERS: **Benedetta Allegrini, Stuti Sareen, Emese Turi, Eliza Salman**
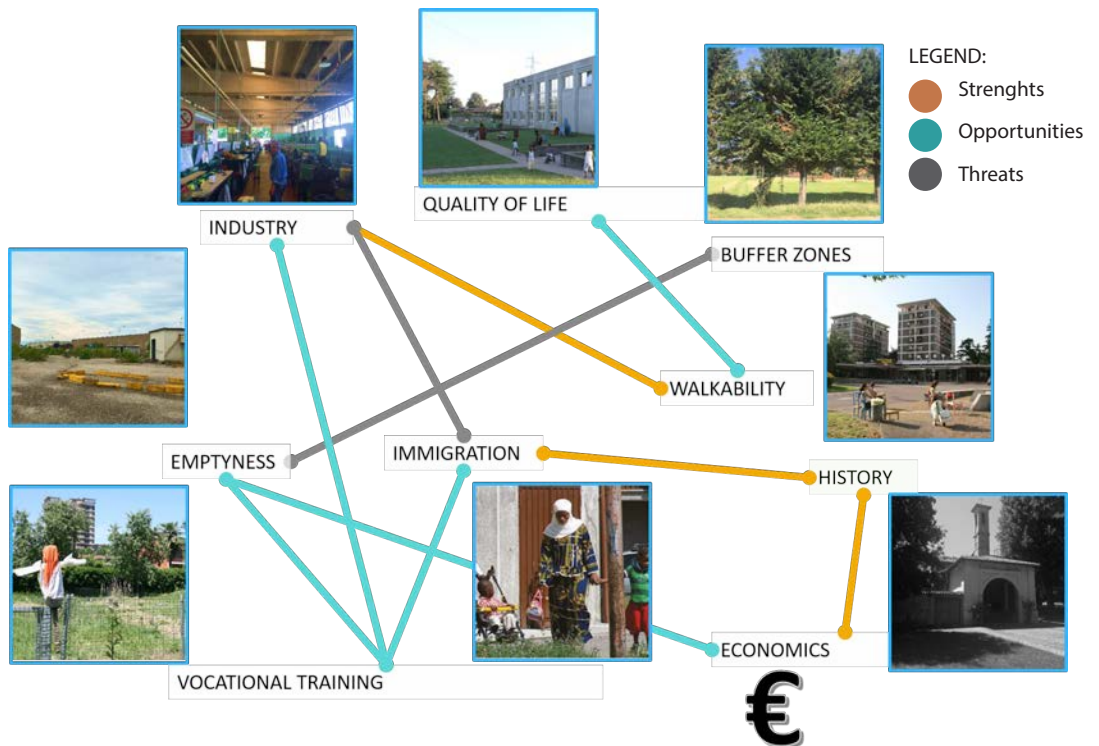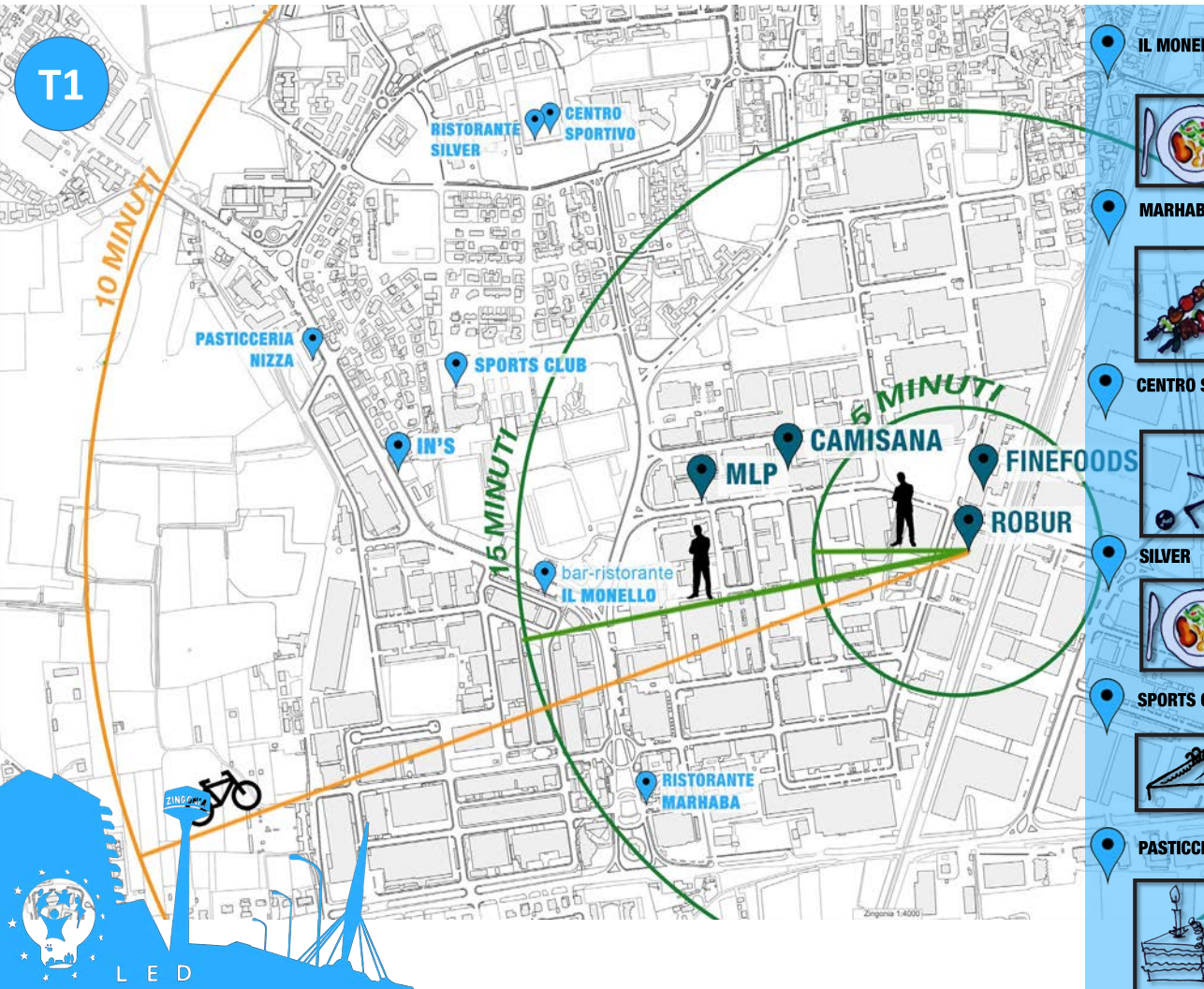
The Silk Road
Via Della Seta

Zingonia is the place of industrial development since its inception. Zingonia, after nearly 50 years of starting and also after facing the multiple trends due to national and international immigration is still home to major corporations like Headquarters of Atlanta Football Team and premier manufacturing, health and service industries. This gives Zingonia an advantage to change its bad reputation of social and cultural structure in the society.
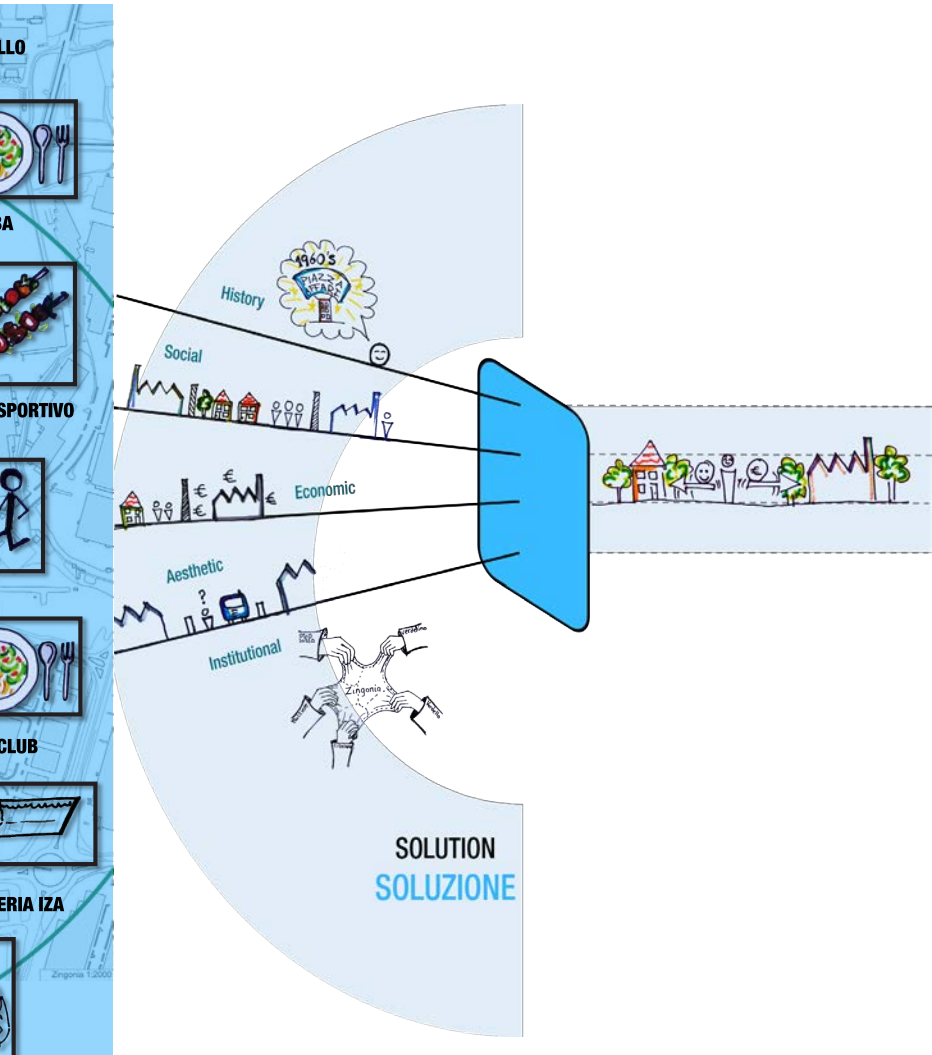
We started are process to analyze the image of Zingonia, using the tool of storytelling. The major hub of industry has versatile picture in terms of size, employment, clientage etc. Most of them were seen to be based here since the start of Zingonia and have developed up to the reach of international market. But never the less this industrial zone is segregated with the high wall of cultural and social barrier from the other inhabitants of Zingonia. Also the many industrial owners and local citizens expressed the need of efficient utilization of derelict places in Zingonia and bring the concept of healthy living even in the industrial zone, during they were asked to fill a small questionnaire. The proposal of our team working on the Industrial layer of Zingonia was introduction of Zingo card with its ethical parameters.

Zingo card is a project dedicated to bridging the gap between the industrial practice, the commercial activity and the society together, through providing special benefits for the card holders. This project will be implemented in several phases, the first being giving employees of companies in the industrial region the Zingo card which allows them the benefits of some of the restaurants, sport clubs, or shops in the region. This phase aims to bring the industrial region closer to the community. Employees of some of the companies need a place to have lunch during lunch hour, or a sports club for recreation after office hours, Zingo card shows them where they can go within a 15-minute walkable distance and gives the benefits like discounts or special offers. In the second phase, Zingo card helps locals with skills and ambitions start their own businesses, like multi-ethnic restaurant and a literary café among others to name some examples. This phase supports locals further, and provides more options for both employees of the industrial region and the locals. In the third phase, Zingo card will develop the roads and connections between the industrial region and Zingonia, to make them more pedestrian friendly, to encourage interaction further. In the fourth phase, the location of TNT factory will be partially reused for recreational spaces as requested by the people, such as a youth club, a sport center

accessible by all, labs, bazaar area, space for interaction, business hub, art maker space, cooking courses, and many more activities. This phase is directed at reusing derelict areas in Zingonia and provides spaces for everybody from all nationalities, genders, ethnicities and ages to interact, socialize, learn new skills, use their skills in something useful and have fun. In the last phase, Zingo card is aiming at enhancing the sense of belonging and pride in Zingonia as well as create a virtual community that deepens the connection between the different stakeholder including the five municipalities that share Zingonia

LEGEND:
- Strenghts
- Opportunities
- Threats

INDUSTRY

QUALITY OF LIFE

BUFFER ZONES

WALKABILITY

EMPTYNESS

IMMIGRATION

HISTORY

VOCATIONAL TRAINING

ECONOMICS
€

T1

10 MINUTI

15 MINUTI

5 MINUTI

RISTORANTE SILVER

CENTRO SPORTIVO

PASTICCERIA NIZZA

SPORTS CLUB

IN'S

bar-ristorante IL MONELLO

MLP

CAMISANA

FINEFOODS

ROBUR

RISTORANTE MARHABA

ZINGONIA

LED

IL MONEL

MARHAB

CENTRO S

SILVER

SPORTS C

PASTICC

History

Social

Economic

Aesthetic

Institutional

SOLUTION
SOLUZIONE

T2

SOLUTION
SOLUZIONE

T3 SOLUTION
SOLUZIONE

CAFFÈ
LETTERARIO
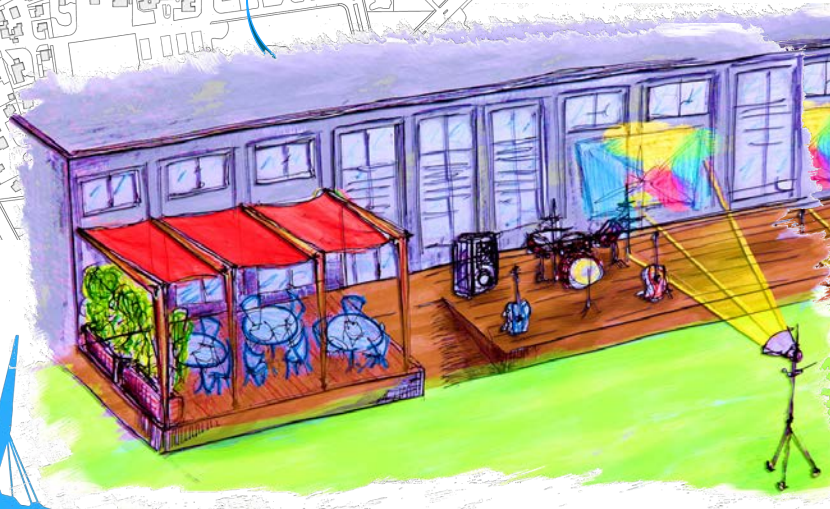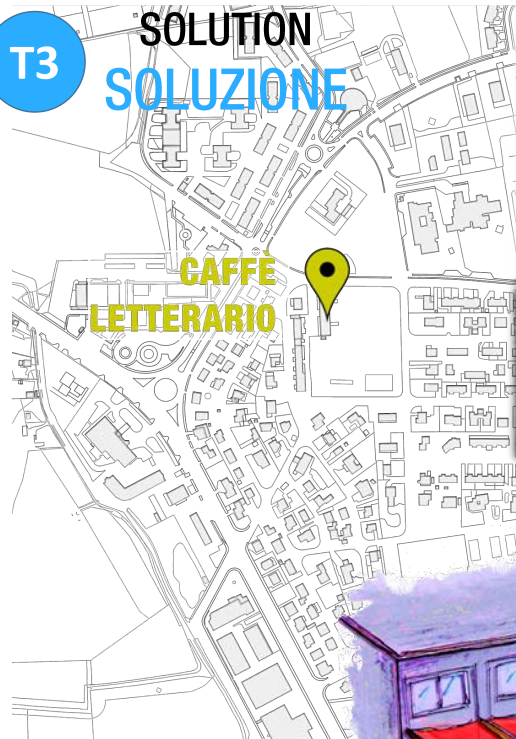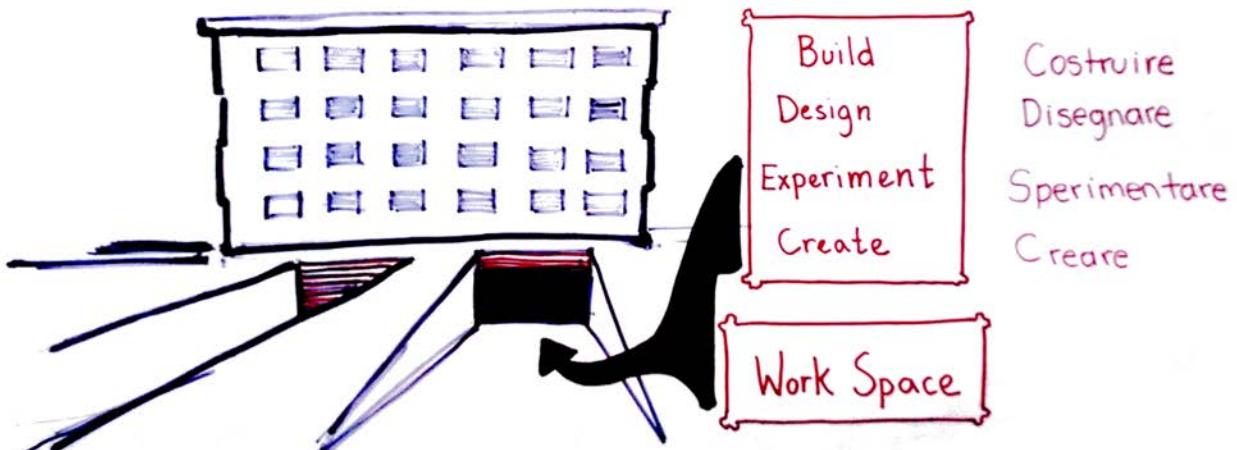
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ZINGONIA
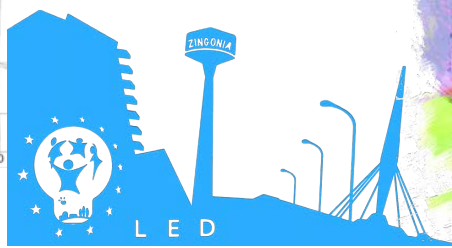
TEAM: **EMPOWERING PEOPLE**

MEMBERS: **Damayanti Dinon, Elena Staffoni, Nick Reibel, Kjersti Skjelbreid**
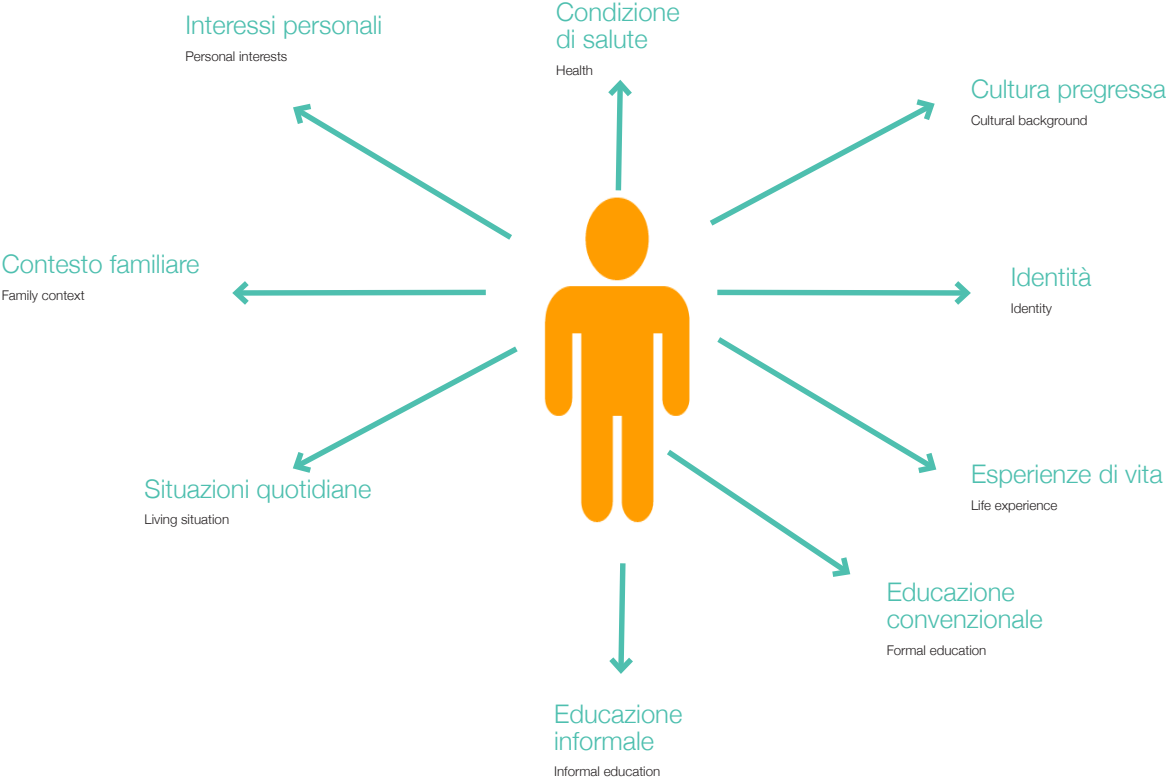
Tante Abilità Piccoli Affari proposal aims to activate a network of social entrepreneurship that would give many unemployed Zingonia residents who lack relevant skills, the opportunity to start up their own businesses.

The SWOT analysis pointed out some weaknesses such as a high unemployed rate (especially in the 4 towers area), integration difficulties and a lack of spaces for congregating (particularly for youth). Strengths to take advantage of (i.e. the presence of active people, ready to promote change) and opportunities (presence of unused commercial spaces and a ready workforce). Taking into account people's backgrounds and attitude, we aspire to revitalize the Quattro Torri area and the adjacent zone. Piazza Affari will be the vibrant core of Zingonia, with its new business activities and congregation point, generating a safer environment for everyone.

The porter's office of the 4 Torri will be the nucleus of activities, acting as a point of reference. This is a place where challenges and stakeholders' funds enter and where results come out, creating new job opportunities, an active multicultural community and a overall improvement of building structures. Sometimes an opportunity is all you need, and sometimes you don't realize the value of your abilities. With this in mind, through interviews and "inspirational stories" we gathered information about the community in order to produce a residents' "skills map". S. is a very good cook and she realizes that she can create a small business, selling her food in the industrial area. In order to do this, she turns to the porter's office help group, where she realizes that she first needs training and second a means of transport. After a while, she starts to sell her food in the industrial area of Zingonia with her bike-cart. Finally, supported once again by the porter's office, she is able to start her own business and open a real restaurant in Piazza Affari. The revitalization process is divided in three phases. In the short term (1 year) it's necessary to create awareness amongst the inhabitants - to find volunteers and funds, to create promotion and marketing activities and to establish a workshop. In this phase, activities will be shifted offsite. In the medium term (2-4 years), the spaces in the Quattro Torri area will be designated and the "business contests" used to assign the spaces of the Piazza Affari court will be created. Activities will start to come back to the area. In the long term phase (5 years), the commercial spaces of P. Affari will be enitrely full and the activities will be totally self-sufficient. We think this goal is important for making the project achievable, especially when applying for funding. Expansion of the unused buildings in the commercial area has also been taken into account.

Esperienze / Background

Interessi personali
Personal interests

Condizione
di salute
Health

Cultura pregressa
Cultural background

Contesto familiare
Family context

Identità
Identity

Situazioni quotidiane
Living situation

Esperienze di vita
Life experience

Educazione
convenzionale
Formal education

Educazione
informale
Informal education

1 anno / 5 years	**BREVE TERMINE**	**Creare consapevolezza**	**Trovare volontari e finanziatori**	**Dislocazione delle attivitá**
2-4 anni / 2-4 years	**MEDIO TERMINE**	**Designazione dei luoghi**	**Creazione del "business con-test"**	**Attirare le persone negli spazi**
5 anni / 5 years	**LUNGO TERMINE**	**Trasferimento negli spazi commerciali di Piazza Affari**	**Attivitá autosufficienti**	**Espansione nell´area industriale**

Le Quattro Torri e la Portineria, punto di riferimento
The Four Towers and the Porter as a reference point

1

Parco nei pressi delle Torri
Park near the Towers

| Attivitá di promozione | → | Bike worksop |

| Collocazione delle attivitá nell´area |

I luoghi / the places

2

Portici e cortile interno in Piazza Affari
Porches and internal courtyard in Piazza Affari

3

LED

ZINGONIA

TEAM: **ZINGONIA ON THE MOVE**

MEMBERS: **Dorottya Kóbori, Elena Forapani, Kristin Lyngstad, Siddharth Trivedi**

In the SWOT analysis we identified various challenges, such as the lack of proper connections by foot or bicycle within Zingonia and to the nearby municipal centers. At present, cars are prioritized. Interviews with the locals made us aware of the lack of activities, especially for the younger generations, and there are few meeting points fit for hanging out. A lot of people feel unsafe in parts of Zingonia, in for instance the area around the Piazza Affari. In addition to this, we also found some qualities such as cultural diversity, social innovation and plenty of green public areas with great potential for development during our research.
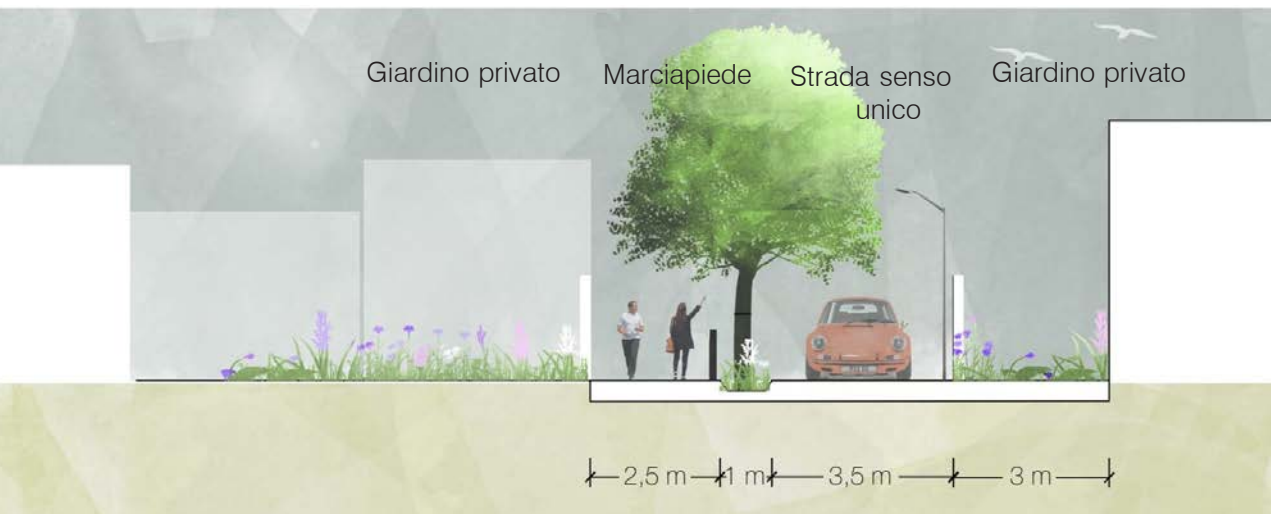
VISION:

Freedom through the possibility for moving around safely in Zingonia, regardless of age, gender, nationality or social class. Shifting priorities from cars to pedestrians. Our objectives are to improve walkability and bikeability, connecting existing and new nodes facilitated for interaction and activity. This suggestion is based on theories on what distances pedestrians and cyclists are willing to move. Regarding the safety and security aspect, we have focused on road traffic safety, illumination and the theory of «eyes on the street», introduced by Jane Jacobs.

Our suggestion is to reduce barriers and to establish a pedestrian and bicycle network consisting of several levels of connections, such as fast tracks for bicycles connecting Zingonia and the five municipal centers, walkways and paths for bicycles and skateboarding connecting important nodes in Zingonia, as well as informal walkways through residential areas.

In this proposal, we have focused on the connection between the Piazza Affari and Verdellino city center. Our suggestion is to establish a skating park in one of the unused green areas close to the Piazza Affari. Existing pavements from Piazza Affari to Verdellino is made wider. Parts of the road is presently too narrow for the possibility to make room for a suitable solution for pedestrians and bicyclists. Due to this, we would like to suggest turning the road into a one-way road, including the other lane into a loop of already existing roads.

The walkway and the bicycle path are separated from the road by vegetation. This vegetation also provides shadow to pedestrians and bicyclists. Nodes that attract human activity contribute to a stronger feeling of safety, as in the «eyes on the street» theory. Illumination on the walkway also contributes to improved safety.
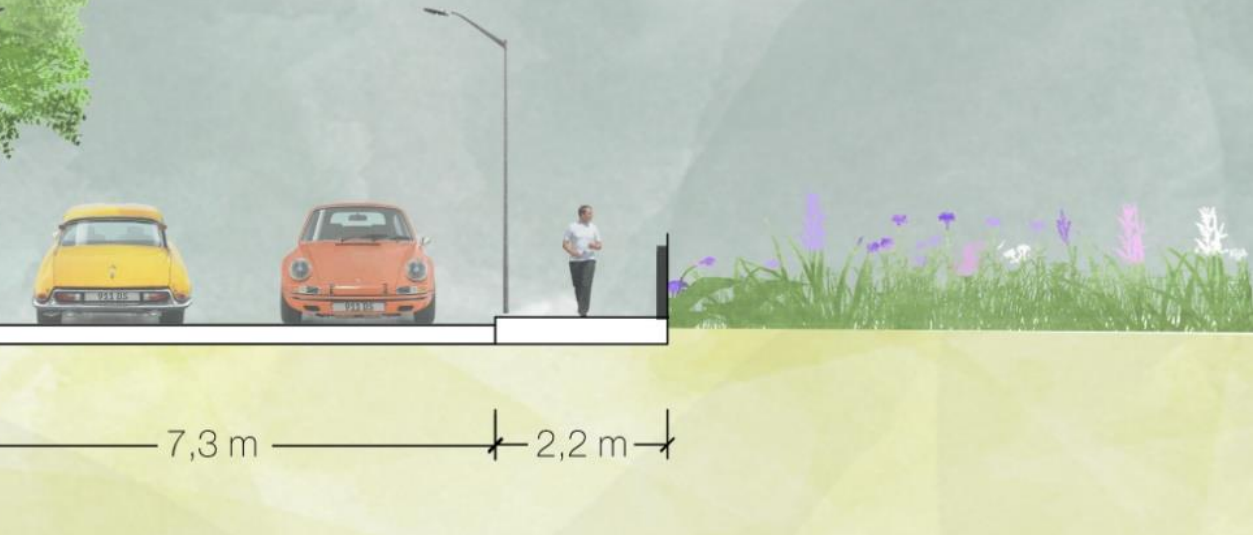
Verdellino

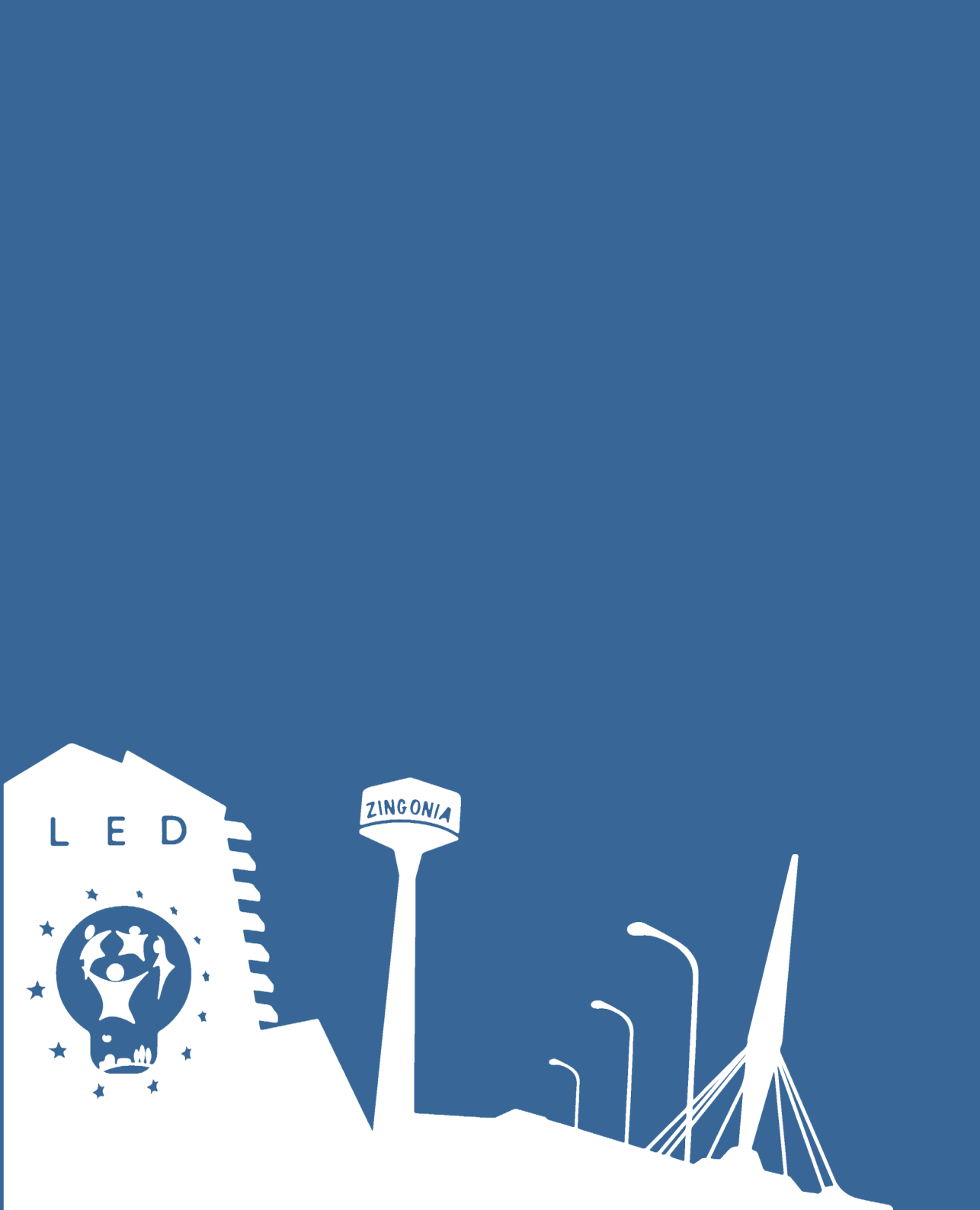**Piazza Affari**

——	Necessitano di miglioramento
——	Buona luminosità
——	Luminositá sufficiente
◄	Intensitá della luce

0   200 m   400 m

Giardino privato   Strada doppio senso   Giardino privato

— 7 m —   — 3 m —

Giardino privato   Marciapiede   Strada senso unico   Giardino privato

— 2,5 m — 1 m — 3,5 m — 3 m —

Skate park — Marciapiede — Ciclabile

2,6 m — 2,3 m — 1,3 m

2,6 m — 2,3 m — 1,3 m

Strada doppio senso — Centro sociale

7,3 m — 2,2 m

7,3 m — 2,2 m

LED

ZINGONIA

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ZINGONIA