

# Cadarese, the wellness village

An integrated action programme to revitalize an abandoned mountain village.

**CLIENT** Municipality of Premia (VB)

**DATE** 2011-2013

*The project received a financing of 1.300.000 Euros for implementation within a three-year period (2013-2015) from the Piedmont Region.*



FEASIBILITY  
STUDIES AND  
STRATEGIC PLANS



AREAS TO BE  
UPGRADED



NON-PROFIT



CALLS  
FOR TENDERS

Cadarese is a hamlet in the Municipality of Premia, in the Antigorio Valley, Province of Verbano-Cusio-Ossola. Being almost completely abandoned, it had all the requirements for participation in the call for tender promoted by the Piedmont Region, within the framework of PSR (Programma di Sviluppo Rurale – Rural Development Program) 2007-2013 (Measure 322 Action B). The objective of the tender was the selection of a limited number of mountain villages for economic resources allocation, earmarked for integrated intervention programs for fostering their socio-economic revitalization.

In the vicinity of the hamlet, the Municipality of Premia has recently developed a 10.000 sq.m. spa, with the aim of enhancing the presence of mineral waters. Besides, it intended to underpin the touristic satellite activities of the spa, through proposals fostering the local valuable environmental components and socio-economic resources. KCity was entrusted to test the original idea by developing multi-stage planning, starting from the idea in principle, through the preliminary design, up to its completion. The direction of the planning path required the constant interaction and the technical support of the various stakeholders (i.e. the Municipality, building owners and potential entrepreneurs). The final product served a dual purpose: on one hand, it helped to create a detailed program of measures, equipped with a relevant economic plan, and technical documents required by the call for tender; on the other, it helped to define a strategic vision and a management model, able to create a flywheel effect on local coordination, in view of future development projects.



KCity creates feasibility of new strategies for urban and land development, putting in place multi-disciplinary skills and competences.

We carry out **feasibility studies** and **strategic plans** for the development of areas experiencing difficulties. We offer **technical assistance** and **professional training** in relation to urban social innovation issues. We deal with project management and assessment of complex project processes.

We intervene at different project scales, from the reuse of individual abandoned buildings, to the upgrading of neighbourhoods and city areas. We build cross-sector relationships supporting **local public administrations**, involving both **for-profit** and **non-profit** organisations.

We work within manifold processes, from **participation in calls for tender**, to the **implementation of spatial plans**, up to the **development of business ventures**.



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