

# Building Communities Ferrara

A public-private partnership project for the reactivation of the former Alc.Este Distilleries

**CLIENT** Real Estate Ferrara e SECI Real Estate (Maccaferri group)

**DATE** 2016



FEASIBILITY  
STUDIES AND  
STRATEGIC PLANS



UNUSED  
AREAS



PRIVATE



BUSINESS  
VENTURES

Real Estate Ferrara Srl, in agreement with the Municipality of Ferrara, has identified the former Distillerie Alc. Este (abandoned industrial area of 22 hectares) as a pilot case to experiment a methodological format, specifically designed by KCity and called Building Communities (BC), which interprets the perspective of participatory planning as an opportunity to define a development strategy that can facilitate the creation of a project community, with which to start its implementation.

In the most common ways of conceiving urban development, the spaces destined for community services are often assumed by real estate operators as a burden due to the Public Administration, to be carried out preferably at the end of the transformation plan and without addressing the nodes of functional content and sustainability of the activities that will be placed within them. With the BC project we wanted to experiment with an alternative approach that bets on the design and activation of services of collective interest as a strategic "move" to catalyze interests and attentions and trigger the transformation process.

BC is a path divided into three phases respectively dedicated to: promoting the emergence of ideas, ideas and proposals, leading them to possible strategic issues; transform themes into a limited number of scenarios with specific management strategies and intervention models; define an incremental action plan that can count on the direct involvement of project communities interested in taking part in its implementation.

This experience was presented and discussed at the 2016 edition of Urban Promo and was awarded the 2017 Urban Design Award sponsored by Urbit-Urbanpromo and by INU - Urban Planning Magazine. "Increase regeneration" is dedicated to his illustration. Spaces to communities as drivers of development of brownfield areas.



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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