

# Via Maj - Bergamo

A social housing project built.

**CLIENT** Fondazione Morzenti

**DATE** 2012 (present)



PROJECT  
MANAGEMENT



UNUSED  
AREAS



PRIVATE



BUSINESS  
VENTURES

The Municipality of Bergamo is characterized by an high and dense population where the housing request has been increasing. Therefore there are many initiatives prompted by the council and by the third sector there is a strong deficiency in the supply of rented housing at subsidized rents. The project "Via Maj 30" triggers experimental solutions through social and technological innovation.

Particularly, the project is realized by a private entity on top of a free of functional allocation constraints area; the buildings are totally realized by private resources. Moreover, another unique feature is represented by the final goal of the project itself. In fact, the it is realized in a central area of the city where the high ground rent level generally obstacle projects characterized by a social nature.

Kcity has been in charged by the owner of the area A. Mai real estate to assist the development of the process throughout: the strategic phase of the project idea definition, the feasibility verification, the design definition and implementation. The task requests activities of general coordination among the various involved stakeholders throughout the three phases of the process.

The activity has lead to an articulated partnership for the project which involve architects enrolled by the real estate society, the third sector of the city (Fondazione Casa Amica, Cooperativa La Bonne Semence). Moreover, the project has lead to the the definition of innovative functional contents in addition to the establishment of a Foundation no profit in charged to manage the entire future initiative.



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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