MURAT Sport Community Hub

Project for the use of a sports facility in the perspective of urban regeneration

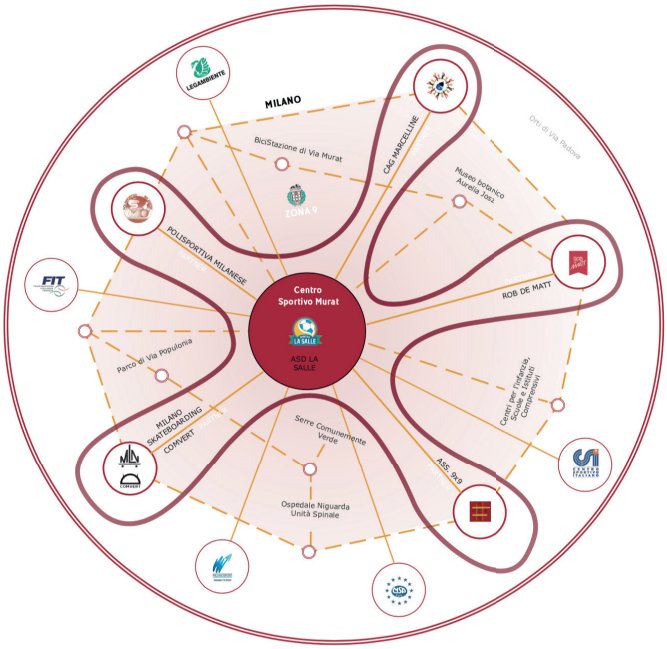
CLIENT Associazione LaSalle
DATE 2017

TECHNICAL ASSISTANCE AND TRAINING

UNUSED AREAS

NON-PROFIT

BUSINESS VENTURES



The project by KCity concerned the reuse of a disused sports area of about 3,260 square meters. In order to proceed with the reactivation and redevelopment of the area, the Municipality of Milan, its owner, invited operators and sports organizations to present a reuse project by publishing a specific call for tenders "for the assignment in concession of use of the area" (27/09/2017).

In order to prepare the Use Project to be nominated for the Municipal Call, the ASD Sportiva La Salle of Milan, asked KCity to assist them in the conception of a proposed intervention that, in the perspective of urban regeneration, was oriented to pursue a strong integration between the activities and the sports functions managed and other non-sporting activities and functions of interest for the social and territorial context of reference.

The task entrusted to KCity concerned: the analysis of the territorial context of reference and mapping of the needs and resources that can be activated for an integrated management project connected to the municipal strategies; the analysis of cases consistent with the objectives of the municipal tender for the identification of innovative management solutions; the partnerships promotion with potential local partners interested in working in synergy with the activities foreseen by the management project.

The result was a co-design path that involved various organizations and organizations active in the neighborhood, interested in actively participating in the Murat Sport Community Hub, an Integrated Use Project of sports equipment and services and recreational-cultural services, appreciated Municipal Administration of Milan, the awarding of the tender in favor of ASD Sportiva La Salle was valid.

KCity creates feasibility of new strategies for urban and land development, putting in place multidisciplinary 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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