

# Zama 23: another school

Pre-feasibility study for the re-use of a school building with a social innovation project.

**CLIENT** Brioschi

**DATE** 2014



FEASIBILITY  
STUDIES AND  
STRATEGIC PLANS



ABANDONED  
BUILDINGS



PRIVATE



BUSINESS  
VENTURES

The hypothesis of exchange between the property owned by the company the Orologio S.r.l. (of the Brioschi group) currently engaged by the Leoncavallo social center and the municipal property of Via Zama, needs a design support activity that allows hypothesising possible uses within the constraints dictated by the Agreement with the Municipality and the potentialities of the area.

The intention associated with the ZAMA23 project is that this may represent an important demonstration experiment with respect to the skills and interests that private operators present when they intervene in the production of new goods in the city, turning their attention also to content of public interest. and of social utility.

KCity was commissioned to carry out a first exploratory survey and to begin to identify, on the functional level, the most appropriate project concept to find the appropriate balances between the public needs expressed by the Administration and the operator's own needs.

The survey, carried out in the form of coaching the technical group within the company, was divided into two phases: a preliminary approach to the analysis of cases and themes, the other focused on the functional dimensions of the project, on the impact in terms of organization and spatial structure of the sector and management and management aspects.



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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