

A Green Square for Sant'Andrea

Collaborative urban regeneration for the construction of a common good

CLIENT Fondazione De Agostini

DATE 2019



PROJECT
MANAGEMENT



AREE
INUTILIZZATE



NO-PROFIT



INIZIATIVE
IMPRENDITORIALI

The De Agostini Foundation has decided to commit itself in 2017, ten years after its creation, to an emblematic project of urban regeneration for the city of Novara. In agreement with the Municipal Administration, the Sant'Andrea district has been identified and within it a green area of abandoned and fenced public property, to make the "heart" of the district into a place of aggregation and meeting for citizens. For this reason, in parallel with the "physical" redevelopment project, entrusted to the arch. Massimo Semola, was immediately activated, with the support of KCity, the "social building site" with the aim of ensuring the effectiveness of the intervention through the involvement in several phases of the community.

The first phase (January 2018) had as object the territorial and social analysis of the neighbourhood and defined the possible functional destinations of the different sub areas of the park, also prefiguring possible forms of collaboration with local social actors. During the second phase (November 2018) the Manifesto of the Square and the Plan of Social Use of the area were drawn up, conceived through a co-planning process with organizations of the territory that are interested in collaborating in order to define a set of possible interventions to promote the community use of the park. The third phase of the path ended in April 2019 and was dedicated to sharing with the same subjects the definition of a management model to which to entrust the first experimental implementation of the Social Use Plan: it was pursued the path of signing a Collaboration Pact for the management of the Green Square as an Urban Common Good, according to models already tested by various Italian Administrations, also with a view to defining a model that can be subsequently replicated on site and in other areas of the city.

The physical worksite began in March 2019 and the Green Square was inaugurated on September 20, 2019. The garden project also received a mention for the Urban Green Section within the "La Città per il Verde" Award promoted by the publishing house Il Verde Editoriale of Milan and supported, among others, by AIAPP.



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