INTRODUCE YOURSELF TEMPLATE

OFFICINA IMMAGINE
project manager

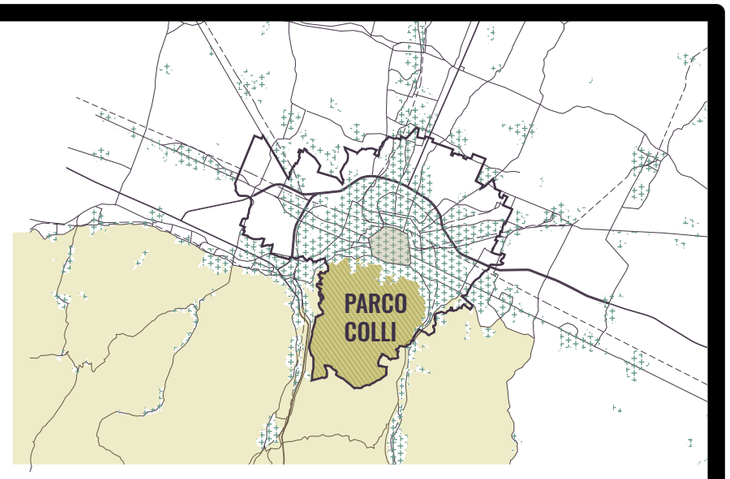
BLQ REW VIDEO AGENCY
audio visual comunication

FELSINA FACTORY
promoter

MARTINA MARI
press office

BOLOGNA

LOCATION MAP
Principal territory references



REGION NAME
Emilia Romagna

INITIATIVE BIRTHDATE
february 2020 >>>

COLLABORATIONS
Principal allies you work with

The aim of the project is to link the existing public parks, studying the area not as a set of individual realities but as a complex ecosystem made of places, stories and people, with a big potential yet to be exploited.

GOALS
Common strategic objectives of your initiativee

The aim of the project is to connect the islands, transforming them into an archipelago, through interventions on mobility, the promotion of activities for individuals and very small groups, the enhancement of green areas, the implementation of services and the promotion of the Parco Colli as a whole with a coordinated communication project.

UR EU
initiative name

ARCIPELAGO PARCO COLLI

STRENGTHS
Which are your superpowers?

- EXPERIENTIAL APPROACH
- CAPACITY OF CONSULTATION
- INTERDISCIPLINARITY
- PHERIPHERAL VISION

IN 2030...
What is your 20-30 agenda?

We hope that in the future the hills of bologna will become a real car-free park.

DIFICULTIES
Something that is hard to do, understand or surmount, something you dislike.

During our journey we faced several obstacles like the vastness of the area, difficulty in developing a business plan and lack of financial funds, the division of the area into private and public property, shared goals without common strategies.

IDENTIFICATION OBJECT
If you were an object, what would be?

MEMBERS/PARTICIPANTS
Draw and name yourself

IRENE

ALFREDO

GIULIA

CECILIA

CONTACT
Mail, web & social media

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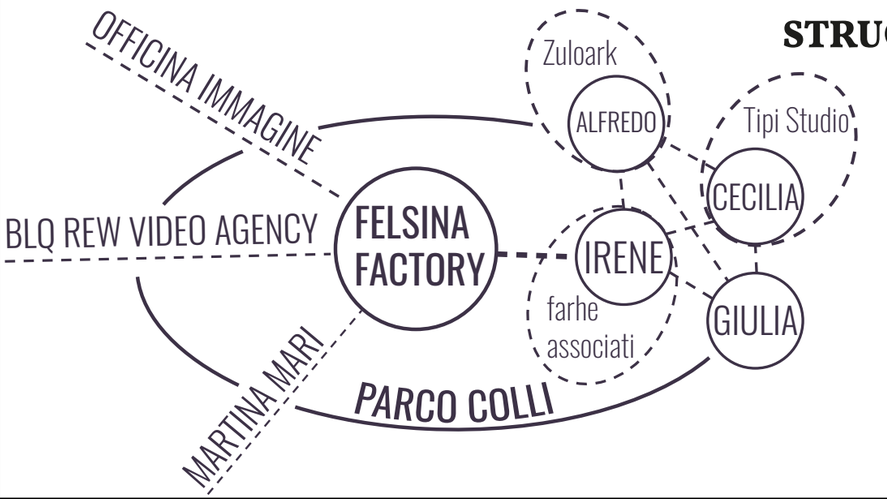
mazzali.paesaggista@gmail.com - cecilia.carattoni@gmail.com

WE ARE...
One sentence self description

We are 4 professionals who met at the Ferrara University of Architecture. Each of us has developed their own career path while maintaining contacts and collaborations with others. Irene, member of Fahre Associati, Cecilia member of Tipi Studio, Giulia freelance landscape designer and Alfredo member of Zuloak.

We define ourselves as a collective of people who have interest to develop urban regeneration projects, sustainable mobility and territorial enhancement. The term that most of all summarizes the types of projects we want to activate is Tactical Urbanism. That is an unconventional approach to the design of spaces presenting critical issues or awaiting a permanent destination. The Tactical Urbanism primary concepts are self-construction of a public space by local, promotion of street public use, promotion of a collective and public city use, promotion of a network of associations/companies.

STRUCTURE / FORM
Organizational diagram



THE JOURNEY
Trajectory, incentives, achievements, recognitions

- ★ FELSINA FACTORY — Felsina Factory's vision of converting the hills of Bologna into the largest park in the city
- ● Involvement of collaborators in the project
- ★ OFFICINA IMMAGINE; BLQ REW VIDEO AGENCY; MARTINA MARI
- ★ IRENE - FAHRE; CECILIA -TIPI STUDIO; GIULIA; ALFREDO - ZULOARK
- ● Territorial analysis of criticality and potential
- ● Strategy plannig and identification of identity elements and fields of action (interventions on mobility, valorization of green areas, micro events and coordinated communication).
- ● Presentation of the project to the municipal administration and possible private financiers.
- ★ European Declaration of Urban Rightsz
- ● involvement of other local actors (residents, associations, operators, users).

★ Peolple
● Actions