



KIDSCAPE

A MIXED-USE CENTER TO RENOVATE THE FORMER POTTERY OF LAVENO-MOMBELLO

MASTER THESIS

POLITECNICO DI TORINO | ARCHITECTURE CONSTRUCTION CITY

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INDEX

0. COMPETITION

1. ANALYSIS (ZOOM OUT)

2. ANALYSIS (ZOOM IN)

3. PROGRAM

4. KIDSCAPE

5. POST-INDUSTRIAL ARCHITECTURE

6. CONCEPT

7. DESIGN

8. CONCLUSIONS

INTRODUCTION

The thesis work has as starting point the architectural competition carried out by YAC (Young Architects Competitions) in collaboration with Unipol. The aim of the competition was to transform the former pottery of Laveno-Mombello into a campus for childhood.

A series of contradictions drove the research and influenced the design:

Location - Italian village vs industrial heritage.

The site is located in a beautiful context, on the banks of the Lake Maggiore and with the Alps as background. Laveno-Mombello, as the other villages that sprinkle on the banks of the lake, is mainly composed of small houses and churches harmoniously integrated in the landscape. But the industrial development has left its sign. Several abandoned industrial sites, out of scale and out of place, are left to their destiny and create a net of voids throughout the village.

Users – Tourists vs locals.

The Lake Maggiore is a well-known touristic destinations since centuries and the flow of tourist is increasing. It is a perfect holiday destination for both culture and nature lovers, for couples and for families. The site, close to many touristic attractions, would be the perfect spot for a new resort.

On the contrary the population of the area is decreasing and employment possibilities are in decline.

Should the locals be forgotten to leave place to the tourists or should they take part in the future of the area?

Renovation – “Formless” vs “new form”.

The former pottery is an accumulation of different buildings built throughout the XX century to respond to the always changing needs of the production. To renovate it there are two possible paths to take:

- A formless renovation where the new program finds place in the existing constructions, like an invisible architecture that reframes the old buildings, giving them new life without the effort to be reinvented;
- A “new form renovation” which adds a contemporary architecture to the accumulation of existing buildings.

The project does not choose between the different contradictory elements but rather tries to include all of them. The new design wants to keep the industrial aspect of the complex but at the same time attempts to create a human scale related to the village of Laveno-Mombello. It wants to become a new destination for tourists, offering the possibility of camping or staying in a

cabin hotel but additionally provides new services for the locals as kindergarten, schools and sport facilities. The renovation wants to transform the former pottery into a campus for childhood but likewise tries to attract people of all ages with a diverse program offer.

Furthermore, given the big dimension of the site, the project follows both strategies of renovation: one part of the complex is renovated simply with the addition of new program, while the addition of a new contemporary architecture becomes crucial to restructure the overall site.

0.COMPETITION

Y.A.C.
the competition

YAC (young architects competition) is a promoter of ideas and architecture competitions, aimed at young designers, recent graduates or even students.

The objectives of YAC are many: first, the company intends to encourage research in the field of design, periodically providing concrete architecture and urban planning, able to provoke interlocutors and to generate solutions to support and provide physical locations for increasingly volatile and dynamic human activities.

The thesis project starts from the theme of this competition, namely the duality between the transformation of post-industrial architectures and the design of children spaces. Through these two macro-themes, the competition required the project proposal of the largest Kindergarten in the world, located in the city of Laveno-Mombello (Varese, Italy) in the industrial area of the former “Società Ceramica Italiana”.

The thesis exploits the theme of the competition as a launch pad, through the analysis of the site, the study of the program and the design of the spaces.

1. ANALYSIS

ZOOM OUT

1.1 LAKE MAGGIORE	12
1.2 DEMOGRAPHY	22
1.3 ACCESSIBILITY	30
1.4 TOURISM	36

LAKE MAGGIORE

Like the other great subalpine lakes, Lake Maggiore owes its existence to the excavation work of the enormous glaciers of the Quaternary era. The bottom and the sides of the lake represent a plurimillenary settlement work.

The Verbano follows by size, Lake Garda, covering an area of 212 sq. Km, the average height above sea level is 195 meters, while the length is 65 km. The width ranges from a minimum of 2 km (in front of Arona), to a maximum of about 10 km (including the Borromeo gulf). The perimeter is 170 km, its maximum depth is 372 meters (between Ghiffa and Caldè). In the plain where the Toce flows into the lake is the small lake of Mergozzo, once joined to Lake Maggiore, then divided by the river alluvial debris. The islands of the lake are 11 in total, the most important are in the Gulf Borromeo, (Isola Bella, Isola dei Pescatori and Isola Madre) while the others are scattered between Cannero, Brissago and Angera. The tributary and emissary of the lake is the river Ticino, which enters the lake north of Magadino and goes out in the south near Sesto Calende. Among the other watercourses, which channel their water into the lake, we remember: to the west the river Erno, the Cannobino torrent, the San Bernardino torrent and the river Toce that takes all the Ossola waters and through its tributary Strona also the waters of Lake Orta. To

the north is the Verzasca stream and the Maggia river which forms a vast estuary. To the east is the river Tresa, emissary of the Lake of Lugano, the river Boesio and the Bardello, emissary of the Lake of Varese. The Verbano reservoir is vast, it includes the Pennine and Lepontine Alps to the north up to the Spluga and to the south the Lugano and the Varese area, the water level is therefore subject to massive variations, with maximums in spring and autumn. The climate of Lake Maggiore, like that of other subalpine lakes, is influenced by the mitigating action of the enormous water mass, so the average winter and summer temperatures are respectively higher and lower than that of the surrounding plain. Ventilation is regulated by periodic currents, in the morning the north wind blows, while in the afternoon the winds blow from the south. Thanks to these privileged climatic conditions, the riparian flora is rich in Mediterranean species and in subtropical greenhouses with exotic and rare plants. On the surrounding mountains and on the hills, the vegetation alternates wooded areas and plains and the plants follow the normal distribution determined by the altimetric level.



ITALY



AUSTRIA

SWITZERLAND

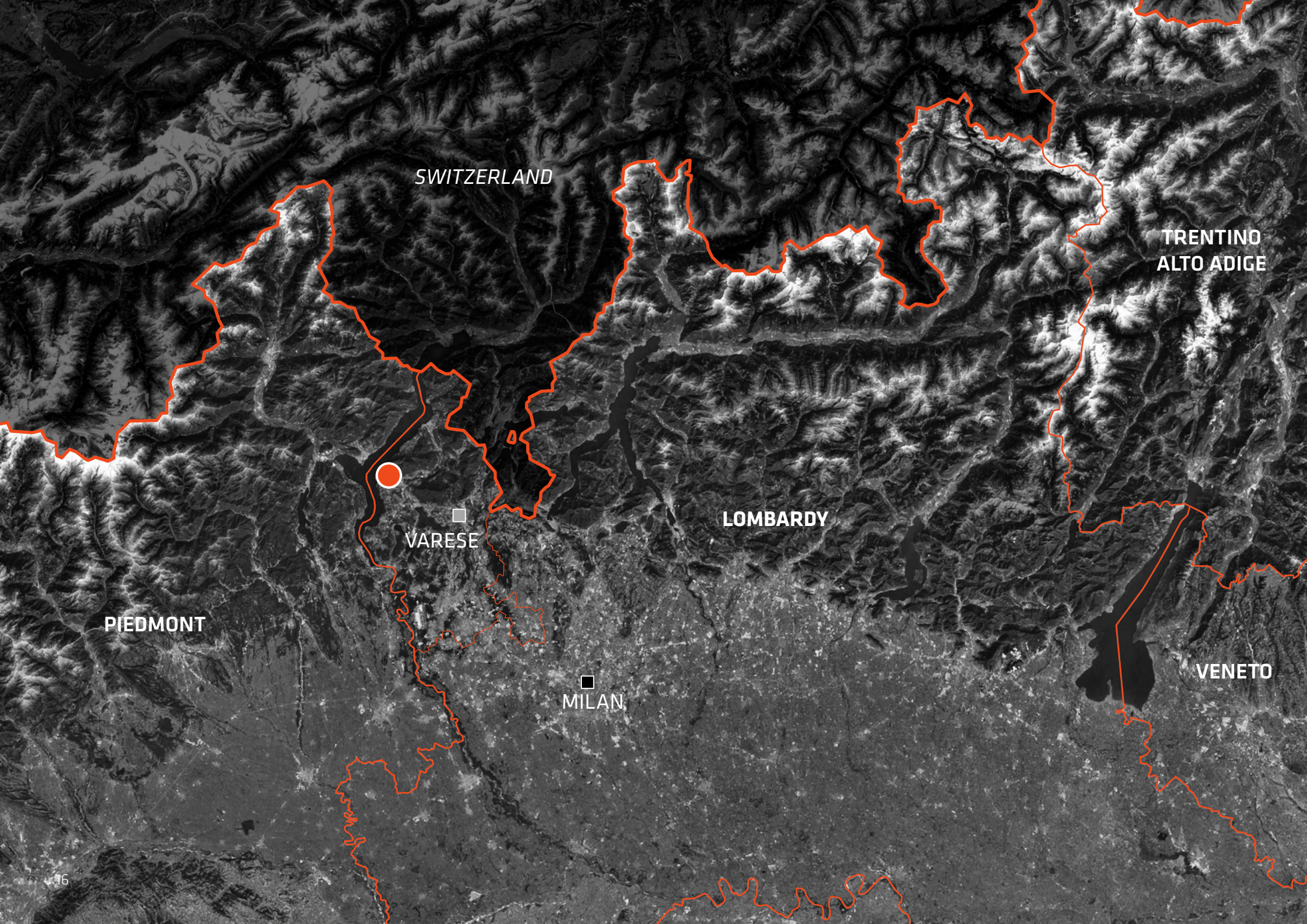
LAVENO-MOMBELLO

LOMBARDY

MILAN

TURIN

FRANCE



SWITZERLAND

TRENTINO
ALTO ADIGE

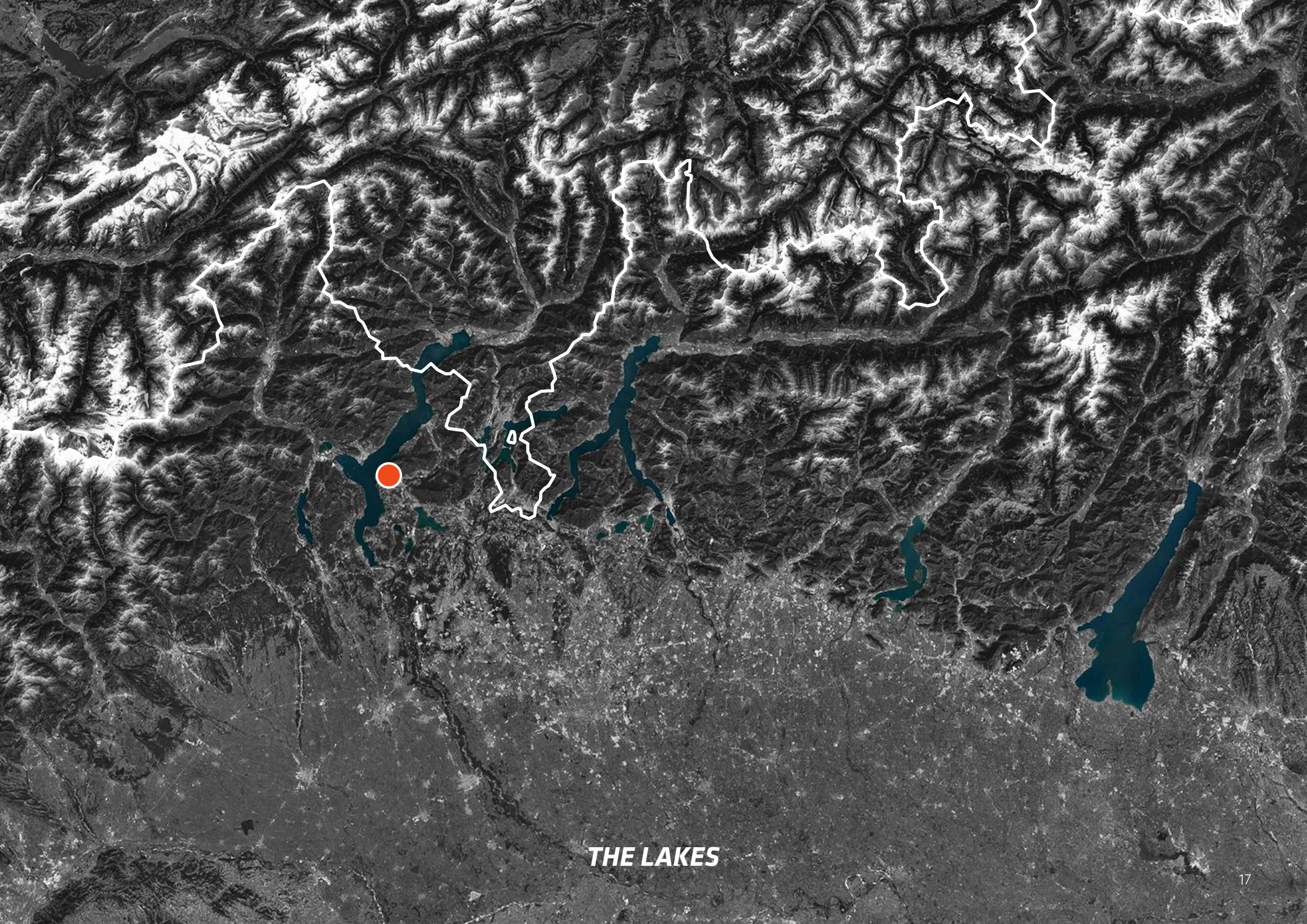
LOMBARDY

VARESE

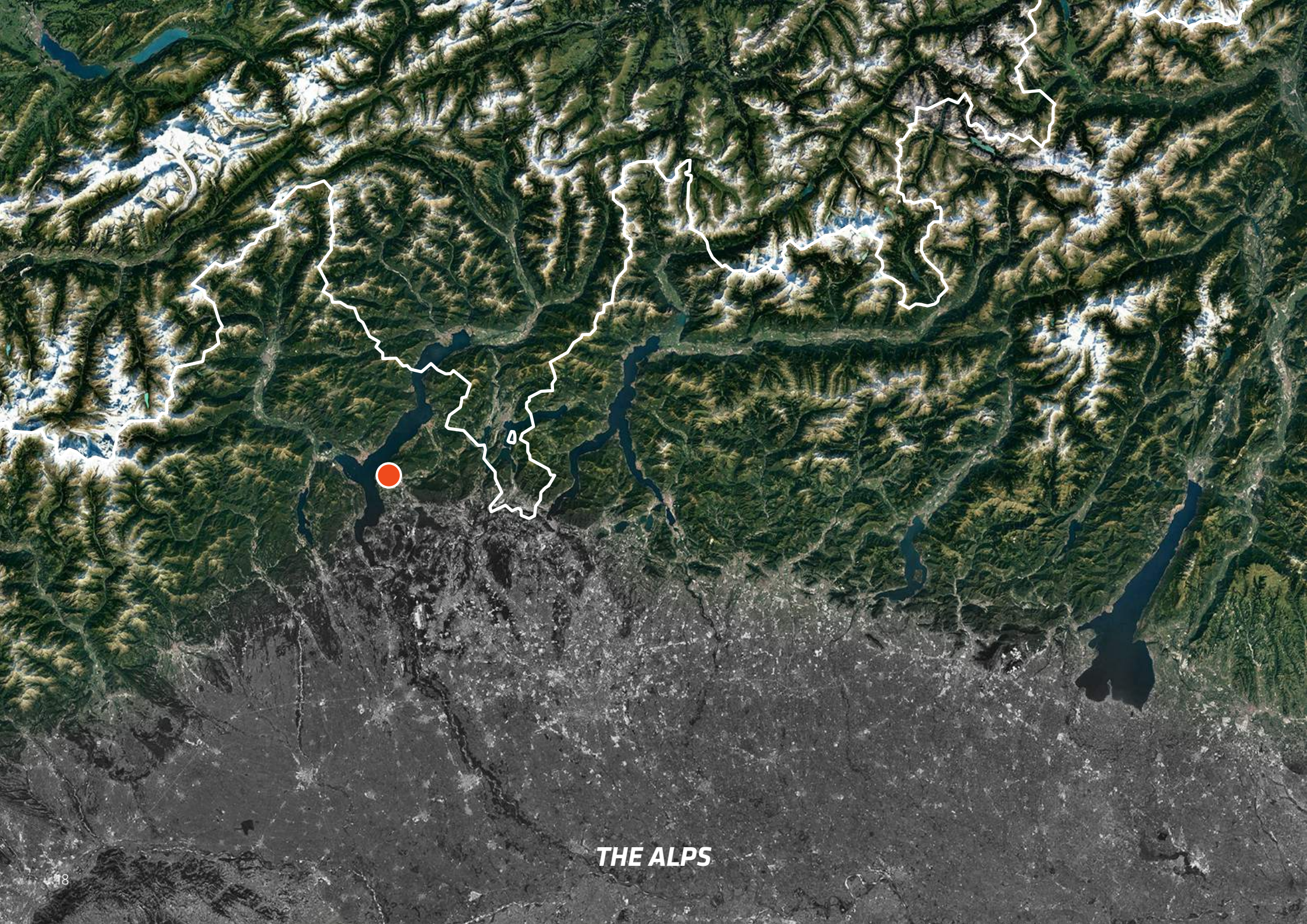
PIEDMONT

MILAN

VENETO



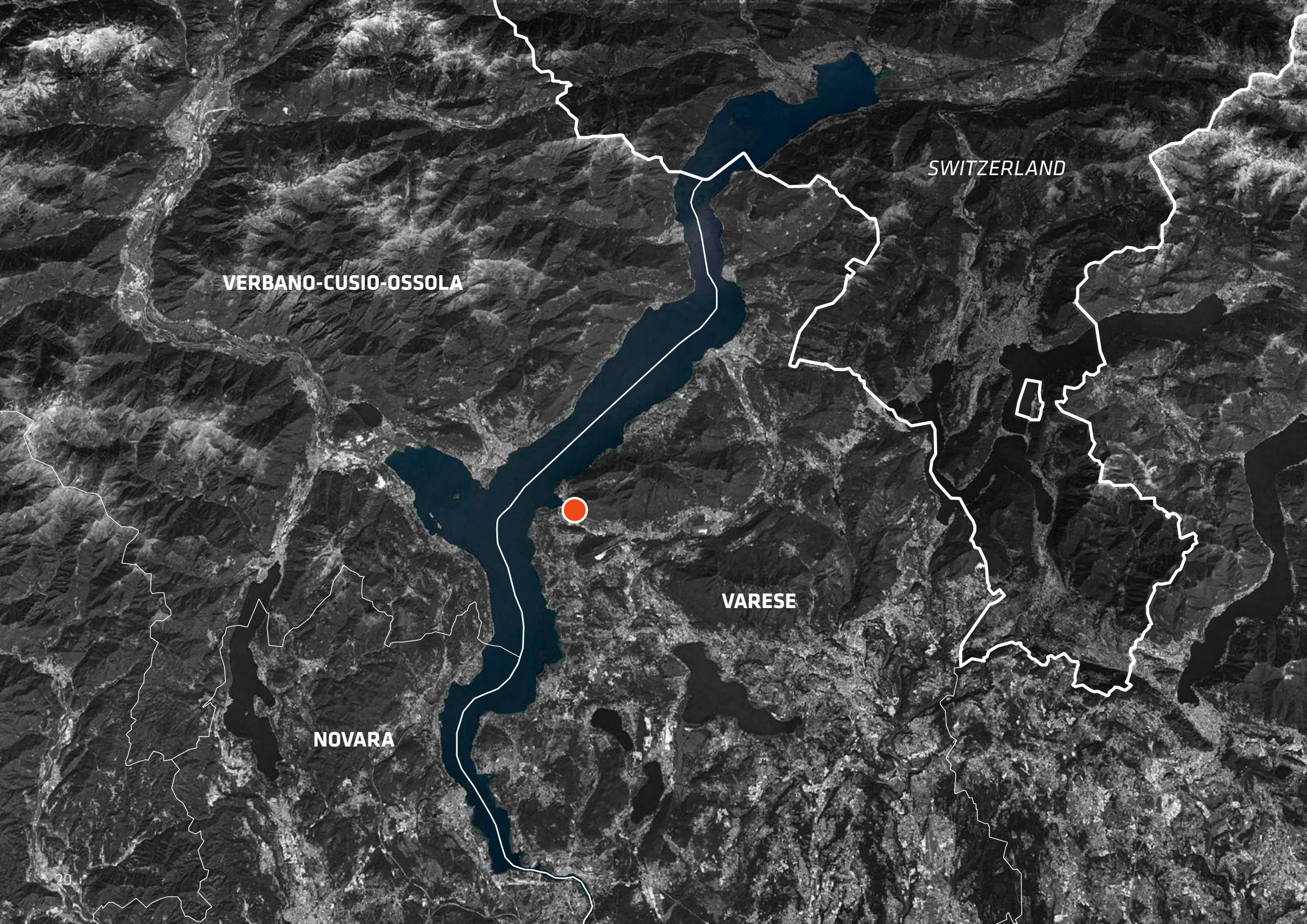
THE LAKES



THE ALPS



THE URBAN FABRIC



VERBANO-CUSIO-OSSOLA

SWITZERLAND

VARESE

NOVARA



DOMODOSSOLA

LOCARNO

GAMBAROGNO

CANNOBIO

LUINO

LUGANO

GRAVELLONA TOCE

VERBANIA

LAVENO-MOMBELLO

STRESA

MENDRISIO

LESA

GAVIRATE

VARESE

COMO

ARONA

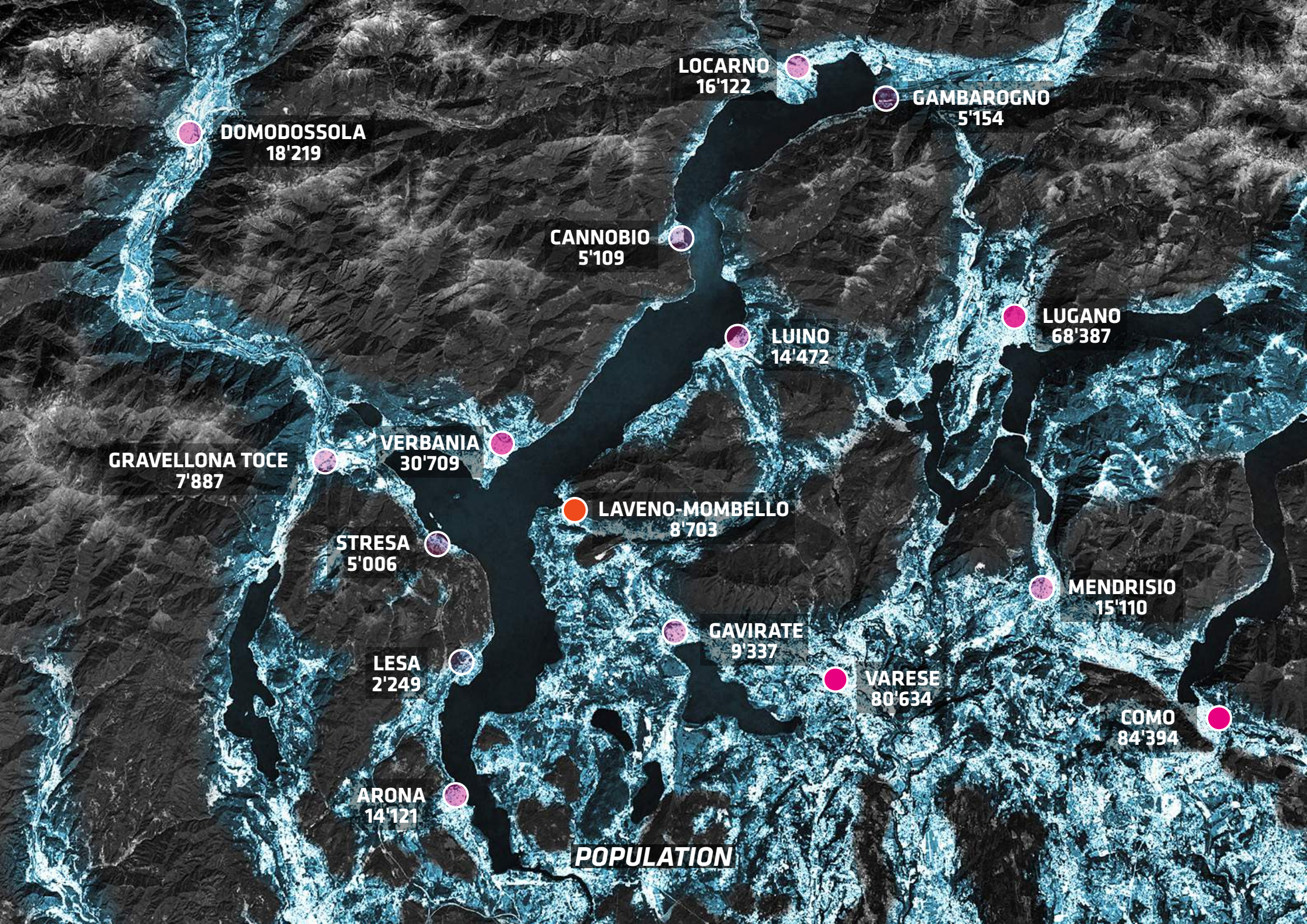
MAIN TOWNS

DEMOGRAPHY

The maps represent a first glance at the demographic structure of the area around the town of Laveno-Mombello. This brief analysis made it possible to understand which were the most populated- and therefore densely populated- centres of the project's catchment area.

The municipalities that certainly have more relevance, about the population in relation to the proximity to the area of intervention are: Verbania, provincial capital; Luino, an important economic and tourist centre city in the upper part of the Varese area, bordering Switzerland; Stresa, a tourist city of excellence thanks to the historical presence of the Borromeo family.

We then analysed the demography by filtering the data to understand the age and distribution of the population of Varese, which has easily reflected a demographic stalemate. Over time, however, the situation is comforting, in fact we are facing a slow increase, shown at regional and national level. In addition to the population distribution, it was necessary to understand the composition of the families of the province and their numerical trend over time, which shows a growth, but not so important.



LOCARNO
16'122

GAMBAROGNO
5'154

DOMODOSSOLA
18'219

CANNOBIO
5'109

LUINO
14'472

LUGANO
68'387

GRAVELLONA TOCE
7'887

VERBANIA
30'709

LAVENO-MOMBELLO
8'703

STRESA
5'006

MENDRISIO
15'110

LESA
2'249

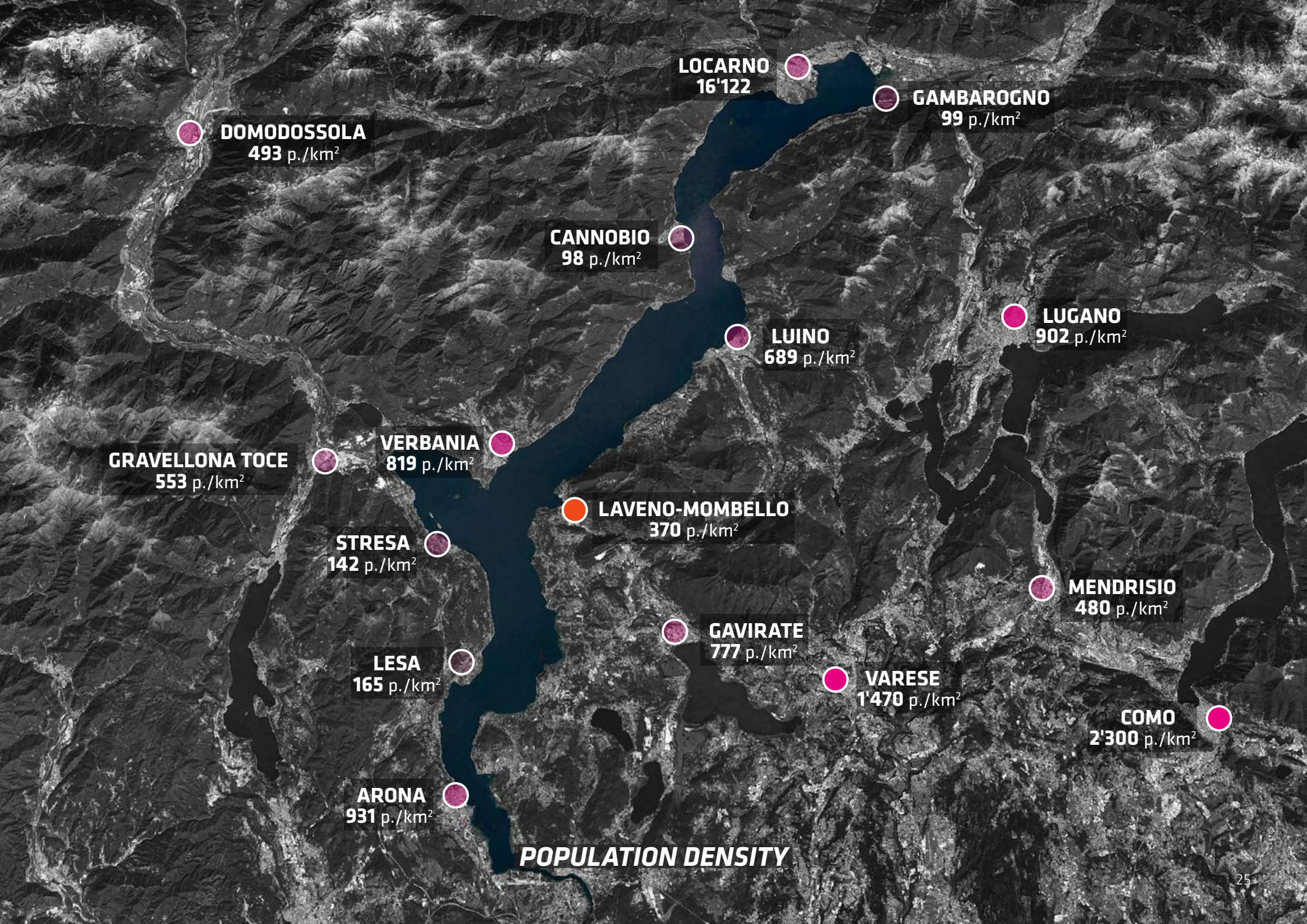
GAVIRATE
9'337

VARESE
80'634

COMO
84'394

ARONA
14'121

POPULATION



DOMODOSSOLA
493 p./km²

LOCARNO
16'122

GAMBAROGNO
99 p./km²

CANNOBIO
98 p./km²

LUINO
689 p./km²

LUGANO
902 p./km²

GRAVELLONA TOCE
553 p./km²

VERBANIA
819 p./km²

LAVENO-MOMBELLO
370 p./km²

STRESA
142 p./km²

LESA
165 p./km²

GAVIRATE
777 p./km²

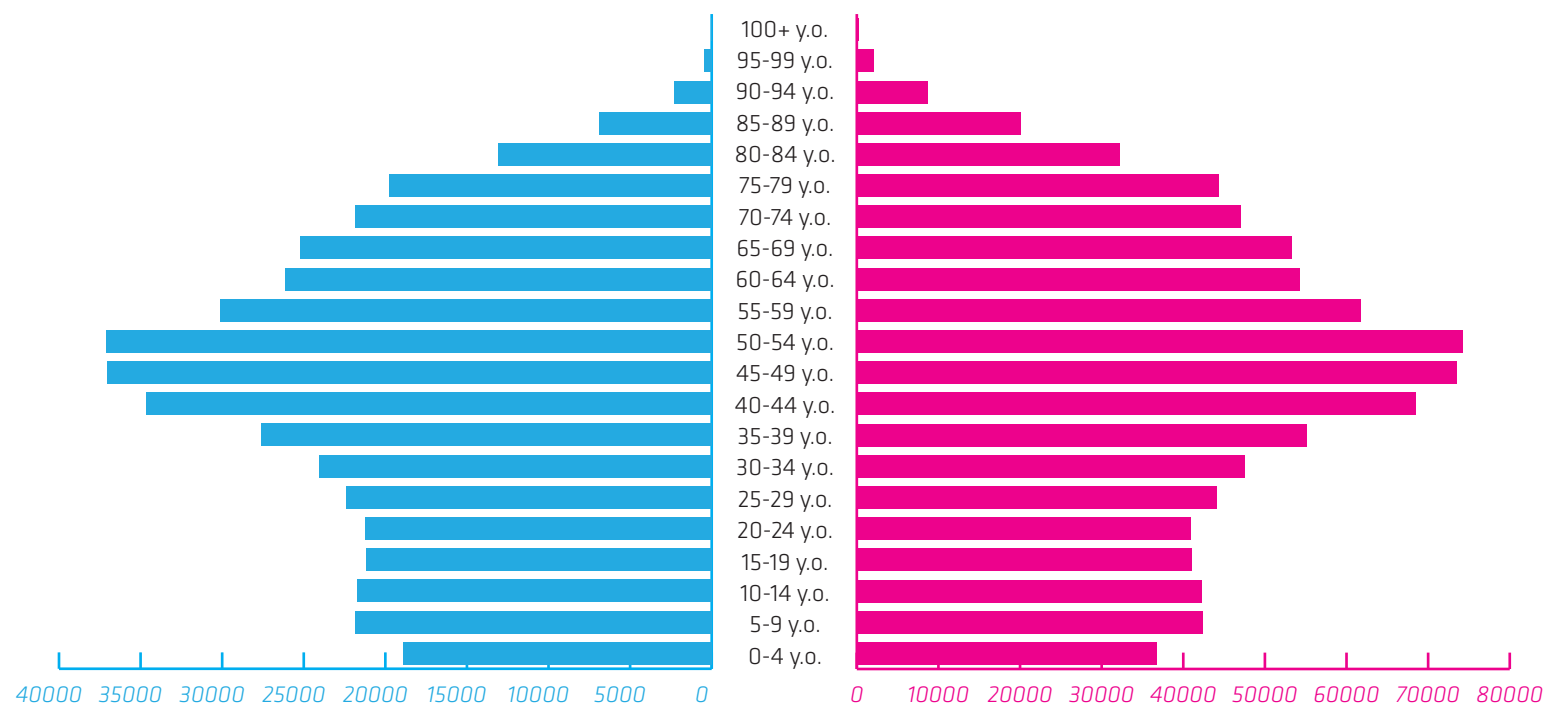
MENDRISIO
480 p./km²

VARESE
1'470 p./km²

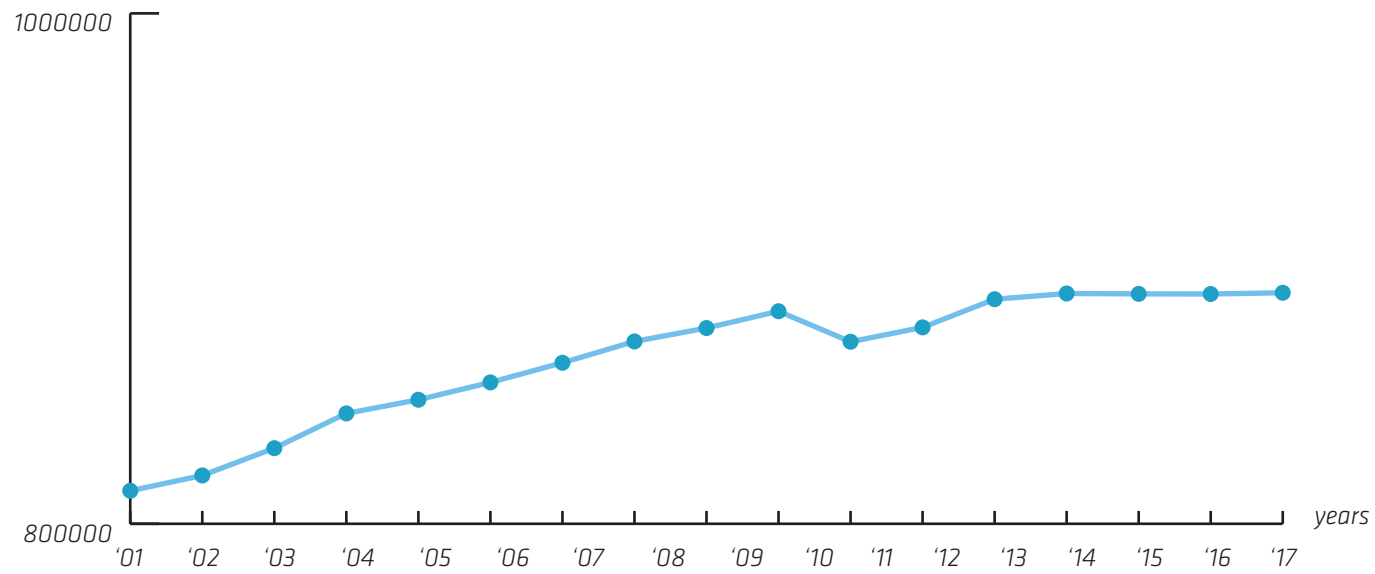
ARONA
931 p./km²

COMO
2'300 p./km²

POPULATION DENSITY



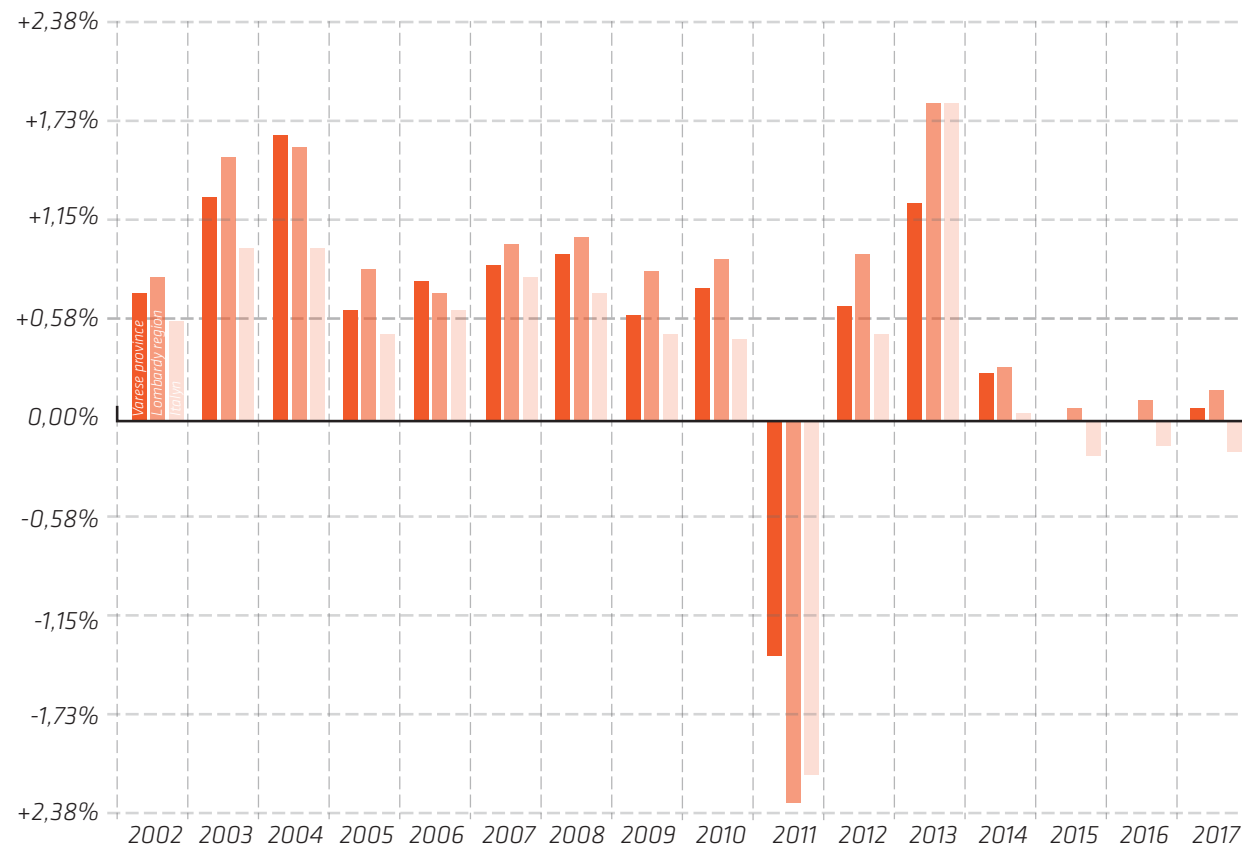
Varese province Age-Sex population - Istat 2017



Varese province demographic trends - Istat 2017

Years	Families	Families components	Variation from the previous year
2012	377875	2,31	
2013	377104	2,35	-0,20%
2014	379913	2,34	0,74%
2015	381016	2,34	0,29%
2016	382381	2,33	0,36%
2017	383659	2,32	0,33%

Varese province families demographic trends - Istat 2018



Percentage variation of the population
related to Lombardy and Italy values - Istat 2018

ACCESSIBILITY

As mentioned in the introduction, transports in the area around Laveno-Mombello is characterized by their diversity and capacity for coexistence. The orography and the history of the territory facilitates the fact that the town center can be reached by car, ferry or train.

Starting from the large-scale area we analysed the various types of communication between urban centers. Starting from the roads, the map shows the current connections between the various urban centers.

The highway 394 dir Verbano Orientale (SS 394 dir), now the provincial road, is the link between Cittiglio and Laveno Mombello. It starts in Cittiglio, at the intersection with the SP 1 var and the 394 road of the Verbano Orientale. Until 1997 it was an integral part of the itinerary of the SS 394: following the revision of the itinerary, the section between Cittiglio and Laveno Mombello was reclassified as SS 394 dir. This road, together with the e62 on the western front, are the two-key links for accessibility to the Municipality of Laveno Mombello.

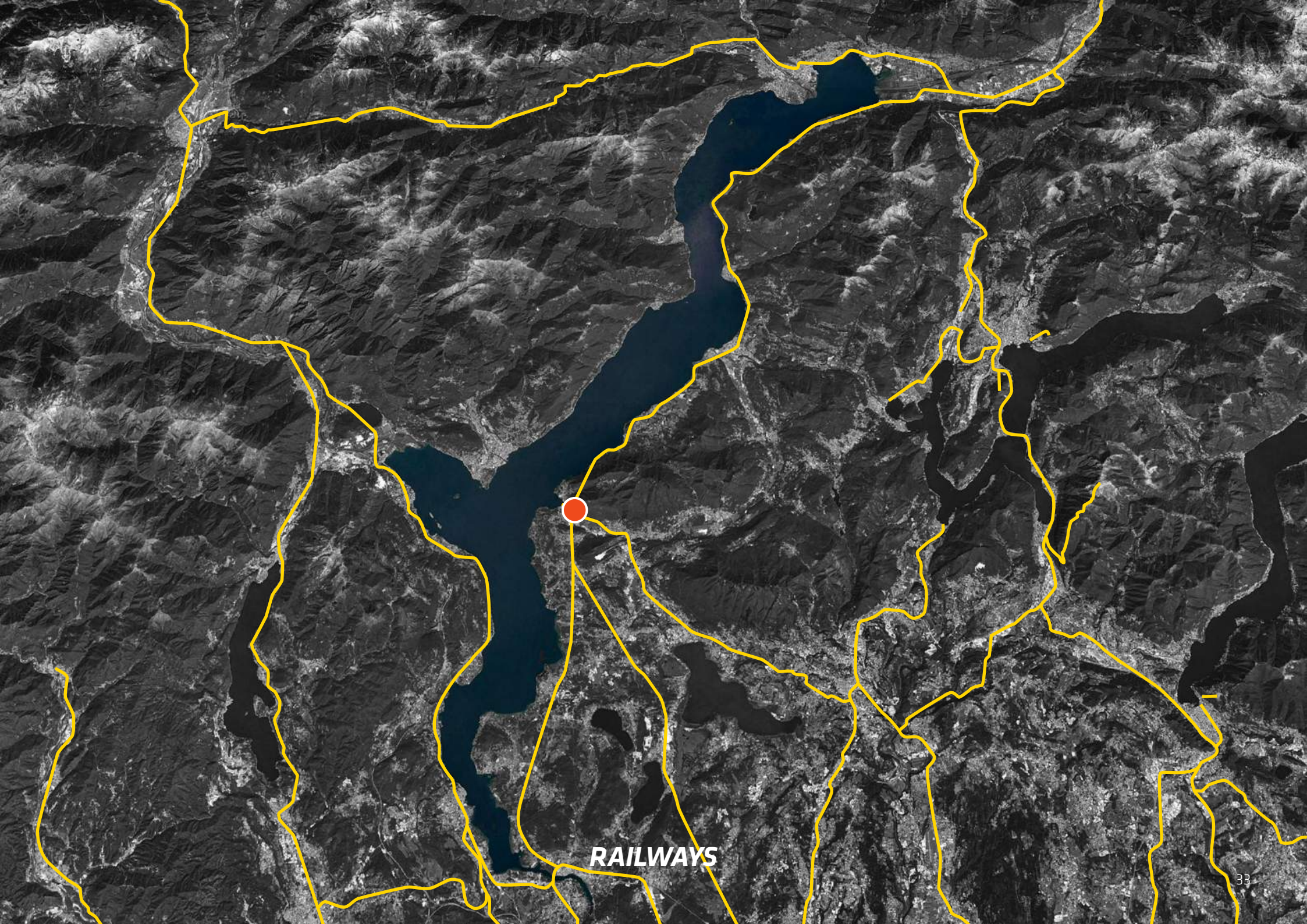
The presence of the lake made it possible over time to travel by boat, both for tourism and commercial purposes. Currently the only existing connection is between Laveno Mombello and Intra, an adjacent city on the opposite side of the lake, in Piedmont.



ss394

e62

MAIN ROADS



RAILWAYS

TOURISM

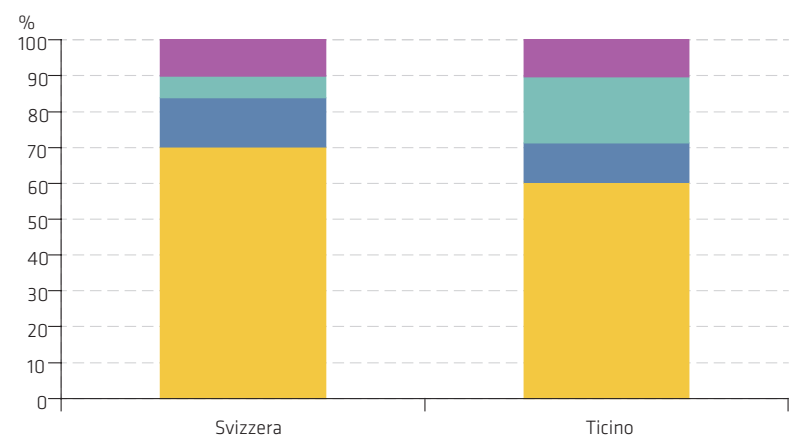
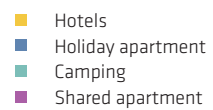
The lake is in fact considered as one of the main tourist centers of the Ticino, Novara and Verbanese regions.

In order to assess the feasibility of a tourism offer, the tourist flow of Lake Maggiore was analyzed, through data of turnout over time and quality/quantity of the host structures.

We start by giving the definition of “tourist” and to do so we have chosen to use the definition of the World Tourism Organization (OMT):

tourist is anyone who travels to a destination outside of their daily environment (country, region, etc.) spending a period of at least one night but not exceeding one year, and whose main purpose (leisure, business etc.) is different from being employed in a remunerative activity by an entity residing in the visited country or place. Instead it is defined as a day visitor (or excursionist) who does not even spend a night in the place of destination / passage.

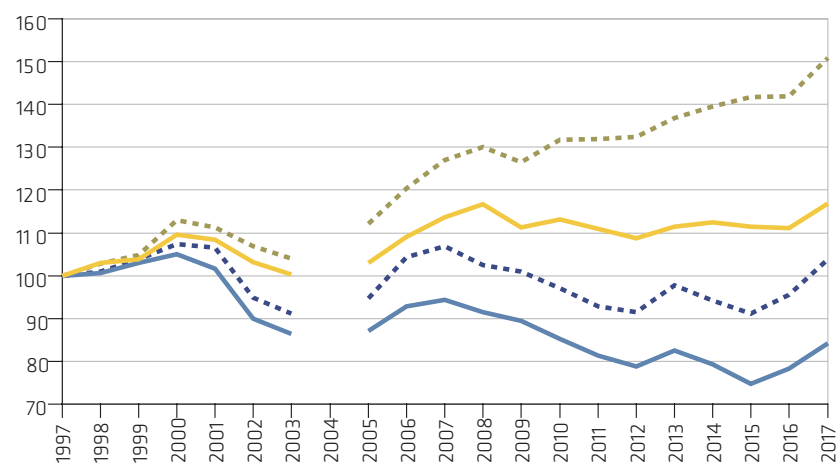
With the publication of the new statistics for the hospitality sector (PASTA) starting from the 2016 statistical year, data on campsites are added to those relating to the complex world of holiday homes and collective housing.



Overnight stays in the hotel sectors and hospitality (in%), according to the category of lodging, in Switzerland and in Ticino, in 2017
Source: HESTA e PASTA, UST

- Pernottamenti Svizzera
- Pernottamenti Ticino
- Arrivi Svizzera
- Arrivi Ticino

*Dati 2004 non disponibili
(v. a. le Definizioni).



Indexes of overnight stays and arrivals in the hotel sector, in Switzerland and in Ticino,
since 1997 * (1997 = 100).

Source: HESTA, FSO

	Stabilimenti censiti con ... letti				Letti negli stabilimenti censiti con ... letti			
	Totale	1-20	21-50	51 e più	Totale	1-20	21-50	51 e più
1992	644	263	227	154	25.361	3.177	7.534	14.650
1993	635	260	216	159	25.885	3.145	7.304	15.436
1994	624	255	214	155	25.410	3.105	7.234	15.071
1995	618	249	212	157	25.300	3.033	7.107	15.160
1996	608	247	204	157	24.987	2.991	6.877	15.119
1997	598	242	198	158	24.752	2.981	6.637	15.135
1998	596	236	206	154	24.511	2.802	6.809	14.901
1999	591	233	206	152	24.333	2.823	6.819	14.691
2000	588	231	204	153	24.375	2.814	6.745	14.816
2001	574	221	205	148	23.795	2.714	6.819	14.262
2002	567	219	199	149	23.658	2.690	6.596	14.372
2003	561	221	196	144	23.448	2.765	6.560	14.124
2005	551	231	181	139	21.995	2.538	6.006	13.452
2006	544	230	181	134	21.923	2.786	6.015	13.122
2007	540	228	181	130	21.628	2.778	6.068	12.782
2008	523	219	175	128	21.196	2.770	5.871	12.554
2009	508	207	179	123	20.638	2.596	5.963	12.079
2010	499	209	173	117	20.410	2.652	5.833	11.925
2011	486	205	167	115	19.883	2.582	5.602	11.699
2012	471	197	158	117	19.869	2.488	5.308	12.074
2013	458	186	152	120	19.896	2.303	5.036	12.557
2014	438	183	141	114	19.139	2.293	4.787	12.060
2015	417	171	134	112	18.532	2.179	4.529	11.824
2016	402	157	131	114	18.231	1.962	4.411	11.858
2017	397	157	126	114	18.227	2.046	4.234	11.946

Hotel sector: establishments and beds surveyed, according to the size class of the establishment (in beds), in Ticino, since 1992

Note: the tourist accommodation statistics were discontinued in 2003 and resumed and revised in 2005; for this reason, regional data for 2004 does not arise. The changes made at the level of the survey universe (establishments included in the statistics), survey techniques, calculation methods, definitions, etc. they do not allow complete comparability between the new and the old data series (see the Definitions).

Source: Statistics on tourist accommodation (HESTA), Federal Statistical Office, Neuchâtel;
elaboration Statistical Office, Giubiasco

	Offerta turistica censita		Domanda turistica				Durata media di soggiorno (giorni)
	Stabilimenti	Letti	Arrivi	Pernottamenti			
				Totale	Di cui dall'estero	Totale	
2016	189	8.682	178.362	12.610	393.128	26.187	2,2
2017	182	8.409	146.380	10.090	419.400	21.745	2,2

Group accommodation: surveyed tourist offers, tourist demand, according to the origin of the guests, and average length of stay, in Ticino 2016.

Source: Statistics on tourist hospitality (PASTA), Ufficio federale di statistica, Neuchâtel

Ticino

The tourism sector is statistically detected in its hotel component (hotels, including some youth hostels, and nursing homes) and in a part of the hospitality sector (collective housing, commercially used holiday homes and campsites).

The data, collected by the Federal Statistical Office (FSO), concern the offer and the tourist demand: for the offer in terms of establishments, number of rooms and beds or places in the campsites, while for the demand in terms of arrivals of guests and overnight stays.

For the hotel, data are available at monthly intervals starting from the 1930s, detailed up to the municipal level and disaggregated by the host country of the guests, which allows the monitoring and analysis of the structure and the evolution of the sector over time.

Scenario

In 2017, the tourism sector in Ticino recorded the arrival of 1.6 million tourists, which generated 4.1 million overnight stays. Of these, 60.3% (equal to 2.5 million) refers to the hotel sector, while the remaining 39.7% (equal to 1.6 millions) pertains to the hospitality sector. The latter sector is made up of campsites (which accounted for 18.4% of all tourist nights spent in the canton), of commercially exploited holiday homes (11.0%) and collective housing (10.3%). The figure relating to the whole of Switzerland sees a very different relationship with respect to the Ticino reality: of 53.3 million tourist overnight stays, 70.2% occurred at hotel facilities.

In terms of accommodation facilities surveyed, in 2017 Ticino had: 397 hotel establishments for a total of 18,227 beds, 2,219 holiday homes with 9,603 beds, 33 campsites with 4,967 places for passage and 182 collective housing with 8,409 beds. The vast majority of tourists are welcomed in the regions bordering the lakes. Considering the hotel sector alone, the region of Lake Maggiore and Valli recorded 1.2 million overnight stays (47.1% of the total) and the Lake Lugano region just under 1 million (40.5%). The Bellinzona and Alto Ticino regions, with just over 186,000, and Mendrisiotto, with slightly more than 118,000 overnight stays, were awarded 7.6%, and respectively, 4.8%.

Recent developments in demand in the tourism sector.

Overnights and arrivals in hotels and nursing homes in Ticino show up to 2001 similar trends to those registered at national level. From 2002 onwards, differences are noted: between 2002 and 2017 overnight stays in Ticino dropped by 6.4% (from 2.6 to 2.5 million), while in Switzerland they recorded an increase of 13.3%; and, respect the moderate increase in arrivals in Ticino (+ 9.9%), the strong advance registered at national level (+ 41.3%) stands out. On both fronts there is a reduction in the average length of stay, which goes from 2.6 days both in Switzerland and in Ticino in 1996 to 2.0 respectively 2.1 in 2017. On the Ticino-linked part, there is an increase in overnight stays compared to 2016 (first year of detection) of 8.2%. In particular, overnight stays grow at campsites (+ 13.6%) and collective housing (+ 6.7%), while at holiday homes they remain almost stable (+ 1.4%). Also in the Ticino hotel sector there has been an increase in the last year: + 7.7% of overnight stays,

	Offerta turistica censita		Domanda turistica				Durata media di soggiorno (giorni)
	Stabilimenti	Posti per il passaggio	Arrivi		Pernottamenti		
			Totale	Di cui dall'estero	Totale	Di cui dall'estero	
2005	31	5.120	154.000	...	778.000	...	5,1
2006	32	4.990	171.000	...	894.000	...	5,2
2007	35	5.160	204.000	...	1.070.000	...	5,2
2008	41	5.496	199.271	...	888.242	...	4,5
2009	40	5.340	225.664	...	980.240	...	4,3
2010	37	5.305	204.933	...	921.103	...	4,5
2011	36	5.216	190.197	...	817.034	...	4,3
2012	35	5.076	186.174	64.745	773.609	249.902	4,2
2013	35	5.087	173.146	58.615	723.032	225.411	4,2
2014	34	5.053	169.496	57.131	695.252	207.854	4,1
2015	33	4.999	161.363	45.818	617.552	145.728	3,8
2016	33	4.970	175.774	54.328	659.073	172.287	3,7
2017	33	4.967	200.729	57.571	748.901	187.108	3,7

Campings: surveyed tourist offer, tourist demand, according to the origin of the guests, and average length of stay, in Ticino, since 2005.

Source: Statistics on tourist accommodation (HESTA), Federal Statistical Office, Neuchâtel;
elaboration Statistical Office, Giubiasco

a trend similar to that of the hotel that confirms the recovery phase triggered in 2016.

The hotel demand for guests' provenance.

The contraction of overnight stays in hotel facilities matured from the late nineties to today (1999-2017: -18.2%) is mainly due to the downturns marked by traditional customers in the Ticino tourism sector, in particular that coming from Switzerland (-1.9%) and Germany (whose figures have sharply reduced: -68.0%), but also from the United States (-31.8%), from Italy (-0.6%), from the United Kingdom (-51.4%) and the Netherlands (-50.9%) (F. 10.3). On the other hand, there was an increase in visitors from France (+9.9%) and from all the other countries (+24.6%), although not sufficient to counteract the overall negative dynamic. Considering these trends, the Swiss market is still the most important basin for the Ticino hotel sector, achieving 63.8% of overnight stays registered in 2017. Guests coming from Germany are always in second place on the list, with 9.2% of overnight stays (and despite the sharp reduction compared to 23.6% in 1999). The third step of the podium is occupied by customers arriving from Italy, with 6.8% (compared to the 5.6% 16 years earlier), while the fourth is held by those coming from the United States, with a much smaller 2.4%.

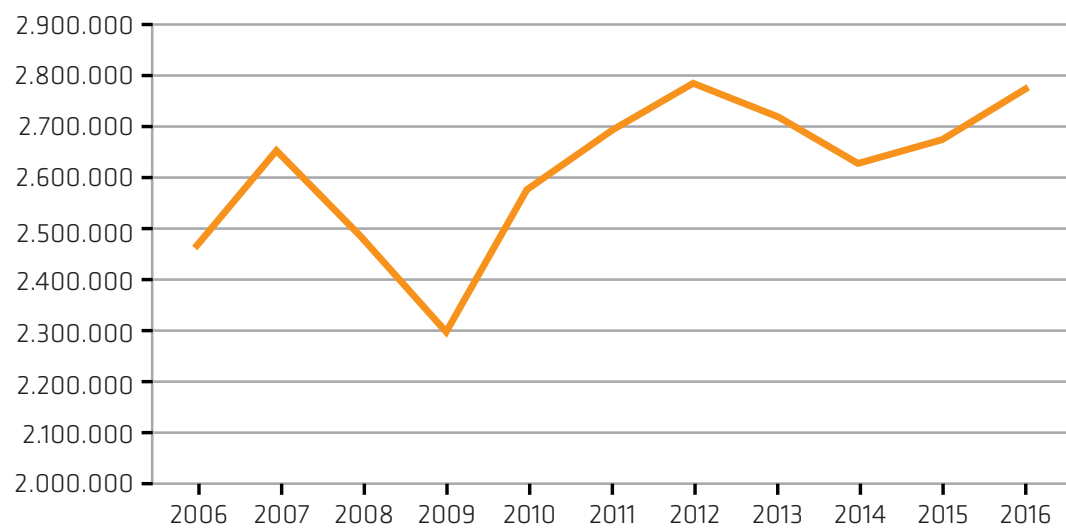
Hotel demand for accommodation categories.

As in previous years, even in 2017 the 3-star lodgings remain the structures with the highest number of presences in Ticino: in fact, with 860,751 overnight stays this category alone achieves 35.1% of hotel overnight stays. The 4 and 5-star lodgings, together, collect

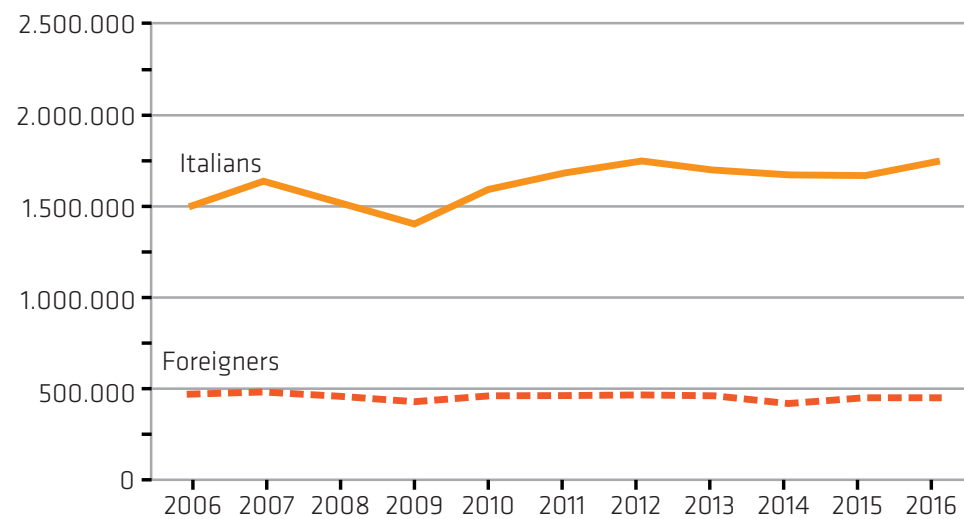
30.2% (equal to 554,388 and 187,731 respectively), the low-category structures (1, 2 or without stars) 11.7% (globally, equal to 287,550 units) and the unclassified plants 23.0% (equal to 564,679 units).

Recent developments in the hospitality sector

The average annual number of hotel facilities reviewed in the canton decreased from 591 in 1999 to 397 in 2017, and with it the average number of beds, from 24,332 to 18,227. Going down in the regional detail it emerges that the declines mainly concern the areas with the greatest tourist activity: first of all the Luganese region with 42.2% drop for accommodation facilities (-85 hotels) and 36.6% for beds (-3,742), followed by the Lago Maggiore and Valleys region with a contraction of 23.9% (-59) of 18.9% (-1,924).



Trend of the tourist presence
Source: Tourism Observatory in VCO 2017



Trend in Italian and foreign tourism presence
Source: Tourism Observatory in VCO 2017

Tourism in the VCO

For the VCO system, tourism is undoubtedly an important sector in the local economic system: the third in terms of percentage of registered companies (about 12% of the total), after trade and construction.

The tourist offer of the province of the VCO is particularly rich: on one side the lake with its mild climate and the Borromean Islands, which quantify the destination in an artistic-cultural sense and on the other the mountain with the wealth of the parks and reserves natural areas such as the Parco della Valgrande, the largest wilderness area in Europe and the Parco della Veglia - Devero in Ossola, a jewel of the Alps also for findings of archaeological interest dating back to the Mesolithic period. The islands represent the tourist engine of the area and an unquestionable attraction factor for the whole territory.

Tourist presences in the VCO

According to the data collected by the Provincial Tourism Observatory, 2016 closes with a positive balance: the 2016 season is in fact second only to the year 2012 in comparison with the total number of presences registered since 2005. In 2016, more than 2,7 million tourists in the VCO, an increase compared to the previous year (+ 3.8%). Arrivals also increased (+ 2.3%). The number of Italian tourists is slightly higher than last year, while that of foreigners recorded an increase in attendance of just under 5% compared to the previous year. The percentage of structures that do not fulfill the monthly obligation to communicate data for tourism purposes to the Province is still too high. The report on the defaulting structures provided by the Regional Observatory for 2016 shows that as many as 242

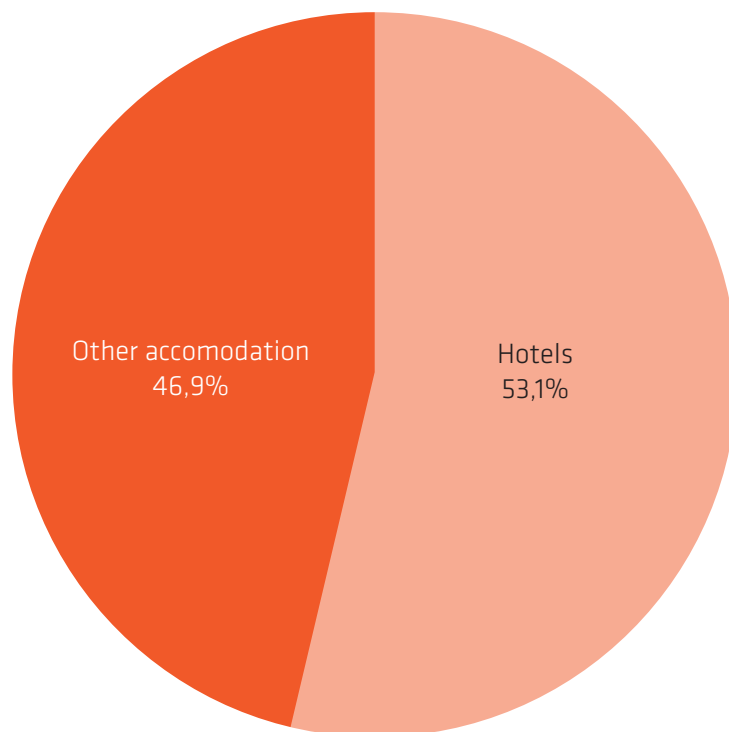
structures did not communicate the monthly statistical data (some only for a few months but 62 for 12 months) for a total of about 900,000 days read available.

Hotel or other accommodation?

Analyzing the choice of accommodation facilities chosen by tourists who visit the VCO in the 2016 season, it is clear that over half of these prefer hotel facilities (53% of the total). In detail, this is 1.4 million admissions out of a total of over 2.7 million. Also the historical series analysis from 2006 confirms the data: in the last 10 years the hotel structures have hosted more than 50% (with peaks of 56%) of the total tourist presences.

Seasonality

Seasonality has long been recognized as one of the main distinguishing features of tourism at a global level and is in fact found in many areas of the world, from the most industrialized to the developing countries. Usually, natural and “institutional” factors are considered as the main causes of seasonality in tourism. The natural seasonality is connected to the temporal variations in the climate during the year, in the hours of light and sun, in the variability of the temperatures. Instead the term “institutionalized seasonality” refers to the traditional temporal variations attributed by human actions and policies that are often contained in legislation. The institutional seasonality varies much more than the natural one. Public holidays are one of the major forms of institutional causes that affect tourism. Among the institutional causes of seasonality, the school and industrial holidays are those that play a more consistent role in forging and modifying the characteristics of



Accommodation structures in 2016.
Source: elaboration: CCIAA VCO from data of Provincia VCO
Osservatorio Turismo 2017

Tipology	Stars	N.°	Rooms	Beds
Rent a room		76	300	276
Farm holiday		25	103	84
Holiday apartment		10	34	26
Bed&Breakfast	1	20	45	37
Bed&Breakfast	2	129	266	221
Bed&Breakfast	3	68	158	145
Bed&Breakfast	4	4	8	8
Bivouac		14	15	13
Camping	1	10	368	64
Camping	2	26	3066	644
Camping	3	1	728	266
Holiday house		26	527	412
CAV - Residence		40	489	501
Hostel		4	20	17
Alps lodge		37	185	113
Trekking lodge		2	10	5
Free lodge		5	5	6
Resort	3	3	1074	322
Tot		500	7401	3160

Tipology	Stars	N.°	Rooms	Beds
Hotel	1	30	346	588
Hotel	2	40	542	972
Hotel	3	113	3065	5777
Hotel	4	22	2127	4222
Hotel	5	1	67	132
Hotel	5L	1	153	313
Residence	2	5	62	134
Residence	3	15	306	700
Residence	4	2	87	265
Tot		229	6755	13103

Subdivision of hotel and extra-hotel facilities offer in the VCO in 2016.
Source: Provincia VCO – Osservatorio Turismo 2017

tourism. The monthly analysis of tourist presences in the VCO highlights how our territory is subject to a high seasonality, concentrated mainly in the summer months of the year.

Between April and October 90% of the total tourist presences are registered on our territory: over 2.5 million of this totals is over 2.7 million.

Seasonality is most felt among the lake towns. Taking the first five “lake” municipalities for tourist presences is evident that over 93% of presences are concentrated in the summer months, while between November and March, the flow of tourists is slightly higher than the 142m presences (6.2% of total attendance).

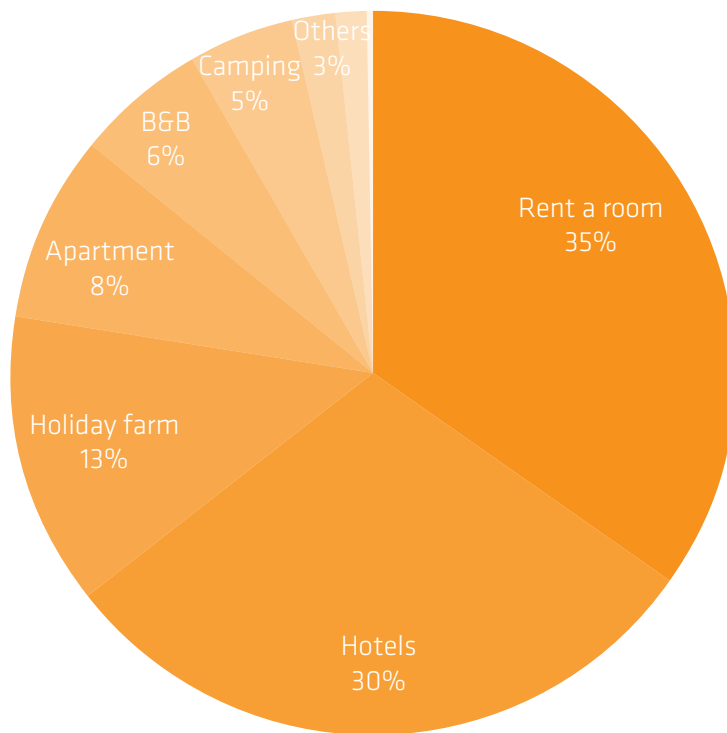
A similar speech can be made between the municipalities of the Valleys. Analysing the first five municipalities for tourists, it is clear that the flow, in absolute terms, of tourist presences is recorded in the summer months: (about 133 thousand presences over a total of nearly 175 thousand presences) but the seasonality is less: around 76 % of admissions are between April and October. 24% of “mountain” tourist presences are recorded in the winter months from November to March.

Among the Municipalities of the Valleys, the one with the lowest seasonality rates is Domodossola (67% of the total attendance recorded between April and October) while Santa Maria Maggiore and Craveggia have a seasonal nature with municipalities such as Baveno and Cannero Riviera.

Accommodation

From the receptive point of view the VCO offers a wide and varied choice of structures, ranging from hotels to 4 and 5 stars to camps and refuges, as well as to numerous B & Bs scattered throughout the provincial territory.

In detail there are more than 700 accommodation facilities, 14,000 rooms and almost 24,000 beds available: of these, almost 330 facilities are in the hotel sector (over 13,000 total beds).



Accommodation structures in 2017.
Source: turismo.statistica@provincia.novara.it

Tipology	Stars	N.°	Rooms	Beds
Hotel	1	2	17	28
Hotel	2	8	111	193
Hotel	3	23	574	1022
Hotel	4	17	871	1795
Residence	2	3	59	132
Tot		53	1632	3170

Tipology	Stars	N.°	Rooms	Beds
Bed&Breakfast	1	4	10	19
Bed&Breakfast	2	31	58	118
Bed&Breakfast	3	17	35	66
Rent a room		30	137	246
Holiday Farm		22	102	242
Holiday House		2	13	33
Bed&Breakfast	4	6	15	29
Camping	1	1	31	124
Camping	2	1	160	300
CAV - Residence		4	29	85
Tot		118	590	1262

Subdivision of hotel and extra-hotel facilities offer in Novarese part in 2017.
Source: turismo.statistica@provincia.novara.it

Novarese

The accommodation facilities of the Novarese territory, divided into hotels and extra-hotels, vary from hotels and residences to farms, from bed & breakfasts to campsites and tourist villages.

The Province of Novara offers a total of 19,098 beds in 372 facilities. Observing the data, it is clear that:

The structures belonging to the hotel sector represent just under one third of the entire accommodation offer for 110 years and 6,710 beds, the subdivision is 35% of total beds, compared to 65% for non-hotel facilities.

The largest number of hotels is made up of three- and four-star hotels, 69% of the sector, while the most out-of-the-way hotels are 49% bed and breakfasts, guest houses and holiday farms 30% (although campsites offer more places 83% of the sector read).

The tourist offer in the last five years has steadily increased, as shown in the reference table, the significant increase in non-hotel structures has largely offset the closure of some hotels.

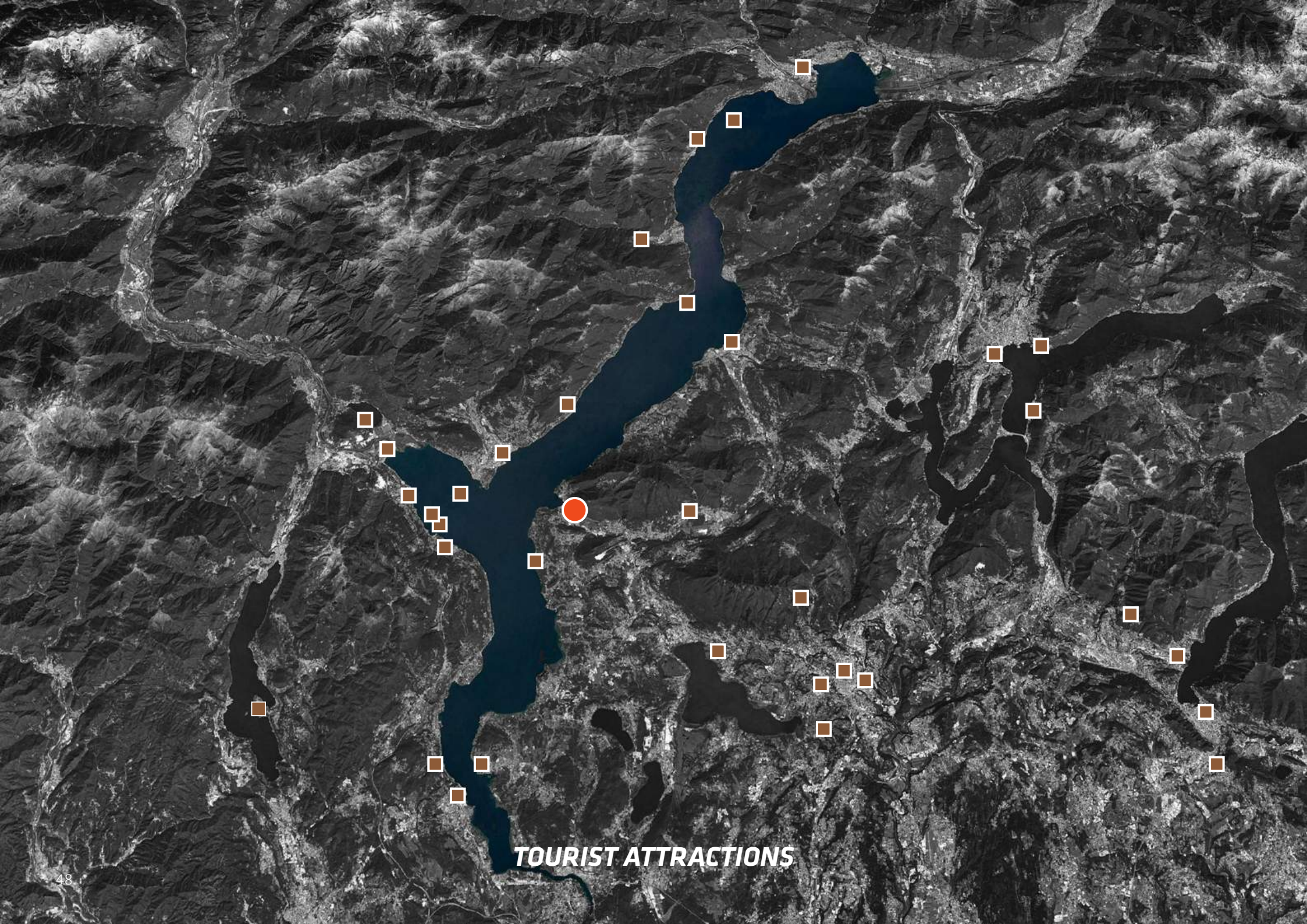
Localization of the structures:

An important consideration concerns the location of the structures. There are three macro-areas of offer:

1-the Lago d'Orta basin, with a significant number of non-hotel businesses and 4,588 total beds.

2-the Lago Maggiore basin, presents the most varied tourist offer with the largest number of campsites and villages t. and an offer of beds equal to 74% of the basin.

3-the Atl basin of Novara, continues to represent the most significant hotel offering with 53 accommodation facilities and 3,170 beds, equal to 71.5% of the total tourist basin offer.



TOURIST ATTRACTIONS



Caravan
Camping
Miralago
★★★★★

Camping
Lago Maggiore
★★★★★

Camping Lido
Village Holiday
camp
★★★★☆

Camping
Campagna
★★★★★

International
Camping
★★★★☆

Camping
La Sierra
★★★★☆

Camping
Village Isolino
★★★★☆

Campeggio
Lido Toce
★★★★★

Camping
Village Parisi
★★★★☆

Campeggio
Lido Toce
★★★★★

Camping Lido
di Monvalle
★★★★☆

International
Camping Ispra
★★★★☆

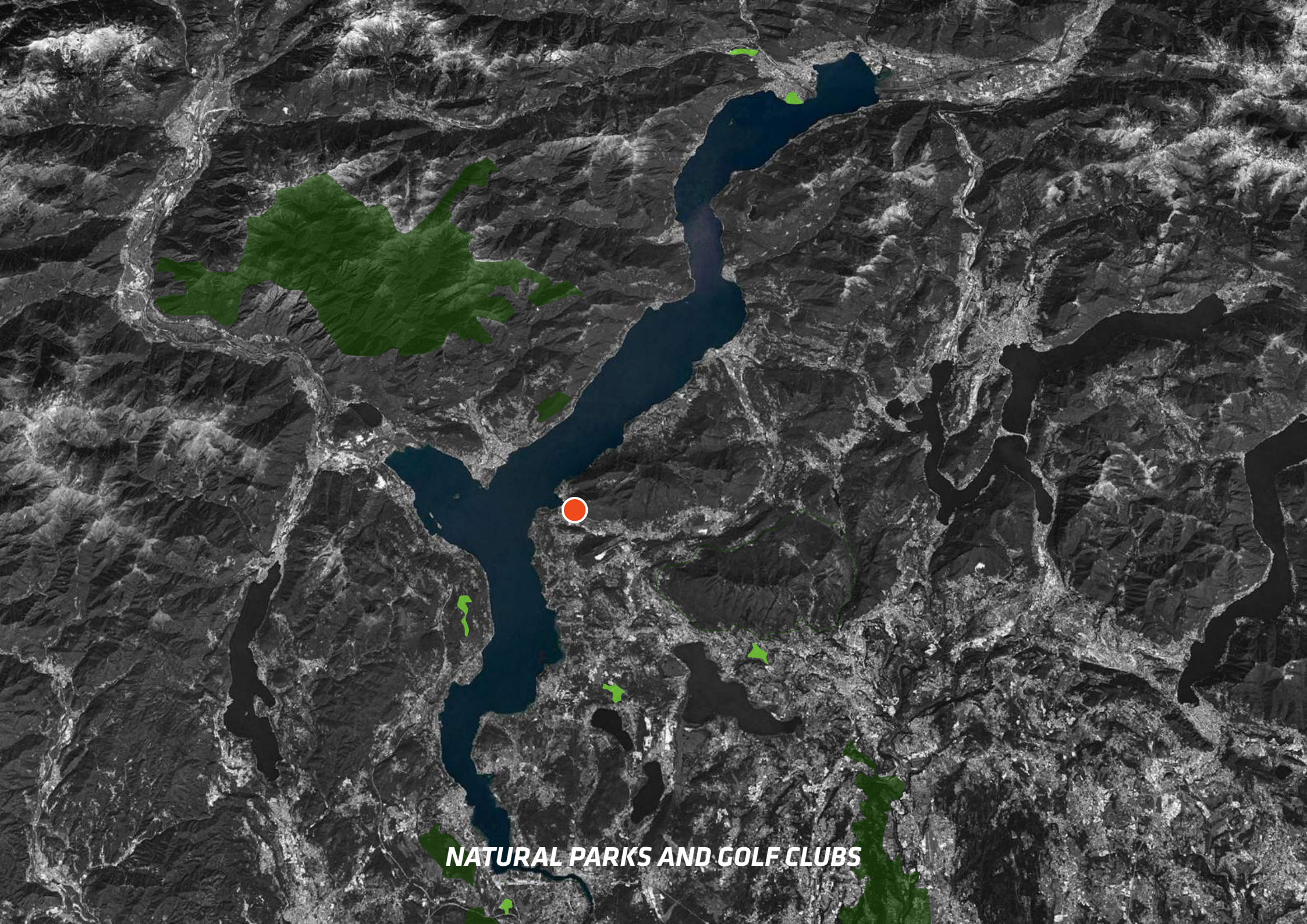
Camping
Solcio
★★★★☆

Campeggio
La Sfinge
★★★★☆

Camping
Smeraldo
★★★★☆

Camping
Italia Lido
★★★★☆

CAMPING SITES



NATURAL PARKS AND GOLF CLUBS



JAKOB ALT, VIEW OF LAGO MAGGIORE - 1833



STENDHAL



ARTURO TOSCANINI

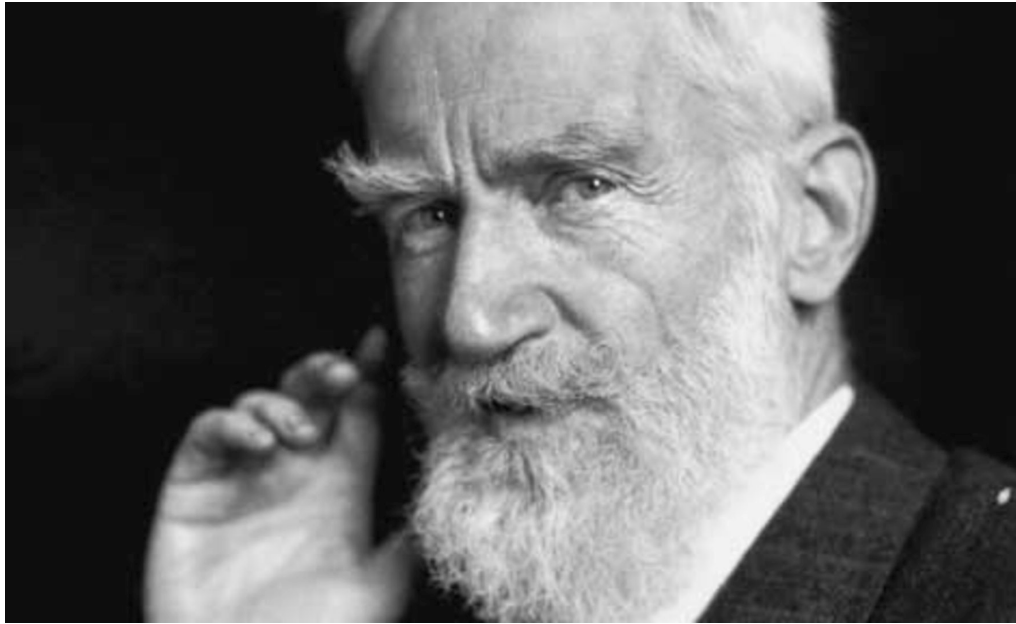


GIOVANNI VERGA



ALESSANDRO MANZONI

LAGO MAGGIORE ILLUSTRIOUS GUESTS



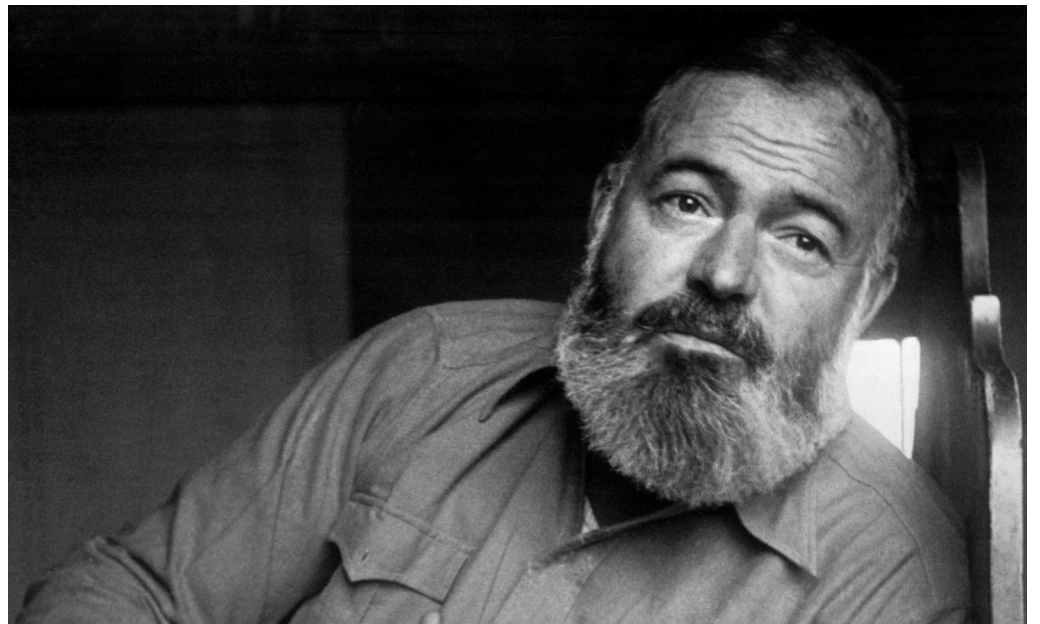
GEORGE BERNARD SHAW



GABRIELE D'ANNUNZIO



DARIO FO



ERNEST HEMINGWAY

LAGO MAGGIORE ILLUSTRIOUS GUESTS



PREHISTORIC PILE DWELLINGS - 5000 TO 500 B.C.



CANNERO CASTLES - XI TO XII CENTURY



ROCCA BORROMEO OF ANGERA - XI TO XVII CENTURY



VISCONTEO CASTLE - XIII CENTURY



SANTA CATERINA DEL SASSO - XIV CENTURY



SACRO MONTE OF GHIFFA - XVI TO XVII CENTURY



PALAZZO BORROMEO ISOLA BELLA - XVII CENTURY



VILLA TARANTO - 1870

2.ANALYSIS

ZOOM IN

2.1 LAVENO-MOMBELLO	XX
2.2 DEMOGRAPHY	XX
2.3 TOURISM	XX
2.4 ACCESSIBILITY	XX
2.5 THE POTTERY	XX
2.6 "SOCIETÀ CERAMICA ITALIANA"	XX
2.7 PIERO PORTALUPPI - THE VISIONARY	XX

LAVENO-MOMBELLO

Laveno Mombello is a landscape-favored resort, located on the eastern shore of Lake Maggiore. For centuries a center for the sorting of traffic and tourism, Laveno Mombello is served by an efficient road network: towards Switzerland through Luino, towards Valcuvia, towards Varese and Milan and, through the panoramic road that runs along the lake, towards Sesto Calende and Piedmont. There are also numerous connections with all the centers of Lake Maggiore, through a dense network of boats and ferries. Laveno is served by two railway lines: the Ferrovie dello Stato (RFI) to Milan and to Novara as well as to Switzerland and the Ferrovie Nord Esercizio (Trenord) Milano-Laveno. Lying at the foot of Mount Sasso del Ferro (which rises above the lake), the center of irradiation of panoramically admirable streets, Laveno Mombello extends along the coast extending into the picturesque settlements of Cerro and Ceresolo, while Mombello develops on the surrounding hills, rich in green and breath. A beautiful mountain setting, on the opposite side of the lake, is the crown of the enchanting lake landscape: the Mottarone, the Piancavallo and, higher up, the Pennine Alps and the Monte Rosa group; they became a single municipality, called Laveno Mombello, with the Royal Decree of 19.12.1927. The municipality is located in the province of Varese, with about 9,000 inhabitants, is one of

the most important tourist, cultural and historical climate centers of Lake Maggiore. It borders to the north-east with Castelveccana, to the east with Cittiglio, to the southeast with Caravate, to the south with Leggiuno and Sangiano, and to the west with Lake Maggiore and then with the Piedmont Region. It is one of the major port ports of the lake. As for the ports of the public sector and for pleasure boating, in addition to the municipal port (Via Volta) and the tourist port, Porto Labieno (Viale Da Angeli Frua), the second municipal port is in Cerro di Laveno. Then there is a dock of Governmental Management Lakes, which connects with its ferries or motorboats for transporting people, cars, buses and road transport vehicles, Laveno in Verbania-Intra. The lakeside municipality of Laveno, Mombello and Cerro, is composed of other agglomerations, such as Ceresolo and Ponte, there are also scenic and hilly places, such as the Cascine (490 m.) Monteggia (394 m.) Montecristo and Brena (334 m.) Casere (768 m.). Known by some as the "Tourist Capital of the Eastern Shore", Laveno has been synonymous with "Country of Ceramics" and has been established for several decades, until 2011, as a center of important tourism and cultural promotion initiatives. Climatically and landscape-favored, thanks to its sheltered and evocative natural gulf is a wonderful treasure trove of beautiful landscapes. Mombello has

the first news through traces of primitive settlements, such as the remains of stilt houses dating back to 3,000 A.C. in the hilly protected area called "Torbiera".

The settlements of Laveno and Cerro, are of more recent times; the first news of Laveno date back to Roman times, it is said in this regard that the name Laveno goes back to the Roman general Labieno, who had opposed the Gauls on the heights of the oldest settlement Mombello, whose etymological origin seems to be "Mons "or" Monte della Guerra ". Dominated first by Longobardi and Franchi, Laveno and Mombello were part of the Seprio Committee; later there were the fiefs of the Visconti, the Sforza, the Borromeo and the Besozzi families. After the pages of the Spanish domination, Laveno passed under the Austrians, whose dominion continued even after the Napoleonic period. The town was also a center of commercial importance, and in addition to being a center of fishermen and farmers at the time, around 1800 it was an important bag for grains, a prominent square and reference point for the Milan area, the Canton of Ticino. and for the riparian countries. Current testimony remains in some ways its weekly market which is held on Tuesdays and which has given it a different, historical continuity. At that time (1856) the settlement on the shore of the

gulf of a flourishing glasswork, the Franzosini, closed then by the Austrians after the discovery of Manzoni's pamphlets. Then it was recorded the birth (in the same buildings of the glassware) of the first Lavenese pottery, founded by Carnelli, Caspani and Revelli, located in the area of the former Ceramica Lago (where today is a tourist accommodation sector and a large hotel recently opened to public) subsequently expanded, thanks to its refined productivity, the ceramic has recorded the birth of four industrial sectors, with the "Lago", the "Ponte", the "Boesio", the "Verbano"; first as "Società Ceramica Italiana", then as "Richard Ginori" (the latter company declared bankrupt at the beginning of 2013) and finally, in all senses, the "Pozzi Ginori".







PROXIMITY TO THE LAKE



"SASSO DEL FERRO" MOUNT - 1062 m

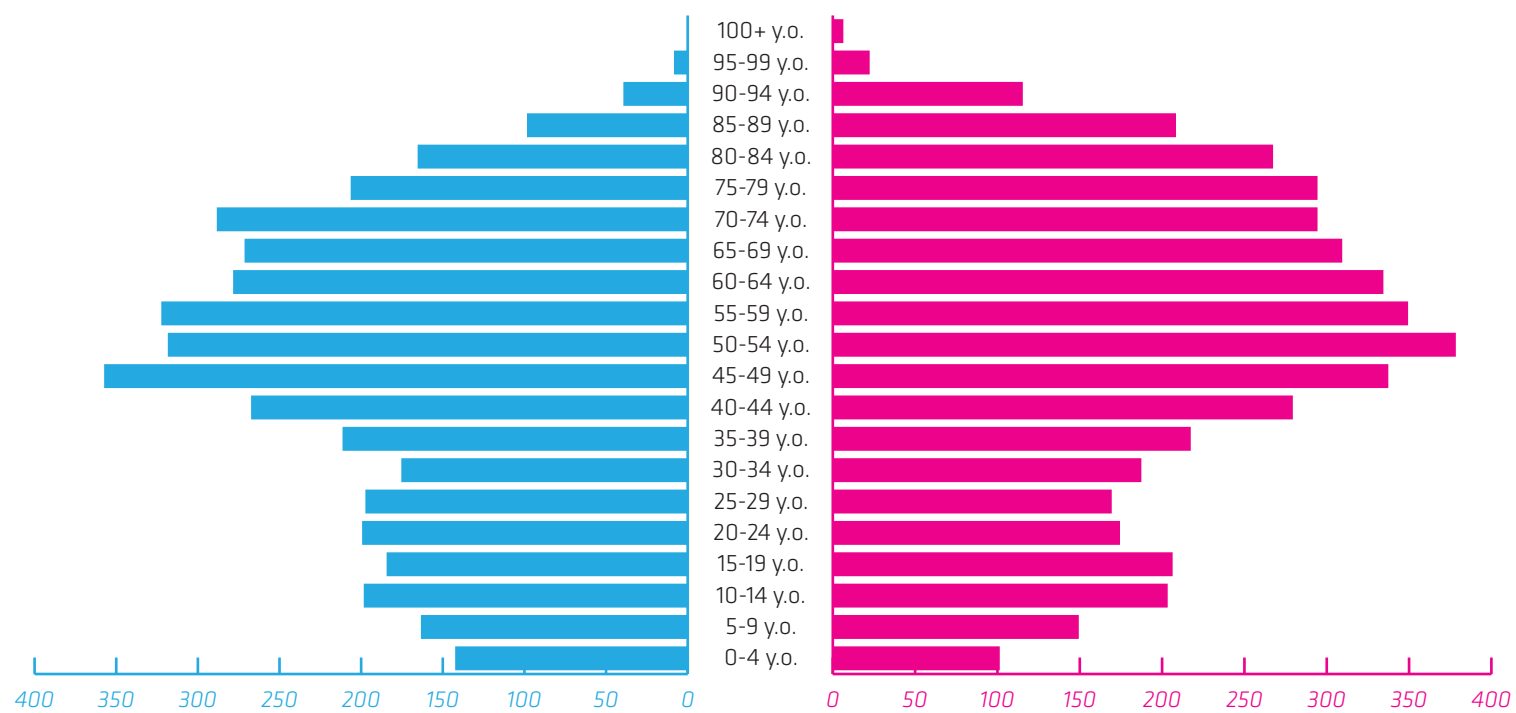
DEMOGRAPHY

The population of Laveno Mombello, makes it clear that we are dealing with a classic Italian small town, populated precisely by 8.684 inhabitants.

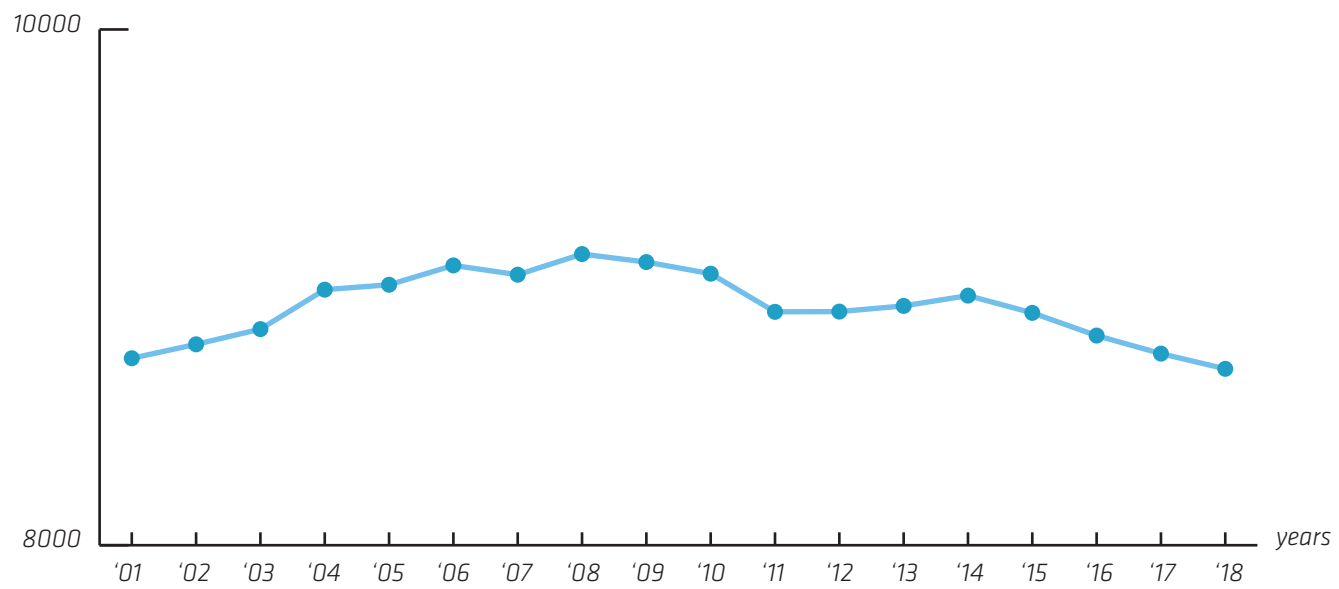
The data shown in the above graphs show that the age distribution is not excessively tending towards the old age compared to the Italian average, but even though the latter is in clear majority on the remaining ones, the young and adult age range is part of an important slice of inhabitants on the territory. This data has explicitly pushed us to create a structure with functions that could adequately respond not only to school-age children (0-14 years), but also to the families of the latter (30-55).

Deepening the analysis on the number of Lavenesi residing families and the distribution of the population divided by school classes, it is clear how the composition of households remains constant over the years, despite the recession on the amount of families.

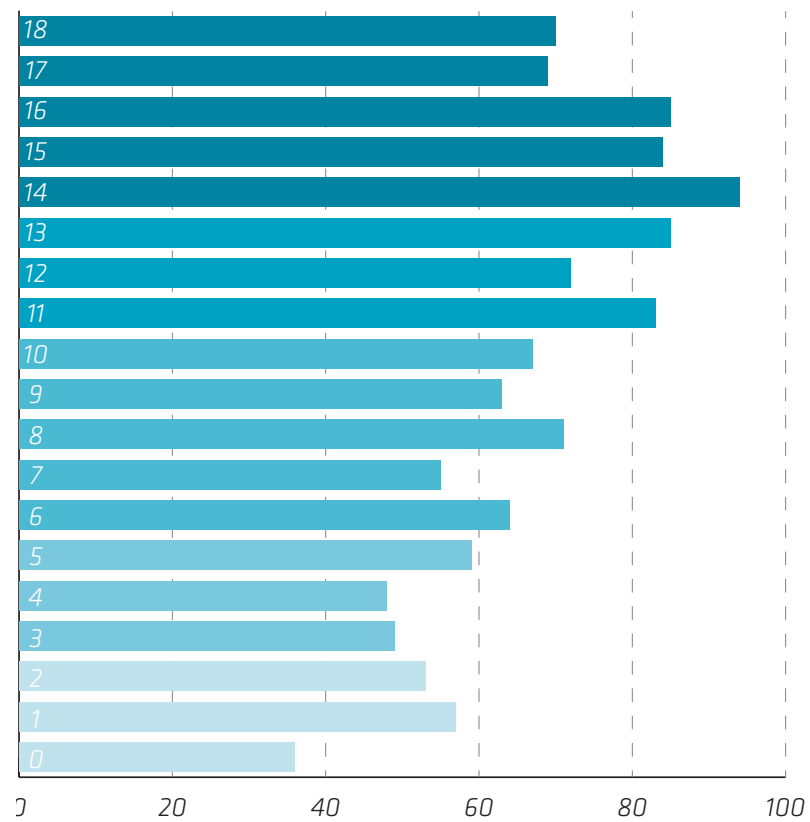
The data on educational institutes distributed throughout in Laveno area shows us how the type of schools is not well distributed compared to those who should use it: in particular, nursery schools are all located outside the municipality of Laveno Mombello.



Age-Sex population of Laveno-Mombello - Istat 2018



Demographic trends of Laveno-Mombello - Istat 2018



Minors population of Laveno-Mombello - Istat 2018

Years	Families	Families components
2012	4089	2,18
2013	4062	2,21
2014	4026	2,21
2015	4001	2,20
2016	3997	2,19
2017	3978	2,18

Families demographic trends of Laveno-Mombello - Istat 2018



ITEP G. Galilei
Laveno
II grado

Private school

Sails school

Private school

Liceo scientifico
V. Sereni
II grado

Private school

Music and
instruments
school

Private school

Scuola materna
parrocchiale
Castellini

*Public school
2.9km away*

Scuola
Secondaria
I grado
Monteggia
Public school

Scuola
Primaria
L. Scotti

Public school

EDUCATION

Scuola
materna
parrocchiale

*Private school
3.7km away*



CHILDREN ENTERTAINMENT

TOURISM

Since the quantitative and qualitative increase in tourist attraction represents for Laveno the strategic chapter of the whole process of socio-economic development, the theme will be strongly emphasized also in the following sections. In this phase to highlight the salient features of the phenomenon, consistently with the objectives of this section which are to provide a general framework of the socio-economic context on which the interventions foreseen within the PGT could insist.

Anticipating, in short, what is highlighted by the ISTAT data, it can be said that the vocation and orientation to tourism of the local area remain evident and robustly based on various elements such as tradition, consolidated culture and an exceptional patrimony of attracting factors. The attractiveness index built for all 1546 municipalities in the Lombardy region supports this statement by placing Laveno at 276th place in the regional attractiveness ranking and at the 33rd of the one involving the 141 municipalities of the province of Varese and then in both cases group consisting of 25% of high-end municipalities. Deepening it turns out that the assets of attractive assets Lavenese stands out for the entries Tourist Ports, Food and Wine Routes and Museums. Even the degree of development of entrepreneurship (not

only receptive) operating in the sectors having a tourist value is quite good (34th place in the province, as well as its impact on the total local economy (38th place).

These are in numbers officially registered among those who have accommodation facilities and therefore perform the activity directed to the production of services for tourist hospitality. Different numbers, as we have seen, compared to the network of rented accommodation on Airbnb, which, however, not only include accommodation facilities but also private rooms for rent. Regarding the tourism of Laveno Mombello, we opted for a type of analysis using the booking.com platforms for hotels and Airbnb for other hospitality facilities. From this study denotes how the structures on the territory are among the most common. In fact, there are no new-generation accommodation facilities that can accommodate adults and families in the same place, immersing them in the same context surrounded by different thematic activities.



Hostel Casa
Rossa
Excellent

Hotel de
charme

Hostel del
golfo
Very good

Hotel
Funivia

Hotel Mueblà
moderno

House 160s
apartments
Not good at all

il porticciolo

Villa
6 sleeps, pool
Luxury

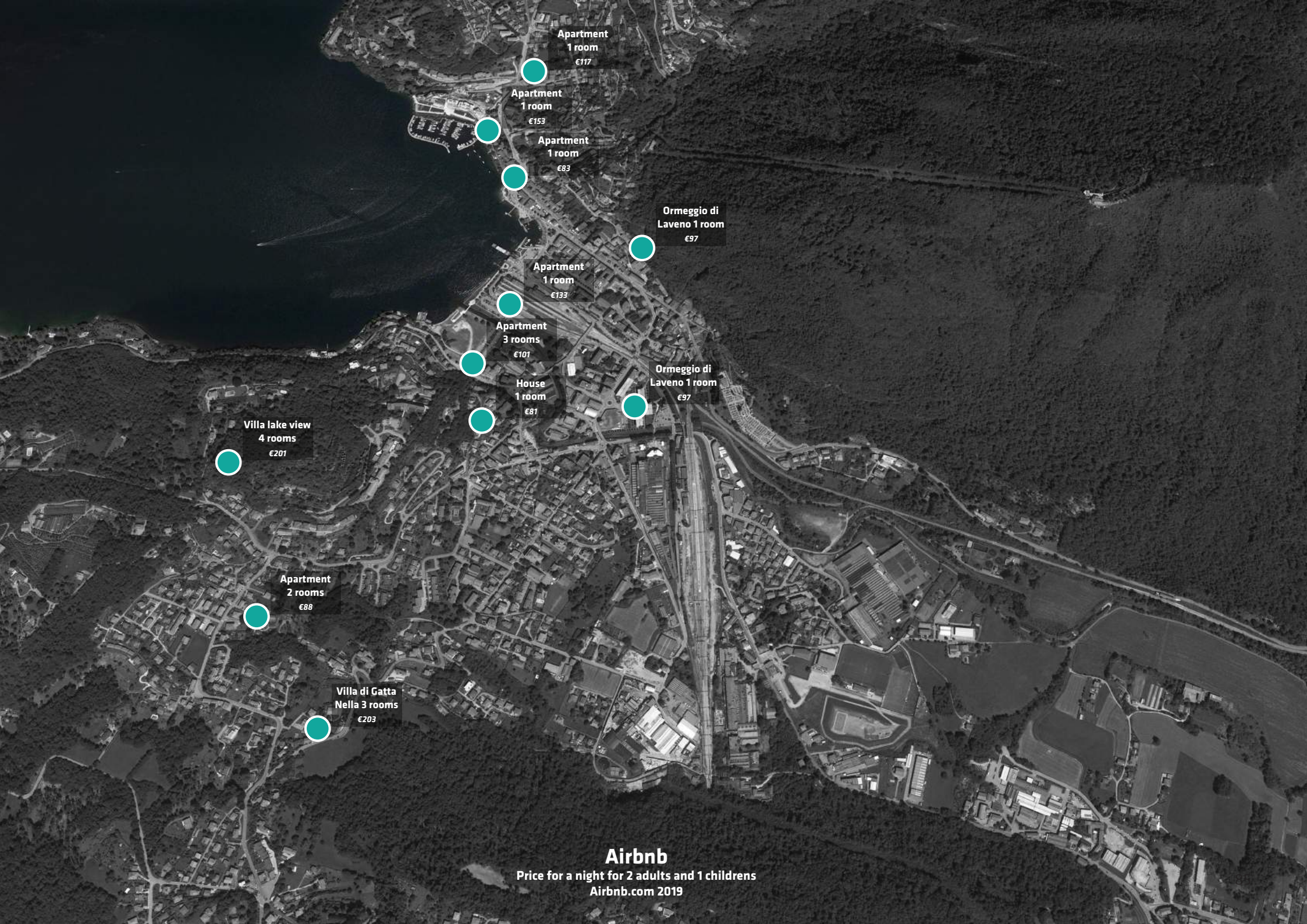
La perla del
Lago Maggiore
Luxury

Hotel
Roccolo

Le betulle
villa 5 sleeps
Good

Casa Carlotta
Ap. 5 sleeps
Very good

Hotel
Cereda



Apartment
1 room
€117

Apartment
1 room
€153

Apartment
1 room
€83

Ormeggio di
Laveno 1 room
€97

Apartment
1 room
€133

Apartment
3 rooms
€101

Ormeggio di
Laveno 1 room
€97

House
1 room
€81

Villa lake view
4 rooms
€201

Apartment
2 rooms
€88

Villa di Gatta
Nella 3 rooms
€203

Airbnb

Price for a night for 2 adults and 1 childrens
Airbnb.com 2019

ACCESSIBILITY

Today Laveno has become a nodal point for the obligatory passage of international tourism, both towards Switzerland, towards the Piedmont side and vice versa. Two railway networks meet in Laveno: terminus of the Ferrovie Nord Milano, and transit station for the Ferrovie dello Stato (Reti Ferrovie Italia) connected on one side with the Gallarate-Milan and the Laveno-Novara, on the other with the Laveno-Luino -Bellinzona. There is also the Navigazione del Lago Maggiore line, which with the ferry boats, and the boats, which allows you to reach the towns of the Piedmontese bank of the Verbano, thus allowing the connection with all the riparian countries of the two shores. For road traffic, three major road links converge on Laveno: the provincial road no. 69 Laveno-Luino and therefore for Switzerland; the Laveno-Angera to Sesto Calende and the Milan-Alessandria, Voltri-Sempione and Laveno-Varese motorways, which then connects with the motorway to Milan. In the 70s and 80s it became a sort of "Cinecittà del Verbano", the lakeside town, thanks above all to the Renato Pozzetto artist from Laveno, recording the production of many films of the same.

Moreover, as far as the intervention area is concerned, all the physical elements were analysed in and around the area that influenced accessibility and viability. It was found that

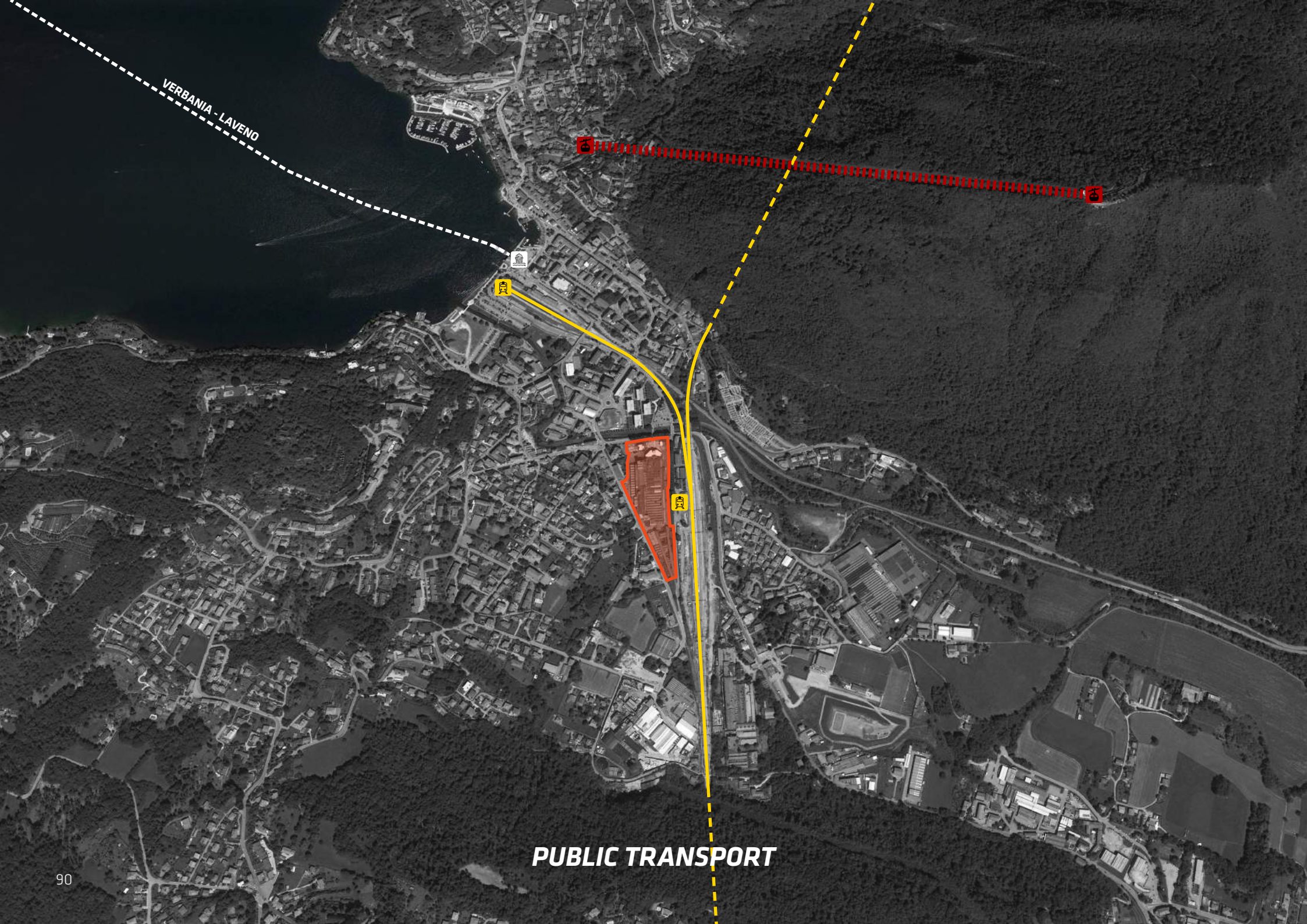
the area, containing industrial buildings, is surrounded by walls and is surrounded by physical barriers such as the station to the east and the river to the north. Laveno Mombello, due to its size, is a common crossing from one side to the other on foot in about half an hour, even if there are no real pedestrian or cycle paths.



MAIN ROADS

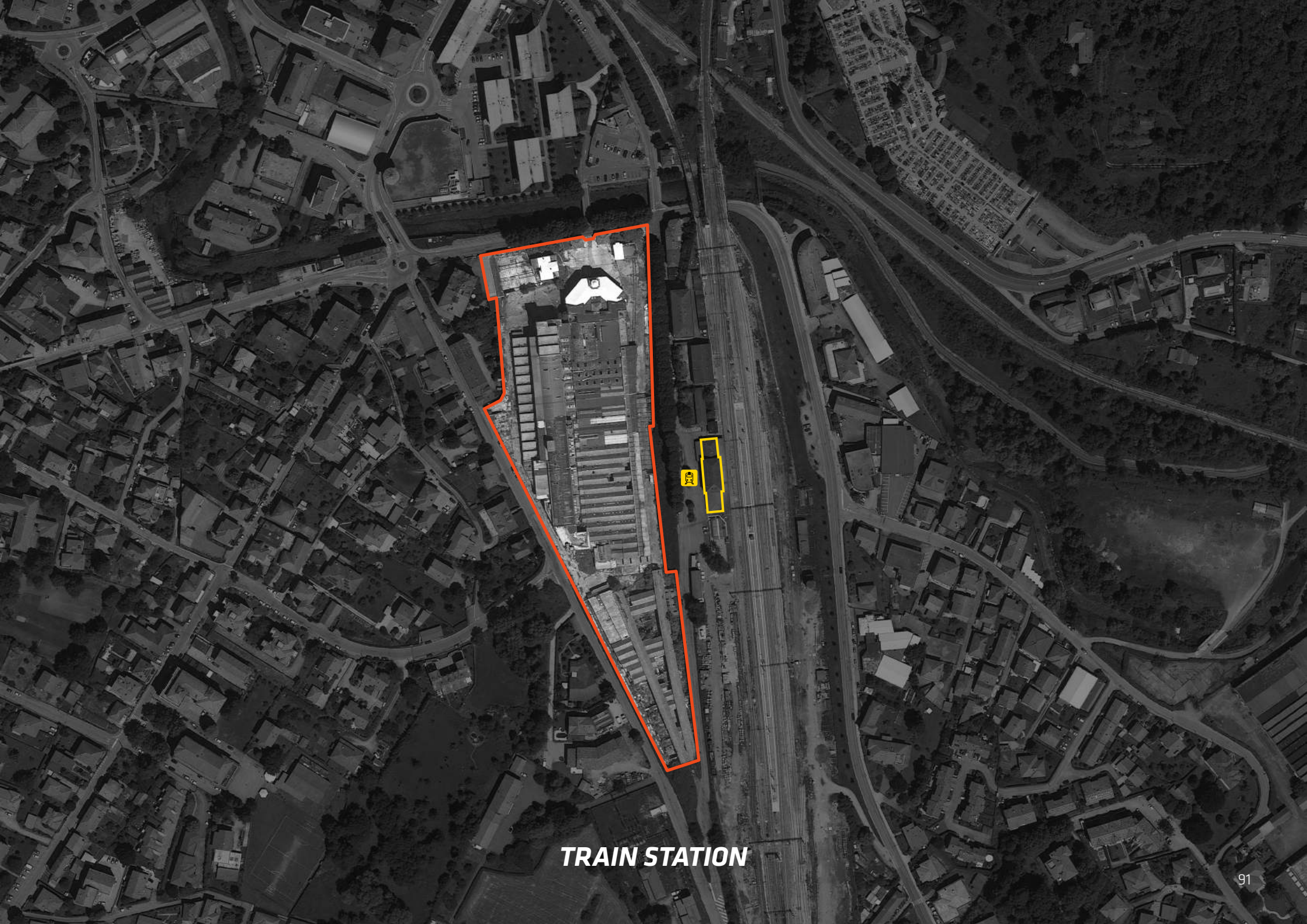


WALKING DISTANCE



VERBANIA - LAVENO

PUBLIC TRANSPORT



TRAIN STATION



SITE AREA 26'000 m²

0 25 50 100m



PHYSICAL BARRIERS

THE POTTERY

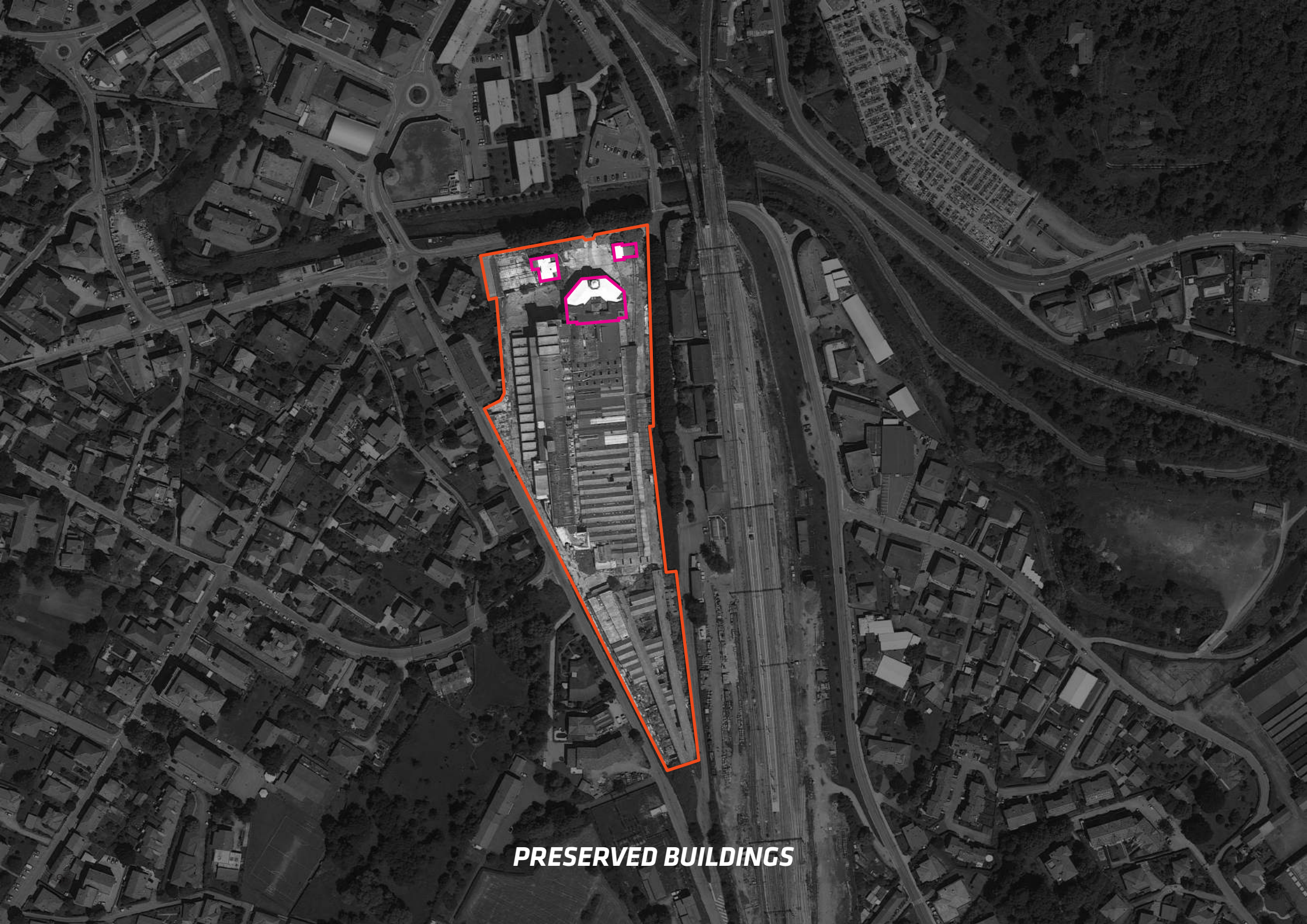
Talking about the factory, which was divided into several plants located in different areas of the city, the plant under intervention is that of "Verbano". It consists of about 26,000 square meters of gross surface area with a vertical distribution from North to South which has a length of about 343 meters and a width of 95 meters. The buildings of the plant are currently in a visible state of neglect. Observing this panorama of buildings, we can see how the various constructions within the area have been added over time without a preventive organization but inserted for production needs.

We are therefore faced with an accumulation of buildings amalgamated in the same area more than a true organized industrial park. The production buildings are visibly recognizable as constructions added in different eras for different needs. To date, the whole structure is in a state of evident decadence and abandonment, where the tracks of freight trains disappear under the weeds, the structures show great damage to the coatings, vertical closures and sometimes to the structures.

The particularity of this establishment - the most important of all - is the presence of the main door, together with some other buildings, realized and designed by the architect Piero Portaluppi. They were used as administrative offices and the

main entrance door of the factory for both trains and people. All the first project of the "Verbano" plant was conceived by Portaluppi, but to date the most important building that remains to be protected is definitely the head building.

The places of production consist of structures typical of the "ventennio": mainly buildings in reinforced concrete and bricks with vaults or pitched roofs as regards production. The head building, on the other hand, is more of a Portaluppi architecture. It is difficult to label it in a single architectural style, but based on its nineteenth-century eclectic background, this building speaks the language of eclecticism, rationalism and monumentalism; these terms can be used simultaneously to understand the Portaluppi project.



PRESERVED BUILDINGS









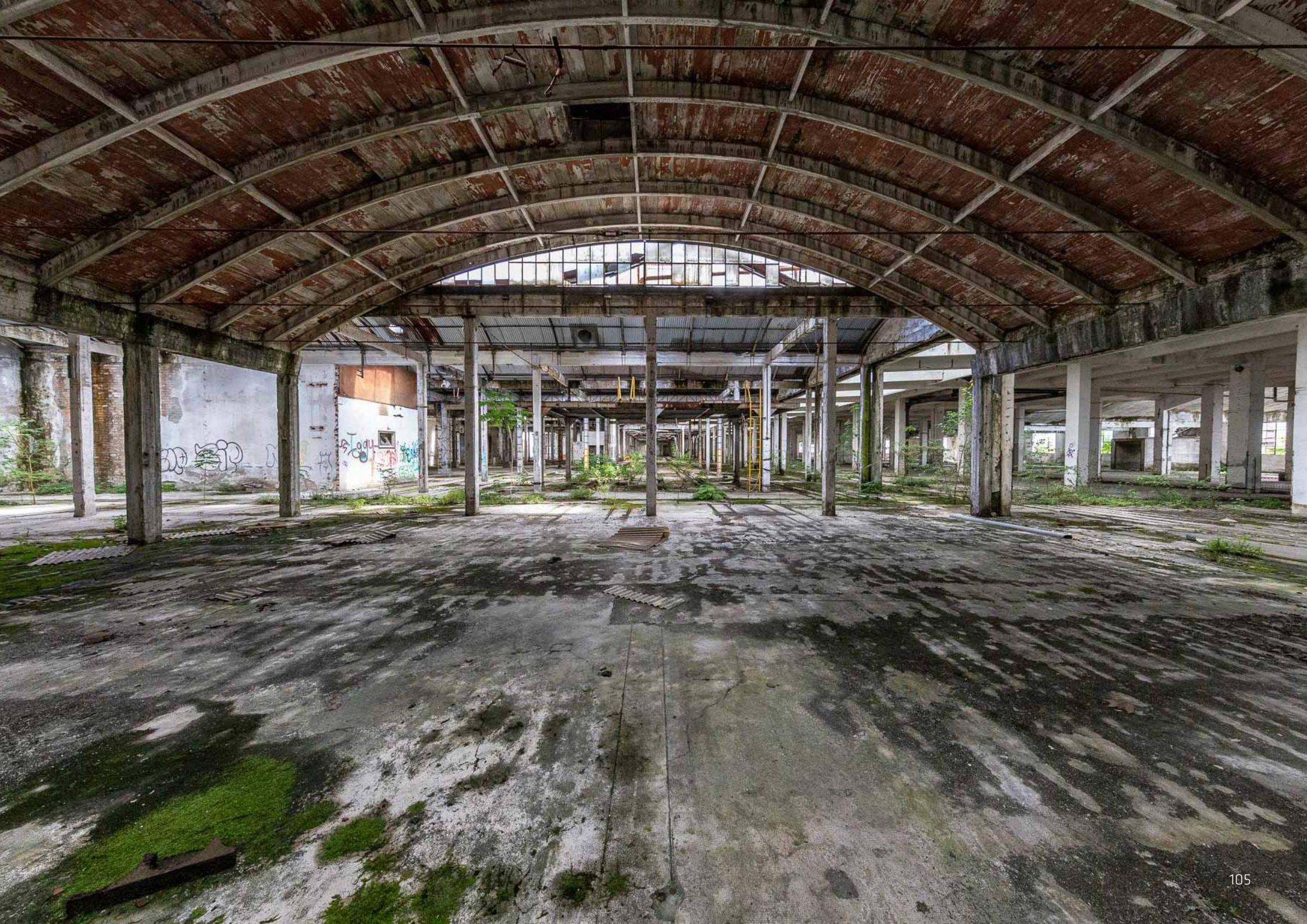




UFF. TECNICO
AMMINISTRAZIONE
CASSA
DIREZIONE







“SOCIETÀ
CERAMICA ITALIANA”

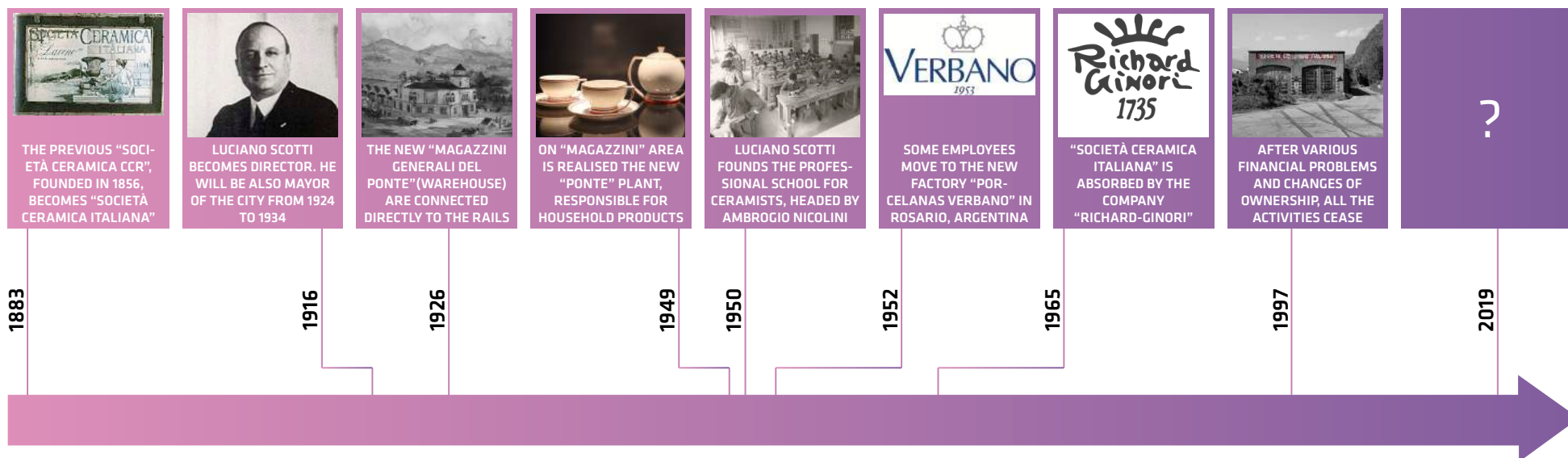
The history of ceramics at Laveno Mombello began in 1856 when Caspani, Carnelli and Revelli founded the JRC on the site of the Vetreria Franzosini, on the lakeside; the production is oriented to the opaque earthenware. In 1883 the company took the name of Società Ceramica Italiana (SCI). In 1885 Revelli left the company and founded Ceramica Revelli. The following period is rich in technological innovations (electric current, continuous furnace) and social tensions (great strikes of 1907 and 1922). The fascist twenty years are marked by great personalities and great development. Management is hired by Eng. Scotti who leads the construction of Verbano plants (for porcelain) and Ponte warehouses. The artistic direction is instead of the architect Andlovitz. On the thrust of industrial development, the country also changes: the overpass is built to connect the Ponte e Lago and the residential area of Viale Garibaldi. The post-war period is marked by the expertise and initiative of the workers from Lavenesi who, also thanks to the Professional Start-up School (1950), are required all over the world (France, Sweden, Argentina, Peru) and, at the same time, favor the development of a craft fabric of smaller companies. The ceramics of DEAM, Della Torre, Pareschi, Dal Santo, Icral, Keravem and Bottega Costantini are born. Lavenese ceramics reach the top of the quality not only because of the intrinsic characteristics

of materials and workmanship, but also thanks to the artistic cutting of production, always on the cutting edge of the times. Leading the patrol of fine and sensitive decorators and modellers is the work of Antonia Campi who, for decades, has won awards from international juries of major design awards. In 1965 the SCI was absorbed by Richard-Ginori who, five years later, became, in turn, the property of a financial company. Begin years of great changes for the entire Italian manufacturing sector. Reorganizing and restructuring become the new buzzwords. Mergers and disposals are followed by obeying a purely financial logic. The Lavenese ceramics are found to be only a pawn on the great chessboard of an increasingly global industry. The Lavenesi plants are now part of the Pozzi-Ginori group (1974) owned before the Liquigas and then the SAI (1980). In the same year (1980) closes the Revelli ceramics and, two years later, the production at the Ceramica Lago ceases.

The attempt to redeem passes first from the creation of a cooperative society with the participation of employees (1982) and then from the start-up of "bone china" porcelain production (1990) which represents a unique excellence in Europe.



LAVENO-MOMBELLO "PAESE DELLA CERAMICA"



"SOCIETÀ CERAMICA ITALIANA" HISTORY

PIERO PORTALUPPI: THE VISIONARY

Piero Portaluppi (1888-1967) architect, lecturer and then dean of the Faculty of Architecture of the Polytechnic of Milan, brilliant cartoonist and refined draftsman, he inextricably linked his activity to Milan, where he built numerous and unmistakable architectures that testify to a personal taste and at the same time open to multiple influences. Crossing the seasons of Italian and European architecture from the 1920s to the 1960s, the Milanese buildings chosen for the itinerary represent an essay on the stylistic and constructive qualities that Portaluppi, thanks to an updated figurative and disciplinary culture open to novelties as linked to the tradition, it has been able to interweave with very personal linguistic calligraphy, light and ironic, sustained by a vigilant curiosity and yet inseparable from a pragmatic sense of the profession.

Portaluppi style

Between the 1910s and the 1960s, Piero Portaluppi devoted himself to an intense professional activity, mostly spent at the service of the Lombard industrial upper class, and built a solid academic career, culminating in the presidency of the Faculty of Architecture at the Milan Polytechnic. However, after the Second World War and until the end of the century, his work did not enjoy significant critical fortune. Partly because of the tasks assumed during Fascism,

but nevertheless for the ironic agnosticism exercised with respect to the main currents of the Italian disciplinary debate, from the second post-war period a historiographical prejudice hampered the analysis and uninhibited study of Portaluppi's work, as well as the evaluation of its influence in the context of contemporary Italian architecture and in the formation of numerous generations of graduates of the Polytechnic. Only in 2003 the research promoted by the homonymous Foundation have allowed to delineate the prolific activity of the architect, illustrated to the public in a wide exhibition, with greater breadth and thanks to a plurality of methods of investigation.

The same motivations that induced part of the post-war architectural culture to ostracism towards Portaluppi's work, make it emblematic today to understand the events of the Italian architecture of the 20th century, overcoming the critical categories that, in the debates as well as in the publicity, divided not without simplification Italian architects between adherents of modernity and traditionalists, fascists and anti-fascists, academics and avant-garde. Portaluppi was often attributed tout court in the group of architects whose formation, based on a stylistic eclecticism of nineteenth-century matrix, prevented to fully understand the most profound

aspects of modern architecture, while in the light of recent studies its architecture appears capable of generating a short circuit between historiographic taxonomies, questioning the boundaries. Eclectic, Art Nouveau, Baroque, Deco, Novecentist, Modernist, rationalist, monumental, are recurrent adjectives to describe it and sometimes used simultaneously to define aspects of a single Portaluppi building, whose architectures appear at the same time eccentric and representative of the different seasons that have crossed, full of suggestions, citations and styles of different origins, but unmistakably original. If its architecture escapes the definitions and absorbs in multiple periods and places multiple suggestions, so much to have aroused critical distrust that in the accusation of formalism expressed in 1933 by Sigfried Giedion finds the most authoritative voice, which are the phases in which it is roughly can it be broken down and which are the characters that make it singular? In the 1930-1935 luster the crest of a mutation has been identified, which, abandoning both the heterogeneous history of the previous period and the accent of the calligraphic ornaments, leads to the increasingly evident adoption of a modernist syntax, protracted beyond 1945 not without drops of quality and innovative capacity. But beyond the linguistic changes, since the first projects the

antidogmatic attitude that induces Portaluppi to avoid adherence to radical groups and to dampen the most bitter disciplinary polemics, is expressed in a paradoxical series of antinomial couples, in the mixture and in the assembly of heterogeneous elements by a syncretic process. It seems possible to ascribe to the attempt to practice an equidistant and easygoing *medietas*, perhaps induced by its polytechnic education, equally distributed between scientific and artistic disciplines, the coexistence in the same factory of elements drawn from tradition and attributes of modernity; of linguistic conventions and singular exceptions; of localism and internationalism of the models. Thus, if the project for the Silk House on one side reinterprets the tradition of the city hall, referring to both courtly models and local examples, on the other it registers the international taste of deco graphics. In the Atellani house, original elements of the four hundred Lombard coexist, camouflaging, with forms of invention, while decorative parties inspired by eighteenth-century models invade the garden and the private facades of the factory. During the Thirties, adherence to the modern ways is not without references to the classical tradition and does not prevent Portaluppi from openly criticizing the more radical aspects of the architecture of younger colleagues.

However, it is possible to trace peculiar characteristics of his work. However, archival documents and the analysis of some works attest to how Portaluppi's working method was not so much a symptom of the difficulty of reading and articulating volumes in the three dimensions of space, but rather the consequence of the pre-eminence accorded to "graphic action" of the project and to the visual, design and perspective aspects of the architecture. On the other hand, the deliberately "epidermal" character assumed by many Portaluppi buildings is readable as a search for adequacy, convenience, both for the surrounding urban environment and for the relationship established by the architect with a bourgeois client, intrinsically open to innovation, but at the same time eager to adapt to city decor without upsetting ties with a tradition and a social imaginary all in all inspired by the conventions of the nobility, whose domestic customs seem to be repurposed, gently updated, in Villa Necchi-Campiglio. Instead, Portaluppi was perfectly able to create unusual and complex planimetric devices, as demonstrated by the Corbellini-Wassermann house and its professional studio on the ground floor of Via Morozzo della Rocca, while, even before, the syncopated volumes of the Ossola power stations undermine the clichés of the electrical architecture hitherto encoded. In other words, Portaluppi appears as a skillful

master of ceremonies, ready to order liturgical spaces perfectly adhering to the needs of a codified ritual - that of bourgeois habitation, of the representation of industrial capital and of technological innovation, of fascist power or of financial capital - in which however it subtly inserts elements of novelty and rupture. The ambivalence of Portaluppi's architectures and the constant ironic accents that follow it as a vital current finally appear as a personal and refined leitmotif, driven by a vigilant intelligence and based on an undoubted professional capacity, which seems to have assumed from the tyrannetic activity of cartoonist. by analogy, some fundamental principles: the oxymoronic combination, the expressive hyperbole, the exaggeration of details.



THE ARCHITECT - PIERO PORTALUPPI



"STABILIMENTO PONTE" - PIERO PORTALUPPI - 1925 ca.



POWER PLANT, VERAMPIO - 1912/1917



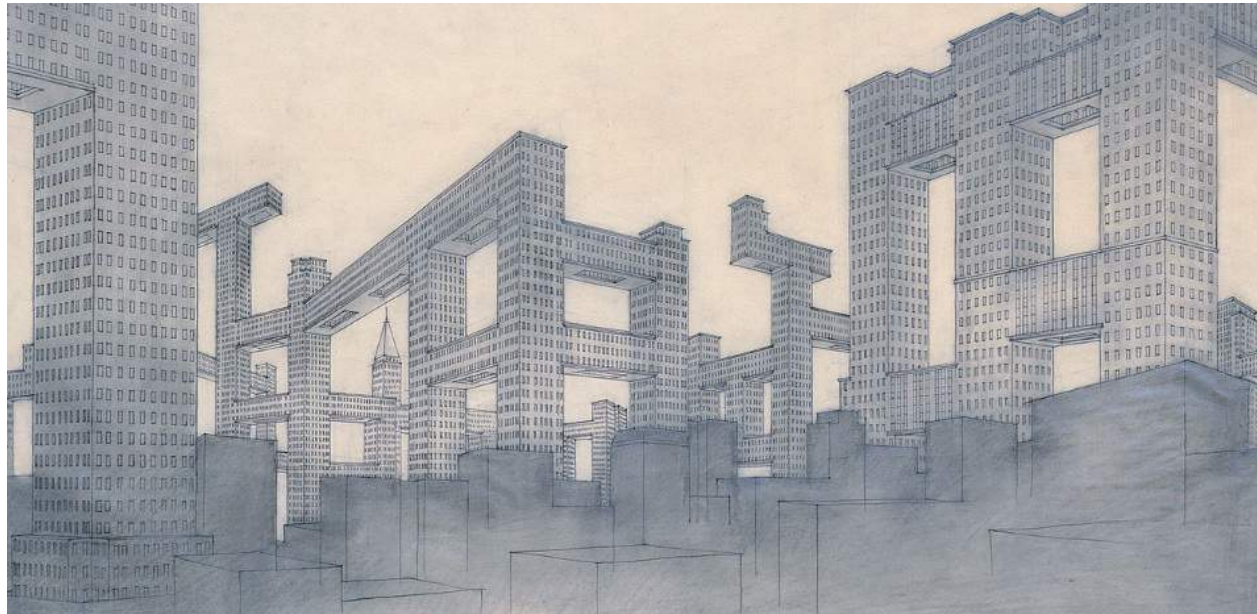
POWER PLANT, CREGO - 1916/1919



PLANETARIO HOEPLI, MILAN - 1929/30



CASA CRESPI, MILAN - 1927/1930



HELLYTOWN - 1926



“TRE CASE NUOVE STRAMBE” - 1926

3.PROGRAM

3.1 PROGRAM CHOICE	XX
3.2 KINDERGARTEN	XX
3.3 SCHOOL	XX
3.4 SPORTS HALL	XX
3.5 CAMPING	XX
3.6 CABIN HOTEL	XX
3.7 CANTEEN/RESTAURANT	XX

PROGRAM CHOICE

Following the analysis of the context at different scales, initially analyzing the program proposals given by the competition, it was decided to examine mainly six functions to be included in the project. The choice of these six main functions was weighted according to the study of the spaces required by the announcement, compared with the existing structures and combined with the initial conceptual ideas.

The six parts of the program will be distilled according to the analysis of some case studies, using what each project makes in a more dominant way: each of these has been selected for different factors, which will be useful later in the construction of the project concept.



KINDERGARTEN



SCHOOL



SPORTS HALL



CAMPING



CABIN HOTEL



RESTAURANT

'Els Colors' Kindergarten / RCR Arquitectes SCALE

In the RCR project the overlap of simple parts and the ease with which they were interconnected has been interesting. The project focuses mainly on the distinction between the various construction elements and the scale to which they are defined. Precisely because an adult and a child perceive space in a different way - a spatial, chromatic and aesthetic level - the perception of the relative dimension for an infant facilitates learning in total autonomy and safety.

Kindergarten in Guastalla / Mario Cucinella MATERIALITY & SENSES

Child-friendly does not mean only small but also, and above all, designed for children: the new kindergarten responds to this double need, occupying an area of 1,400 square meters and has been designed to educate since childhood as well as to play and creativity, also to respect for nature and, therefore, to eco-sustainability. Giving the example first. The building, born from the successful encounter between architecture, pedagogy, psychology and anthropology, far from being "a habitable box", appears as a fairy-tale place to explore and discover, perfectly integrated into the surrounding landscape and

made exclusively in materials natural or recycled with a low environmental impact: the entrance is similar to a large belly, reminiscent of that of the Pinocchio whale, through which you access a welcoming space like a hug, protected by a wooden wave ceiling, heated by panels photovoltaic heaters, illuminated by large windows (which reduce the use of electricity) and full of sensorial stimuli (data from shapes, colours, smells and soft and delicate sounds), able to offer children many ideas to let the imagination fly.

Fuji Kindergarten / Tezuka Architects' OPEN CLASSES

Fuji Kindergarten is an oval-shaped place where "*children can run endlessly and trees grow among the classes*" (Takaharu Tezuka, 2017). The architect claims to have been inspired by his children, to realize the asylum together with his wife Yui: the result is a place where the child is at the center of everything. On the roof of the kindergarten, which is a playground, children can chase each other without ever finding obstacles. From the roof the children can go down in the classes thanks to slides and stairs. In this kindergarten, everything is designed to become a distraction, even the windows. There are no walls between one class and the other, so the sounds are distributed throughout the school.

KINDERGARTEN



*Architect: RCR Arquitectes
Location: Barcelona, Spain
Year: 2004
Area: 927 m2*

ELS COLORS KINDERGARTEN



Architect: Mario Cucinella
Location: Guastalla, Italy
Year: 2015
Area: 1,400 m²

KINDERGARTEN IN GUASTALLA



FUJI KINDERGARTEN

Faroe Islands Education Center - BIG - INTERSECTIONS

Each institute is organized as "a school in the school", it can work independently, hosting not only the spaces currently needed for the educational activities but different rooms that can be used in the future to implement new programs. The placement of the three schools under one roof gives the structure the appearance of a "vertical campus", at whose heart stands an open roundabout, a meeting point between the different levels and the academic functions.

Copenhagen International School Nordhavn - C.F. Møller - TERRACES

The architects linked the school spaces with the urban context of reference, because the school was an environment open to citizenship. The outdoor area in front of the school is in fact equipped as an urban space to serve the public with various opportunities for relaxation and sports, as well as playground for children. Looking at the whole, the building looks like an aggregate of volumes. From a large horizontal base emerge four tower blocks, tall from five to seven floors and designed specifically to accommodate students of different age groups. The division into four main units facilitates the internal paths to the school as well as the organization of the various student communities

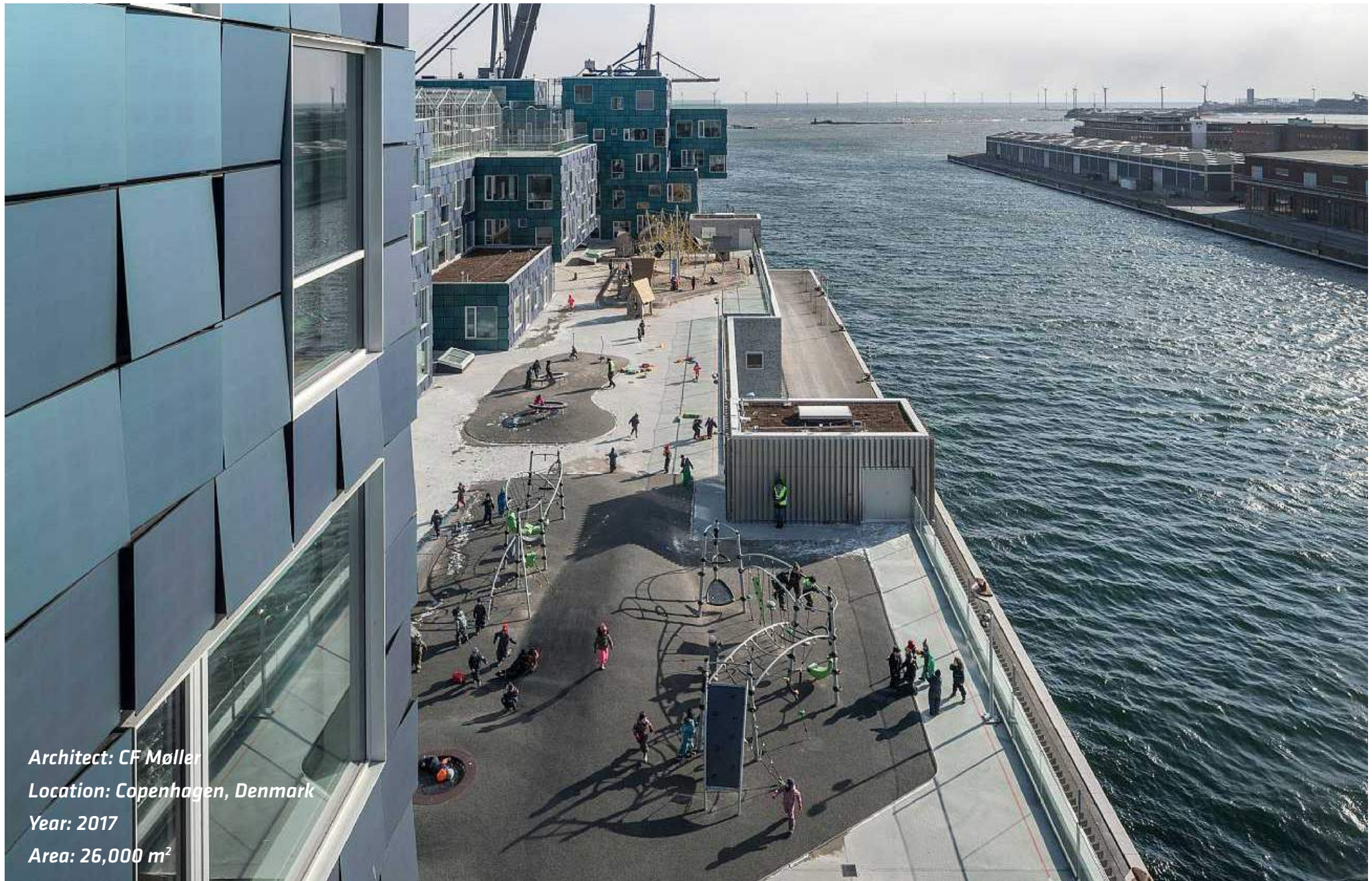
and the spaces necessary for their activities. In fact, for younger children, particularly large classrooms are available where it is possible to carry out various activities, or to have green spaces and rooms dedicated to the theatre in the immediate vicinity of the classroom. In contrast, older students need laboratories and study areas for small groups.

SCHOOL



Architect: BIG
Location: Torshavn, Faroe Islands
Year: 2018
Area: 19,200 m²

FAROE ISLANDS EDUCATION CENTER



*Architect: CF Møller
Location: Copenhagen, Denmark
Year: 2017
Area: 26,000 m²*

COPENHAGEN INTERNATIONAL SCHOOL



Architect: Dominique Coulon
Location: Montpellier, France
Year: 2015
Area: 3,444 m²

ANDRE MALRAUX SCHOOL

SPORTS HALL



Architect: Chiangmai Life Construction

Location: Namprae, Thailand

Year: 2017

Area: 782 m2

BAMBOO SPORTS HALL



Architect: Herzog & De Meuron
Location: Rio Grande do Norte, Brazil
Year: 2014
Area: 1,964 m²

ARENA DO MORRO



Architect: BIG

Location: Copenhagen, Denmark

Year: 2013

Area: 1,100 m²

GAMMEL HELLERUP GYMNASIUM

CAMPING



Architect: atelier Rua
Location: Abrantes, Portugal
Year: 2015
Area: 6,950 m²

CAMPING IN ABRANTES



Architect: -
Location: Mongolia
Year: -
Area: -

YURTS CAMPGROUND



Architect: -

Location: Black Rock Desert, US

Year: 2018

Area: -

BURNING MAN

CABIN HOTEL



Architect: Bourgeois Lechasseur

Location: Petite-Rivière-Saint-François, Canada

Year: 2018

Area: -

DÔMES CHARLEVOIX



Architect: Aires Mateus
Location: Comporta, Portugal
Year: 2010
Area: 180 m²

CASA NA AREIA



Architect: Xiao Yin

Location: Ranwu Town, China

Year: 2017

Area: 2,400 m²

RANWU LAKE CAMPSITE

CANTEEN/RESTAURANT



Architect: Flores & Prats
Location: Barcelona, Spain
Year: 2014
Area: 2,923 m²

SALA BECKETT



Architect: OMA, Wes Anderson

Location: Milan, Italy

Year: 2017

Area: -

BAR LUCE (FONDAZIONE PRADA)



*Architect: Herzog & De Meuron
Location: Basel, Switzerland
Year: 2012
Area: 2,645 m²*

VOLKSHAUS

4.KIDSCAPE

4.1	DESIGNING FOR CHILDREN: VALUES	XX
4.2	PLAY & LEARNING	XX
4.3	FREEDOM & CHALLENGE	XX
4.4	NATURE & DISCOVERY	XX

DESIGNING FOR CHILDREN: VALUES

"If we can build a successful city for children, we will have a successful city for all people"

(Enrique Peñalosa, Mayor of Bogotá)

Most of places fail to address children, play and creativity. Cities tend to be made for grown ups and planned to accomodate business, retail, transportation, etc. Urban planners, politicians and architects are very often neglecting children and their needs when thinking about the cities of the future.

Designing better cities for childhood it is a foresight for a better society in the times to come. But how can we design better cities for children? Which values become crucial to picture these spaces?

Obviously the list can be very long, but we tried to find the values that are a common ground for many childhood researchers and educationalists, and that we believe can become an important starting point designing for children:

Play, Learning, Freedom, Challenge, Nature and Discovery.



PLAY



LEARNING



FREEDOM



CHALLENGE



NATURE



DISCOVERY

PLAY & LEARNING

"All play is associated with intense thought activity and rapid intellectual growth. The highest form of research is essentially play."

(N. V. Scarfe, dean of the Faculty of Education, University of British Columbia, Vancouver)

Play is an essential part of growing up. But as you dig deeper, you realize - play is also essential to life. It is crucial to physical and mental development, and initiates us into culture. Play entertains us when we feel bored, amplifies our joy when we are happy and helps us deal with stress and difficult dilemmas when we are under pressure.

Dutch historian Jakob Huizinga, famously defined us and our forebearers as Homo Ludens - "playing man" and considered play a necessary prerequisite for the development of culture.

However, play is a spontaneous act and it is relevant for its own sake. Therefore it is important to do not force children to play but rather to create the ideal conditions for it. First of all playing has to be a natural instinct and not the result of a premeditated plot.

But how it is possible to stimulate learning through playing without any imposition?

Children spend an even-increasing amount of time in classrooms that were built for an old conception of learning, forcing children to sit for hours and listen passively to the teachers. Rote learning and standardized testing do little to prepare children for the challenges they will face in their adult lives, and even less to set their imagination free.

Rather than teach directly to children we should design environments which stimulate learning through playing. We should empower children to choose how they want to play and therefore what they want to learn.

FREEDOM & CHALLENGE

"Childhood is being undermined by the growth of risk aversion. This restricts children's play, limit their freedom of movement, corrodes their relationships with adults and constrains their exploration of physical, social and virtual worlds".

(Tim Gill, childhood researcher)

In the past decades there was this belief that a good space for children has to be a zero-risk environment, with any threat and completely safe. At the same time there was this idea that to be a good parent is necessary to be a controlling parent, apprehensive for every child's movement. But in the last years, many childhood researchers and educationalists are looking at these phenomena with a critical point of view.

They argue that zero-risk spaces for children are a big danger for their growth and their development of resilience. Without having the freedom to explore the world, children can not develop crucial aspects of their personality. They need the freedom to choose the right thing to do and the freedom to make mistakes, learning from it. Benignly neglecting their children, parents can allow them to have a freer childhood full of discoveries, where they can become independent and responsible quicker than their "over-controlled" peers.

The right mix between challenges and a safe environment allows kids to be completely absorbed in the play experience and enable them to develop their concentration, communication and curiosity towards testing solutions.

Even a "risky play" that involves the threat of physical wounds can be very important for the growth of children, because consents them to explore their boundaries, learn about injury risk and test their limits. Climbing a tree, jumping over an obstacle or hide from their parents' sight are exiting activities that challenge the children's unique physical skills.

Children love challenges and have an inherent eagerness to overcome them. Their instinct pushes them to try new things and to solve problems they face. An overcome challenge in childhood becomes very often a significant memory for many individuals.

Designing spaces for children freedom, challenge, comfort and safety have to coexist to generate the perfect background for children's growth.

NATURE & DISCOVERY

"Let the children be free; encourage them; let them run outside when it is raining; let them remove their shoes when they find a puddle of water; and, when the grass of the meadows is damp with dew, let them run on it and trample it with their bare feet; let them rest peacefully when a tree invites them to sleep beneath its shade; let them shout and laugh when the sun wakes them in the morning as it wakes every living creature that divides its day between waking and sleeping."

(Maria Montessori, educationalist)

Over the past few years children are spending more time indoor due the advent of the "Digital Era". Nowadays there is a countless number of games for children available directly on the "black mirror". This is not a bad thing *per se*, but the indirect consequences might have very detrimental effects on children's behaviour.

Spending more time in front of the screen means spending less time outdoor, connected to the real world and especially to nature.

Nature is an unrestrained heaven for children to play and find challenges at exactly the level they are comfortable with, along all sorts of weird and wonderful elements to integrate in their play experience.

Discovery connects kids to nature and the environment while giving a better understanding of how things work, on small and large scale. Research has shown that children exposed to nature show improved cognitive development and learning abilities, are less aggressive, more healthy and in general happier and more creative.

Furthermore, growing and learning in the nature increase the connection of every person to nature. Which means that they will be more likely environmentally conscious citizens.

This factor does not have to be underestimated given the current problems of climate change and global warming. In fact, individuals who have developed a strong connection with nature throughout their childhood are more likely people who will respect the environment and will try to do not have a detrimental impact on the planet which might jeopardize the future of the next generations.

However, encouraging the children to spend more time in the nature does not mean to repress their interests for digital technology but rather to find the right balance between the discovery of the real world and that of the digital world.

5. POST-INDUSTRIAL ARCHITECTURE

REPROGRAMMING



FORMLESS RENOVATION



NEW FORM RENOVATION



Architect: Latz+Partner

Location: Duisburg, Germany

Year: 2002

Area: 200 hectares

LANDSCHAFTSPARK DUISBURG-NORD



Architect: Latz+Partner

Location: Turin, Italy

Year: 2012

Area: 370,000 m²

PARCO DORA



Architect: OMA
Location: Essen, Germany
Year: 2007
Area: 12,000 m²

ZOLLVEREIN KOHLENWÄSCHE



Architect: Herzog & De Meuron
Location: London, UK
Year: 2000
Area: 34,000 m²

TATE MODERN



Architect: Heatherwick Studio
Location: Cape Town, South Africa
Year: 2017
Area: 9,500 m²

ZEITZ MUSEUM OF CONTEMPORARY ART AFRICA



Architect: Ricardo Bofill
Location: Barcelona, Spain
Year: 1975
Area: 3,100 m²

LA FABRICA



Architect: Heatherwick Studio

Location: London, UK

Year: 2018

Area: 9,300 m²

COAL DROPS YARD



Architect: OMA
Location: Milan, Italy
Year: 2015
Area: 18,900 m²

FONDAZIONE PRADA

6.CONCEPT



TOURIST



LOCAL



CAMPING



CABIN HOTEL



SUMMER CAMPS/SPORT EVENTS

TOURIST



SCHOOL



SPORT FACILITIES



CANTEEN/RESTAURANT

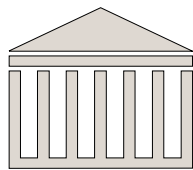
LOCAL



ITALIAN VILLAGE

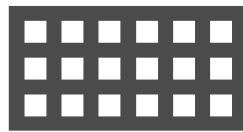


POST-INDUSTRIAL SITE



OLD

+

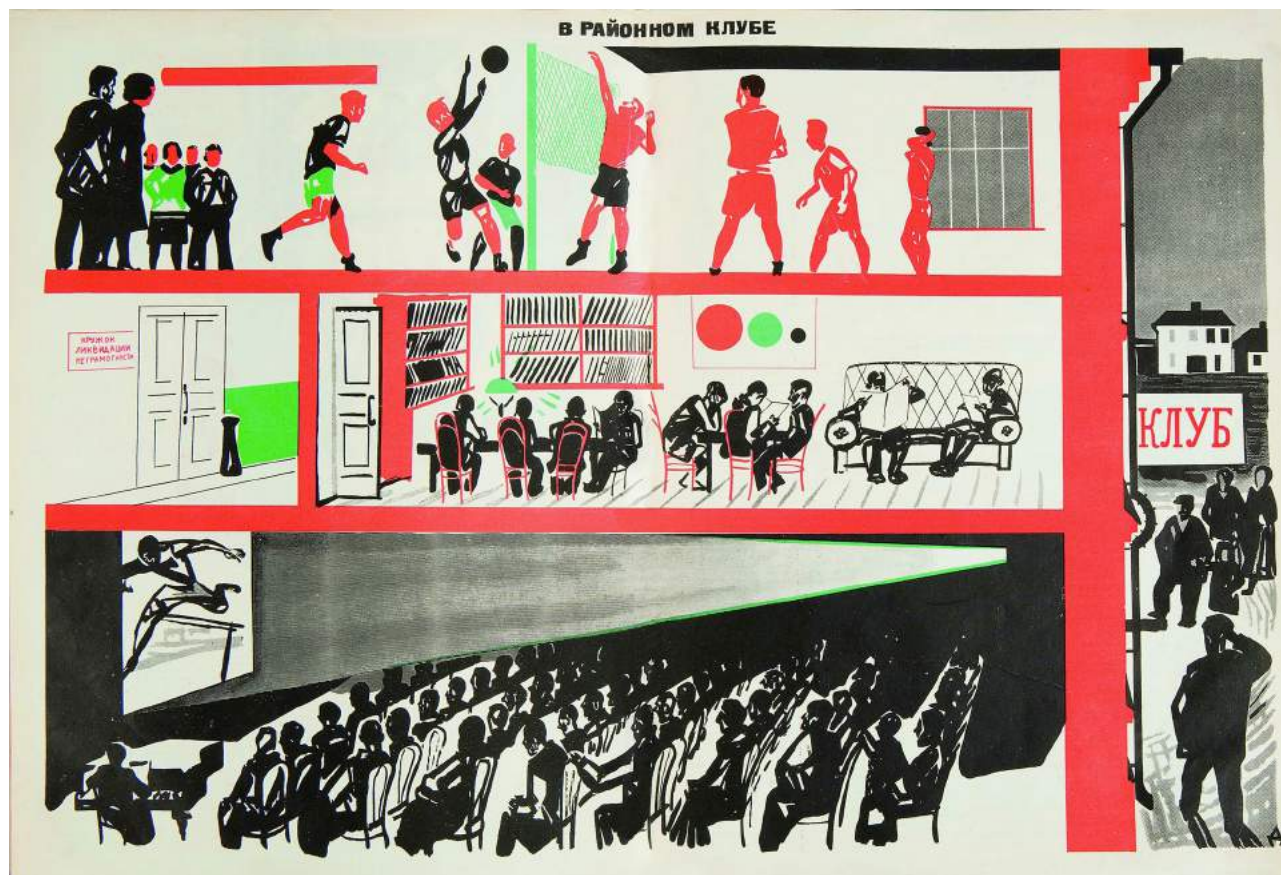


NEW

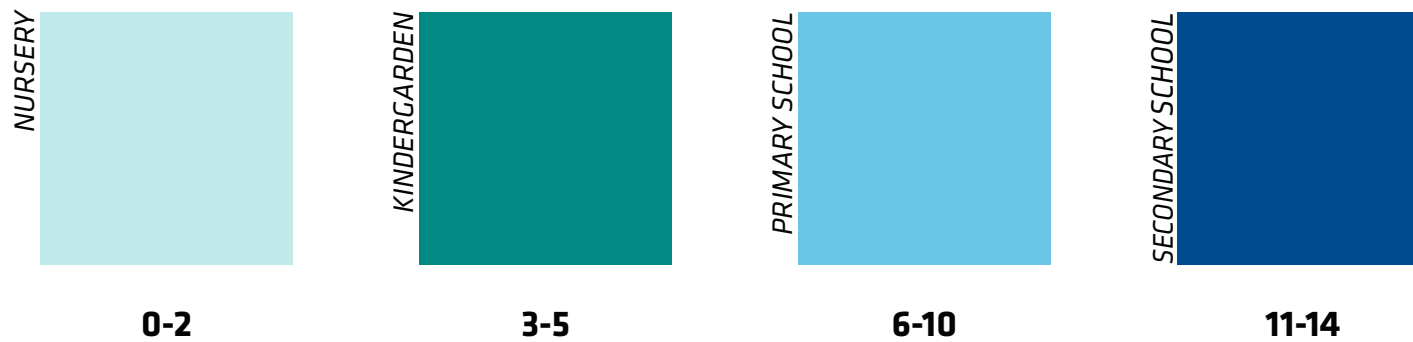
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RENOVATION



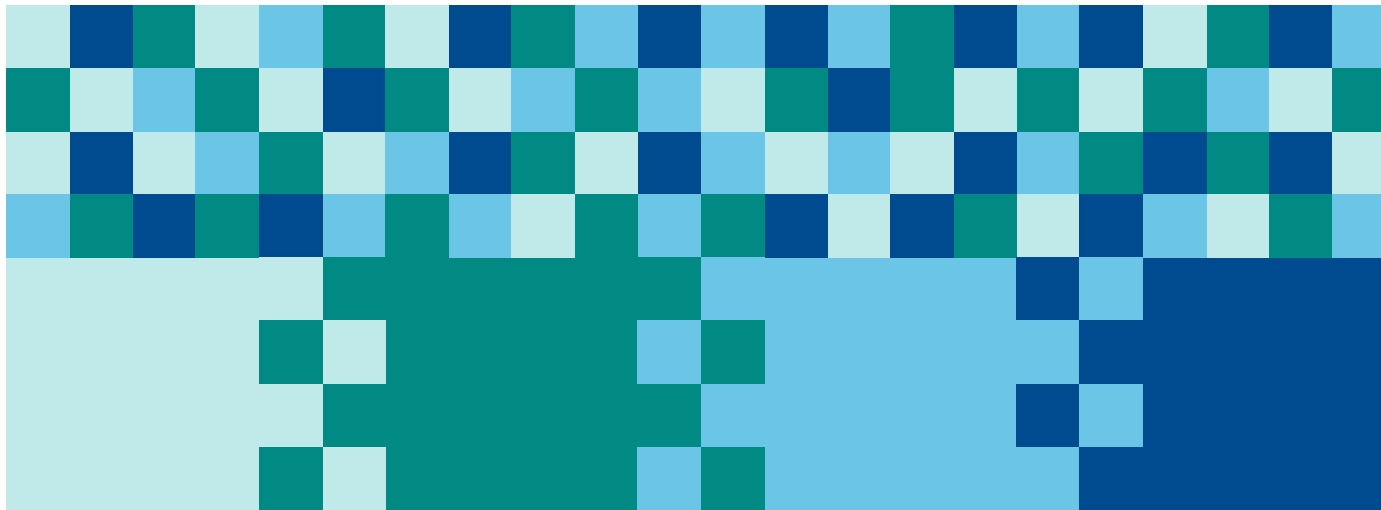
SOCIAL CONDENSER



KIDSCAPE DIVISION

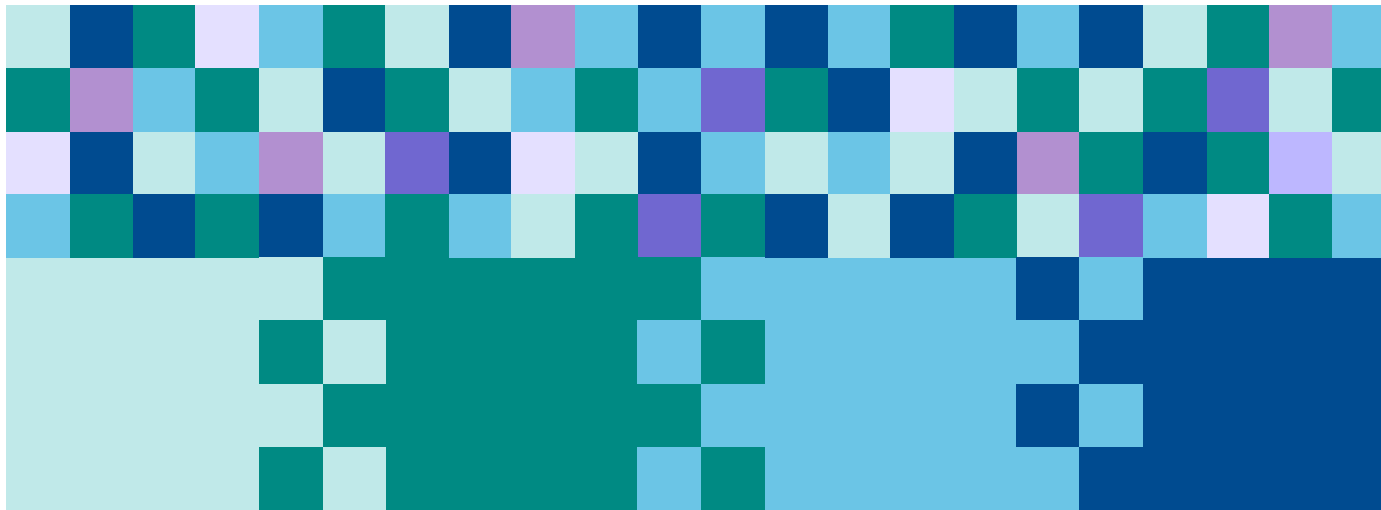


INTERACTION



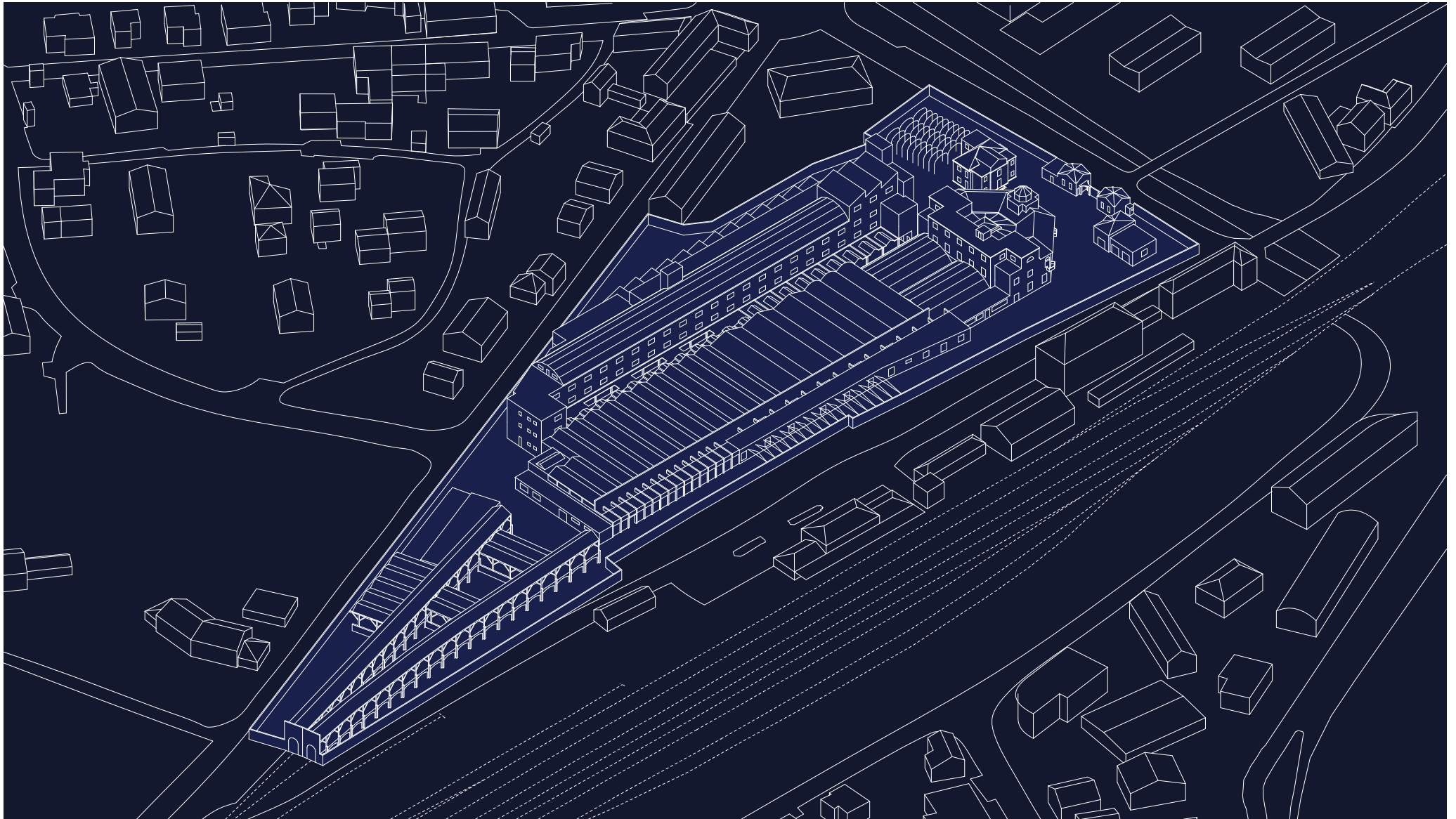
TOTAL INTERACTION

TOTAL INTERACTION



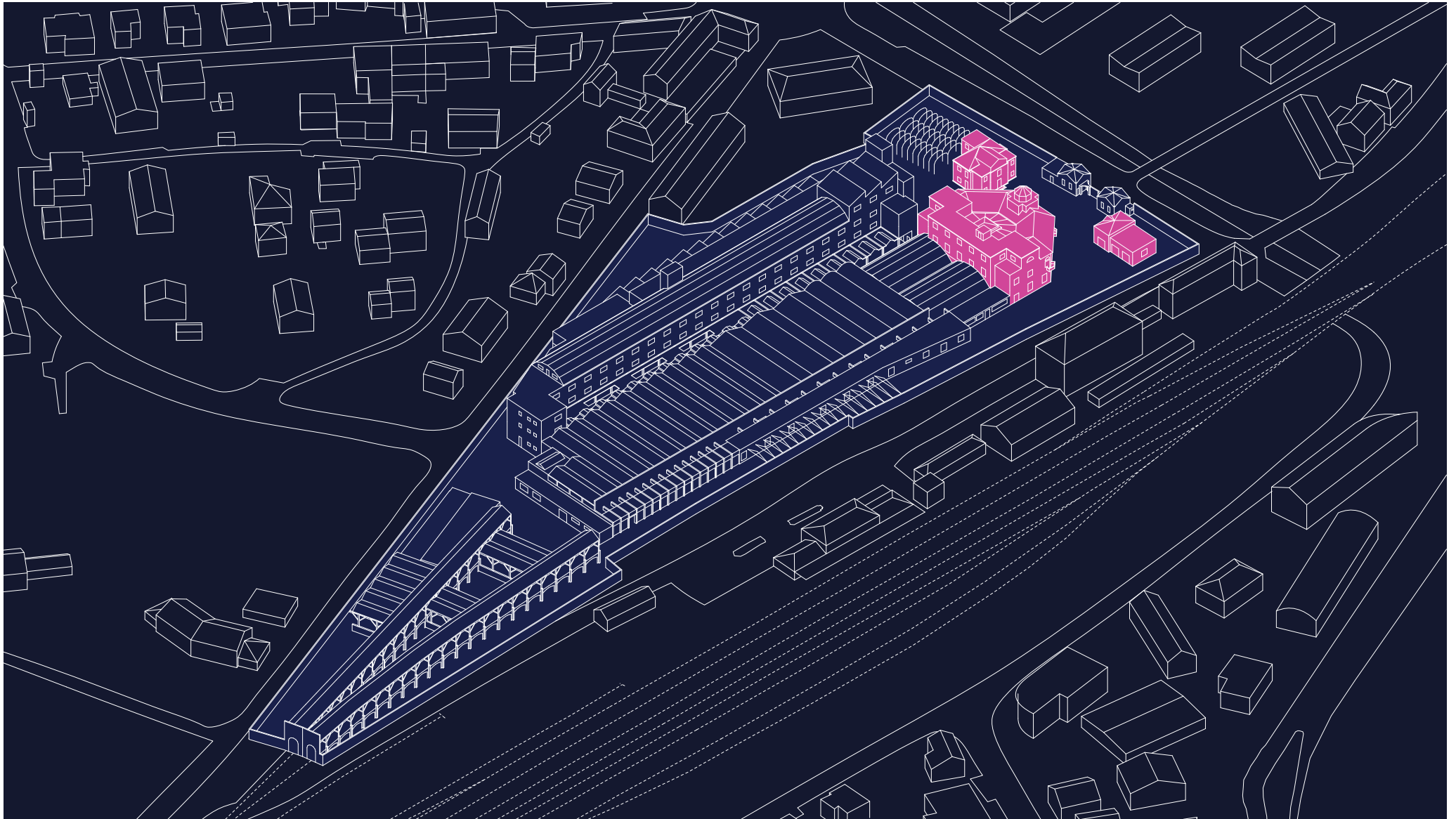
PROGRAMMATIC ALCHEMY

7.DESIGN



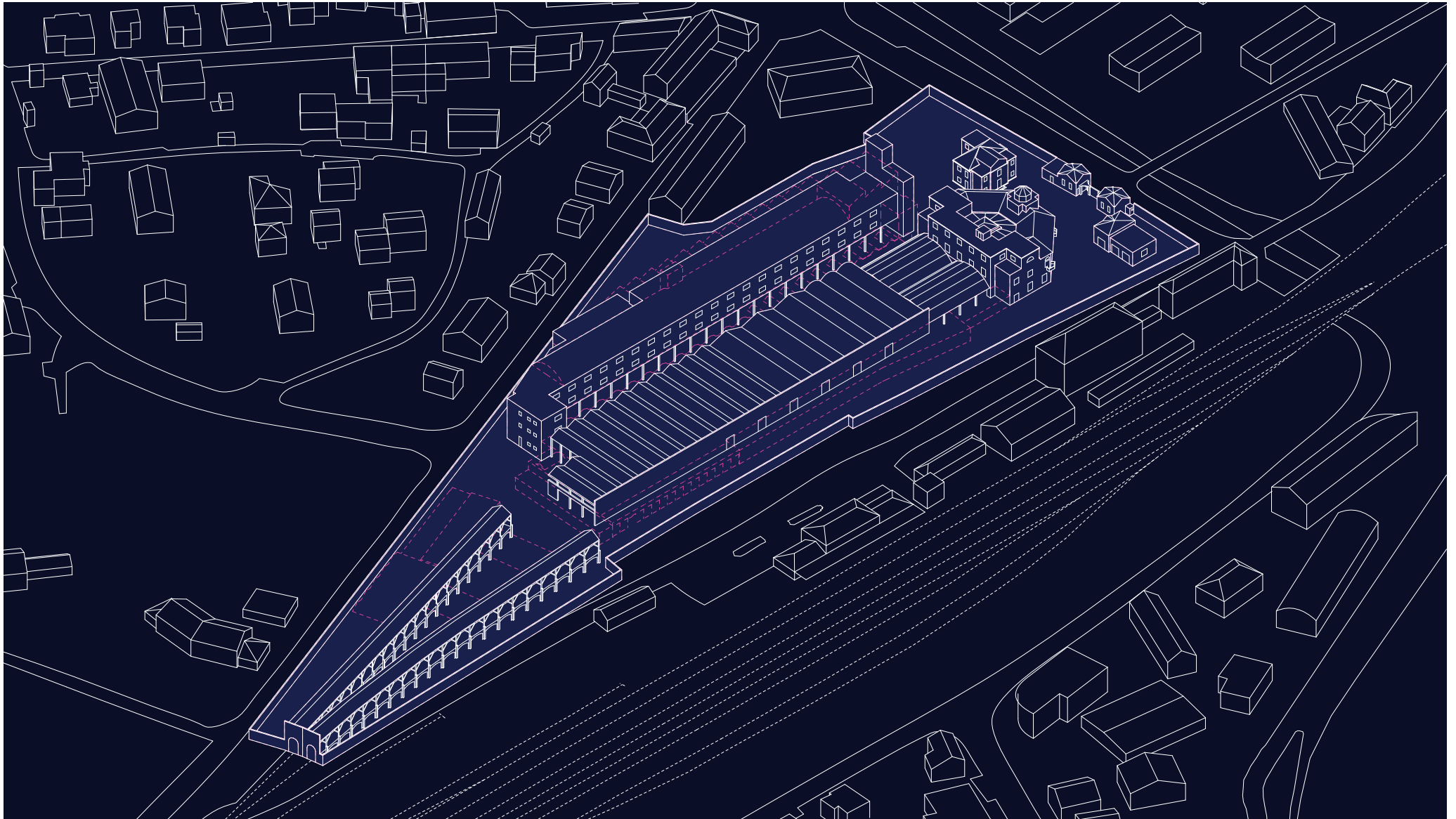
CURRENT SITUATION

The site has several different buildings which were built throughout the XX century to respond to the changing needs of the factory. Currently the site is completely abandoned and unaccessible.



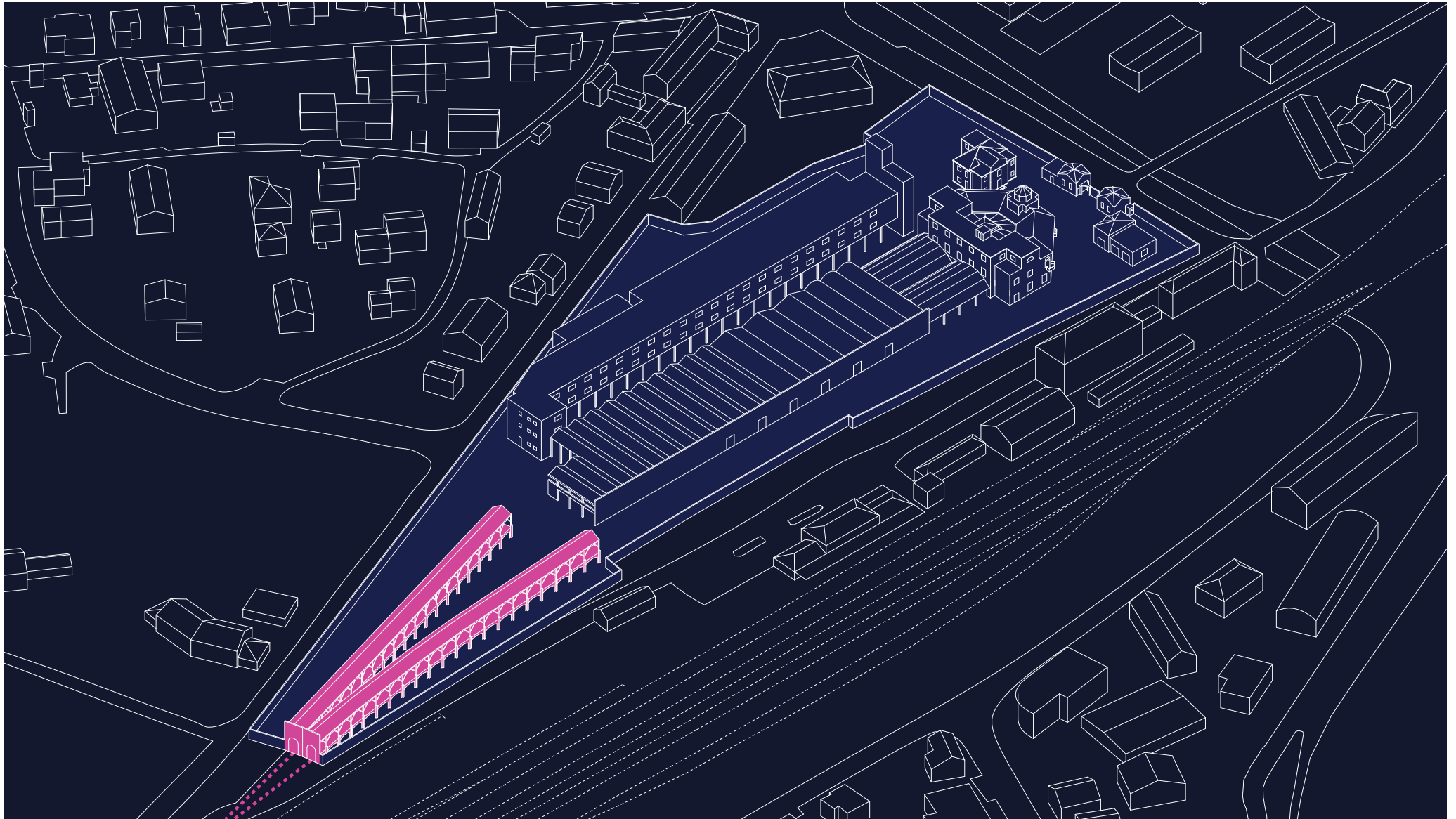
PRESERVED BUILDINGS

The front buildings were designed in the twenties by Piero Portaluppi, and are a remarkable example of pre-war industrial architecture. They are preserved buildings and their exterior appearance can not be changed.



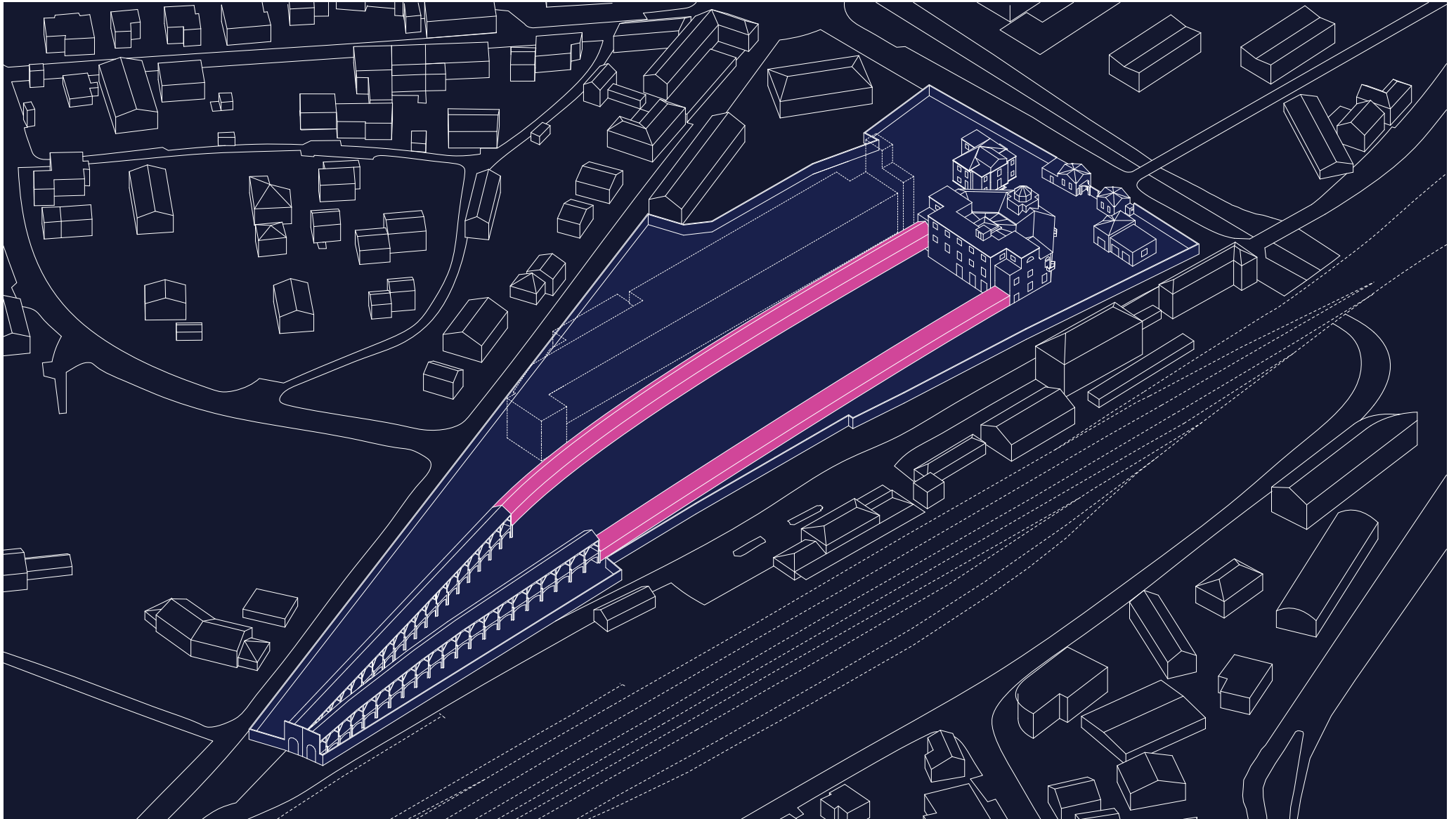
REMOVING ADDITIONS

The temporary constructions added through the years and the irrecoverable structures are removed.



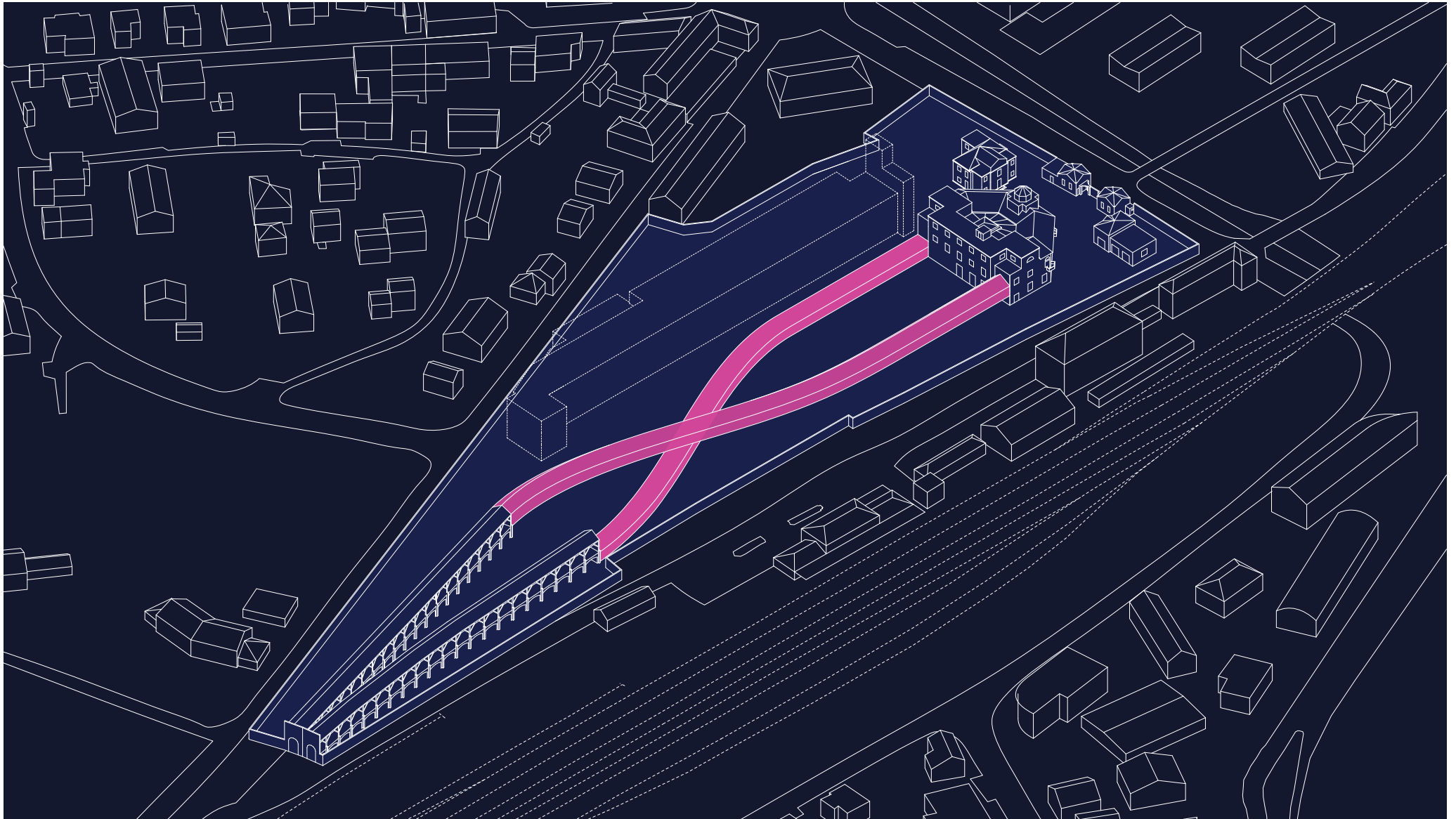
TRAIN TRACKS

During the years of activity, the freight train was diverting from the public rails and arriving inside the site to deposit the goods needed for the production of ceramics.



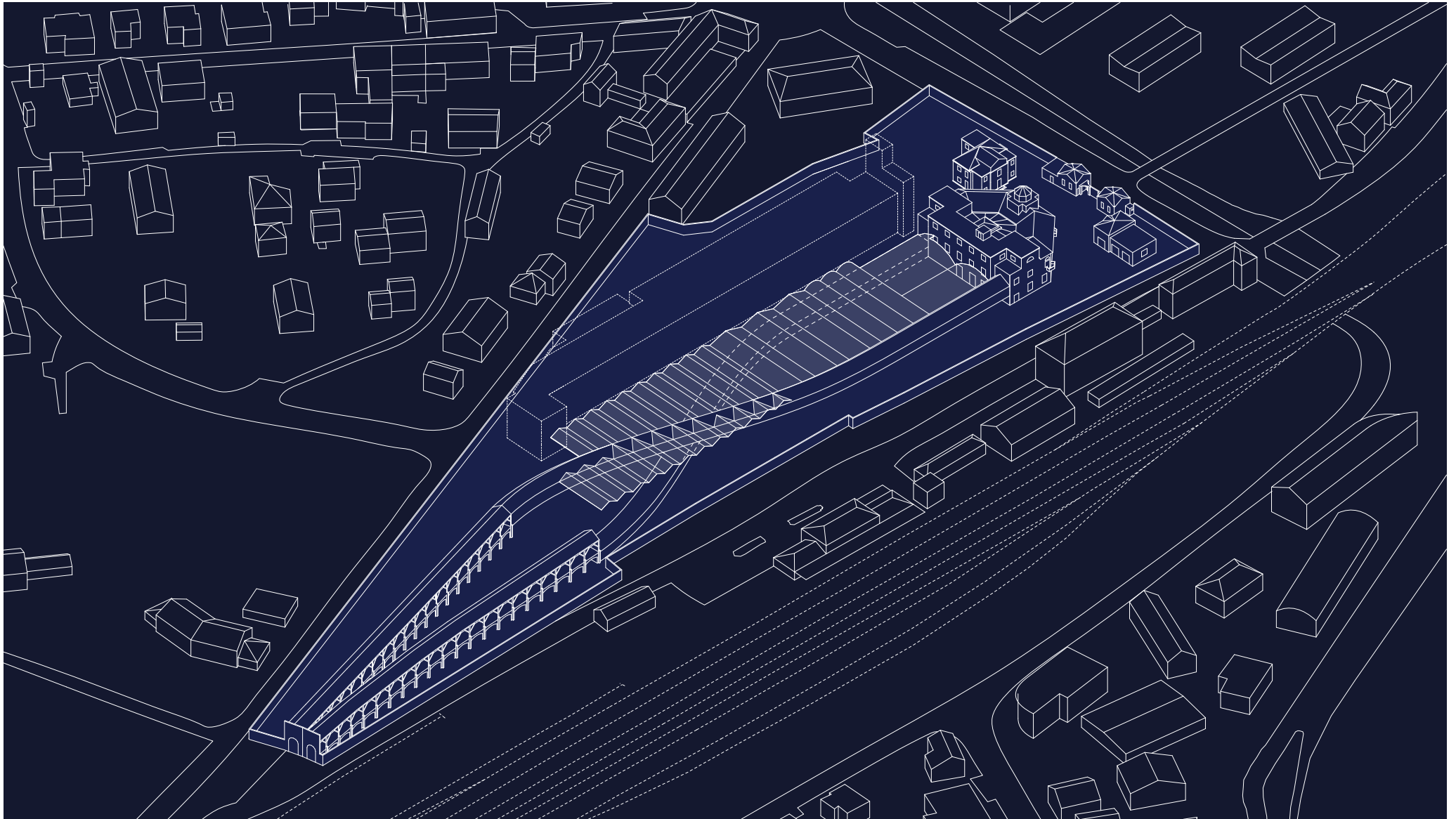
EXTENSION

The train tracks are extended through the site to connect to the front building.



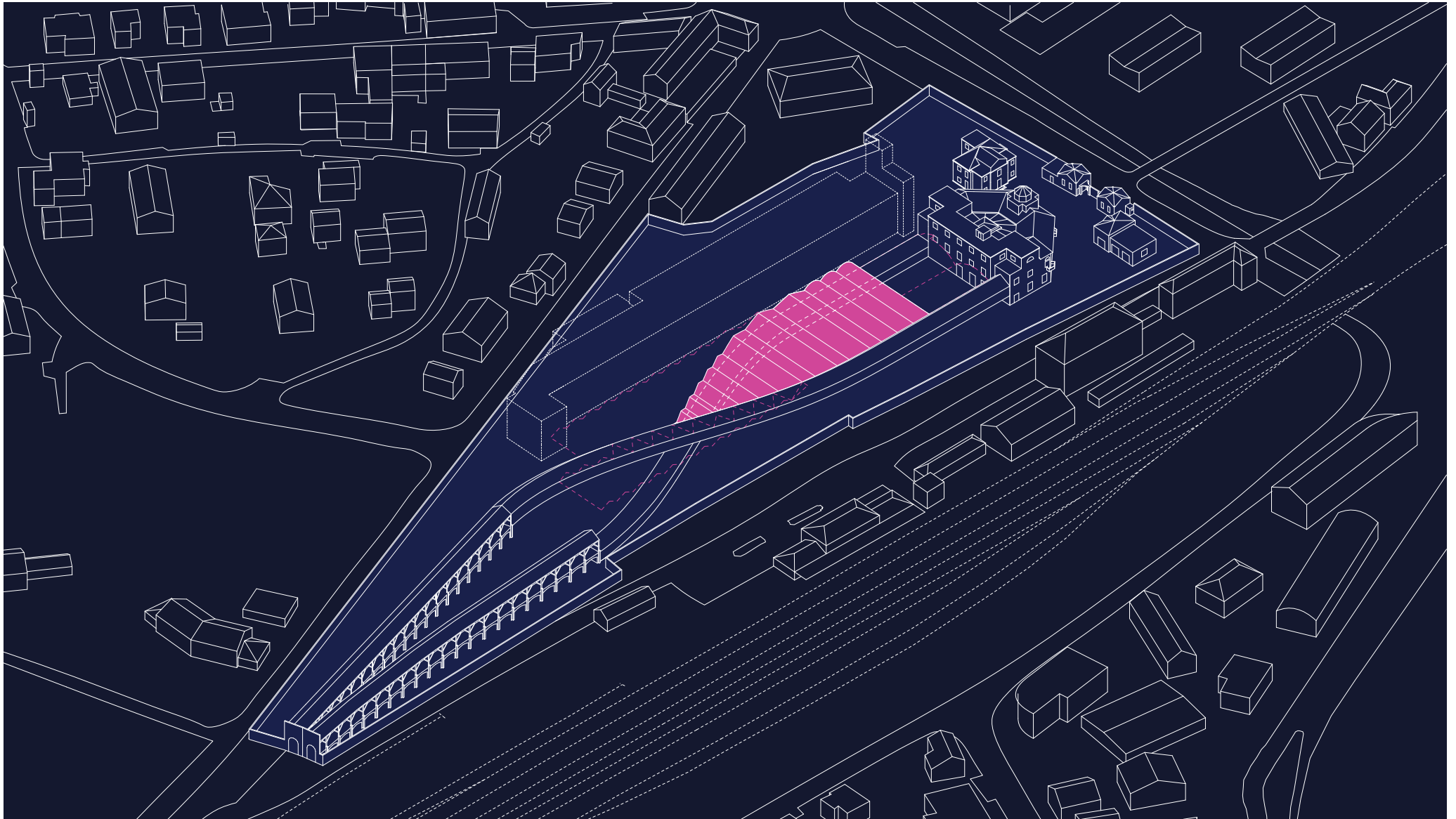
TWIST

The tracks are twisted to create a stimulating and playful environment.



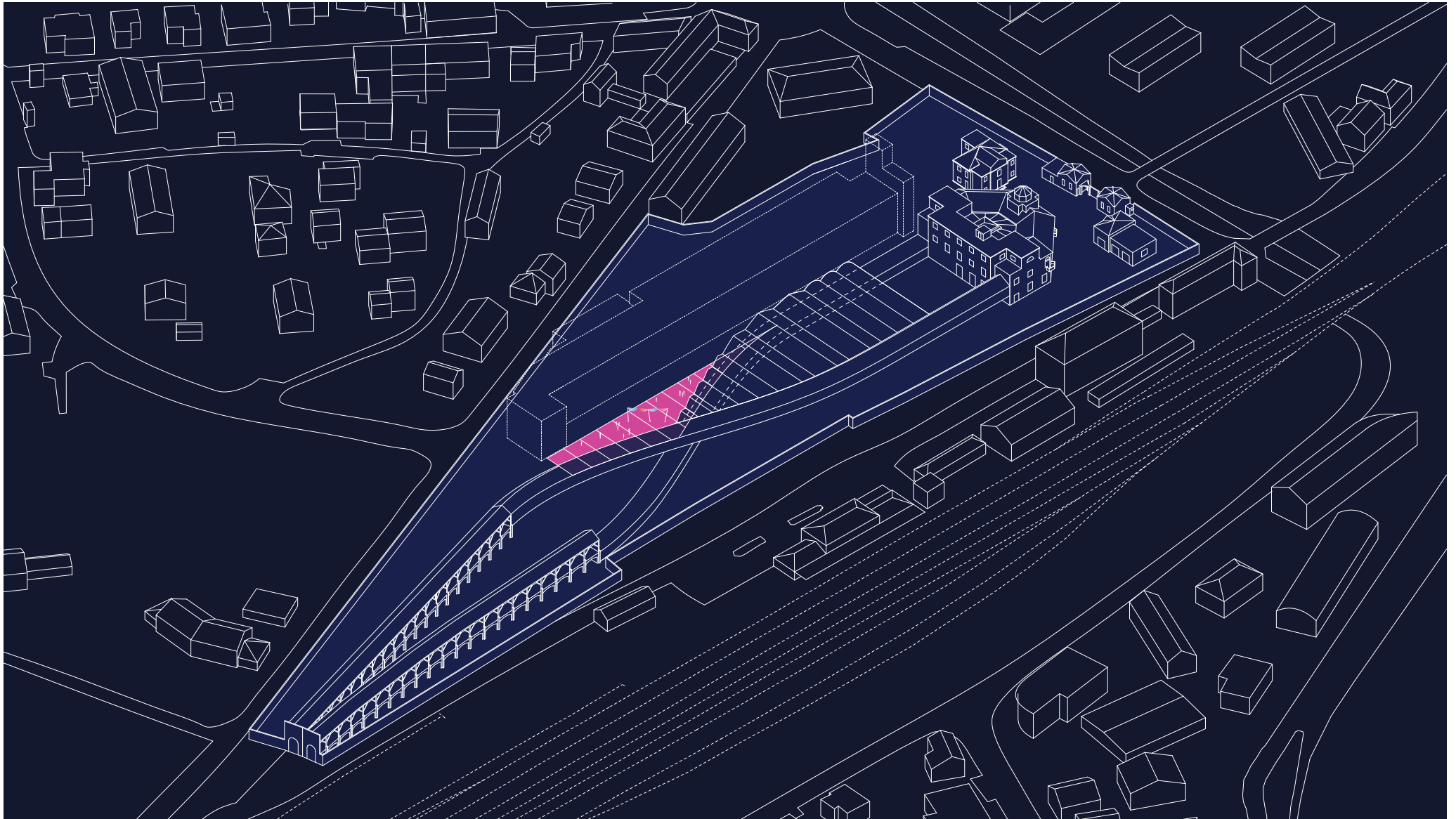
INTERSECTION

The new volumes intersect with the existing volumes.



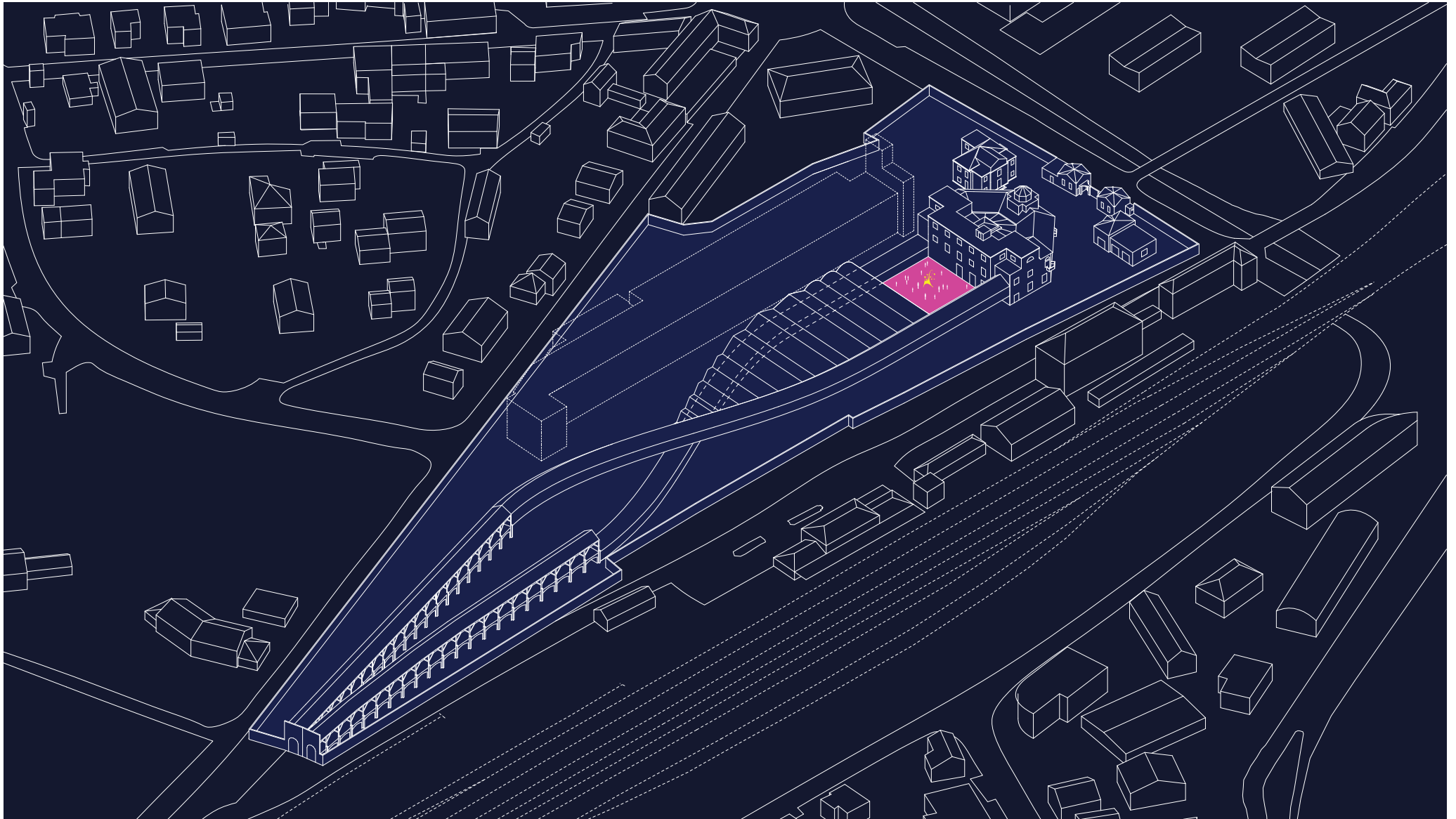
CANOPY

Part of the existing structures are kept, generating a contrast with the new volumes and creating a canopy for the future program.



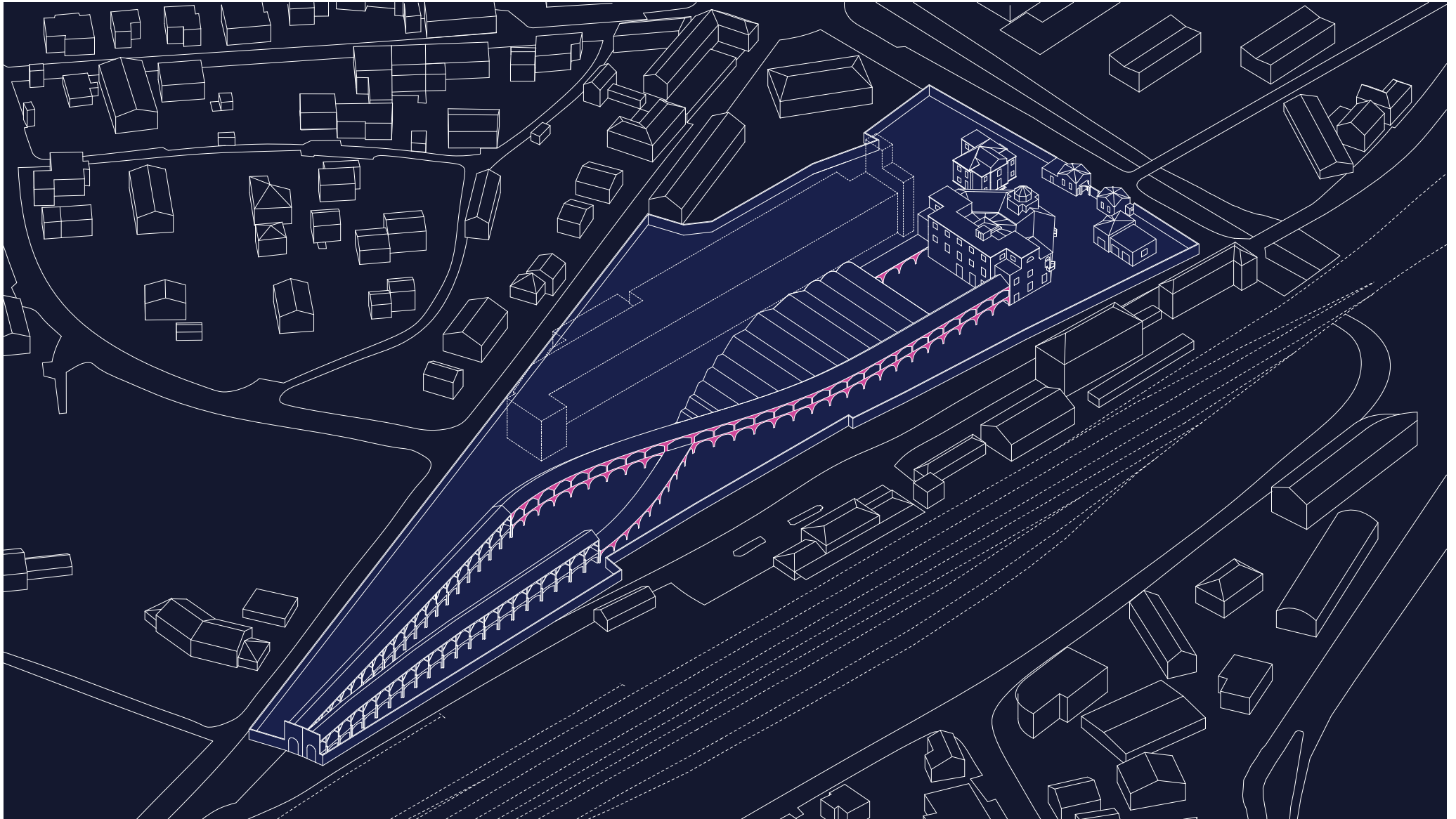
FOOTPRINT PLAYGROUND

The footprints of part of the demolished building become a playground for children.



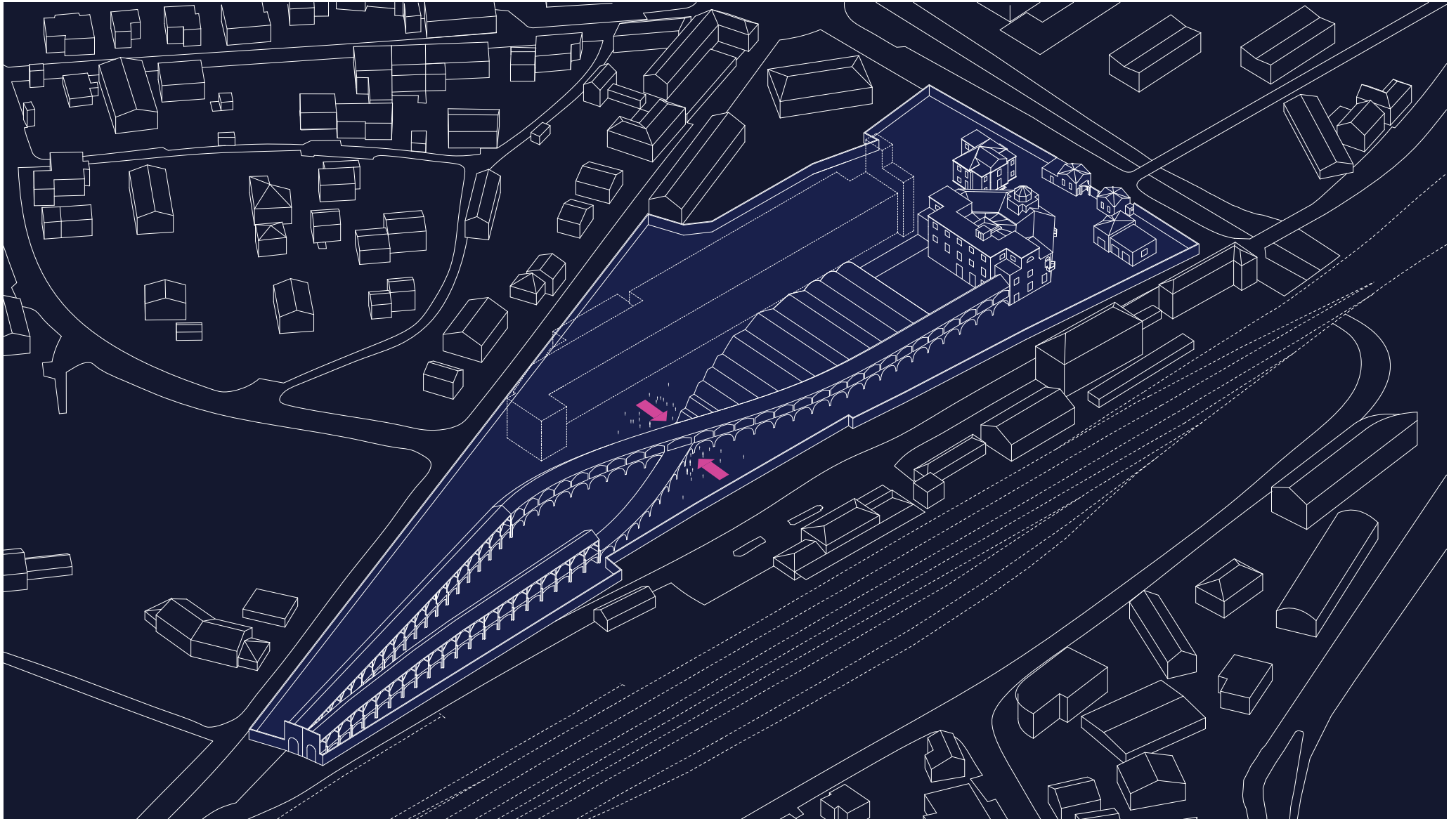
NEW PLAZA

A new plaza is created, clearing the view of Portaluppi's main building and emphasizing its connection with the new volumes.



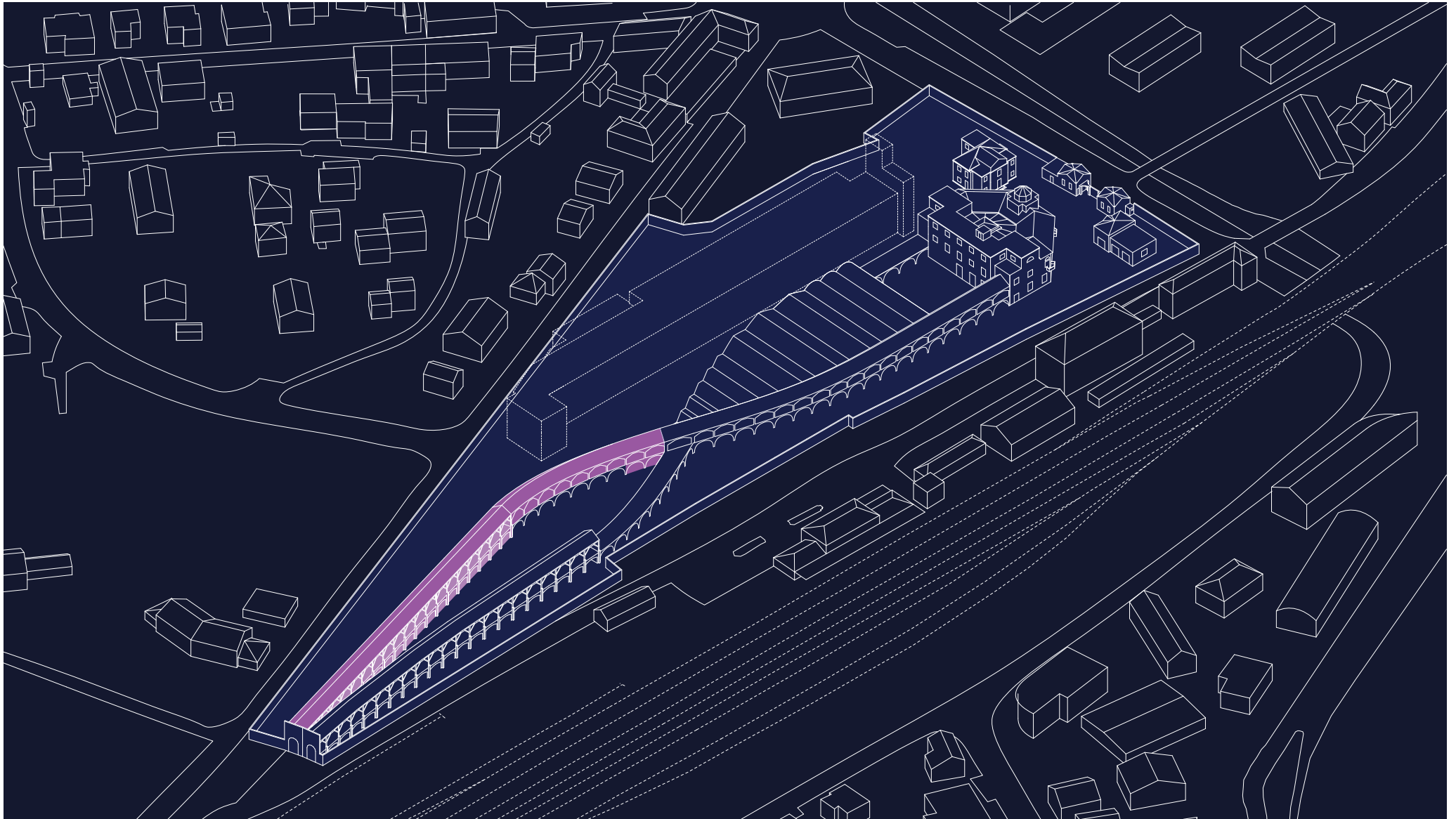
NEW STRUCTURE

The structure of the new volumes is inspired by the architecture of the existing buildings.



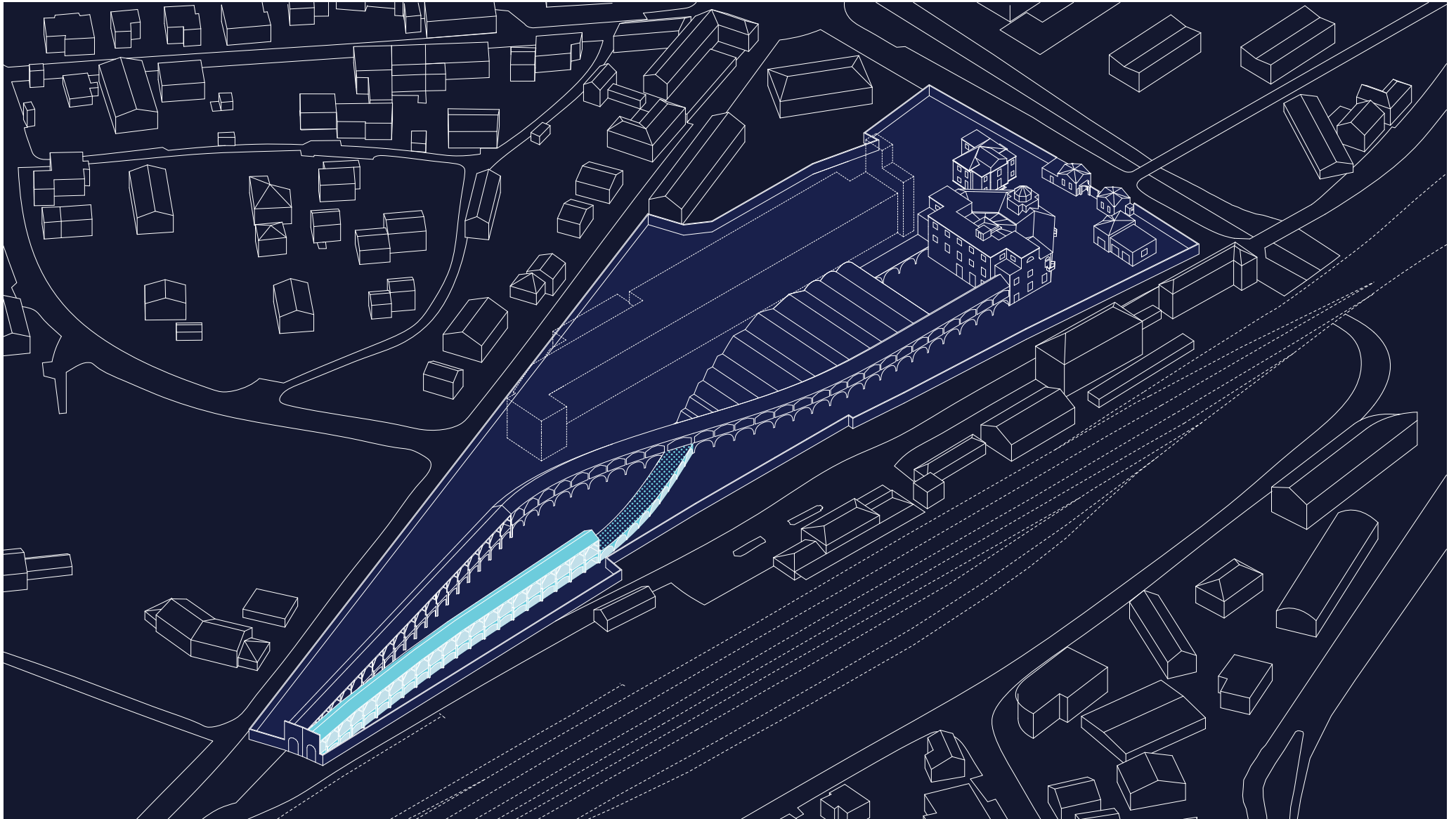
JUNCTION

The junction between the two new volumes becomes a programmatic point of collision and at the same time an important passage connecting different areas.



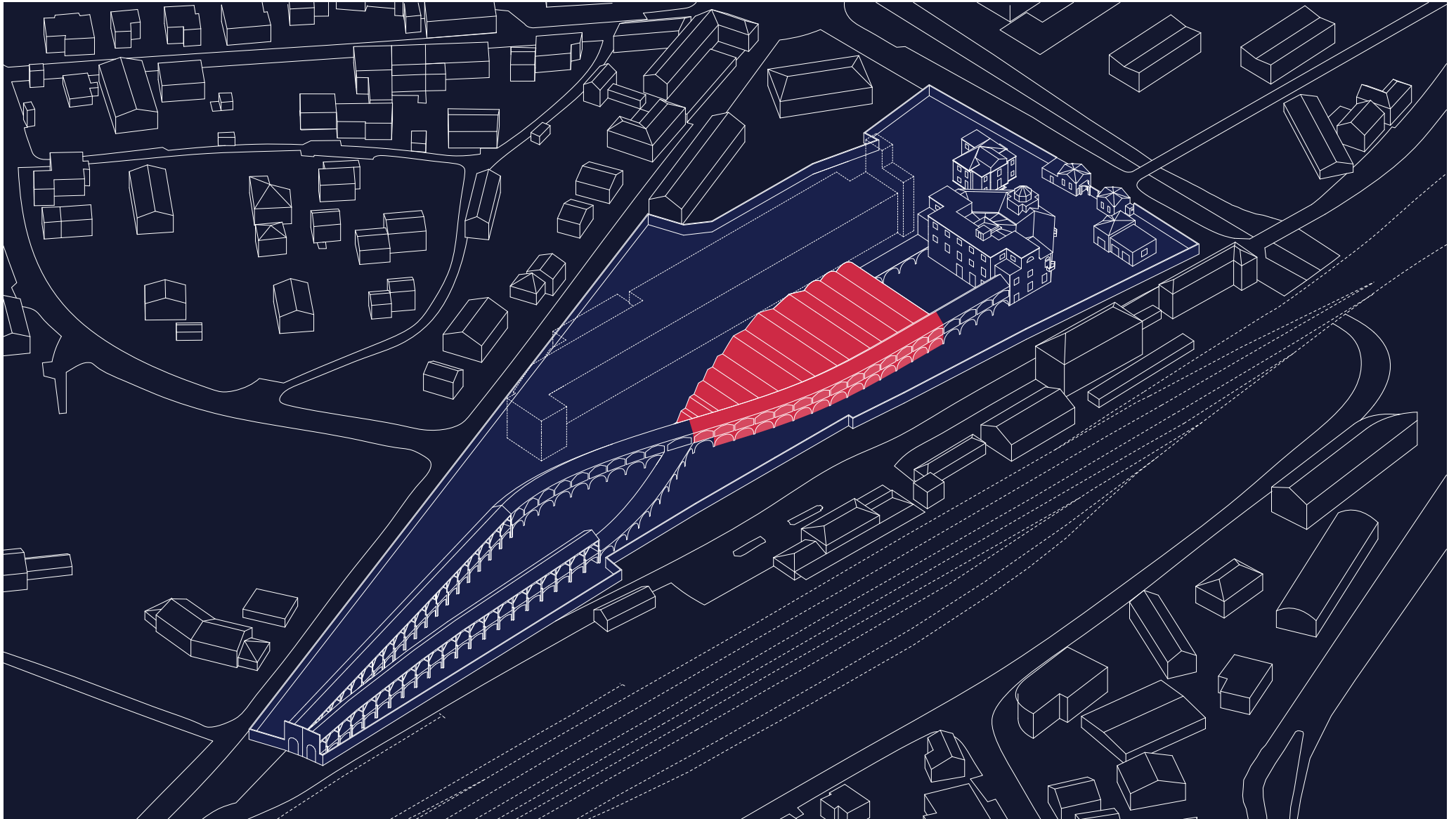
CABIN HOTEL

In the south-west wing the single units of the cabin hotel find place on the first floor, while the double units are on two level.



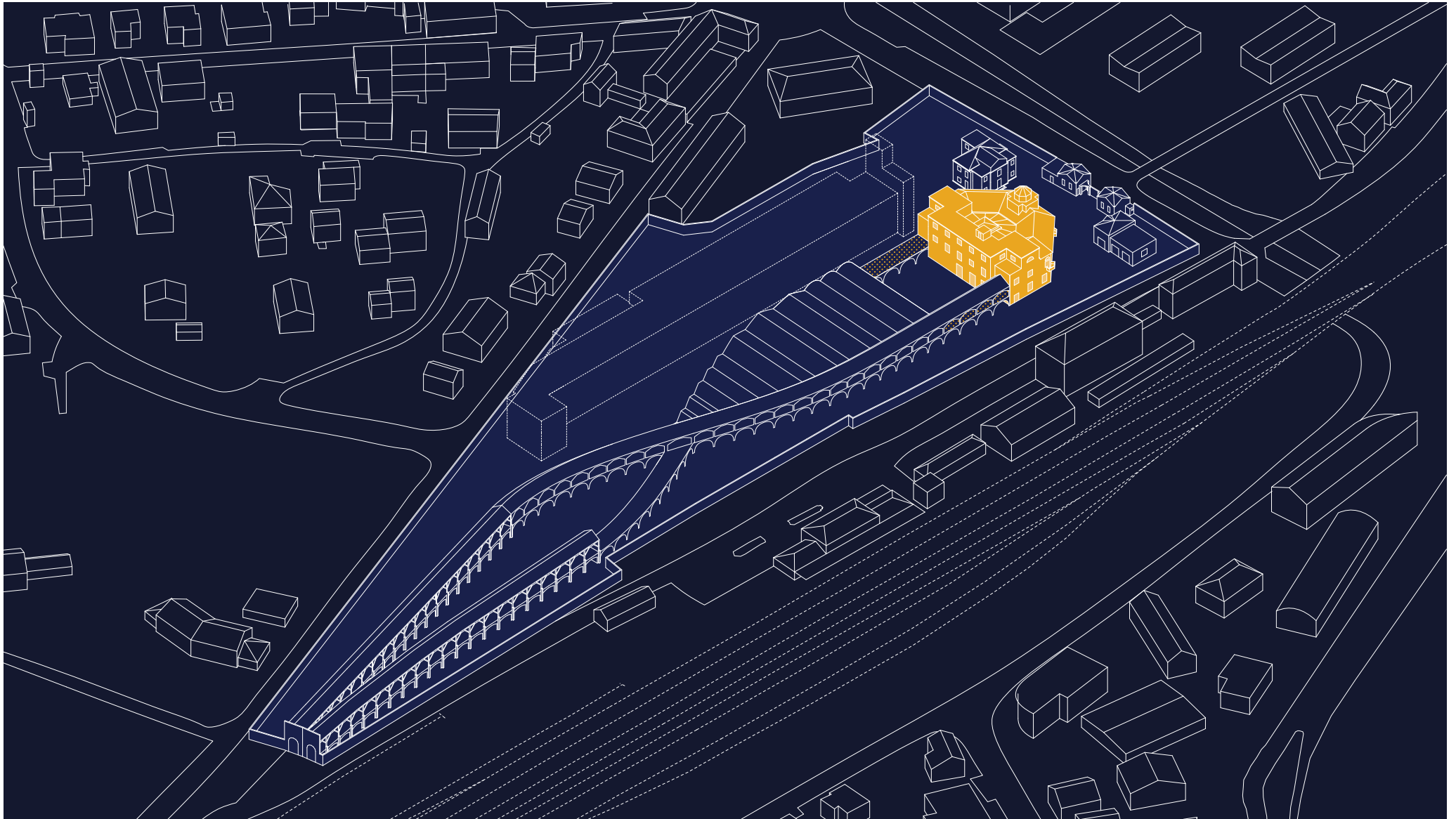
KINDERGARTEN

The kindergarten is placed on the south-east wing, with direct access to the garden and to an elevated playground.



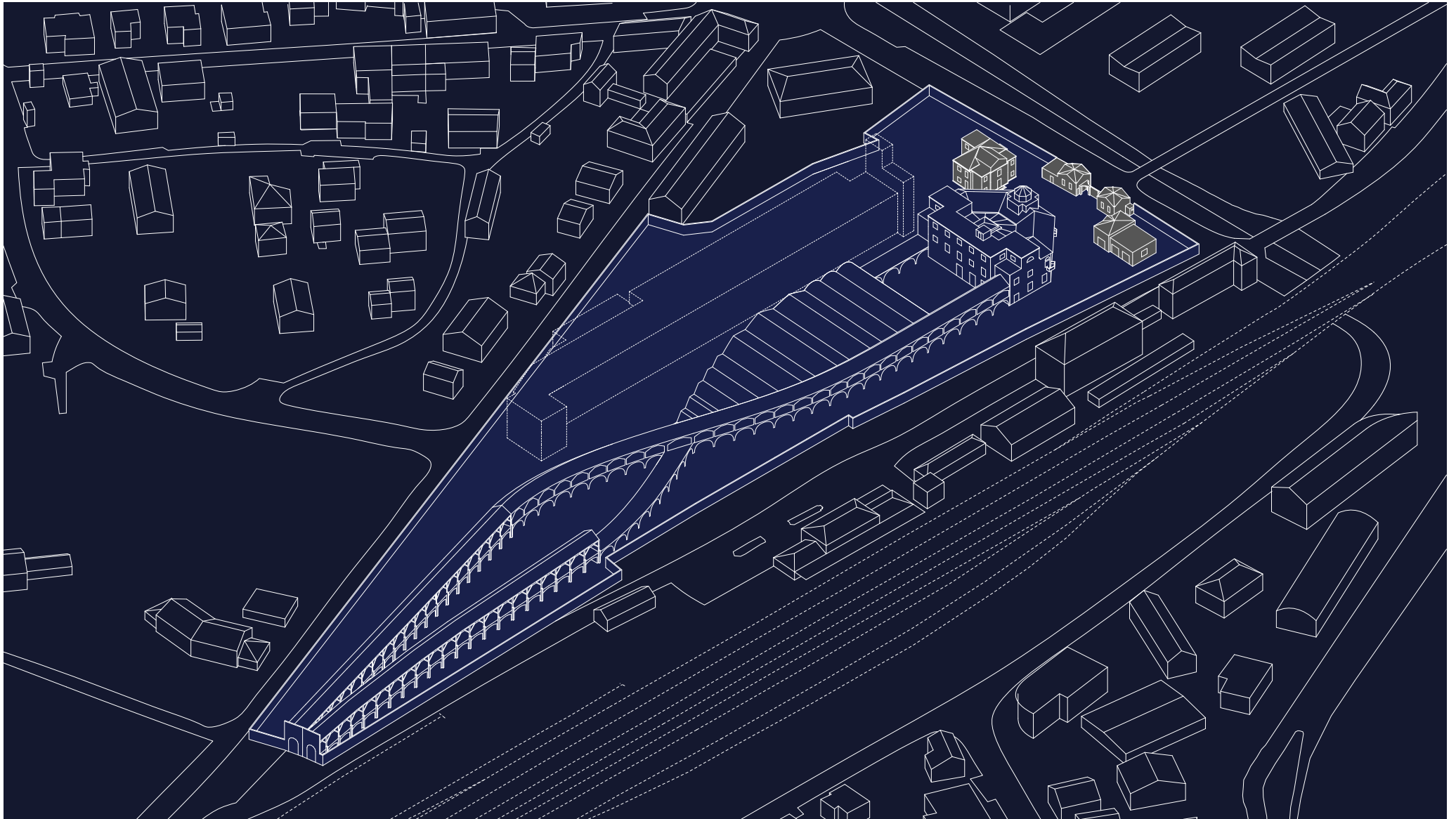
SPORT HALL

Under the existing canopy is located a sport hall with gym, volleyball, swimming pool and locker rooms.



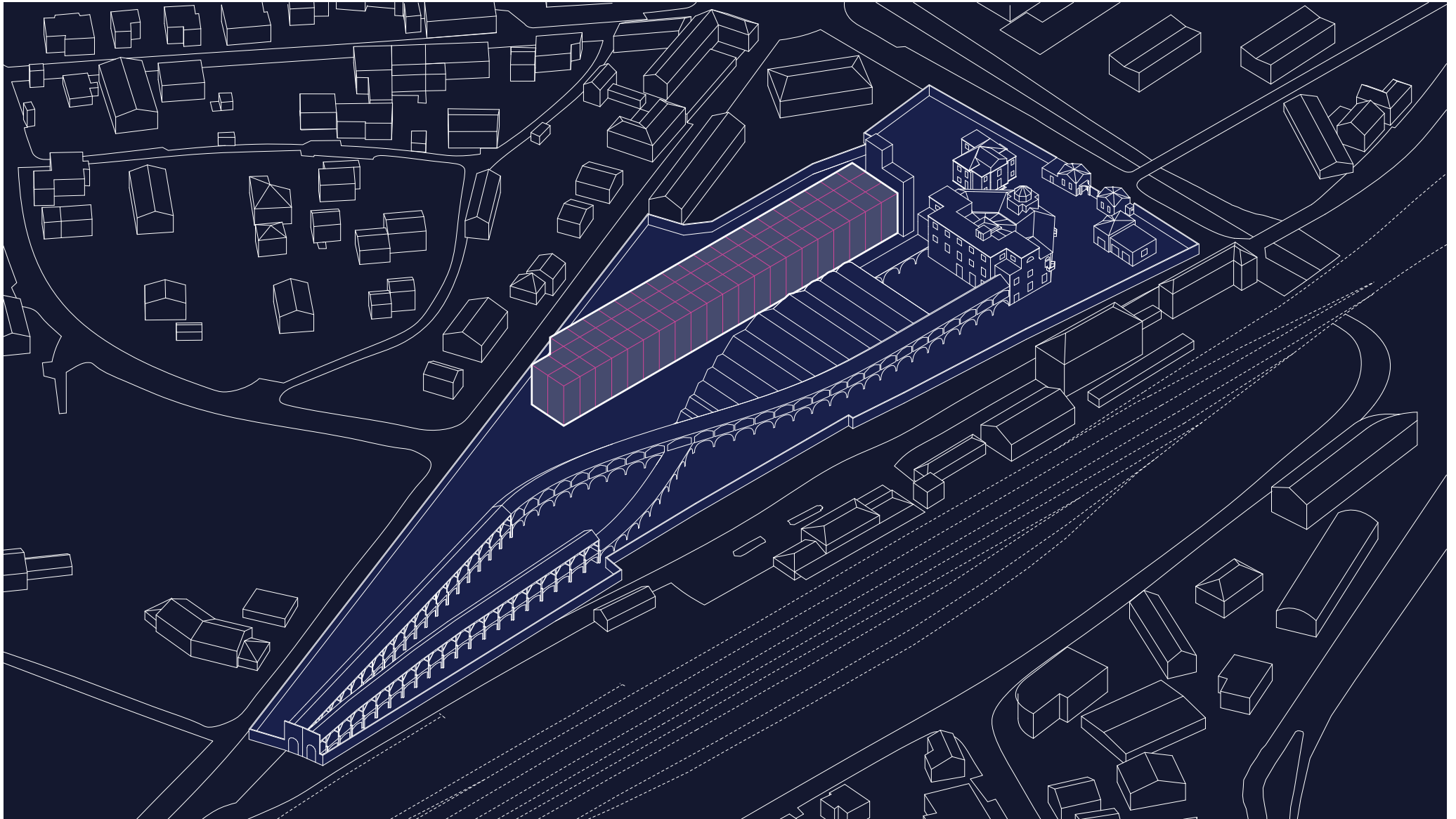
CANTEEN/RESTAURANT

The canteen/restaurant is placed in the main Portaluppi's building, with terraces on parts of the new volumes.



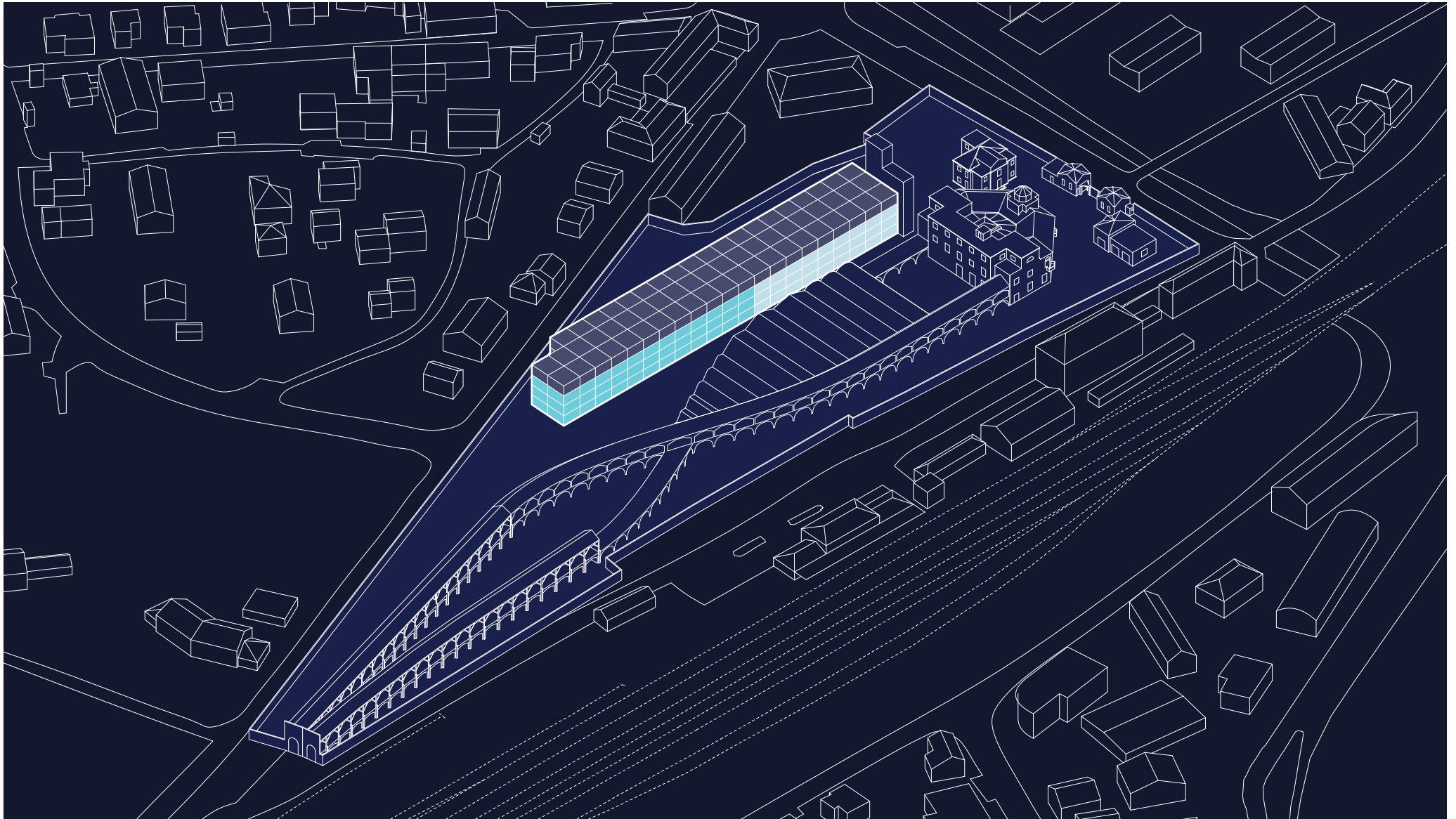
ADMINISTRATION

The other existing buildings are used to accomodate the administration and the reception of the campus.



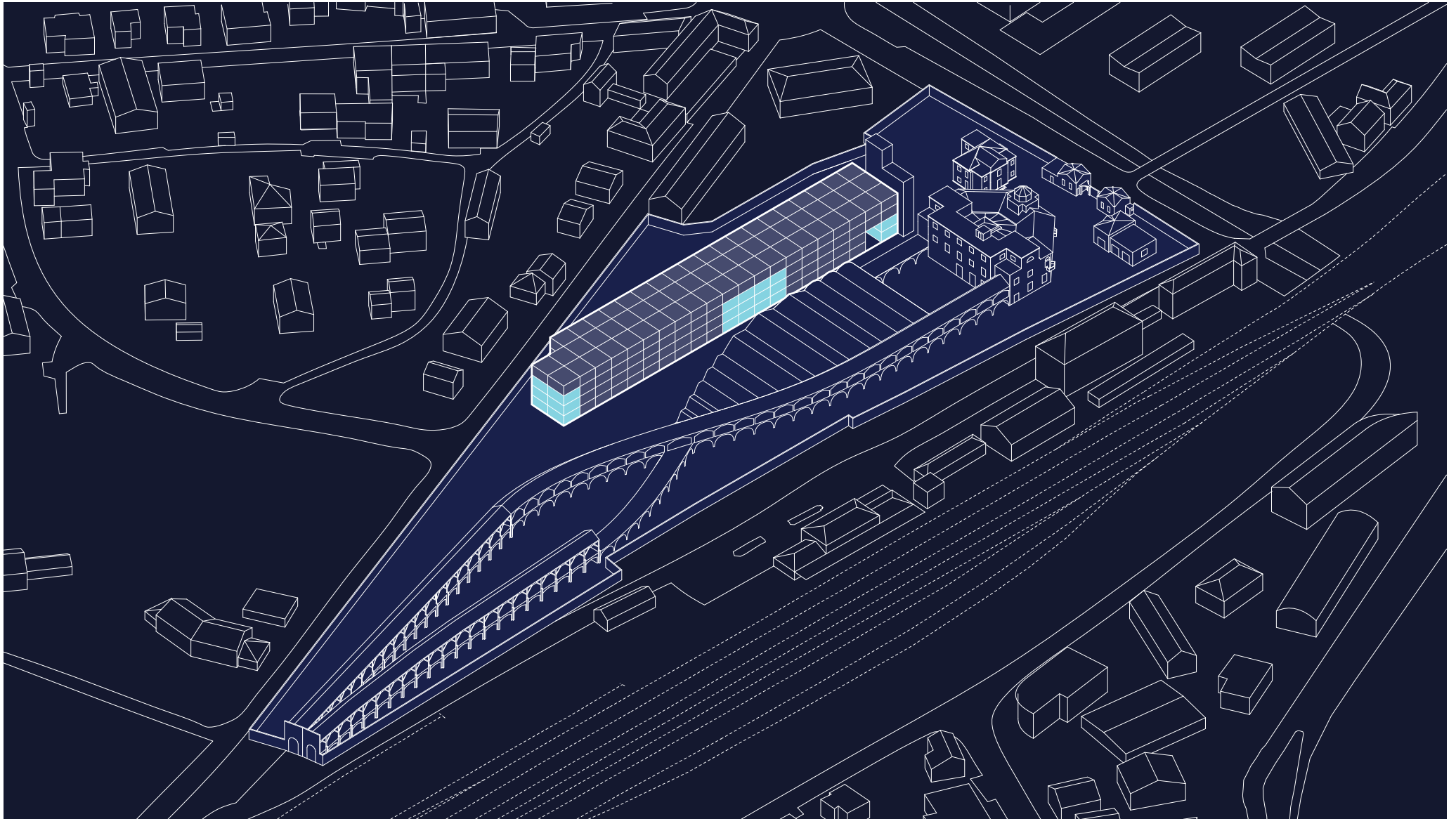
EXISTING GRID

Starting from the existing structural grid the west building is repurposed.



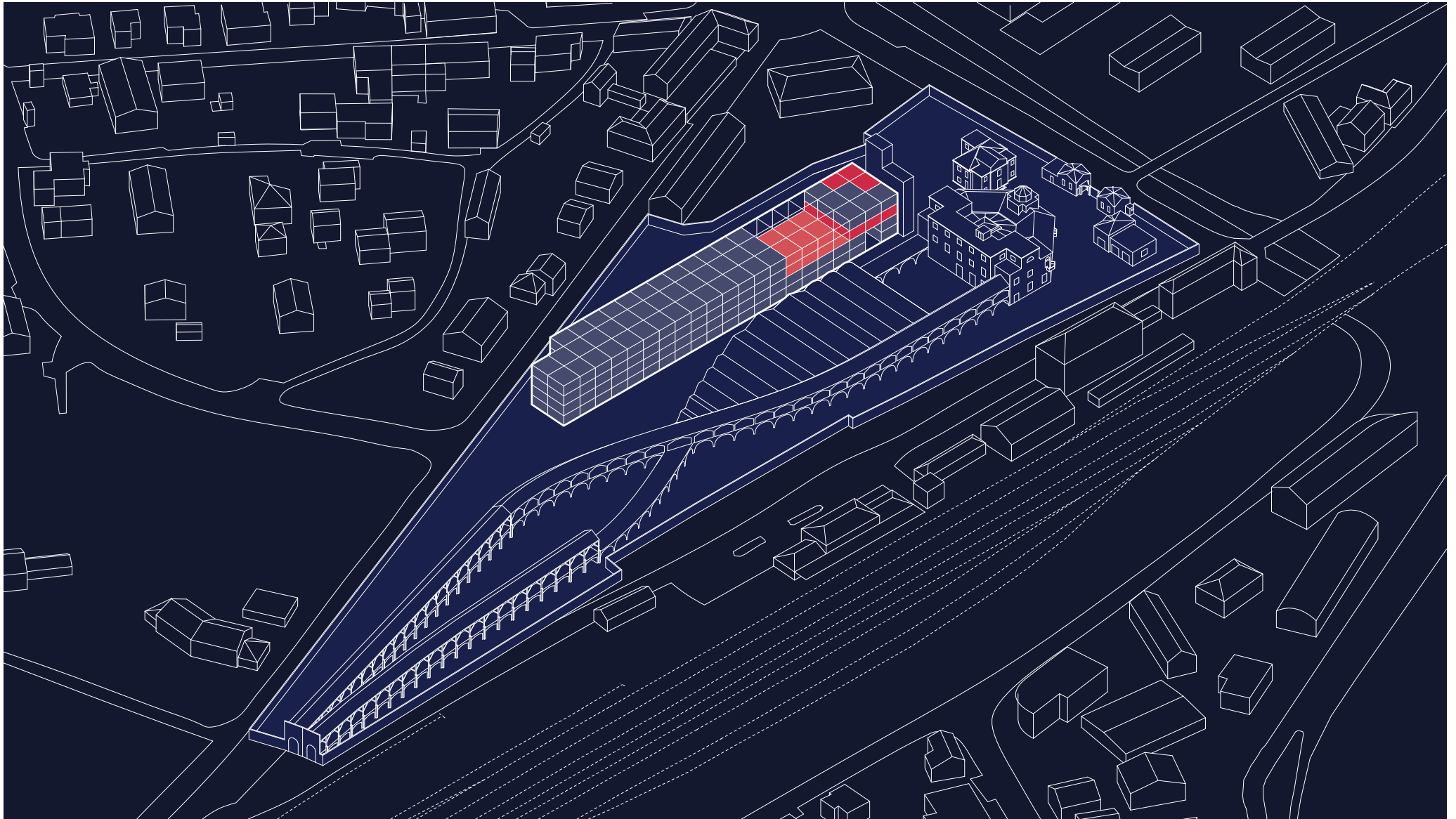
SCHOOLS

The primary and the secondary schools find place on three floors.



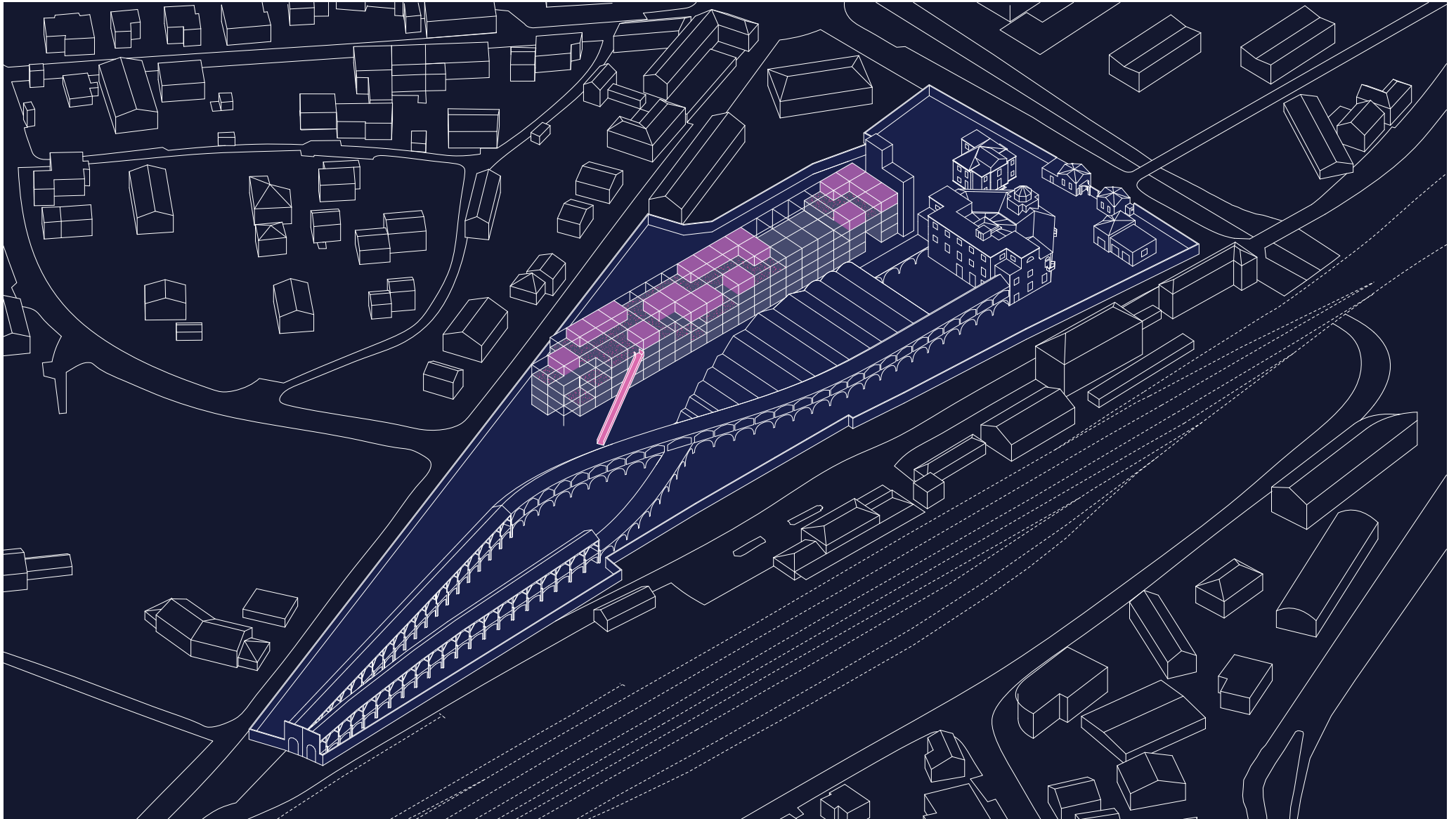
SCHOOL AMENITIES

The schools share a common area for playing, a library and different laboratories.



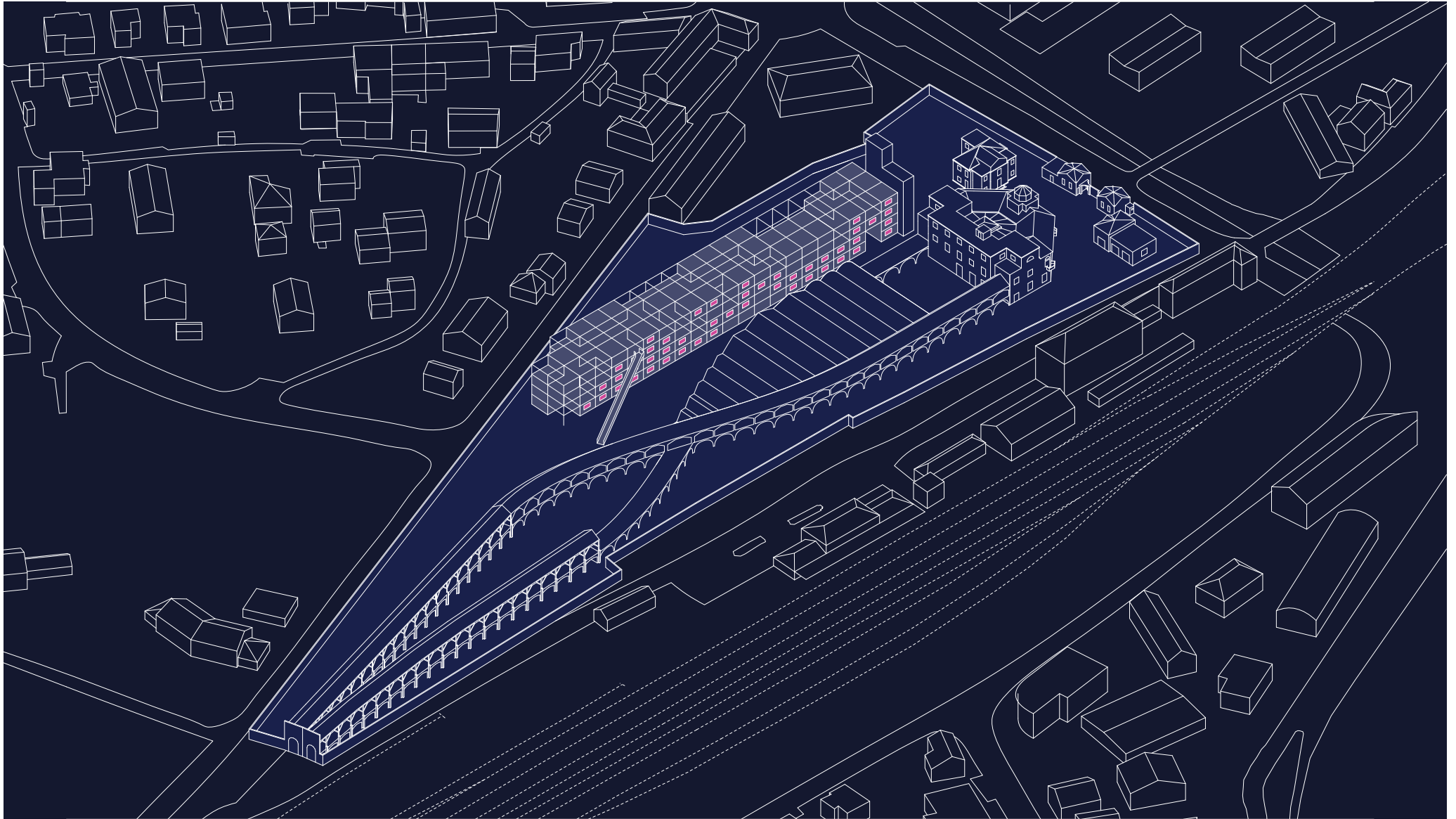
SPORT FACILITIES

On the second floor are placed an outdoor basketball pitch and a bouldering gym, accessible with the dedicated stairs.



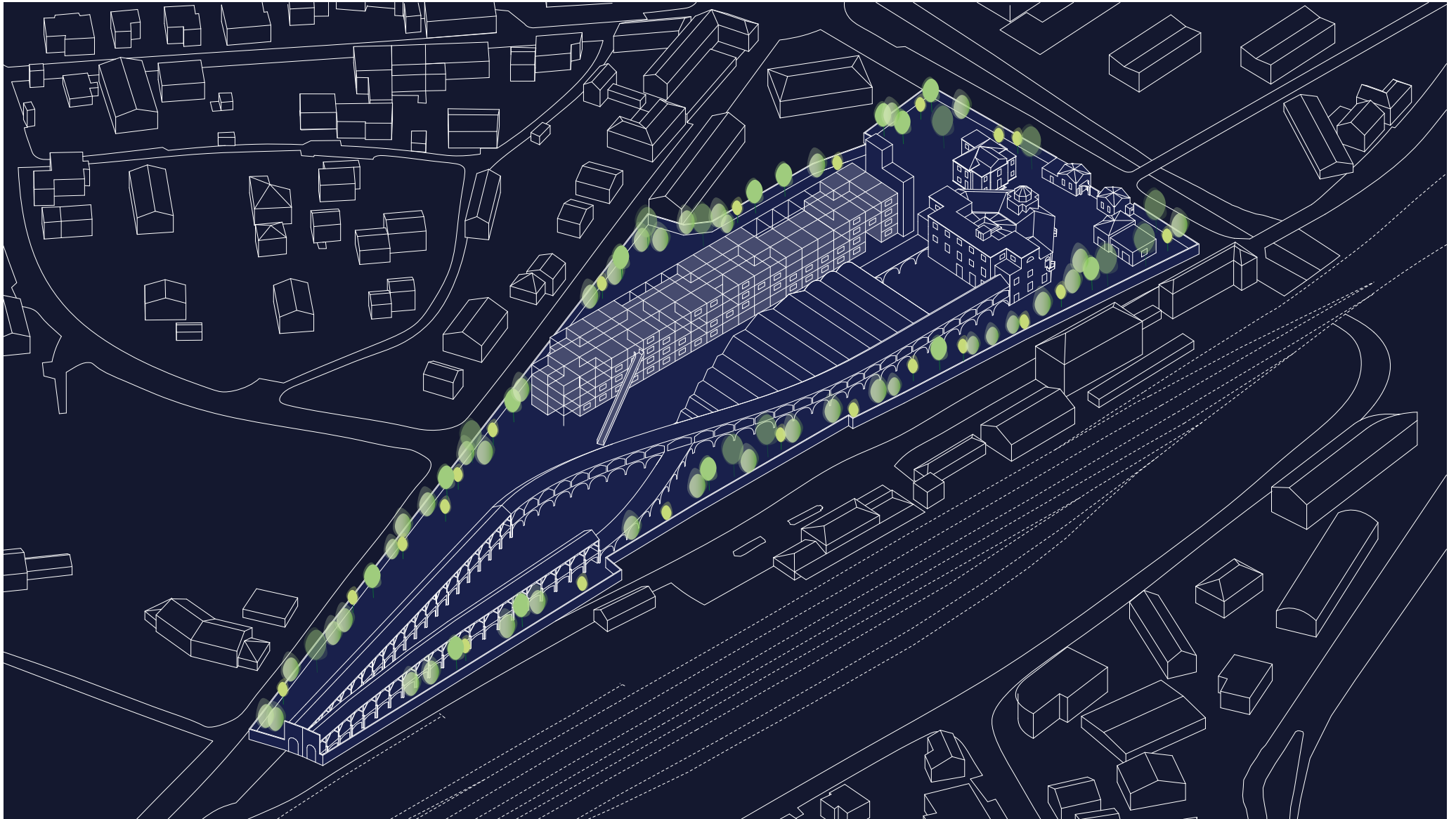
CAMPING

The camping and its green terraces are located on the last floor. A new stair is added to create a direct connection from the ground floor.



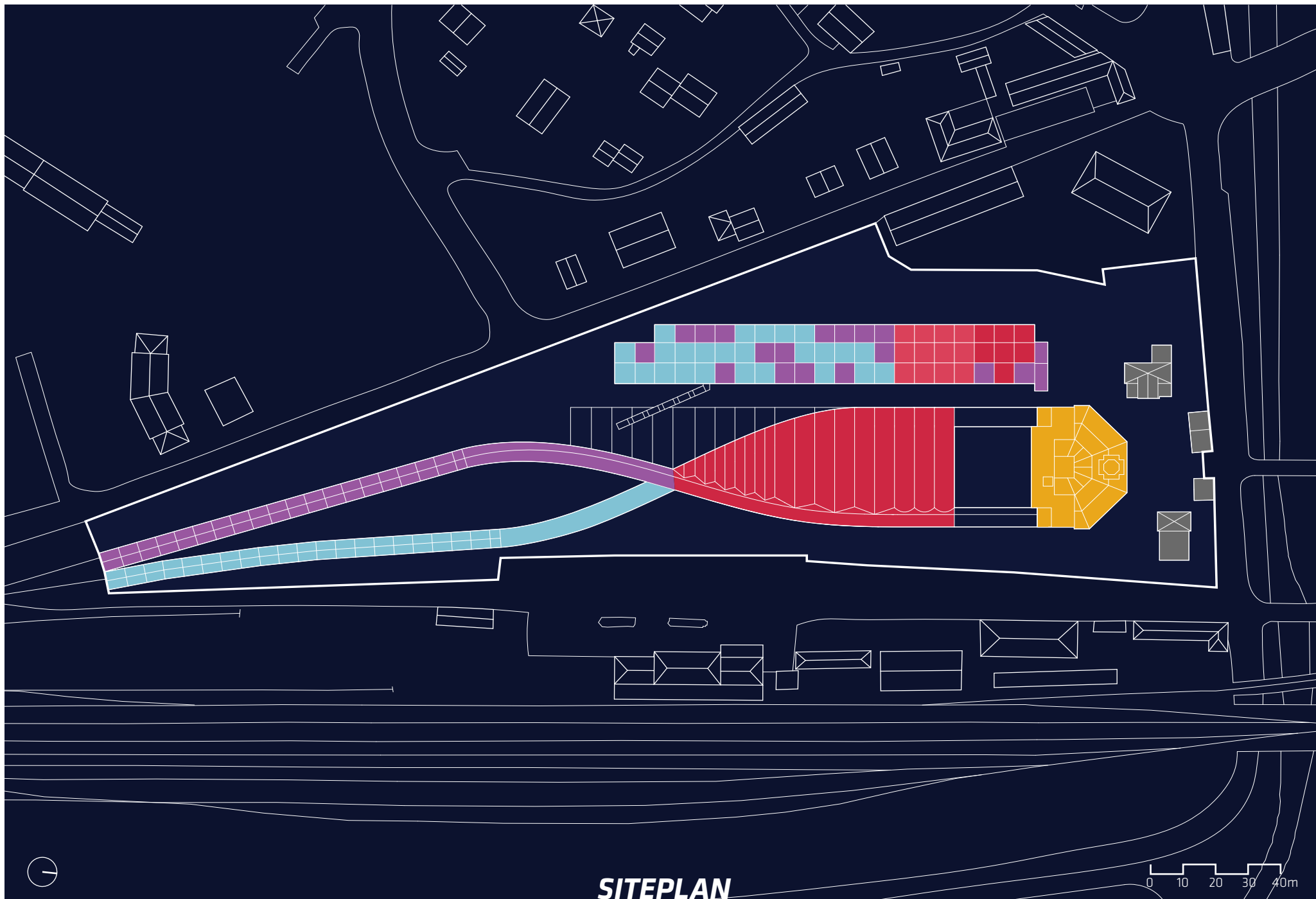
FACADE

The facade of the school is characterized by the windows of the existing building which emphasize its industrial aspect.

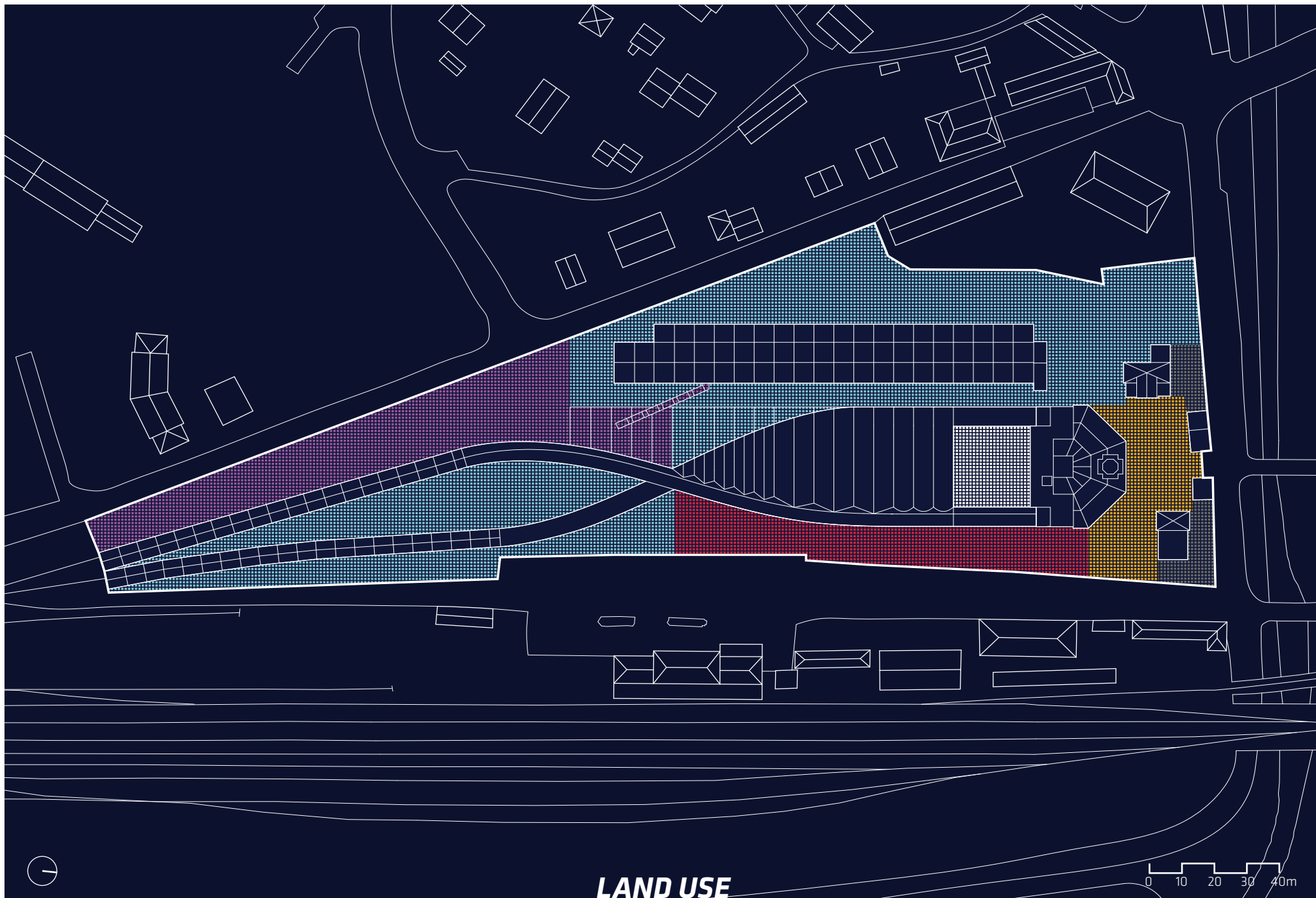


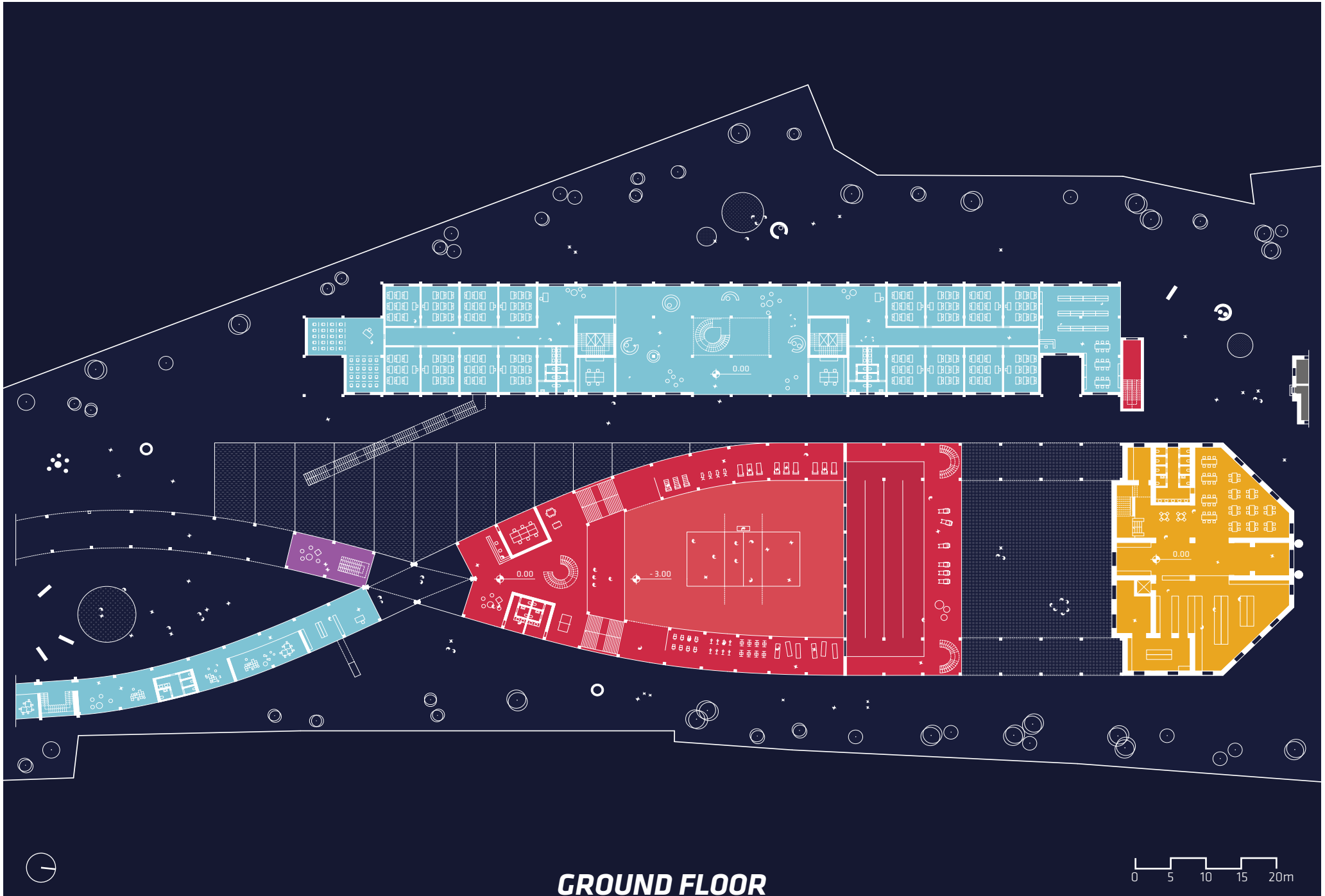
GREEN WALL

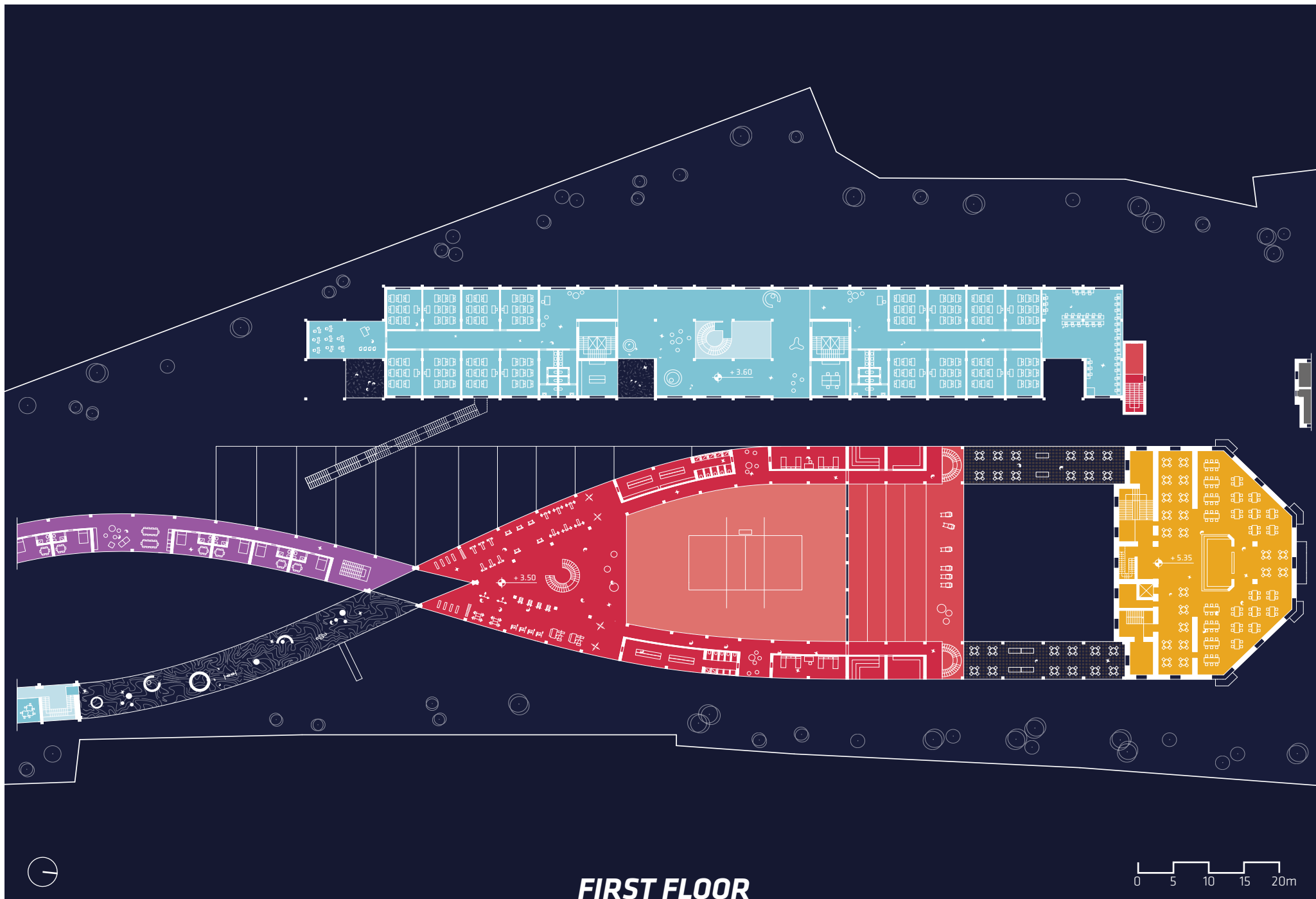
The enclosing wall is transformed into a green belt, creating a strong contrast with the industrial built environment.

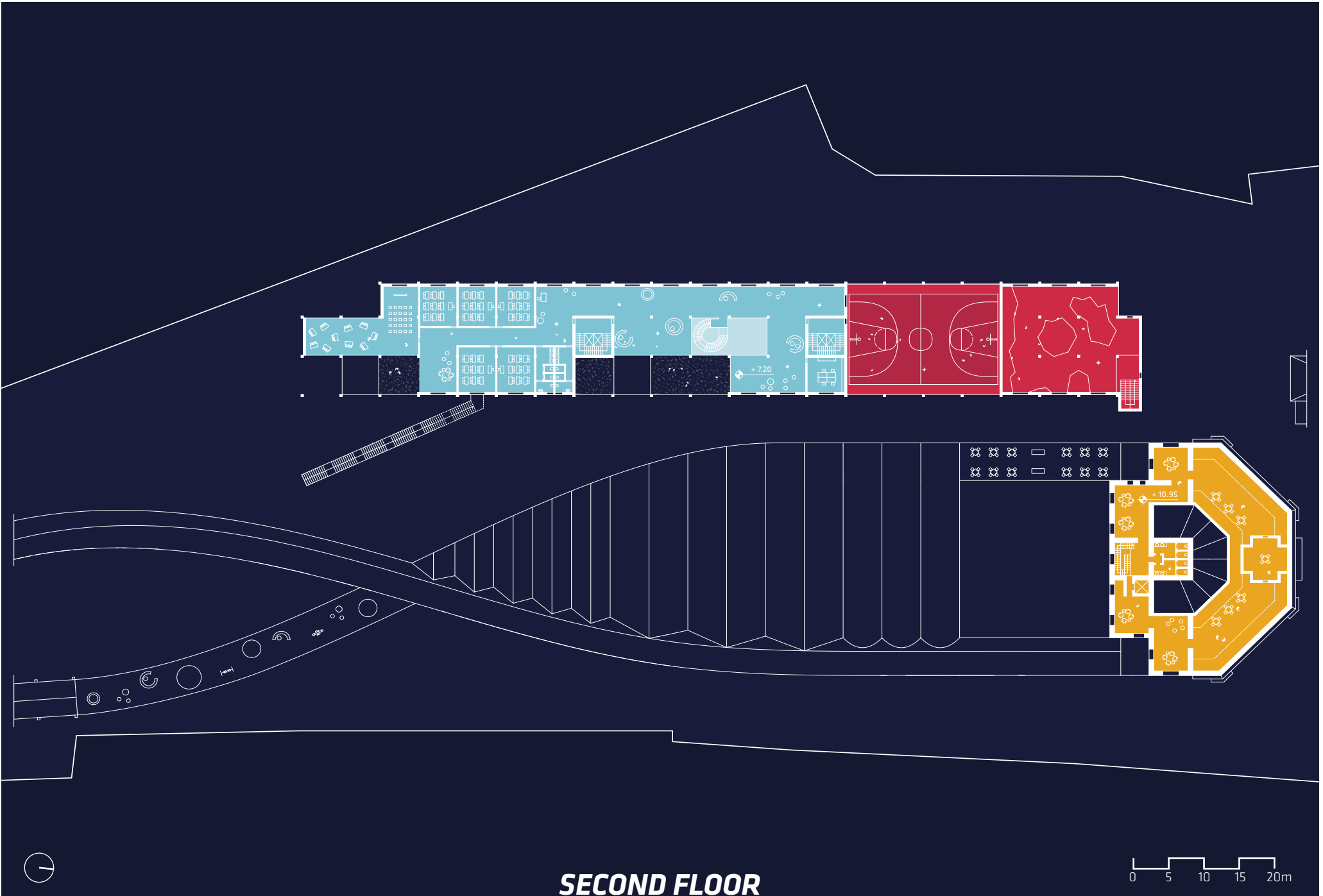


SITEPLAN

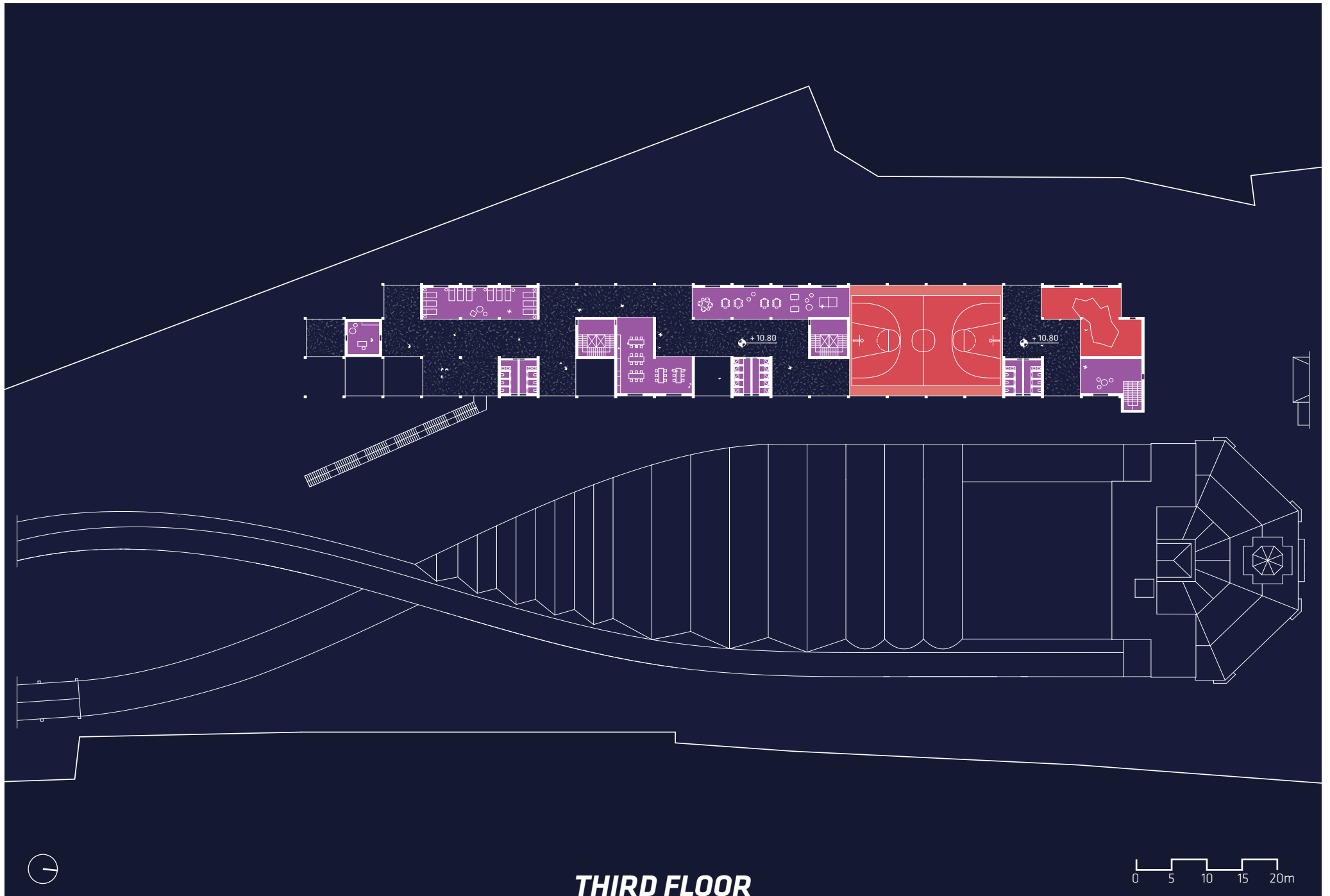






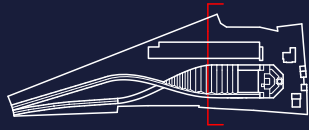


SECOND FLOOR



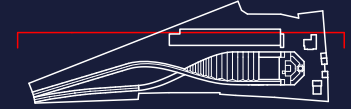
THIRD FLOOR

0 5 10 15 20m



SECTION A



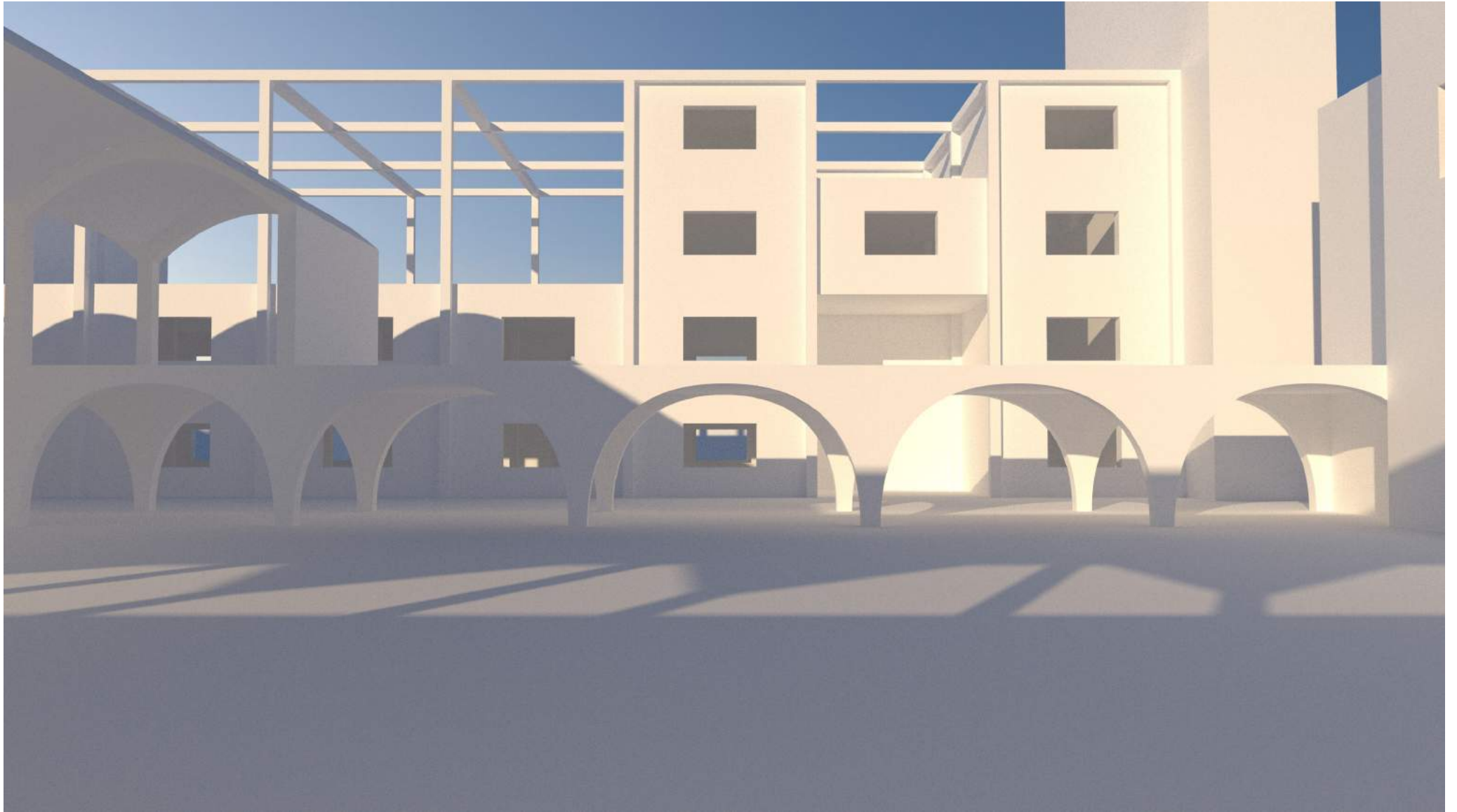


SECTION B

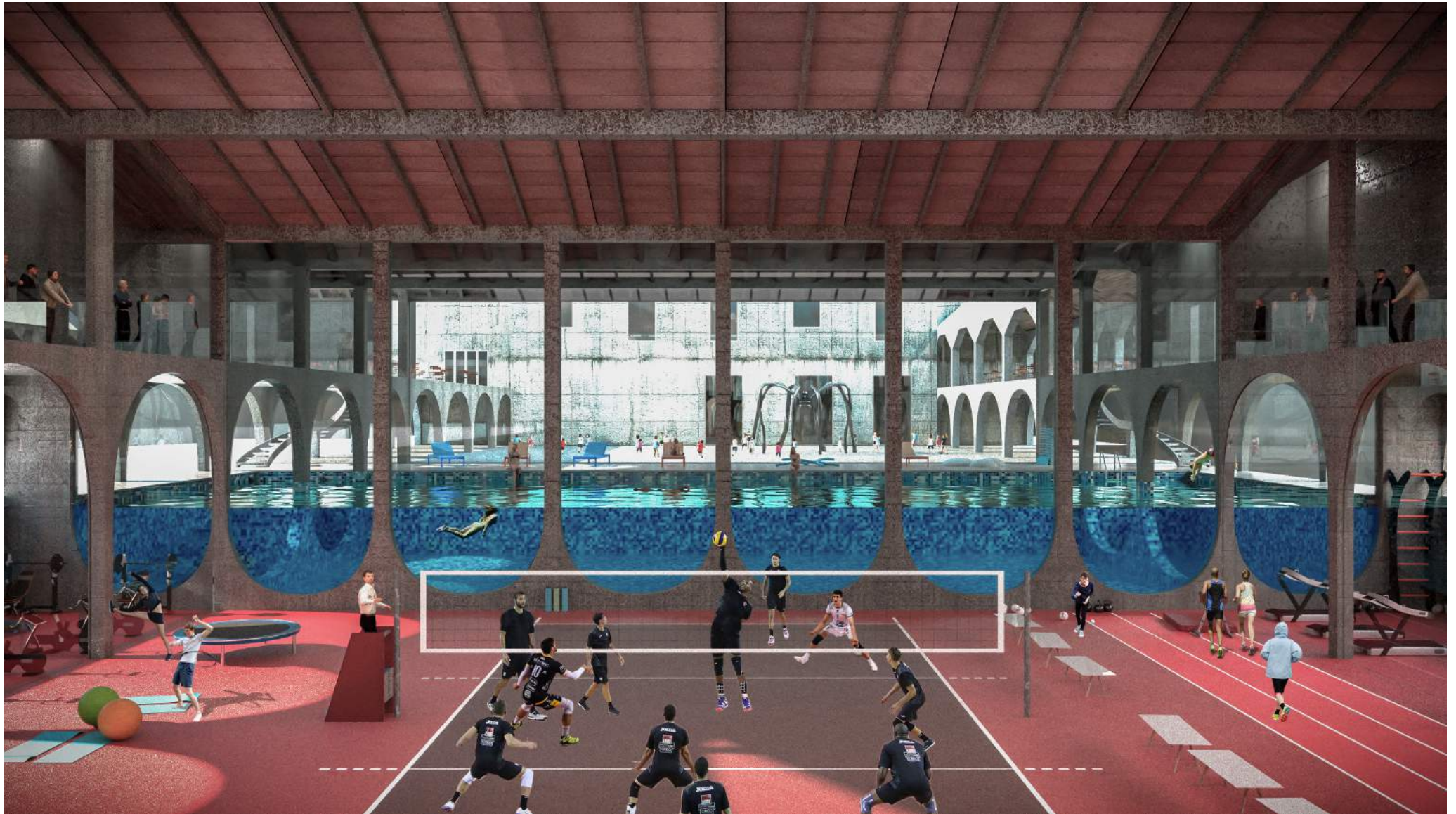
0 5 10 15 20m



THE STAIR



THE PLAZA



THE SPORTS HALL - VOLLEY PITCH



THE SPORTS HALL - EVENT SPACE

8.CONCLUSIONS

ACKNOWLEDGEMENTS

BIBLIOGRAPHY

