

POLITECNICO DI TORINO  
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**Privatizing the stadium in Genoa: a chance for urban regeneration**

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The privatization of stadiums has been taken up for years in Europe. Recently, also Italy has begun to take this strategy into account, namely with the Crimi paper, which is going to be brought before the Italian Parliament for discussion.

Italian sport grounds are mainly placed in the farthest suburbs, which are often degraded, to keep the city centre quiet, as they are thought to be the cause of public order problems. They were conceived for being opened just a few hours per week. This concept has nowadays been reversed: the more we use a stadium, the more it generates income. Suburbs are active participants in this new idea of city.

From a city developing in rings from the main centre to a city with various centres: suburbs thus become “areas of urban transformation”, asking for restoration of buildings, protection of the local heritage, economical development, improvement of the infrastructures and new investments for public purposes.

Privatizing stadiums could be the first step to regenerate suburban areas and to solve their problems. Every intervention on stadiums or on nearby areas must take into account matters such as regeneration, reconnection and re-centralization, made through the creation of infrastructures at a metropolitan level.

As shown by the European experience, the privatization of sport grounds can be the first step to take suburbs back in the centre of the city life, bringing the area inside the broad reality of the town. Shops, restaurants and services must accompany the sport ground, giving new life to places where the stadium used to be the only point of interest.

For all the above-mentioned reasons, this paper offers a possible solution for the Genoese situation, analyzing how this solution may contribute in solving problems traditionally linked to that area. Among the preliminary analysis, I considered national and international examples of good management of stadiums and sport events (Amsterdam ArenA, Netherlands, and Juventus Arena, Turin, Italy), the co-existence of public and private subjects in the direction of sport events and the discussion of all the proposals suggested in the case of the Marassi area, highlighting what has made these projects unfeasible.

The project presented, wholly feasible and coherent with the city planning, will improve the citizens' relationship with the Marassi area and the position of the area itself into the city, as demonstrated by the European cases analyzed.

Privatizing the "Luigi Ferraris" in Marassi would be the starting point to regenerate the entire area. This regeneration, in the broader picture of a city with more than a single centre, will allow the suburbs to offer better living conditions to the inhabitants, both from an individual and a social point of view.

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