



POLITECNICO  
DI TORINO

# Honors thesis

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COURSE OF SUSTAINABILITY DESIGN

*Abstract*

**REturn**

**Strategies for a new identity of the Officine Reggiane**

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The thesis path was born from a visit of the *Officine Reggiane*, close to the city centre and to the main station of Reggio Emilia. Over the years the history of this factory has been adapted to the territory needs and it has always been linked to the city. Its expansion has also created Santa Croce district where today it still maintains a substantial role. Nowadays *Reggiane* is an area that rise concerns in public opinion and it is often highlighted in local news, especially after the recovery process started by the local Administration for the definition of the project of Knowledge, Innovation and Creativity Park. Here you can find some polarity of excellence, such as the Technical Centre for the Industrial Research and the Loris Malaguzzi International Centre. Currently Europa Square and two buildings of the *Reggiane* are in the recovery phase, waiting to become research centres, start-up, spin-off of enterprise, new production companies and activities related to advanced tertiary sector, culture and services.

What are the *Reggiane* today? A place in transformation that combines memories, abandonment and innovation. The Municipality wants to renovate the area including original buildings to give a new energy to the city, returning the fallen into disuse factory to the population with the introduction and integration of new activities, businesses and multiple leisure attractions. The will is to improve the area generating new business opportunities for all the surroundings with a focus on international development leveraging of three axes: knowledge, innovation and creativity.

Therefore, a first approach to the intervention site took place through the direct experience of the area. From one hand we had the chance to take part to several events concerning the *Reggiane* and to visit the construction site managed by the Urban Development Company. On the other hand it was possible to subscribe and be an active part in various inspections and personal perceptions of spaces. We could lay the foundations design goal for the development of the next restoration work.

Being aware of the complexities and the challenges of this project, mainly due to the vastness and the current status of the area, the thesis work has pushed us to investigate various possibilities in order to combine the architectural intervention with the optimal economic strategy. The alternative operation carried out by us allowed us to test economic and financial instruments, management models and spatial relations.

First of all, we approached the project from two different perspectives. On one hand the creation of a business plan with multiple economic scenarios to define a feasible general time schedule and on the other hand the realization of a masterplan with the application of the layers strategy. To assume this operation we took charge of feasibility reasoning already applied by different institutions and we considered a realistic scenario. It also was important to take a precautionary approach and to verify it in the most critical conditions. Afterwards, a specific deep dive on the first phase of the general time schedule has been developed, to propose a detailed solution for two out of the eight disused buildings. The former sheds 22 and 25 dialogue with the neighboring Knowledge, Innovation and Creativity Park and they can be respectively transformed into a Music Hub and a set of laboratories, offices and exhibition spaces. The architectural choices have been strongly influenced by the knowledge of the area and by the maintenance of the external modular

image. In that way we insert an independent constructive system in order to conjugate historical memory and innovation.

The starting condition was to transform the former industrial area into a growth opportunity to return the *Reggiane* to the city.

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