



POLITECNICO
DI TORINO

Honors thesis

COURSE OF Architecture Construction City

Abstract

**New built landscapes in abandoned industrial areas:
Caffaro and Ideal Standard in Brescia**

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September 2018

The object of the thesis is the urban regeneration of the disused area of the former Caffaro and Ideal Standard industries of Brescia.

The work stems from the desire to intervene on a key place of my city, an area located in the most problematic district but currently undergoing transformation thanks to the project "Oltre la Strada" with which in 2016 the Municipality of Brescia won the National "Bando Periferie" and related funds. Therefore, by 2021 an important positive transformation of the area on which the disused industrial site faces will take place, meriting a hypothesis of regeneration in continuity with the aforementioned project.

This thesis is an attempt to provide, to date, a framework as complete as possible on the issue of regeneration of ordinary industrial areas. A topic on which now there is no inherent discussion. It would be an opportunity to demonstrate that the potential of these abandoned places not only reside in their strategic position but also in their industrial memory that can become the strong point and added value of regeneration itself, avoiding the much easier tabula-rasa.

The work started from the analytical method for the knowledge of the topic and of the Brescia's case study. Then, in continuity with the analytical method, I used the Architecture project as an exploratory tool.

First of all, before the development of the project proposal, an analysis of the site and its context was carried out starting from the industrial and urban development of the area and the cataloguing of all the disused buildings of the former Caffaro and Ideal Standard industries.

About the project proposal, this promotes a strategy that considers both the needs of the municipality and the safeguarding of industrial heritage. Indeed, I proposed a project that follows the directives of the last "Piano di Governo del Territorio" (2016) of the Municipality of Brescia and has been studied in such a way as to be the natural continuation of the "Oltre la Strada" project. I propose the urban rehabilitation safeguarding the industrial memory of the place, trying to demonstrate the potential of the smallest industrial systems of most recent disposal. In particular, I considered the industrial warehouses of the Ideal Standard lot as an emblematic case study of conservation and requalification of an ordinary industrial area, as a memory of a factory that was very important for the Brescia and, more generally, for the modification of uses and customs of the population. I also propose the safeguard of part of the buildings and installations of the Caffaro lot, in particular those that have been used for the production of chlorine soda, the heart of the factory and a very important testimony of Italian chemistry's industry. Also, in the Ideal Standard lot I hypothesized a new eco-district sewed on the industrial memory of the place, aimed at the functional mix within an urban park system of which the Caffaro lot, after reclamation, will be the natural continuation and place mainly used for services for culture.

Parallel to the study of a masterplan, I have designed some building types of the new eco-district, all developed according to the industrial memory.

Another fundamental issue of the project is the one linked to tourism because the area is potentially included in a virtuous circle of tourism thanks to its proximity to the city center and to the railway and metropolitan systems that lead to tourist attractions: the MusIL system (“Musei dell’Industrial e del Lavoro”) and other industrial testimonies of the area.



Axonometry of the project.



Vision of the project in the Caffaro area, in the background the industrial installations of the former chemical industry.

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