

ALC.ESTE'S PORTRAIT. KNOWLEDGE, DOCUMENTATION, REGENERATION IN A BROWNFIELD CASE STUDY

Alessandro Massarente¹, Martina Suppa², Claudia Vullo³

¹ *Università di Ferrara, Dipartimento di Architettura, via Quartieri 8, Ferrara, msslsn1@unife.it*

² *Architetto libero professionista, Padova, martina.suppa11@gmail.com*

³ *Architetto libero professionista, Bologna, claudiavullo24@gmail.com*

ABSTRACT

The Former Distillery Alc.Este. Group in Ferrara is the subject of a research work consisting of three main stages: the first consists in researching and critically processing historical, cartographic, urbanistic data; the second one is aimed at providing a planning simulation considering feasible renewal scenarios; the third one is developing through a participatory design process, launched by the owner of the area together with the municipal Administration of Ferrara.

The study, based on surveys carried out both on-site and in archives, is aimed to review main site characters and elements which define it, highlighting some contemporary contradictions: recomposing fragments of historical, anthropological and social memory of an industrial area is necessary but not sufficient to keep it alive; estimating its potentialities is a complex action which must take into account social and economic values without sticking entirely to them; due to improper urbanistic instruments, it often happens that industrial buildings are counted and described using categories mainly coming from traditional architectural heritage.

This research was then focused on developing a fact-finding framework essential to elaborate concrete proposals for the urban renewal of the area.

The participatory design process launched the development of a net of multiple stakeholders aimed at co-planning spaces suitable to the life of a new community. Furthermore it carried out together with local institutions, territorial associations and operators, having as their main goal to potentially let industrial areas to emerge with their vocations towards new urban scenarios.

Key-words: industrial heritage, brownfield, participatory process, co-planning.