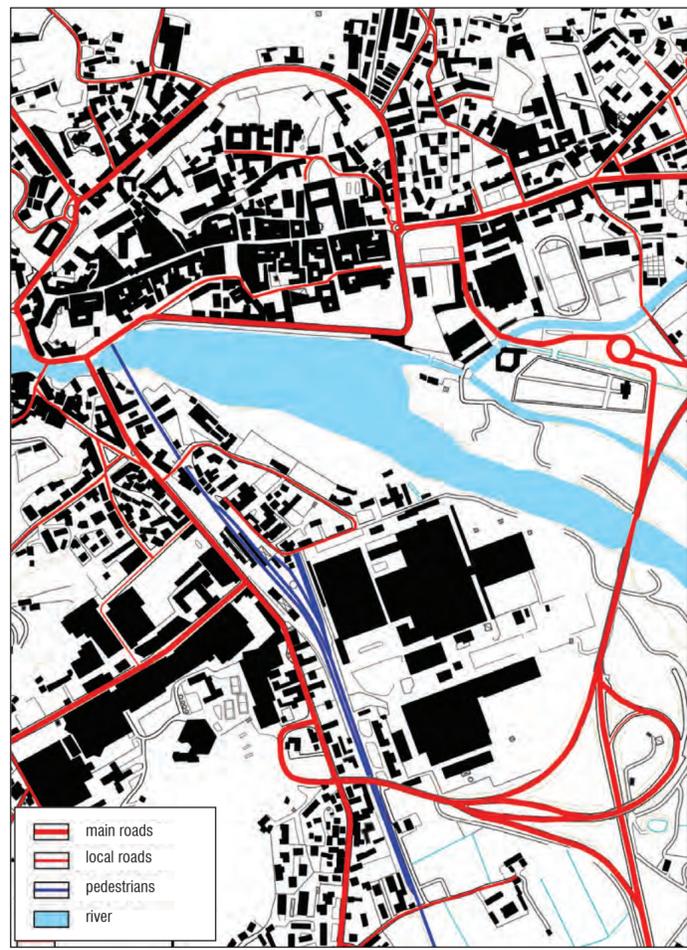


ANALYSIS

TRAFFIC ANALYSIS 1:10000



THE URBAN PROJECT OF IVREA

The city of IVREA located about 40 km north from Torino has a very strong historical and natural context. Its heritage goes back to the era of the Roman empire when Ivrea became one of the ancient settlements in northern Italy. In the middle ages one of the routes called Via Francesena has lead from London to Rome passing through Ivrea making the city an important stop on the pilgrim way. Throughout the modern history the city became famous mostly by Adriano Olivetti's industries that started a massive development of the modern city on the southern bank.

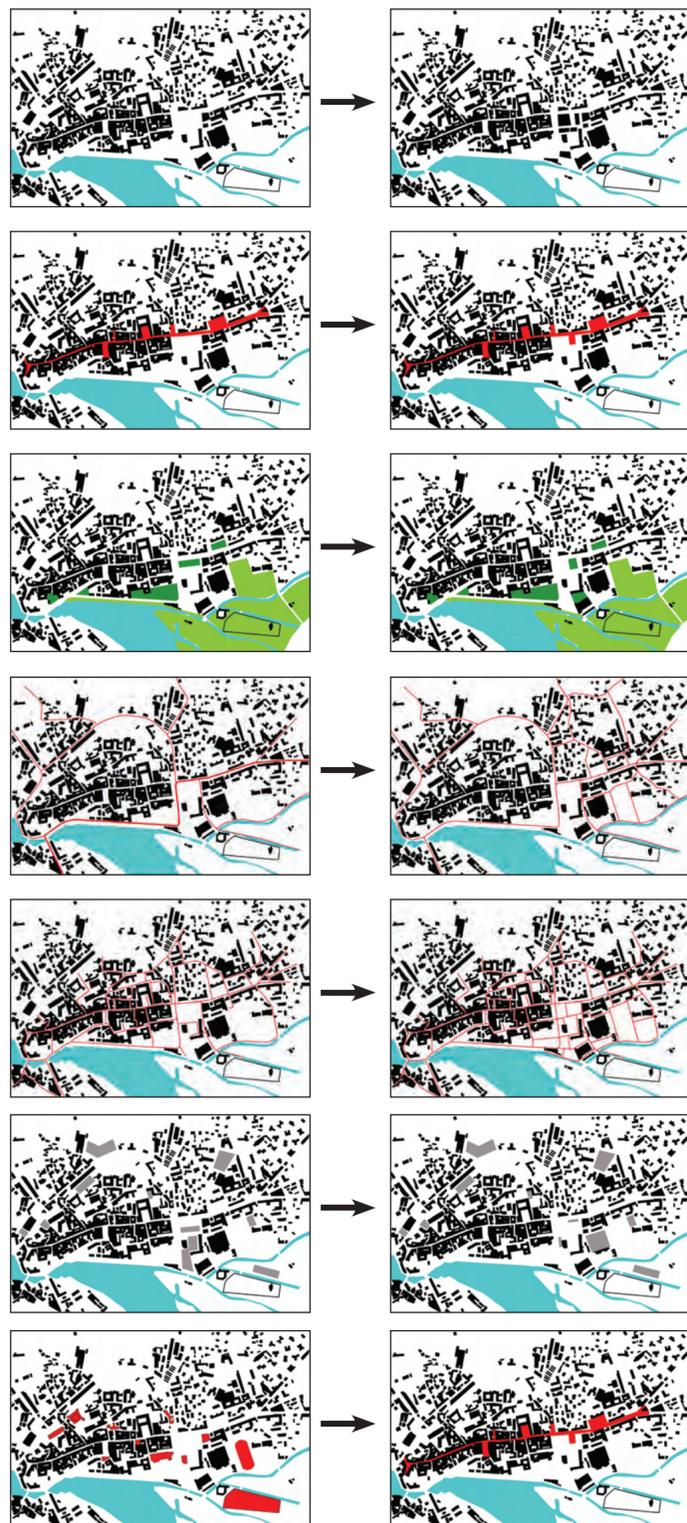
The area of the Urban Project of Ivrea is located right next to the old city center so it was important to think of ways of setting the new developments into the historical context. To do so we've studied the city from several points of view in order to understand the principles that formed the ancient part of the city and use them as strategies to design the urban project in a contemporary way.

TYOLOGY

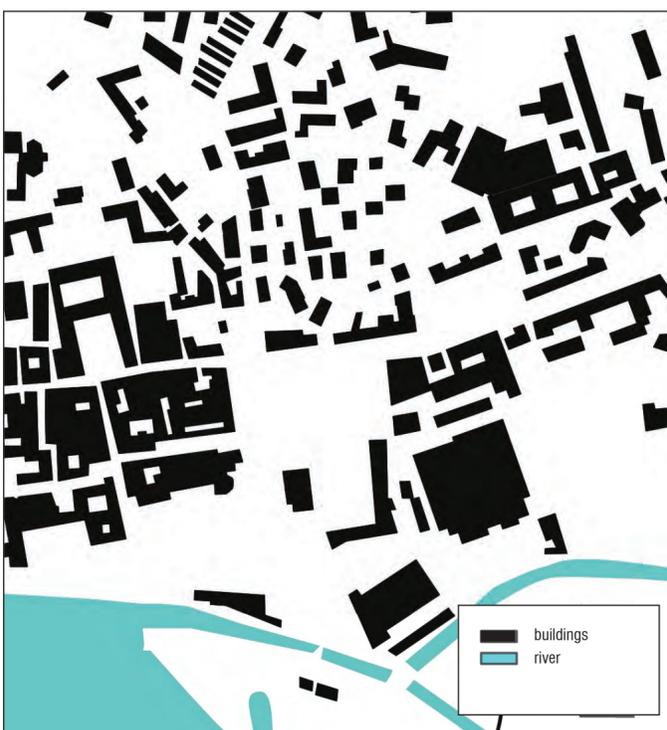


ANALYSIS

STRATEGY



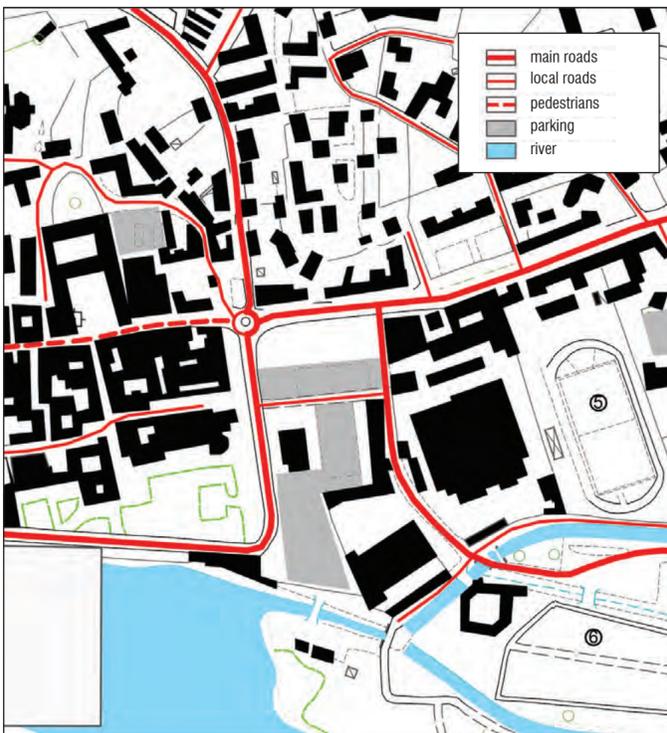
MORPHOLOGY



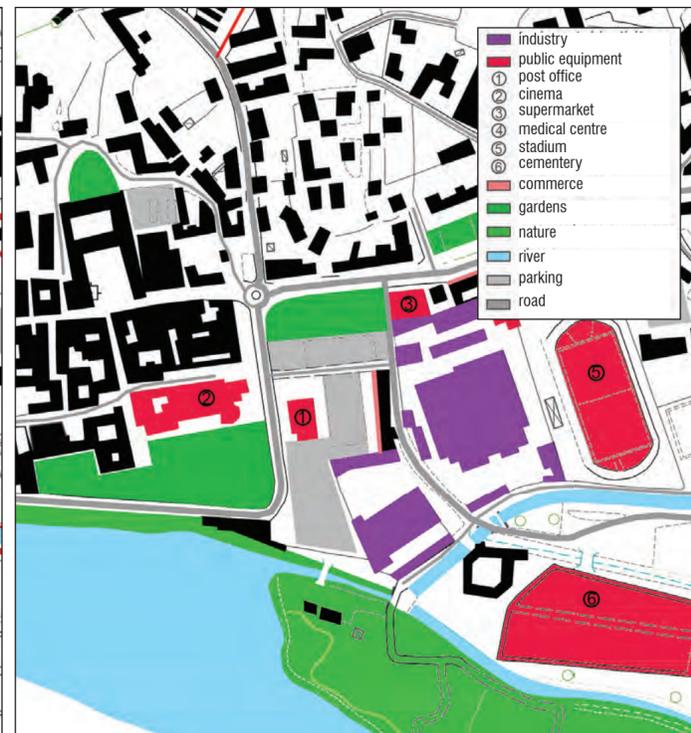
PUBLIC SPACES



TRAFFIC

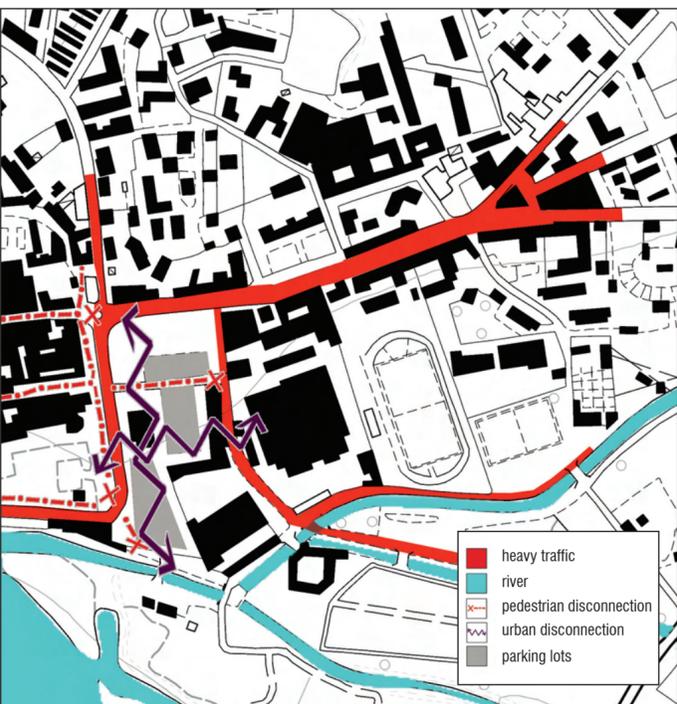


FUNCTIONS



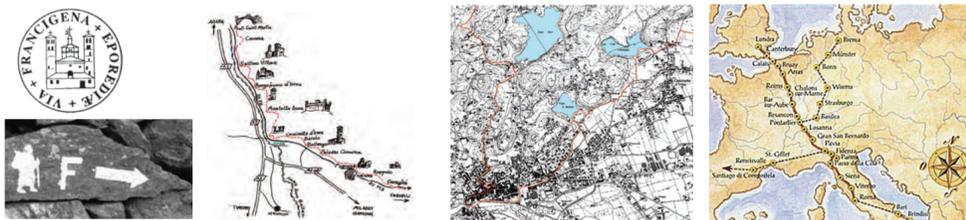
CONCEPT

PROBLEMS



POTENTIALS

→ VIA FRANCIGENA



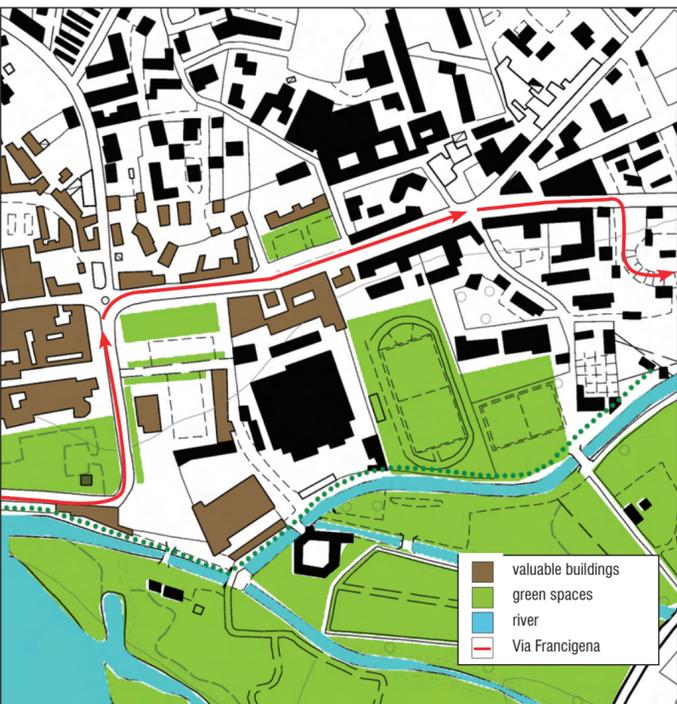
→ THE ALPS



→ ORANGE FIGHTS



VALUES



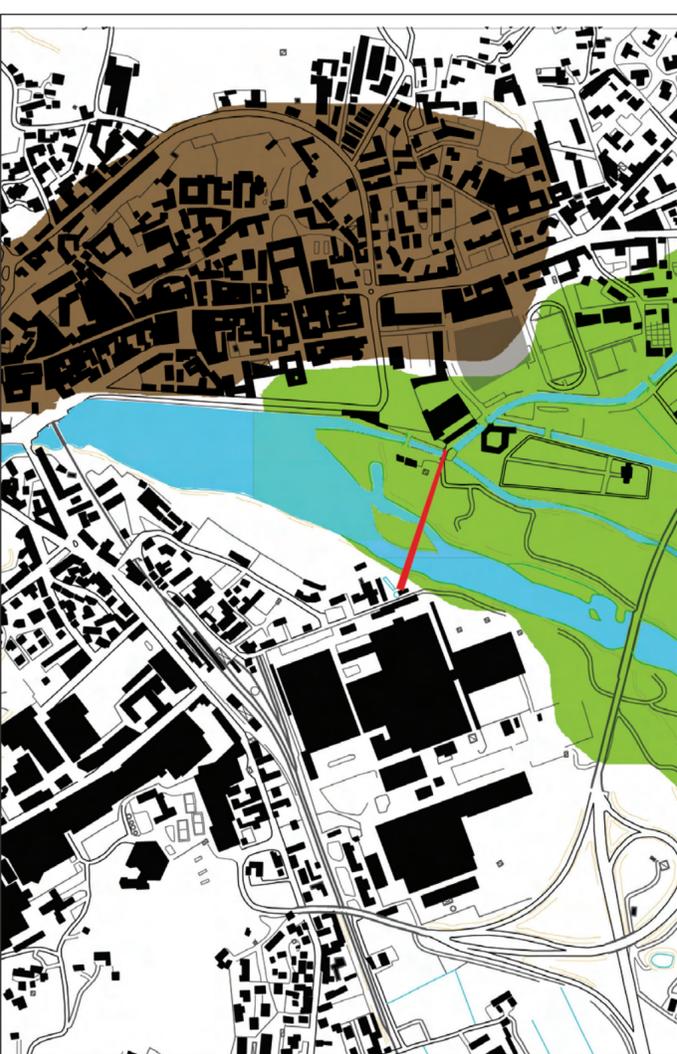
“THE MELTING POT”

The MELTING POT was chosen as an expression that represents our impressions of the urban project in Ivrea. Being located between the historical city centre, the modern periphery and a wild river bed it is an area full of contrasts and contradictions. It stands out as a place where the old meets the new, where the urban faces the natural, where the enclosed becomes open, where the organized turns to a chaos. The main task was to come up with a design that would respect the surrounding city while satisfying the contemporary needs. To do so we have organized the site according to the logics of the distribution of public spaces, green parks and pedestrian passages learnt from the historical centre and accommodated the scale, the design and the functions to current requirements keeping as much as possible of what was on the site.

The spatial division of the site is based on three main conditions:

- continuation of the distribution of important public spaces along the main spine passing through the centre
- creating a well connected network of pedestrian passages
- designing a system of green public spaces connecting the city with the nature

CONCEPT - “THE MELTING POT”



CONCEPT

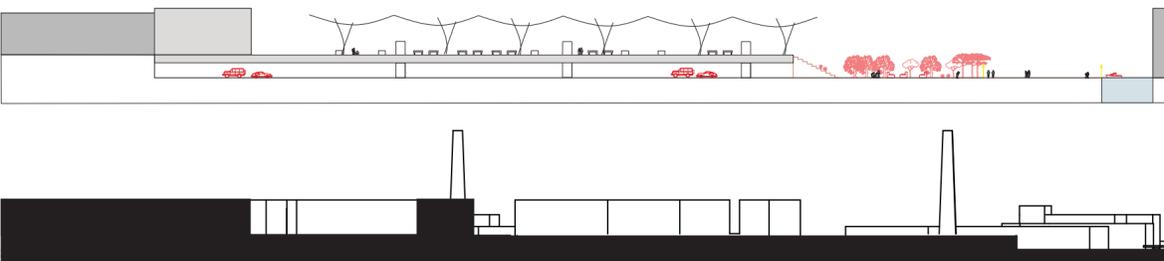


PROJECT

MASTER PLAN 1:2000



SECTIONS

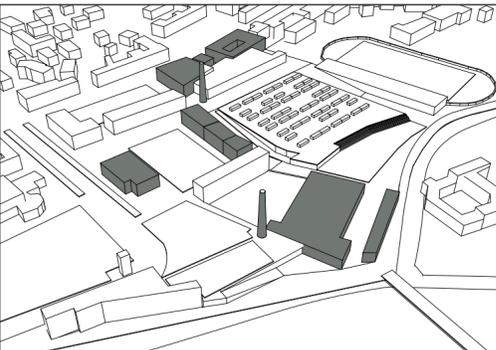


FUTURE DEVELOPMENT

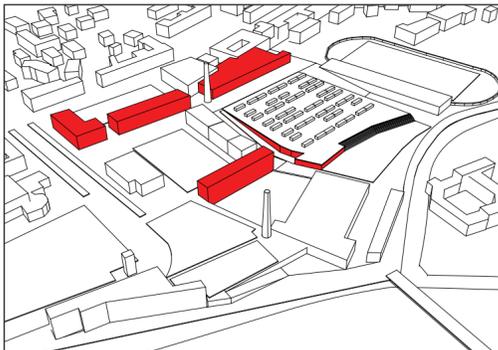


PRIVATE	footprint (m2)	gross area (m2)
built-up area	9 545	19 110
A commerce	1 875	4 350
office	600	600
housing	1 875	6 900
B hotel	975	4 875
E café	500	1 000
F gallery of modern art	3 200	3 200
G bookshop, café	520	1 560
unbuilt area	4 200	
PUBLIC	footprint (m2)	gross area (m2)
built-up area	10 300	12 500
C market hall	2 200	4 400
D open market/parking	8 100	8 100
unbuilt area	21 600	

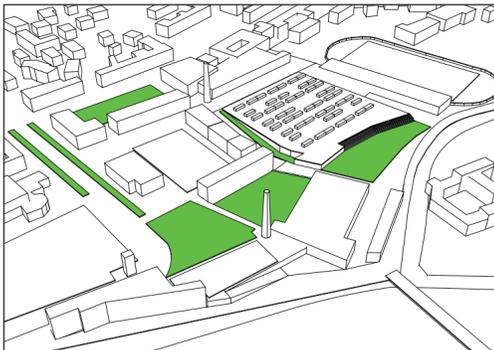
OLD BUILDINGS



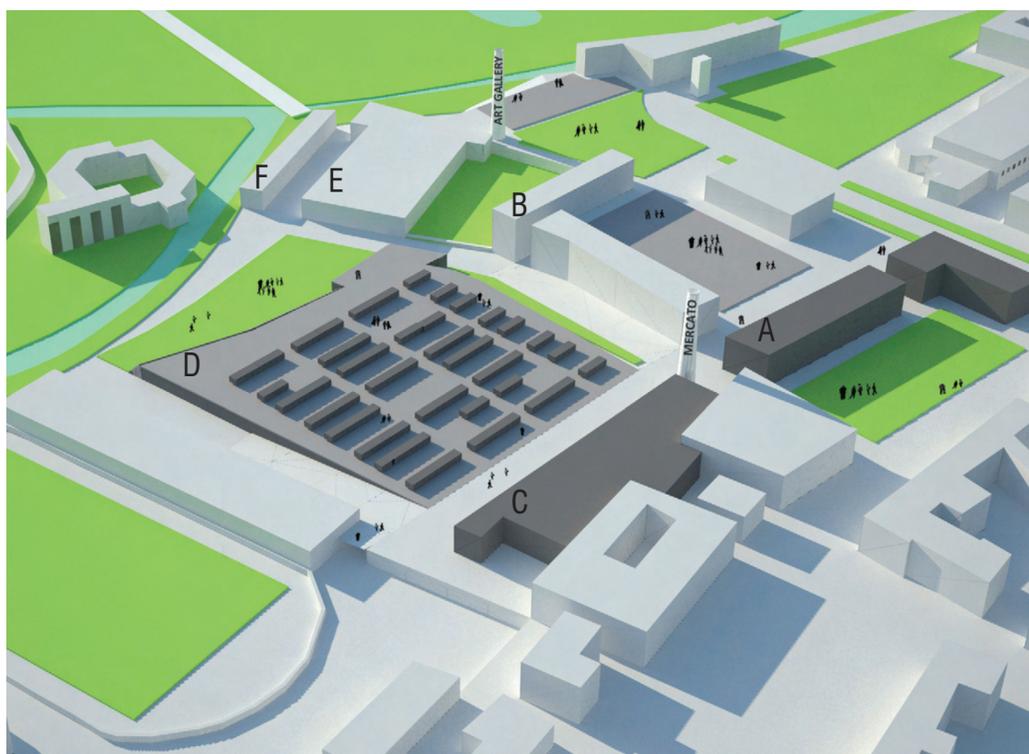
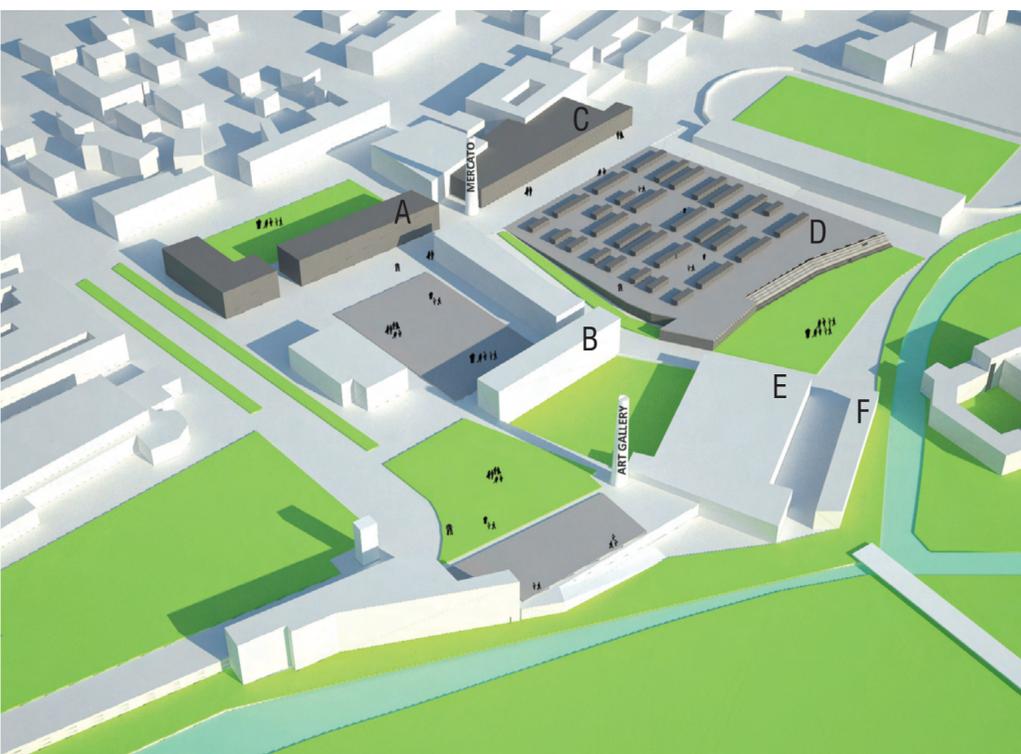
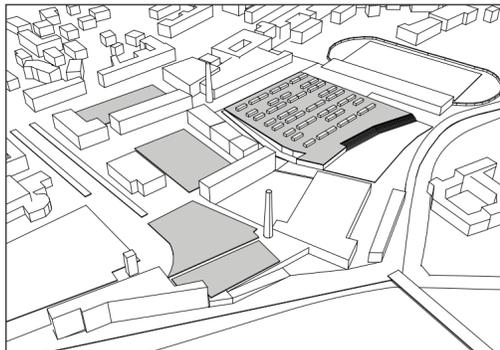
NEW BUILDINGS



SYSTEM OF PARKS



NEW PUBLIC SPACES



FREE TOPIC

1- Recognisability of Form

The forms of the buildings designed for the area are referred to the context of the neighbourhoods taking as examples some interesting solutions. As general rules, the fronts of the buildings on the main spaces (important streets and squares) are kept flat and linear, following their shape. Also the architectural styles and the relations among buildings are kept appropriate to the ones already existing which are representative of the cultural heritage of the city.

2- Legible Urban Structure

The urban structure of the surroundings has been analysed and interpreted in order to reshape the area. The public spaces refer their positioning and their dimensions on the ones already existing in Ivrea. The fronts to the streets are kept constant when in relation with the existing fabric of the city; conversely they get alternate within the area itself.

3- Critical Approach to Urban Sprawl

All the area has been designed with a special focus on the problem of the urban sprawl. The spaces are then defined in a way that allows future additions, at the same time limiting soil consumption.

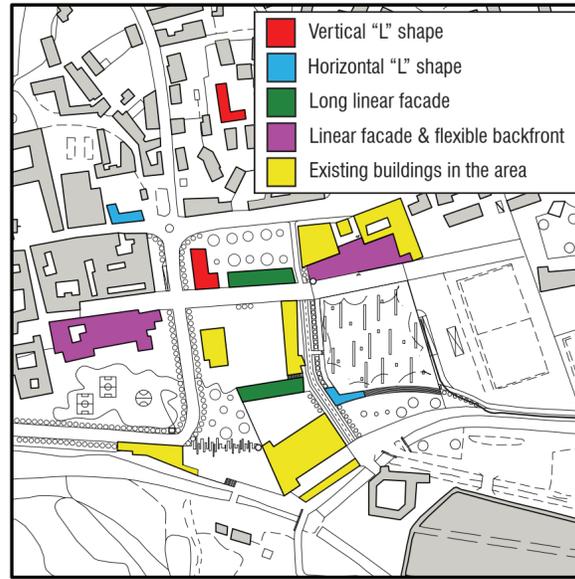
4- Public Spaces

The area has been designed with great attention to the creation of public spaces in the form of green areas and big squares. Those spaces are indeed projected in order to allow multiple usage to diverse populations.

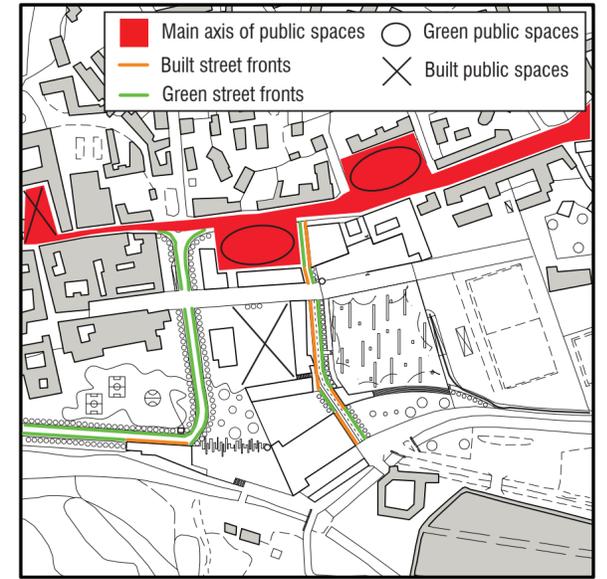
5- Soil Consumption

Soil consumption has been limited to the minimum by exploiting the slope of the area in realising multiple floors facilities and by preserving old green areas and creating new ones.

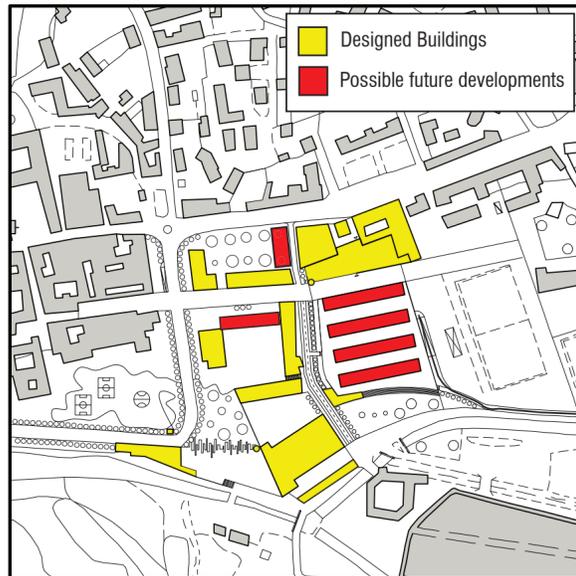
RECOGNISABILITY OF FORM



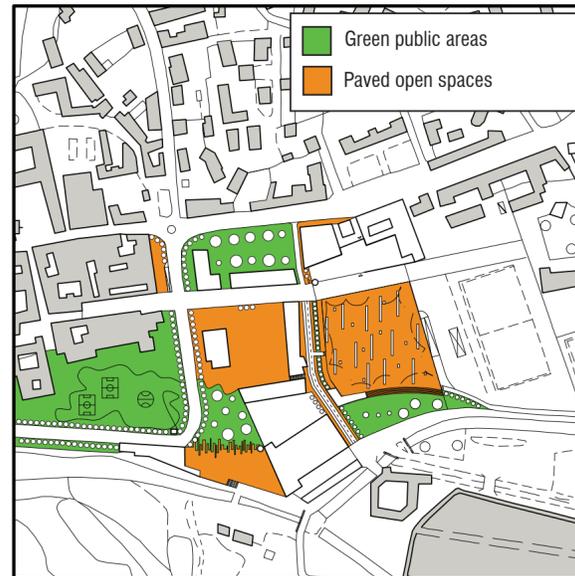
LEGIBLE URBAN STRUCTURE



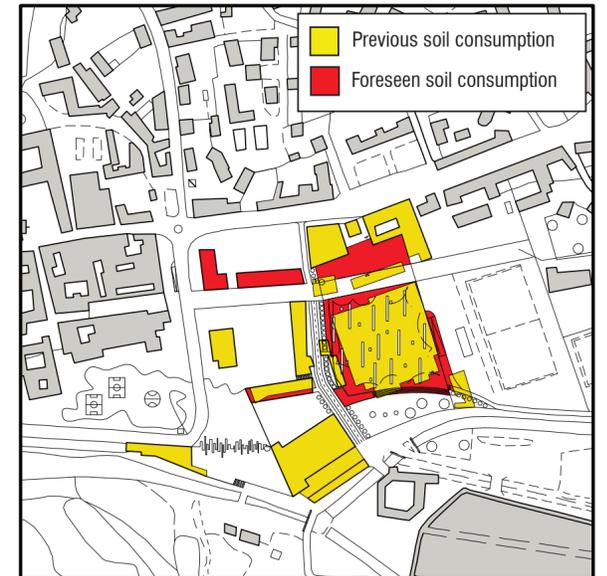
CRITICAL APPROACH TO URBAN SPRAWL



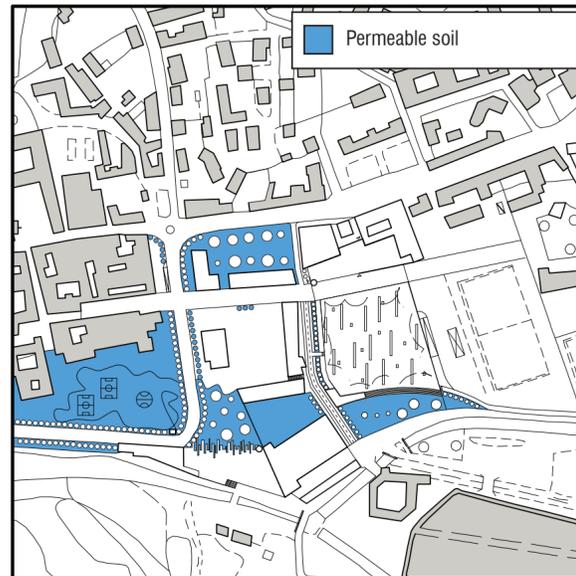
PUBLIC SPACES



SOIL CONSUMPTION



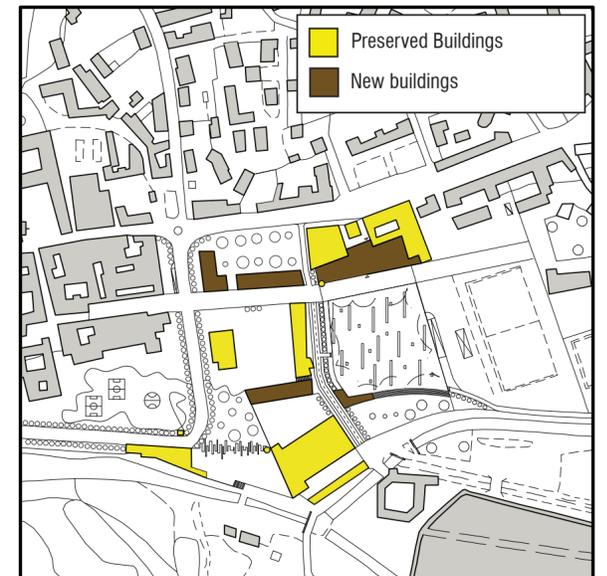
SOIL PERMEABILITY



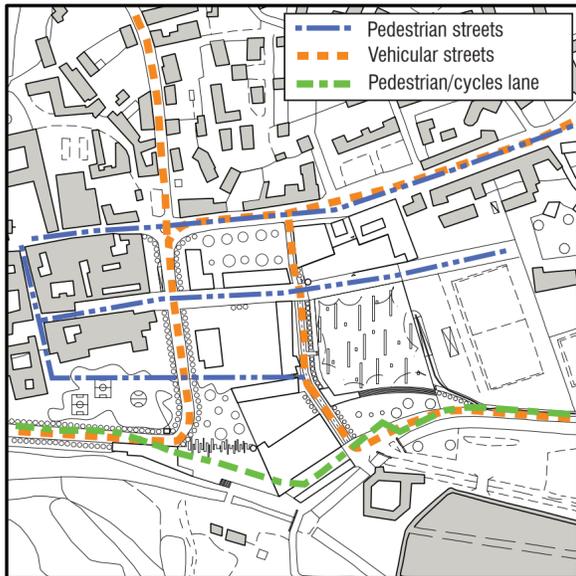
NATURAL HERITAGE



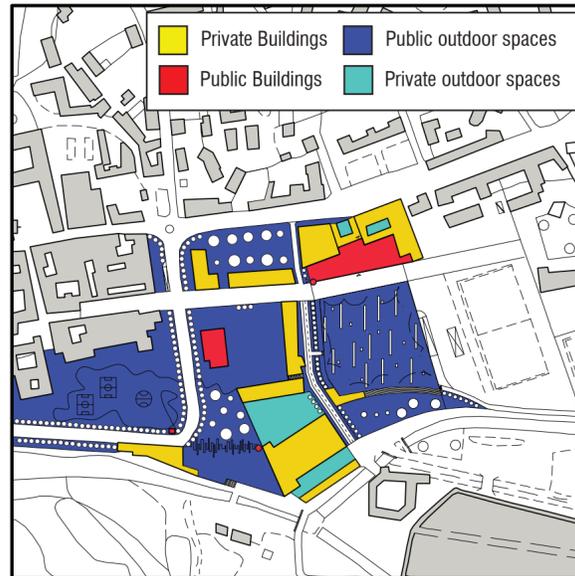
HISTORICAL AND ARTISTIC HERITAGE



MOBILITY



PUBLIC & PRIVATE



6- Soil Permeability

Soil permeability has been increased by by creating new green areas and by preserving the already existing ones.

7- Natural Heritage

Natural heritage has been considered as a great value since the beginning of the design process. Already existing green areas have been kept while new one have been created.

8- Historical and Artistic Heritage

Many of the previous buildings have been saved from demolition as monuments to the architectural heritage of Ivrea in all the phases of its history. Some of them have been refunctionalized, some others kept their original functions.

9- Mobility

Some new accesses have been created for vehicles to the new market area while the existing roads have been kept like they were before. Pedestrian paths have been improved in order to guarantee a safe and efficient circulation through the area. A new lane for pedestrians and cycles has been designed along the river in order to create a green walk on its border.

10- Public and Private Spaces

The ratio between public and private spaces has been of major concern during the design process. The general approach to the matter is indeed toward the creation of public open spaces more than private ones.