

URBAN CATALOGUE

*multiple ordinary actions for the urban recovery
and the economical reactivation of Cantù*

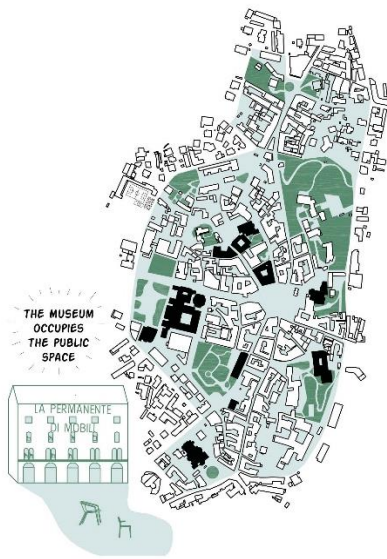
Cantù is a city in the Providence of Como, located in Lombardy, between the two branches of Lake Como. The city is known around the world for its important heritage linked to the production of furniture. Despite being active with this important activity and enjoying a complex infrastructural system of territorial connection, the city has lost its vitality and identity over the years and the latest historical events have affected commercial development in the city center. After an extensive urban analysis, it is concluded that the city center needs not only an interior urban reform, but also a global strategy for the activation and recovery of the location. **Supported with 4 strategies, we propose an urban catalogue conformed by 18 actions about the urban and ordinary domestics.**

4 STRATEGIES

CULTURAL PARK

The city center is formed by different public cultural buildings (in synergy of New European Bauhaus (NEB) European Programme) and unlinked parks and piazzas.

Cultural Park is a new type of public space which connects the different public spaces and green areas of the city and it acts as a filter between these, the cultural public buildings, and the densified urban fabric by the renaturalization and the flexibility of the street.

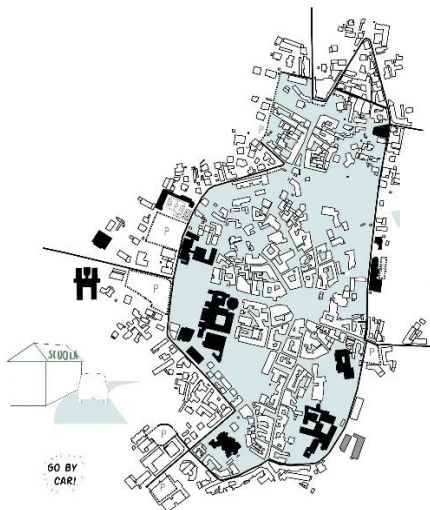


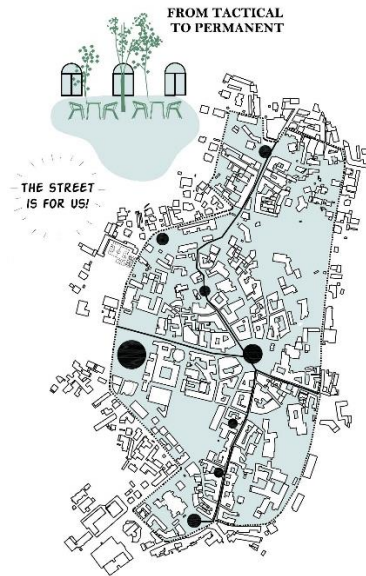
FUNCTIONAL RING

It is essential to provide the perimeter of the city with an urban and landscape high-quality network of parking lots and transport interchanges: the **Functional Ring**.

We promote this network by incorporating new public parking areas and combining them with the adjacent public buildings. At the same time, we propose a less aggressive ways of transport, such as the bicycle and pedestrian networks, to access the old town.

This functional ring incorporates parking plot next to the public and functional buildings such as schools, police, elderly residences and so on.

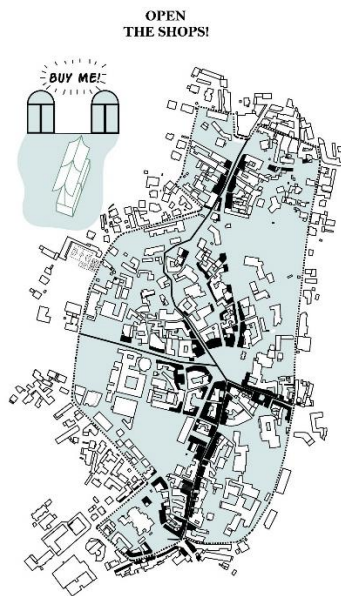




FROM TACTICAL TO PERMANENT

We apply two urban operations: deleting parking plots and two urban axis proposing actions from **Tactical to Permanent**.

On the one hand, removing the parking plot means that the pedestrian is in the center. Applying tactical urbanism is a faster way of implementation of urban redesign. The communication between the people and the public buildings will allow us to design shared agendas that include the community and its inhabitants. On the other hand, we establish two axis. The vertical connects the pedestrian from the north to the south starting with two new public areas. The horizontal axis connects the east to the west side.



OPEN THE SHOPS!

The changes in the consumption model have led the center of many European cities to a marked commercial decline. **Open the Shops!** contemplates that the shops are also the street.

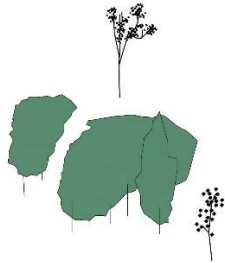
Improving the activation of public space involves encouraging the occupation of closed stores, the renovation of existing ones, the relationship of their sideboards with the street and their domestic occupation. The urban redesign is established starting with the relationship of the street with the ground floors. Ordering the ground floor, the renovation of clothes lines or revaluing existing historical stores are some of the premises to follow.

CATALOGUE: 18 ACTIONS

Working with the idea of acupuncture, we propose an urban catalogue to give complexity and profundity to the relation of the street and the ground floors. At the same time, taking profit of existing elements and heritage is a priority. This catalogue contemplates a set of actions in different topics: **Plants and nature, Lighting, Commercial Strategy, Urban, Culture and Mobility**.

Plants and nature

Understanding the city center as big park. New green areas which include trees, permeable pavement or even public orchards are proposed.



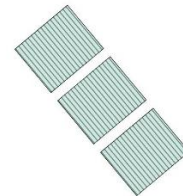
A1

Conserving existing trees, planting new trees



A2

Permeable pavement

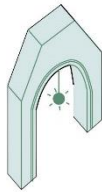


A3

Place public orchards

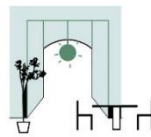
Lighting

With an acupuncture method, we establish three actions: the revalorization of heritage with light, the illumination of passages and the activation of the commercial activity with the illumination of streets and sideboards.



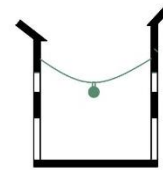
A4

Revalorize existing heritage



A5

Illuminate dark passages



A6

*Stimulate the street
Stimulate the economy*

Commercial Strategy

The sideboards are the façade of the streets and its quality. This proposal establishes a revaluation of the commercial scenography and its historical stores with a domestic occupation of the street.



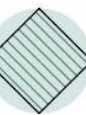
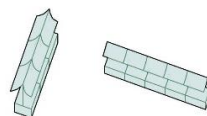
A7

Manage the in-between private and public +



A8

Occupy the street

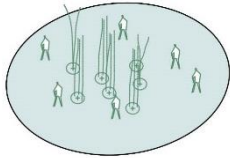


A9

Revalorize historic shops

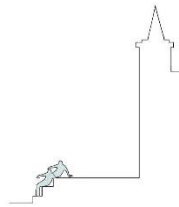
Urban

Fountains are places of entertainment and they corporate identity. Playgrounds are open rooms for kids, a transitive space between the school and the street. Benches are elements that bring the urbanity.



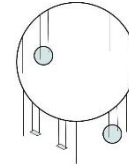
A10

*Set & renewal fountains
as a meeting place*



A11

*Transform the slopes
into seating places*

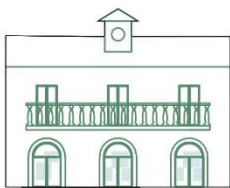


A12

*Assign zones
For playgrounds*

Culture

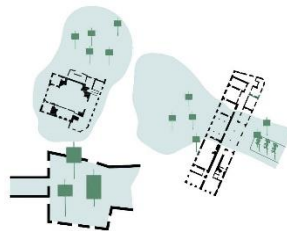
Can urbanism open the box of culture? The culture blows up into its habitants by the activation of its façades and the appropriation of public space. Cantù can be the city of furniture, the city of culture.



Villa Calvi Museum

A13

*Windows
as a museum*



A14

*Reopen
the culture*



A15

*Take advantage of pre-existing
structures to expand culture*

Mobility

Now, it's time to put the pedestrian in the center. The mobility is solved by the pacification of streets with new strategical parking plots and the incentivation of public transport.



A16

*Restrict
Car Access*



A17

*Propose Car Park
Entrances*



A18

*Encourage
Public Transport*

In conclusion, *Urban Catalogue* recognizes the street as an open infrastructure where the citizen is in the center. Cantù is an open-air room by agreement where multiple situations can happen. So, let's things happen!