

Cantù DIGITAL ECO-LOGICS

A Wire-Based Urban Design Initiative

Welcome to our visionary urban design initiative that celebrates Cantù's rich cultural heritage while fostering sustainable mobility through an innovative wire-based digital network. Our proposal intertwines the city's vibrant traditions with modern technology, offering an immersive and seamless experience for residents and visitors alike. With **CanturinApp** at its core, this design envisions a captivating journey through Cantù's essence, celebrating its sports, lace, woodcraft, and furniture craftsmanship.

GENERAL METHODOLOGICAL FRAMEWORK of ECO-LOGICS

ECOLOGY — ECONOMY — DIGITAL

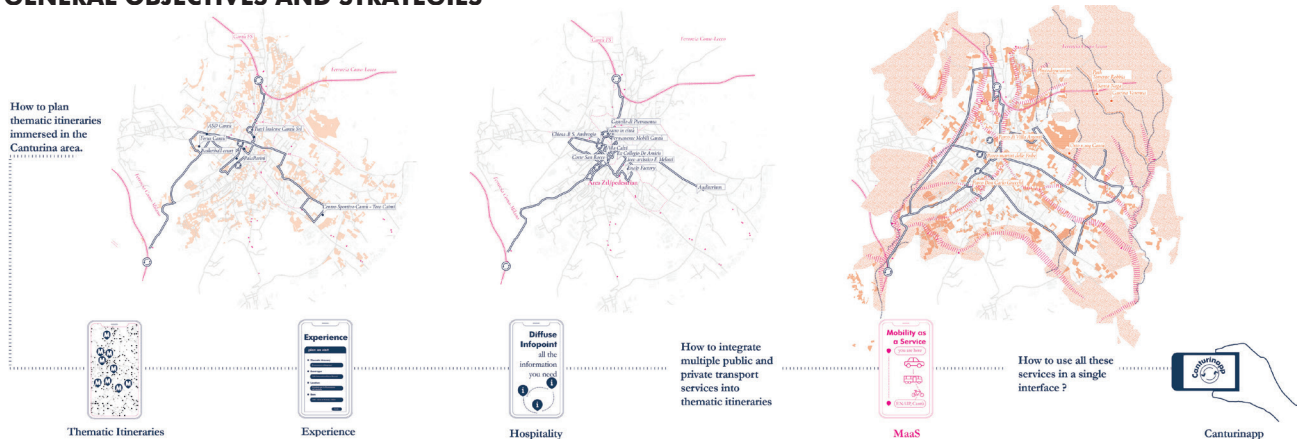
At the heart of our design lies Cantù's cultural tapestry, intricately woven with threads of tradition and innovation. The wire-based digital network serves as a metaphor, symbolizing the interconnectedness of Cantù's storied past and its promising future. Like the delicate lace crafted by skilled artisans, our design aims to connect residents and temporary citizens with the essence of Canturina identity.

Within this system, and coherently with European and global environmental issues, the design concept proposes itself as a reactivator of the common root between Ecology-Economy and Digital according to a new ethical dimension. A relationship that becomes the bearer of processes that respond to the themes of the green economy at a local level, reactivating all porosity through micro-strategies of regeneration, capable of generating new synergies and new forms, towards an image of a contemporary city. In particular, the project will respond to the themes outlined by implementing three methodological themes:

- 1. Digital:** The design strategies are part of a vision of global responsibilities that bring the city of Cantù within the new European experiments in relation to the theme of the sustainable and digital city.
 - 2. Cultural ecology:** the cognitive line of the local culture and economy, to strengthen the idea of slow tourism and ecology.
 - 3. Molecular spaces:** inside the city, they are capable of producing urban and neighborhood regeneration effects.
- Inserted in the logic of the landscape, the designed spaces activate the multiplication of public space, as a new local practice of urban regeneration, responsibility, and new forms of competitiveness; nature as a design element transform the project ground into the pretext for a path of new methodologies and new disciplinary experiments.

PART I. TERRITORIAL STRATEGIES

GENERAL OBJECTIVES AND STRATEGIES



The methods through which the different transformation strategies are implemented find a response to the needs and demands of society and compose a framework of distinct actions and projects with a certain degree of autonomy, capable of being articulated in different moments.

The design concept therefore provides a territorial framework to strive for and which is expressed as an image that concerns the great territorial choices, but at the same time providing a setting of the relationship with local planning, implying tools that are placed at different scales, able generate new synergies and new forms.

The guiding image (Table 1) is above all capable of describing a complex territory and, at the same time, of putting the different components of the environmental system into operation.

In relation to this background methodology and the territorial reference framework, the project is particularly oriented towards **three thematic paths** capable of enhancing a new overall urban form and of fulfilling extra-territorial themes and a connection through widespread molecular spaces.

The three thematic itineraries proposed, intercepting the dispersed fragments of the city and the Como area, allow a new reactivation of the interstitial spaces even on a smaller scale, re-signifying and systematizing them, supporting a final outcome that sees Cantù as a less rigid city, with specific local identities:

- 1. Ecomuseum – widespread:** an axis that activates the excellence of the Canturina area, from the beauties of the historic center to the recovery of the historical rural context; presents itself as able to enhance the

relationship between space, economy and society.

Respond to:

- Green economy/urban regeneration
- Reactivation of the existing production system according to the logic of contemporaneity
- Slow tourism

The project is therefore placed within a framework of meaning for which the terms **Ecology and Economy** - as stated - find the common etymological root.

By reactivating the network of abandoned areas, local heritage, and craftsman, the project proposes a widespread museum system - a true eco-sustainable district - using the existing and abandoned heritage according to new functional and social needs, with particular attention to the functional mix the diversity of users (inhabitants, city users, tourists).

By reactivating circular economy practices, the project aims to:

- Define a new **eco-productive district**;

- **Re-inhabiting the disused heritage** for productive and even cultural purposes, as a process of urban regeneration that has already seen effectiveness in European cities;

- Activate a technological and elite craftsmanship capable of reactivating the Cantù cultural tradition of production, in particular 2.0 and innovative craftsmanship, showrooms, business incubators, co-working, etc.

In this context, **temporary and semi-permanent reuse** of buildings will also make sense, in line with aspects increasingly present in international practices. Reuse will therefore be one of the central themes of the project, towards new fruition and transformation practices that Cantù offers - also thanks to the long tradition of textile production that has characterized it - as a new “eco” district in an international panorama, as a new and contemporary Made in Italy, developing a technological and highly experimental craftsmanship.

2. Natural and rural landscape: able to enhance the existing cultural path and the landscape understood as a process of knowledge.

Respond to:

- Urban regeneration
- Reactivation of the existing rural system
- Slow tourism
- Cantù-mountain relationship
- Network of public services

The second thematic itinerary enhances the slow mobility routes by strengthening the **historical-rural network** of the territory, reactivating both the recognized symbolic places and the natural ones that can be considered as cultural heritage. In particular, it connects new panoramic points, refuges, peaks and naturalistic areas of particular value, with the intention of generating a new relationship between nature and culture, between geography and history, narrating their complex and profound relationships.

Therefore, not only preserving, but activating cultural heritage as an ever active and crucial resource for development place identity.

3. Sport and leisure: to generate a cultural and sporting/immersive journey from Cantù to the mountains.

Respond to:

- Slow tourism
- Green economy
- Cantù-mountain relationship
- Equipment rentals

The last system is closely connected with the second, integrating the different ways of thinking about tourism. In particular, the implementation of facilities is envisaged to support the already grafted sports and tourist routes, such as trekking, hiking, climbing, etc. In this path, the landscape will have the greatest influence, and visual ecology actions will be activated, capable of generating both visual and perceptive immersion.

CanturinApp: The ultimate urban companion for Cantù's ECOMuseum

At the heart of this initiative stands CanturinApp - the essential tool for all temporary citizens. Seamlessly integrated with the wire-based digital network, CanturinApp offers a plethora of services that enhance the Cantù experience.

A digital network that only uses wire and local culture to make it happen. Starting from the Comasco-Brianzolo area, the three routes intertwine until they reach the heart of the city of Cantù. Here the connection nodes are the entrances to the diffuse museum, the streets are the corridors for a new sustainable mobility, and the new squares are places for exhibitions that offer a portrait of the great Canturina identity.

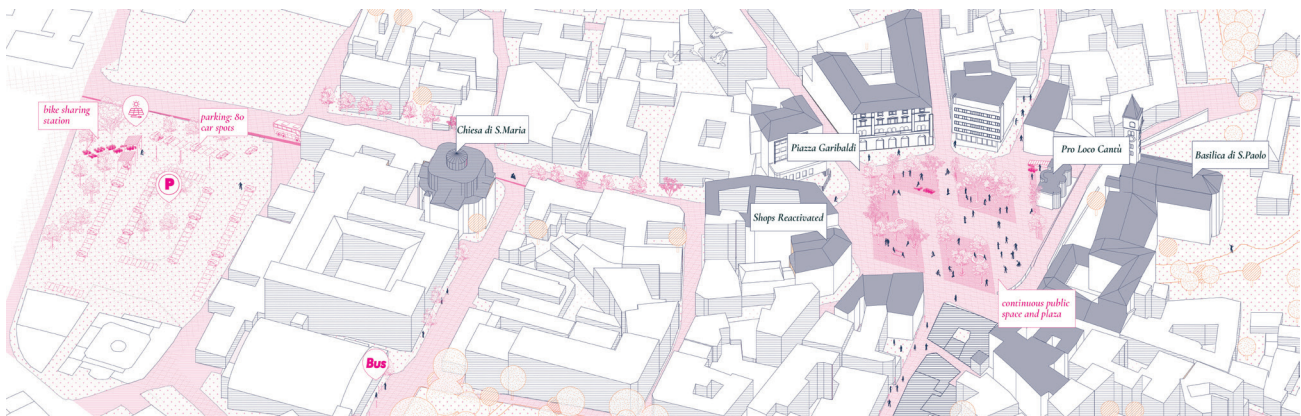
Through the most ancient art of lace in the creations of master craftsmen, the sports tradition that lights up the city and its surroundings with many events, and the wider landscape and rural heritage, those who enter Cantù become Temporary Citizens.

CanturinApp becomes the essential tool for the Temporary Citizen, providing the right information, guiding you on the various routes, helping you to purchase mobility services quickly and planning new activities and routes.

- **Comprehensive event platform:** explore, plan, and book captivating events that celebrate Cantù's sports, lace, woodcraft, among the others. From sports events that light up the city to workshops showcasing the ancient art of lacemaking, CanturinApp serves as the go-to platform for all cultural happenings.

- **Personalized route planning:** tailor your journey with new activities and routes, ensuring a unique and enriching experience for every Temporary Citizen. Whether you prefer exploring sports events, attending craft exhibitions, or experiencing local traditions, CanturinApp customizes your itinerary.
- **Efficient mobility services:** enjoy seamless access to sustainable mobility solutions, including bike sharing, electric scooters, and buses, all within the city's zonal areas and beyond. CanturinApp ensures that getting around Cantù is not only convenient but also environmentally friendly.
- **Streamlined payment:** with the integration of Mobility as a Service (MaaS), CanturinApp simplifies payment operations, providing added convenience to both permanent and temporary citizens. A single payment channel ensures a hassle-free experience for all mobility services.

PART II: SUSTAINABLE MOBILITY



The strategies for mobility are defined in the light of the general strategies described. In particular, they provide for some main guidelines:

- **Exchange nodes:** a series of interchange nodes of the transport system, where the transfer of users from one mode of transport to another takes place. More precisely, services such as bike sharing, and electric scooter sharing are also provided with starting stations in areas where it is possible to park the car in order to continue by foot, bike, electric scooter or bus in the city's zonal areas and elsewhere.
- **A system of continuous public spaces** for pedestrians and cyclists that guarantee practicability and permeability;
- The stitching of **internal molecularities**, the efficiency of existing paths and small actions through the construction of new sections that bring the existing elements into a system.

The grey infrastructure system and the vehicular flows maintain the current hierarchy of the network in the project, according to a redesign of the spaces of the historic center which, through a clearer separation of the road flows from the cycle-pedestrian paths, guarantees greater safety for all categories of users.

Minor interventions are therefore foreseen aimed at calming the main traffic flows and reducing the points of conflict between road users, also through the preparation of limited traffic areas where the speed is reduced, in order to guarantee greater safety and use of the spaces. Pedestrian crossings are also set up in strategic areas according to the standards listed in the PEBA, improving permeability and reducing the physical distance generated by the presence of cars along the road. Another element of essential priority is to ensure the continuity of the city's cycle path network which serves both as an urban connection service between the various districts of the city, but also as an alternative tourist route, oriented towards full use of the spaces also and above all through sustainable mobility. In some cases, cyclist prioritization is used with shared roads inside environmental islands. In these cases, the safety of bike users is guaranteed through the implementation of 30 zones and traffic calming interventions.

The use of the road as a public space lead to proposing actions that seek to question and **overturn the current car-pedestrian and car-cyclist hierarchy** through actions that intend to subtract space dedicated to parked private cars to dedicate it to improving the usability of public spaces. In this way, the intention is to break the paradigm of cities serving the private car to make the various areas of the city more accessible to pedestrians and cyclists. These operations translate into the reduction of parking spaces within the historic center, carried out through the reduction of the road section and at the same time enlarging the pedestrian spaces of some stretches to revalue some public spaces such as that of via Dante. The focus is on the **possible relocation (and zero balance) of the parking spaces** taken away from the road inside the exchange points structures.

MaaS a service for Canturinapp

MaaS is the integration of various forms of transport services into a single mobility service, accessible on demand. For the user, MaaS offers added value through the use of a single application to provide access to mobility, with a single payment channel instead of multiple ticketing and payment operations. The integration of the MaaS within the digital platform of Canturinapp makes it easier for any user: permanent and temporary citizens. More precisely, it connects the new sustainable mobility planning and the planned interchange nodes in a single system easily accessible through a single app.

PART III. SPACE STRUCTURES THE PROJECT OF SOIL AND THE VOID OF MOLECULAR SPACES.



Intended to generate new internal polarities, the general strategy provides for the correlation of the molecular spaces within the city (small disused areas, neighborhood squares, abandoned, non-places), in order to generate widespread and homogeneous qualities.

Immersed in the city, these spaces produce effects of urban and neighborhood regeneration, and can potentially be developed by the project according to more spontaneous and differentiated languages and declinations. The project involves the reactivation of interstitial spaces redesigned as new local centralities at the service of the surrounding urban fabric.

These small compartments/spaces will respond to a multiplicity of logics and needs:

- The main spatial structures will be anchored.
- Generate diffusion of capillary quality.
- They multiply neighborhood and self-sufficiency economies.
- Strengthen local identities.
- Strengthen local and cycle-pedestrian mobility.

As activators of **urban regeneration**, they generate an increase in quality in daily life, in the network of social relationships, with their own specific functions, simultaneously, they know how to draw a continuous landscape.

These spaces are put into the system by:

- **A continuous public pedestrian and cycle/pedestrian space** along the entire stretch of the project, which by expanding forms a multiple public surface, which can be used at different levels and dotted with public services (facilities). The flooring is "solid" but clear, which enhances by contrast the local flooring upstream of it, and which allows a unity and linguistic recognition of the project.
- A continuous and characteristic **natural landscape of Cantu**; Piazza Garibaldi, among others, becomes the public garden of the city which, through a visual ecology design, allows the recognition of the place and the sense of belonging and familiarity of the inhabitants. The reintroduced natural endogenous vegetation has the purpose of preserving the existing biodiversity, favoring native species, and of increasing the green benefits introduced by the plants;
- A **series of facilities** able to fit into the expansions or restrictions in the nature/artifice relationship, depending on the point of the city where they are inserted. The project therefore envisages a support network for public services, used for permanent activities (play areas, wi-fi, etc.) or temporary (shows, events);

The project proposes a Cant as a contemporary place, a city of innovation, sustainability economy, as a young and dynamic city, capable of defining a clear character through the different natures proposed - but also capable of generating resilient spaces, therefore for future generations, for which it will take on new configurations and new forms.