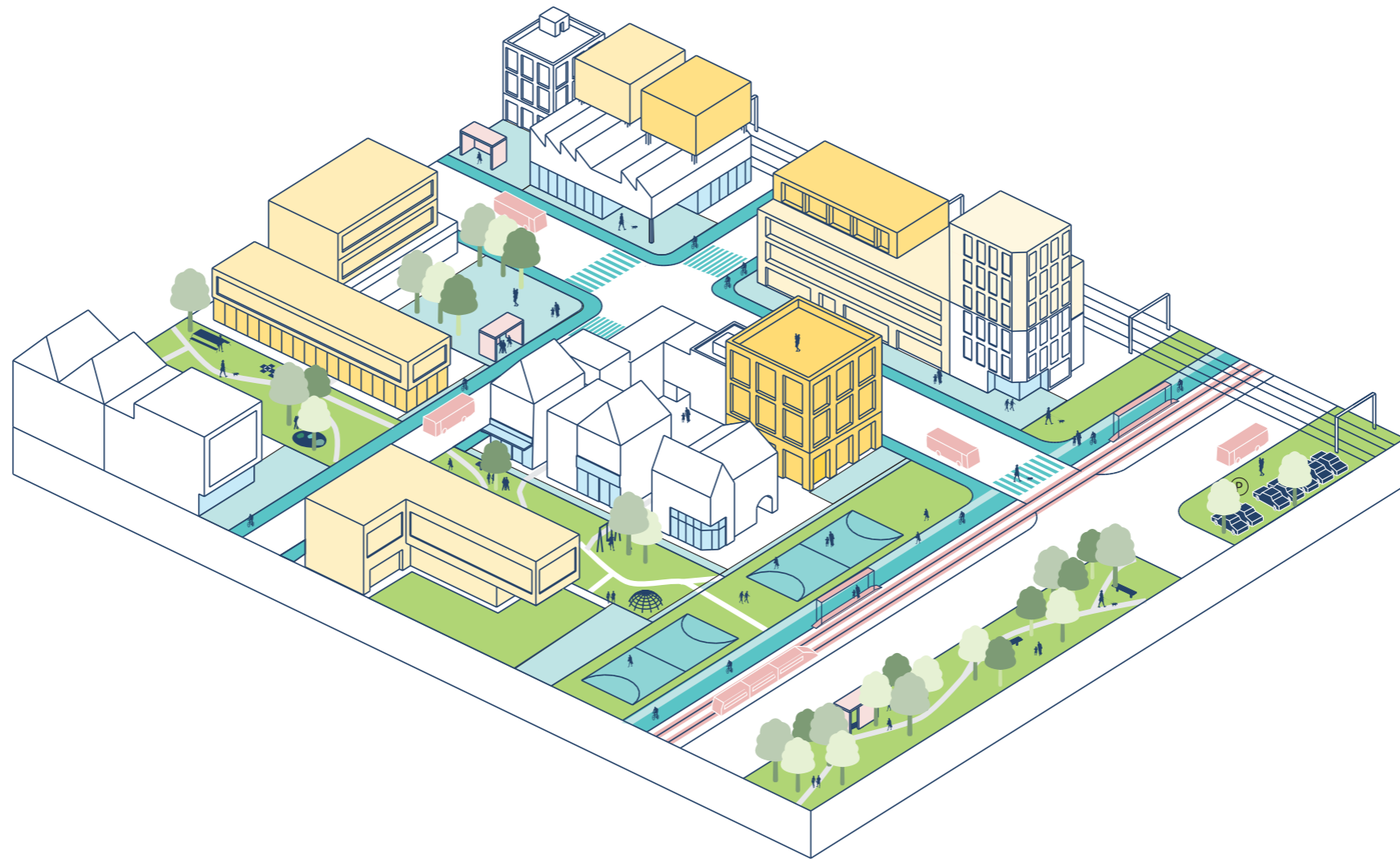


# Urban Challenges: Fringe Solutions

Moderated by Jan Edøy



Practitioners' view

Francesca Avitabile

*Beyond guerrilla, gardening alliances in Casoria*



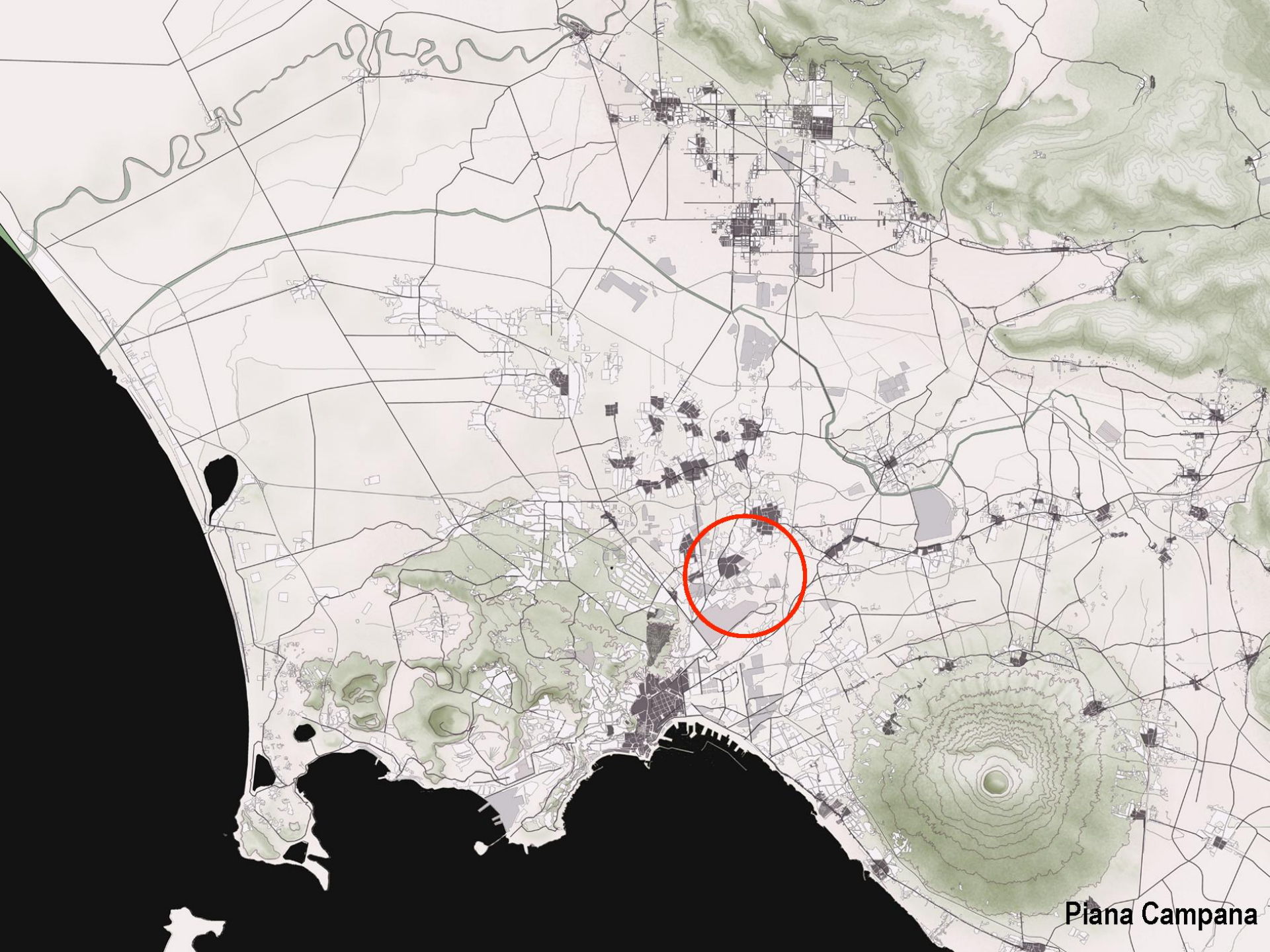
# Beyond **GUERRILLA, GARDENING** alliances in Casoria

**URBAN CHALLENGE: FRINGE SOLUTIONS | 13 JUNE 2017**  
**F. AVITABILE | sbsLAB | Comune di Casoria (Città Metropolitana di Napoli)**



**EoCT**





Piana Campana





RHODIATOCCE



NOCERA GROUP

CENTRO CARNI

NOCERA GROUP

STUO DEL CANTIERO  
E CONSERVATO  
DE FURNACE CINE

PEUGEOT

ERT

# LOCATION

SPORT FACILITIES

FORMER MILITARY POWER STATION AREA  
OF VIA MICHELANGELO





Via Michelangelo | Casoria (NA) | Italy

# LOCATION

FORMER MILITARY POWER STATION AREA  
OF VIA MICHELANGELO



Searching for a different

# STRATEGY



STEP 1

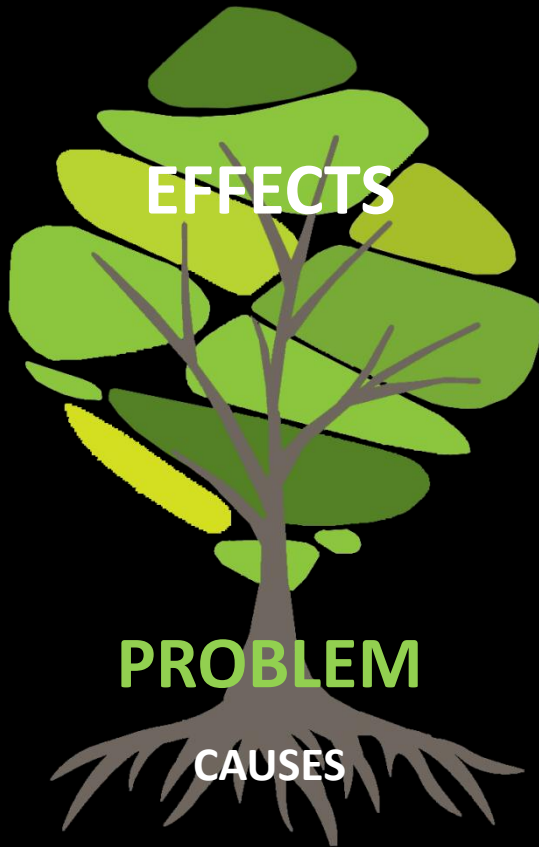


STEP 2



STEP 3

TRANSFORM A WORLD OF DROSSCAPES IN THE "VISION" THROUGH **STEPBYSTEP** REALISTIC SCENARIOS



Starting Point

# CHALLENGES

- Car Based Space |
- Lack of Public Space |
- Lack of Green Areas |
- Low Local Identity |
- Passive Citizenship |
- Mistrust in Public Actions |

...

Changing in process | Changing in mind

# AMBITION

... more than just design a PUBLIC PARK



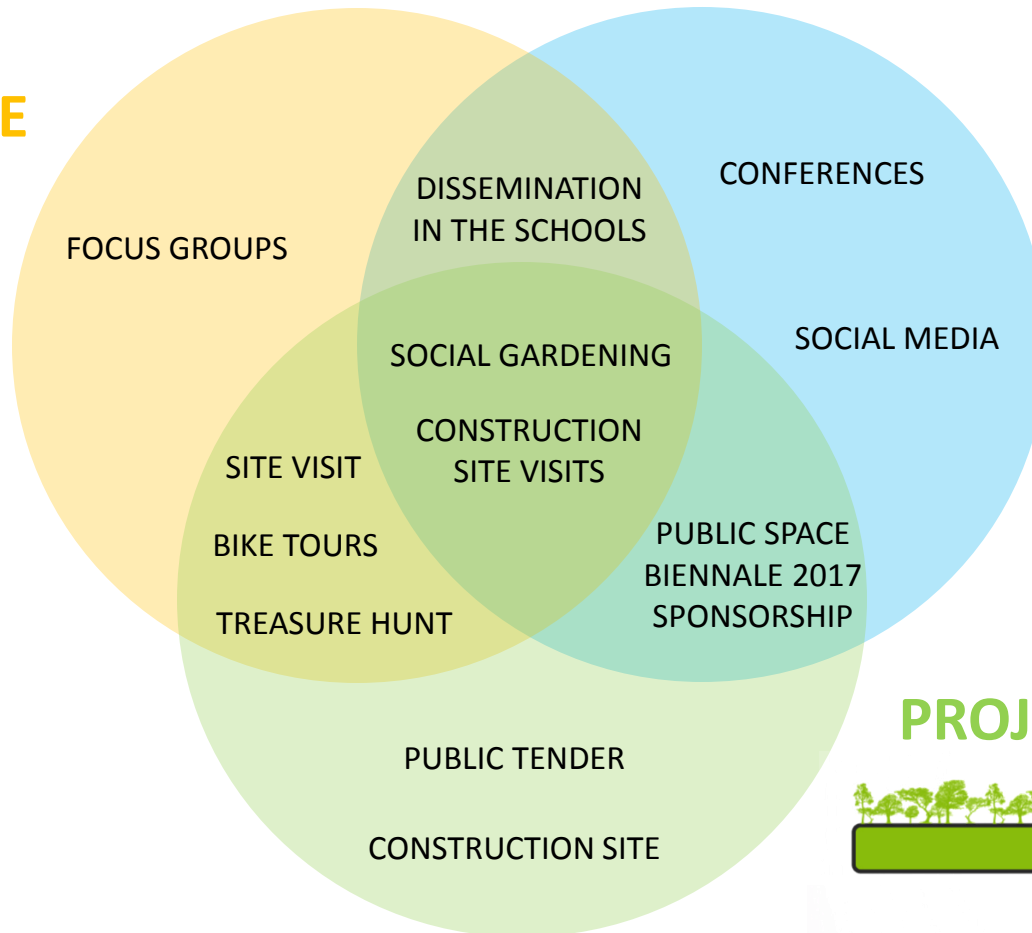
# Beyond **GUERRILLA**, **GARDENING** alliances in Casoria

Changing in process | **Changing in mind**

- | Low Local Identity
- | Passive Citizenship
- | Mistrust in Public Actions

Overcoming citizens mistrust in public administration commitment and the way of thinking about design process of public administration, through **real actions** but also through **knowledge** of own territory and innovative tools to transform it.

## KNOWLEDGE



## DISSEMINATION



## PROJECT | EVENT



**LOADING**  
PLEASE WAIT...

# Beyond **GUERRILLA**, **GARDENING** alliances in Casoria

Changing in process | Changing in mind

Car Based Space |

Lack of Public Space |

Lack of Green Areas |

**GUERRILLA GARDENING** indicates a series of **small demonstration acts** (called GREEN ATTACKS) oriented to provide for the regeneration of degraded areas through planting trees, plants and flowers.

The idiom “guerrilla gardening” was coined in the ‘70 in relation to the activities of Green Guerrilla group in New York, but the idea spread to many countries.

It's a sort of **social movement** aimed to increase the environmental quality of life in city through the spread of greenery, especially in fringe areas excluded from the main transformation processes of the city.

It is mainly an **illegal practice** but in some cases has the support of inhabitants or the involvement of the authorities.



# Beyond **GUERRILLA**, **GARDENING** alliances in Casoria

Changing in process | Changing in mind

Car Based Space |

Lack of Public Space |

Lack of Green Areas |

## FROM **GUERRILLA GARDENING** ...

| Urban planning is more than talking and designing. It is **acting and doing**

| Immediate effects through **small acts and easy tools**

| **Temporary** and **changeable** project

## ... TO **SOCIAL GARDENING**

| New form of **alliances and interactions**  
(authorities, associations, citizens, schools, universities, european exchanges)

| **Conscious** and wise cooperation

| **Rules of co-management** of public areas



# CO-CREATION

*"The inhabitants of Casoria do not participate in taking care of common goods of their own city"* (1<sup>st</sup> Focus Group)



SUB>URBAN NETWORK

ULG

SCHOOLS

COLOCO LANDSCAPIST

CITIZENS

ADMINISTRATION



# CO-CREATION

SOCIAL GARDENING  
1° opening of the park



# CO-CREATION

## SOCIAL GARDENING



1

11.16  
TRANSNATIONAL  
MEETING

# CO-CREATION

SOCIAL GARDENING



# CO-CREATION

SOCIAL GARDENING

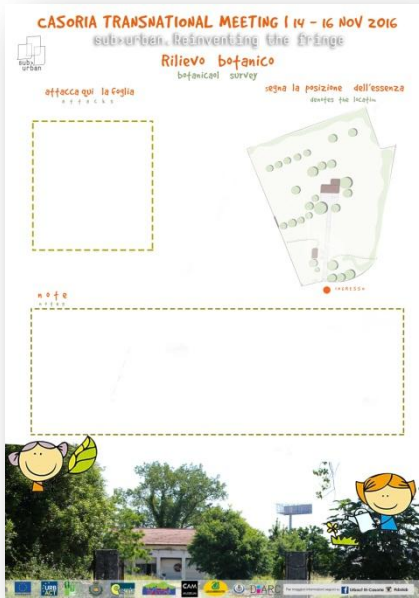


1

11.16  
TRANSNATIONAL  
MEETING

# CO-CREATION

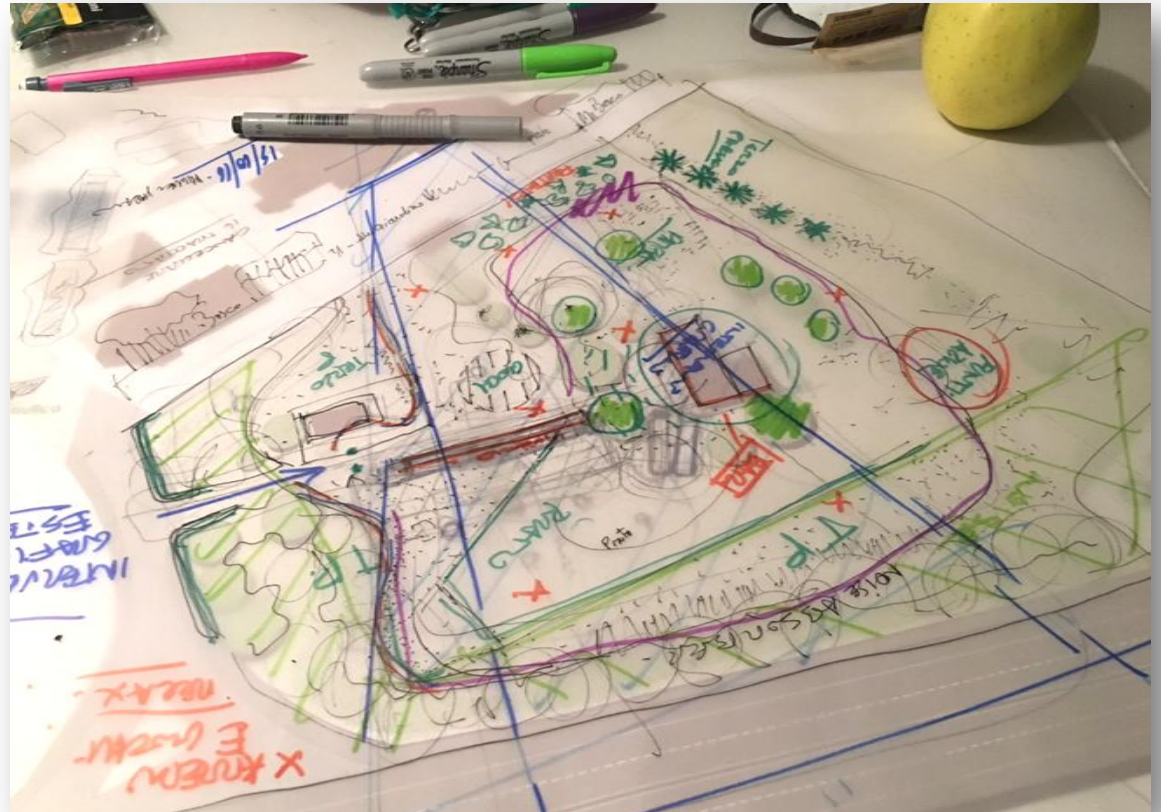
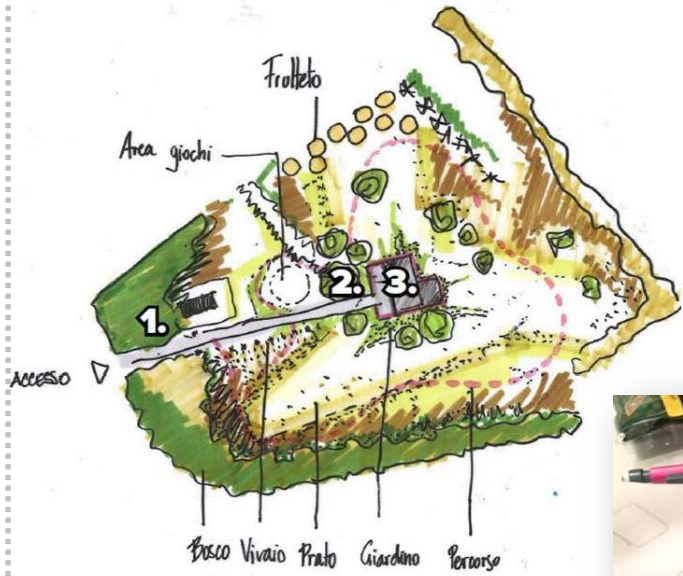
BOTANICAL SURVEY





# CO-CREATION

CONCEPTS



1

11.16  
TRANSNATIONAL  
MEETING**GOALS**

- | Enthusiastic participation
- | Growing trust
- | Action
- | Temporary opening
- | Public tender

**CO-CREATION**PUBLIC TENDER  
1° PHASE OF WORKS

ENTRANCE RENOVATION | MAKE THE BUILDINGS SAFE | PATHS DEFINITION | PLANTING TREES | PLOUGHING

**INTERVENTI PROGETTUALI****Opere edili**

- 1** Recupero del cancello metallico e dei sostegni in cemento armato (voci di computo R.05.040.080.a, E.21.050.020.b, E.21.050.010.a, E.21.050.040.a)



- 2** Rifacimento copertura edificio di ingresso - ex guardiana (voci di computo R.02.090.070.b, R.02.040.022.d, E.03.010.010.b, E.12.020.010.b, R.02.045.020.a, E.11.070.020.m)

- 3** Interventi di predisposizione edificio centrale - ex sala macchine

Demolizioni

Costruzioni

Demolizioni rivestimenti

1 Riparazione di infissi e sostituzione vetri

2 Sostituzione infissi

3 Sostituzione porta metallica con porta tagliafuoco

4 Sostituzione saracinesca con infisso

**Opere a verde**

Alberature esistenti (potatura vd. voce U.07.030.015.a, U.07.030.015.c, U.07.030.038.a)

Alberature di progetto (specificazione essenze in tav. 4)

Decespugliamento (vd. voce U.09.010.045.c)

a Compattazione piano di posa per percorso (vd. voce U.05.020.020.a)

b Taglio del tappeto erboso (vd. voce U.07.010.039.c)

c Realizzazione strato di drenaggio (vd. voce E.01.015.010.a, U.05.020.080.a, NP.03, NP.04, NP.05, NP.06)





1

11.16  
TRANSNATIONAL  
MEETING

2

04.17  
MAKE IT  
HAPPEN

# CO-CREATION

During the construction site ...

| Application for sponsorship event of BISP2017

| Educational Campaign in the schools



## “Knowing URBACT and be a part of it!”

Develop a more conscious sensibility about the importance of the park in relation to URBACT project for Casoria.

1

11.16  
TRANSNATIONAL  
MEETING

2

04.17  
MAKE IT  
HAPPEN

# CO-CREATION

- | Construction site visit
- | Planting
- | Recreational/Educational activities: *TREASURE HUNT*

**“MAKE IT HAPPEN!”**

The park as participated construction site



1

11.16  
TRANSNATIONAL  
MEETING

2

04.17  
MAKE IT  
HAPPEN

# CO-CREATION

| Construction site visit  
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**“MAKE IT HAPPEN!”**

The park as participated construction site



1

11.16  
TRANSNATIONAL  
MEETING

2

04.17  
MAKE IT  
HAPPEN

3

09.17  
CALL FOR ACTIONS

next  
steps

# CO-CREATION

| FOCUS GROUP on rules of co-management of public areas  
| PUBLIC TENDER - 2° PHASE OF THE WORKS  
| CALL FOR ACTION EVENT Co-construction of park facilities  
| PERMANENT OPENING OF THE PARK



RESULT IS NOT A PROJECT BUT A PROCESS



**“MAKE IT HAPPEN!”**

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