On 4 October 2014, at Palazzo San Giorgio, in the presence of the Mayor Marco Doria, the President of the Region Claudio Burlando and the President of the Port Authority Luigi Merlo, the architect Renzo Piano presented his overall design called “Blueprint”, like the plans for a building site, a unified vision of the waterfront spaces between the area for ship repairs and Punta Vagno, an idea for the redevelopment for the port and waterfront which will restore the city’s relationship with the sea, continuing what has already been achieved in the Old Port.

The design interprets the guiding principles expressed by the Renzo Piano: "It clears away the concrete and returns space to the sea, in an urban repair operation, uniting the "factory of the port" with the city, which will again be a “city on the sea”.

On 23 September 2015, at Palazzo Tursi, the architect Renzo Piano signed the deed of gift of the Blueprint to the city and its port, presenting it to the mayor Marco Doria, the regional president Giovanni Toti and the President of the Port Authority Luigi Merlo. Since then, the Liguria Region, the Municipality of Genoa and the Port Authority have shared ownership of the "Blueprint for Genoa."

On 7 June 2016, Mayor Marco Doria, the Commissioner of the Port Authority Giovanni Pettorino, and the President of Spim Stefano Franciolini, in order to facilitate the implementation of the Blueprint, signed a Convention to "share solutions consistent with the objectives of the municipal development plan and the new master plan for the port in the areas between the Gadda Wharf and Piazzale Kennedy."

The "Blueprint for Genoa" has updated the guidelines for composing the mosaic of harmonious development between city and port in the stretch of waterfront between the Gadda Wharf and Punta Vagno. The architectural design of the details remains open to design contests for each segment of the area.

The zone that the City Council, in agreement with the City’s subsidiary SPIM and through intensive collaboration with the Renzo Piano Building Workshop, identified for the Blueprint Competition includes areas owned by SPIM and the City of Genoa in the former Trade Fair site.
On 25 July 2016, the City Council approved the Agreement between the City and the SPIM company, 100% owned by the city, to entrust SPIM with the task of organizing the competition.

Designers taking part in the competition are required to comply with the Blueprint guidelines. The Notice sets out the conditions to be followed in their projects to ensure fidelity to the overall design.

The Renzo Piano Building Workshop has contributed to the definition of the Notice by making, in agreement with the Administration, some adjustments to the original design under consideration. In particular it enlarged the surface of the canal, and introduced a new road at grade instead of the first stretch of the overpass, as well as a different volumetric distribution following the demolition of pavilion D, not envisaged in the first draft of the Blueprint.

The winning design ideas will be acquired by the Municipality of Genoa.