



Blueprint Competition

Press release

July 29, 2016

BEAUTIFUL AND FEASIBLE, THE "BLUEPRINT" IDEAS COMPETITION IS READY TO GO

From the Renzo Piano Building Workshop's design to a project for the Genoa waterfront capable of attracting the interest of international investors

In Genoa, the great Reception Hall of Palazzo Tursi was the setting for the presentation of **Blueprint Competition, an international ideas competition for the redevelopment of areas of the former Trade Fair site owned by the City of Genoa and SPIM** – the company for valorizing the City's real estate holdings. The areas covered by the competition face the docks of the Trade Fair site, at the mouth of the harbour, and lie between the entrance to Piazzale Kennedy and the former Nira building, with the exception of the Blue Pavilion designed by Jean Nouvel.

Sponsored by the city of Genoa, in concert with SPIM, **the competition is the starting point for of the "Blueprint for Genova", the overall study donated to the city of Genoa, the Liguria Region and the Port Authority by the architect Renzo Piano and the Renzo Piano Building Workshop, which redesigns the part of the city that stretches from Porta Siberia to Punta Vagno.**

The competition is intended to acquire a conceptual project dealing with all the urban, architectural, technological and economic factors involved, and is intended to attract design professionals. The deadline for submissions is 15 December, and the Jury is expected to complete its work by January 31, 2017.

"Renzo Piano's Blueprint," declared the mayor Marco Doria, speaking at the press conference with the Councillor for Economic Development Emanuele Piazza, the Councillor for Communications and Cultural Policies of the Liguria Region Ilaria Cavo, and Commissioner of the Port Authority Admiral Giovanni Pettorino, "is a fundamental project for the Genoa of the future that will revive the city's relationship with its seafront, while redefining the functions and activities of a vital area. It is a major urban redevelopment, as has been recognized by the Presidency of the Council of Ministers with the grant of a loan of 15 million euro. The international competition of ideas we are launching today, concerning spaces owned by the municipality and SPIM, is an essential tool to attract potential private investors who will be responsible for the investments for new works. The agreement with the Liguria Region and Port Authority has enabled us to proceed along this shared path. I wish to renew my thanks to Renzo Piano and his team for donating the Blueprint and no less for their

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helpfulness and their collaboration given in recent months to the municipal offices engaged in intensive work to prepare the competition notice.”

In developing the project, the competitors will have to take into account the preparatory works for preparation of the area, to be carried out to a design by the municipal offices. This will involve the demolition of a zone of about 75,000 square meters affecting the ticket office; the office building; Pavilion C; Pavilion D; Pavilion M; the former Ansaldo-Nira building; construction of a network of canals and the replacement of the first 500 meters of the Overpass with a different road system built at grade.

The proposals developed by the competitors will have to combine the construction of about 60,000 square meters, divided into residential, commercial, hospitality and managerial buildings, with the creation of spaces for public use or capable of enriching the context, giving it a new significance and sources of interest and attraction for the public. Particular attention should be given to public green spaces and energy saving. It will create vibrant, open and permeable places, lived in and felt to be a part of the city. Its places will be more enjoyable, fostering gatherings, discussions, displays, development and enhancement in the fields of leisure, sport and culture.

The new building surfaces will be divided as follows, by intended use and type: Residential 40,000 m²; commercial and artisanal activities 5,000 m²; hospitality facilities 10,000 m²; business and executive offices 5,000 m². Then provision will have to be made for parking below street level for the new buildings, to be installed preferably underground, for a total area of 20,000 m²; these could be supplemented by car parks linked to the other activities – sailing and sports – now existing or newly installed.

For pavilion S (the sports complex), the Notice provides for alterations to its main elements, while substantially retaining its form, confirming its use for sports and entertainments, but also the opportunity to establish commercial or artisanal activities related to sports and sailing. Inside it, up to an additional 15,000 m² of space will be provided, for use in commercial and artisanal activities. All businesses must be located in the premises with an overall size of not more than 250 m², except for activities related to specialist products or activities, connected functionally to the new developments (such as retail sales of equipment for sailing or sports activities in general, or for specific technical assistance), which may be somewhat larger.

The cost of the competition works must not exceed a budget of 200 million euro.

The estimated cost of the preliminary operations (demolition works, excavations and construction of the retaining walls for the docks) that will precede construction of the competition project **is estimated at 50 million euros, including the changes to the overpass. The Presidency of the Council of Ministers has allocated 15 million euro for the start of operations, recognizing the national importance of the "Blueprint".**

"After the resolution of the City Council in late January of this year," explains **Stefano Franciolini, president of SPIM**, "we immediately started discussions between our technicians and those from the City of Genoa, on the content and methods of the international competition. The result is a competition capable of placing the redevelopment of the waterfront city at the centre of interest for professionals and investors around the world. The competition Notice drew its inspiring principles from Renzo Piano's Blueprint with a particular concern for the issues of the use of space and traffic."

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The competition will take place exclusively online through the use of the application – devised with the National Council of Architects – available on the website www.blueprintcompetition.it. The winner will receive a prize of 75,000 euro. Entries classified from second to fourth will receive three prizes of 15,000 euro each.

"Blueprint Competition" has the patronage of the Presidency of the Council of Ministers, the National Council of Architects, Planners, Landscapers and Conservationists, the Liguria Region and the Port Authority of Genoa.

The Selection Committee will consist of five permanent members, whose names will be published on the competition website. They will include an architect or engineer appointed by the Renzo Piano Building Workshop, an architect appointed by the National Council of Architects, Planners, Landscapists and Conservationists, an internationally renowned architectural scholar, an expert in urban planning and urban design, and an expert in economic and financial assessments in the field of urban development projects.

To promote the cultural debate at the national and international levels, and ensure the widest possible participation in the contest, as is the intent of the "Blueprint for Genoa", a programme of initiatives has been devised that will make the redevelopment of the waterfront and the City of Genoa as a whole the focus of professionals and international investors.

The communication process, initiated with the press conference today, will grow until the end of September in the specialist press and in the channels of communication directed by the Order of Architects of the main Italian cities and in a number of foreign countries. After the roadshow at the headquarters of the Order of Architects in major Italian cities, planned for between mid-September and mid-October, "Blueprint Competition" will be presented in Rome to the foreign press, in Russia at Yekaterinburg in October, at the international Forum on the building, and in China at Guangzhou in December, at the conference on urban infrastructure.

The winning proposal will be exhibited to the major European real estate fair, MIPIM in Cannes, from 14 to 17 March. A selection of the projects submitted will be exhibited to the public.

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