

# Blueprint Competition



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COMUNE DI GENOVA



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Sponsorship Program  
**Blueprint Competition**

**(G)EN(O)VA**  
MORE THAN THIS

1

Background

## Background

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**Blueprint** is the title of the vision for the city given by **Renzo Piano Building Workshop** as a free contribution to the future port, industrial, planning and social development of Genoa.

It is an overall design which leaves much open to implementation, just like the copies of drawings used on construction sites. It is a vision of development that has to be followed by competitions in order to realize the different stages of planning.

It is a project, as the Architect Renzo Piano said, that **“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”**.

Is a concrete vision of the redesign of the part of the city that extends from Porta Siberia to Punta Vagno. This vision possesses the advantage of the immediacy essential in tracing a relation between the port and the city, building a bridge between the require-

ments of the citizens and those of the port operators, including those that call for environmentally sustainable development and those that want a greater increase in the productive activities of the port machine and the Fiera del Mare.

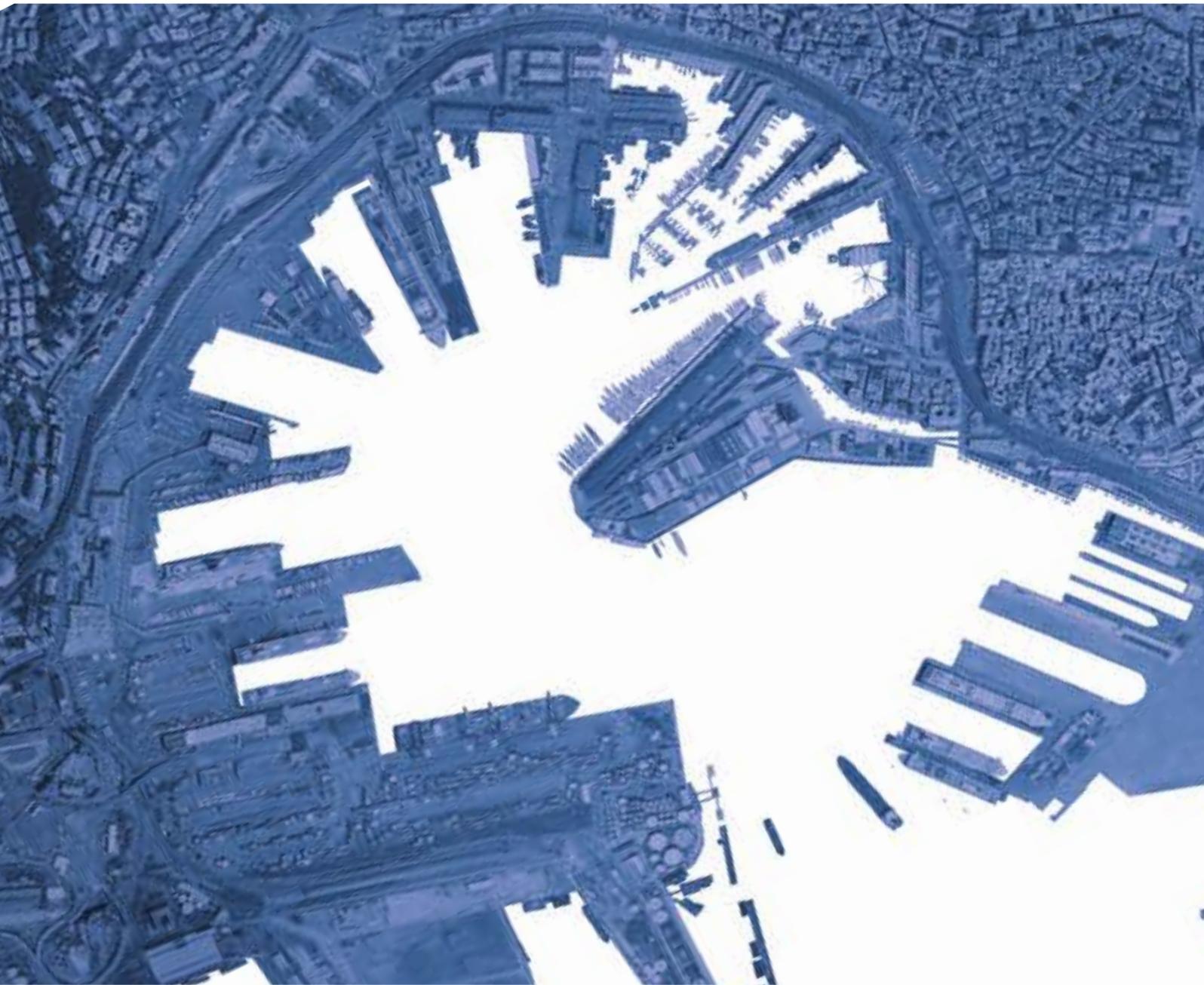
**With the Blueprint Genoa can be again a sea city:** just as the recovery of the Old Port, redesigned by Renzo Piano enabled the old town center to regain its view of the sea, the Blueprint - constructing an urban canal between the Old Port and the Trade Fair - will minimize the gap between the city and the sea, caused by the growth of the port since World War II.

Instead of filling in the sea to gain valuable space, the project tries to carry out the opposite process, with the water regaining its space.

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The Blueprint represents an opportunity:

- **to realize the so-called “factory of the port”** a great commercial and production complex, ideally very close to the “emporium port” of the past, when the city still had a close relationship with the sea. The new port will be capable of creating jobs, as well as all those related activities which will bring the city wealth and employment. They will take the form of ship repairs, services related to recreational boating, and various commercial activities that have always gravitated around the sea.
- **to make more attractive and liveable the city**, with a promenade from the waterfront to the Foce
- **to support the shipbuilding industry**, an important sector for the city, ensuring adequate space for the size of the dry docks and the shortage of spaces on the landward side
- **to re-launch the yachting sector**
- **to renovate the ex Trade Fair**, making possible the reuse of unexploited spaces which are in a bad repair, but set in a central location and context with a great potential.







The proposal  
Blueprint Competition

## Genoa and its waterfront. A new gateway on the Mediterranean Sea.

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The Blueprint is a fundamental plan for the future of Genoa which will recover the relationship of the city with the sea redefining the uses and the activities of this dynamic area.

It is a huge plan for urban regeneration. The Presidency of the Council of Ministers has allocated 15 million euro, recognizing the national importance of the project.

The international competition "**Blueprint Competition**" is an ideas competition determined to restore the waterfront of one of the main city on the Mediterranean Sea.

Sustain the **Blueprint Competition** means to support your own image in launching a unique high-quality process with national and international visibility.

Starting from this development vision of the city, the Blueprint Competition is intended as the instrument – through an international ideas competition – to deal with the issue of the Urban voids of the former Genoa Trade Fair by analogy with the experiments and plans of this kind being produced nationally and internationally, so translating this issue into a concrete project of outstanding quality.

Its objective is therefore to redevelop the former Trade Fair site through urban reclamation operations. The Italian term for this operation ("rammendi") means "daming", which recalls the old practice of carefully mending and patching: a practice that must be reflected today in the desire to reconstruct the urban fabric by filling the voids in it.

The competition will select an idea made by professional designers which considers urban, architectural, technological and economic aspects. This idea will design spaces capable of generating places that offer opportunities for people to come together, share values, and celebrate the rituals of what is significantly called "urbanity".

In developing the project, it will be crucial to design public spaces and public uses that will enrich the context, giving it new meanings and sources of interest and attraction. It requires vibrant places, open and permeable, lived in and attuned to the city. They should markedly broaden the range of activities, with spaces always accessible, which offer facilities for gathering, exchanging ideas, and holding exhibitions, while promoting development and making improvements to the facilities for leisure, sport and culture.

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The areas covered by the competition face the docks of the Trade Fair site, at the mouth of the harbour.

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 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. The Presidency of the Council of Ministers has allocated 15 million euro for the start of operations, recognizing the national importance of the "Blueprint".

Architects, engineers from all over the world, individuals or groups, are sending their projects. The deadline for submissions is 15 December. We

suppose to receive more than 200 projects.

Blueprint Competition



## Promotional steps Blueprint Competition. Roadshow 2016 (towards 2017)

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The international road show presenting the Blueprint Competition started in **Ekaterinburg**. The road show supports the promotion of the competition and lays the foundation for the next road show in 2017 (see the paragraph "Proposal – Communication Plan 2017"). The Blueprint was presented during the Forum "100+", organized by the Municipality of Ekaterinburg and the Russian Association for entrepreneurs. One of the most important events in Russia about urban development (city planning, restoration, urban renewal, international ideas competitions). See the interview with the chairman of Spim Stefano Franchioli at the link: [http://malina.am/video/2016/10/11/stefano\\_franchioli](http://malina.am/video/2016/10/11/stefano_franchioli)

The second stopover was in **Kazakhstan** with institutional and business meetings. On this occasion the Blue-

print Competition was an opportunity to present companies from Genoa and Liguria which would like to take part in Expo 2017 Astana (Kazakhstan).

Another stopover was in **London** during the Mipim UK, the second event in Europe for the real estate sector, which joins some of the most important international investors. In Italy, the Blueprint competition has been presented during an event of the International Boat Show organized by the Association



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of Architects and the Association of Engineers.

The competition has been shown also during the **VIII Interregional Conference for young building entrepreneurs from Liguria, Lombardy, Piedmont and Veneto**.

The National Congress of the Association of Architects organized a specific meeting to consider the possibility of promoting the Competition in the Regional Associations.

**Next planned stops for 2016**

The Blueprint Competition will be presented in Moscow from the 21st of November to the 25th of November 2016 during a meeting between

Genoa and the Russian Public Authorities.

Another meeting will be organized in **China – Guangzhou** – during the conference on urban infrastructures.

The project will be also presented in **Milan** in December during two different events: one for professionals and another for investors.

**Next stops for 2017**

We are working on the presentation of the project during the **Mipim of Cannes**

We are working on the presentation of the project during the **Mipim of London**



## Blueprint Competition: on the front page of international magazines and Social Networks

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More than 150 press releases have been sent since the launch of the competition to National and International magazines. The advertising campaign is addressed to websites used by professionals from all over the world.

Russian, Spanish, French, English, Kazak and Italian magazines have broadcasted far and wide this international ideas competition.

People from London, Brussels, Salo-nika, Gaza, Baghdad, Alexandria, Ho

Chi Minh, Kuala Lumpur... interact with the profiles of the competition on Facebook and Twitter.

Two months later the launch of the competition, the official website - [www.blueprintcompetition.it](http://www.blueprintcompetition.it) - has registered accesses from Europe (83%), Asia (8%), North and South America (7%), Africa (1%), and Oceania (1%).

The list of Countries by number of visits rewards Italy, Russia, United Kingdom, United States and Spain. Ukraine is before India, Canada, China and Iran

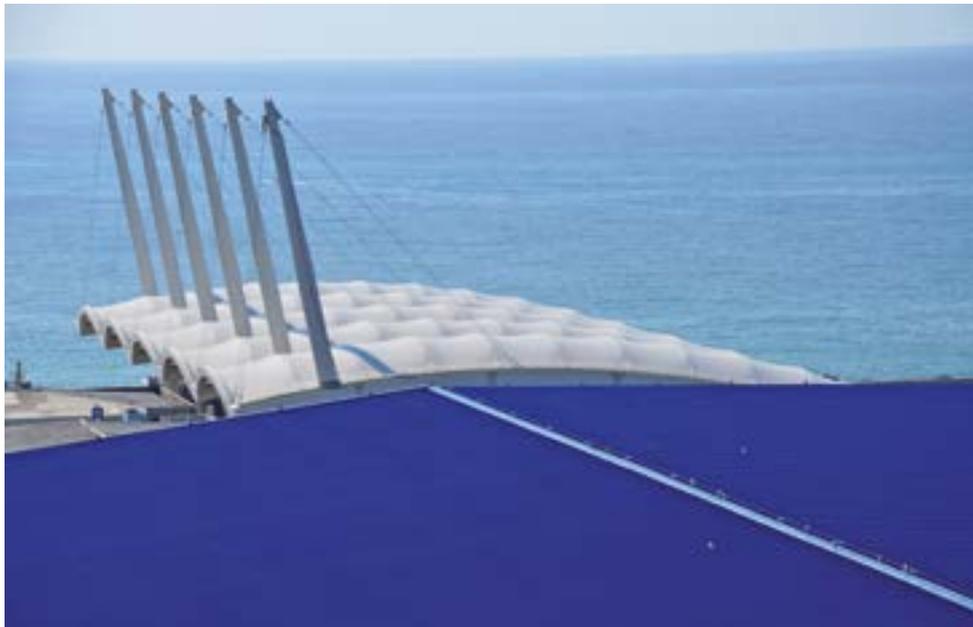
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in the top ten list.

On the FAQ webpage there are more than 130 questions that the competitors have sent to the Competition secretariat.

The competition has been published

on the most important magazines about architecture (El Croquis, The Architectural Review, Domus, L'Architecture-d'Aujourd'hui, Il Sole 24 Ore inserto immobiliare). On these magazines will be published the final results and a great visibility will be given to all partners.



## They said about the Blueprint...

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**Renzo Piano** - Architect

*"The Blueprint was designed to announce ideas competitions for new talents, which I hope will be young professionals, and to receive new proposals. The idea that new talents may emerge is very important for me. It is right that young professionals will compete at an international level".*

**Matteo Renzi** - Prime Minister

*"Blueprint. Project of National importance"*

Ammiraglio **Giovanni Pettorino** - Commissario Autorità Portuale

*"The Blueprint. A project to be shared in the strongest terms"*

**Carlo Castellano** - Senior advisory of the Bank of Italy

*"The Blueprint of Renzo Piano gives new life to a part of the city"*

**Giuseppe Zampini** - Chairman of the Industrial Federation of Genoa

*"A real opportunity to change the city and to develop the tourism sector and the port industry"*

## They said about the Blueprint Competition

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**Marco Doria** - Mayor of Genoa

*"Blueprint Competition. Beautiful and feasible project"*

**Emanuele Piazza** - Municipal Councillor for Economic development

*"Blueprint Competition. We are waiting for the participation of professionals from all over the world"*

**Stefano Franciolini** - Chairman of Spim Genova

*"With the Blueprint we restore an area fundamental for the city"*

**Paolo Raffetto** - Chairman of the Architect Association of Genoa

*"Blueprint Competition. It is an opportunity for the city"*

**Stefano Bigazzi** - Journalist - La Repubblica

*"The mayor presented the ideas competition (what a wonderful word!) which will involve young professionals and will consider aesthetic and economic aspects. So, it is not related to huge and narcissistic works but to something real. People have to think about something beautiful and economical. It is an idea"*

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Beneficiaries  
of the proposal

## Beneficiaries of the proposal

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The international competition Blueprint Competition is the starting point of a feasible project to revitalize a funda-

mental area for the economic development of Genoa at national and international level. The main beneficiaries are:

- National and International workers and professionals in the sector;
- Citizens of Genoa and other big European cities where the Blueprint will be promoted during the road shows;
- stakeholders during Mapic Italy in Milan and Mipim in Cannes and London;
- stakeholders during the conferences organized to promote the Blueprint Competition;
- top managers, entrepreneurs and industrialists;
- designers and developers;
- retailers;
- businessman and politics;
- stakeholders;
- media;
- brokers



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Next steps

## Next steps

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### **First Step.**

It will be developed from the beginning of December to the end of January and it regards the data aggregation related to competitors and the projects delivered (deadline 15th of December). This step includes the start of the works of the jury which will select the winner and the most interesting projects (deadline 31st of January 2017).

During this phase the Communication Plan will focus the attention of the public to the results of the competition taking advantage of the expectations on the competition endings.

The international road show will stop in China - Guangzhou - during a conference about urban infrastructures.

### **Second Step.**

(15th February 2017 – 15th March 2017)

All the projects received will be presented to the city involving the public, professionals and local authorities that played a leading role during the different steps of the Blueprint Competition.

During this step it will be organized in Genoa an award ceremony and an exhibition of the projects received

### **Third Step.**

(15th March – 15th October 2017)

Presentation of the winning project to international investors during: specialist trade shows (such as Mipim in London and Cannes), meetings for the housing market, institutional meetings with different delegates from foreign Countries and promotional trips abroad organized by local authorities or Spim spa.

## Communication strategy

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- National and international road show to promote the competition;
- Press conference after the announcement of the winner;
- Award ceremony with conferences, videos and interviews on Twitter, Facebook, and YouTube (using the profiles of the Municipality of Genoa, Blueprint Competition and Spim spa.)
- Exhibition with the projects received
- National and international road show to present the winning project;
- Presentation and promotion of the winning project during international events such as the Mipim of Cannes and London

## Technical needs relating to each step

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In order to organize the steps over mentioned are requested the following means:

**First Step.** Works of the jury

- Electronic means (monitors, laptops, software...)- to be defined with Spim spa.
- Catering (period to be determined) Hotel (to host 5 the members of the jury)
- Travel (for the Jury)

**Second step.** Presentation of the winning and the selected projects

- Editing, printing and binding of the book with all the projects received
- Press Conference equipment to present the winning project
- Equipment for the exhibition presenting the projects selected

**Third step.** Presentation of the winning project to an international audience

- Equipments for the main trade shows (Mipim of Cannes and London) such as: brochures, small fol-

ders, flyers, totem and everything else that could be used to organize a stand

- Realization of side events in addition to the trade shows of the sector
- Travels to present the project to international guests and business companies
- Presentation of the project to local, national and international trade associations
- Presentation during international forums for International investors
- Posters to promote the winning project in the city and all around Italy



Visibility and benefits  
for Partners/Sponsors/  
Supporters

## Visibility and benefits for Partners/Sponsors/Supporters

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It is possible to support the Blueprint Competition as Partner, Sponsor and Supporter.

During the three steps of the Blueprint Competition, according to several types of targets over mentioned, there are many events and ways that can ensure the visibility for Partners, Sponsors and Supporters of the Blueprint Competition.

All the sponsors of the Blueprint Competition are important, not only big sponsors. For this reason, many benefits for all Sponsors/Partners are provided below:

- Inclusion in the sponsor list on the web page of the Blueprint Competition - with hyperlink if requested
- Inclusion of the colored logo in the fact sheet of the final event of the Blueprint Competition, on the totem or on the poster at the entrance of the event and on the web page with the agenda of the event
- Publication of news on social networks with the logo of the partner

The visibility of the logo is related to the following categories.

### **PARTNER CATEGORY (from 30.000 € to 50.000 €.)**

- Videos and articles realized with the brand of the partner published on the social profiles (Twitter, Facebook, YouTube) of the Municipality of Genoa, the Blueprint Competition and Spim spa
- Speech of the partner during public events to promote the project
- Opportunities for participation in presentation events of the project to National and International guests
- Business Totem during the final exhibition of the projects
- Mention of the Company in the editorial communications
- Opportunities for participation in presentation events of the project to local, national and international trade associations
- Opportunities for participation in international forums for international investors
- Other opportunities to be agreed with the partner according to its needs

### **INCLUSION OF THE COLORED LOGO OF THE PARTNER**

- on the poster affixed to the Pavilion S - ex-Trade Fair – (ex Palasport) coupled with the promotion of the

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Blueprint Competition

- on the poster affixed to the Pavilion C - ex-Trade Fair – coupled with the promotion of the Blueprint Competition
- on the promotional materials with the results of the Blueprint Competition
- on the posters and promotional materials for the final exhibition
- Inclusion of the logo and the thanks on a page in the book presenting the projects of the final exhibition

**SPONSOR CATEGORY (from 10.000 €. to 25.000 €.)**

- Mention of the Company in the editorial communications
- INCLUSION OF THE CLORED LOGO OF THE SPONSOR**
- on the poster affixed to the Pavilion C - ex-Trade Fair – coupled with the promotion of the Blueprint Competition
  - on the promotional materials with the results of the Blueprint Competition
  - on the posters and promotional materials for the final exhibition
  - Inclusion of the company in the book presenting the best projects of the final exhibition

**SUPPORTER CATEGORY (from 5.000 €. to 10.000 €. with also a technical support)**

- Mention of the Company in the editorial communications
- INCLUSION OF THE CLORED LOGO OF THE SPONSOR**
- on the poster affixed to the Pavilion C - ex-Trade Fair – coupled with the promotion of the Blueprint Competition
  - on the promotional materials with the results of the Blueprint Competition
  - on the posters and promotional materials for the final exhibition
  - Inclusion of the company in the book presenting the best projects of the final exhibition

**Technical sponsors:**

It is possible to sustain the Blueprint Competition providing logistical support.

To organize the final event, the exhibition and the International meetings, we need several equipments such as: computer equipments, audio/video systems, consumables, means of transport, locations and services.

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Any aid granted to reduce the costs, in order to organize the final events or other events, is welcome.

**The sponsoring costs can be assimilated to advertising expenditure and so are tax-deductible.**

**blueprint competition** - sponsorship program



## Referents

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**Municipality of Genoa**

**Tiziana Ginocchio**

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