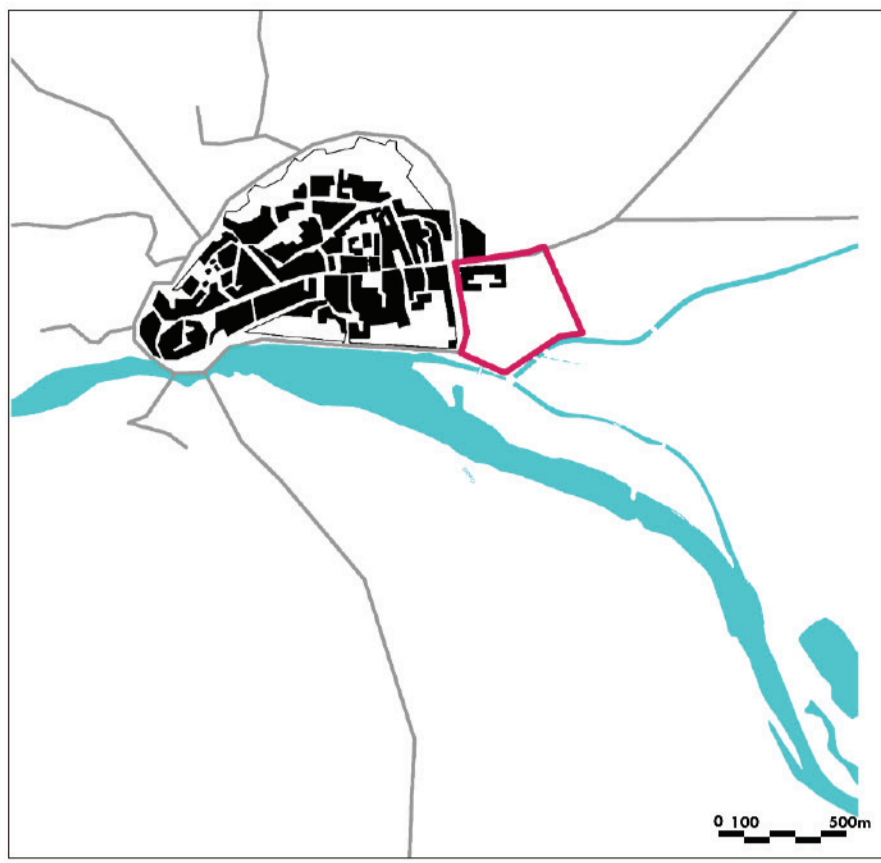


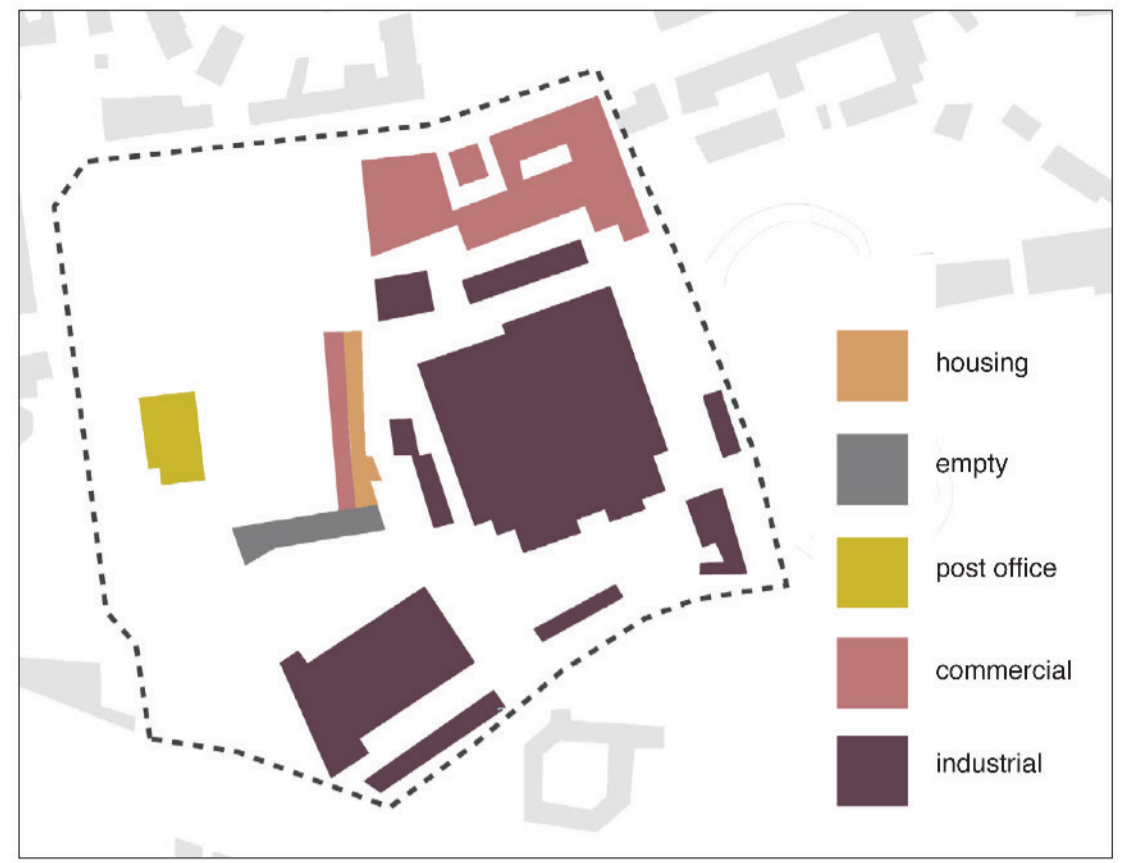
## old city core



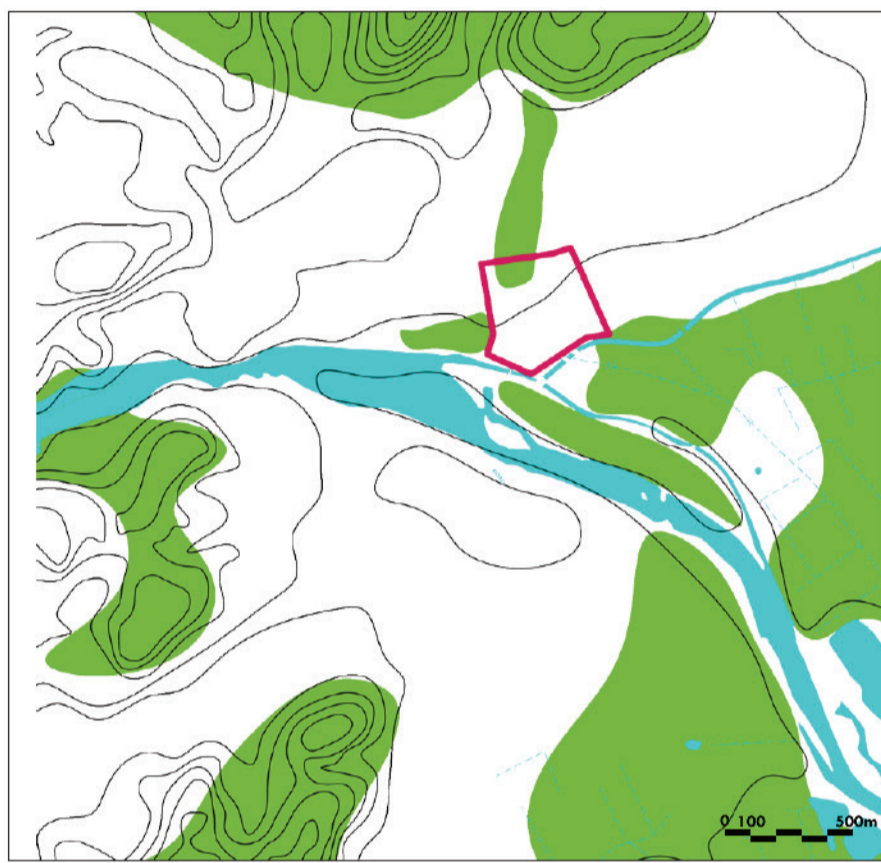
## new development



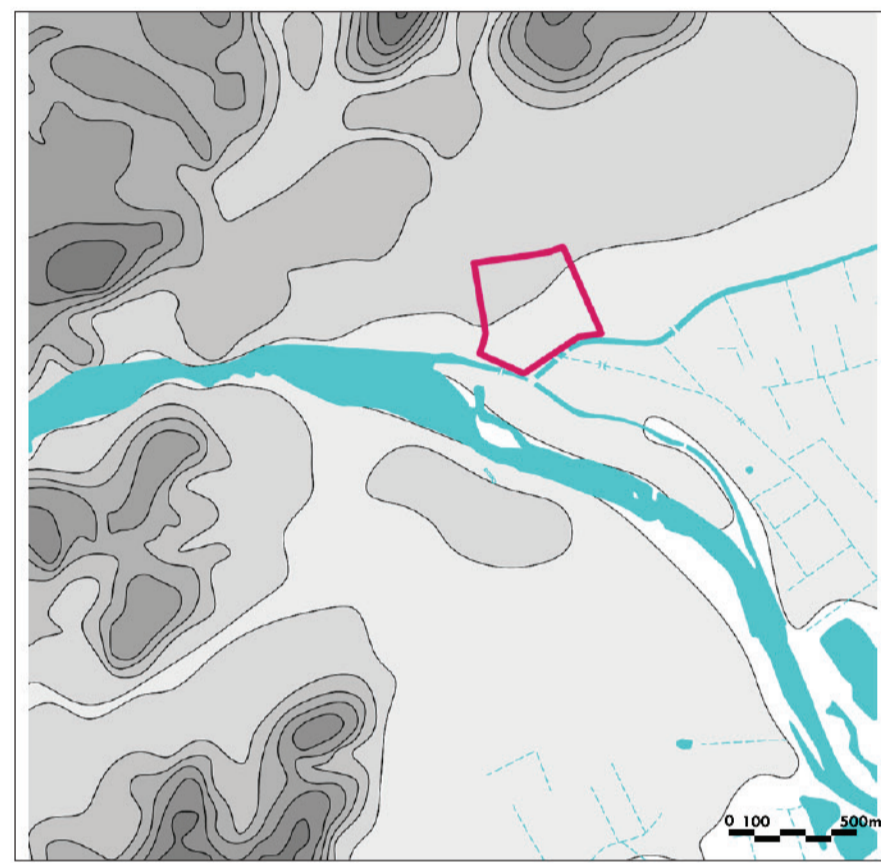
## existing landuse



## nature



## morphology



## how does the city work?

### density



### pockets



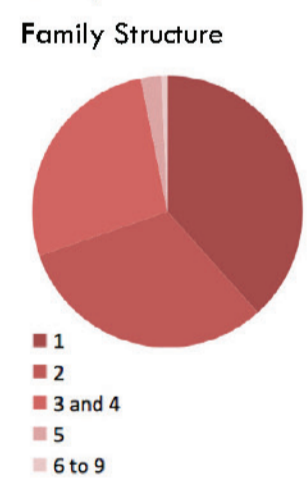
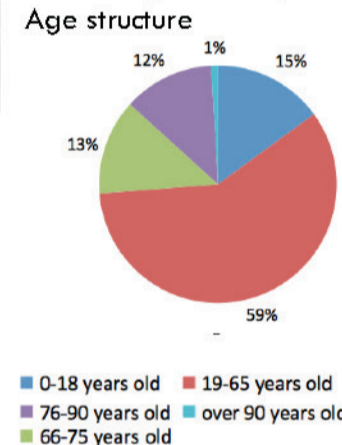
### different characters



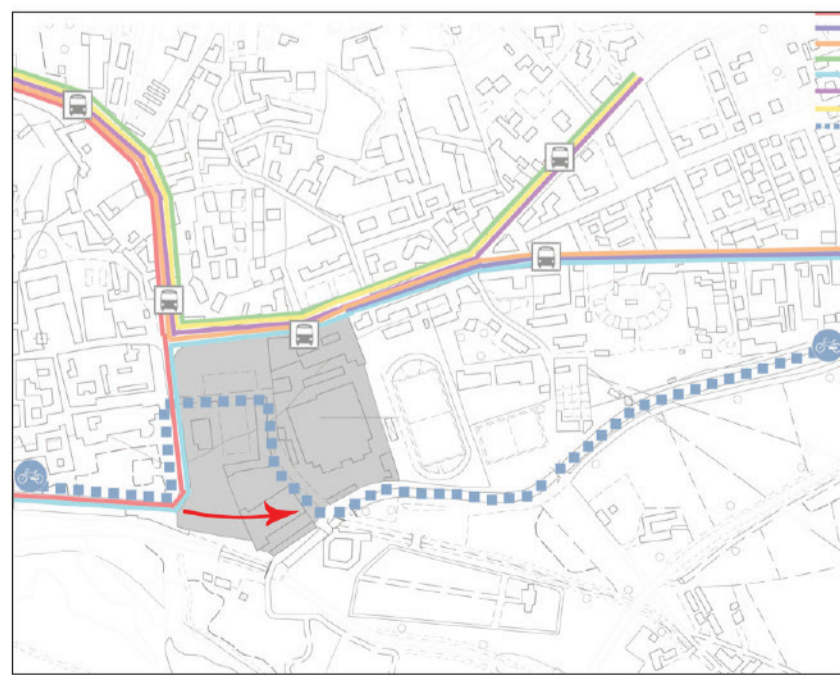
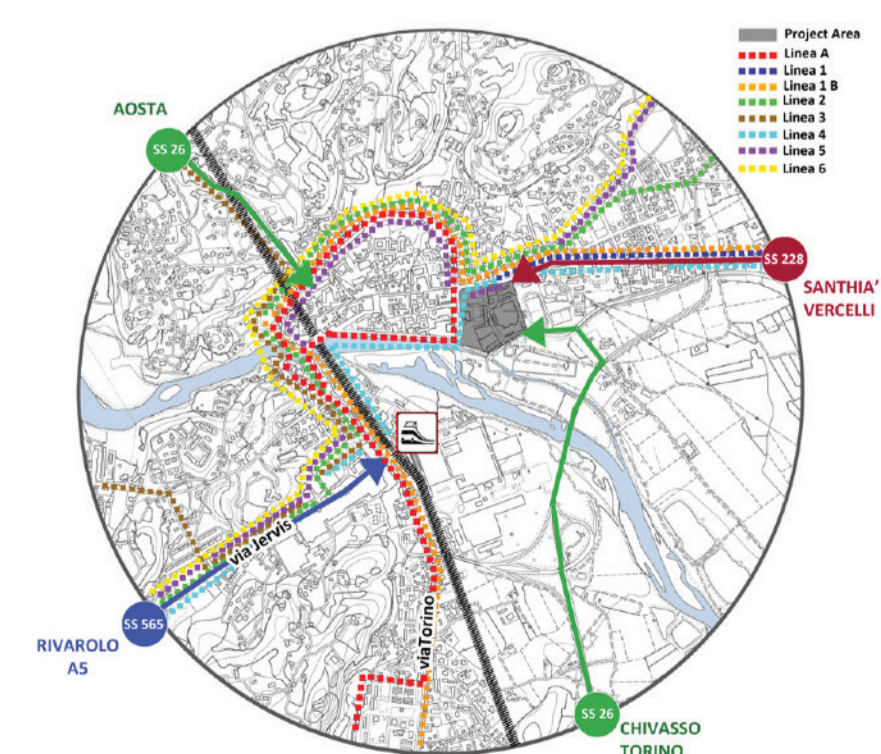
## landmarks



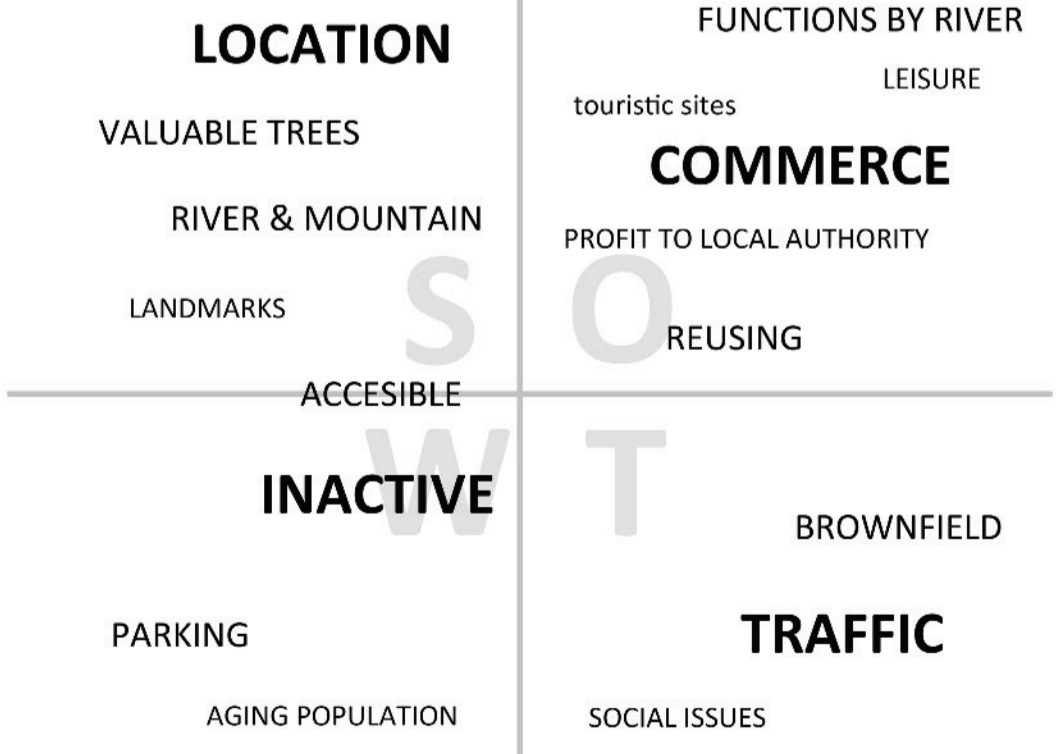
## demography



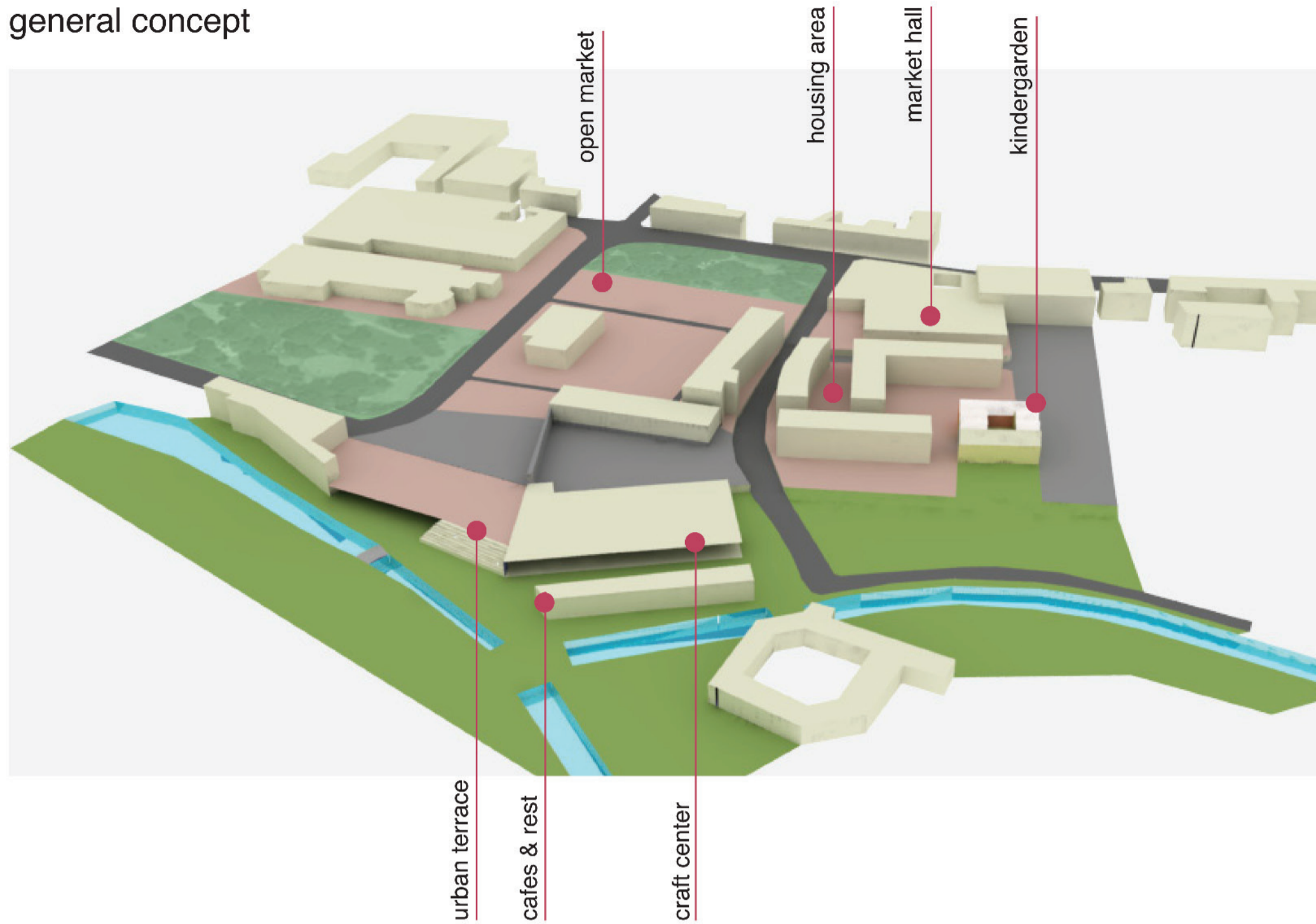
## transportation



## swot analysis

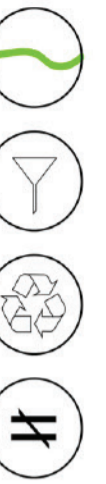


## general concept



## goals

- distinction between city space and leisure/residential space
- green strap along the river and Ivrea's Terrace more attractive
- market's funnel effect to activate urban life
- reuse the existing buildings



- road
- parking
- leisure zone
- urban park
- river
- sport activities
- recreational activities

## plan in general



## different characters



## axes



## idea of filter



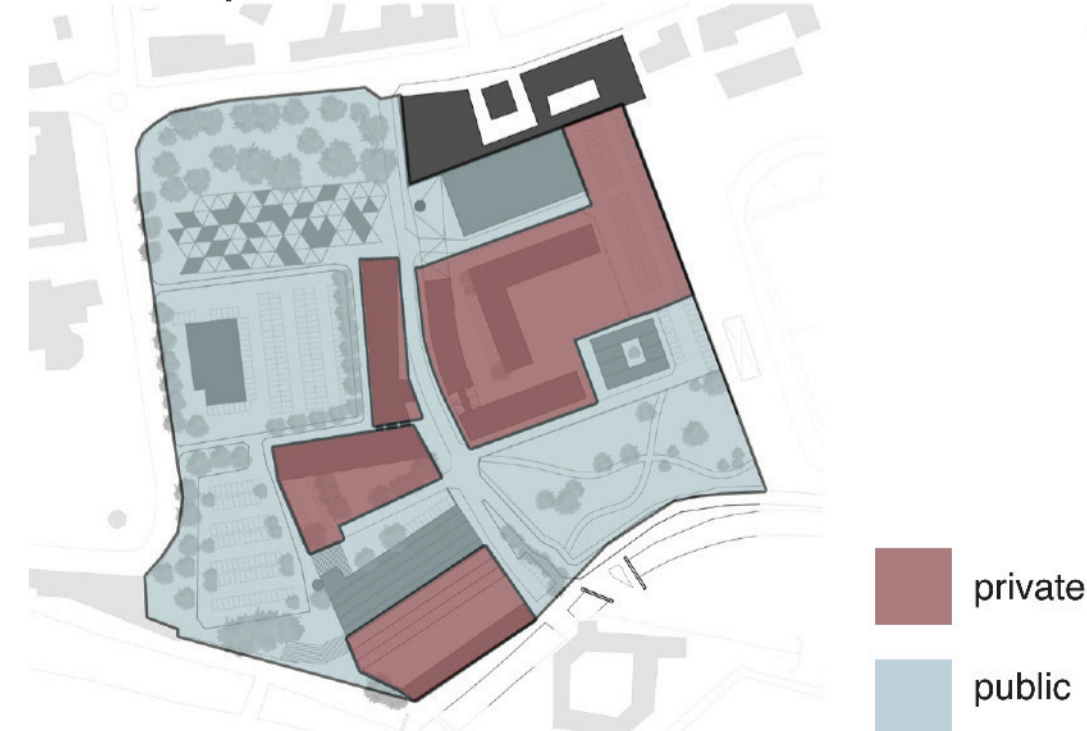
## green line



## pockets



## ownership of land



Project area (sq.m.)	54 000	Private building area (sq.m.)	
Private area for strategic transformation	30 300	Hotel	2 280
Private area given to the municipality	15 076	Residential area	9 980
Private building area	17 532	Parking	1 600
		Caffetteria	2 500
		Mixed use building	1 100
		<b>Total</b>	<b>17 532</b>

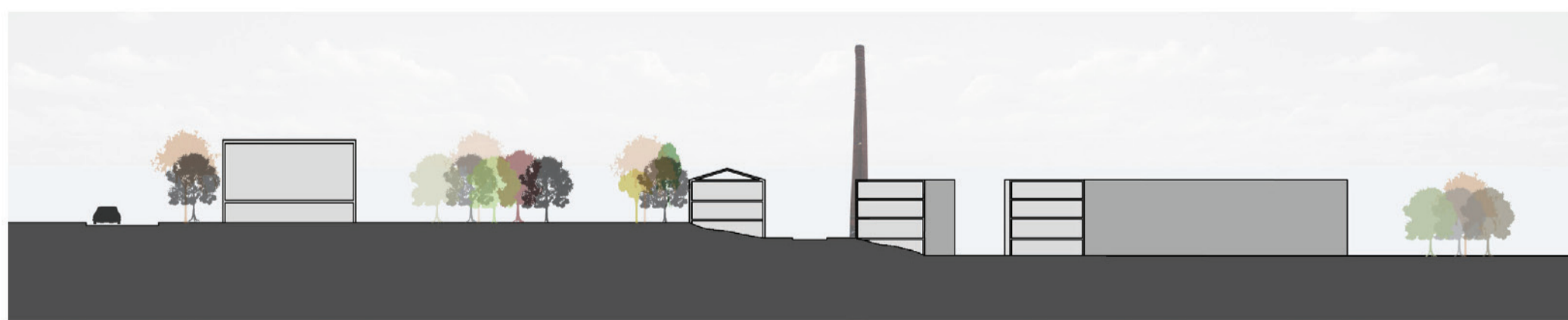
Public property (sq.m.)		Gross floor (sq.m.)	
Open market	8 300	Mixed use	12 875
Food market hall	3 025	Housing + shops and offices	10000+2875
Public parking	14 720	Caffetteria	550
Crafts center	3 130	Hotel	1 900
Green area	3 600	Flexible	
Post Office	856	Parking	2 724
Kindergarden	1 323	Poste Office	1 600
Streets and sidewalks		<b>Total</b>	<b>19 649</b>
<b>Total</b>	<b>34 954</b>		

project proposal



new buildings
  transformed
  existing

1:1000 plan



1:1000 section AA



1:1000 section BB

1.GROUP

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MEMBERS: Mariya Georgeiva, Arzu Eralp, Karin Grohmannova, Agnieszka Kwiecen, Fiorella De Marco

UPWARD Urban Project Workshop and Responsible Design ERASMUS INTENSIVE PROGRAMME 2012

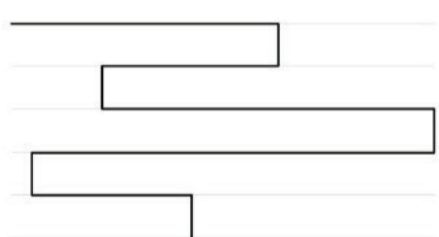
COORDINATOR: POLITECNICO DI TORINO



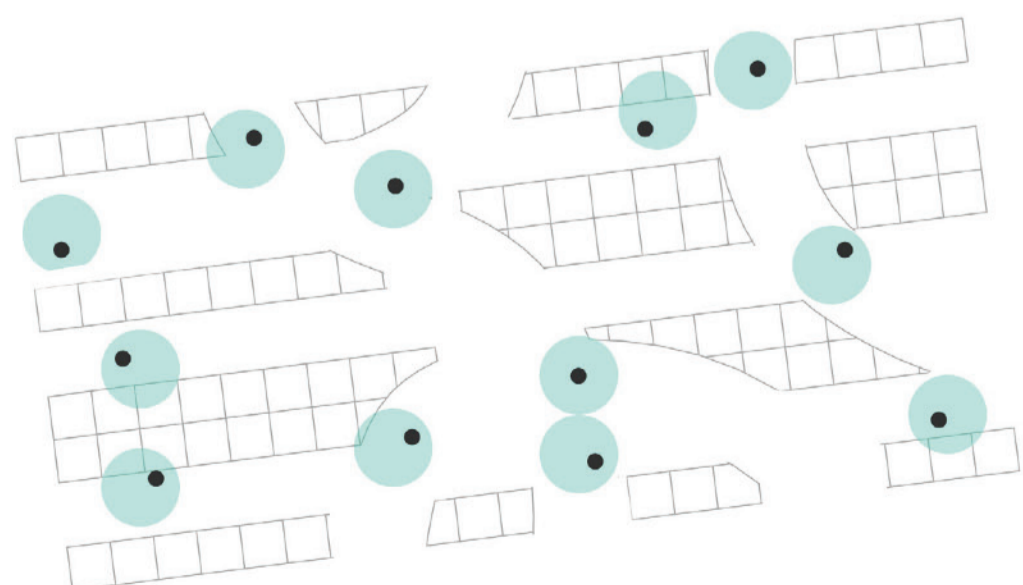
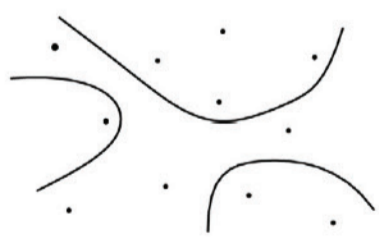


**HYBRID MARKET**

typical market pattern /grid/



spots pattern /organic/



**MARKET AND OPEN SPACE STRUCTURE**

