



Project in relation to the city

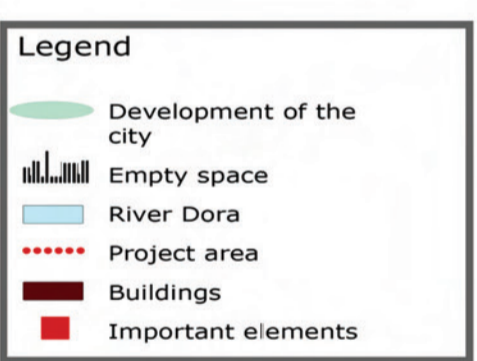
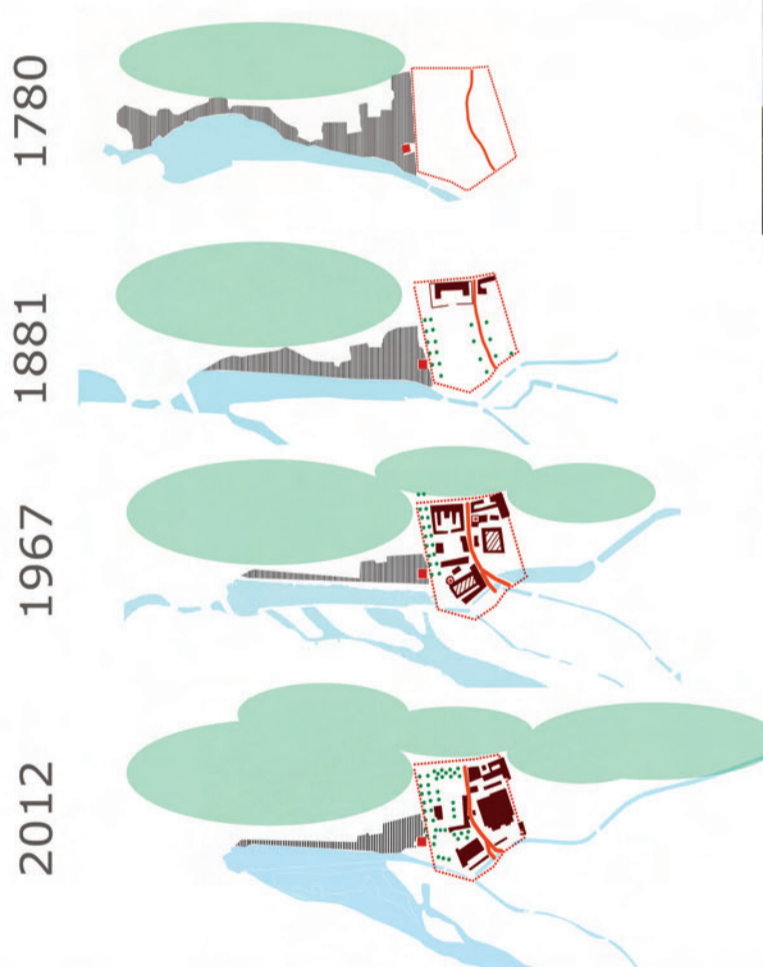


- Proximity to heritage
- Buffer zone between old and new
- Presence of strong natural elements
- Lack of connections

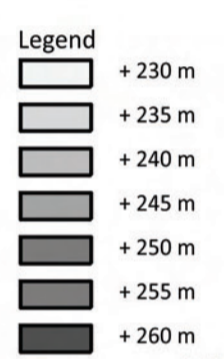
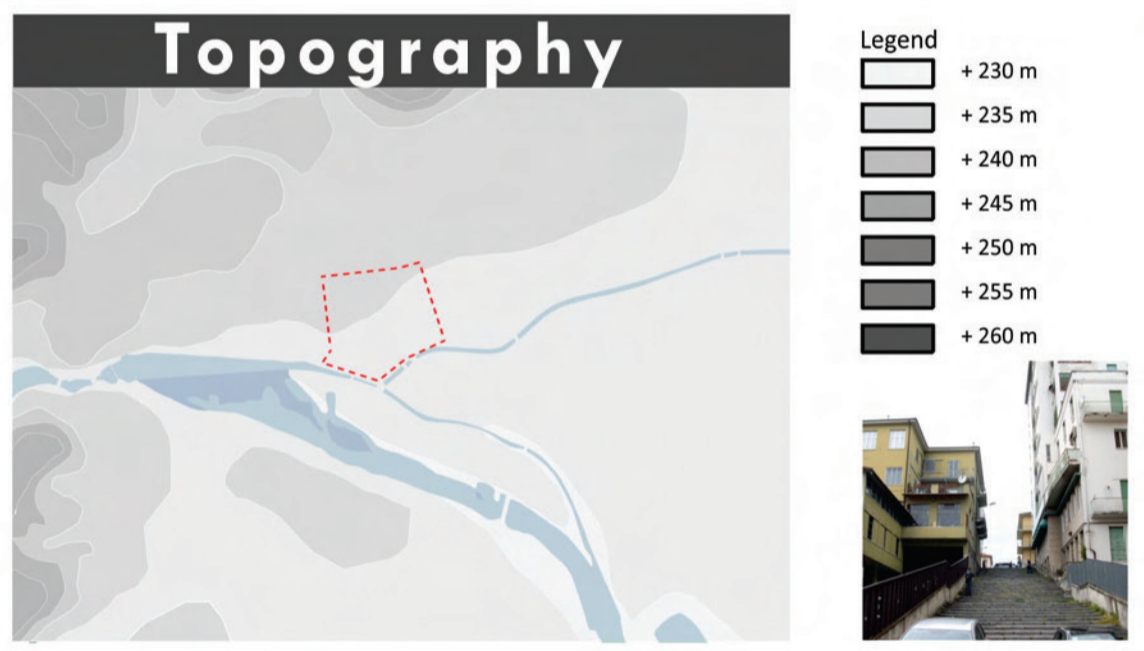


- Bus terminal
- Transit area
- Strong edges: canal and main road
- Confusing pedestrian connections

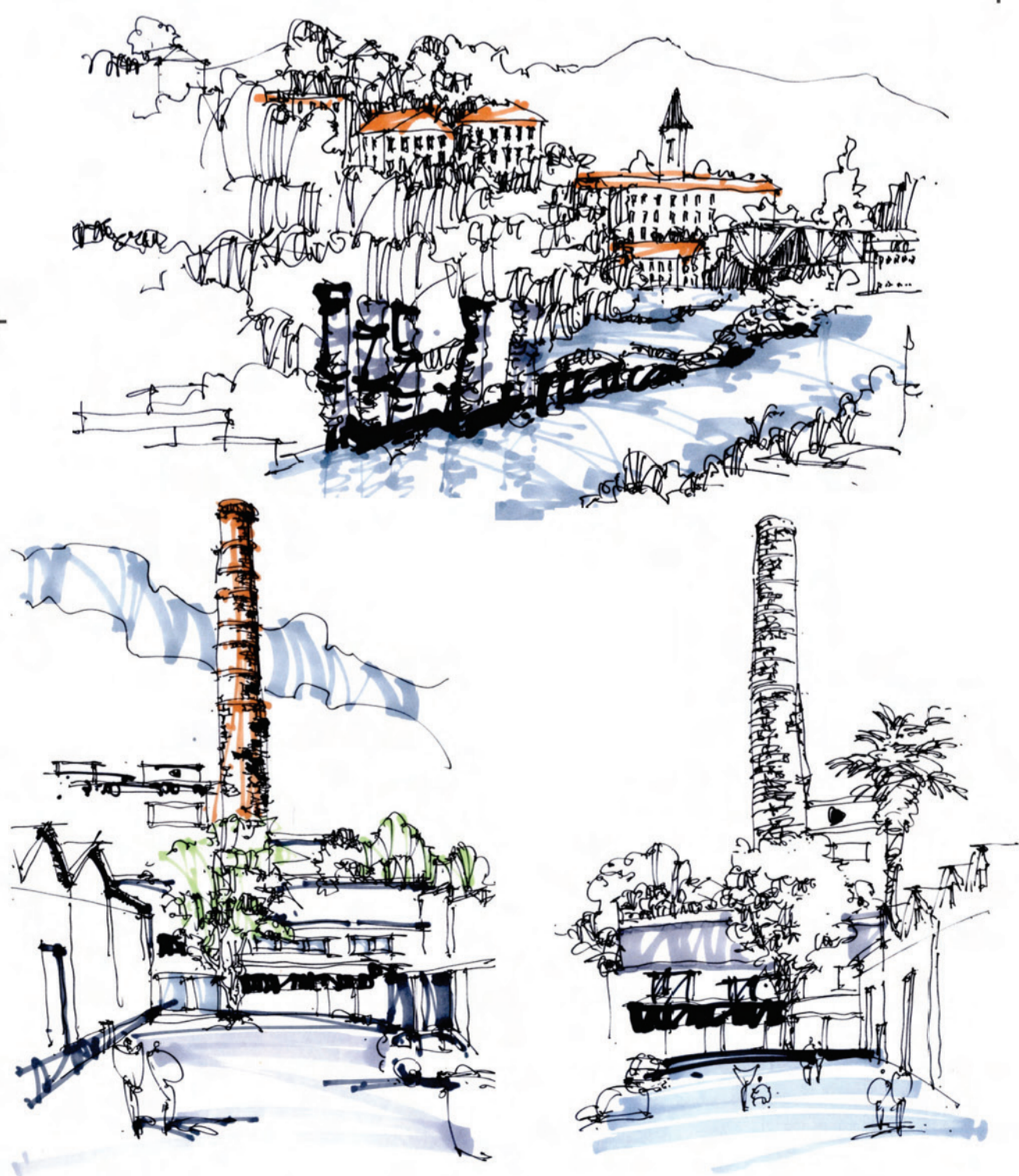
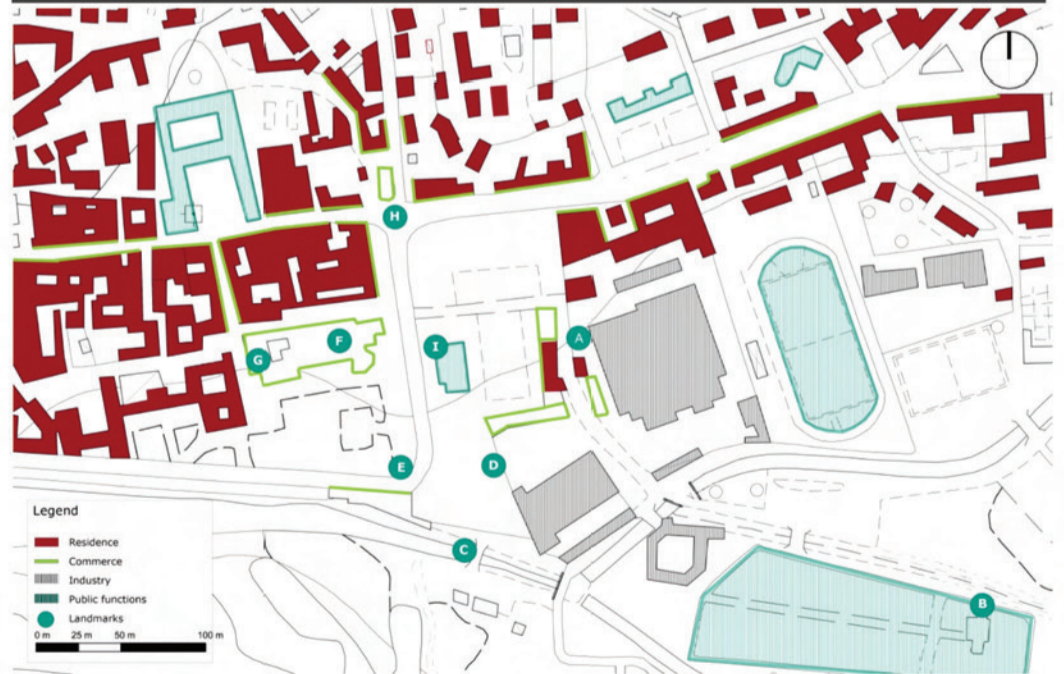
History



Topography

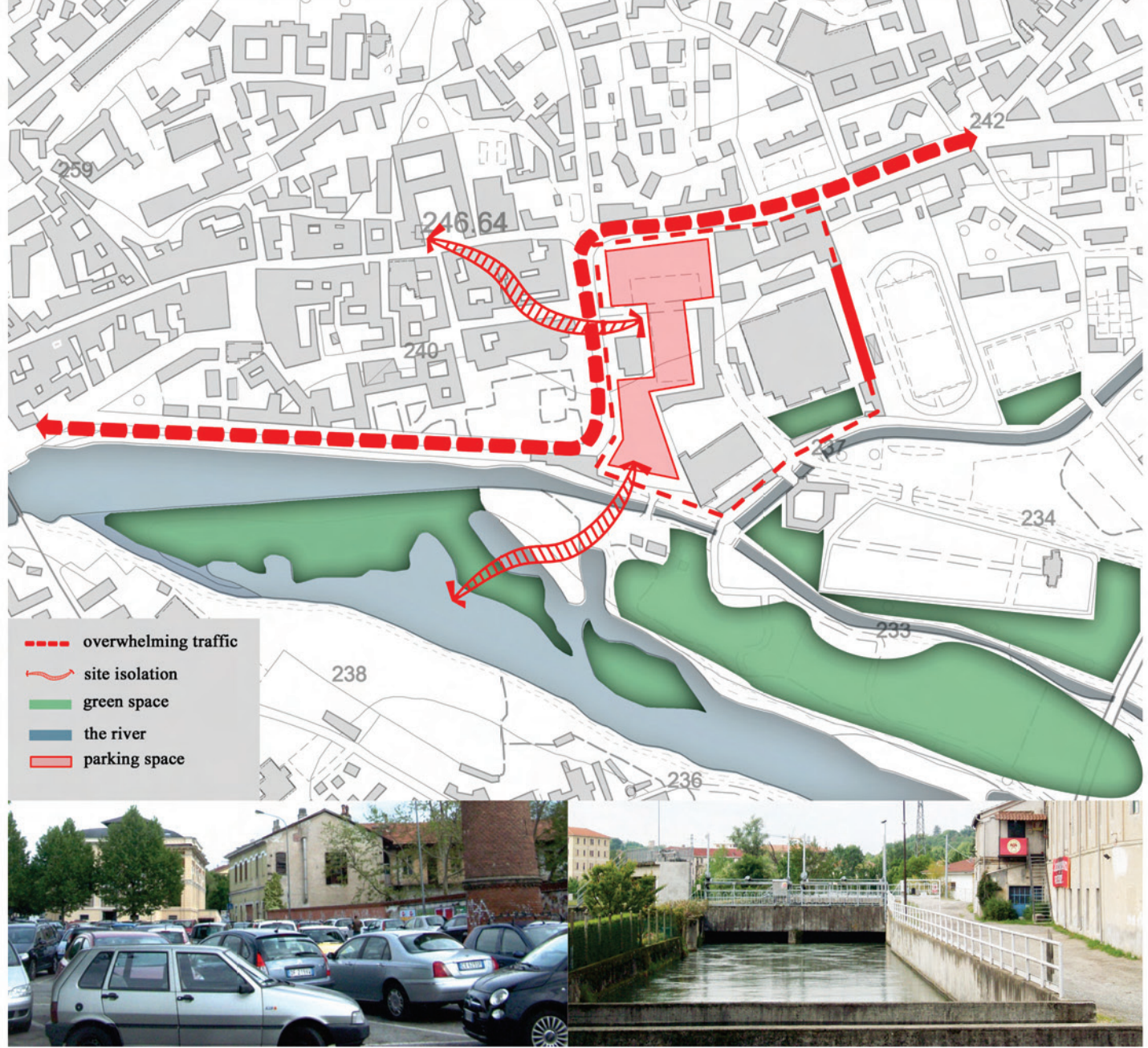


Buildings and landmarks



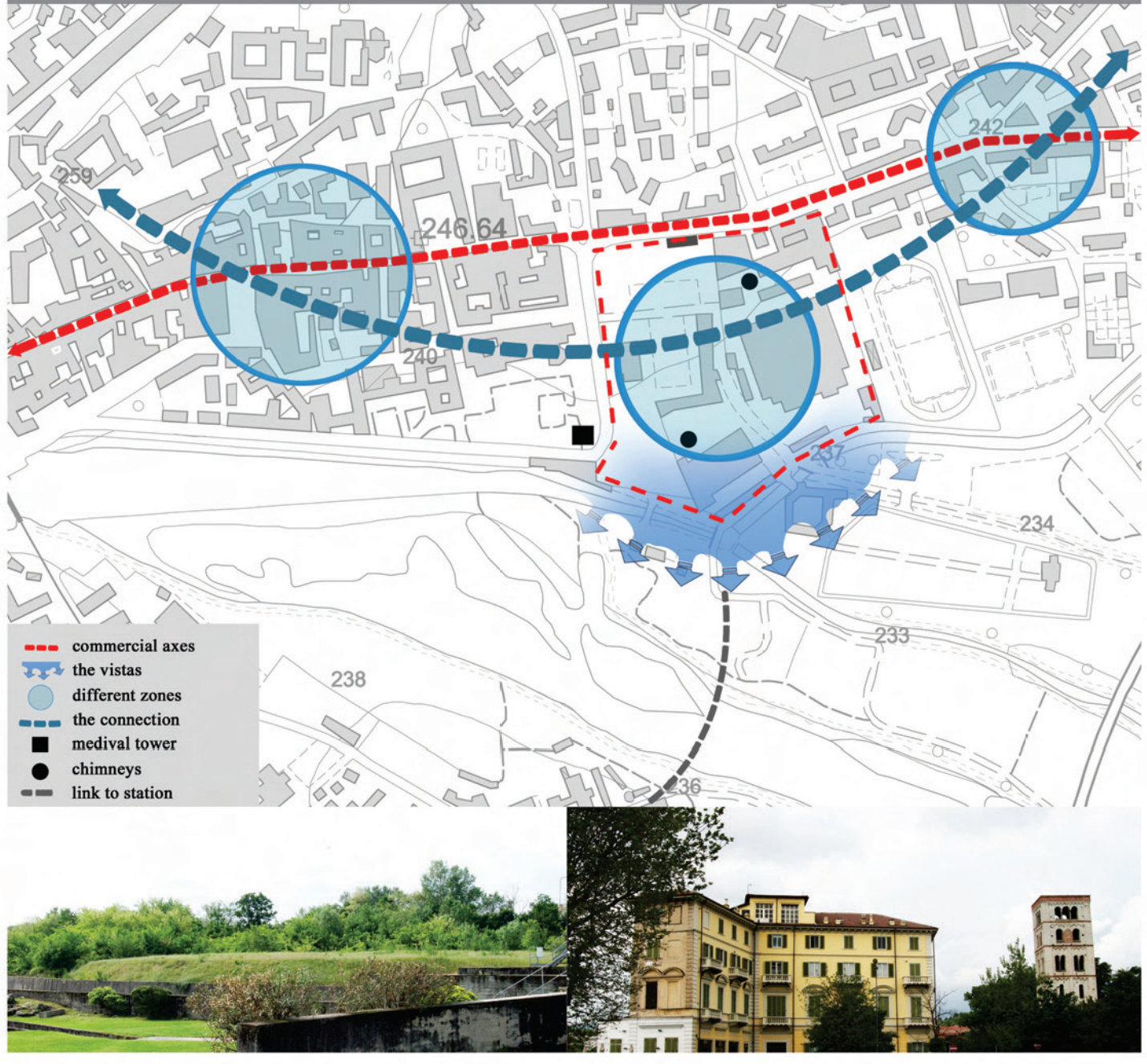


Problems



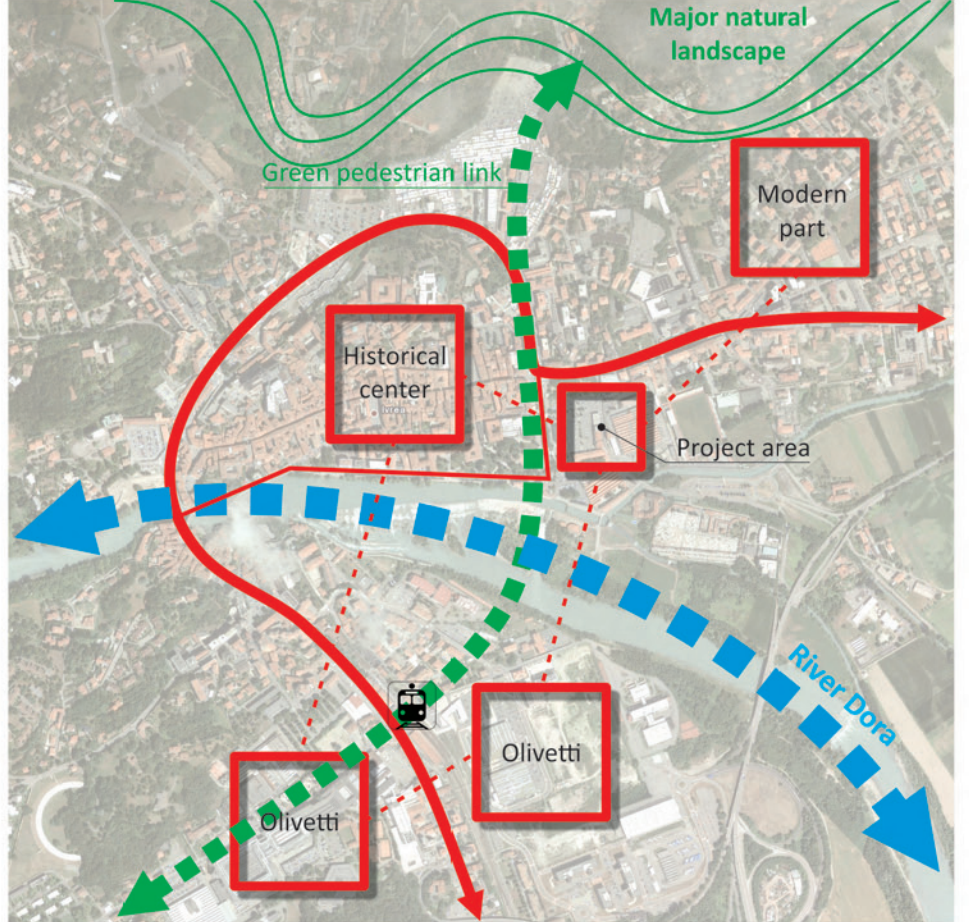
- High vehicular traffic along the edges of the project area
- Isolation of the project area in the city-wide and local context
- Industrial buildings which are out of scale in relation to the historical morphological context of the surroundings
- Big surfaces of central terrain which are used as parking spaces

Values



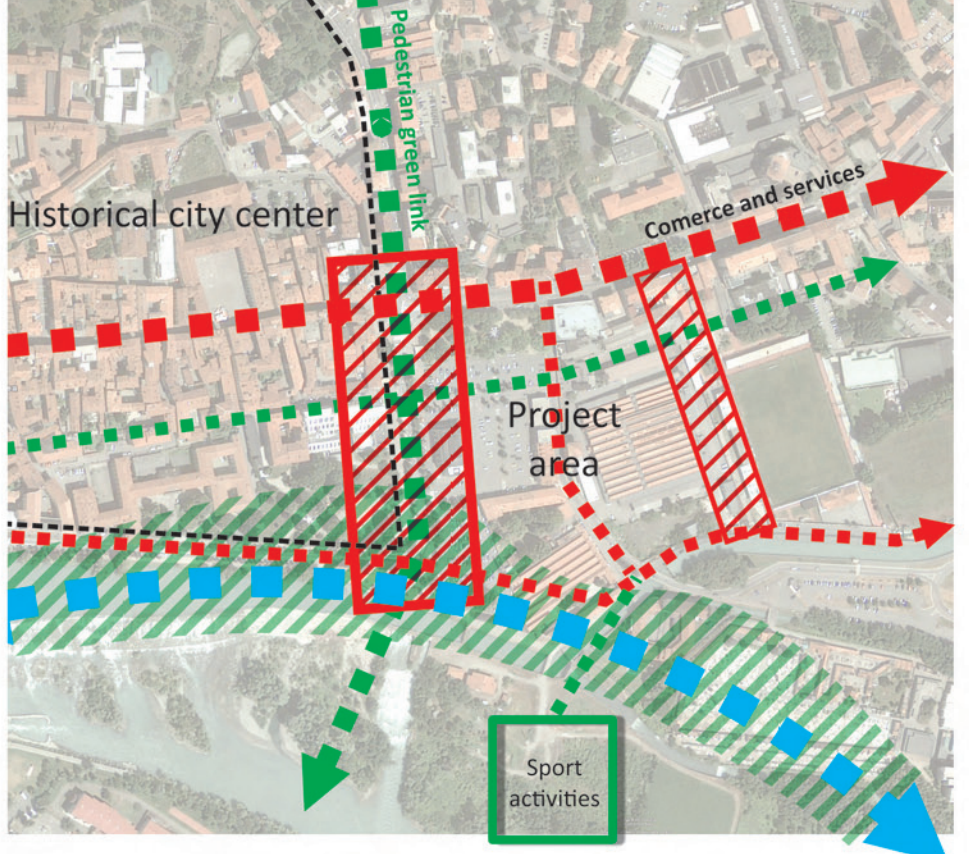
- Valuable views from the project area towards the natural landscape to the south
- Connection between three types of zones: historical - industrial - modern part of Ivrea
- Opportunity to open a connection above the river to the Railway Station of Ivrea
- Opportunity to use the landmarks (medieval towers and chimneys) as compositional elements

City scale concept



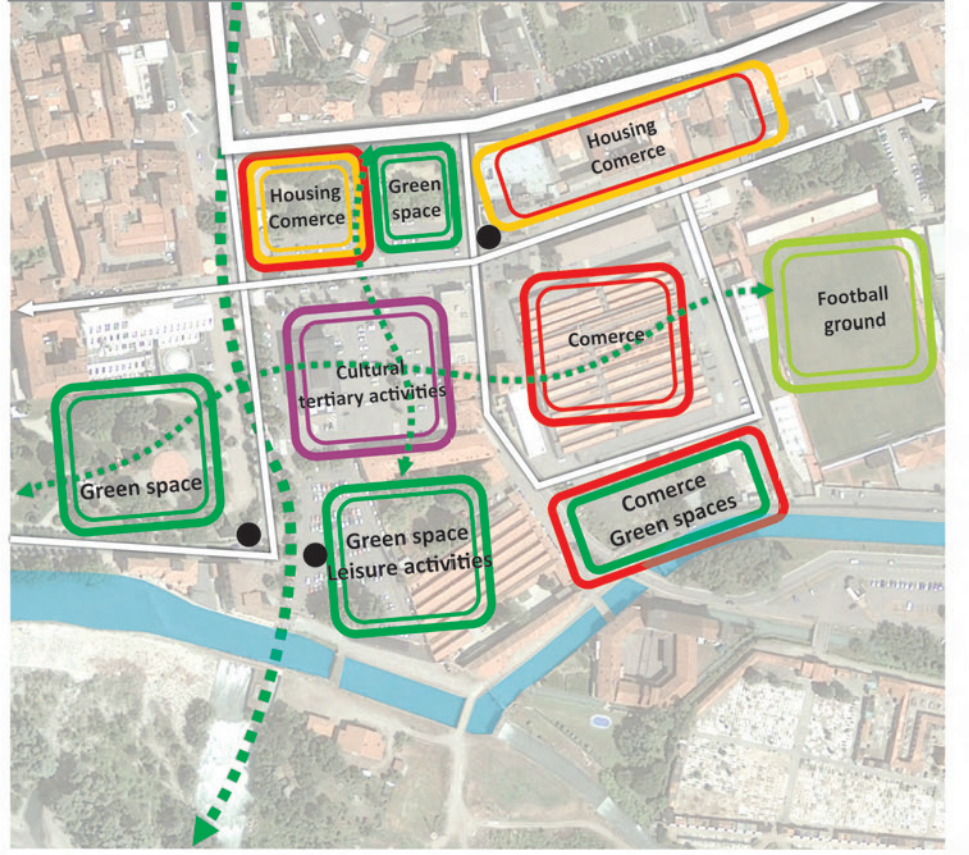
- Connection between the main focal points of Ivrea
- Green and pedestrian corridor between the two main natural elements and the railway station
- Deviate the transit traffic away from the river side

Local scale concept



- Propose new pedestrian routes – east – west direction
- Creating a central spine between the historical center and project area
- Continuous green corridor along the river side
- Pedestrian crossing connecting the southern part of Ivrea
- Commercial line elongated

Preliminary zoning



- Develop green areas along the river for leisure and commerce activities
- Emphasizing the central part of the site with cultural, tertiary and commerce activities
- Develop pedestrian links across the site to connect all the functional areas
- Reducing vehicular traffic along the west edge of the site - to strengthen the connection between the project area and the historical city center

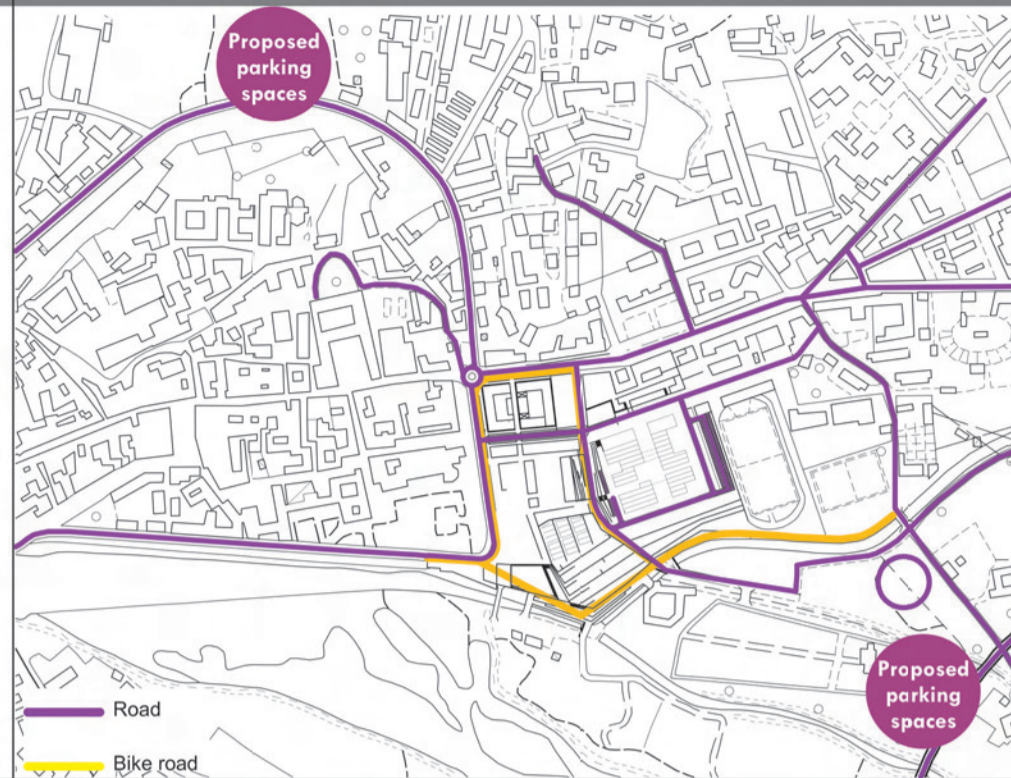


A NEW CENTRAL PLACE FOR IVREA PROJECT

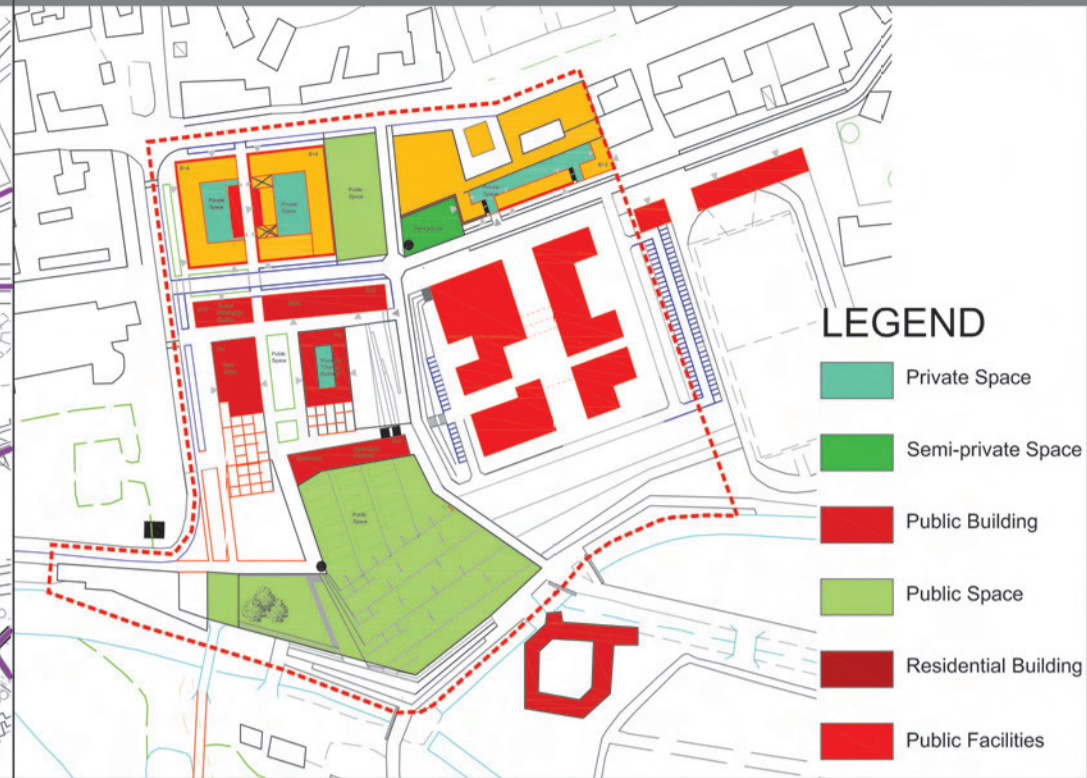
Main routes



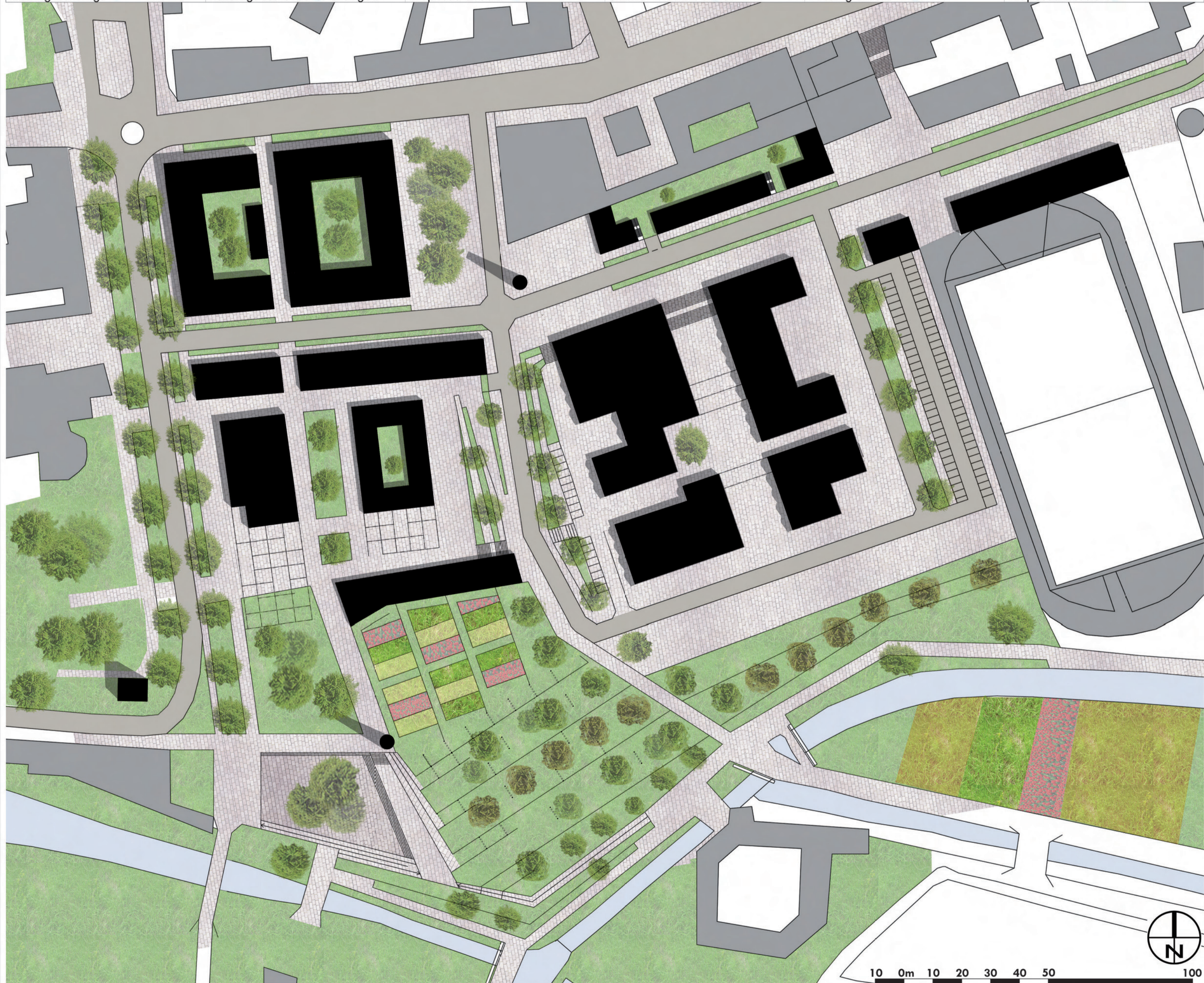
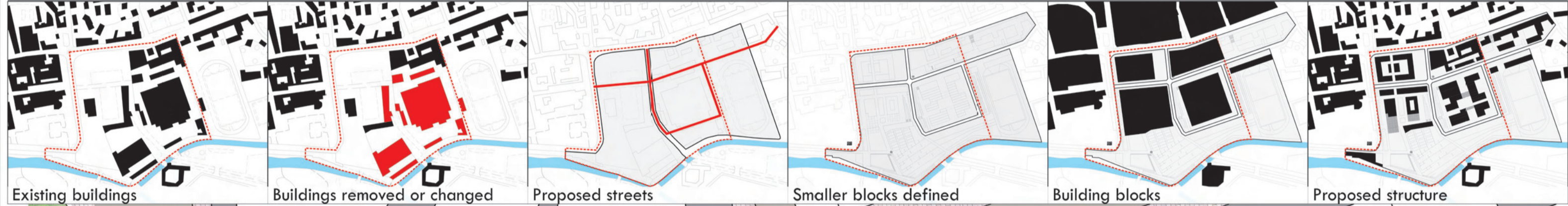
Main vehicular routes



Zoning



Project area evolution



10 0m 10 20 30 40 50 100



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