

## CASE STUDY

**PROJECT NAME:** PRECOLLINEAR PARK

**PROJECT IMPLEMENTER:** TORINO STRATOSFERICA

**WEBSITE:** <https://torinostratosferica.it/en/precollinear-park/>

### PROJECT OBJECTIVES:

TO TRANSFORM AN ABANDONED STRIP OF LAND IN TURIN (ITALY), ONCE A SECTION OF THE OVERGROUND LINE 3, INTO A TEMPORARY URBAN PARK TO CREATE A PLACE WHERE PEOPLE COULD CONNECT AND SHARE



### PROJECT RECIPIENTS:

● CITIZENS BOTH FROM THE NEIGHBOURHOOD AND THE WHOLE CITY AND STUDENTS, 300K PEOPLE ENJOYED THE PARK  
● VOLUNTEERS, MORE THAN 60 PEOPLE THAT EVERY WEEK DEDICATE SOME OF THEIR FREE TIME TO MAKE SURE THAT THIS UNIQUE PUBLIC SPACE IS KEPT CLEAN AND TIDY

### PROJECT RESULTS:

- REGENERATION OF A PREVIOUSLY ABANDONED PUBLIC SPACE
  - COMMUNITY INVOLVEMENT IN TAKING CARE OF THE AREA
- CREATION A BEAUTIFUL AND FUNCTIONAL SPACE WHICH IS USED FOR FREE CULTURAL ACTIVITIES AND CAN BE BOOKED BY CULTURAL ASSOCIATIONS

## CALENDAR/ACTIVITIES

- 2020 - OPENING
- 2020/2021/2022/2023
- EVERY SATURDAY MEETING WITH VOLUNTEERS TO TAKE CARE OF THE PARK
- CULTURAL EVENTS RELATED TO PLACE MAKING, AGRICULTURE, POETRY
- FOOD STANDS
- ART EXHIBITIONS
- APERITIVES
- BEER FESTIVAL
- OPEN AIR CINEMA
- SPORT EVENTS
- SELF-BUILDING WORKSHOPS

## DETERMINE FACTORS

- **CONTEXT CONDITIONS:** SINCE THE START ONE OF THE STRENGTHS OF THE PROJECT WAS TO PROVIDE A FREE, CLOSE AND ENJOYABLE OPEN AIR SPACE JUST AFTER THE 2020 COVID FIRST LOCKDOWN. ADDITIONALLY, DURING THE LOCKDOWN VOLUNTEERS WHO CONTRIBUTED TO THE REGENERATION PROCESS COULD GET PERMITS FOR GOING OUT WHICH CREATED A STRONG BELONGING AND ATTACHMENT TO THE PROJECT AS IT WAS ALSO SEEN AS A WAY TO RESTART LIVING
- **COMPETENCIES AND BACKGROUND OF THE IMPLEMENTERS:** TORINO STRATOSFERICA TEAM MEMBERS ARE EXPERTS IN CARRYING OUT CITY VISIONING ACTIVITIES AND SO THEY ENSURED COMMUNITY INVOLVEMENT IN PLANNING AND IMPLEMENTATION PHASES AND IN THE DAY TO DAY MANAGEMENT, CARE AND UPKEEP OF THE PARK. ADDITIONALLY, THE TEAM OWNS COMMUNICATION SKILLS (GRAPHIC DESIGN, DIGITAL MARKETING, SOCIAL MEDIA) WHICH WERE VITAL IN PROMOTING THE IMPLEMENTED INITIATIVES AND ENSURING INTERESTED STAKEHOLDERS WERE REACHED
- **FUNDS:** TORINO STRATOSFERICA INVESTED ITS OWN FUNDS TO GIVE LIFE TO THE PROJECT. ONCE THE PROJECT WAS IN PLACE, WITH VERY LIGHT INITIAL TRANSFORMATIONS, IT BECAME EASIER TO FUNDRAISE BOTH IN TERMS OF DIRECT DONATIONS FROM CITIZENS [IN PERSON AND THROUGH THE CROWDFUNDING] AND IN TERMS OF MORE STRUCTURED FORMS OF SUPPORT.
- **LUCK:** THE TEAM WAS LUCKY TO FIND A CITY HALL EMPLOYEE WHO BECAME PASSIONATE ABOUT THEIR REGENERATION PROCESS AND WAS HELPFUL IN EXPLAINING THE STEPS THAT NEED TO BE TAKEN IN ORDER TO GAIN THE RIGHT TO USE THE SPACE
- **VALUE MATCH:** THEY ENSURED TO REACH PEOPLE FROM DIFFERENT AGES, BACKGROUNDS, CULTURES BUT ALWAYS RESEARCHING SIMILAR VALUES IN TAKING CARE OF THE PLACE WHERE WE LIVE AND IN HAVING ENRICHING EXPERIENCES.

## BUSINESS MODELS

THE PROJECT TEAM FIRSTLY GOT TOGETHER AS A NON-PROFIT CULTURAL ASSOCIATION CREATED IN 2014 AND IN 2023 IT TURNED INTO A SOCIAL COOPERATIVE. THE BUSINESS MODEL IS VARIED AND RELIES ON:

- DONATIONS FROM COMMUNITY MEMBERS, PEOPLE WHO ENJOY THE PARK OR JUST PASS BY, MAINLY PICKED UP DURING THE CULTURAL EVENTS
  - FUNDS FROM COMPAGNIA DI SAN PAOLO AND FONDAZIONE CRT
  - GRANTS FROM CALLS FOR REGENERATION AND PLACE MAKING PROJECTS
  - PARTNERSHIP WITH CITIES4FORESTS HAS ALLOWED THEM TO RECEIVE AN IMPORTANT AMOUNT OF FUNDING AND PRODUCE A GREAT NEW SERIES OF TRANSFORMATIONS WHILE PROMOTING CONSERVATIONISM OF GLOBAL TROPICAL FORESTS BOTH THROUGH THEIR ACTIONS AND MESSAGES.
  - DIRECT SUPPORT THEY RECEIVE FROM A YOUNG AND FORWARD-THINKING HOTEL WHICH HAS A GREAT VIEW ON PRECOLLINEAR PARK
- INDIRECT SUPPORT, SUCH AS IN-KIND PRODUCTS THAT THEY USE IN THE PARK AND / OR DISCOUNTS.



## BUSINESS PERSPECTIVE

STARTING FROM VOLUNTEERING THEY MANAGED TO CREATE A SOCIAL ENTERPRISE EMPLOYING 6 AND ALSO CREATING ECONOMIC OPPORTUNITIES FOR MUSICIANS AND FOOD PROVIDERS. THEY ALSO POSITIVELY IMPACT THE VALUE OF THE NEIGHBOURHOOD AS MORE AND MORE CITIZENS AND VISITORS COME TO THE AREA. STILL RUNNING AND GROWING TODAY, THE PROJECT RELIES FOR THE 30% ON EMPLOYEES AND FOR THE 70% ON VOLUNTEERS.

## SUSTAINABILITY PERSPECTIVE

THEY ARE TAKING CARE OF A PREVIOUSLY ABANDONED AREA BY MAKING IT ENJOYABLE AND USABLE FOR DIFFERENT KIND OF EVENTS WHICH RESULTS IN:

- INCREASED AWARENESS OF NATURE VALUE AND HOW IT MAKES US FEEL BETTER
  - INCREASED CARE OF THE PLANTS/VEGETATION
  - INCREASED COMPETENCES IN VOLUNTEERS IN HOW THEY CAN TAKE CARE OF PLANTS AND OF NATURE
  - CREATIVE REUSE AND ENHANCEMENT OF AN ALREADY EXISTING BUT ABANDONED AREA WITHOUT CREATING NEW BUILDINGS/VENUES AND USING NEW RESOURCES
- PARTNERSHIP WITH CITIES4FORESTS THROUGH WHICH THEY PROMOTE CONSERVATIONISM OF GLOBAL TROPICAL FORESTS BOTH THROUGH THEIR ACTIONS AND MESSAGES.



## CULTURAL VALUE

THE PROJECT IS UNDERPINNED BY A STRONG CULTURAL VALUE: THE CARE OF THE PLACE WHERE WE LIVE. THIS TRANSLATES IN MEANINGFUL AND ENRICHING EXPERIENCES FOR EVERYONE INVOLVED:

**CULTURALLY:** THROUGH ART EXHIBITIONS, MUSIC, CINEMA AND BOOKS PEOPLE VISITING THE PARK ARE ENRICHED AND HAVE A CHANCE TO MEET NEW PEOPLE FROM OTHER CULTURES AND LEARN NEW THINGS IN A RELAXED AND FUN WAY

**ARTISTICALLY:** THROUGH ALL THE ABOVE ACTIVITIES RESIDENTS HAVE ART AT THEIR FINGERTIPS, ARE ENJOYING IT AND ARE EVEN INVOLVED IN CREATING IT THROUGH DIY WORKSHOPS AND BY TAKING CARE OF PLANTS AND NATURE.