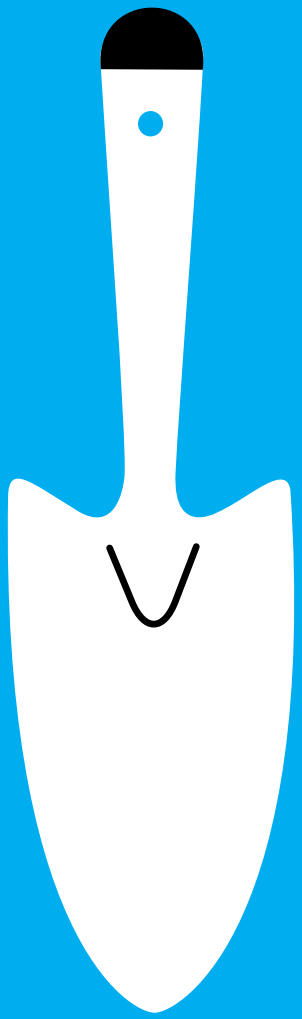
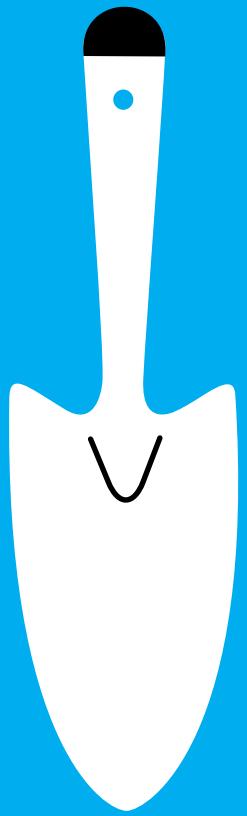


miraorti
back to the gardens
at EIB Social Innovation Tournament, Budapest, 17th October 2013



where

ITALY, TURIN

southern periphery Mirafiori

PIEDMONT, ITALY

MIRAFIORI, TURIN

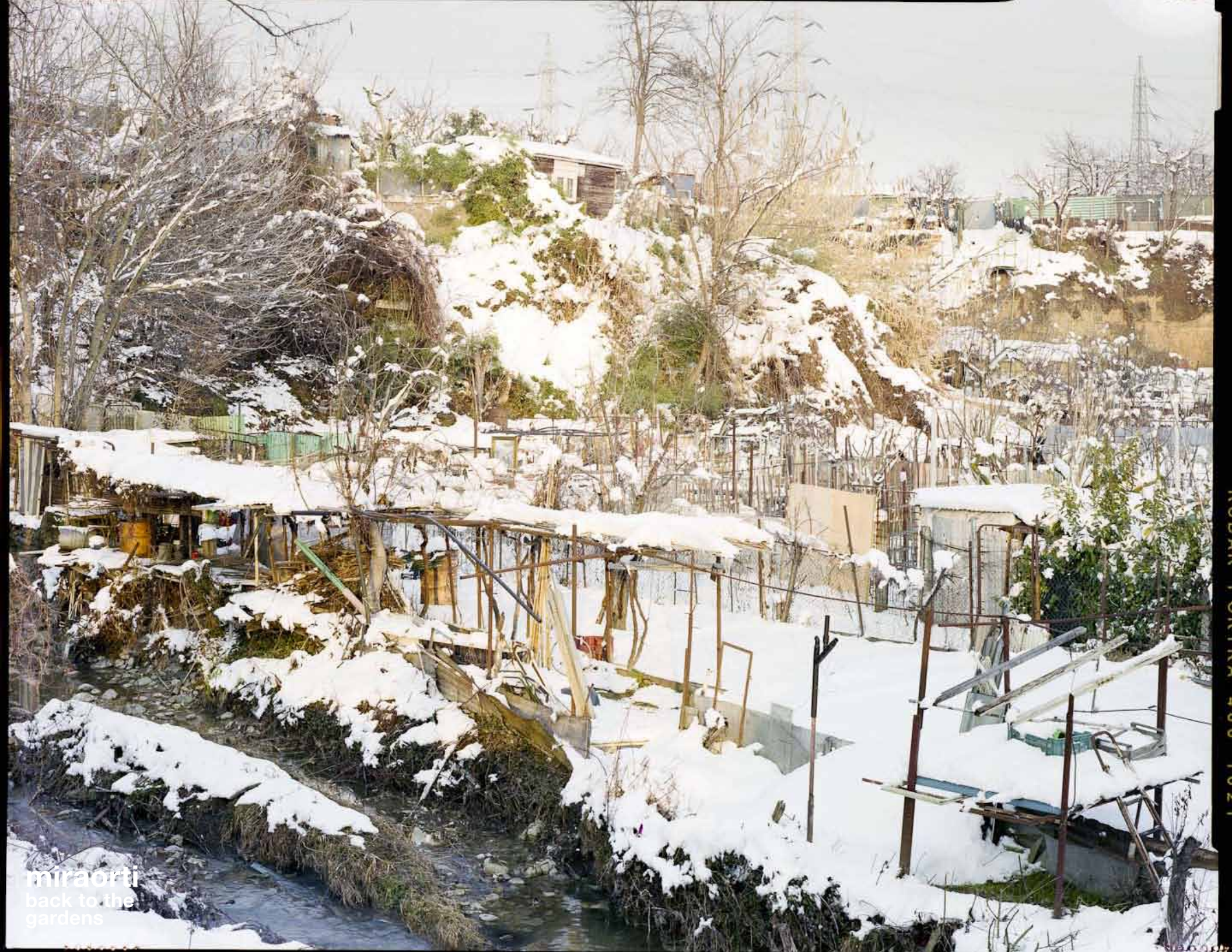
Mirafiori
1936

Mirafiori
1940

Mirafiori
today

miraorti
back to the
gardens

miraorti
back to the gardens


miraorti
back to the
gardens

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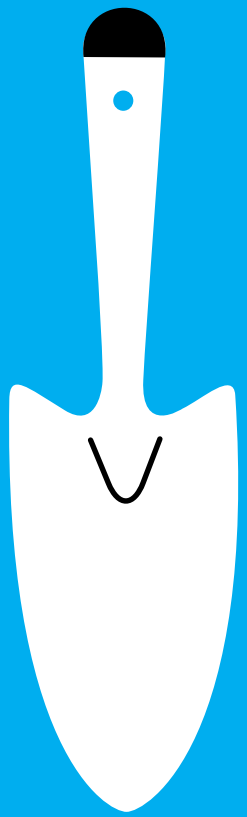

what

Starting issue

STANDARD INTERVENTION

MUNICIPALITY

aims

ENVIRONMENTAL RESTORATION

through

DEMOLITION

Starting issue

STANDARD INTERVENTION

MUNICIPALITY

aims

ENVIRONMENTAL RESTORATION

through

DEMOLITION

GARDENERS

aim

CONTINUATION OF USE

through

RESISTANCE

Starting issue

STANDARD INTERVENTION

MUNICIPALITY

aims

ENVIRONMENTAL RESTORATION

through

DEMOLITION

GARDENERS

aim

CONTINUATION OF USE

through

RESISTANCE

CITIZENS

aim

PUBLIC GREEN

through

MOBILIZATION

miraorti
back to the gardens

Starting issue

STANDARD INTERVENTION

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aims

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CONFLICT

miraorti
back to the gardens

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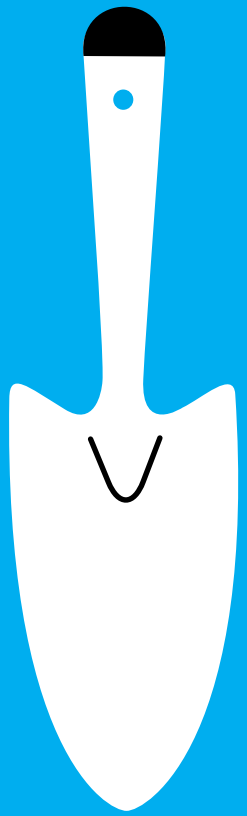
miraorti
back to the gardens



how

Innovative solution

STANDARD INTERVENTION

miraorti
back to the
gardens

Innovative solution

~~STANDARD~~ INTERVENTION

miraorti
back to the
gardens

Innovative solution

~~STANDARD~~ INTERVENTION
WITH MIRAORTI MODEL
PARTECIPATION, BUSINESS, LOCAL DEVELOPMENT

miraorti
back to the
gardens

Innovative solution

~~STANDARD~~ INTERVENTION
WITH MIRAORTI MODEL
PARTECIPATION, BUSINESS, LOCAL DEVELOPMENT

MUNICIPALITY

aim

ENVIRONMENTAL RESTORATION

through

~~**DEMOLITION**~~

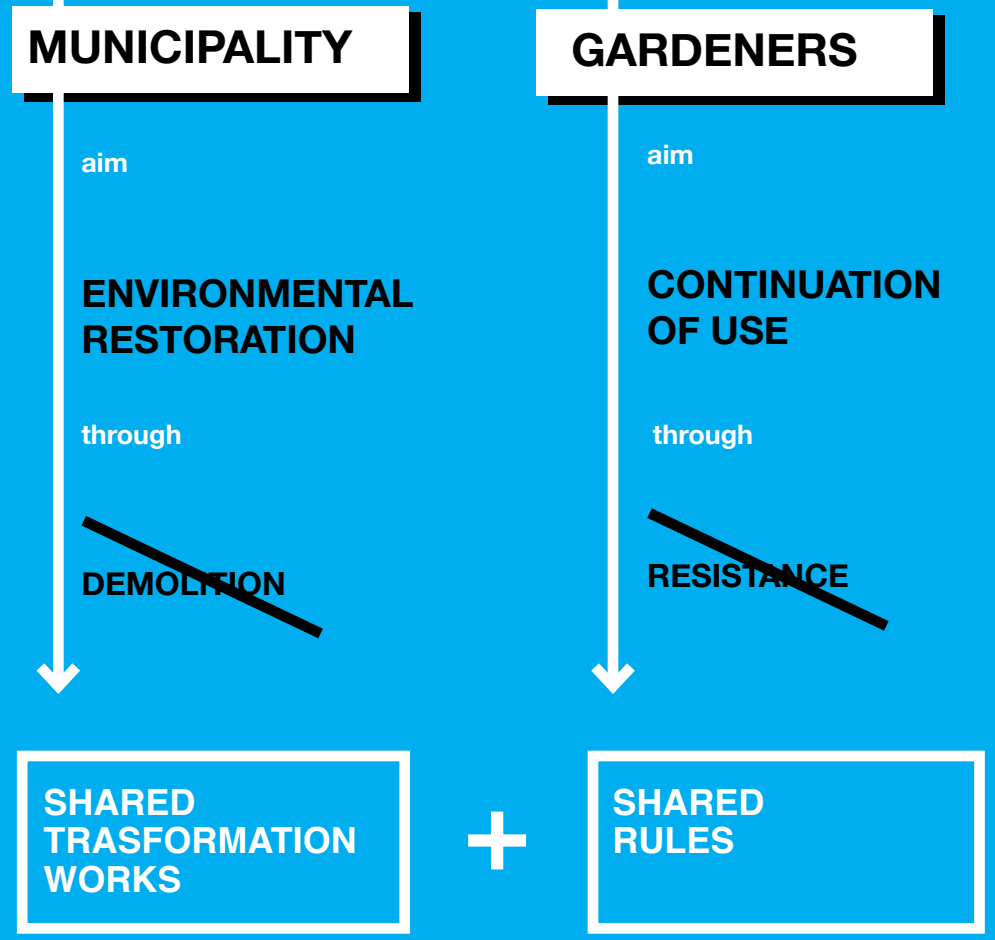
SHARED TRASFORMATION WORKS

miraorti
back to the gardens

Innovative solution

~~STANDARD~~ INTERVENTION WITH MIRAORTI MODEL

PARTECIPATION, BUSINESS, LOCAL DEVELOPMENT



miraorti
back to the gardens

Innovative solution

~~STANDARD~~ INTERVENTION WITH MIRAORTI MODEL

PARTECIPATION, BUSINESS, LOCAL DEVELOPMENT

MUNICIPALITY

aim

ENVIRONMENTAL RESTORATION

through

~~DEMOLITION~~

GARDENERS

aim

CONTINUATION OF USE

through

~~RESISTANCE~~

CITIZENS

aim

PUBLIC GREEN

through

~~MOBILIZATION~~

SHARED TRASFORMATION WORKS + **SHARED RULES** + **SHARED SPACES**

miraorti
back to the gardens

Innovative solution

~~STANDARD~~ INTERVENTION WITH MIRAORTI MODEL

PARTECIPATION, BUSINESS, LOCAL DEVELOPMENT

MUNICIPALITY

aim

ENVIRONMENTAL RESTORATION

through

~~**DEMOLITION**~~

GARDENERS

aim

CONTINUATION OF USE

through

~~**RESISTANCE**~~

CITIZENS

aim

PUBLIC GREEN

through

~~**MOBILIZATION**~~

SHARED TRASFORMATION WORKS + **SHARED RULES** + **SHARED SPACES**

miraorti
back to the gardens

Innovative solution

~~STANDARD~~ INTERVENTION
WITH MIRAORTI MODEL
PARTECIPATION, BUSINESS, LOCAL DEVELOPMENT

MUNICIPALITY

aim

ENVIRONMENTAL RESTORATION

through

SOCIAL SUSTAINABILITY

TRASFORMATION WORKS

+

GARDENERS

aim

CONTINUATION OF USE

through

~~RESISTANCE~~

ECONOMIC SUSTAINABILITY

+

CITIZENS

aim

PUBLIC GREEN

through

ENVIRONMENTAL SUSTAINABILITY

SPACES

miraorti
back to the gardens

Implementation Process

1. Action Research

restoring and cultivating allotments

2 allotments
500 m2

involving schools

17 classes
340 childrens

involving citizens

20 events
1000 persons

communicating

site web, handbook, packaging

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back to the gardens

Implementation Process

2. Social Analysis

interwiews to gardeners

questionnaires to citizens

Implementation Process

3. Economic Feasibility Study

OVERALL TRANSFORMATION COST

=

AVAILABLE BUDGET

+

AVAILABLE RESOURCES

+

STARTING INVESTMENT

5 years business plan

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gardens

Implementation Process

4. Transformation Project BEFORE

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back to the gardens

Implementation Process

4. Transformation Project AFTER

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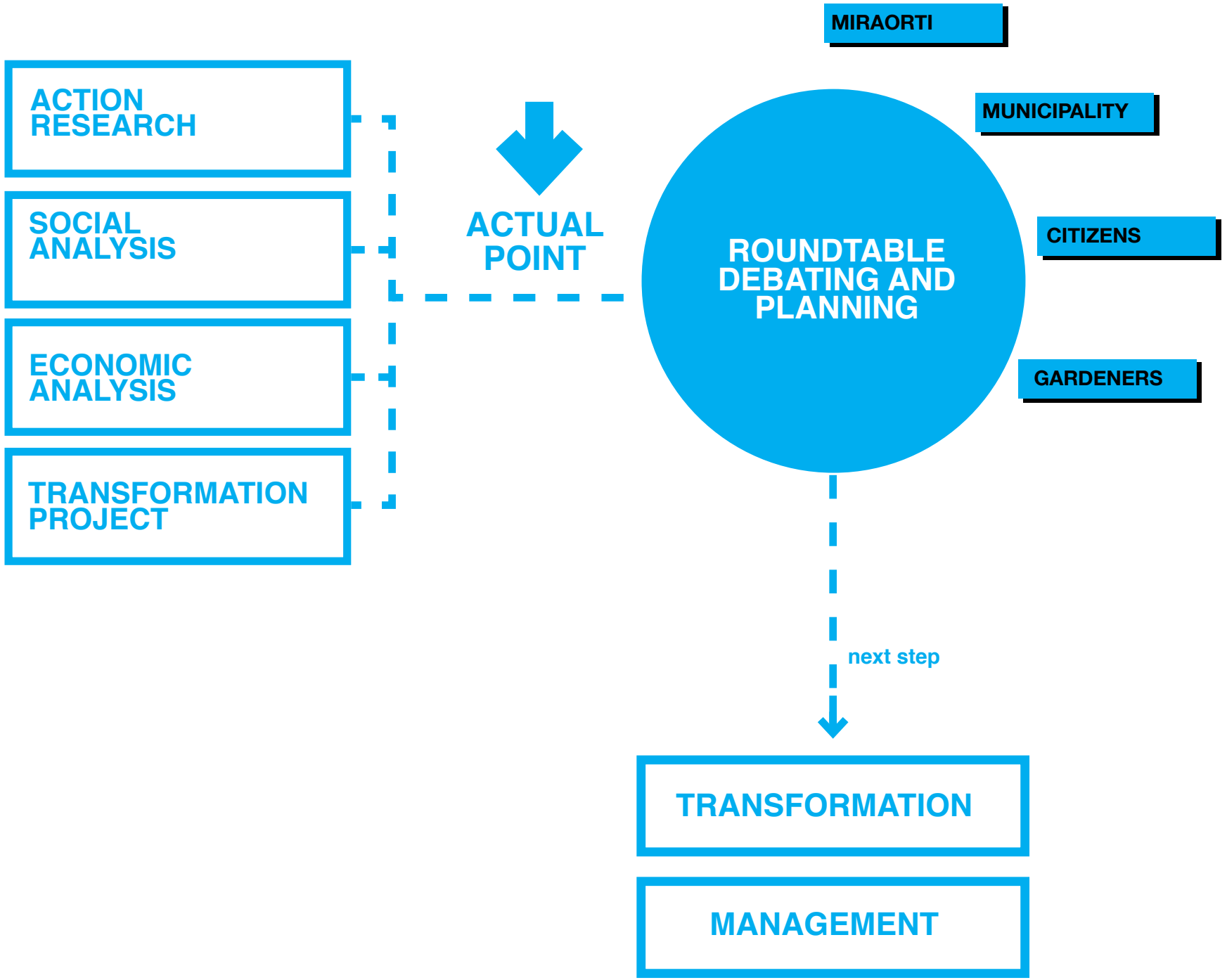
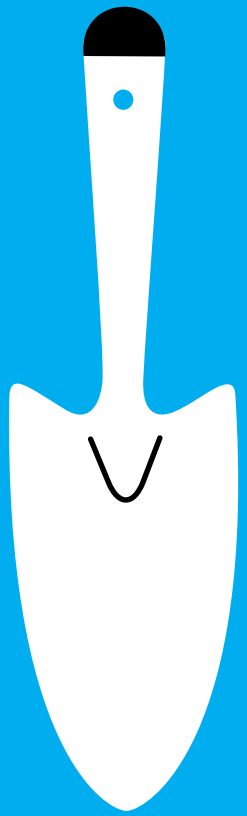
back to the gardens

Implementation



miraorti
back to the gardens



why

Strenght points: model convenience Mirafiori case

STANDARD INTERVENTION

180.000 € per HECTAR

COST OF TRANSFORMATION

380.000 €
AVAILABLE BUDGET
OF MUNICIPALITY

↓

used for

2 hectares
restored area

#70 garden
100 mq

COST OF MANAGEMENT

COST FOR THE MUNICIPALITY
6.000 € / YEAR

~~STANDARD~~ INTERVATION WITH MIRAORTI MODEL

73.000 € per HECTAR

COST OF TRANSFORMATION

380.000 €
AVAILABLE BUDGET
OF MUNICIPALITY

+

100.000 €
EXTRA BUDGET
REQUIRED
BY miraorti

=

480.000
TOTAL COST
FOR TRANSFORMATION

↓

used for

7 hectares
restored area
(the whole area)

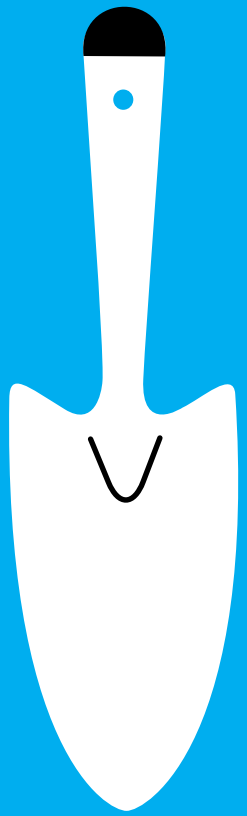
#190 gardens
200 mq

COST OF MANAGEMENT

COST FOR THE MUNICIPALITY
0 € / YEAR

CREATE EMPLOYEMENT
(1 PART-TIME every 2 hectare)

miraorti
back to the gardens



who

Strenght points:
Team Strategy

miraorti
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PARTNERS

CITTA' DI TORINO

PROVINCIA DI TORINO

TUTORS

POLITECNICO DI TORINO 1859 1906

LOCAL DEVELOPEMENT EXPERT:
link with the quarter and dialogue with public institutions

THE LANDSCAPE ARCHITECT:
new park that supplements fruition and production

THE AGRONOMIST:
ecological sustainability project

THE SOCIOLOGIST:
coordination table for participatory trasformation

FINANCIERS

FONDAZIONE DELLA COMUNITÀ DI MIRAFIORI ONLUS
I vostri luoghi comuni

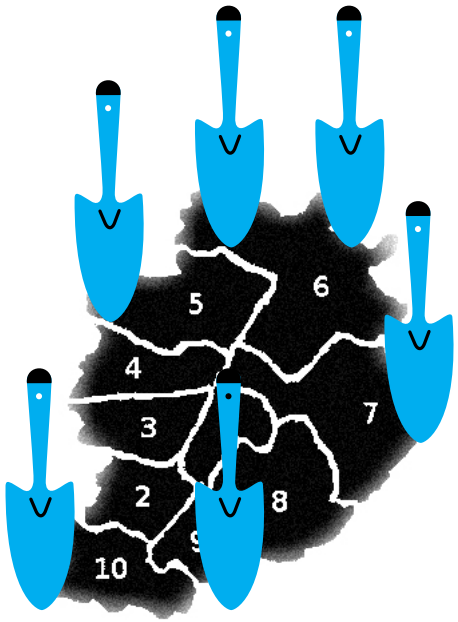
FONDAZIONE CRT
MASTER DEI TALENTI

Strenght points:
Reproducibility of model

TURIN

5.000

illegal allotment



ITALY

35.000

illegal allotment

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photo: Giuseppe Moccia,
graphic: Christel Martinod

miraorti
back to the gardens

at EIB Social Innovation Tournament
Budapest, 17th October 2013

www.miraorti.com
miraorti@gmail.com

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