



Interreg
Italy - Croatia
TEMPUS



EUROPEAN UNION

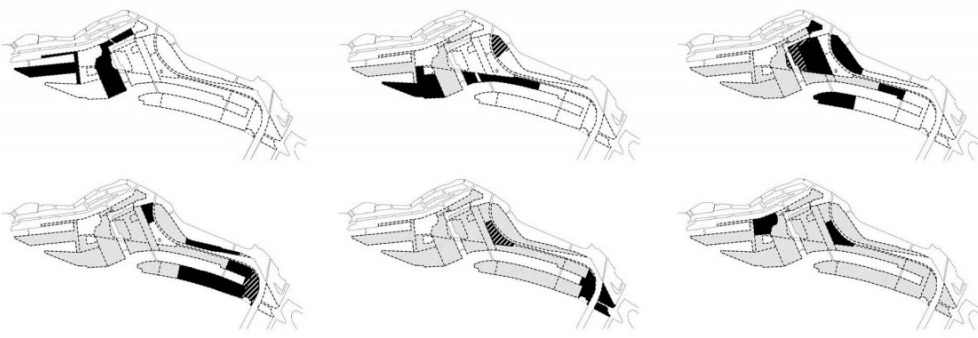
Temporary uses as start-up actions to enhance port (in)tangible heritage

Proposed Temporary Uses

Temporary use	EVENT
description	Spot initiatives that give impulse and visibility to a certain area or issue. Examples: social streets; festivals; fairs; exhibitions; expos.
aims	Events are relatively easy to implement temporary uses that can provide visibility while stimulating the use of a particular area, often associating it with one or more relevant themes
Examples and case studies	<p>Time in Jazz Festival, in Sardinia, Italy. An internationally relevant yearly musical event that takes place since 1988, bringing international attention to the small town of Berchidda, in rural Sardinia, significantly impacting the local community and economy. Reference: https://timeinjazz.it/associazione/en/il-festival/</p> <p>Social Streets all over Europe, in Italy and in Croatia as well. Born to counter urban isolation and loss of the sense of belonging, this almost invisible practice leverages the creation of online communities (e.g. on social media) to weave real-life neighbourly relations, fostering conviviality and exchanges in a mutual aid perspective. Reference: www.socialstreet.it</p>
Temporary use	CONTAINER-BASED TEMPORARY USES
description	Quick and low-cost creation of architectures and spaces using steel intermodal containers (shipping containers) as the main structural element, placed within the context of a cultural asset.
aims	Establishment of pioneering activities to test the effectiveness of new functions and business or policy choices for the valorisation of the asset.
Examples and case studies	<p>Darsena pop-up in Ravenna: a social hub born between 2016-17 to uncover the memory of the industrial sites of the city docks and the port identity of Ravenna. The idea of creating these spaces with containers and then using them for recreational purposes emerged as strategic to recreate the lost connection between the city and its waterfront.</p>

Temporary use	URBAN/LAND ART ACTION
description	<p>Site-specific installations perfectly merging into the context they are implemented in, be it urban or rural. This temporary use can highlight the characteristics of a specific cultural asset and, by interpreting the collective feelings through artistic languages, they can emotionally engage the community and stimulate a sense of ownership.</p>
aims	<p>Urban and Land Art Actions provide visibility to the venue and theme they are connected to also on a longer term than other temporary uses, since their duration is highly variable and can last until the complete transformation of the site they are located in.</p>
Examples and case studies	<p>Art On The Tideway - Turning To Face The River: an ambitious world-class public art programme created with local communities and stakeholders to celebrate the achievements of the Thames Tideway Tunnel through the presentation of site responsive artworks and projects. Following the east – west path of the tunnel, leading contemporary artists are invited to create engaging interventions, turning the River Thames as a new cultural venue.</p> <p>Equidistanze: a yearly arts residency in a 1700 villa located in the remote town of Filetto (Ravenna, Italy), far away from big city centres, with the specific intent of reclaiming the outskirts and the depopulated rural areas and support emerging artists, slowly turning the town of Filetto in an open gallery edition after edition. Reference: https://magazzino.eu/equidistanze</p>

Temporary use	TACTICAL URBANISM FOR CULTURAL HERITAGE
description	<p>Low-cost, short-term micro-projects also known as Do-It-Yourself Urbanism, Planning-by-Doing, Urban Acupuncture or Urban Prototyping: a "bottom-up" approach that makes use of "lightweight," short-term, low-cost and scalable interventions capable of catalysing long-term change. Widespread in many parts of the world precisely because of its great flexibility, tactical urbanism allows to experiment with urban solutions that can even transform cities.</p>
aims	<p>flexible and short-term projects to advance long-term goals related to street safety, public space, and more - e.g. to promote the collective and public use of spaces adjacent to or in front of cultural assets to incorporate it into a logic of social recognition</p>
Examples and case studies	<p>Park(ing) day: one of the longest-running and best-known practices on the international level, it is now an annual event in which, for one day, street parking places are used as public spaces for a wide variety of convivial activities, with the aim of raising awareness precisely on the enormous amount of space occupied by cars in public spaces. The first event dates back to 2005 in San Francisco and has since spread to many cities around the world.</p> <p>Reference: www.myparkingday.org</p>

Temporary use	INCREMENTAL RE-ACTIVATION
description	<p>Activation of temporary uses that require low-cost and easy-to-implement interventions in a portion of the CH to bring forward an incremental, step-by-step logic toward the complete restoration or redevelopment of the property.</p>
aims	<p>Testing of new functions, even not foreseen in current plans, thus providing decision-makers with useful information on what functions are most impactful and likely to succeed in the area.</p>
Examples and case studies	<p>The Hafencity masterplan: as part of the regeneration process of Hamburg's historic harbour, a concept masterplan for the transformation of the entire 155-hectare area over a period of twenty-five years, which drafting was assigned following an international competition. The selected project proposed the realisation of a vast new urban quadrant connected to the historic centre, placing great importance on the planning of development in distinct and self-sufficient building phases, to deliver to the city urban areas that could immediately act as attractive living environments, and proposing a process of design refinement to be carried out progressively and at the right time, so that the results of the first operational phases could be taken into account in an adaptive manner.</p> <p>In the following image, the 6 phases of realisation of the Masterplan, each with a five-year horizon, from 2000 to beyond 2025.</p>  <p>Reference: www.hafencity.com/en/overview/masterplan</p>