

- HEY ! THERE IS HISTORY -

The project interests the city of Lecco, more precisely an old fishing village on the banks of the Adda called Pescarenico. This site is really charming due to his ancient settlement and for the mentions in the Promessi Sposi novel. Originally, the village of Pescarenico was separated from city of Lecco by fields and factories. Nowadays, Pescarenico is part of the city and shows problems of

decay, viability and dismissed industrial area. With the purpose of increase the tourist activity and solve the problems, the project started with a critical analysis and a rereading of the history of the village. Hence the definition of a vision that re-introduces the old link between the old Pescarenico and the lake and enhances the attractiveness of a place of remarkable charm and suggestion.

One target

Tourist development (historic literary and sport tourism)

Three strategies

Increase the number of tourist beds

Improve paths and connections

Waterfront as key of connection between present and past

Four actions

Improve paths through new flooring and installations (enlargement square Era)

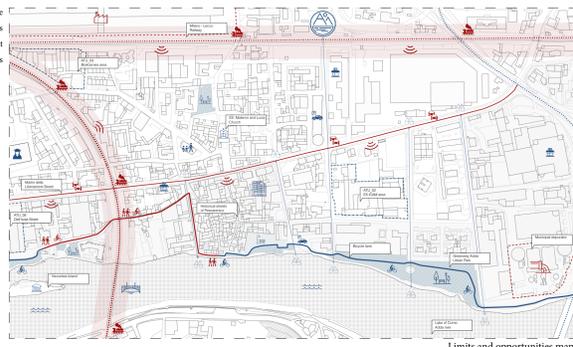
Installation of piers, structures for fisheries, refurbishment and exhibition centre of "Lucie"

"Albergo diffuso" (inside the historical centre of Pescarenico)

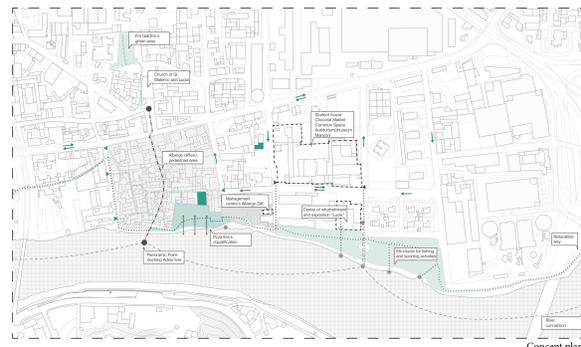
Refurbishment and new features in Ex Icam area with insertion of reception and tourist facilities

All the information collected during the phases of SWOT analysis and limits and opportunity maps convey in the definition of the concept plan.

At this state the project idea and the possible solutions to contain and limit the weaknesses are shown graphically on the map.



Limits and opportunities map

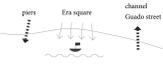


Concept plan



The project traces and reinterprets the link between Pescarenico and water. Not only an exercise of historical memory but also a common reflection on how the city can today interpret itself and its spaces

Several aspects are necessary for the development of the project and the design of master plan, including the redefinition of city planning and planivolumetric. The first goal is to restore the relationship that Pescarenico had with the water in the past. The lake, which characterizes the place, regains its natural spaces, in practical form and in some cases in the form of suggestion. In one part is the village that get into the lake, through a pier that resumes the colour of the water, on the other side is the lake to enter the city. The historical analysis revealed that water in past crossed fields along the current street Guado, which takes its name from there. Thanks to these interventions you can read the waterfront as a key connection between present and past.



The path that connects the SS. Materno and Lucia church and the Adda river is colored by light blue lane. It contains quotes from the novel of Promessi Sposi, some new shops like atelier and pop up elements inspired by the shape of typically boats "Lucie".



Moreover, some buildings are identified and redefined such as Atu_02 (ex Icam area), converted from a dismantled chocolate factory into a building with diverse functions, in order to attract the majority of city users. A distinctive sign of the area will remain the Icam tower with the famous banner "cioccolato" as reference to the past and landmark of the village.



An "albergo diffuso" is thought for the tourist accessibility of the place that spreads across the historical centre of Pescarenico. This model allows to solve more problems with a single one solution thanks to the cooperation of different actors and the way they interact among them.

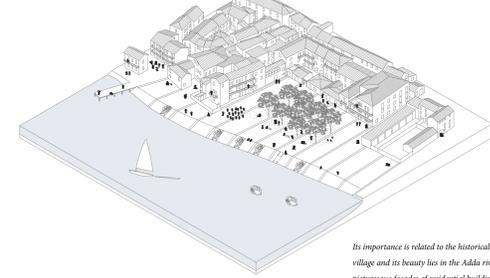
The actors, who can call locals, tourist and managers, allows the regular operation of the historical village, fostering and developing work, culture and tourism. In fact, "albergo diffuso", can be reflected in the image of the place where it is located, recalling several themes, including culture and tourism.

To ensure a good management of the "albergo diffuso" a coordination centre is introduced, located outside the historical village and close to the parking system (distance 200m from the accommodations).

To support this, a new pedestrian system is also integrated among the lanes of the historical centre, in order to enhance the history and traditions of the village and link it with other parts of the city.

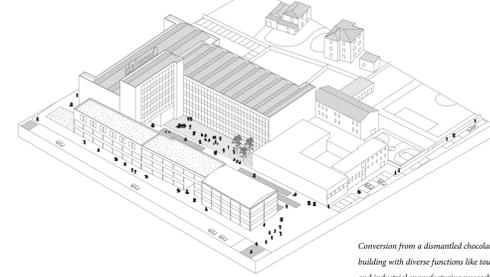


Era square



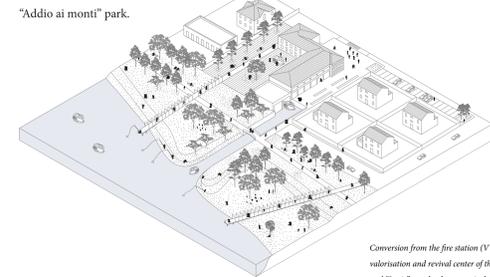
Its importance is related to the historical memory of fishing village and its beauty lies in the Adda river view and in the picturesque facades of residential buildings. Its retraining reaches towards its use for events that affect both the urban community and the visitors.

Ex Icam area

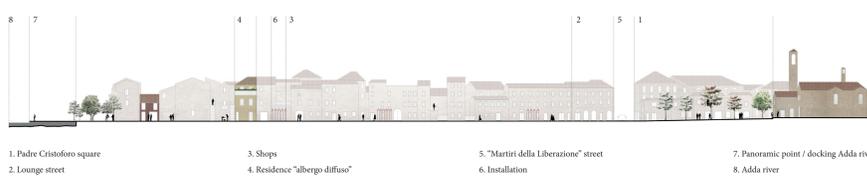


Conversion from a dismantled chocolate factory into a hybrid building with diverse functions like tourist attraction pole and industrial-manufacturing research centre linked to the Policenico's nearby office. In between the destinations there is "The Factory of Culture Alessandro Manzoni".

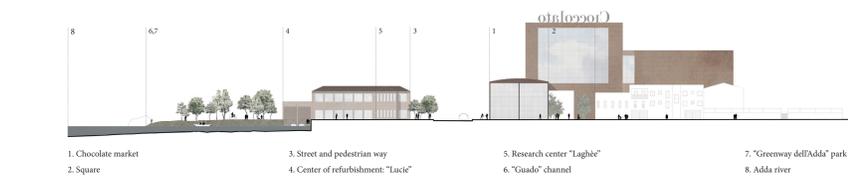
"Lucie" recovery center and "Addio ai monti" park.



Conversion from the fire station (VVE) to the recovery, valorisation and revival center of the traditions of crafts "Laghe" and "Lucie" wooden boats, typical of the branch lake of Lecco. The building is connected to water by a channel where boats will move from Adda to the entrance.



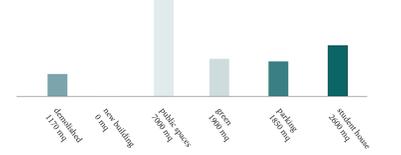
1. Padre Cristoforo square
2. Lounge street
3. Shops
4. Residence "albergo diffuso"
5. "Martiri della Liberazione" street
6. Installation
7. Panoramic point / docking Adda river
8. Adda river



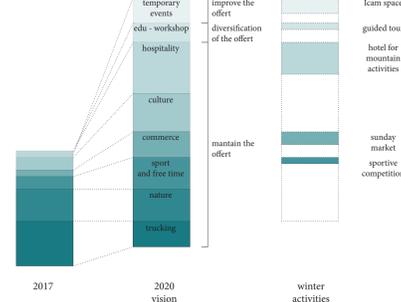
1. Chocolate market
2. Square
3. Street and pedestrian way
4. Center of refurbishment: "Lucie"
5. Research center "Laghe"
6. "Quado" channel
7. "Greenway dell'Adda" park
8. Adda river



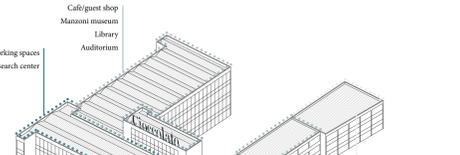
Project dimensions



Programme



Ex Icam building



Café/guest shop, Manzoni museum, Library, Auditorium, Co-working spaces, Research center, Student house, Common spaces, Chocolate market

