

CASE FOR STUDY n°1

CHIOSTRI DI SAN PIETRO (REGGIO EMILIA, ITALY) : HERITAGE VALORISATION THROUGH CULTURAL AND ECONOMIC ACTIVITIES

<p>OVERVIEW OF THE REGENERATION PROJECT</p> <p>Type of brownfield: Historic heritage</p> <p>Budget: 4,2 million €</p> <p>Starting date of the project : 2006</p> <p>Current status of the project: Completed</p> <p>Type of intervention : Permanent</p> <p>Intervention areas: Culture, social innovation, public space</p>	<p>LOCALISATION AND GEOGRAPHIC CONTEXT</p> <p>Country: Italy</p> <p>Region: Emilia-Romagna</p> <p>Town: Reggio Emilia, 172,000 inhabitants</p> <p>Geographic context: A mid-sized historic town in a dynamic industrial region</p> 
<p>DESCRIPTION OF THE INITIAL BROWNFIELD</p> <p>The monastery of San Pietro was built in the 15th century. It was then used as Court of Justice and, at a later stage, as a barrack. Composed of a church, two cloisters, a military stable and a large courtyard, it has a strong artistic value. Although it was listed as heritage site, the complex has been abandoned since the 1950s and suffered from degradation. This large area in the heart of the town has been inaccessible to the inhabitants until 2006, when the Municipality of Reggio Emilia bought it from the State Property for €1.1 million (10% of the estimated value).</p>	
<p>REGENERATION PROJECT OBJECTIVES</p> <p>The objectives correspond to different steps of the project implementation. At first, the goal was to renovate the historic complex following strict conservation measures. Second, the regeneration of the outdoor areas (without artistic value) was pursued to integrate the courtyards in the urban landscape, develop a social function of gathering point and welcoming public outdoor events in the cloister. Third, further ideas regarding the regeneration of the buildings were put in place.</p> <p>The goal was to structure the complex around four main pillars: <i>Art in Chiostri</i> (where international exhibitions, concerts and public readings take place), <i>Lab in Chiostri</i> (a social innovation hub), <i>Work in Chiostri</i> (a co-working space) and <i>Food in Chiostri</i> (a bar and restaurant). In particular, the social innovation hub (called LAU, <i>Laboratorio Aperto Urbano</i>, Open Urban Laboratory) is conceived as a place in which businesses, citizens, associations and universities can organize and attend trainings on a diverse range of topics.</p>	
<p>RESULTS</p> <p>Since the end of the regeneration project in 2019, the following results have been achieved:</p> <ul style="list-style-type: none">➤ The complex is now open and has been adopted by the inhabitants and a diverse range of users.➤ One of the most important photography festivals in Italy (<i>Fotografia Europea</i>) has been carried out every spring, attracting more than 15.000 visitors only in 2021, despite the restrictions related to the pandemic. Between 10 and 15 concerts and dance performances take place every year, notably in the largest cloister.➤ The LAU organises between 40 and 50 events per year. The most successful initiatives concern the start-up incubator and partnership projects with universities on digitalisation trends.➤ The coworking space has been particularly hit by the effects of the pandemic and suffers from low attendance.	

CONTEXT AND ORIGIN OF THE PROJECT



Since 2006, the Municipality of Reggio has been interested in regenerating the complex. However, there was no clear national or regional programme (and funding) allowing important requalification works. Only sporadic interventions were undertaken in order to make the complex accessible to the public. The opportunity to develop an ambitious transformation appeared when the Emilia-Romagna Region adopted the 2014-2020 ERDF Operational Programme. The Axis n°6 of the OP, called "Sustainable and participative cities" (€30 million) foresaw the creation, in each of the nine county seats, of a social innovation hub (*Laboratori Aperti Urbani*).

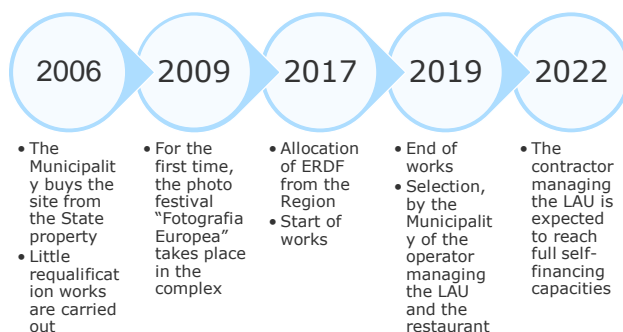


IMPLEMENTATION PHASES



The regeneration process has been marked by three main phases :

- Becoming property of the Municipality in 2006, the complex was only temporarily used for cultural events between 2006 and 2017 (notably *Fotografia Europea*), with minimum expenses (safety works, lighting system, cleaning)
- In 2017, the project having obtained ERDF support, the Municipality mandated an architect's office and two construction companies for the regeneration of the complex
- Since 2019, the complex hosts the LAU, several cultural events and a co-working space.



SUCCESS FACTORS



- The Emilia Romagna Region is known nationally for being very efficient in attracting and managing EU funds and for having high co-financing capacities.
- The project benefited from a good coordination between the Region, the Municipality and the contractors
- A multi-functional and multi-stakeholder regeneration process. Test events were carried out before the physical regeneration allowing to demonstrate the potential of the site for public use and appropriation.

OBSTACLES AND DIFFICULTIES MET



- Strict deadlines (two years of works) to comply with the conditions established by the Region for investing EU funds.
- Strong restoration constraints to protect the artistic heritage
- Significant administrative burden (reporting and auditing) for the Municipality using EU funds.

GOVERNANCE OF THE PROJECT

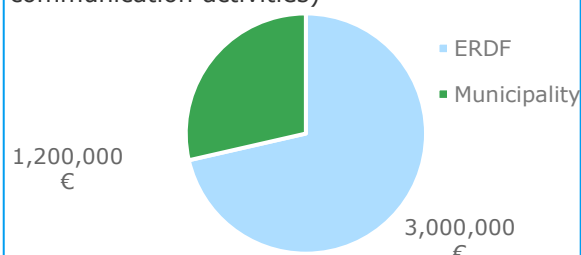


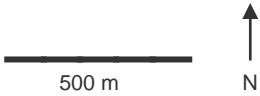
- The Municipality owns the entire complex.
- *Zamboni Architeti* were mandated to manage the requalification works, under the surveillance of the Superintendence of Cultural Heritage.
- For the management of the LAU, the co-working space and the restaurant, the Municipality selected a consortium of cooperative enterprises ("*Consorzio Cooperative Sociali*") supported until 2022 by a degressive economic support from the Municipality.
- The cultural activities are entirely managed by Fondazione Magnani, sponsored by both public and private actors.

FUNDING



Total budget of the project : €4,2 million (non considering the €1,1 million for buying the complex). Physical regeneration: € 2,7 million (€1,25 million for management; €400,000 for communication activities)





Source: Google Maps screenshot

Legend

- Exhibition area around the two cloisters (Art in Chiostri)
- Coworking space, social innovation hub and restaurant (Lab in Chiostri, Work in Chiostri, Food in Chiostri)
- Mixed uses and functions in the courtyard



Source: Google Maps screenshot

SOURCES

- Bertolini A. & Giuelro G., 2019. Chiostri di San Pietro, un simbolo per Reggio Emilia, Il giornale dell’architettura.
- Rinaldini et al., 2016. Stare sulla frontiera: il caso Laboratorio Urbano Aperto dei Chiostri di San Pietro, Reggio Emilia (Capitolo 9)
- Interview with Andrea Zamboni (Zamboni Associati) and Chiara Testoni (Municipality of Reggio Emilia), 8th February 2022.