

**"REGGIANE"**

ARCHIVIO STORICO



**NOT LIKE A MUSEUM, PLEASE!**

**Model of a Rebirth.**

**By Stefania Carretti**

[www.archivioreggiane.it](http://www.archivioreggiane.it)



an ongoing transformation process



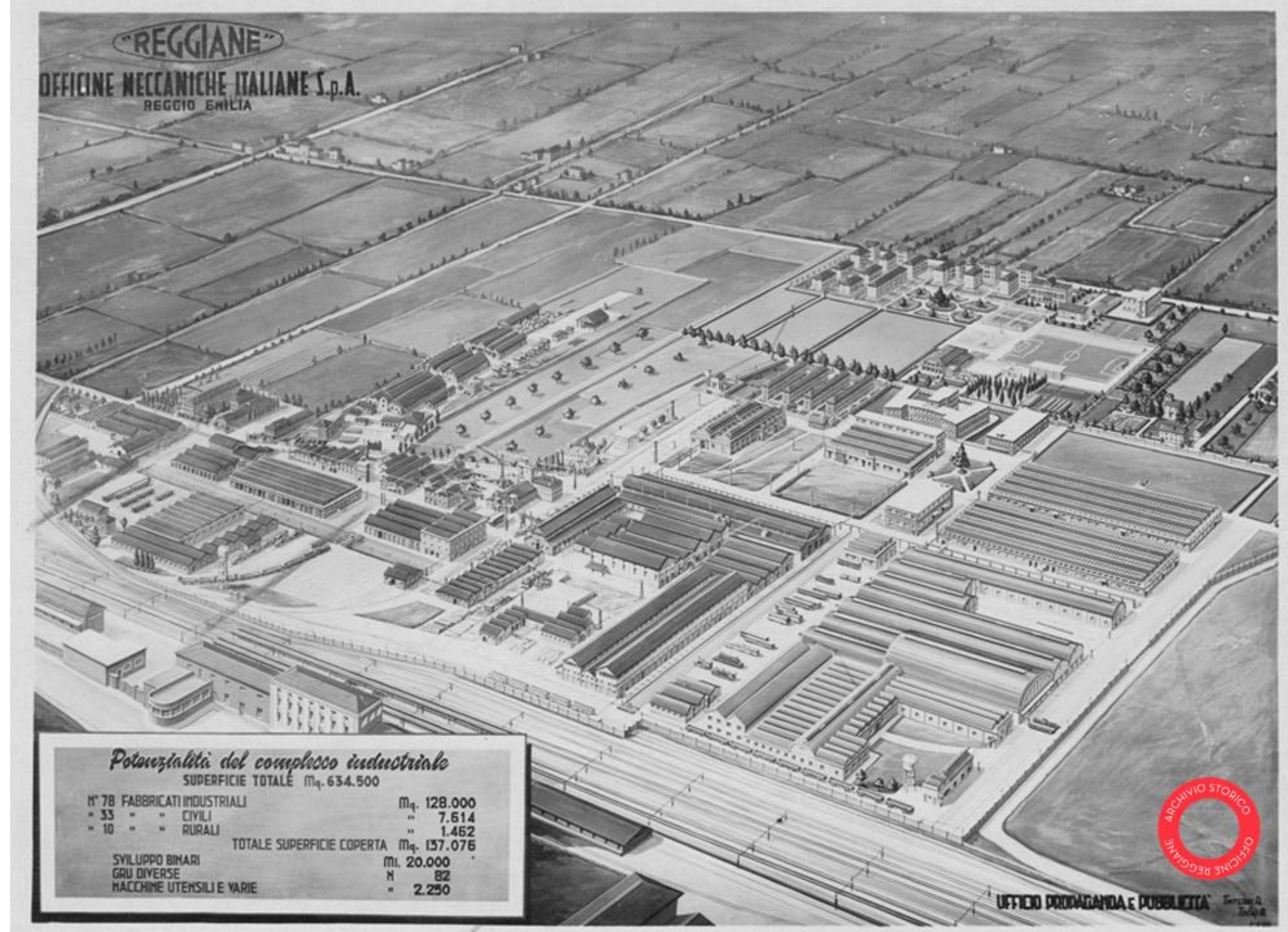


first big industry in a rural region





240.000 sqm  
as big as the city centre



*Potenzialità del complesso industriale*  
SUPERFICIE TOTALE mq. 634.500

N° 78 FABBRICATI INDUSTRIALI		mq. 128.000
" 33 " " CIVILI		" 7.614
" 10 " " RURALI		" 1.462
TOTALE SUPERFICIE COPERTA		mq. 137.076
SVILUPPO BINARI	mi.	20.000
GRU DIVERSE	N	82
MACCHINE UTENSILI E VARIE	"	2.250



UFFICIO PROPAGANDA E PUBBLICITÀ





abandoned since the '90s

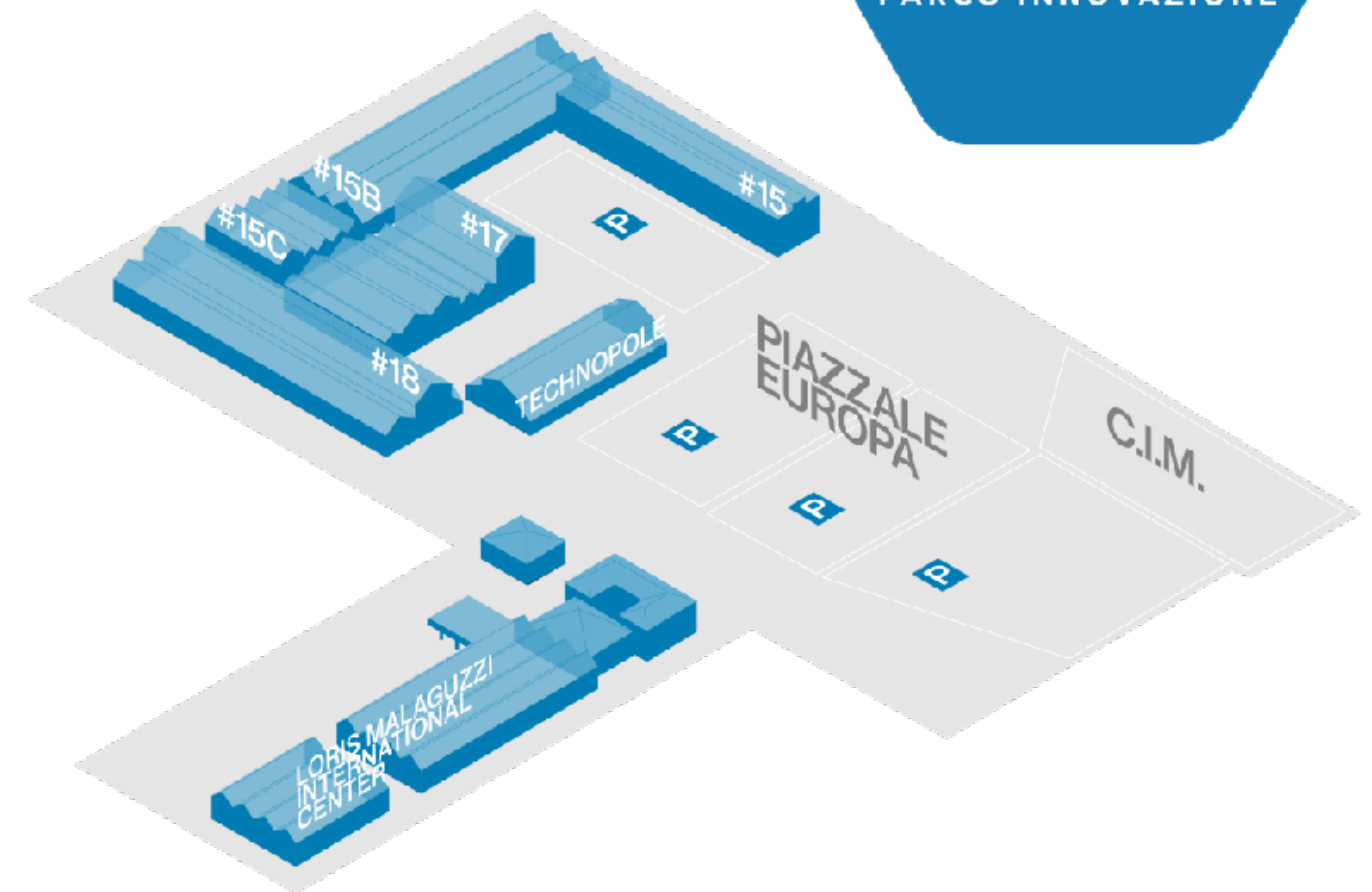




# Regeneration of vulnerable neighbourhood

## Involvement of citizens and communities

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# Regaining

– a common history



– common spaces





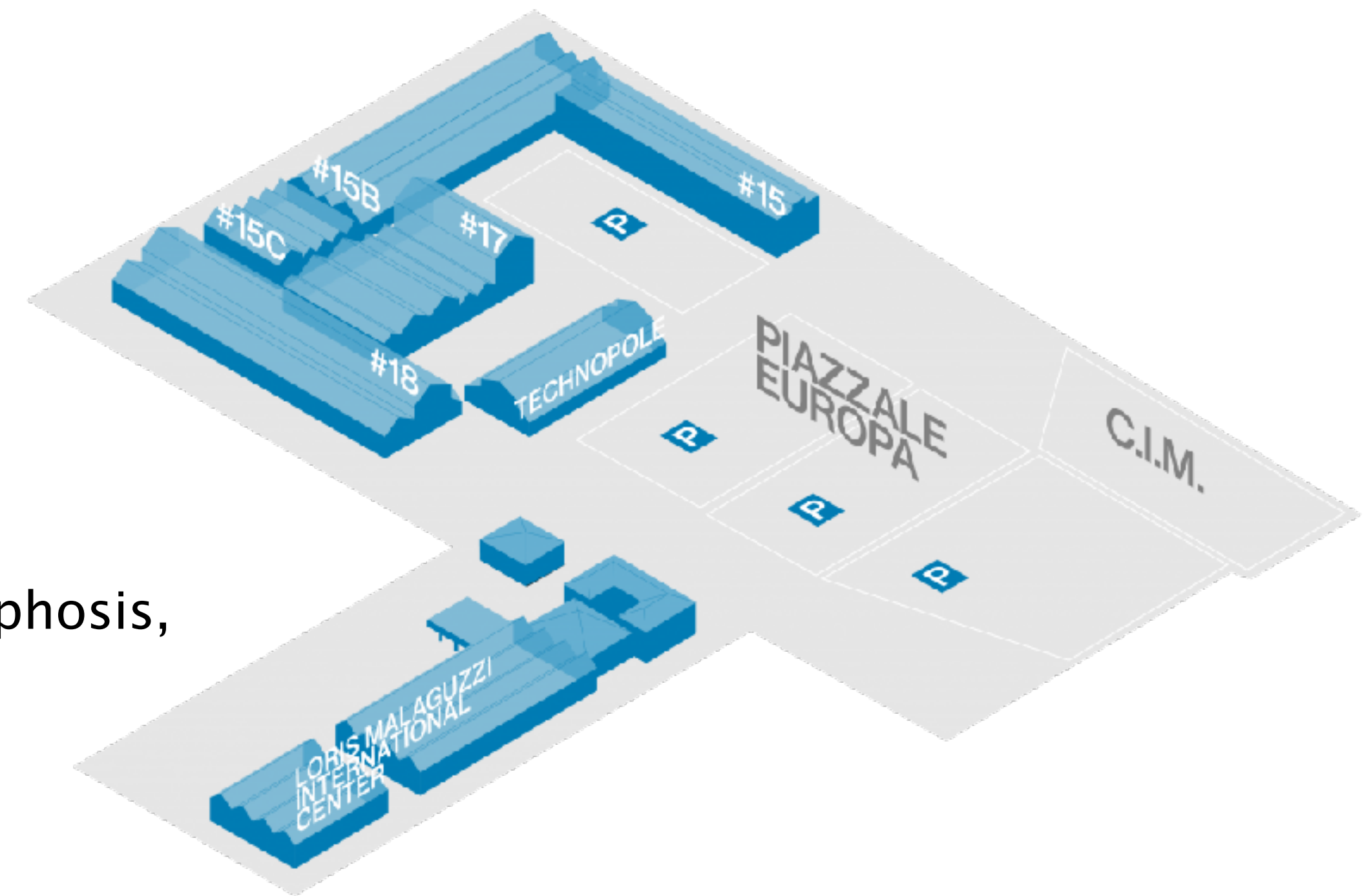
# Regaining common spaces

## PARCO INNOVAZIONE :

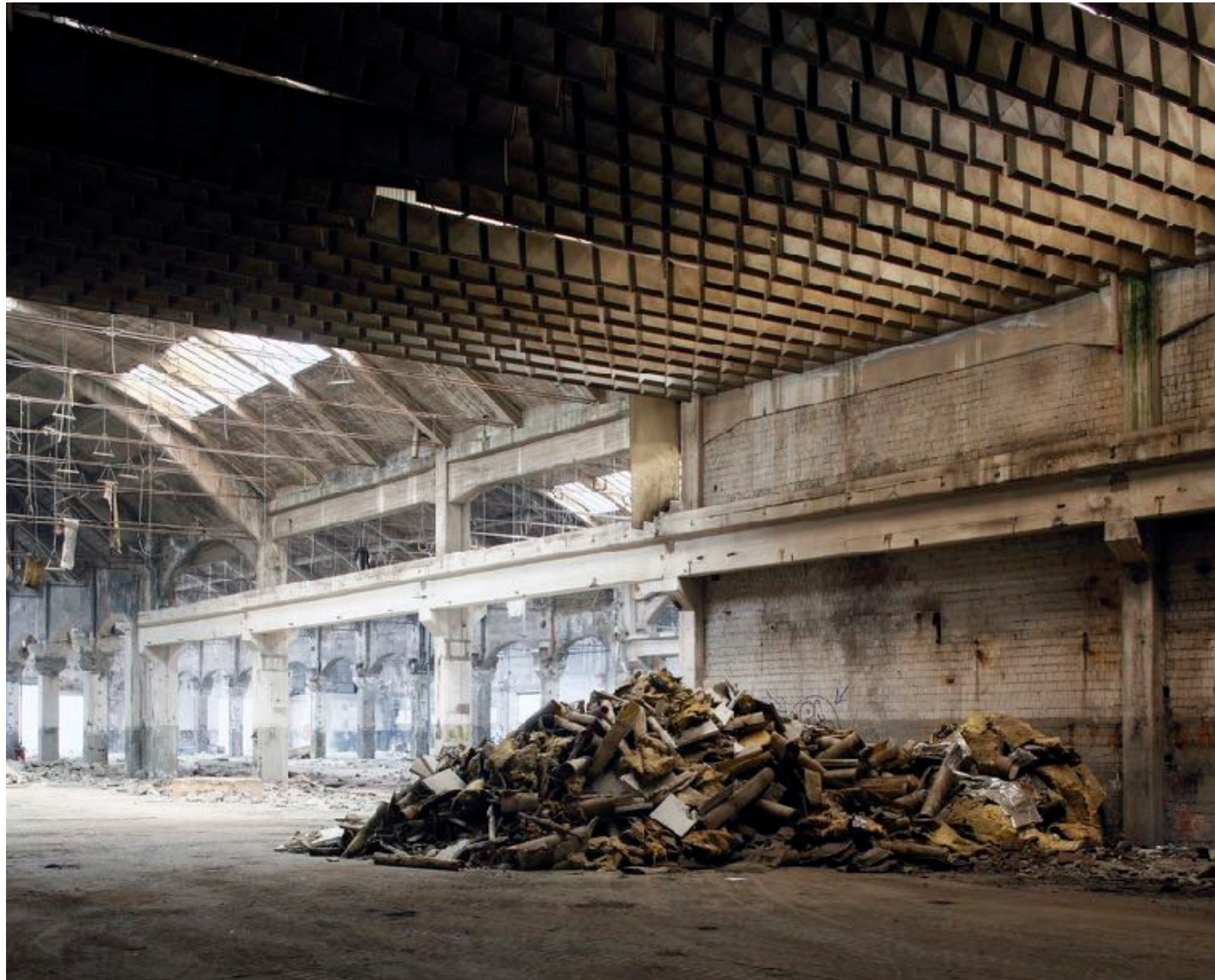
Non-conforming spaces where different economic, social, cultural and educational functions co-exist

Overcoming the categories of new/old and progress/decadence

Slowly growth, reusing places and materials in a permanent metamorphosis, in a sustainable and “sensible” way





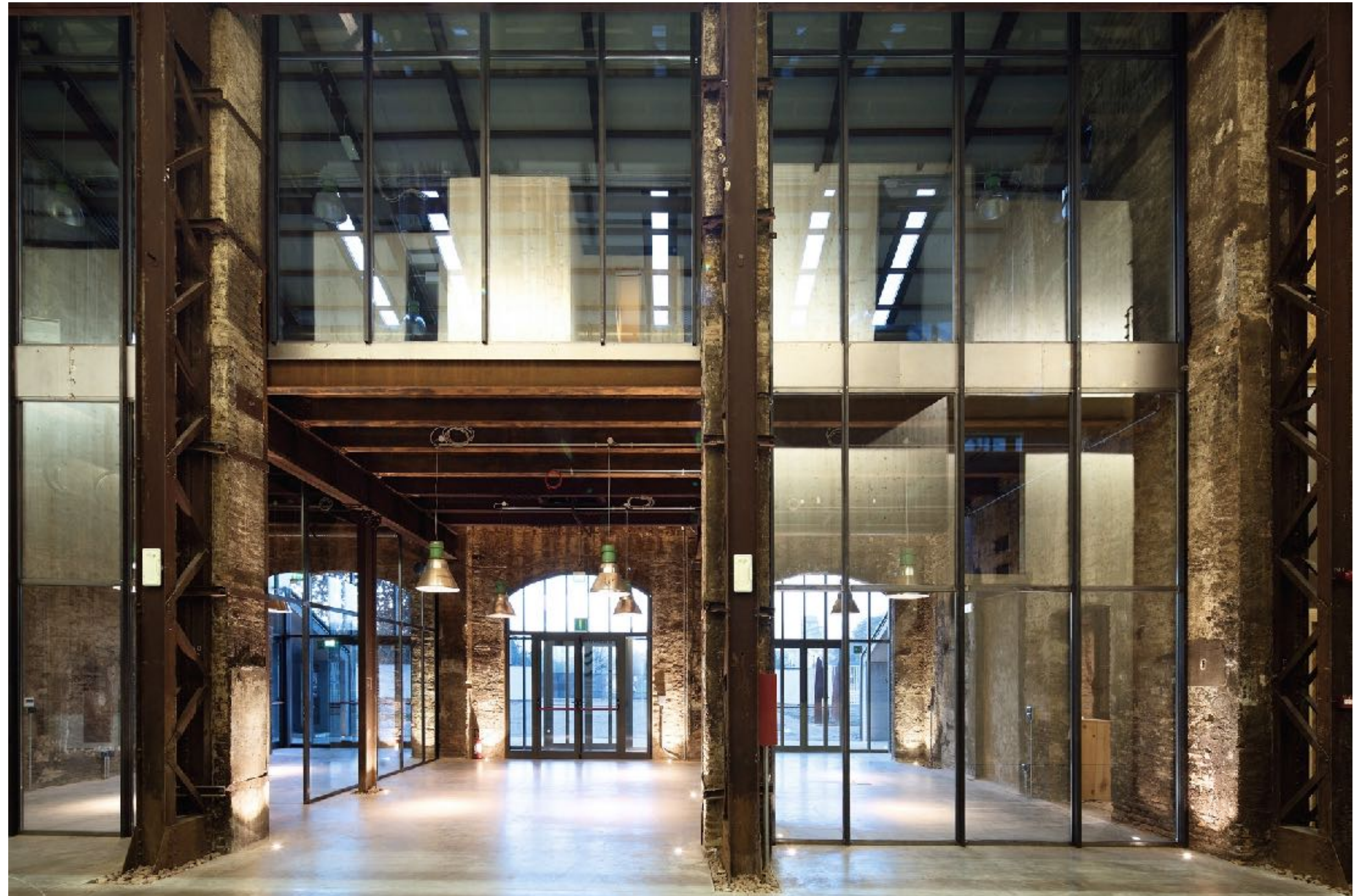


huge warehouse for  
urban bricolage





120000 smq for companies,  
startups, university, research







music, sport, entertainment, urban art





involving the neighbourhood through  
culture, dance, theatre







Reggiane today, 12 years of urban regeneration



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## Regaining a common history

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It's not only about inventory, conservation and exhibition  
More about telling stories (also micro-stories) out of the documents

Giving voice to people, objects, documents, images  
Using all expressive languages and disciplines and connecting them  
Dialogue with a changing realities in economy, urbanistic, social life





“There is a not-yet conscious knowledge of what has been: its advancement has the structure of awakening.”  
(Walter Benjamin)



# R-DAY 3

LE GIORNATE  
DELL'ARCHIVIO STORICO OFFICINE REGGIANE



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23 GENNAIO - 8 FEBBRAIO 2020



young workers of the past become our eyes for looking at the past  
from the perspective of the "past future"  
and question concept such as "growth" and "progress"

# R-DAY 4

XMAS EDITION  
OFFICINE REGGIANE - DIRETTA ONLINE

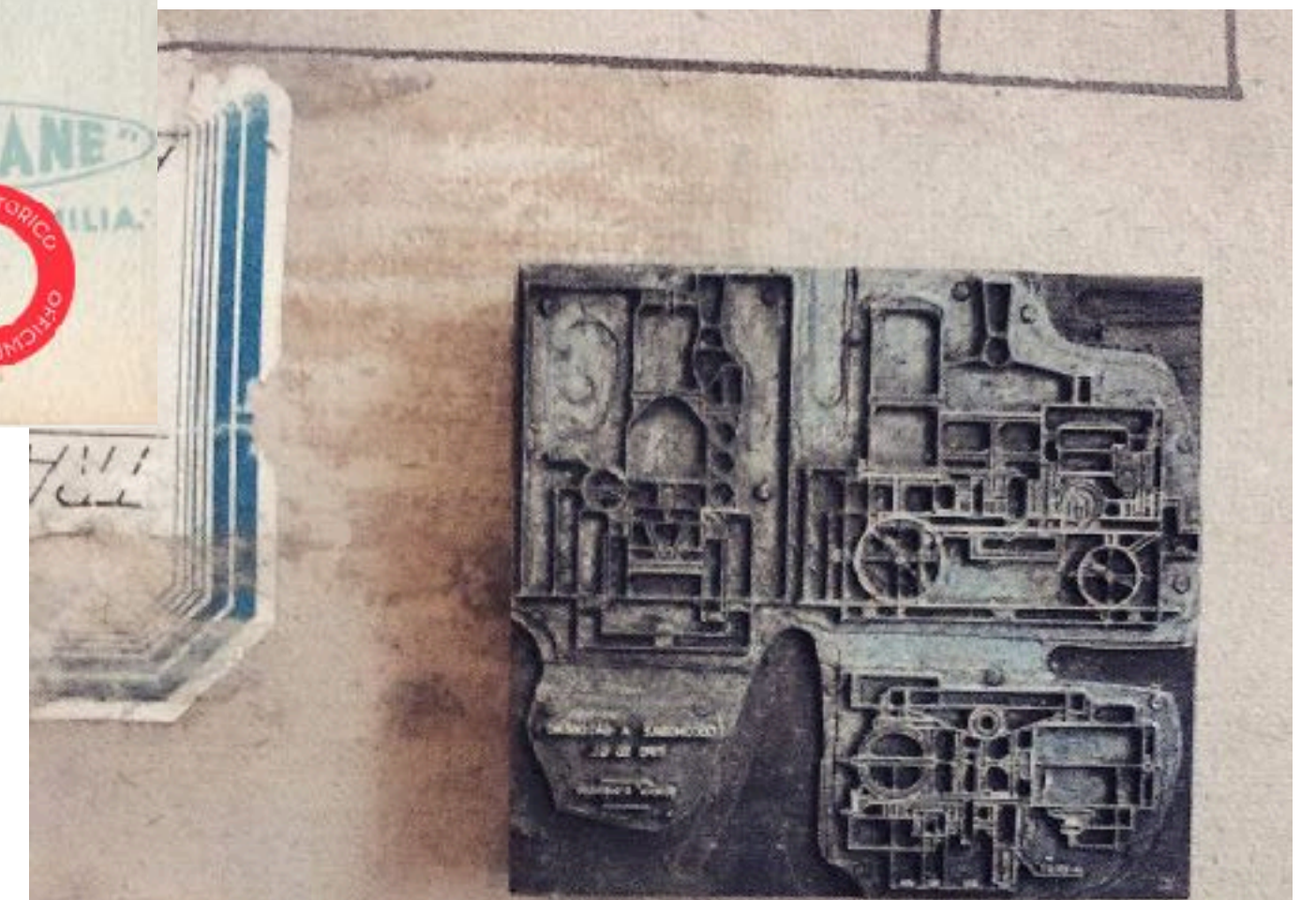
SABATO 19 DICEMBRE 2020  
ore 16-19

Evento in diretta Facebook da:  
Spazio Gerra, Archivio Storico Officine Reggiane,  
Istareco e Centro Teatrale MaMiMò

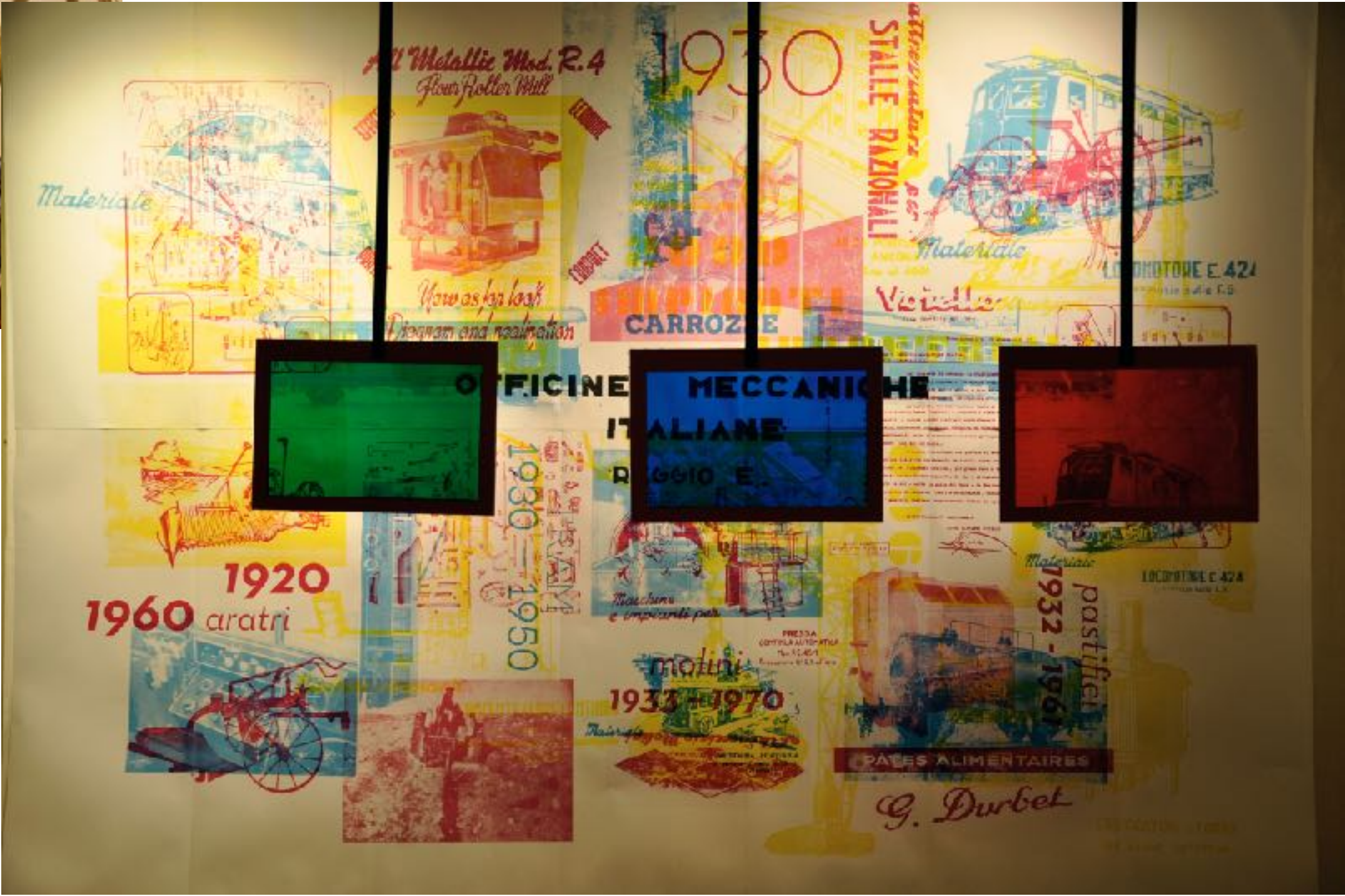
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Identification/empathy:  
discovering stories









Active involvement of citizens, artists,  
companies, associations, entertainment





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## Partners and budget



- Regional fundings: conservation of archives and memory of 900
- Main sponsor: multiutility company, participate by the municipality
- Private sponsoring from companies sprouted from Reggiane
- Private sponsoring from companies now resident in PI
- The Trade Unions for the history of work
- Thater companies
- The Public Library for the digitalisation of the photo archive



- Regional fundings: setting functions planned by the regions
- Municipality: national fundings —> capacity of the city and other relevant stakeholder to apply for national contribution to support infrastrutture
- EU fundings to support innovation capacities of the municipality and local stateholders
- Private investors



# New European Bauhaus: or what we've learned in 12 years



For both AR and PI:

1. Cooperation has turned to a greater asset for involving partners and including the neighbourhood
2. Circular process that feeds itself
  - for PI history and stories are a sort of “perfect” and no cost marketing for attracting investors
  - for AR the permanent connection to the dynamic of the PI is the best way to make use of documents
3. Contemporary architecture/design and an aesthetics that reveals different history layers help empathy, awareness and a collective belonging



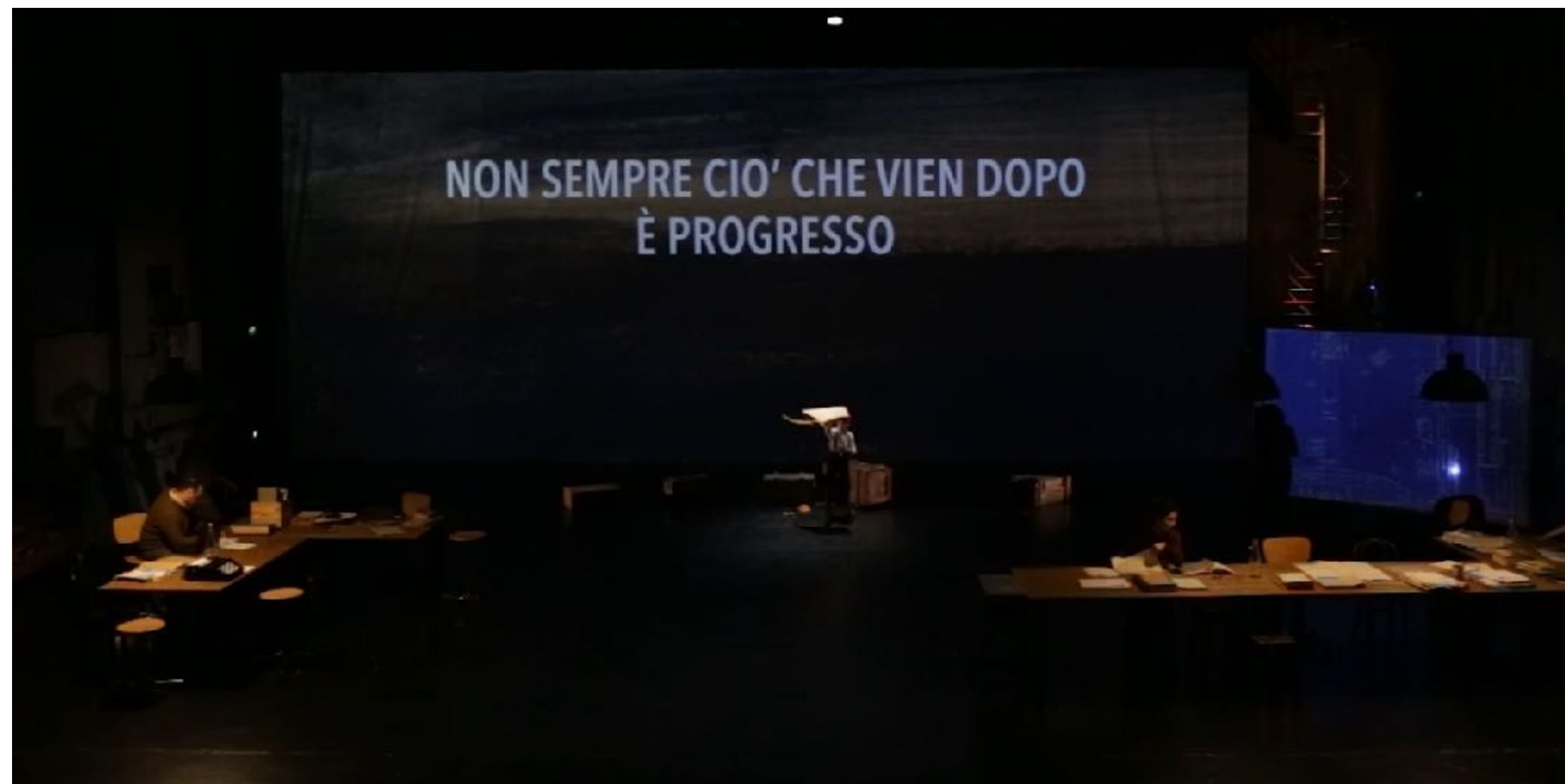
Now it's starting to happen what was expected: creation of **perspectives** rooted in a shared past

- making an industrial site open and accessible again
- re-designing a cityscape with high aesthetic standards after years of marginalisation
- opening paths for work in innovation and research
- for sustainability and inclusion of the neighbourhood through services, education, energy community
- “Augmented city” (M. Carta): go beyond the logic of classical master plan





- we've learned that not always what comes next is Progress
- a classical museum is not always necessary for transmitting the past
- archive as inexhaustible source of knowledge for the interpretation of the present
- It helps bringing up collective consciousness
- generator of new "constellations" involving citizens, schools, partners
- the best way to do justice to a multitude of small traces, relicts of the passage of history, is by making use of them, making them speak in the light of today's changing reality







**Thank you for your  
attention!**

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