

INVEST IN GENOA

BUSINESS
HAPPENS
HERE



REGIONE LIGURIA



COMUNE DI GENOVA



INDUSTRIE • NAVIGAZIONE • PACE • GENOVA



Camera di Commercio
Genova

There are many reasons why Genoa is renowned, it's history, it's food, it's architecture, it's children (Cristoforo Colombo among them). This long history has bequeathed to Genoa the largest medieval Historic Centre in Europe which contains a long list of UNESCO World Heritage sites and, despite the city's development, it has maintained the unique character of its alleyways ("vicoli"), churches, "Rolli" palaces and historical artisan workshops.

Of the various theories regarding the origin of the name "Genoa" perhaps the most fascinating is that it comes from the Latin word "Janua" which means "door" and one source of its renown is certainly thanks to it's role as a great trading port.

Genoa has always been one of Italy's leading ports due, in part, to its strategic location, and today, it preserves this role both in passenger and freight traffic.

The development of the city will leverage major infrastructural works that are expected to be finalized shortly. The new rail tunnel ("Terzo Valico") will enable high speed trains to connect Genoa and Milan in only 45 minutes; while the new highway junction ("Gronda") will free the city from truck traffic and the new sea wall will help the growth of trade. Improved high speed connections to the city is expected to contribute to an increase in real estate values. In fact according to a recent study by the "Osservatorio sul Mercato Immobiliare Residenziale", Genoa is the cheapest and most attractive city in Italy in regard to the purchase of real estate, with an average price of 1,805 €/sqm.

In the last 20 years the number of tourists has doubled and is growing rapidly. Since the beginning of 2017 the city has welcomed approx. 2.8 million tourists and jobs in the sector have grown by +40% since 2016. The regional economy has also retained it's industrial identity that today nourishes R&D and innovation. For example, during the period 2001-2014, employment in the high-tech sector increased by 41%.

The IIT (Italian Institute of Technology), headquartered in Genoa, is one of a number of important research centers at the forefront in the tech development industry, in this case focusing on robotics, new materials and energy among others.

MAYOR'S LETTER TO INVESTORS

Genoa, cradled between the mountains and the sea, is located in the middle of the Ligurian coast and is flanked by the gorgeous villages of the "Ponente" and "Levante" Riviera, such as Portofino, Sanremo and Camogli are within easy reach. With its excellent (and soon to be significantly improved) air, rail and road links it is truly the doorway to and from the Mediterranean.

Thanks to its mild weather, Genoa is a fantastic place both to visit and to live & work in, it's temperate climate implies energy savings and a better quality of life, two factors that should not be neglected. These favourable conditions help attract talent, stimulating creativity and generating business ideas. When compared with other major cities, Genoa is attractive from a natural, naturalistic and artistic perspective, thanks to its millennial history and culture. Labour costs in Genoa are substantially lower than in other parts of Italy, especially when compared with medium and large cities. As an example, labour costs in Genoa are 15% lower than in Milan, and 30% more competitive than in France. The city administration is about to launch a set of fiscal exemptions on local taxes. This intervention, together with the exemption on the regional IRAP - which (thanks to the regional Ligurian law "Growth Act") will be zeroed for up to 5 years for enterprises that set up a business in Liguria, - will make Genoa even more competitive for new businesses. These measures will grant a reduction in local taxes (TARI, TASI, use of public land, planning fees) for firms that relocate to the area and for innovative start-ups, but also for existing companies increasing their local workforce. Genoa welcomes and embraces investment opportunities as one of the prime movers for the city's development. We welcome comments and suggestions, and strongly appreciate any interest in investing in the future of Genoa, the "città meravigliosa".



Marco Bucci
Mayor of Genoa



Camera di Commercio
Genova



GENOA IN A NUTSHELL





KEY HIGHLIGHTS

“
Genoa has a heart
and a soul like no
other..
”

The New York Times

CAPITAL OF LIGURIA REGION (1.6M PEOPLE)

Liguria is one of the most multifaceted regions of Italy, where intense economic activity and a stunning nature live side to side.

SIXTH-LARGEST CITY IN ITALY (0.6M PEOPLE)

Genoa's urban centre is the 6th largest in Italy, with 0.6m inhabitants. Its metropolitan area and province count 0.8m people.

UNIQUE HISTORICAL HERITAGE

Genoa is home to the world's oldest bank, "San Giorgio" (1407) and Italy's oldest soccer team, Genoa C.F.C., (1893). Genoa was also a leading "Maritime Republic" in the Middle Ages, alongside rival Venice.

BUSIEST PORT IN ITALY AND IN THE MEDITERRANEAN SEA

Genoa is Italy's busiest port (by cargo tonnage). The port covers a land area of about 700 hectares as well as 500 hectares on water, stretching for over 22 km along the coastline, with 47 km of maritime channels and 30 km of working quays.

ILLUSTRIOUS PERSONAGES

Genoa is the birthplace of renowned figures: including explorer Cristoforo Colombo, poet Eugenio Montale, musicians Niccolò Paganini and Fabrizio de Andre, activist Giuseppe Mazzini, actors Vittorio Gassman and Paolo Villaggio, the architect Renzo Piano and many others.

ONE OF THE COUNTRY'S MAJOR ECONOMIC CENTRES

The city is the southern pillar of the "industrial triangle" (Milan-Turin-Genoa), contributing with industrial, logistics and hightech expertise to the success of this business cluster. The city's Old town of was included in 2006 on the UNESCO World Heritage List. Ahuge medieval historical centre, with Via Garibaldi, Rolli Palaces and San Lorenzo Cathedral, are just a few of its myriad attractions.

QUALITY OF LIFE

Located on the beautiful Ligurian coast, a short distance from Portofino and the Cinque Terre, Genoa is also within easy reach of some of the Alps' most beautiful ski resorts. It also enjoys mild Mediterranean weather and is the home of pesto and focaccia.



POPULATION
[584.550]



AREA
[240.29] km²



TOURISTS
[3]mln



GDP
[25.367]€



GEOGRAPHIC LOCATION



FEW EXAMPLES OF NOTABLE FIRMS





Ansaldo Energia operates as a supplier, installer, and service provider for power generation plants and components to governments, public utilities, independent power producers, and industrial customers in Italy and internationally. The company was founded in 1853 and is headquartered in Genoa. It is currently owned jointly by Shanghai Electric Group and Leonardo.



Costa Crociere, a subsidiary of Carnival plc, owns and operates cruise ships. The company operates passenger cruise ships visiting various destinations, including the Mediterranean, Northern Europe, the Baltic, the Caribbean, Central America, South America, the United Arab Emirates, the Far East, the Indian Ocean, and the Red Sea. The company was founded in 1854 and is based in Genoa.



The Italian Institute of Technology (IIT) is a public research center, under the joint supervision of the Ministry of Education, University & Research and the Ministry of the Economy and Finance, in accordance with Law 326/2003. IIT aims to promote excellence in basic and applied research, predominantly in the fields of Computational Sciences, Life Tech, Nano Materials and Robotics.



Ansaldo STS is a listed company operating as a contractor, systems integrator, and supplier of mass transportation projects for metro and urban railways. Ansaldo STS was founded in 1853 and is headquartered in Genoa.



ERG is a listed producer of energy through renewable sources. It's the leading wind operator in Italy and operates also hydro, solar and natural gas power plants. The company, founded in 1938, is headquartered in Genoa.



RINA provides a wide range of customized solutions for testing, certification and consultation in the Energy, Marine, Certification, Transport and Infrastructure, Industry sectors.



Amico & Co is one of the World's major super yacht repair and refit centres. Unlike many yards Amico & Co specialises exclusively in this work and has developed facilities at its Genoa yard to meet the specific needs of repair and refit. 30,000 m2 of docking and yard area. 10 refit and repair covered areas equipped with forced heating and ventilation systems, emission treatment systems and all necessary utilities, designed for yachts from 50m to 75m in length.

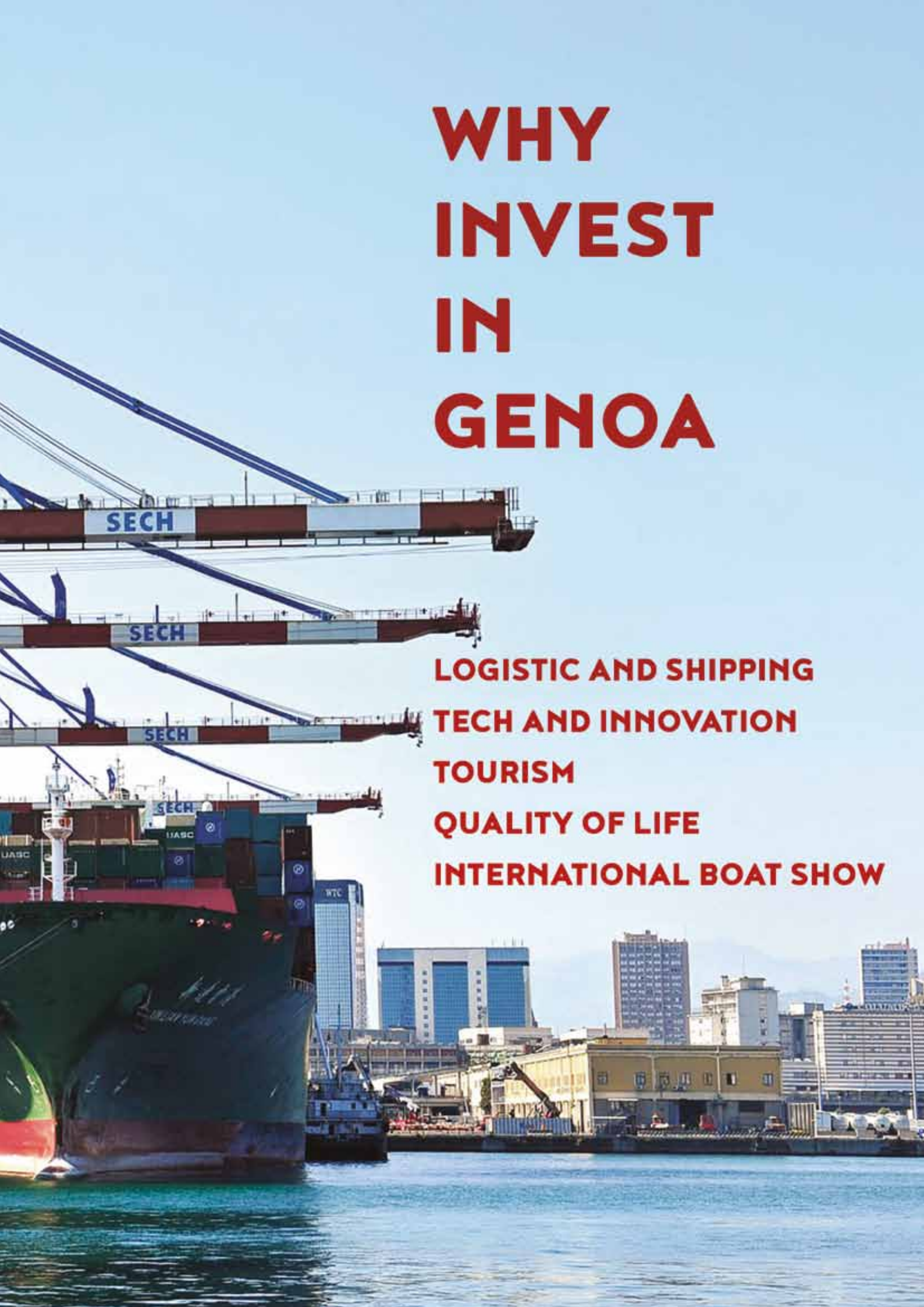


Leonardo is a global high technology company and key player in the Aerospace, Defence & Security sectors. Based in Italy, it has 180 sites worldwide with significant production assets in four main markets: Italy, United Kingdom, Poland and the United States. Moreover, it has established an important network of partnerships in high potential markets worldwide.



Twenty construction sites in Europe, America and Asia. About twenty thousand employees, of whom 60% work outside Italy and a turnover that exceeds 4 billion euros. This is Fincantieri, a multinational company whose 230 years of experience has given it a leading role in the history of seafaring. Listed on the Milan Stock Exchange, it is one of the largest shipbuilding groups in the world and a reference point in other sectors, from naval vessels to cruise ferries, from mega-yachts to special high value-added vessels, ship repairs and conversions.



A large container ship is docked at a port. The ship's hull is dark green and red, with 'UASC' and 'SECH' logos visible. Several cranes with 'SECH' branding are positioned along the dock. In the background, a city skyline with various buildings is visible under a clear blue sky.

WHY INVEST IN GENOA

**LOGISTIC AND SHIPPING
TECH AND INNOVATION
TOURISM
QUALITY OF LIFE
INTERNATIONAL BOAT SHOW**

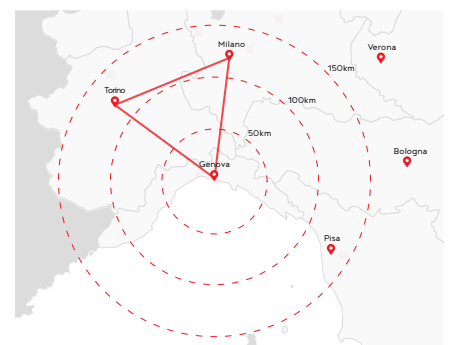
LOGISTIC AND SHIPPING

KEY ACCESS TO CENTRAL EUROPE

Genoa is the natural access door to central Europe. The city already offers a widespread infrastructure network, with connections to many major European centres (Basel 450km; Munich 600 km; Stuttgart 650 km). Additional investments in the infrastructure network have been recently launched, with over €13bn are in process and greater opportunities for expansion are on the horizon. One of these is the potential inclusion in the multi-billion "New Silk road" project financed by the Chinese government. This intervention would foster Far East connection with Europe, making Genoa a crucial node for all the commercial trades coming from Asia through the Suez channel.

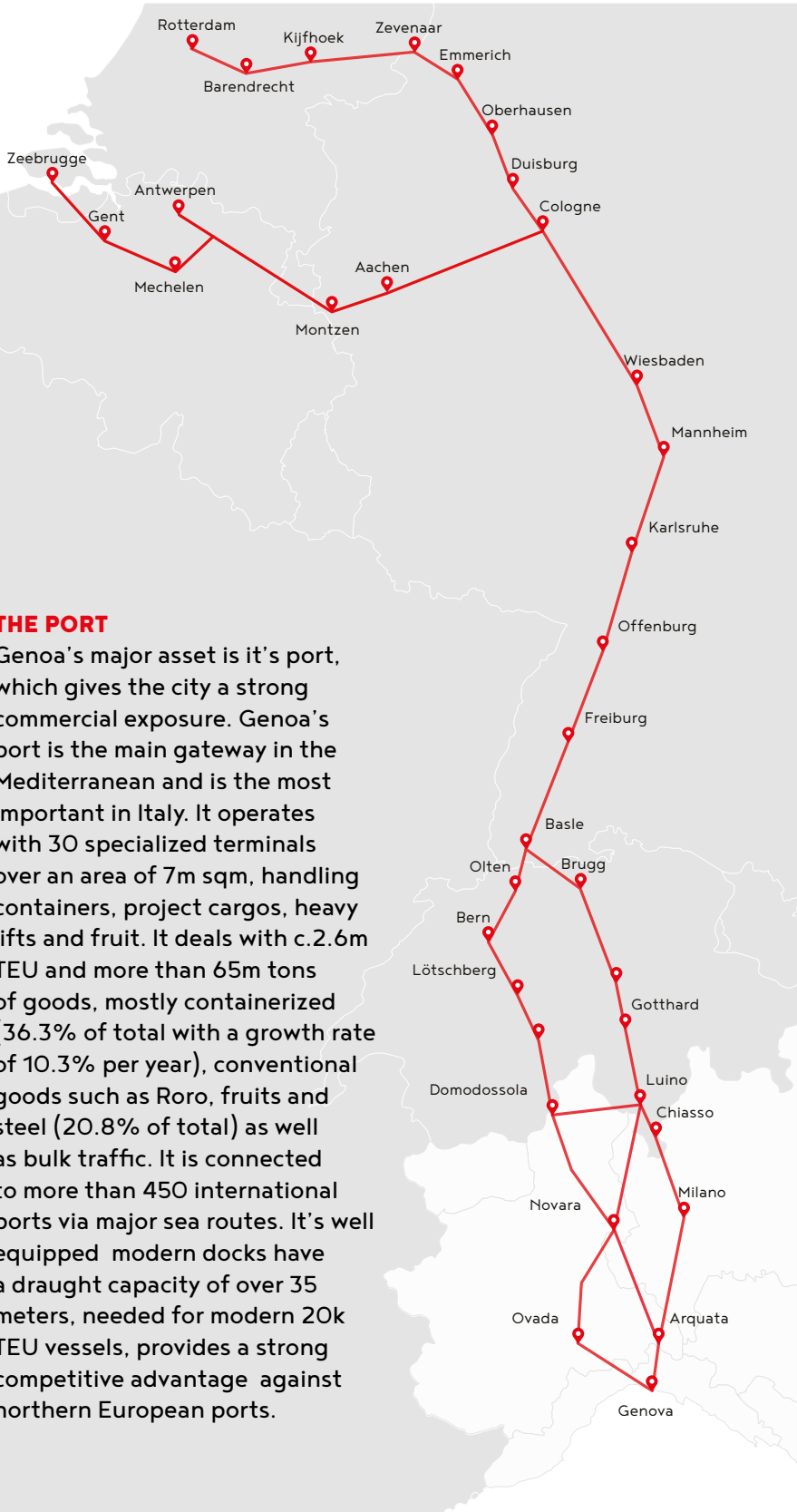
PROTAGONIST OF ITALY'S RICHEST AREA

Thanks to its global connections and intense trade, Genoa has always played a central role in the development of Northern Italy. It is "natural" for the Genoese (either by birth or adoption) to develop businesses that are able to liaise with the strong commercial and industrial network of Italy's most productive region. In fact, the area generates 30% of Italy's GDP.



THE PORT

Genoa's major asset is its port, which gives the city a strong commercial exposure. Genoa's port is the main gateway in the Mediterranean and is the most important in Italy. It operates with 30 specialized terminals over an area of 7m sqm, handling containers, project cargos, heavy lifts and fruit. It deals with c.2.6m TEU and more than 65m tons of goods, mostly containerized (36.3% of total with a growth rate of 10.3% per year), conventional goods such as Roro, fruits and steel (20.8% of total) as well as bulk traffic. It is connected to more than 450 international ports via major sea routes. It's well equipped modern docks have a draught capacity of over 35 meters, needed for modern 20k TEU vessels, provides a strong competitive advantage against northern European ports.





THE SHIPBUILDING INDUSTRY

The presence of the shipbuilding industry in the region is a major asset. The sector provides high quality services for a vast assortment of boats, ranging from the luxury yacht sector – with top global producers in the region – to the big passenger ships producers such as Fincantieri. In total the shipbuilding activities hosted by the port of Genoa authority –which includes the port of Vado, Pra and Savona– employs more than 36,000 people directly, making this industry one of the most important at the regional level, with significant impact over the whole of Southern Europe.

THE LOGISTICS

A competitive port must rely on an efficient logistic distribution, and so does the port of Genoa: its specialized logistic centres, are able to deliver cargos both via sea and land. All services are provided, from the storing of refrigerated goods, to the management of oversize cargo and container maintenance. Routes to all Europe, both via rail and motorway, are covered; the entire industry employs over 17.700 people in the region.

THE PORT IN NUMBERS

- More than 450 ports in the world directly connected
- 10% growth rate (goods moved)
- More than 62m tons of goods
- Over 7m sqm of area covered
- 13bn of investments in process



TECH AND INNOVATION

TECH SECTOR

Genoa's high-tech sector is in constant growth and one of the most productive in Italy. It is rapidly attracting international and national players to the city, generating a productive and fertile environment for the sector's development.

RESEARCH AND INNOVATION

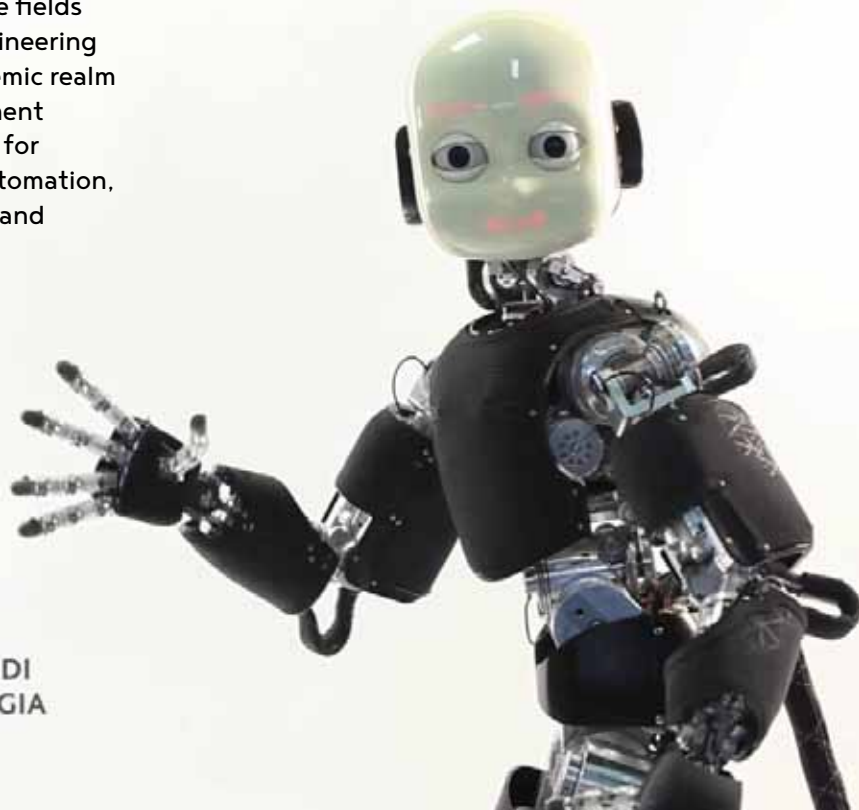
IIT, Istituto Italiano di Tecnologia, is the national research centre on advanced technologies. IIT employs more than 2,000 people and its research has global reach. Specifically, the Institute is specialized in Technologies on the Human being, robotics and converging technologies such as nanotechnology and ICT, impacting IoT, AI and industry 4.0 trends. Genoa also has a highly respected multidisciplinary University, excelling in the fields of Medicine, Biology, Engineering and Chemistry. The academic realm is underpinned by prominent national research centres for biophysics, intelligent automation, informatics technologies and macromolecular sciences.

KEY INDUSTRY PLAYERS

The city has some of the global industry leaders investing in sustainability, information technology, IoT and industry 4.0. There are more than 100 high tech companies and including prominent companies such as Ansaldo Energia, Ansaldo STS, Leonardo, ABB, Selex ES, Siemens, Ericsson, Esaote and Piaggio. Moreover, leading energy groups headquartered in the city, such as ERG and Iren, are currently investing in smart cities and IoT applications. The sector counts more than 15,000 workers, of whom 80% are graduates (twice the national average).

HUB AND INNOVATION CENTERS

The city offers a prosperous and dynamic environment, which facilitates the tech development and diffusion, thanks to its hubs and innovation centres. The Erzelli Great park, a scientific technology campus designed to enhance innovation by providing highly specialised facilities and creating a vibrant multidisciplinary environment, is in constant expansion and is soon to be a key national centre. The Digital Tree incubator hosts both local and global industry players such as PoliHub, Microsoft, Mixura and SoftJam, in order to foster research and collaboration in the development of cognitive computing and machine learning.









TECHNOLOGIC AND SCIENTIFIC PARK

More than 400,000 sqm surrounded by green areas and almost touching the sea. The perfect place for innovative companies to grow and develop with ties to the university and research centres. Directly linked to the airport and just a few minutes drive from the city centre. Many companies are already operating in the park: startups, research centres, small and medium sized businesses, as well as multinationals, together they employ more than 2,000 people including researchers, entrepreneurs and managers. A complete and lively ecosystem has been created, with sectors including telecommunications, healthcare, energy, software development and consulting.

The organization and structure of the GREAT Campus offers more than 200,000 sqm of modernly conceived spaces and allows companies of different sizes and from different industries to share an innovative environment and find the perfect place to grow and develop together. To guarantee the maximum environmental and energy sustainability, offices are lit with LED lighting and are connected to a central trigeneration system for electricity production and heating-cooling. 30 Km of double lined fiber optic cables assure a stable and ultrafast connection. Restaurants, cafes, gyms and daycare are already present, and much more is soon to be completed. For more info: www.great-campus.it

-  [161] start-up
-  [15.000] people
-  [1.065,4] mln investments
-  [24] enterprises



New project for technologic and scientific park



TOURISM

“Palazzo ducale clapper is the symbol of the city, it links history and future”

The Global Times China

SOAK UP THE CULTURE

Genoa's historical centre is famous for being the largest in Europe, characterized by narrow streets, called 'Vicoli' and surrounded by majestic buildings. Strolling through the Porto Antico, beautifully renovated by architect Renzo Piano, allows you to really feel the deep connection of the city with the sea. A visit to the Europe's biggest aquarium is a true must. In the "Strada Nuova" you can admire sumptuous palaces, which discretely house the wealth accumulated in the Renaissance (42 are part of the Unesco World Heritage List). "Palazzo Ducale", the Doge's Palace, is located close-by and is famous for its architecture and international exhibitions of artists such as Picasso, Warhol, McCurry and many others.



TASTE THE CITY

One of the best ways to live the city is to walk through Genoa's historical artisan shops, enjoying its markets and street food, especially the internationally famous specialties "pesto" and "focaccia". Genoa's nightlife offers a lively and vibrant environment in the city's old alleys (Vicoli), while the summer season is special for dining by the sea in countless beautiful seaside locations.

GETTING AROUND WORLDWIDE FAMOUS SURROUNDINGS

The breath-taking coastal villages of Portofino, Santa Margherita, the Cinque Terre, Porto Venere, Sanremo, well known for their fascinating landscapes, are easy to reach by train, car, or short cruise. Also worth a visit is the "Parco delle Mura". Walking through the classic route you will find magnificent forts of the 17th, 18th and 19th century with astonishing views over the city and countryside.



CRUISES AND FERRIES

Genoa's port is one of the country's major tourist ports, with more than 3m passengers in 2017 (cruises and ferries). In 2018, the cruise company MSC, for which Genoa is a crucial point of reference, will offer more than 120 cruises and will soon launch new ultra-luxury vessels to enrich its fleet. The port also offers ferries to Sardinia, Corsica and short trips to famous locations in Liguria.

AIRPORT

The "Cristoforo Colombo" airport is only 7.2km from the city centre. The number of destinations available has recently increased from 26 to 40, with new routes to major European cities. The airport is being renewed to offer a high quality service and is expected to see a 24% passenger increase by the end of 2018.





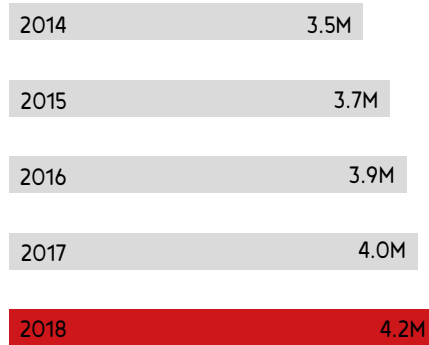
KEY EVENTS

- Paganini's Prize: international competition of violin
- Euroflora: most important among European floralies
- International Poetry Festival
- International Boat Show: more than 1,000 boats on show
- Rolli Days: open days of the Palaces Unesco World Heritage
- The Genoa Science Festival: science in an innovative and fascinating way

KEY STATS

- Average price per night 87 €
- Average stay 2,12 nights
- Foreigners are on avg. 51,2 % of total tourists
- Most popular TO DOs: historical centre & museums
- 73% of visitors are below 50 yrs old
- Hotels in town: 108 + 143 B&B

TOURISTS

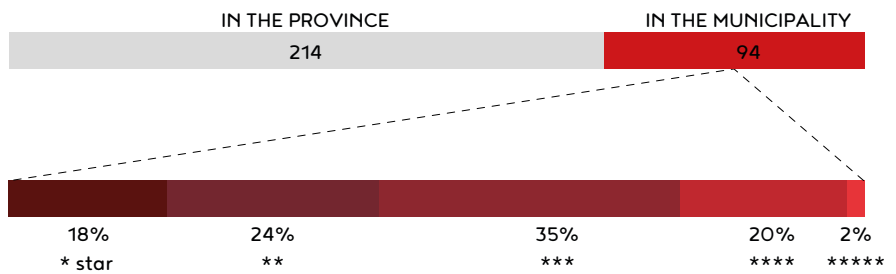


over 40 destinations in Europe



+24% of passengers in 2018

HOTELS



QUALITY OF LIFE

HISTORY & CULTURE

Genoa boasts one of the largest historical centres in Europe. Walking down its narrow streets, "Vicoli", it is easy to step in front of stunning monuments and sites, such as the Unesco Heritage site "Via Garibaldi" and its palaces. Furthermore, Genoa is the birthplace of many historical figures among whom the most notable are: Cristoforo Colombo, Giuseppe Mazzini, Niccolò Paganini and Goffredo Mameli.



CLIMATE & AIR QUALITY

Genoa enjoys a mild and temperate climate, typical of the Mediterranean area. The Alps and the Apennines shield the city from the cold northern winds, maintaining winter temperatures at an average of approximately 10° C. In the summer, on the other hand, the sea and the marine winds keep temperatures in the range of 21-27°C. Its particular climate, together with other environmental factors, helps Genoa to be one of the least polluted metropolises in Italy.



GASTRONOMIC EXCELLENCE

The cuisine of Liguria and Genoa tastefully reveals the character of the land and the simplicity of its people. Simple cooking methods and an abundance of vegetables, herbs and olive oil, are perfectly combined together by a dash of unique creativity. Among its most famous specialties, Pesto, Focaccia, Pansoti (filled pasta) and stoccafisso (a kind of cod stew) are the most characteristic.





INTERNATIONAL SCHOOLS

Genoa hosts a variety of international schools that witness its historical international vocation and its openness to different cultures. Deutsche Schule Genua, Deledda International School, American International School and the French cultural centre are only some of the international institutions present in the city.



ENTERTAINMENT

Genoa is also entertainment accessible to all ages. The Aquarium, the Carlo Felice Opera house and the “Porto Antico” Area are just some of the numerous places of interest where locals and tourists can spend some free time. Entertainment also means fun: Genoa and its Riviera offer a variety of clubs and restaurants that enrich the atmosphere of the city. The historical centre is crowded with bars and typical pubs, where people of all ages can taste good cocktails, wines and beers.



HEALTHCARE SYSTEM

Thanks to the quality offered by its healthcare facilities, Genoa has achieved one of the best levels of performance in Italy. San Martino is the main hospital of the city and one of the largest in Europe. It is also described as a “city in the city” as it is made up of 60 buildings, including university research facilities and medical facilities. Another excellence of the city is the Istituto Gaslini, recognized throughout Europe as one of the finest children’s hospital in Europe. Both institutions are affiliated to the Faculty of Medicine, which enable about 200 students every year, after an intensive 6-year program, to become doctors.



GENOA INTERNATIONAL BOAT SHOW

GENOA INTERNATIONAL BOAT SHOW

The Genoa Boat Show, first held in 1962 and now approaching its 58th edition, is a global beacon for the entire yachting sector. The world-renowned event can boast the largest number of visitors ever recorded in the Mediterranean with 148,228 visitors in 2017.

The show is a must-see for members of the yachting industry and yachting enthusiasts alike, a single trailblazing event where experts can showcase the latest in boating, engines, electronics and accessories, including cutting-edge Made in Italy products at the forefront of technology and state of the art services.

UCINA CONFINDUSTRIA NAUTICA

The Genoa International Boat Show is organised by the Saloni Nautici, a sister company of UCINA CONFINDUSTRIA NAUTICA (the Italian Marine Industry Association) which in turn has represented the boating sector in Italy since 1967 as an institution focused on shipbuilding, from construction to refitting to individual components, and on to tourism.

Founded in the 60s, today UCINA can boast 330 registered businesses, more than 82% of the Italian sector. The Association plays an active role in the sector's growth, in-depth market analysis

and distribution of information, the promotion of marine culture and the development of nautical tourism.

UCINA is part of Federturismo Confindustria, the Industrial Trade Fairs Committee, Federazione del Mare (the Italian Marine Federation), the Edison Foundation, the Sustainable Development Foundation and represents Italy at vice presidential level in ICOMIA, International Council of Marine Industry Associations, and at presidential level in EBI, European Boating Industry.





GENOA BOAT SHOW
20-25 SEPTEMBER 2018

Organised by UCINA Confindustria Nautica, the Genoa Boat Show is a benchmark event for the entire recreational boating industry in Europe and the Mediterranean. A unique event, it showcases, at a single venue, all the latest novelties in terms of newly-built yachts and boats, engines, electronic instruments, accessories, tourism and associated services. Now

in its 57th edition, the Genoa Boat Show is an unmissable appointment for industry operators and sea enthusiasts alike. The 2017 edition counted 148.228 visitors and the presence of 884 brands and 1100 boats on display, on both land and sea.

www.salononautico.com

The strengthening of traditional exhibition areas and adding new spaces dedicated to lovers of water sports consolidates the role

of the Boat Show as an important showcase of the boating world.

More than 1,000 boats are on show, from the four traditional areas: sailing, outboard engines & inflatable boats, powerboats and motor yachts. The latest products of the national and international nautical industry will be displayed along a refurbished path with new docks and reserved areas.

S_[n]⁵⁸
salononautico

VI ASPETTIAMO A GENOVA
20 - 25 Settembre 2018



GENOVA MERA VIGLIOSA

rigenerare geNOVA



MOBILITY



G.A.T.E.



B | LINE



FORTS



CABLEWAY



SILOS HENNEBIQUE

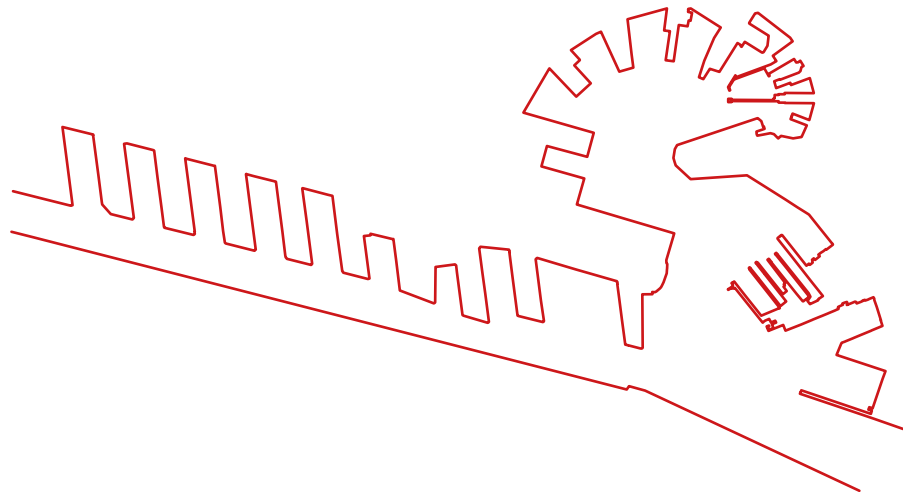


HISTORICAL CENTER



FORONTE AMARE
LEVANTE





FRONTE AMARE

LEVANTE

CURRENT STATE

Genoa must use its resources to improve the viability and productivity of the city, and to give its citizens, tourists and potential investors a modern and attractive city. What is needed is a new look at the urban fabric, to grasp its potential and particulars, a look that favours new uses of the collective spaces and of the existing building heritage, limiting the consumption of land and paying great attention to a sensible energy consumption. The basic option is the one shared internationally: "building on the built", reconvertng and enhancing existing urban infrastructure, Restoring and giving a function to the existing building heritage; which is an important resource and testimony to the city's identity in a world that makes cities increasingly similar to each other. The current

administration immediately grasped this fundamental aspect, and is engaged in an ambitious urban redevelopment project, immediately grasping its importance for the relaunch of the city and its potential positive occupational impact. The government of an urban territory cannot be limited to its bureaucratic management delegated to the technical offices of the institution, but requires a vision that gives the clear identity of the city, a new vision that captures the potential of the territory and that projects and dreams the future of the city. The first major projects aim at relaunching major urban redevelopment projects, the Waterfront with the Fiera del Mare, the Silos Granari Hennebique. The Fiera del Mare is the subject of an urban regeneration

project: built in the 1960's as a city exhibition centre thanks to complex, extensive infilling, it now includes pavilions, outdoor areas and water mirrors making the area completely unique. It needs to be enhanced and modernized to make it competitive on the international exhibition scene, which no longer focuses primarily on ample exhibition space but rather on the provision of reliable high quality services for visitors and exhibitors. The redevelopment project therefore envisages a contraction of the exhibition functions and the creation of a hub that integrates trade, nautical and sporting functions, in an area in which the city and the sea meet, usable by both Genoese citizens and visitors.





BUILDINGS

PAVILION B
32,000 sqm

PAVILION C
31,000 sqm

PAVILION D
15,500 sqm

PAVILION S
35,000 sqm



FRONTE AMARE

LEVANTE

THE NEW PROJECT

The Fiera del Mare is the subject of an urban regeneration project: built in the 1960s as a city exhibition centre thanks to complex, extensive infilling, it now includes pavilions, outdoor areas and water mirrors making the area completely unique. It needs to be enhanced and modernized to make it competitive on the international exhibition scene, which no longer focuses primarily on ample exhibition space but rather on the provision of reliable high quality services for visitors and exhibitors. The redevelopment project therefore envisages a contraction of the exhibition functions and the creation of a hub that integrates trade, nautical and sporting functions, in an area in which the city and the sea meet, usable by both Genoese citizens and visitors.



The “Waterfront” design Levante comes from a collaboration between the Arch. Renzo Plan and of the “R.P.B.W. S.r.l.,” with the support of the Liguria Region, the Municipality of Genoa and the Genoa Port Authority, with the goal of developing and harmonizing the industrial and urban functions present in the Levante areas of the Port of Genoa, in the area between Calata Gadda and Punta Vagno.

It consists in the evolution of the urban dynamics of the city and the development of the productive and nautical activities in port area, as well as landscaping, urban planning and infrastructure related to the areas concerned. The goal of transformation is the enhancement of the relationship between the city and the sea, in terms of environmental sustainability, as well as social and economic aspects of these activities. It foresees the creation of an “urban channel” or navigable dock close to the ancient walls of the city connecting the Porto Antico and the Fair, which restores to the city its view of the sea and allows the port to have its own distinct identity.





CURRENT STATUS : SITE LOCATION



PROJECT BY RENZO PIANO OCTOBER 2017

FRONTE AMARE

LEVANTE

THE NEW PROJECT BY RPBW

The Levante Waterfont design foresees the reorganization of the cleared surface area in a new space destined for receptive / residential, tertiary, commercial (coherent with the function of the area as a nautical fair) with a maximum ceiling of 53,000 sqm, significantly reducing the current volume. The creation of a new urban axis between the Fair and Porto Antico, upstream of the canal, allows the city to reacquire a new front on the sea previously denied by the buildings of the Fair. The area will be integrated with the larger context via a linear park in the part north of the district and an urban green garden at the seafront of Corso Marconi that integrates with Corso Italia.

- RESIDENTIAL / RECEPTIVE
15.000 / 20.000 sqm
- OFFICES AND DIRECTIONAL
24.000 sqm
- COMMERCIAL AND CRAFT
7.000 sqm
- EXHIBITION SITES
7.000 sqm

- PAVILION S
30.800 sqm
- YACHT CLUB
- CONTROL TOWER
- PARK /PARKING



SECTION AA'



SECTION BB'





@RPBW



@RPBW



@RPBW

SILOS HENNEBIQUE

CURRENT STATE

INTRODUCTION

The Hennebique grain silos are considered one of the most complex concrete works of the 20th century. They stand in a strategic position next to the main Harbour Station, the embarking point for cruise ships, the port of Genoa ferries and Piazza Principe train station. In disuse since the 1980's, today these silos can be given a new function while respecting to the historic/cultural and technical features of the building, integrating the functions

of in the centuries-old port. This project would turn the building into a hub of general interest, also serving cruise activities, tourism and urban events. The building will be granted through a public tender by the Port Authority of the Western Ligurian Sea forseeing the construction of 45,000 sqm of urban space that respect the conservation and protection owed to a historical building. The building constitutes the central element of a cycle way/foot path that passes through the entire arc

of the historic port district and represents the completion of the urban design of the former port arc between the sea and the historical district.

THE INVITATION TO TENDER

A framework agreement was signed by the Regional Authority of Liguria, the Port Authority of Genoa and Savona, the Municipality of Genoa, the Superintendence of Archaeology, Fine Arts and Landscape with the collaboration of the Department



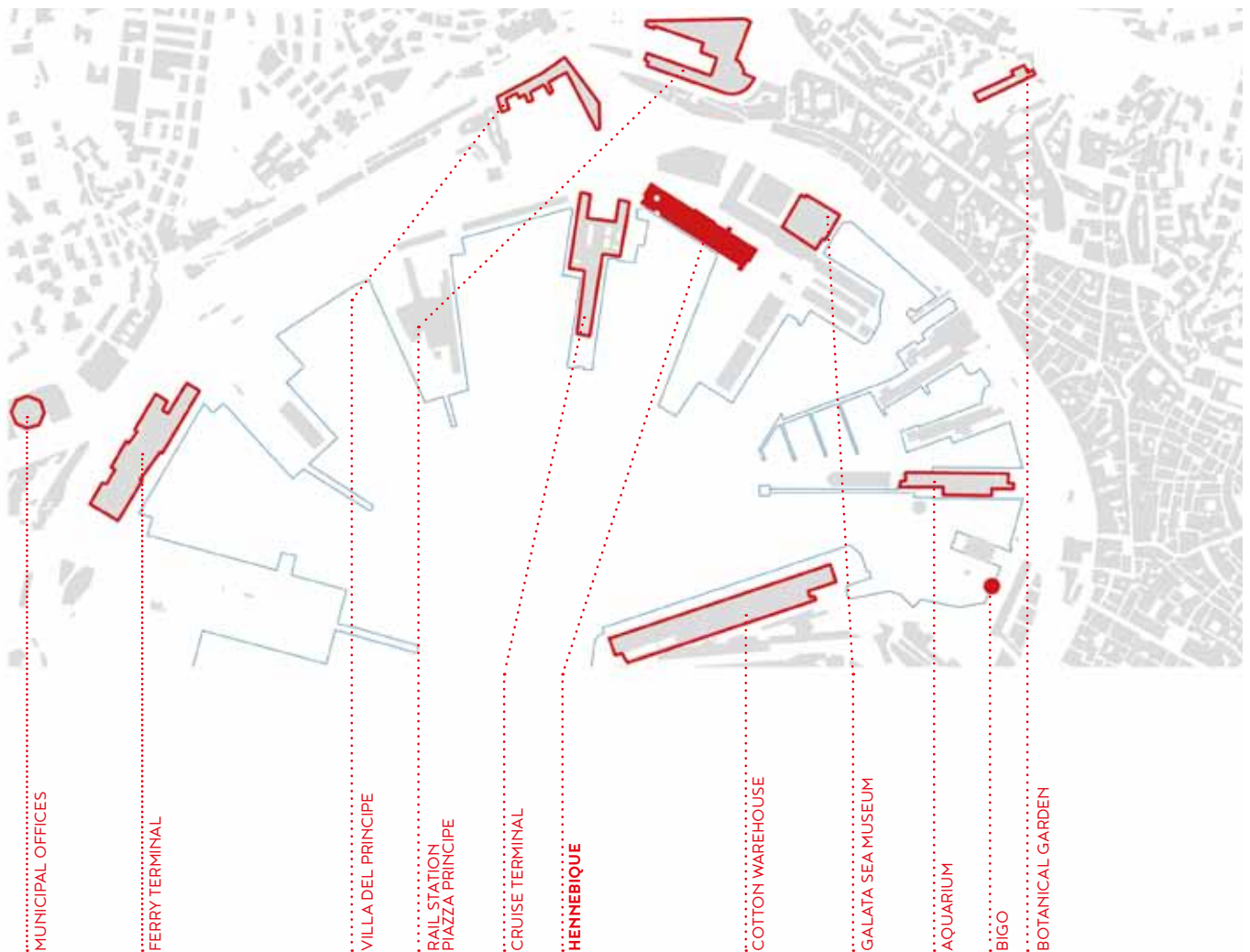
@Stefano Arzini



of Architecture and Design of the University of Genoa. The scope of the agreement is to definitively establish the rules for protecting the heritage and, at the same time, define all the works, including the transformational works, that can be carried out on the building to eliminate any uncertainty in this regard. Consequently, the agreement establishes the technical process that the Administration must follow – within a year from the signing of the agreement, at the latest

– to achieve this aim, through studies and research aimed at the preparation of the Technical Paper prescribed by the Regulations on Public Tenders for Works regarding protected cultural heritage. Within this process, the Department of Architecture and Design of the University of Genoa will be assigned the task of curating the technical-scientific part of the project and the relative activities will be submitted for examination to an ad hoc Technical-Scientific Coordination Committee made up

of technical representatives of the signatory Administrations. The goal is to establish the constraints within which the public and private sectors must act to evaluate the real estate. The building can be given in concession for renovation and management in conformity with the functions that will be stipulated upon completion of the works of the group of Entities determined by the Framework Agreement through the “OpenProcedure Tender” pursuant to art. 36 of the Navigation Code.



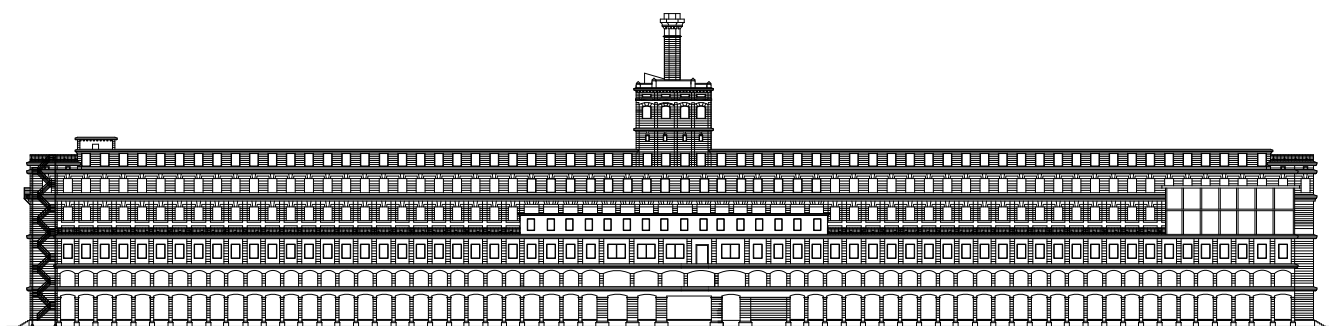
SILOS HENNEBIQUE

PLANNING FOR THE FUTURE

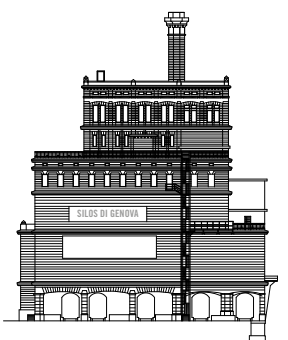
The intervention related to the building Hennebique must highlight the relationship with the sea, proposing on the south side a space flanking the water, compatible with the unique

characters and safeguarding the architectural façades, favoring the realization of an internal path that connects the maritime station and the terminal cruises of Ponte Parodi and Porto Antico.

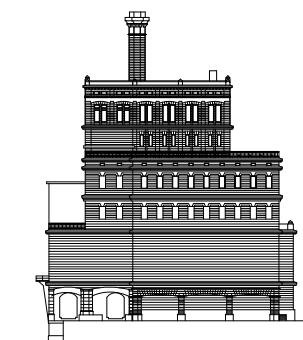
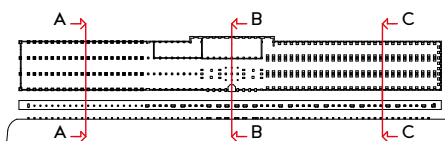
The main functions, in line with the strategic position, must respect the city's infrastructures, related to tourism, entertainment activities, free time and culture.



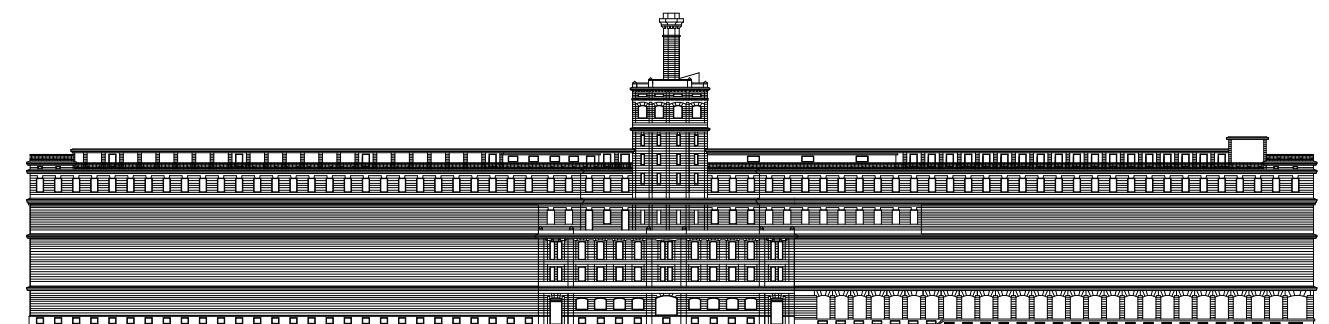
SOUTH ELEVATION



WEST ELEVATION



EAST ELEVATION



NORTH ELEVATION



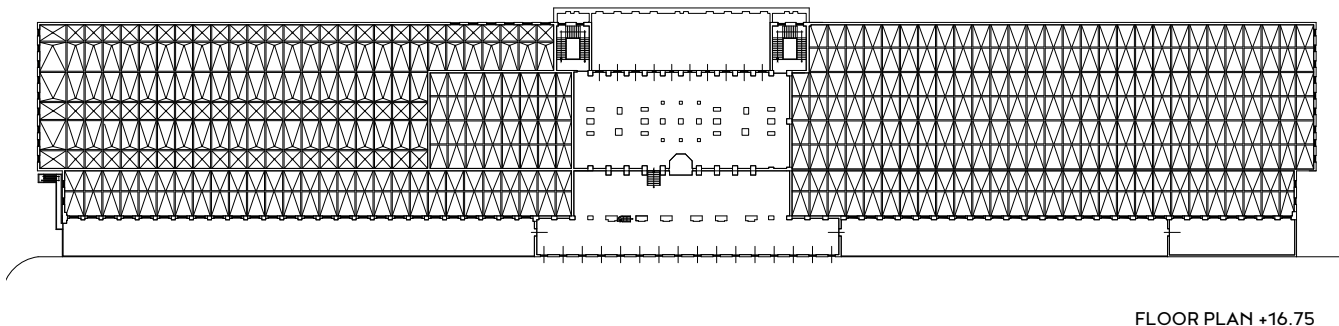
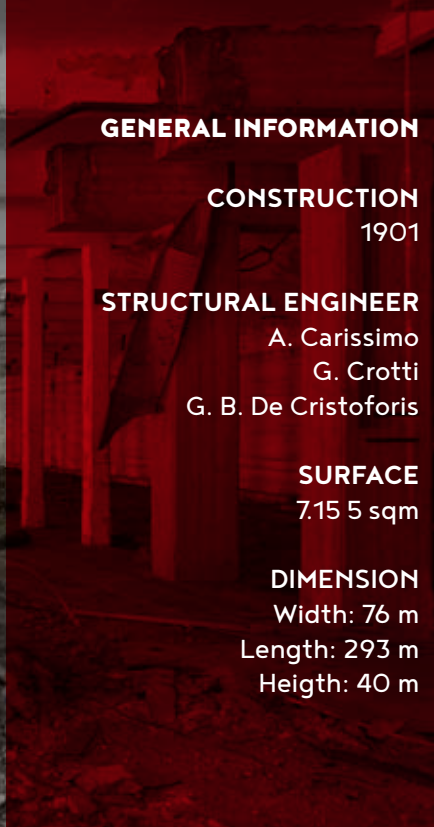
GENERAL INFORMATION

CONSTRUCTION
1901

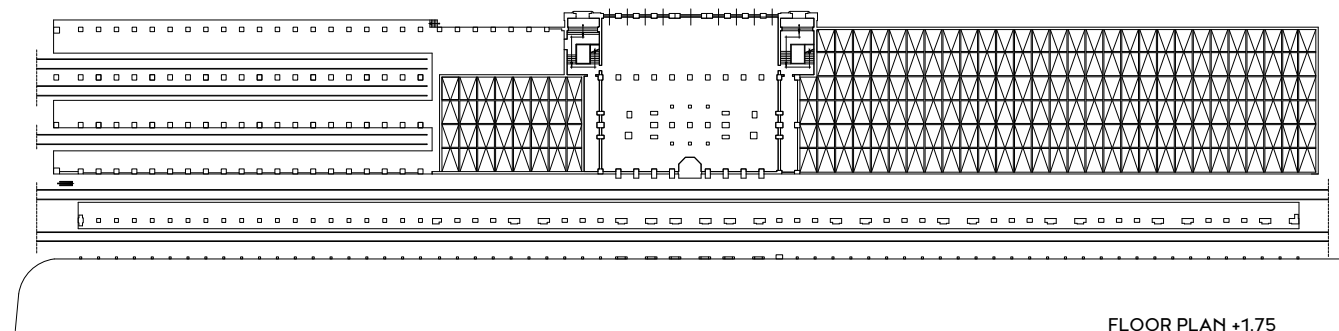
STRUCTURAL ENGINEER
A. Carissimo
G. Crotti
G. B. De Cristoforis

SURFACE
7.15 5 sqm

DIMENSION
Width: 76 m
Length: 293 m
Height: 40 m



FLOOR PLAN +16.75



FLOOR PLAN +1.75



B | LINE

BIKE LANE

This cycle path & path way is an important project for the city of Genoa. It is indeed an infrastructure to redevelop and connect some areas of the city characterized by physical or social degradation, difficulty of access and underuse. It is a hinge element that runs for 11 km recovering the edges of a patchy urban fabric. Starting from the district of Sampierdarena (complicated peripheral area), It passes through the "village" of Boccadasse touching some of the most important symbols of Genoa, including the Lanterna and the Palazzo del Principe. The path will also pass through the

area affected by the "Waterfront of Levante" project of the RPBW study. From a tourist point of view the infrastructure is well connected to the public transport system, including the maritime aspects. It is also a highly recognizable element, a landmark; Although it is an "imposition" but it is done with lightness in the dense urban landscape, articulated in different ways depending on the individual urban area. It is conceived with 3 separate "lanes": one dedicated exclusively to cyclists, one to pedestrians and the last for the practice of sport. The promenade is partly on the ground and part

aerial, allowing different views of the waterfront and establishing a visual connection with the sea that had been lost.

THE PROJECT

The project sets the goal to intervene by operating one redevelopment of public space. This task is divided in 4 elements, depending on the affected area (Ponente/ Sampierdarena, Genoa center, port, promenade of Corso Italia).





1. REGENERATION

Designing new urban spaces that give back an identity and recognition to specific areas. Urban regeneration also means changing the perception of the city through the conception of new mobility opportunities. In this sense the proposal of a new urban cycle path can help to connect parts of city, redevelop neighbourhoods today barely accessible, offer new ideas of public space.

2. INTEGRATION & INNOVATION

Integration with the transport network and existing infrastructure. In this way the new infrastructure

will allow to reknit the urban fabric and services.

The bike path will be a direct and functional link, an independent path that allows diverse traffic flows in the areas that are currently not usable by pedestrians or cyclists. In particular taking into account the presence of the continuous elevated, restoring the visual relationship with the sea.

3. TRANSFORMATION

The cycle path should be a tool supporting the changes put in place for the city; coexisting with other new means of transport it will affirm itself markedly in distinction

from the existing short cycling routes in the city.

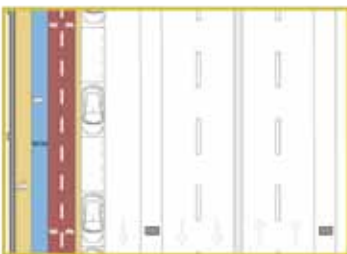
4. REDESIGN

Redesign to evaluate how to characterize the waterfront of Genova. It could be an opportunity to give a new use, in particular a sporting and recreational vocation. To facilitate the different activities a redesign of the road traffic section can be considered and consequently traffic flows and the necessity to reduce the speed of cars that today use corso italia as a highway.

TWO + TWO OPERATING MODES

The route is developed according to different ways that allow you to integrate different functions and create new ones relations with the existing urban space.

STREET LEVEL



SKYWAY



THE HISTORICAL CENTER

The recovery of the historic center of Genoa presents aspects of particular criticality that make necessary a programmed approach by the Civic Administration, flexible and diversified: from the vast redevelopment operations on an urban scale (such as the annexation of the historical port to the city and the establishment of large and quality public services), to the attention to widespread recovery of individual building and single accommodation through the involvement of private individuals. The Urban Plan has identified

as a strategic priority the strengthening of the “centrality” of the historical center, the realization of an adequate system of accessibility, the establishment of quality services, support for recovery. The first urban goal it is integration, that is, close physical and functional connection between the historic center and the Porto Antico: a program started with the transformation of urban areas of the Expo (1992) and that has expanded to include all the areas between the old pier and the Maritime station. In this context the historical center

has expanded, becoming a new single whole, both in quantitative and qualitative terms, with the exceptional opportunity of direct access to the sea, completely new reality for the Genoese and in particular for the inhabitants of the historic center. Inside the building fabric the Civic Administration has set itself the goal of improving liveability by implementing an extensive investment program in the redevelopment of public spaces, as an enabling factor to raise the quality of life and to incentivize investment in housing recovery.



@Stefano Anzini



“
 Genoa is
 the finest city
 in the world
 ”

Anton Pavlovič Čechov



THE HISTORICAL CENTER

THE NEW VISION

1. MATERIALS & ELEMENTS

Materials and elements must become contrasts designed to take formal responsibility. Visible piping becomes an element of this set design turning them into elements of art to create an open-air museum that accompanies the visitor on a path of contemporary art. Inserting objects in traffic dividers, to create a bench, or an area of shade, gives the possibility to use them in an alternative ways.

2. COLORS

Unconsciously, man searches for "Chromatic territory",

expressing the need to identify oneself in environments in which one wants to find a balance. It would therefore be interesting transfer that chromatic vivacity is characteristic of Ligurian villages to Genoa's narrow alleys. Not only to give identity, but also perceptive quality to the various urban spaces.

3. GATES & SHOPS

The proposal, referring to the works of Gilad, is to highlight the shop entrances by repeating and lighting their surroundings.

4. CLOSED AND OPEN

Through the use of street art, not only would you give some young people the possibility of expressing themselves in the light of day, but also some of the darkest areas of the Genoese alleys would take on a totally different aspect. The shutters would take on a double function, one protective and one of advertising.

5. LIGHTS & SHADOWS

Through modernization works and Through modernization public lighting can be improved,





made more reliable and the cost of energy reduced. Lighting that respects the aesthetic and historical character of the city center will be proposed.

6. COMPRESSION & EXPANSION

The particular characteristic of the Genoese historical center is the extreme proximity of the facades of buildings. To make people aware of this distance “installations” will be used which resemble a spring, fitting between the walls, with the purpose of making immediate the perception of closeness between them. In the alleys covered by

vaults or temporary scaffolding (of little artistic importance) we propose to create the semblance of a larger space through the use of mirrors.

7. MAN HOLES & STORM DRAINS

The proposal to enhance the manholes in the Genoese alleys is to give them a function different, by covering them through drawings that serve as an indication for the places in their proximity. 8. SIGNS Being an obvious problem the labyrinth of alleys Genoese was thought to propose an indicative system that gives the possibility

for people of easily reach, with a at a glance, at least the points highlights of the city.

8. SIGNS

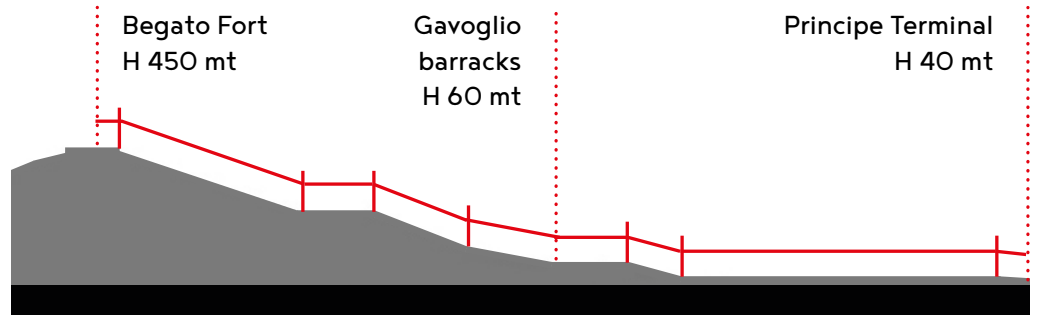
The labyrinth of Genoese alleys is an obvious problem for visitors and so we propose a system that gives the possibility for people to easily understand, with a glance, the position of the principle highlights of the city.



GCT

GENOA CABLE TRANSPORT

MARE-MONTI



CONNECTION

The construction of a cable way of Genoa that from the sea leads to the system of forts of Genoa, constitutes one suitable solution for combining shoreline and ridge, as capable of overcome gradients in a short time also notable. In 12 minutes only the cable car allows the ascent from the station Maritima (cruise terminal of the Port of Genoa, in front of the station - Piazza Principe) in Forte Begato that is part of the Parco

delle Mura. With an extension of 617 hectares the Park includes some forts military buildings built between the seventeenth and 19th century from which the view opens up the entire city. The departure station of the cable car, near the Maritime Station, guarantees the integration between offers for the cruisers in transit and the new one infrastructure. The station intermediate, to be carried out in district of Lagaccio, guarantees is an access point to

a pole sportsman undergoing upgrading at the former Gavoglio barracks, but also a sorting point for the users of the district itself. The station of arrival, located in correspondence of access to Forte Begato was designed as a lookout over the city beyond that "access door" to the system of the Genoese Forts.





Begato Fort
Gavoglio barracks
Cruise Terminal

FORTRESS BEGATO

Year of construction: 19th century.
 Maintenance status: recovered in 2000
 Distance from train station:
 Principe Railway Station 7.5 km



GAVOGLIO

The construction of the first nucleus of the current "Gavoglio" barracks dates back to 1835, as a factory of artillery. The barracks are located in the Lagaccio district, highly urbanized and with inadequate driveway.



MARITIME STATION

The Maritime Station is located in the middle of a city hub of great importance, thanks to the connections between railway (Station Principe), subway, bus and ferries.



GCT

GENOA CABLE TRANSPORT

MARE-MONTI



26 km length

---ifference
in height



3 areas involved:

- Maritime station
- Lagaccio neighbourhood
- Genoa forts



10 seats number
of cabins:
from 20 to 60
5 journeys/hour



from 12.6 km/h
to 18 km/h
travel time:
from 10 to 12 mins



10 /12 steel
pillars with
variable height
(30 to 50 m)



from 1000
to 3000 people/
hour





FUNCTIONS OF BEGATO FORTRESS IN THE FUTURE

Useful walking surface: 6445 square meters

Land area: 32,500 square meters

- public and private services also with a supra-urban character (training, research, etc.), activities accommodation, wellness/ rehabilitation, conferences, catering
- exhibition documentary center (techniques multimedia) and educational workshops: the history of fortifications, battles; the historical restitution of the

geomorphology of the territory

- artistic workshops, commercial workshops, with respect to the objective of eco-sustainability and the promotion of activities creative and entrepreneurial youth: bioagriculture, green economy, bioarchitecture, engineering naturalistic; creative activities; educational activities in this area
- events and entertainment activities connected to the arena and the courtyard of the barracks, fixed services; of the barracks, fixed services, use of

outdoor spaces for markets/ fairs with restaurant service, crop experiments biological; enhancement of the tank;

- compatible sports activities with the historical artifact and with the environment (g fencing, arts Martial). The continuous supervision of the pole is guaranteed from the articulation of the mix of heterogeneous functions integrated with specific custody services system also of a permanent type.



URBAN MOBILITY SYSTEM

P.U.M.S. ABSTRACT



C LINE



L LINE



P LINE



VP LINE



METROPOLITAN EVOLUTION



- Railway network and existing stations
- Railway network and station planned. Enhancing forecasts and new stations.

- Railway or contestual mode. Railway network and stations planned. Forecasts for upgrading new stations. Memorandum of Understanding

- Railway network and stations planned. Proposals or alternatives for upgrading and new stations
- "Terzo Valico dei Giovi" forecasts



The financial needs necessary for the two intervention groups are:

- Line 4 of force L, VB, C, P with the related information storage area;
- The parking lots, whose realization is in part combined with that of deposits from the lines of force.
- In addition to these interventions, the most expensive are the replacement of the bus float, starting from thermal motor vehicles to electric vehicles, and, with a lot of detachment, the network of cycle tracks.

INTERPRETATION AND SCHEMATIZATION OF P.U.M.S. DATA:

- “TERZO VALICO” RAILWAY
- RAILWAY HUB
- GREAT RAILWAY STATIONS
- HIGHWAY DOUBLING
- SEA SCROLL ROAD
- PORT TUNNEL
- ACCESS TO VOLTRI PORT
- METROPOLITANIZATION OF THE RAILWAY LINE



NEW PROJECT FOR CABLEWAY PUBLIC TRANSPORT:

- G.A.T.E.
- CWT MARE - MONTI / SEASIDE-MOUNTAINS



RESEARCH AND INNOVATION

The orographic conformation of Genoa's territory, squeezed between the sea and the Apennin mountains, the productive and population density, and some historic "accelerations" in urban development have produced an infrastructural system partially inadequate, and more importantly uneven.

In particular, the network of secondary roads is not adequate to support the motorway and the main urban routes (skyway, sea bypass, Viale Brigate, Corso Europa) and distribute the traffic flow efficiently.

These are some of the main goals for the improvement of the urban mobility:

- To increase the overall capacity of the multimodal urban transport network, especially of the means of public transport circulating on their own infrastructures (extension of the subway, innovative surface transportation system with protected lanes, "metropolitanization" of urban railway network);
- To improve the urban public transport system, in order to attract new users and secure regular ones, with works on the different transportation systems (railway, subway, innovative surface transportation system, cable-car system, "ship-bus"), creating an integrated transportation system with interchange hubs (car-public transport and between different public transport systems).



THE FORTS OF GENOA

AN ECOMUSEUM PATH

THE PROJECT

The Genoese Forts system, built between the eighteenth and nineteenth centuries, is located in the heart of the “Urban Park of the walls” that with its 617 hectares represents the largest green lung of the city. In this path, which laps and protects the city, there are walls, towers, forts still in good condition and in a context natural beauty almost untouched. In 2015 the Municipality of Genoa became the owner of 7 forts,

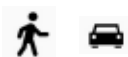
whose valorisation program is aimed at bringing it to completion a redevelopment path already initiated that connects the sea front (Porto Antico) and the historic center (Rolli) with the walls and forts themselves. To do this the City aims to assign the forts in concession to private operators for a determined period of time, linked to their redevelopment, functional reconversion and maintenance. Among the possible reconversions:

guided tours instead of military walkways, areas of leisure and events in the spaces in front of the forts, reuse in key commercial and tourist uses compatible with the cultural and landscape value of the location.

“ A spatial image that is always varied, never monotonous, made up of great architectonic masses, of landscape and ruins of open towers in the sun ”

Leone Carlo Forti





19th century
6 445 sqm



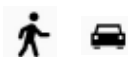
BEGATO FORT



17th –19th centuries
3 380 sqm



SPERONE FORT



19th century
3 080 sqm



CROCETTA FORT



1st half 19th century
220 sqm



PUIN FORT



17th –19th centuries



TENAGLIA FORT



1st half 19th century



BELVEDERE FORT



G.A.T.E.

GENOA AIRPORT A TRAIN TO EUROPE

CURRENT STATE

The acronym G.A.T.E. (Genoa Airport to Train to Europe) was created for the European Project located in the west of the city between Sestri Ponente and Cornigliano which has benefited from financing from the EC for infrastructure (gondola lift, railway, roads). The GATE project is located in one of the most territorially dynamic contexts of the city of Genoa, the Mid-

western district, it is subject to various infrastructure programs (Strada di Scorrimento a Mare and its direct connection with the motorway) and urban transformation (Erzelli project) and develops a series of projects that have as a common goal the upgrading of the local public transport system and its direct connection, including innovative solutions, with Genoa Airport, one

of the Core nodes of the TENT Network. The GATE project was defined and developed through a partnership between the Liguria Region, Municipality of Genoa, Aeroporto di Genova S.p.A., Company for Cornigliano S.p.A. that have planned railway works, financed in 2013 with EC network project Italian Railway through Italferr spa, were expected:





- the preliminary draft and definition of new stops “Aeroporto / Erzelli” railway and “Cornigliano / S. Giovanni d’Acri “ both in Cornigliano, involving the revision of the rails lines and the redesign of the route of the railway line and Sestri Ponente station;
- the drafting of the study of the transport model and the



- consequent design of the public transport tool in fixed location between airport and new public stop between the traffic terminal;
- the design adaptation of the road system road to the railway works and the inclusion of the same in the urban fabric, all consistent with the progress of the works of rearrangement



- of the road junction and Genoa railway line, followed in particular as an activity from the Municipality of Genoa that has participated in the “staff” regime cost “. (DGC of acknowledgment n.317 / 2013):
- the projects have been completed within the scheduled time (2015).



G.A.T.E.

GENOA AIRPORT A TRAIN TO EUROPE

A NEW PROJECT





Technology and scientific park

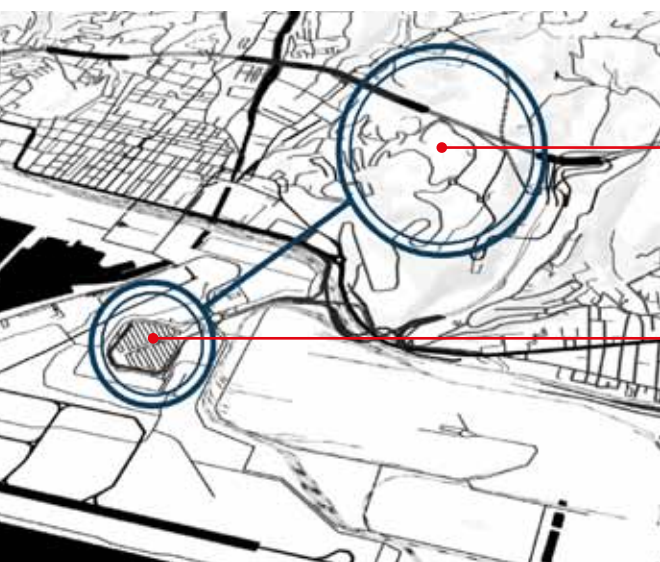
Genova Sestri Ponente
Railway Station

Intermodal hub

Cristoforo Colombo Airport
Genova Cornigliano
Railway Station



Technology and scientific park



Technology and scientific park

Cristoforo Colombo Airport



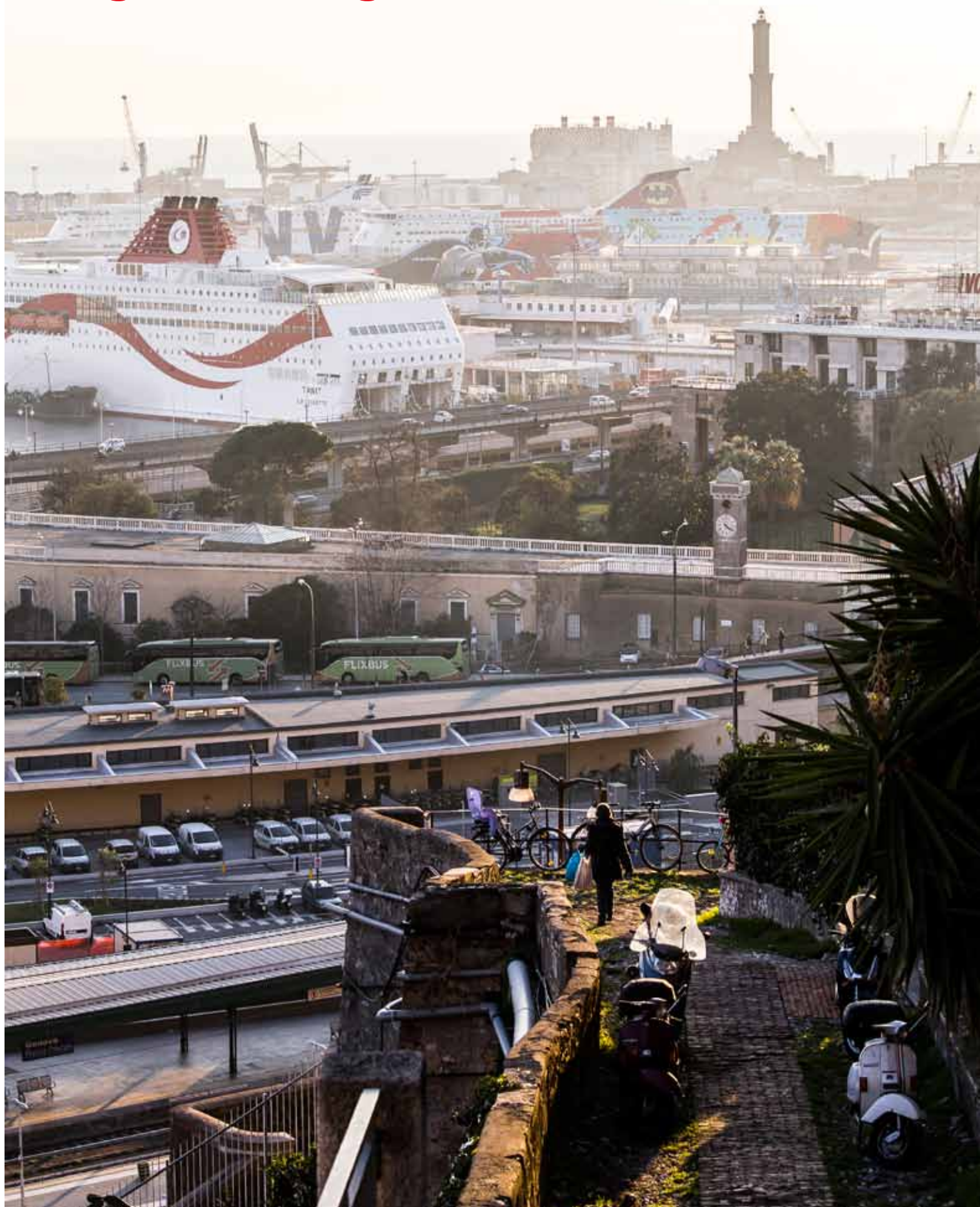
Cristoforo Colombo Airport

The Airport, the Intermodal Node with Interchange Parking and the Public Transport bus (TPL).
The Monte Valle Airport system / «Aeroporto / Erzelli» FS stop / Erzelli.
The Genoa - XXmiglia Railway line

(stops at Sestri Ponente, Airport / Erzelli and Cornigliano) from TENT networks.
The A10 highway (GeAeroporto tollbooths) with the Strada of Scrolling at Sea (lot 10 and continuation).

GENOVA MERAVIGLIOSA

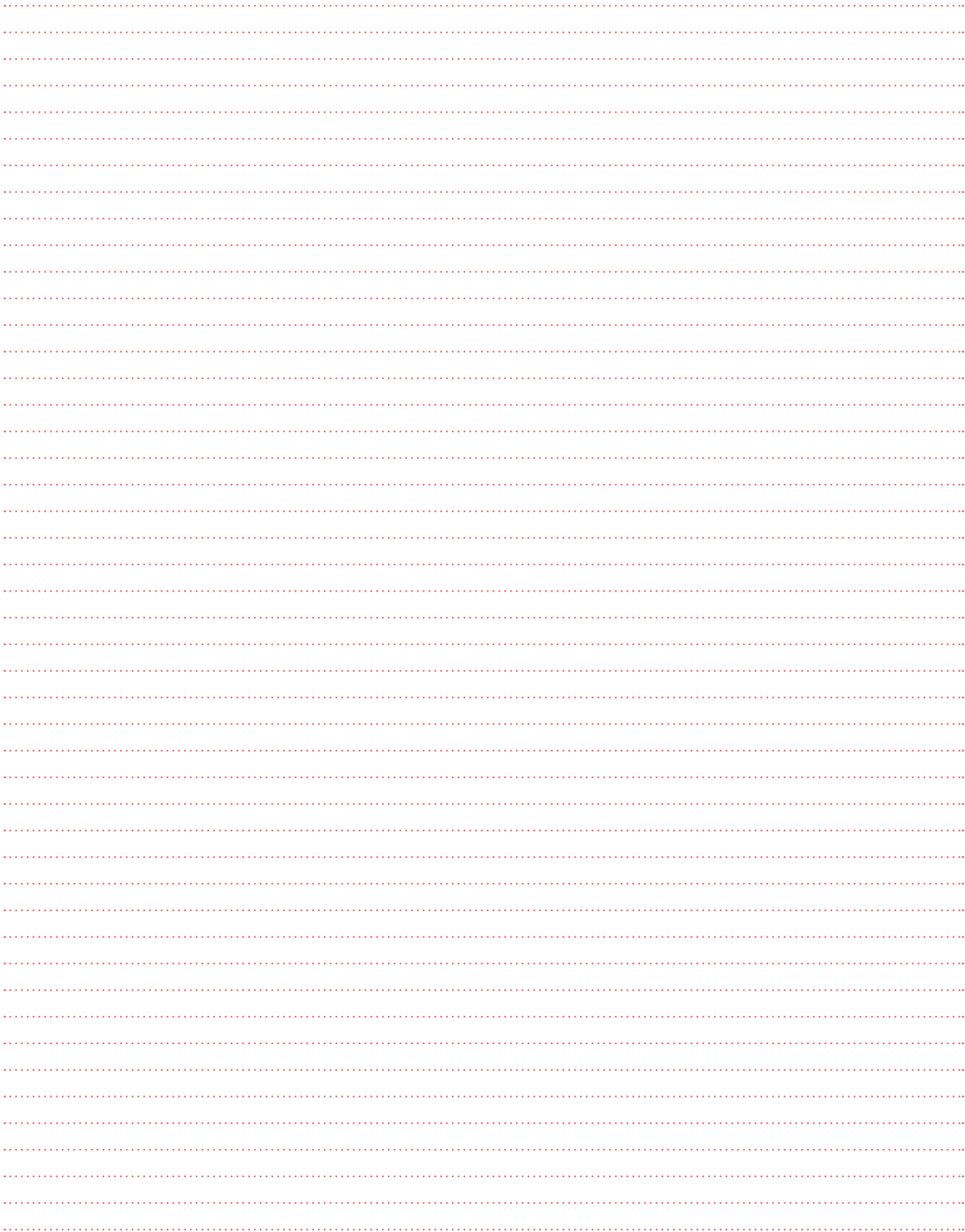
rigenerare geNOVA

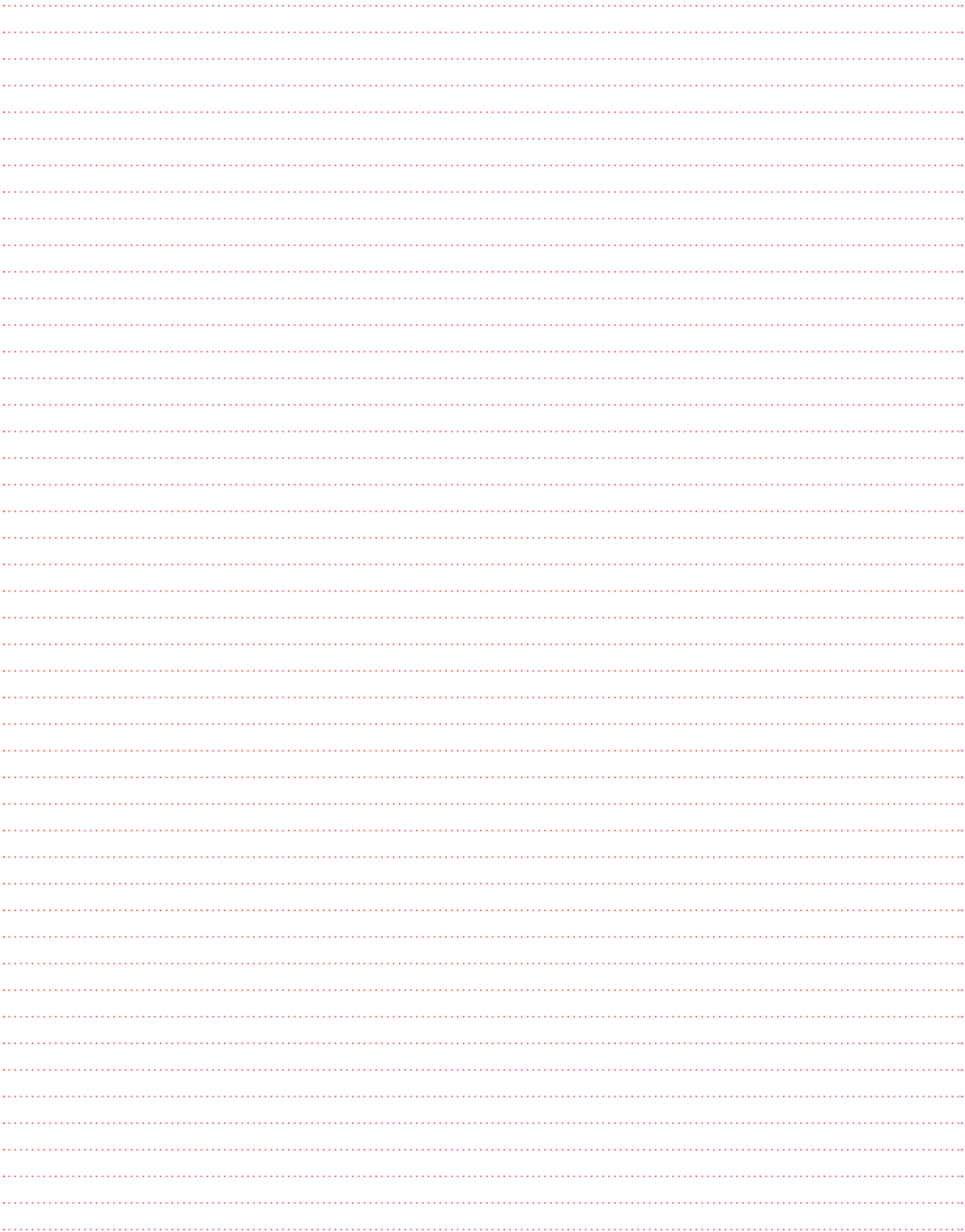












CREDITS



REGIONE LIGURIA



COMUNE DI GENOVA



PORTS of GENOVA
LAGO LIGURE • SAVONA • PIÙ • GENOVA



Camera di Commercio
Genova

LOCATION

Genoa, Italy
Paris, France

PROMOTORS

Regione Liguria
Comune di Genova
Autorità Portuale
Camera di Commercio Genova

PUBLISHING SUPERVISOR

Marco Bucci
Mayor of Genoa

EDITED BY

Simonetta Cenci
Deputy Mayor Office of Urbanism of City
and Government Ownership

DATA COORDINATOR

Elisa Serafini
Deputy Mayor Office of City Marketing,
Culture and Youth Policies
Giancarlo Vinacci
Deputy Mayor Office of Economic
Development and University

PROJECT TEAM

Emilia Ameri, Angela Burzoni,
Anna Maria Colombo, Stefania Finelli,
Stefano Malaspina, Antonio Pastorino,
Geronima Pesce, Cesare Torre

COLLABORATORS

Luca Aly, Vittoria Bonini,
Leonardo Corinti, Paolo Galelli,
Alessio Minetto, Olga Nazarenko,
Giulio Pastorino, Andrea Ansaldo,
Giovanni Benassi, Giuseppe Campo-
Antico, Claudia della Giustina, Pietro della
Giustina, Anna Gnecco, Angelo Marsano,
Lorenzo Montani, Niccolò Mosci, Federica
Passadore, Giovanni Spingardi

PROGRAM

Genova Meravigliosa,
rigenerare geNOVA

CALENDAR

MIPIM 2018, March 13-16
Cannes, France

PUBLISHING AND PRODUCTION

Comune di Genova
Ante Prima Consultants, Paris

EDITORIAL DIRECTION

Ante Prima Consultants, Paris
Luciana Ravanel
Jeanne Mogis
Anastasia de Villepin

TRANSLATION

Barbara Grosso, Shenker, Genoa
Ante Prima Consultants, Paris
IDEM, Paris

EDITORIAL PROJECT

Enrico Martino

GRAPHIC DESIGN AND IMAGE PROCESSING

Sergio Tani

PHOTOGRAPHS

Stefano Anzini
Fabio Polosa

VIDEO

JP Droni, Genoa

PRINTING

Script Laser, Paris

© All rights reserved 2018

**To be kept informed about the different
phases of the project,
subscribe to
the newsletter dedicated to the
Genova Meravigliosa:**

www.genovameravigliosa.com



REGIONE LIGURIA



COMUNE DI GENOVA



Camera di Commercio
Genova