

INVEST IN GENOA 2.0

BUSINESS
HAPPENS
HERE



REGIONE LIGURIA



COMUNE DI GENOVA



VADO LIGURE • SAVONA • PIÙ • GENOVA

MAYOR'S LETTER TO INVESTORS



There are many reasons why Genoa is renowned, it's history, it's food, it's architecture, it's people (Cristoforo Colombo among them). This long history has bequeathed to Genoa the largest medieval Historic Centre in Europe containing a long list of UNESCO World Heritage sites and, despite the city's development, 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 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 heavy traffic and the new sea wall will help the growth of trade. Improved high speed connections to the city are 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 grew by 41%. The IIT (Italian Institute of Technology), headquartered in Genoa, is one of a number of important research centers at the forefront of the tech development industry, in this case focusing on robotics, new materials and energy among others

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

A handwritten signature in black ink that reads "Marco Bucci". The signature is fluid and cursive, with a long, sweeping underline that extends to the left.





An aerial photograph of Genoa, Italy, showing the harbor and surrounding city. The harbor is filled with numerous ships and boats, and the city is densely packed with buildings. The water is a deep blue-green color. A large, rectangular area in the upper left is highlighted with a blue border.

GENOA IN BRIEF

KEY HIGHLIGHTS



CAPITAL OF THE LIGURIA REGION (1.6M PEOPLE)

Liguria is one of the most multifaceted regions of Italy, where intense economic activity and stunning nature live side by 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 (Christopher Columbus), poet Eugenio Montale, musicians Niccolò Paganini and Fabrizio de André, 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 high-tech expertise to the success of this business cluster.

The city's Old town was included in 2006 on the UNESCO World Heritage List. A huge medieval historical centre, with Via Garibaldi, Rolli Palaces and San Lorenzo Cathedral, are just a few of its myriad attractions.

QUALITY OF LIFE

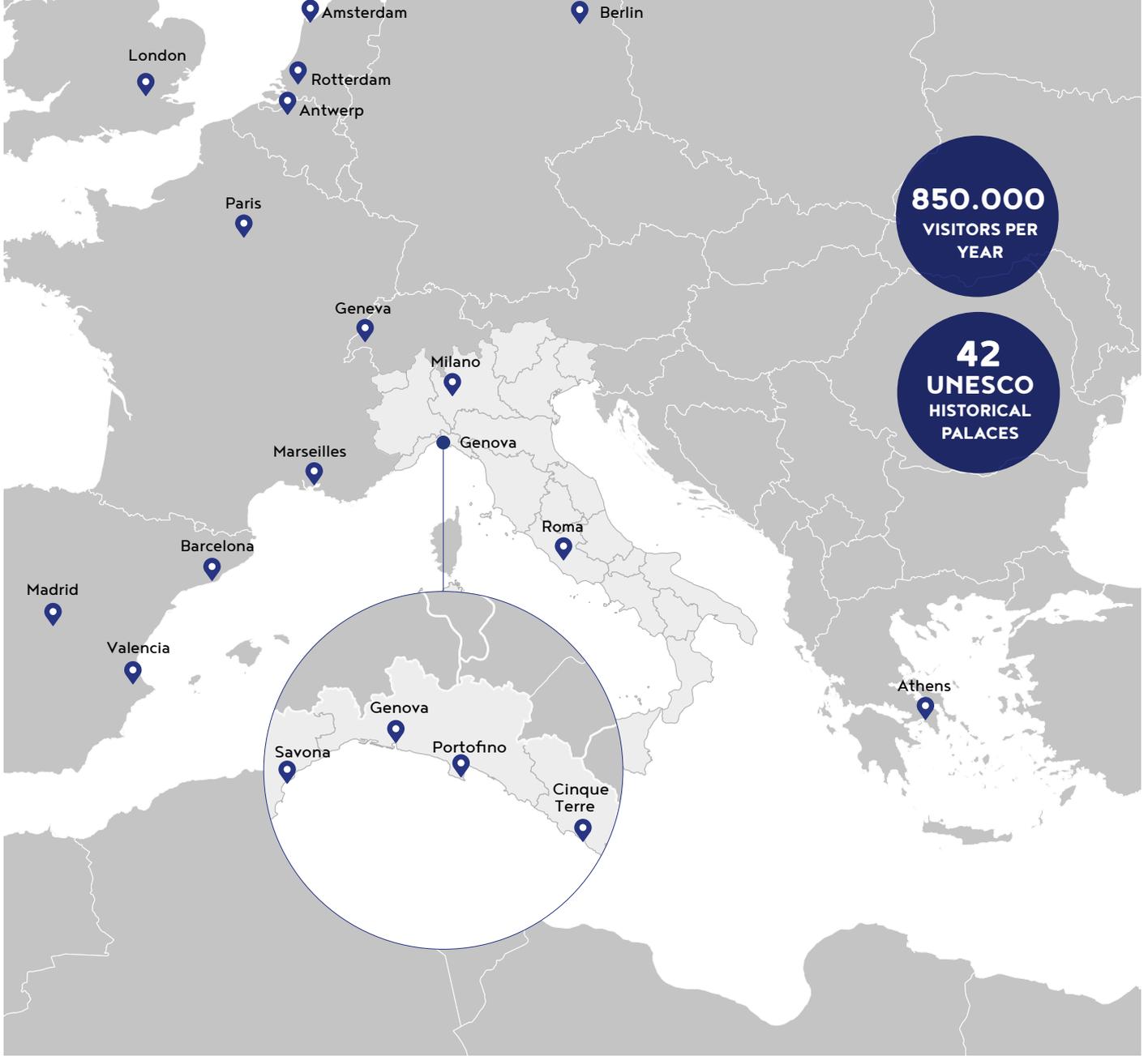
Located on the beautiful Ligurian coast, a short distance from Portofino and the Cinque Terre, Genoa is also within easy reach of some of the Alps' most beautiful ski resorts, while enjoying mild Mediterranean weather and traditional regional cuisine (home of pesto and focaccia).



@Archive Municipality of Genoa

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

The New York Times



578.238
POPULATION



240,29km²
AREA

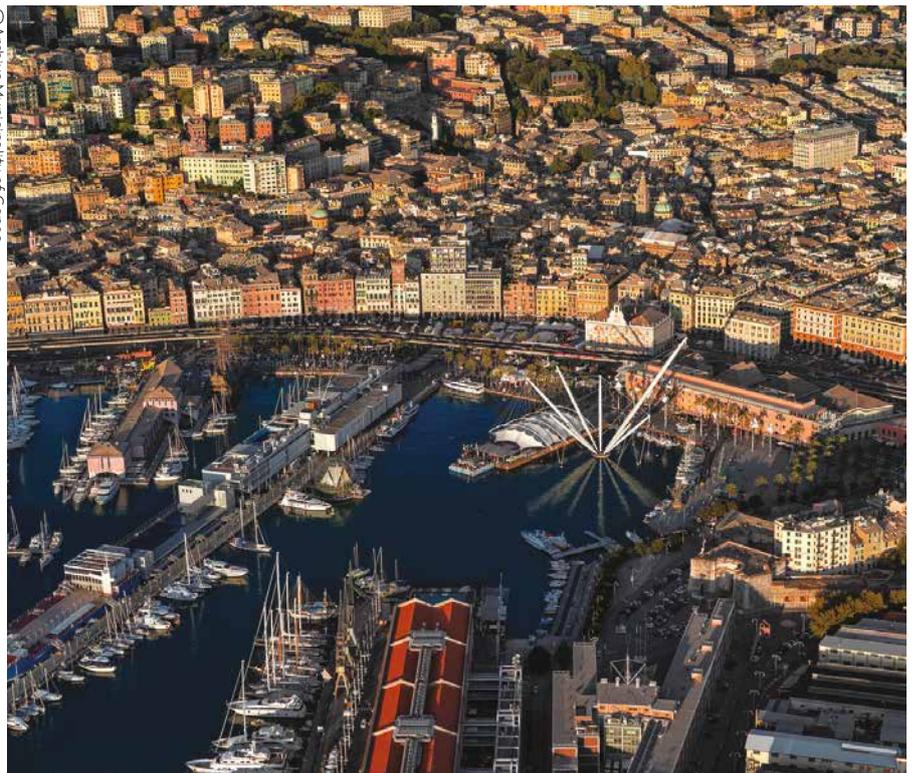


3 mln
TOURISTS



25.367€
GDP

@Archive Municipality of Genoa



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.

Ansaldo STS

A Hitachi Group Company

Ansaldo STS is an international technology company specializing in the design, implementation and management of transport systems and signalling equipment for railways and underground railways, both for freight and passengers. The Group acts as a Main Contractor and supplier of "turnkey" systems 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.



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 specially developed facilities 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.



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.



Costa Crociere, a subsidiary of Carnival plc, owns and operates cruise ships all over the world. It was founded in 1854 and is based in Genoa. The company was founded in 1854 and is based in Genoa.



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.



The Italian Institute of Technology (IIT) is a public research center which aiming to promote excellence in basic and applied research, predominantly in the fields of Computational Sciences, Life Tech, Nano Materials and Robotics.



ABB is a leading edge technology group that works closely with utility, industry, transportation and infrastructure customers.



ABB is a leading technology group that works closely with utility, industry, transportation and infrastructure customers to write the future of digitization and create value.



Emac S.r.l.'s steady efforts in distributing innovative products are based upon a constant dialogue with users' demands. We are a professional team with a strong expertise in the different specific fields in which we provide our products and services



Leading the Innovation in Dynamic Motion, Torque and Position Control for Automation. The aim of the Company is to expand scientific knowledge and to progress technology through invention, design and efficient production of innovative devices in the field of cybernetics, motion control and energy conversion.



International Digital & Creative company, supplying engaging and unique experiences through the combination of state-of-the-art technologies and innovative storytelling. We design memorable moments, bonding people and places together with immersive participation.



Aon is a leading global professional services firm providing a broad range of risk, retirement and health solutions. Through our more than 50,000 colleagues worldwide, we unite to empower results for clients in over 120 countries.



Esaote is one of the world's leading producers of medical diagnostic systems and internationally acknowledged to be the world leader in dedicated MRI. The Esaote Group is also one of the main players in the sector of Information Technology for healthcare.



BeDimensional is an innovative startup (spin-off of the IIT - Italian Institute of Technology) dealing with the development of new materials for the manufacturing industry through the introduction of two-dimensional crystals, including graphene.



Company with experience in the production and supply of sustainable energy. Leader in this sector with products and services in over 30 European countries.

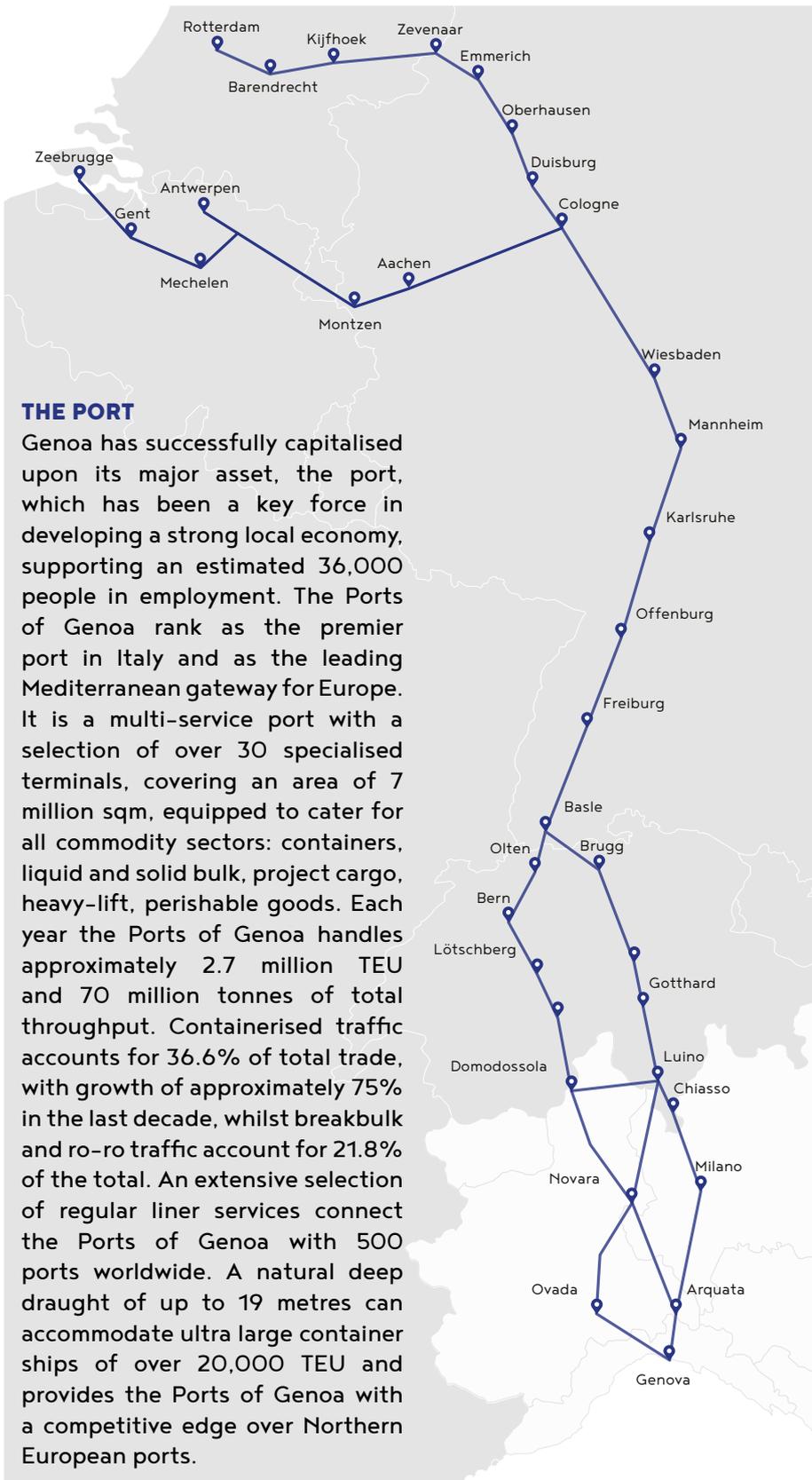


WHY INVEST IN GENOA

- ▶ LOGISTICS AND SHIPPING
- ▶ TECH AND INNOVATION
- ▶ TOURISM
- ▶ QUALITY OF LIFE
- ▶ INTERNATIONAL BOAT SHOW



LOGISTICS AND SHIPPING



THE PORT

Genoa has successfully capitalised upon its major asset, the port, which has been a key force in developing a strong local economy, supporting an estimated 36,000 people in employment. The Ports of Genoa rank as the premier port in Italy and as the leading Mediterranean gateway for Europe. It is a multi-service port with a selection of over 30 specialised terminals, covering an area of 7 million sqm, equipped to cater for all commodity sectors: containers, liquid and solid bulk, project cargo, heavy-lift, perishable goods. Each year the Ports of Genoa handles approximately 2.7 million TEU and 70 million tonnes of total throughput. Containerised traffic accounts for 36.6% of total trade, with growth of approximately 75% in the last decade, whilst breakbulk and ro-ro traffic account for 21.8% of the total. An extensive selection of regular liner services connect the Ports of Genoa with 500 ports worldwide. A natural deep draught of up to 19 metres can accommodate ultra large container ships of over 20,000 TEU and provides the Ports of Genoa with a competitive edge over Northern European ports.

KEY ACCESS TO CENTRAL EUROPE

Genoa is strategically located in the heart of Europe and acts as a natural Mediterranean gateway to the leading industrial and consumer areas of Central Europe: specifically, Basel is only 450 km away, Munich 600 km, Stuttgart 650 km. Additional investments in major infrastructure have recently been launched, with a 14 billion euro programme underway and further opportunities for expansion on the horizon; for instance, China's strong interest in including the Ports of Genoa along the New Maritime Silk Road, the multi-billion Belt and Road Initiative. China's ambitious plan to connect the world will foster connections between the Far East and Europe, with the Ports of Genoa consolidating its role as leading centre of cargo handling excellence for seaborne trade with Asia via the Suez Canal.

AT THE HEART OF ITALY'S MANUFACTURING AREA

The Genoese shipping community plays a key role in serving Northern Italy's industrial and consumer heartland, thanks to invaluable experience and professionalism, and to the over 150 regular liner services which offers connections to ports worldwide and a wide choice to shippers and receivers. Genoa provides an ideal modern logistics platform for businesses working with the leading manufacturing and consumer centres in Italy's most productive area, an area which generates 40% of Italy's GDP.



SHIPYARDS

The ship repair, conversion and newbuild industry ranks as one of Genoa's primary industries in terms of size and the high quality service offered. The shipyards provide the full range of services for all types of vessels, with specialist skills in the passenger vessel segment ranging from luxury yachts - with top shipbuilding companies on site - to new cruise ships constructed by one of the world's largest shipbuilding groups, Fincantieri. In total, the Ports of Genoa shipyard sector employs approximately 4,000 people, and continues to thrive as one of the leading facilities in Southern Europe.

LOGISTICS

A competitive port must work in close cooperation with a modern logistics platform to cater for the full requirements of the shipping community. In fact, the Ports of Genoa offer a wide range of logistic facilities, catering for all commodity sectors, which provide the key link between the port, rail and road freight corridors and the domestic market network. Specialized companies offer an extensive selection of services, ranging from temperature-controlled storage of perishable goods, oversize cargo handling to container maintenance. The Ports of Genoa benefit from a strategic position with easy access to/from major inland routes both by road across the international motorway network and by rail to the leading European industrial destinations. The supply chain industry employs over 17,700 people in Northwest Italy.



2018 total container traffic



2018 total throughput



2018 total cruise passenger traffic



2018 total ferry passenger traffic



Ports of Genoa market share



Italian container gateway traffic

Ports of Genoa
Southern Mediterranean
port of call
of the
Rhine-Alpine Corridor

TECH AND INNOVATION



THE CITY OF THE FUTURE IS BORN IN GREAT CAMPUS

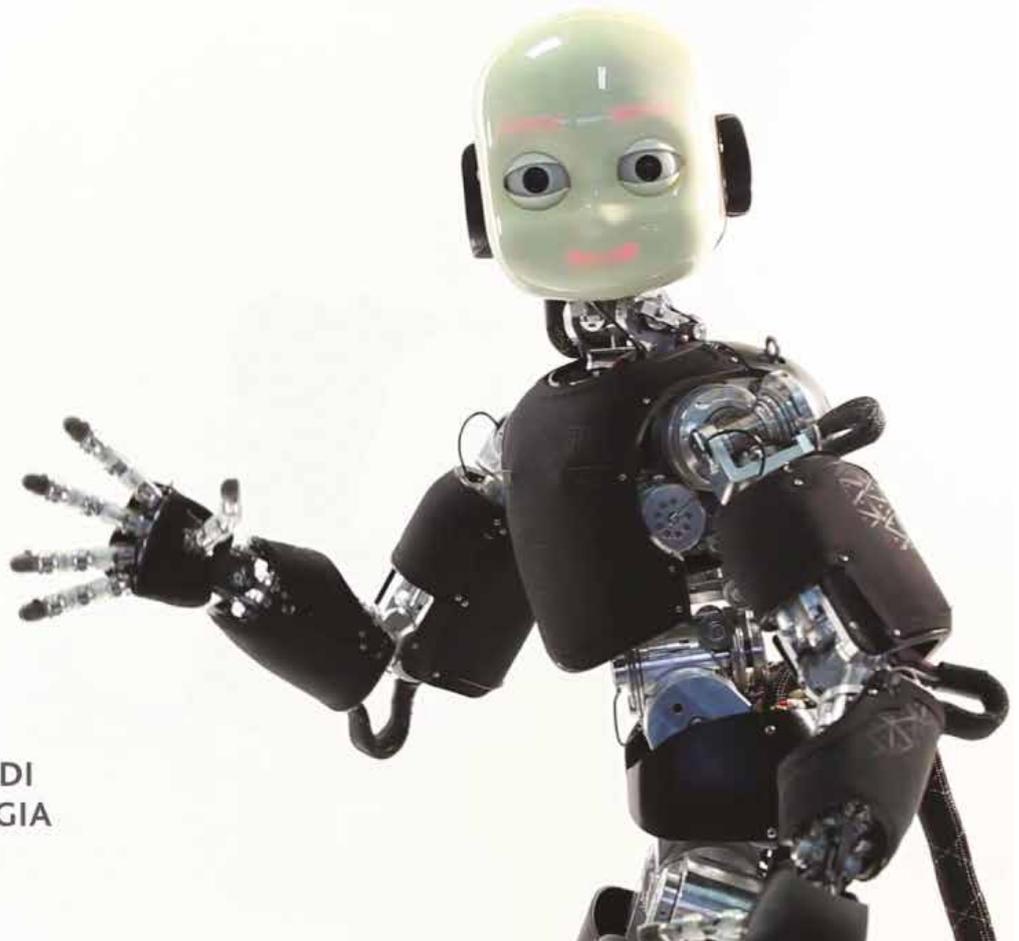
The scientific and technological park in Erzelli developed by GHT Spa (led by CEO Luigi Predeval) consolidates its vocation for innovation: not only as a place of exchange between companies, academics and research centers, but also an urban eco-sustainable site, conceived with cutting-edge technological solutions. New guests populate the Campus: the Italian Institute of Technology has completed their move and 200 researchers have joined the 2000 people who already work there, including Siemens, Esaote, Ericsson, Digital Liguria and Talent Garden. Last October the contract signed with the University of Genoa agreed the move, scheduled for 2024, of

the Polytechnic School to Erzelli, in a 60,000 square meter site that will host 5,500 students, researchers and academics; an affiliated private hospital is also arriving, the largest in the West, a new point of reference for health and research at the national level.

A NEW URBAN SPACE

GREAT Campus is also the largest redevelopment project in Genoa aimed at creating a new geographically integrated urban space. An area of 110,000 square meters will include houses, student residences, rental properties, rent to buy which will help to make the Campus a welcoming place, thanks to this

range of housing solutions in a neighborhood dimension. This mix of features makes GREAT Campus dynamic and alive 7 days a week and the services offered are designed to meet the needs of those who live and work there: infrastructure to create a new part of the city; innovative technological solutions for an eco-sustainable smart city; green and leisure spaces. Soon the first 30,000 square meters of what will soon be the largest Parco del Ponente genovese will be open to the public, with 220,000 square meters of space equipped for play, sport and cultural events, available to the local community. In the first few months of 2019 the Smart City square will also open, with an



ISTITUTO
ITALIANO DI
TECNOLOGIA

161

START-UP

15,000

PEOPLE

1,065.4
mln

INVESTMENTS

24

ENTERPRISES



New project for technologic and scientific park

educational “path” highlighting renewable energy and sustainable mobility, created in collaboration with Unige, the Energy Campus competence center of Savona, to allow people to experience the Smart City of the future.

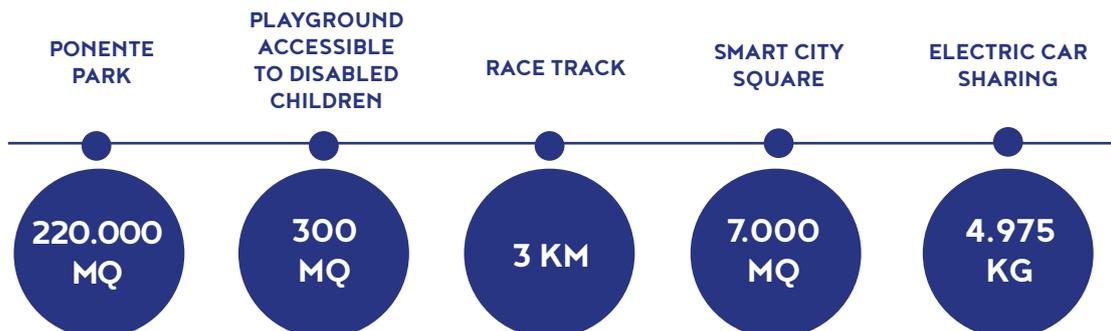
ALTERNATIVE MOBILITY

Alternative mobility projects are growing, in partnership with ENEL X; thanks to corporate car sharing, Campus members will have electric cars available and the whole community will be able

to use “quick” charging columns. Electric car sharing will support the free car pooling service that allows you to share your car for the journey home-work, reducing costs and environmental impact. Over 400 users have already chosen this mode of transport and, in over 1,700 journeys, have travelled more than 62,000 km, saving 4,975 kg of CO2 emissions. No redevelopment project can ignore services to the community: here is a gym, a nursery inspired by the Montessori method, supermarket and medical center with an outpatients clinic open to those

who live or work in the neighborhood. GREAT Campus, meanwhile, is also looking at new steps to create jobs and to further develop the area, reaffirming its role as a driver for the territory, with the objective of attracting the interest of national and international investors.

www.great-campus.it



TOURISM



GENOA “THE PEARL OF LIGURIA”

DISCOVER A HIDDEN GEM

Genoa is a growing, lively tourist destination, which offers to the visitor a wide range of experiences, mixing the richness of an art and culture capital, the charm of the sea, the suggestiveness of its colours and tastes. Get lost in the labyrinth of narrow streets called “caruggi” and you will find majestic palaces and amazing churches besides old shops full of flavours and crafts; you will also smell the delicious scent of the freshly baked focaccia all around. In the Porto Antico area, renovated by Renzo Piano in 1992, the biggest Aquarium in Europe immerses you in the deepest seas, while the Bigo lifts you 40m high over the city, to enjoy a breathtaking view. You can move vertically with elevators and funicular railways to reach the hillsides and ancient Fortresses, or stroll along the coast, from Nervi to Pegli, discovering rocky cliffs, historic parks and small, refined museums. You will find the way that suits you best to discover the city, thanks to a rich selection of tourist services.

TASTE THE CITY

One of the best ways to live the city is to walk through Genoa’s streets visiting its historic artisan shops, enjoying its markets and street food, especially the internationally famous specialities “**farinata**” 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

In Genoa it is easy to leave the hurry and noise of the city behind, finding quiet, green landscapes to hike or enjoy a leisurely walk. Worth visiting is the “Parco delle Mura”, a classic route connecting the city’s magnificent 17th, 18th and 19th century forts, with astonishing views over the city and the countryside. 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.

TOURISTS

2014	3,5M
2015	3,7M
2016	3,9M
2017	4,0M
2018	4,2M



CRUISES AND FERRIES

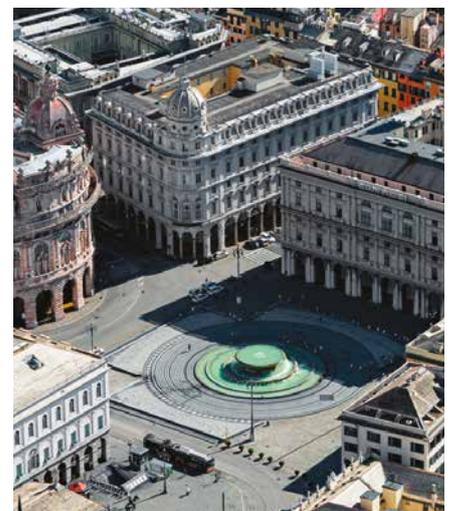
Located close to Genoa’s International Airport and easily accessible from Nice and Milan both by road and by rail, Genoa’s port is one of the country’s major tourist ports, with more than 3m passengers per year. Since 2017 it is part of a wider portual system, including Savona and Vado Ligure. Genoa is a principal destination of the MSC cruise company; and in 2019 the city will also host a Costa Crociere route. Considering Genoa’s port only, cruise passengers are estimated to have been over 1 million in 2018 and are expected to reach 1,350,000 in 2019.

(Source: Port Authority of the Western Ligurian Sea)

AIRPORT

The “Cristoforo Colombo” airport is only 6 km from the city centre. The number of European destinations has recently increased to 40, with easy access to over 600 destinations via regional hubs. The airport has recently been renovated to offer a yet higher quality of service and is expected to see a 10% increase in passengers in 2019.

(Source: Press Office of Genoa Airport)





 **3 mln** tourists

Annual arrivals increased by **+5%**

Airport is **6km** from city centre

Over 40 European destinations

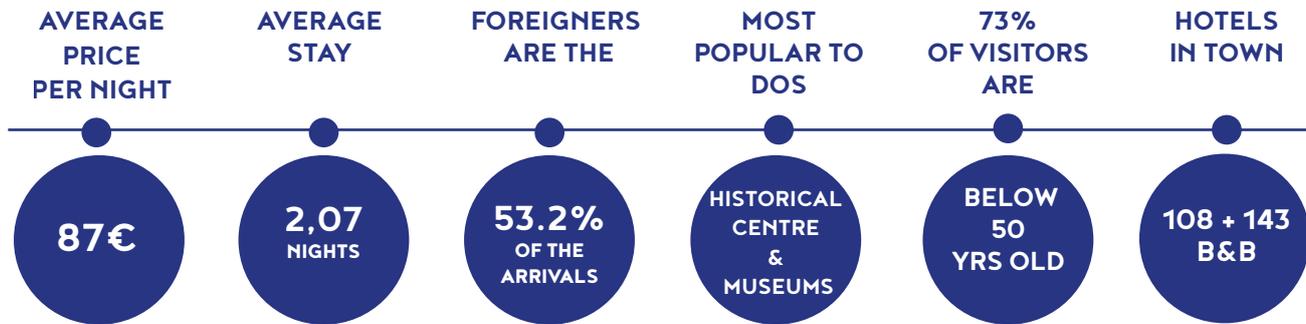
600 destinations via regional hubs

+10% of passengers in 2019*

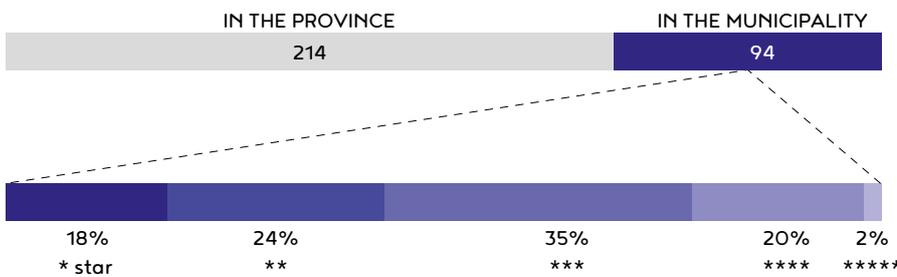
KEY EVENTS

- International Boat Show:** almost 1000 exhibitors, 175.000 visitors in 2018
- International Ballet Festival in Nervi:** event scheduled for June 2019
- Rolli Days:** open days of the UNESCO World Heritage Palaces
- The Genoa Science Festival:** science in an innovative and fascinating way
- International Poetry Festival:** annually recurring event

KEY STATS*



HOTELS



“
Palazzo Ducale is the symbol of the city, it links history and future
 ”
 The Global Times China

*Source: DirectionTourism – data update in October 2018

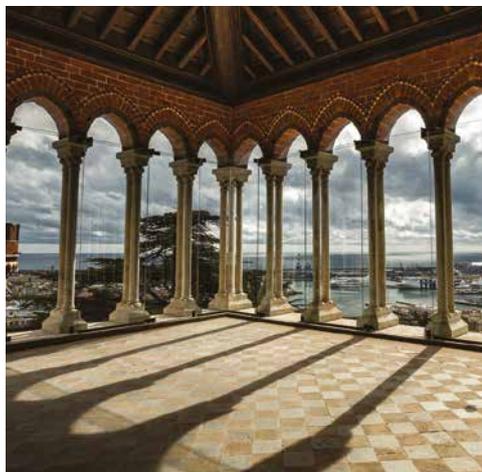
**Source: Press Office of Genoa Airport



QUALITY OF LIFE



A GREAT PLACE TO LIVE



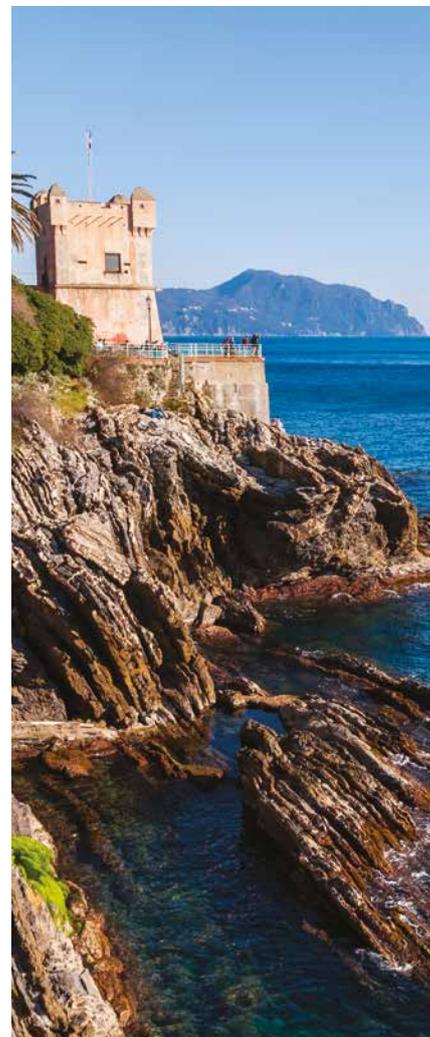
CAPITAL OF ART AND CULTURE

Genoa boasts one of the largest historical centres in Europe, where you can find important medieval monuments alongside sumptuous Renaissance and Baroque palaces that UNESCO recognized as World Heritage in 2006. In the palaces and city museums, the astonishing art collections of the Genoese aristocracy preserve paintings by Rubens, Caravaggio, Veronese, Van Dyck, Antonello da Messina and many others. The city has 25 museums, between municipal, national and private, offering a vision from Prehistory to contemporary times, from European to Japanese and World culture, from Natural History to football. It's rich array of theatres allows you to enjoy all kinds of production, starting from the Carlo Felice, the city's Opera House, to the Genova National Theatre with its important offering of classic theatre, to it's numerous other theatres offering musicals, ballet, comedy, as well as contemporary and experimental theatre. Palazzo Ducale offers an important program of international exhibitions including painters as Picasso and Monet, photographers such as Fulvio Roiter, and Genoese cultural icons such as Paganini.



QUALITY OF LIFE HEALTHCARE SYSTEM

Thanks to the quality offered by its healthcare facilities, Genoa has achieved one of the highest levels of performance in Italy. San Martino, the city's main hospital, is one of the largest in Europe. It is described as a "city in the city" as it is made up of 60 buildings, including both university research and medical facilities. Another center of 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 enables about 200 students every year, after completing an intensive 6-year program, to become doctors.



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 Mediterranean and it's sea breezes help keep temperatures in the range of 21-27°C. Its particular climate, together with other environmental factors, helps ensure Genoa is 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 the best vegetables, herbs and olive oil are perfectly combined together with a dash of unique creativity: the result is a rich, tasty and healthy expression of the Mediterranean diet. Among its most famous specialities, Pesto, Focaccia, Pansoti (filled pasta) and stoccafisso (a kind of cod stew) are among the most characteristic.



ENTERTAINMENT

Genoa also provides entertainment for 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 their free time. Entertainment also means fun: Genoa and its Riviera offers 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 enjoy cocktails, wines and beers.



INTERNATIONAL SCHOOLS

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

GENOA INTERNATIONAL BOAT SHOW

BUSINESS WITH BLUE ECONOMY

GENOA INTERNATIONAL BOAT SHOW

19th - 24th September 2019

The Genoa International Boat Show, first held in 1962 and now approaching its 59th edition (from 19th to 24th September 2019), is a global reference for the entire boating sector. The world-renowned event boasts the largest number of visitors ever recorded in the Mediterranean.

The show, organised by UCINA Confindustria Nautica - the Italian Marine Industry Association -, is an unmissable opportunity for members of the boating 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 and state of the art services. The 58th Genoa International Boat Show was supported by a programme of 73 events organised throughout the city under the name "GenovaInBlu". The show hosted 951 exhibitors, using on an area of over 200,000m² on land and water, with the presence of 62 new brands (58% from abroad) and welcomed 174,610 visitors, a 16% increase on the previous year.

During the period between 10th and 30th September - so as to include the various phases of the show (setting up and taking down the stands and products, and of course the event itself) - the income generated by the Genoa International Boat Show for the city of Genoa and the region

was estimated to be a staggering 60 million euros. Equally impressive figures can be seen in terms of arrivals registered at Genoa Airport: compared to the same period in the previous year, air traffic witnessed a +35% increase including a +13% increase in private aircraft, which indicates the event's prestige.

In fact, the numbers are also confirmed by the presence of roughly 1,000 VIP visitors - entering by car with reserved parking - from the world of national and international business and finance. The "quality" of visitors also increased, a fact which can be extrapolated from the amount of parking occupied which indicates that visitors are increasing and staying longer in the city



@Boat Show



(+22%). International participation contributed to an exceptional Show with 150 foreign operators and journalists from 27 countries taking part in the international invitational mission organised by the Italian Trade Agency (ITA) in partnership with the Italian Marine Industry Association (UCINA). Visitors also contributed to the international atmosphere, representing more than 33% of the total and including guests from Israel, Australia and Hong Kong.

Records were also broken in terms of publicity carried out by the Genoa International Boat Show: from 1st May to 26th September, 7,607 press items were published, 19.9% in print, 21.4% via TV and radio, and 58.6% online, altogether an extraordinary

tool for promoting the city of Genoa and the Region as a whole. Starting in October, the international promotion programme for the Genoa International Boat Show and the city of Genoa kicked off at the world's leading boat shows: the Ibcx Show in Tampa (Florida), the Fort Lauderdale Boat Show, METS Trade in Amsterdam, Boot in Düsseldorf and the International Boat Show in Dubai.

Genoa has continued to confirm itself as a permanent location for leisure boating, a sector which, according to the Censis Report of 2015 regarding the marine economy, has the highest income and employment multiplier of the entire maritime cluster, respectively reaching 3.7 and 6.9

compared to a cluster average of 2.6 and 2.8. In 2017, the Italian boating industry confirmed its consolidated recovery with an overall industry turnover of 3.88 billion euros (+12.8% compared to 2016) and an increase in the domestic market for Italian leisure boat production of 29.2%

<http://salonenautico.com>



PAGANINI ROCKSTAR

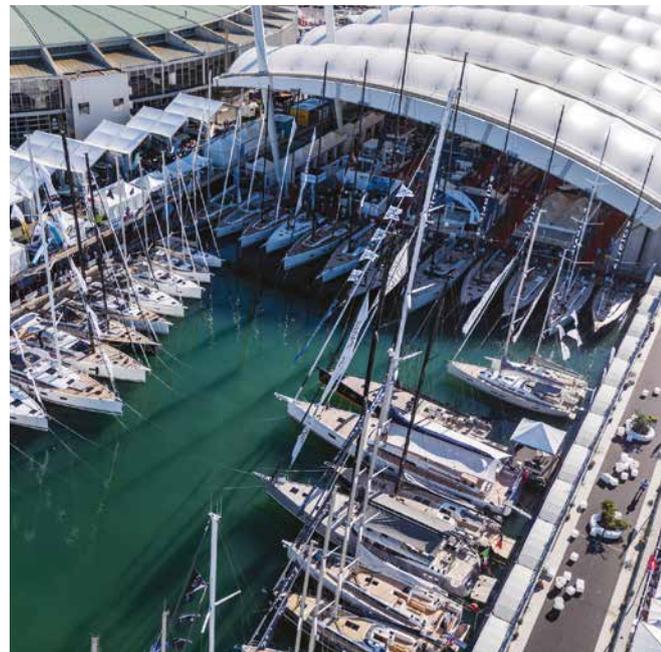


@Costa Crociere



COSTA ZENA FESTIVAL

BOAT SHOW

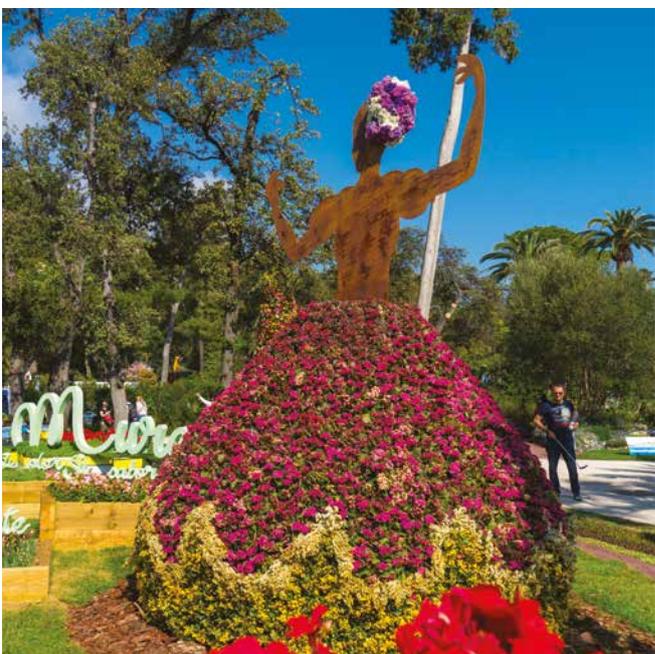


ROLLIDAYS

WHAT WE HAVE DONE

EVENTS 2018

TUNNEL OF LIGHTS



@Roberto Merlo



@Archive Municipality of Genoa

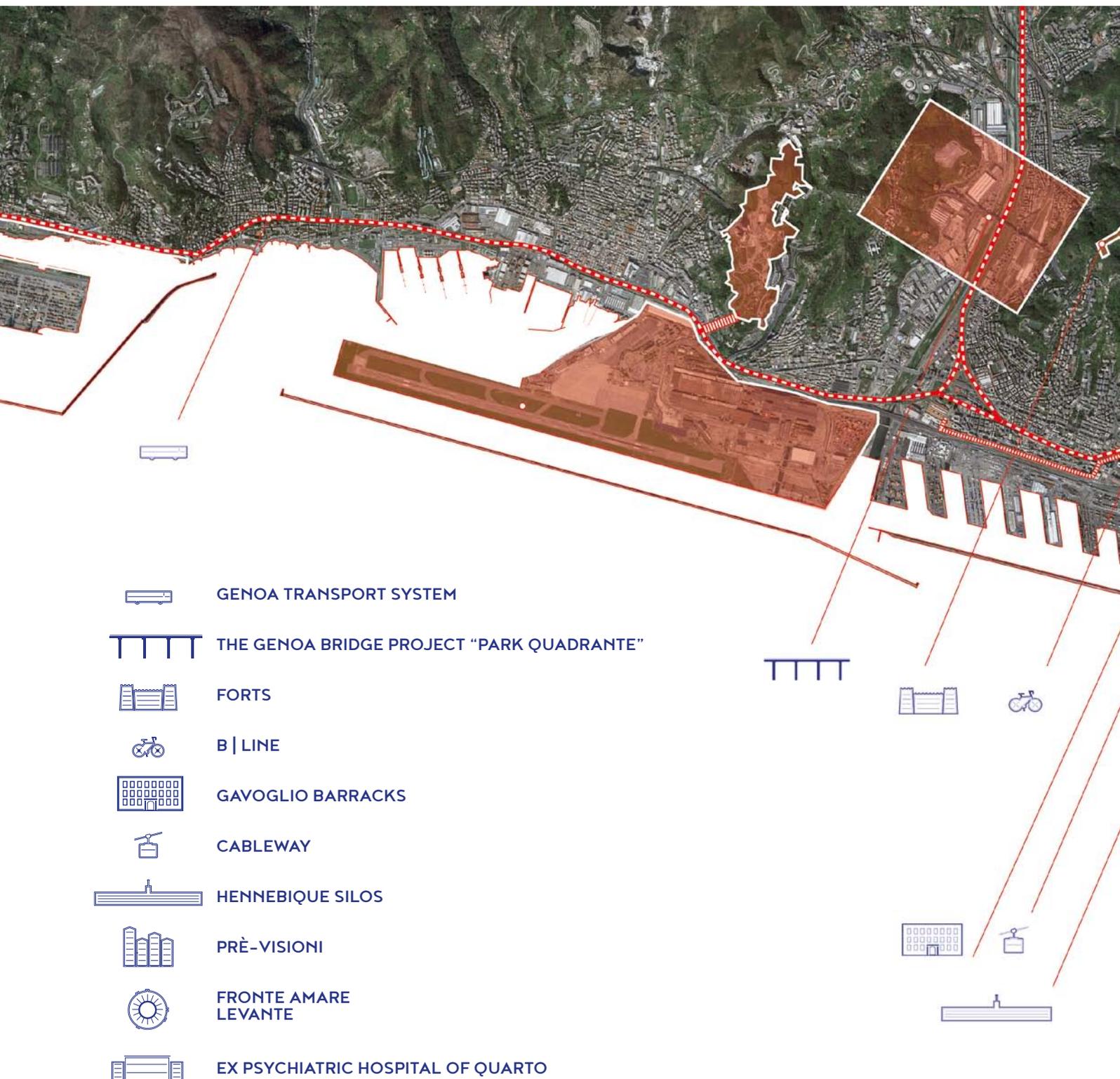
EUROFLORA

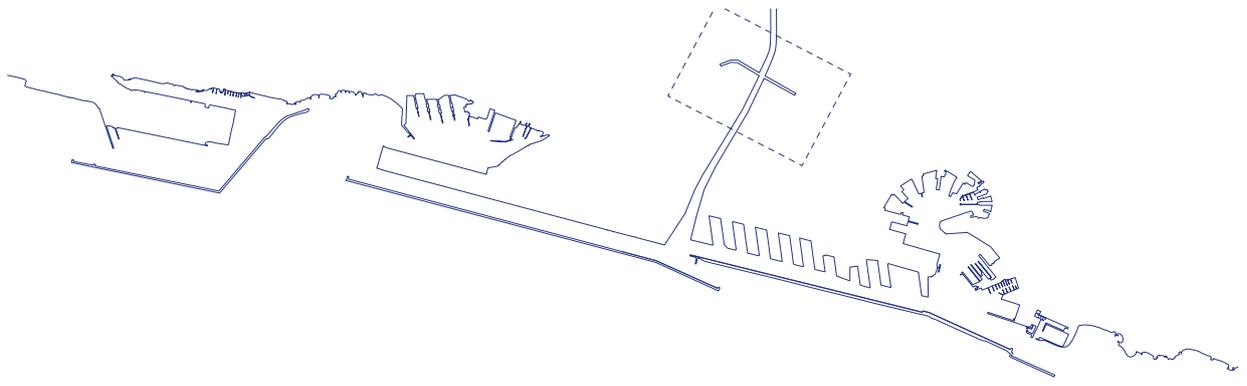


@Roberto Merlo

GENOVA MERAVIGLIOSA

rigenerare geNOVA









2018

WORK IN PROGRESS



PILOT TOWER

NEW ALDO MORO VIABILITY

**DEMOLITION OF THE
EX NIRA BUILDING**

THE NAVIGABLE CHANNEL

FRONTE AMARE OF LEVANTE



THE LEVANTE WATERFRONT DESIGN

On June 5th, 2018, the regulations for the tender that launched the first phase of the invitation for expressions of interest for the creation of the “Waterfront of the Levante”, was presented to the public, posted on the SPIM site of the Municipality of Genoa and Genovameravigliosa.

MIPIM 2018

The aim is to restore a view of the sea to the city, locating recreational activities in areas suitable for the sports and nautical activities, and urban functions such as homes, offices, trade and accommodation activities.

The preparatory work carried out in the first few months of 2018 and in particular the participation of Genoa, together with the Liguria Region, at the “Mipim” of Cannes in March, provided an initial contact with potential investors who, in the following months, visited Genoa, expressing interest in the proposal and giving back positive feedback.

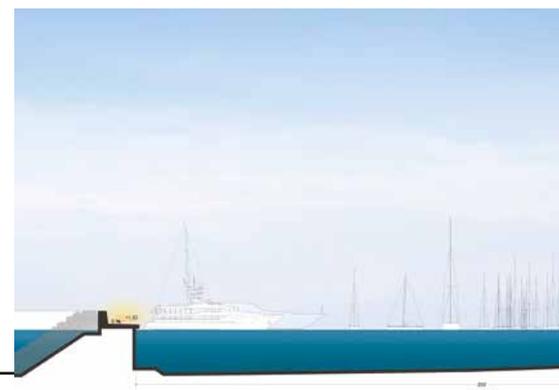
The architect Renzo Piano and the Renzo Piano Building Workshop S.r.l. have drawn up an outline design, called “Waterfront di Levante”, donated to the Municipality of Genoa, the Liguria Region and the Port System Authority of the Western Ligurian Sea, on 31st October 2017.

The company Nuova Focè S.r.l., wholly owned by the company SPIM S.p.a., in turn wholly owned by the Municipality of Genoa, together with the latter, are the owners of the real estate complex affected by the Waterfront of Levante. The instrument identified for the involvement of private capital

was the sale, with subsequent enhancement of the complex, object of the project of the “Waterfront di Levante”. This was foreseen in two phases with five very close dates, with the aim of identifying the winning offer that will allow the realization of the new Levante Waterfront, through the sale of the area. The interested parties submitted their applications by August 14th, 2018, in total 6 proposals were received.

The evaluation and sending of the letters of invitation to participate in the final phase was not necessary because only one proposer, who expressed an interest in the whole area, was assessed as suitable. This is the EM2C group of Lyon, a group specialized in real estate redevelopment of large urban spaces, which offered the guarantee of 2 million Euros required to access the expression of interest.

This proposal responds to the call for proposals and is consistent with the project of the Eastern Waterfront, based on the tender, and therefore the procedure is continuing towards the aforementioned operator in direct dialogue.



SECTION AA'

FRONTE AMARE OF LEVANTE

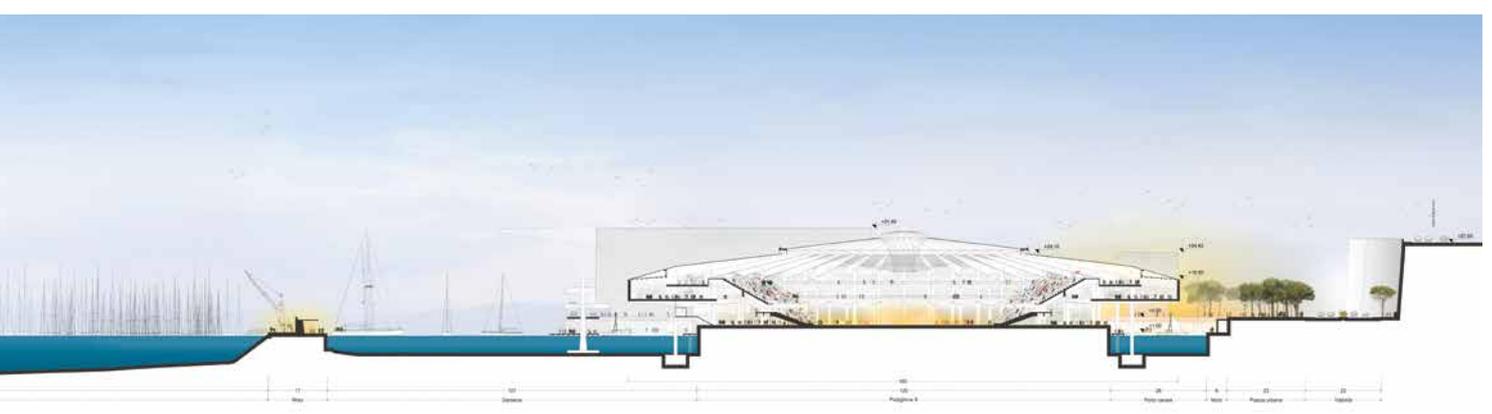


IN THE AWARD PHASE

- | | | | | | |
|---|---|---|-----------------------|---|--------------------------------------|
|  | RESIDENTIAL / RECEPTIVE
15.000 / 20.000 sqm |  | YACHT CLUB |  | EXHIBITION SITES
7.000 sqm |
|  | OFFICES AND DIRECTIONAL
24.000 sqm |  | CONTROL TOWER |  | PAVILION S
30.800 sqm |
|  | COMMERCIAL AND CRAFT
7.000 sqm |  | PARK / PARKING | | |



@RPBW



@RPBW



The Municipality of Genoa has public funds available to be used under the terms of “the Pact for Genoa”, intended in the first instance for the demolition of the former “NIRA” building, which has already started, the excavation of the main channel and the improvement of the neighboring road system via the replacement of the initial section of the elevated road with an urban avenue.

The overall design also provides for a possible redevelopment of the area of Piazzale Kennedy, currently under concession to the Municipality of Genoa, which has requested the Authority of the Harbor System of the Western Ligurian Sea to extend the concession for a further 50 years. The project is the redevelopment of approximately 84 thousand square meters in compliance with the Renzo Piano Project, the single lot includes the Genoa exhibition halls (with the exception of pavilion B which was excluded from the sale specifications) that is buildings Hall C, office building, Hall M and Hall D; it is confirmed that they will have to be demolished at the purchasers expense, who will also be responsible for the excavation of the remaining part of the navigable Canal.

The only compliant applicant was asked to present an in-depth study of the project idea (technical offer), the economic offer and the financial/

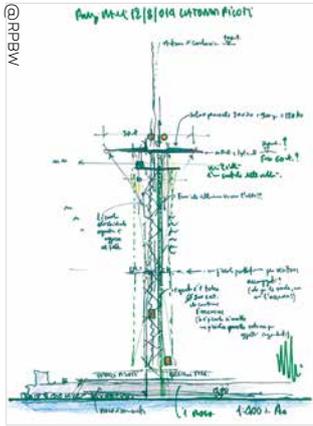
economic plan, after determining the base price, which was estimated at around €25,000,000, as established by the tender regulations. Within the first few months of 2019, the final selection and signing of the contract will proceed. This is a fundamental first step for a project that will

contribute significantly to changing the face of the city and is proof that Genoa is attracting interest and able to find international investors. An ambitious, wide-ranging project that aims to give back to the city a fundamental part of its “seafront”.



FRONTE AMARE OF LEVANTE

STARTING THE OPERATIONAL PHASE

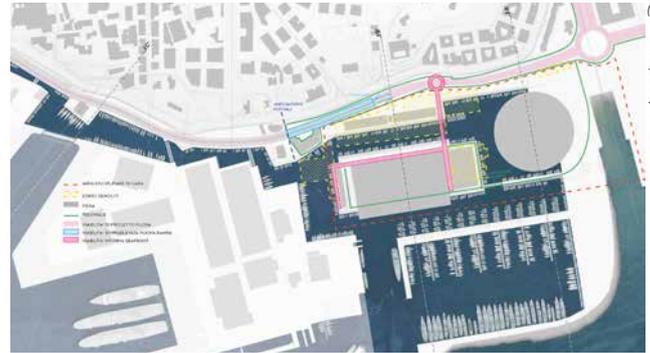


PILOT TOWER

In 2018 the final location of the New Pilot Tower was established, the project for which was donated by Renzo Piano to the Port Authority of the Western Ligurian Sea. It will be a 60 meter steel structure, with photovoltaic panels on the top of the Control Room.

NEW ALDO MORO VIABILITY

The final implementation design of the new urban avenue substituting the first part of the Aldo Moro "Sopraelevata" road is underway, with the redevelopment of the historic walls facing the sea and new access to the Genoa Fair.



@Municipality of Genoa



DEMOLITION OF THE EX NIRA BUILDING

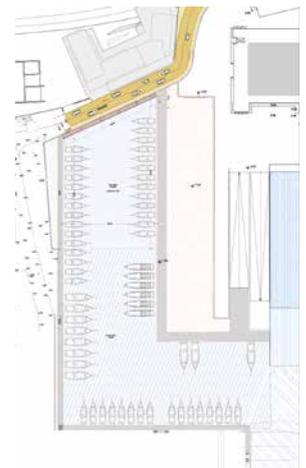
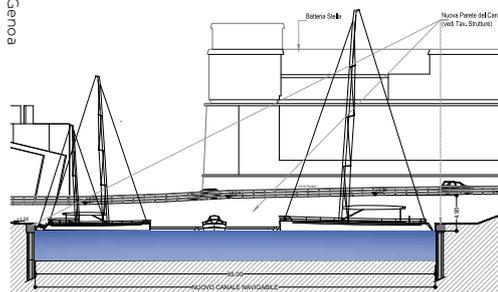
In 2018 the Ex-Nira building was cleared of the presence of asbestos that had been found inside the building and in the facade package. The dismantling and demolition of the building began in 2019.

@Stefano Anzini

THE NAVIGABLE CHANNEL

Project to widen the access to the navigable channel in preparation for the creation of the "navigable dock" envisaged in the Waterfront project of Levante, the work also includes the demolition of number of small piers with the aim of enhancing the relationship between the city and the sea.

@Municipality of Genoa







2019

WORK IN PROGRESS

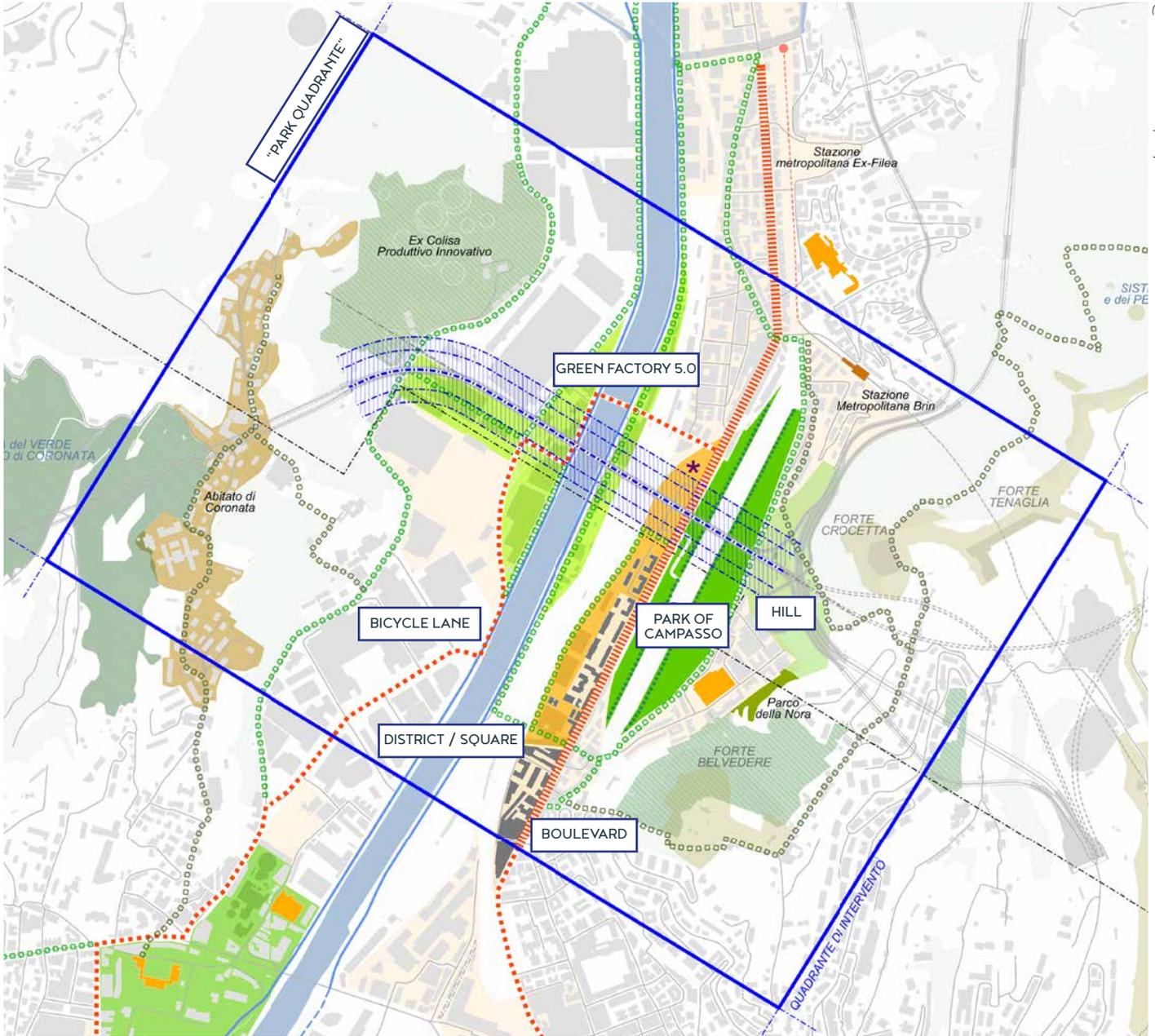


THE GENOA BRIDGE PROJECT

“PARK QUADRANTE”

THE GENOA BRIDGE PROJECT “PARK QUADRANTE”

FINDING URBAN IDENTITY THROUGH NEW URBAN PROJECTS



@UrbanLab - Municipality of Genoa

DISTRICT / SQUARE

- Redevelopment areas
- Areas of urban recomposition
- Areas of urban restructuring
- ✳ Urban polarity
- ⚓ Urban Space Node

GREEN FACTORY 5.0

- Production areas and equipped green spaces

BOULEVARD

- + Boulevard
- Assistant tree-lined avenue
- Project tree-lined avenue

HILL

- Green areas and project pedestrian paths
- Historical route to recover

BICYCLE LANE

- Cycle path in vehicular roadways
- Cycle-pedestrian route

PARK OF CAMPASSO

- Green areas and project pedestrian paths
- ←→ Design footpath connection



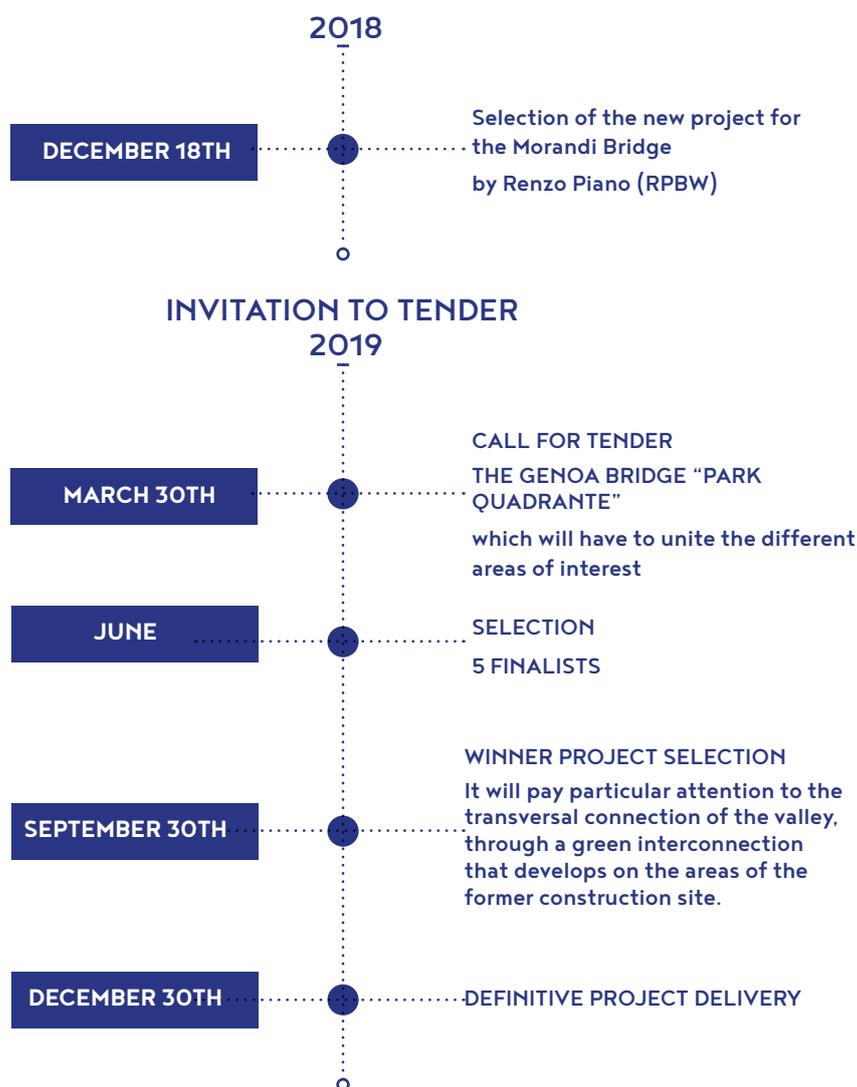
The collapse of the Morandi Bridge led to an acceleration in the study of the central area of the Val Polcevera, which had been among the objectives which the Bucci Junta had set itself in the five-year period 2017_2022.

The Administration's goal is not only to reconstruct a fundamental piece of motorway infrastructure as soon as possible, but to seize the opportunity to carry out one of the most important urban regeneration projects in Italy, achieving smart

and environmental sustainability objectives, consistent with the 2030 Agenda of the United Nations, giving the local population, and the entire city, a better place to live and work, and an **improved quality of life.**

A Genoa to be reviewed, to be rearranged. The phase parallel to the global urban vision of the central quadrant of Val Polcevera is the study of specific areas, both public and private, which we hope

will be made available in a short time, so as to develop ideas for concrete actions through **design competitions.** A first major urban planning competition will cover **the urban project of the entire "Quadrante della Val Polcevera" area.** It will provide the indications of a "preliminary layout scheme" and propose operational solutions.



THE GENOA BRIDGE PROJECT

“PARK QUADRANTE”



AREAS OF INTEREST IN THE INVITATION TO TENDER

District / Square

Mainly of a residential type located between via Fillak and the (currently operational) railway yards, including a large number of municipal properties which could be converted to provide services or given new functions. The sector also includes Via Porro and the zone that lies under the (to be demolished) bridge and which must be the subject of a different project solution.



@Stefano Anzini

@Stefano Anzini



Green Factory 5.0

Includes the areas under or adjoining the bridge construction site located along the Polcevera and is intended to be an innovative production sector, equipped with buildings with low energy and environmental impact and services for workers, immersed in a context characterized by green spaces for outdoor sports and for the “creative stop” (eg: wi-fi, benches with sockets for PCs, smartphones, etc.).

Urban park

Includes the area of Villa Bombrini (as already identified in the PUC) and can include the redevelopment of the areas of the water treatment plant (which will be moved to the port area in about two years) as well as the historic building of the former military bakery (which can be purchased free of charge from the State subject to a proposed enhancement program) which could be dedicated, for example, to craft / production activities or other functions at the service of the valley.



@Stefano Anzini

IN SOME CASES, SUCH AS FOR CYCLE PATHS, THE DESIGN COMPETITION MAY BE RESTRICTED TO ONLY YOUNG ARCHITECTS



@Stefano Anzini

Boulevard

The urban axis of Via Fillak, the width of which allows a review of its use and value, making it a backbone of public and private, vehicular, pedestrian and cyclist mobility. The tender can be proposed at various levels, also identifying different lots that can be integrated.

Bicycle lane

As in the case of the boulevard, the design can be undertaken on various scales, identifying "rings" with increasing radii with the aim of responding to the mobility needs related to daily travel (for work, school, etc.) as well as for those more typical of recreational and tourist use.



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Park of Campasso

The project is to be developed both covering the FS (railway) areas (the current plan for which foresees the simple arrangement of the waste material from the excavation of the "Terzo Valico") as well as on the areas to the east of the rail yard with the aim of linking residential areas currently rather isolated and poorly served.



@Stefano Anzini

Hill

Again the design project can be undertaken at various scales, developing an urban regeneration project on the mid-coast residential neighborhoods, creating a reconnection with the chicken market.

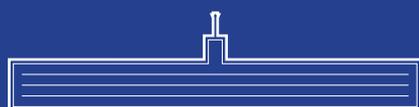


@Stefano Anzini





FRONTE AMARE



HENNEBIQUE SILOS



PRÈ-VISIONI

“HENNEBIQUE” SILOS



CURRENT STATE

AN EXPRESSION OF INTEREST FOR INVESTORS IS LAUNCHED

The Hennebique grain silos are considered one of the most striking reinforced-concrete buildings of the 20th century. Strategically located along the Old Port Waterfront, overlooking the sea and the historical city centre, the building sits adjacent to Genoa’s Cruise and Ferry Terminals and close to the Piazza Principe railway station. In disuse since the 1980s, today these silos have received full planning permission for the conversion of the property, in compliance with the

requirements for the preservation of the facility’s historical and technical characteristics, and with the objective of integrating the building seamlessly into the highly successful large-scale redevelopment of Genoa’s old port. The plan is to transform the building into a multi-service hub, to cater for cruise and tourist activities, and to accommodate urban and cultural events. The concession of the property will be awarded by the Port Authority of the Western Ligurian Sea (Ports of Genoa) via a public tender, and will call for

the renovation and reuse of the building in conformance with the surrounding urban space, and in compliance with the guidelines regulating the conservation and protection of listed buildings. The Hennebique grain silos represent the final step in the completion of the urban redevelopment of the old port, nestled between the sea and the historical city centre, and constitutes the central element of a promenade that crosses the entire basin of the old port district.



@Stefano Anzini



BACKGROUND

The building is situated in a prominent location, it is of spectacular dimensions (over 200 metres in length), facing the sea. Today the building is abandoned and in poor condition, but the potential reuse offers many alternative opportunities. The Art Deco building of reinforced concrete was constructed in 1901 by Giovanni

Antonio Porcheddu as a grain store. Its name, Hennebique, comes from the French structural engineer François Hennebique who patented it's pioneering reinforced concrete construction system in 1892, integrating separate elements of construction, such as the column and the beam, into a single monolithic element. The Hennebique system was one of the first appearances

of the modern reinforced-concrete method of construction in the Port of Genoa. On April 4th, 2007 the Italian Ministry of Cultural Heritage and Activities nominated the Hennebique building "Site of Historic and Artistic Interest", as "an important example of industrial architecture in Genoa".

THE FIRST ITALIAN INDUSTRIAL CONCRETE BUILDING DESIGNED WITH THE PIONEERING HENNEBIQUE CONSTRUCTION SYSTEM IN 1901



“HENNEBIQUE” SILOS

PLANNING FOR THE FUTURE



HUB OF INTEREST OVERLOOKING THE SEA

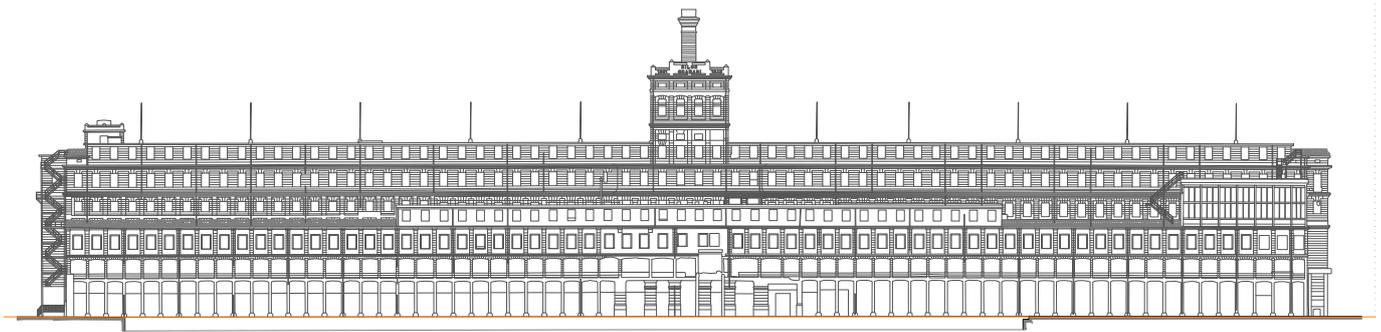
THE INVITATION TO TENDER

The tender notice to award the concession calls for the conservation, restoration, renewal and reuse of the listed building named “Hennebique Silos” (grain store) - situated along the Santa Limbania descent of the Old Port of Genoa - and its surrounding area, in accordance with the preservation of its historical and landmark

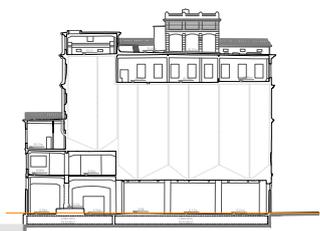
value. These new alternative uses must complement the existing high quality service activities which distinguish the Porto Antico Waterfront, to create a focal point integrating cruise passenger activities with tourist and urban functions, whilst maintaining the historic and technical features of the building.

The assignment of the concession

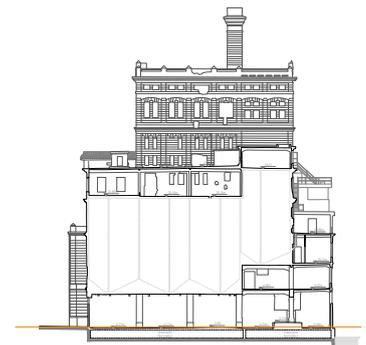
is governed by Italian National Law on Public Domain which awards the management of the area and the building **for a maximum of 90 years**. The renovation of the Hennebique Silos has been included in the “Program for the Development of the integration between the Port and the City” adopted by the Commissioner for the reconstruction of the Morandi



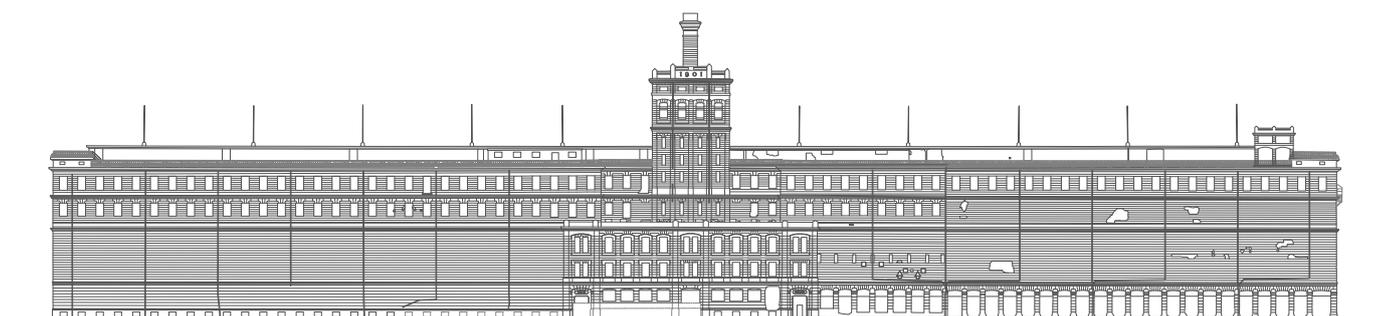
SOUTH ELEVATION



SECTION B1 - B1'



SECTION B2 - B2'



NORTH ELEVATION



Bridge, with Port Authority co-financing of up to 10 million euros. A framework agreement has been signed by the Regional Authority of Liguria, the Port Authority of the Western Ligurian Sea, the Municipality of Genoa, the Superintendence of Archaeology, Fine Arts and Landscape with the collaboration of the Department of Architecture and Design of the University of Genoa. The aim of the agreement is to define the basis on which to assess the opportunities for intervention, restoration, renewal and reuse, and to establish the conservation requirements and preservation restrictions. At the same time, the agreement sets out to define all the works that are permitted on the building, including

the possibility of demolition and reconstruction. The agreement establishes the technical approach to the project, including studies and research.

A detailed survey of the entire building is available, together with a structural analysis, including construction options in compliance with the currently applicable seismic building code. The goal is to establish the constraints within which the public and private sectors should act to evaluate the real estate. The building can be given in concession for renovation and management in conformity with the functions outlined by the general urban plan.

POTENTIAL TOTAL WALKABLE SURFACE AREA

OVER 41,000 SQM

EXISTING WALKABLE SURFACE AREA

APPROX 26,300 SQM

GRAIN CELLS 17 M AVERAGE HEIGHT

APPROX. 14,700 SMQ

+

DIVIDED FOR FLOOR

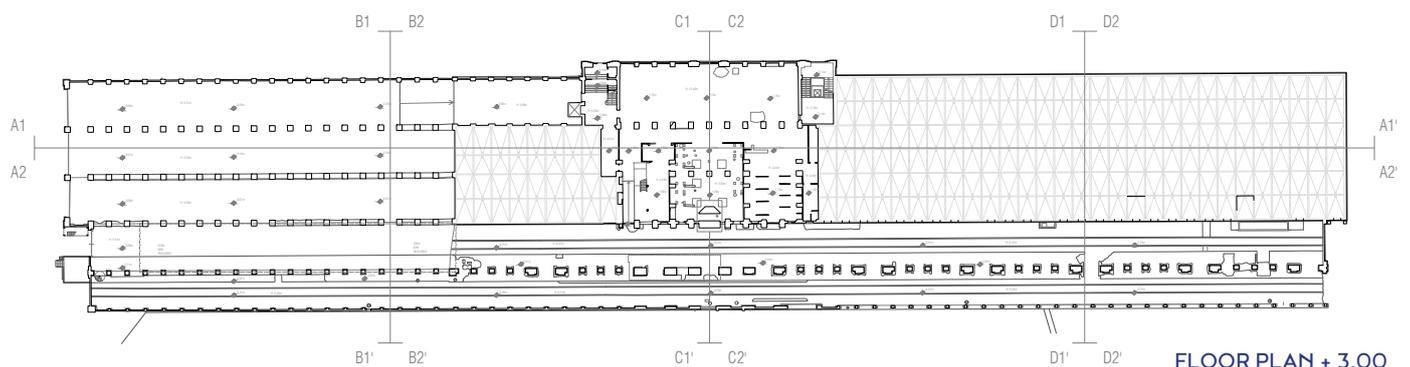
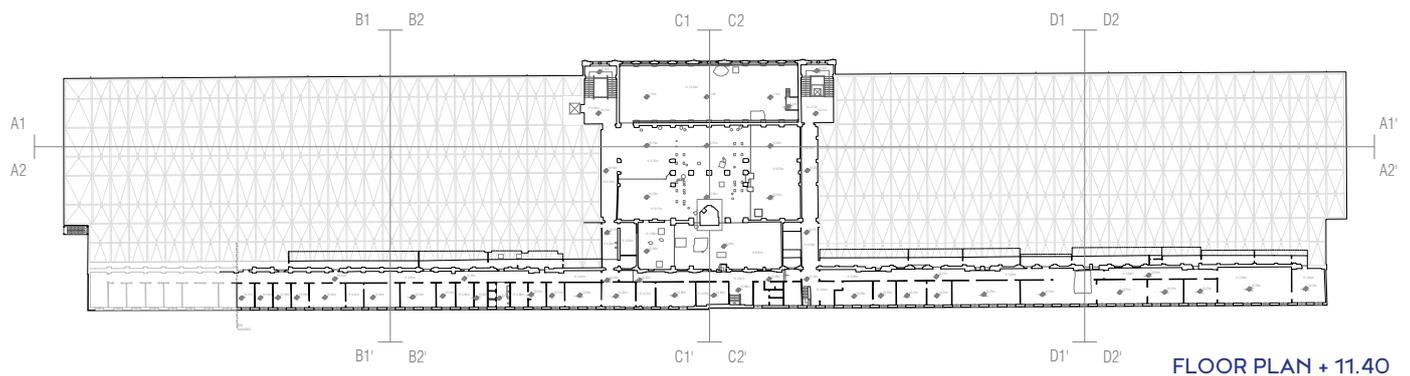
WIDTH
76 m
LENGTH
293 m
HEIGHT
40 m

DIMENSIONS

NUMBER OF STOREYS

6+1

TECHNICAL DIAGNOSTICS STATE OF ABANDON



“HENNEBIQUE” SILOS

PLANNING FOR THE FUTURE



HUB OF INTEREST OVERLOOKING THE SEA

THE NEW PROJECT

The project for the Hennebique building must emphasise the relationship with the sea, proposing on the south side a space flanking the water, respecting the unique features of the property and safeguarding the architectural façade, whilst fostering the creation of an internal path that connects the Cruise Terminal of Ponte dei Mille and the future Cruise Terminal of Ponte Parodi with the Porto Antico. The main functions, in line with its strategic location, must

enrich the city's infrastructure in relation to tourism, entertainment, leisure activities, and cultural events. One of the prime driving forces behind the renovation of the building is to eliminate urban decay on the site and gradually across the historic centre in order to improve the quality of life, so that the entire old town can become the cultural fulcrum of the city and the hub for the tourist regeneration of Genoa. The key objectives of the project:

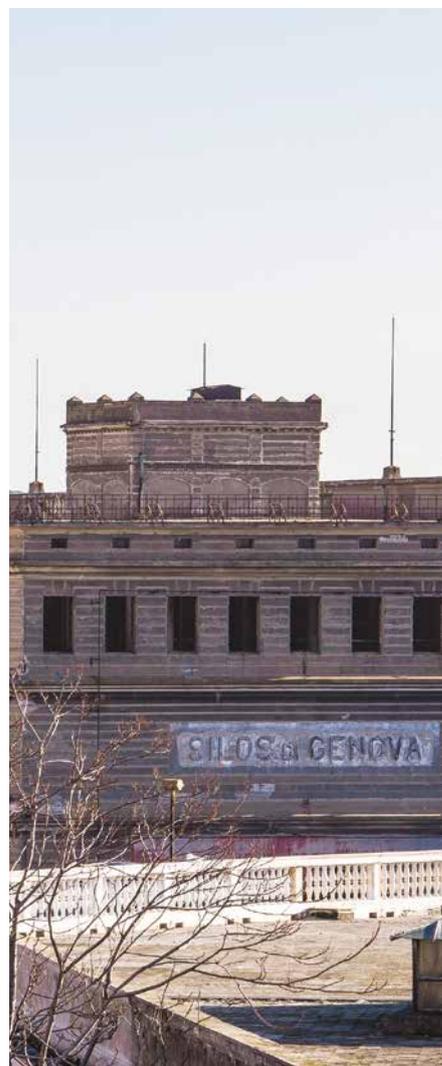
- The creation of a new hub with mixed use;
- The preservation of the building, safeguarding its architectural, engineering and stylistic features and its role as a landmark of the Old Port of Genoa.

The conservation of a fine example of industrial machinery, as testament to the history of the harbour and the city, in order to launch the rehabilitation of the building and the regeneration of the area.

@Antonio Pastorino



@Stefano Anzini





GENERAL INFORMATION

- Lot area:
8,239 sqm
- Number of storeys:
6 + 1 (basement)
- Total volume:
204,800 m³,
including the
volume occupied
by the grain store
(grain cells)
- Existing walkable
surface area over
41,000 sqm
(26,300 sqm +
5,560 mq of
grain cells - 17 m
average height)
- Procedures: Tender
notice to assign
the concession

ACCESS

DISTANCE (KM)

- Airport
6.5
- Railway Station
0.6
- Motorway
2.5
- Public Transport
0.1
- Cruise Terminal
0.1
- Tourism/Hotels
- Residential/
Student Houses/
Social Housing
- Offices/ Shops
- Public Services

USES

PRÈ-VISIONI

A NEW GATEWAY FOR THE OLD TOWN

CURRENT STATE

The historic centre of Genoa covers an area of 896 hectares stretching along the coast of the central part of the city and into the hills behind; it was declared a UNESCO world heritage site in 2006 thanks, above all, to the presence of the "ROLLI", the recently restored Genoese renaissance palaces.

The regeneration of the historic centre of Genoa presents some critical issues, typical of European cities, that require specific urban planning, characterized by a highly flexible and diversified approach. This also includes major urban

regeneration actions with the possible involvement of private partners. The City's plan has identified as primary: the enhancement of the strategic role of the historical centre, the creation of an adequate access system, the establishment of quality services and the support to every feasible and potential project for the regeneration of the old city. In this context, the urban plan foresees the integration of the old town with the Porto Antico, Hennebique and the downtown of Genoa: a plan that began with the transformation of the urban

areas of the Expo (in 1992), the construction of the Porto Antico and the integration with the Cruise Terminal. In recent years the plan has been expanded, in both quantitative and qualitative terms, with the aim of restoring the city's direct access to the sea and to regenerate and reconnect the historic centre to the city's coast.





It was decided to start the analysis of the regeneration of the Historic Centre via a pilot project focusing on a highly characteristic part of the historical city.

We have chosen a quadrant that contains some of the most important potential of the old town of Genoa: the area is extremely central and highly urbanized, is close to a major railway station, the cruise terminal and metro, well served by public transport, includes large pedestrian areas, has good capillarity in terms of communication routes, close to Genoa University, Porto Antico and current and planned “poles” of the city, an area rich in cultural, historical and architectural interest with outdoor spaces usable for new activities and connections.

For this quadrant a preliminary study has been developed with the Polytechnic School of the University of Genoa, which foresees the creation of attractions points and meeting places that generate opportunities for encounters, development and enhancement in the **sectors of residence, leisure, tourism and culture**. The aim is to regenerate this entire area and to return it to Genoa, improving the current physical and social fabric and facilitating the establishment of new.

“
**Genoa is
 the finest city
 in the world**

”

Anton Pavlovič Čechov

PRÈ-VISIONI

A NEW GATEWAY FOR THE OLD TOWN

“DIFFUSE” UNIVERSITY CAMPUS

In Genoa, in the recent past, examples of urban regeneration have shown that interventions for the rebirth of the historic heart of the city are possible if they are supported by redevelopment for varied use, which can trigger a process of “virtuous” growth over time. The project area is located in a context, and has such strong potential, that its regeneration is a concrete possibility, naturally with appropriately gradual timescales.

The proposals of substantial regeneration of the Pré district are the consequence of an analysis of its current state and of the suggestions of various involved

parties, but above all they are the result of the methodology based on the principles of sustainability and innovation; we believe that these “allies” allow us to find realistic, feasible and appropriate solutions to develop the sustainable cities of the near future, a view shared by the European Union.

Our goal is to transform this entire area, to return it to the city, enhancing the existing situation and making it more useable by residents, workers and visitors. The following is a summary of the specific interventions proposed, divided into Actions. Some of these are already underway through

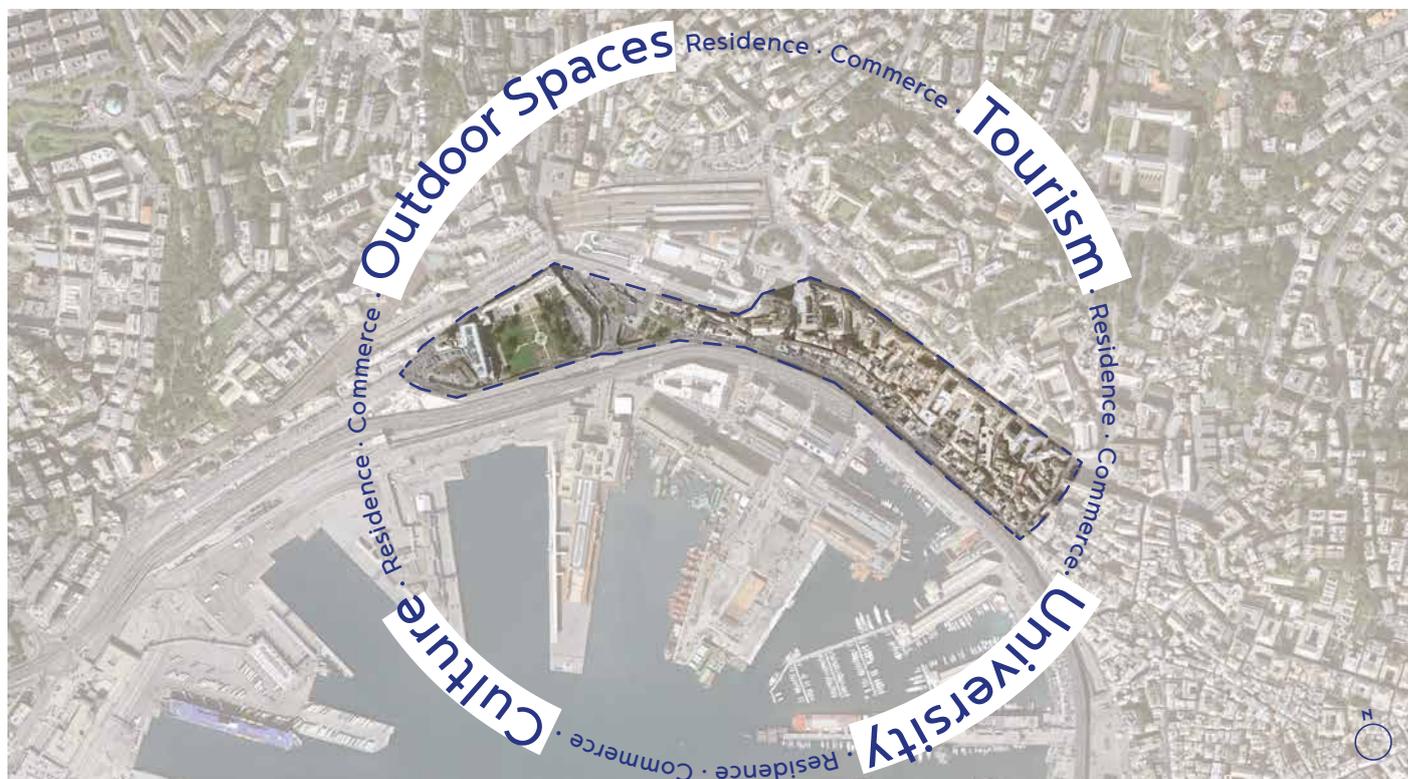
initiatives of the Municipality of Genoa and private investors (Actions 1 to 4), others have great potential and collaborations are being sought with new investors (Actions 5 and 6).



PRÈ-VISIONI

A NEW GATEWAY FOR THE OLD TOWN

ACTIONS



ACTION 1 **RESIDENCE AND COMMERCE**

In the “Prè” area, concrete steps have already been taken to encourage the establishment of neighborhood activities and crafts in the historic center, with the intention of combating the phenomenon of commercial desertification. With this goal, the municipality has launched a public tender to assign premises, owned by the Municipality of Genoa, located in via Prè and the surrounding areas of the historic center, to be allocated to the development of economic and entrepreneurial projects of small and micro businesses. Pursuing the objective, with targeted actions, to revitalize the Historic Center encouraging high quality small businesses, rewarding those who contribute with their work to the growth of the urban economic fabric and the enhancement of the

territory. This action focuses on encouraging healthy enterprises, which become a basis for the improved safety of the city. Favoring commercial and craft activities strongly linked to the territory, it aims to re-launch local traditions and the tourist role of the city.

ACTION 2 **CULTURAL POINTS**

Within the pilot area there are cultural artefacts of great interest and potential that can be an effective tool in solving some issues of the neighborhood, i.e. the lack of effective transversal paths between the three main road arteries. In particular, a strategy based on:

(A) Valorisation of the squares connected to museums and / or commercial and / or tourist activities. For example, to take

advantage of the only large square on the busiest street (Via Gramsci) as a large central access point to the district. For this action a historic iron building, currently occupied by inactive commercial businesses, will be moved into a large space that will become a fulcrum of the “new gateway for the old town”

(B) Enhancement of two important city museums:

- > The Palazzo Reale (or Palazzo Stefano Balbi)
- > The Commenda di San Giovanni di Prè.

(C) “Light” improvements to the transversal alleys to complete the connections of the three main parallel streets.

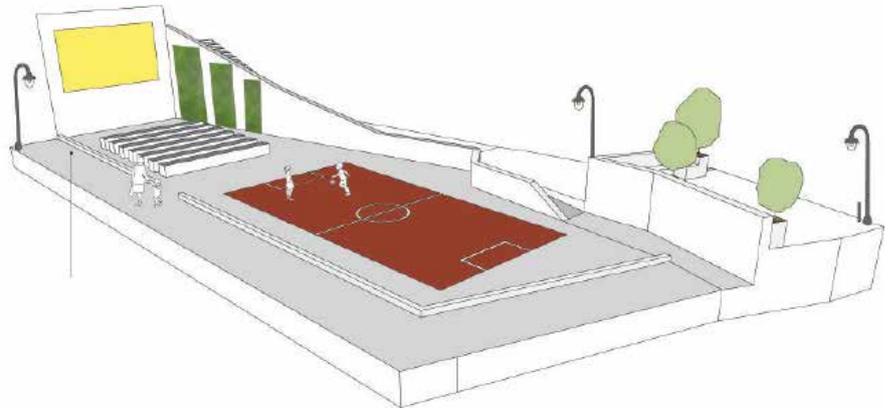
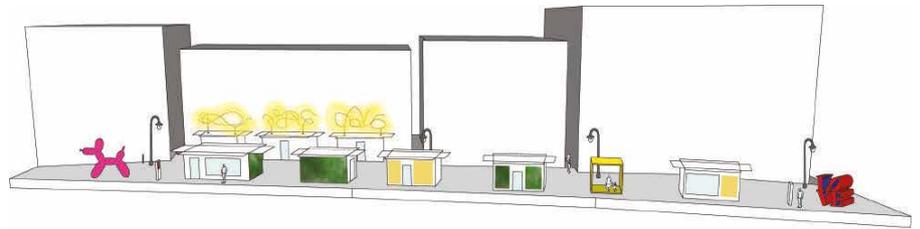
ACTION 3 OUTDOOR SPACES

The area is rich in outdoor spaces. For their valorisation three kinds of action are foreseen: “necessary”, “accessory” and “social impact”:

NECESSARY: basic improvements are proposed to guarantee a better quality of life (safety, cleaning, hygiene and access).

ACCESSORY: aimed at improving the usability of the district (innovative urban furniture, urban green, intelligent services).

SOCIAL IMPACT: includes the use of social / commercial “activators” to involve citizens and tourists (outdoor cinema, street art, light installations, urban sculptures, movable installations, etc.)



ACTION 4 SMART LIGHTING

A smart lighting project is proposed for the public illumination of the district. Based on studies carried out on the current state, various actions have been proposed to:

- guarantee citizens' safety;
- limit light pollution/glare;
- optimize energy use;
- minimize construction costs;
- ensure adequate lighting for architectural and environmental needs;
- transform current lighting into “smart lighting”, offering users new innovative services;
- use solutions that exploit sunlight in areas which are in shadow.

In particular, the project contains three different categories of solutions:

■ STANDARD

Replacement of existing lighting with LED and additional (LED) lighting.

■ INNOVATIVE FOR NEW USER SERVICES

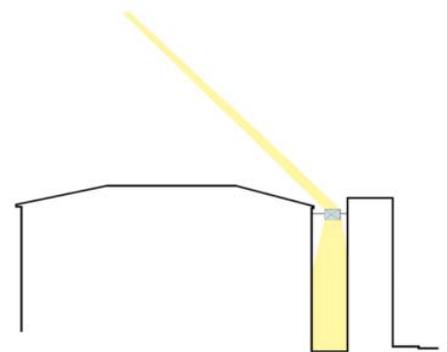
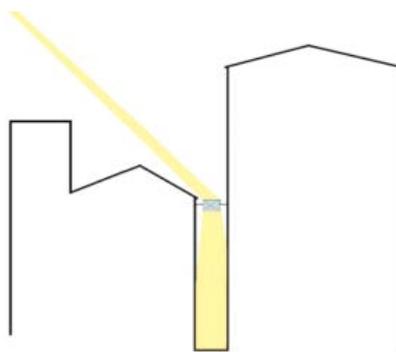
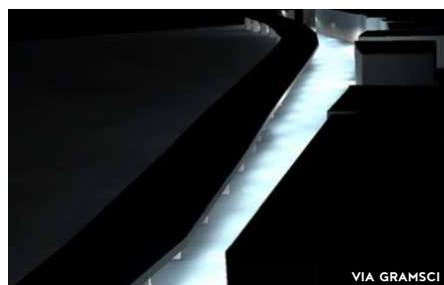
- > sensors to modulate the intensity of artificial light;
- > presence sensors;
- > cameras for improved safety;
- > antennas to provide services via wi-fi;
- > etc.

■ INNOVATIVE PASSIVE:

Insertion of mirrors to “naturally” illuminate shaded alleys.



@Liguria Digitale



ACTION 5

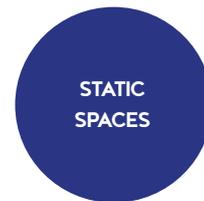
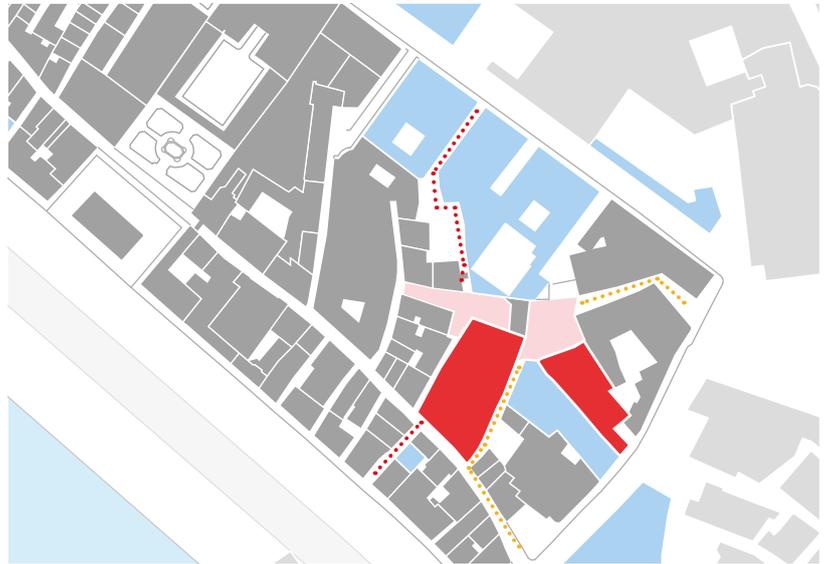
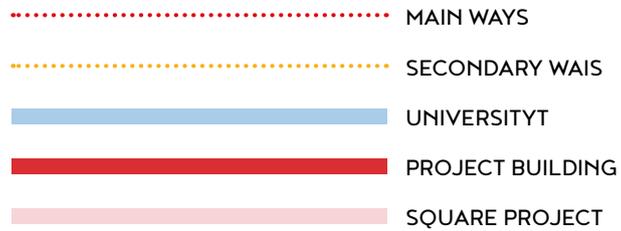
“DISTRIBUTED” UNIVERSITY CAMPUS

From the analyses carried out and from subsequent observations, an effective action to promote urban regeneration is to focus on university students who are already present in the area, which they transit, but in which they could live it, if the services were improved.

This action can generate a “virtuous self generating process” that can attract new users and new services, and so on.

The basic idea is to create a distributed network of services that would make the area attractive to university students and increase pedestrian passage and liveability.

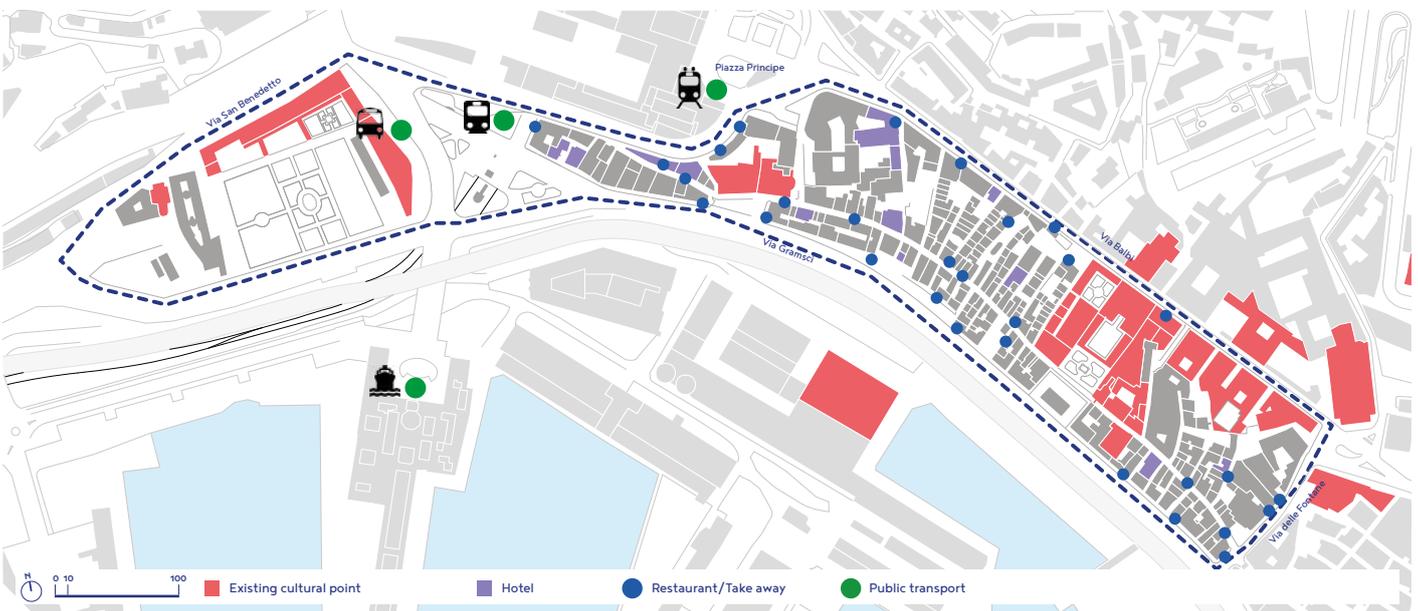
It is therefore proposed to create a “**distributed university campus**”.

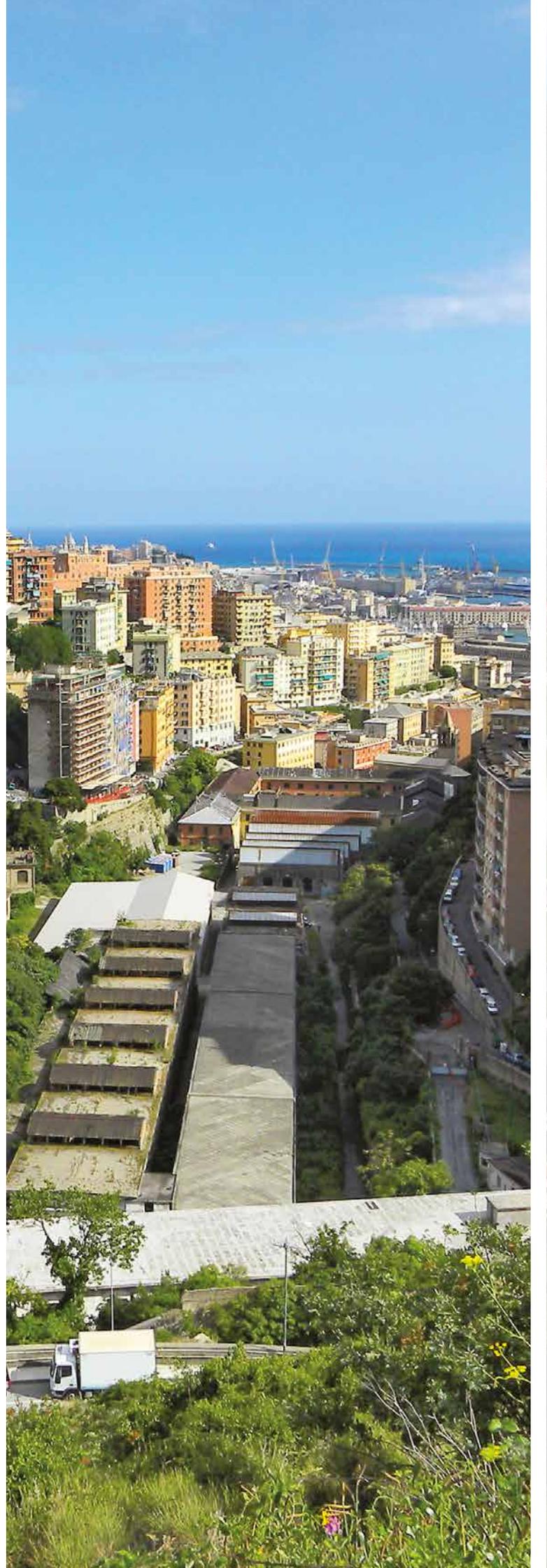


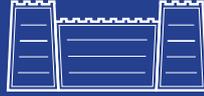
ACTION 6 TOURISM

The design intention is to “help” re-launch the most westerly area of The Prè district as an attractive area through **new services and activities for tourists**; in fact, being at the crossroads of an important transport network it could become, following a suitable

redevelopment, a real “gateway” for the neighborhood and more generally for the entire historic center. The proposal aims to exploit this privileged position to collect incoming flows from the various transport stations, and channel them into the dense urban fabric through the creation of points of interest.







THE FORT OF GENOA



“GAVOGLIO” BARRACKS



EX PSYCHIATRIC HOSPITAL OF QUARTO

THE FORTS OF GENOA

AN ECOMUSEUM PATH

FUTURE OBJECTIVES AND PROJECTS

Genoa's system of forts, built in the 18th and 19th centuries, are located in the heart of the "Urban Park of the walls" which, with its 617 hectares, is the largest green lung in the city.

In 2015, with the implementation of the "development program of the sixteenth century defensive system of external fortifications", the Municipality of Genoa became the owner of 7 forts, finalizing its commitment in the following years to pursue the redevelopment process already started, aimed at

connecting the promenade (Porto Antico) and historical center (Rolli) with the walls and the fortresses.

In 2018 and 2019, the objective will be a complete redevelopment of the historic Genoese defensive system, with the Municipal Administration's goal being to obtain the transfer of the remaining buildings that form part of the fortification system, making a complete whole characterized by the path of the ancient seventeenth century walls, making their ancient defensive function legible from the city.

“

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





More precisely, to complete the system, the following are being acquired:

- The seventeenth-century walls from Forte Begato to Forte Castellaccio;
- The walls of Malapaga, adjacent to the area “del Molo” near the ancient port of Genoa;
- The transfer of Forte Santa Tecla is also proposed, which, given its good condition, is an opportunity to start the development of the defensive system also on the eastern side of the city.

To achieve this redevelopment, the Municipality intends to grant them as concessions to private operators for a defined period of time, linked to the cost of their redevelopment, functional reconversion and maintenance.

Among the possible uses: guided tours of military passages, entertainment areas and events in the spaces in front of the forts, reuse for commerce or tourism compatible with the cultural and landscape value of the site. Finally, the Administration would like to incentivize a radical reevaluation

of the entire system via an “artistic” lighting program proposing a tender for private operators.

16 FORTS

footpath 4 HOURS



1st half 19th century
220 sqm



SEVENTEENTH-CENTURY WALLS FROM BEGATO FORT AND CASTELLACCIO FORT



1st half 19th century
220 sqm



MALAPAGA WALLS



17th -19th centuries



SANTA TECLA FORT



“GAVOGLIO” BARRACK



URBAN REGENERATION AND PUBLIC SPACE

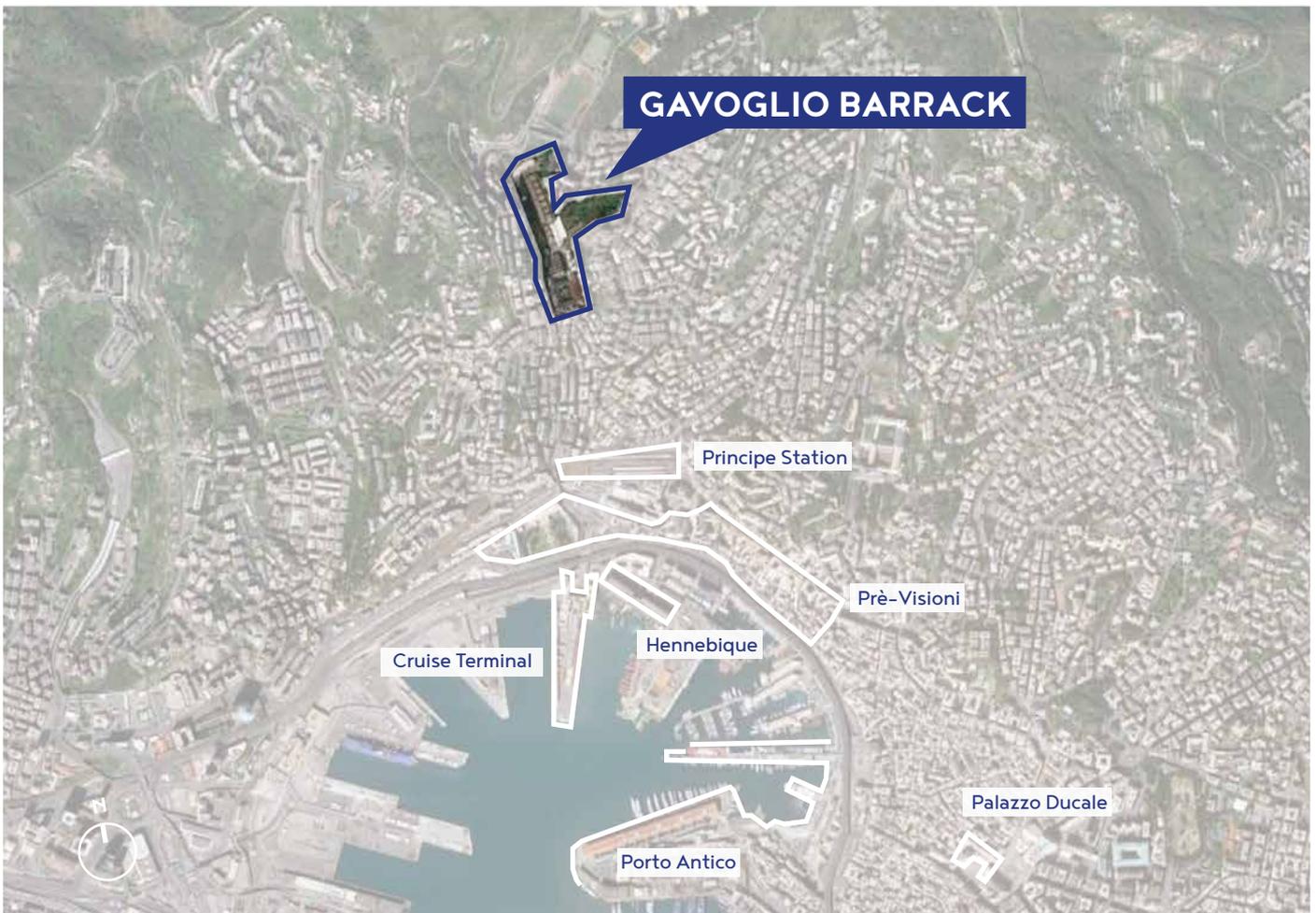
CONTEXT

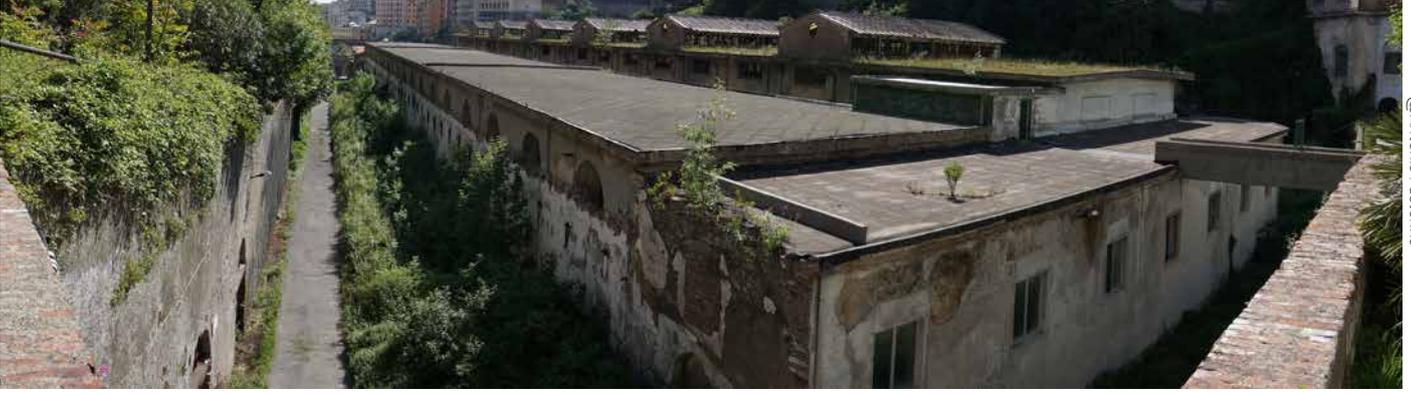
The complex of the former Gavoglio barracks was built, in the nineteenth century, on the site of a previous gunpowder magazine built by the Republic of Genoa in the mid-seventeenth century. This building predates, historically, the “birth” of the Lagaccio district which is today one of the city’s most heavily urbanized and densely populated areas. Currently, a particular importance is to be attributed to the analysis of the relationship between the city, the district and the former barracks that today appears difficult for several factors: the railway cuttings

separates the district from the city, making it “distant” from a center that in terms of physical distance is very close while the military zone, whose perimeter is almost completely impassable, represents a considerable impediment to movement within the district. These pre-conditions prompted the Administration to identify the area as a demonstration laboratory for a redevelopment that combines the recovery of it’s historical heritage and the creation of new relationships with the neighborhood, combined with improvements to the environmental performance of the area.

THE PROJECT

As part of the “Program of Valorisation of the Seventeenth century Defense System of the External Fortifications” approved by the MiBACT and the Agenzia del Demanio(former owners of the property), the Municipal Administration acquired the area of the Gavoglio Barracks. The barracks then became the object of the UNaLab project, the result of a long and complex process of co-planning with citizens and associations affecting the southern part of the entire area and for which a demonstration of redevelopment is planned in an area within a public





park through the application of nature-based solutions. The UNALab project, responding to the requirements of the call “SCCO2-2016-2017 Demonstrating innovative nature-based solutions in cities”, aims to create resilient and intelligent urban communities through the implementation of nature-based solutions in three front runner cities, one of which is Genoa. Given the peculiarity of its territory and the critical nature of the site identified for the pilot, the Ligurian capital is a field of experimentation of great interest for the application of these solutions in Mediterranean cities. Therefore, the proposed solutions seek a

mediation between the guidelines drawn by international best practice and the mandatory needs of the local context.

NEW SCENARIOS

The new development scenarios, which the Municipal Administration plans to make available to private investors, provides for a considerable degree of demolition with the aim of improving the quality of the spaces for public use and permeability of the soil which is currently impermeable.

almost 19.100 mq SURFACE COVERED

almost 30.900 mq SURFACE DISCOVERED

almost 223.400 mc TOTAL VOLUME

SCENARIO 1:
decrease of about 9000 square meters of covered area

SCENARIO 2:
decrease would be about 4500 square meters of covered area

UNALAB PROJECT

Funded by the European programme Horizon 2020 through the european call “SCC-2-2016-2017: Smart and Sustainable Cities”

MAIN GOALS:

- reconnect the barracks site with the neighborhood;
- create a new urban nature that is capable of mitigating the effects of climate change;
- create inclusive and multifunctional public spaces.



EX PSYCHIATRIC HOSPITAL OF QUARTO



HEALTH CENTER OF LEVANTE

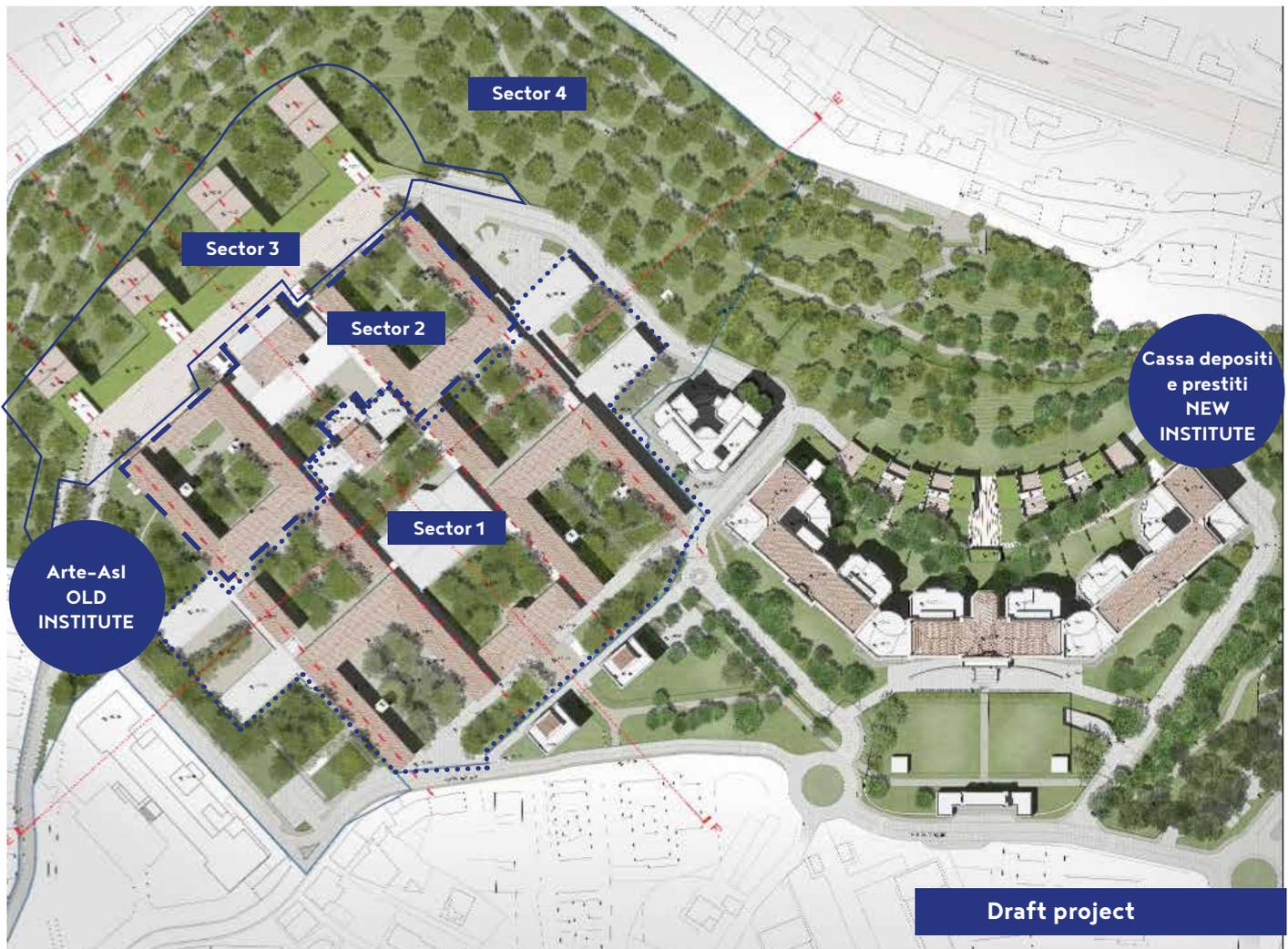
CONTEXT

The complex was begun as a single structure at the end of the 1800 with the construction of the so called “old” institute (about 21,400 square meters of surface area) and expanded to double the capacity with the inauguration of the “new” institute in 1933 (an additional 22,000 square meters). After the “closure of the asylum” (following the Basaglia reform), the complex continues to host healthcare facilities, in addition to housing some elderly guests with problems of reintegration. In the first five years of the 21st century, the initial phase of the “securitization” of ASL

assets began, leading to the sale of the “new institution” to Valcomp due, which today is Fintecna Immobiliare Spa (part of Cassa Depositi e Prestiti (CDP)). In the same years ASL 3 gave the Region a mandate to sell the “historic pavilions” of the former Quarto OP, which in December were sold to ARTE Genova, and the relative revenues were included in the regional balance sheet, completing the privatization process of the ex OP. At the same time a consultation was launched involving the Region, ASL, ARTE, “Coordination for Quarto” and a network of associations supported by the

Municipality of Levante for the redevelopment of the old institute with the goal of maintaining on the site local health functions (the “Casa della salute del Levante” in place of the ASL headquarters in via Bainsizza) and social (part of the legacy of the Basaglia reform). The aforementioned operations led to the approval of the PUO of the Old Institute (ARTE) and the New Institute’s PUO (CDP), which encourage investment in the entire complex by private individuals/entities.





THE PROJECT

The Unitary Project, which defines the criteria for redeveloping existing buildings, guidelines for new buildings and the infrastructural plan intended as the system of roads and pedestrian access common to the various sectors of redevelopment as well as vegetation and landscaping, was approved on 15th July 2016.

NEW INSTITUTE

Recovery and enhancement of the existing building heritage, as well as the landscape in terms of the substantial and widespread presence of green areas and trees. An integral part of the PUO is the urban planning agreement between the Municipality and interested private parties, which contains the provisions relating to the determination of the construction fee.

OLD INSTITUTE

divides the "Old Institute" into four sectors:

Sector 1 - pavilions: mq. 7,000 (new buildings)

mainly for the existing health functions and the construction of the new outpatients facility;

Sector 2 and 3

for private urban functions (hotels, tourist residences, private residential and services) through the recovery of existing buildings (sector 2) and new construction (sector 3);

Sector 4

intended for public services (green area to be maintained and preserved);

68,000
mq

AREA

circa
25,000
mq

BUILT-UP
AREA

Sector 1 - pavilions:

mq. 3,150 (intended for the municipality)

mq. 10,350 (property of ASL)

Total: mq. 13.500

Sector 2 - pavilions

mq. 7,900

Sector 1 - pavilions:

mq. 7,000 (new buildings)





INFRASTRUCTURE



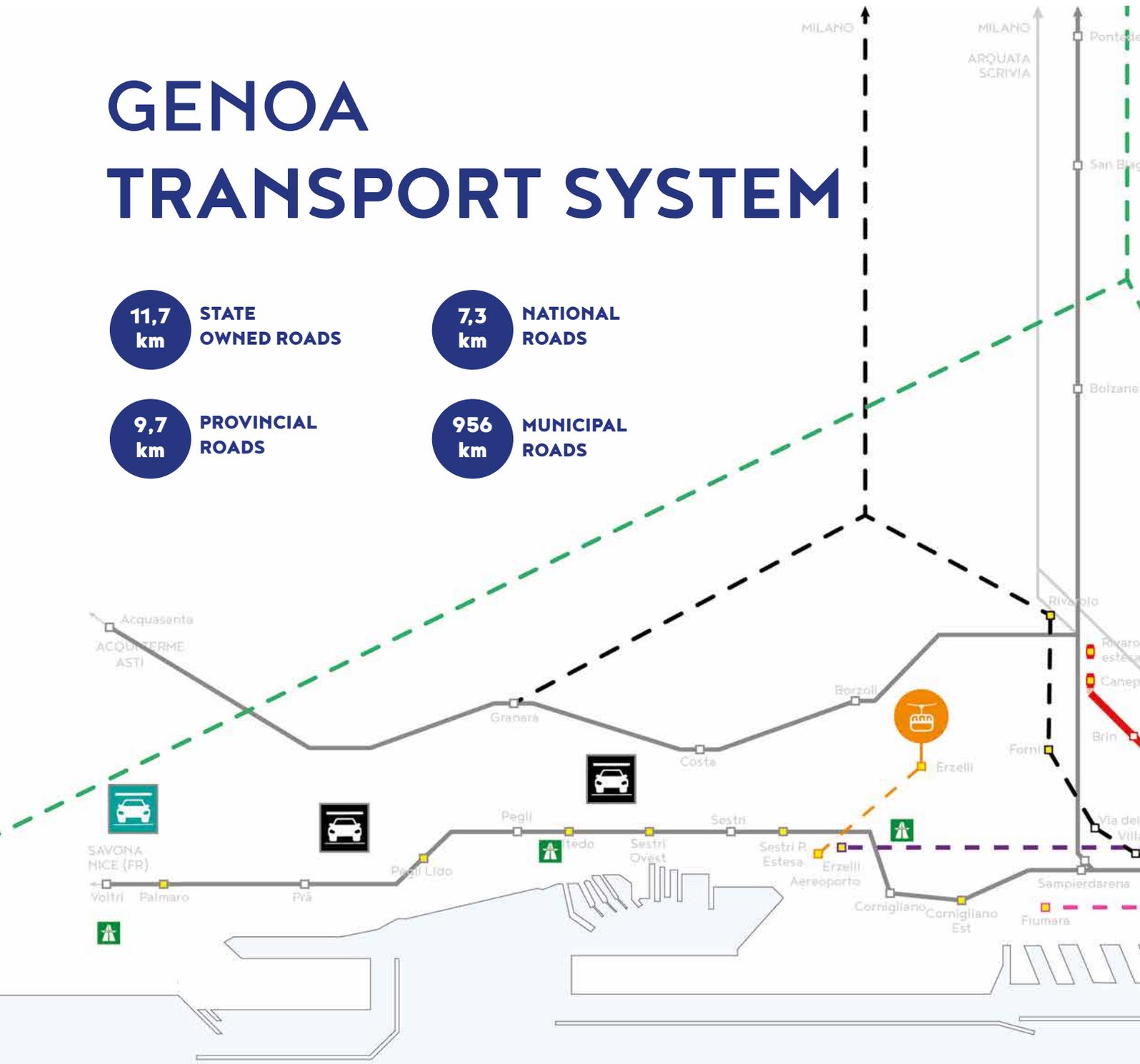
GENOA TRANSPORT SYSTEM

11,7 km STATE OWNED ROADS

7,3 km NATIONAL ROADS

9,7 km PROVINCIAL ROADS

956 km MUNICIPAL ROADS



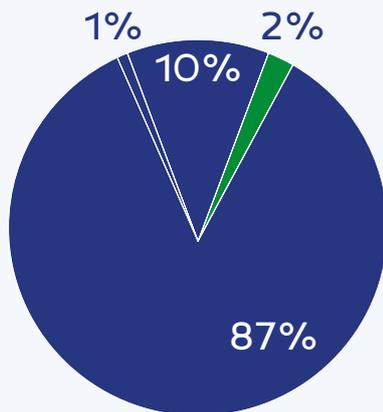
SITUATION IN GENOA PASSENGERS

PEOPLE
580.934

HIGHWAY
147,3 km

URBAN STREET
398,3 km

SUBWAY
7,2 km



- CAR/VAN
- MOTORCYCLE
- BUS
- TRAIN

STATISTICS

NO. OF BUS-METRO TRAVELLERS PER DAY
424,500

97% OF THE POPULATION LIVES **within 300** METERS FROM A PUBLIC TRANSPORT STOP



178,8
km

LOCAL
STREETS

263,3
km

PRIVATE
ROADS

7,2
km

SUBWAY
LINES



SUBWAY

- In service
- Under construction

FUNICULAR RAILWAY - CABLEWAY

- In service
- Under construction

CYCLE LANES

- Under construction

HIGHWAY'S PROJECT

- Under construction

TRAIN - LOCAL TRANSPORT AXIS

- Urban service
- Under construction
- Other Railway Lines
- Local transport axis - under construction
- Terzo Valico

SIGNAL

- Car Park in service
- Car under construction
- Highway entrance/exit

URBAN MOBILITY SYSTEM



P.U.M.S. AREAS OF INTEREST AND MACRO-OBJECTIVES

EFFECTIVENESS AND EFFICIENCY OF THE MOBILITY SYSTEM

Optimizing urban mobility in terms of reducing congestion, rebalancing movements and resources, accessibility for people and goods.

MACRO-GOALS

- A1.** Improvement of local transport
- A2.** Modal rebalancing of mobility
- A3.** Congestion reduction
- A4.** Improvement of accessibility for people and goods
- A5.** Better integration between the mobility system and the organization and development of the territory
- A6.** Improving the quality of road and urban space
- A7.** Efficient urban logistics

ENERGY AND ENVIRONMENTAL SUSTAINABILITY

Improve environmental quality in terms of reducing emissions of pollutants, using greener transport, making urban areas more attractive for users, and sustainable logistics.

MACRO-GOALS

- B1.** Reduction of consumption of traditional carbon fuels
- B2.** Improvement of air quality
- B3.** Reduction of noise pollution
- B4.** Improve the energy and environmental performance of the passenger and freight vehicle fleet

ROAD SAFETY SECURITY

Making roads in the metropolitan city safer in terms of a significant reduction in accidents, protected mobility, and accessibility to vulnerable groups.

MACRO-GOALS

- C1.** Reduction of road accidents
- C2.** Significant reduction in the overall number of accidents involving deaths and injuries
- C3.** Significant reduction in social costs resulting from accidents
- C4.** Significant reduction in the number of accidents involving deaths and injuries among at vulnerable users

SOCIO ECONOMIC SUSTAINABILITY

Reduce the costs of private mobility, increase employment with openness to innovative sharing and smart systems, improve social inclusion and user satisfaction.

MACRO-GOALS

- D1.** Improve social inclusion
- D2.** Increase citizen's satisfaction
- D3.** Increase in employment
- D4.** Reduction of mobility costs (for private vehicles)
- D5.** Ensure accessibility for people with reduced mobility

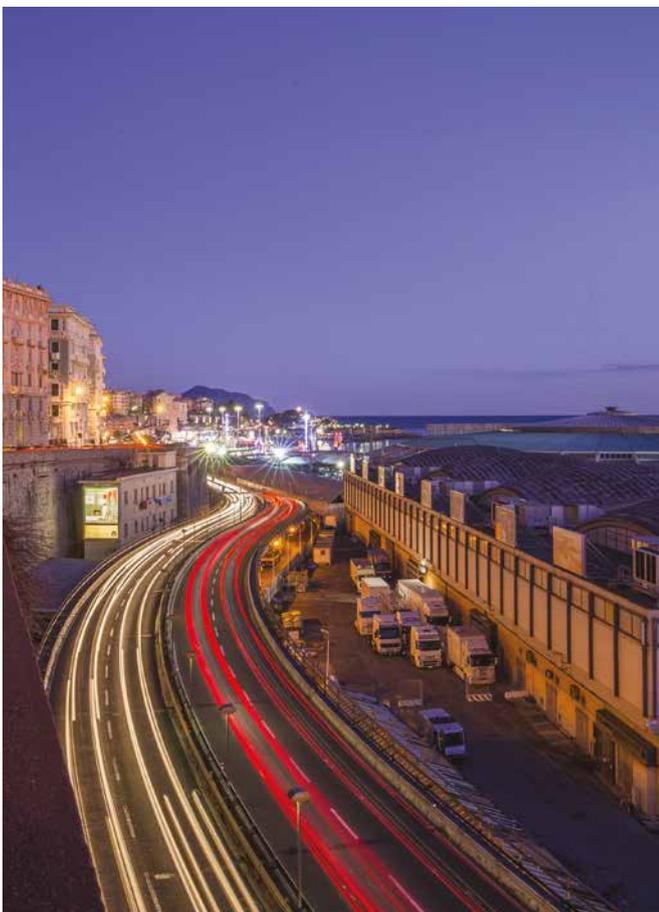


TECHNICO-ECONOMIC FEASIBILITY STUDIES OF:

- Extension of the underground from Brin to Martinez Square
- Supply of additional 14 traction units for the underground
- Realizzazione della monorotaia di collegamento con Erzelli park (G.A.T.E.)
- Implementation of four axes to strengthen city mobility

In addition to this:

- A study was carried out on the replacement of thermal motor buses with electric vehicles.
- The network of cycle paths is to be strengthened



@Stefano Anzini

THE FINANCIAL NEEDS NECESSARY FOR THE TWO INTERVENTION GROUPS ARE:

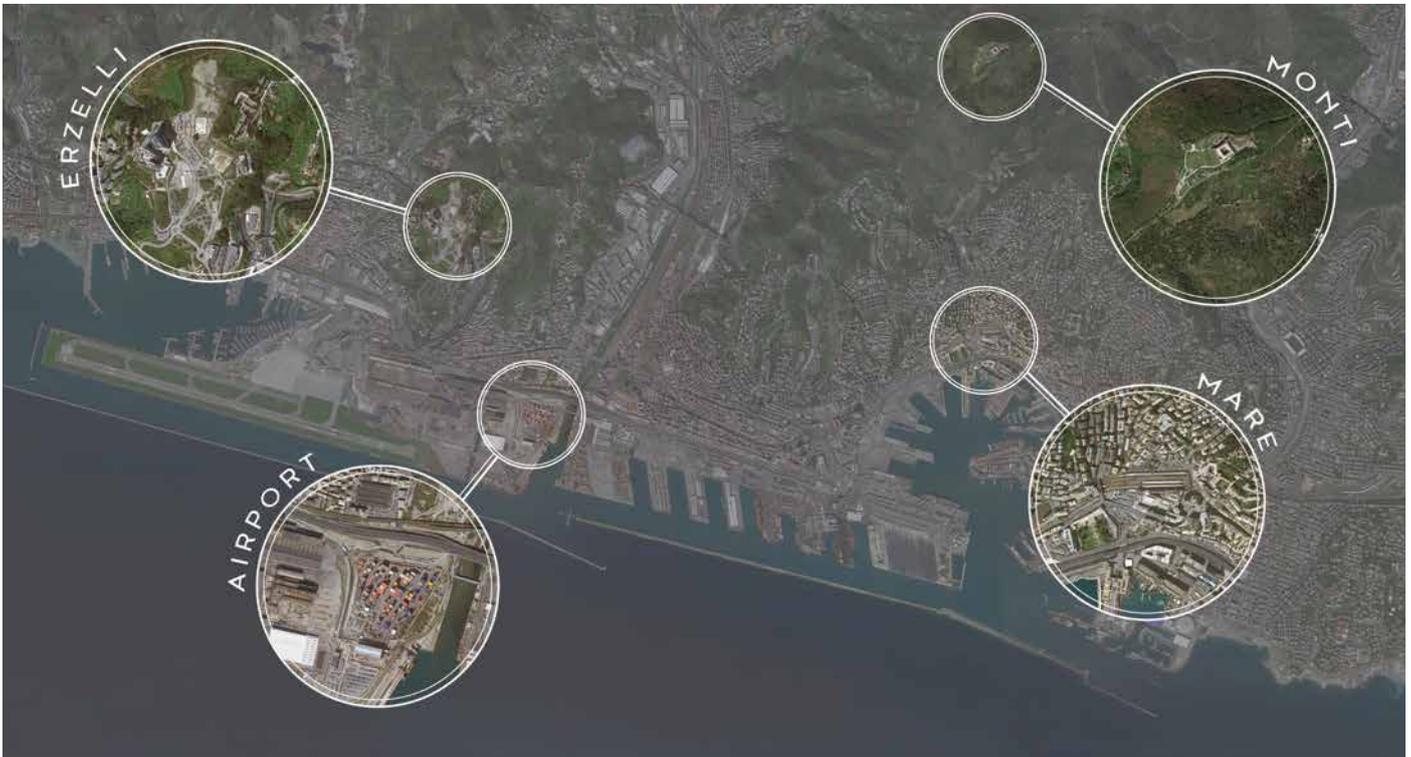
Line 4 of force L, VB, C, P with the related information storage area

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

PUBLIC TRANSPORT

▼
G.A.T.E. - GCT

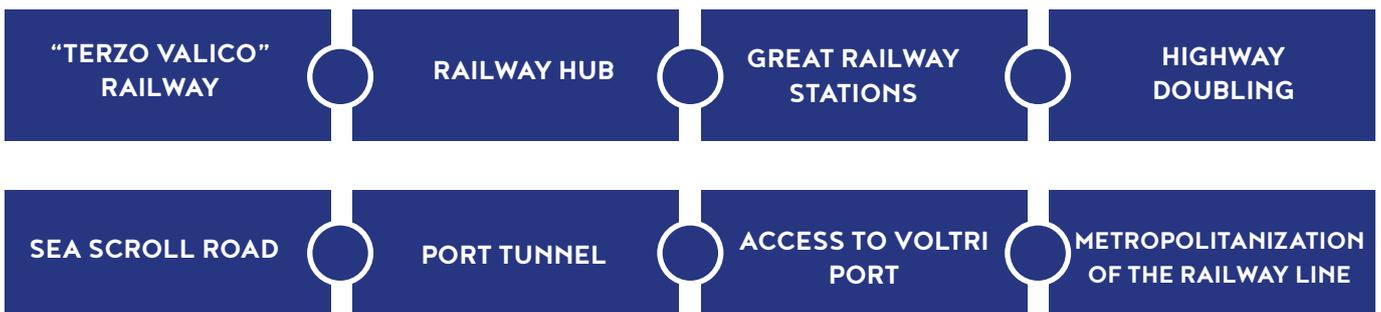


GOALS These are some of the main goals for the improvement of the urban mobility:
To increase the overall capacity of the multimodal urban transport network, especially of the means of public transport circulating on their own infrastructures (extension of the subway,

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).

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



URBAN MOBILITY SYSTEM



G.A.T.E. – GENOA AIRPORT A TRAIN TO EUROPE



The Erzelli hill, previously used for the storage and handling of containers, is now the fulcrum of a multifunctional project aimed at the creation of a Science and Technology Park, a university campus, a hospital center and a new residential area with urban park and access roads connected to the motorway, rail network and airport.

The new rapid mass transport system will have to meet the following technical requirements:

- **high level of availability** (system reliability), priority will be given to industrialized solutions already in use (certification aspects);
- **immediate interconnection** with the new “Erzelli-Aeroporto” railway station and easy modal interchange with the national railway network, the Tpl urban network (local public transport),

Cristoforo Colombo airport and its adjacent interchange parking;

- **widespread accessibility** and particular attention to people with reduced mobility;
- **reduced or no environmental impact** thanks to electric propulsion and limited requirement for civil works;
- **full compliance with height, inclination,** meteorological constraints and presence of other road and transport infrastructure, such as overhead power lines;
- **modularity and flexibility of the transport solution** to meet the substantially monodirectional demand peaks in the morning and evening rush hours and with daily, weekly and seasonal transport that requires reductions.

The system that is being designed, in collaboration with the University of Genoa, is Light Rail Transit–Monorail, characterized as follows:

- **driverless automatic system,** with centralized control;
- **modular convoys** with 2–3 cars of adequate capacity to meet a demand equal to 4,000 pphpd;
- **reduced overall dimensions of the structure** (about 3 meters wide, with a single pillar supporting the trackbeam, or the two trackbeams at the crossing points, placed at a height suitable to allow traffic below or to overcome any obstacles), equipped with an escape road for the evacuation of the train.
- **minimum radius of curvature,** less than 40 m –50 m and maximum inclination not less than 60 ‰ – 80 ‰.



TECHNOLOGY AND SCIENTIFIC PARK



CRISTOFORO COLOMBO AIRPORT

GCT

GENOA CABLE TRANSPORT

SEASIDE - MOUNTAINS

CONNECTION

The construction of a cable way from the sea to the Genoa forts system, represents an ideal solution for connecting shoreline and ridge, as it capable of overcoming significant gradients and in only 12 minutes the cable car would allow the ascent from the station Maritima (located at the cruise terminal of the Port of Genoa, in front of the station - Piazza Principe) to Fort Begato which is

part of the Parco delle Mura. With an extension of 617 hectares the Park includes a number of forts, military buildings constructed between the seventeenth and 19th century from which there is a panorama of the entire city. The departure station of the cable car, near the Maritime Station, guarantees the integration between various modes of transport (train, bus, metro, car, cruise and ferry terminals). The intermediate station, to be located

in Lagaccio, is an access point to a sports facility currently undergoing restoration, but also a key point for the users of the district itself. The arrival station, located at the entrance to Fort Begato was chosen as a view point over the city and an "access door" to the system of the Genoese Forts.

FORT BEGATO

Year of construction:

19th century

Maintenance status:

restored in 2000

Distance from train station:

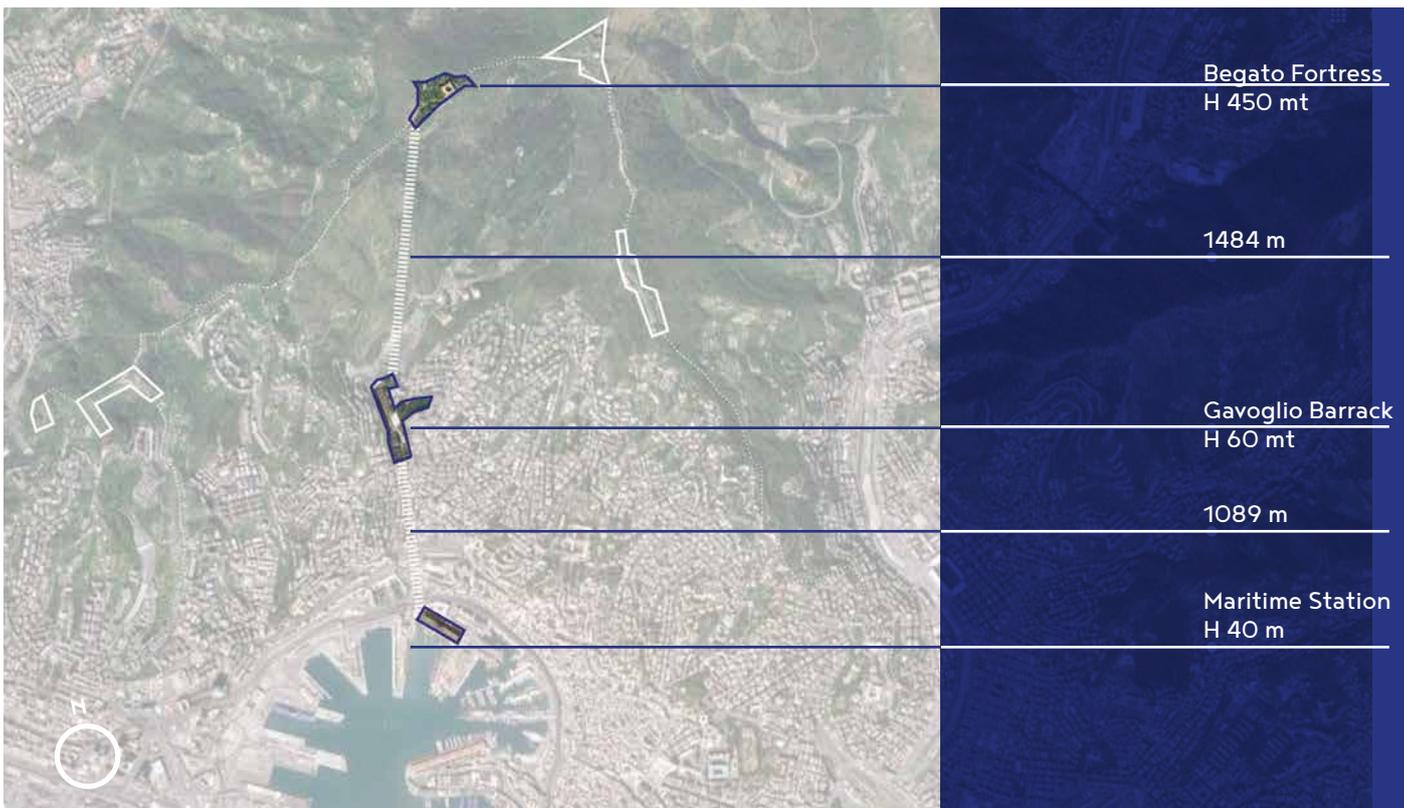
Principe Railway Station 7.5 km

GAVOGLIO

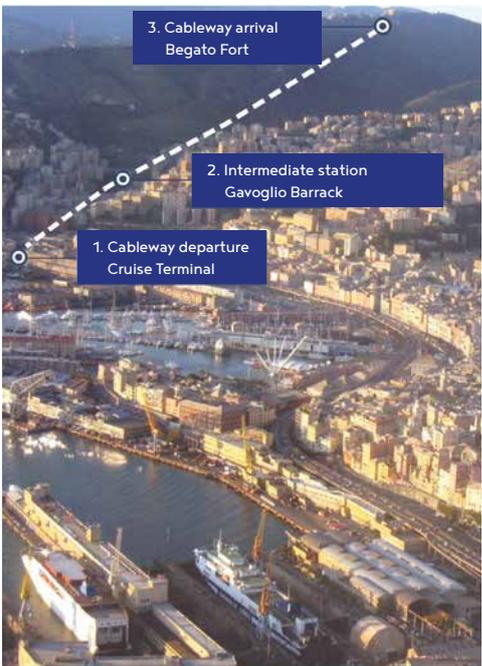
The construction of the first nucleus of the current "Gavoglio" barracks **dates back to 1835**, as an artillery factory. The barracks are located in the Lagaccio district, highly urbanized and with inadequate road access.

MARITIME STATION

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



		
<p>2,6 km length Difference in height</p>	<p>3 areas involved:</p> <ul style="list-style-type: none"> • Maritime station • Lagaccio neighbourhood • Genoa forts 	<p>8 seats number of cabins: from 20 to 60 5 journeys/hour</p>
		
<p>21 km/h travel time</p>	<p>10 /12 steel pillars with variable height (30 to 50 m)</p>	<p>1.500 people/hour</p>



Hilltop

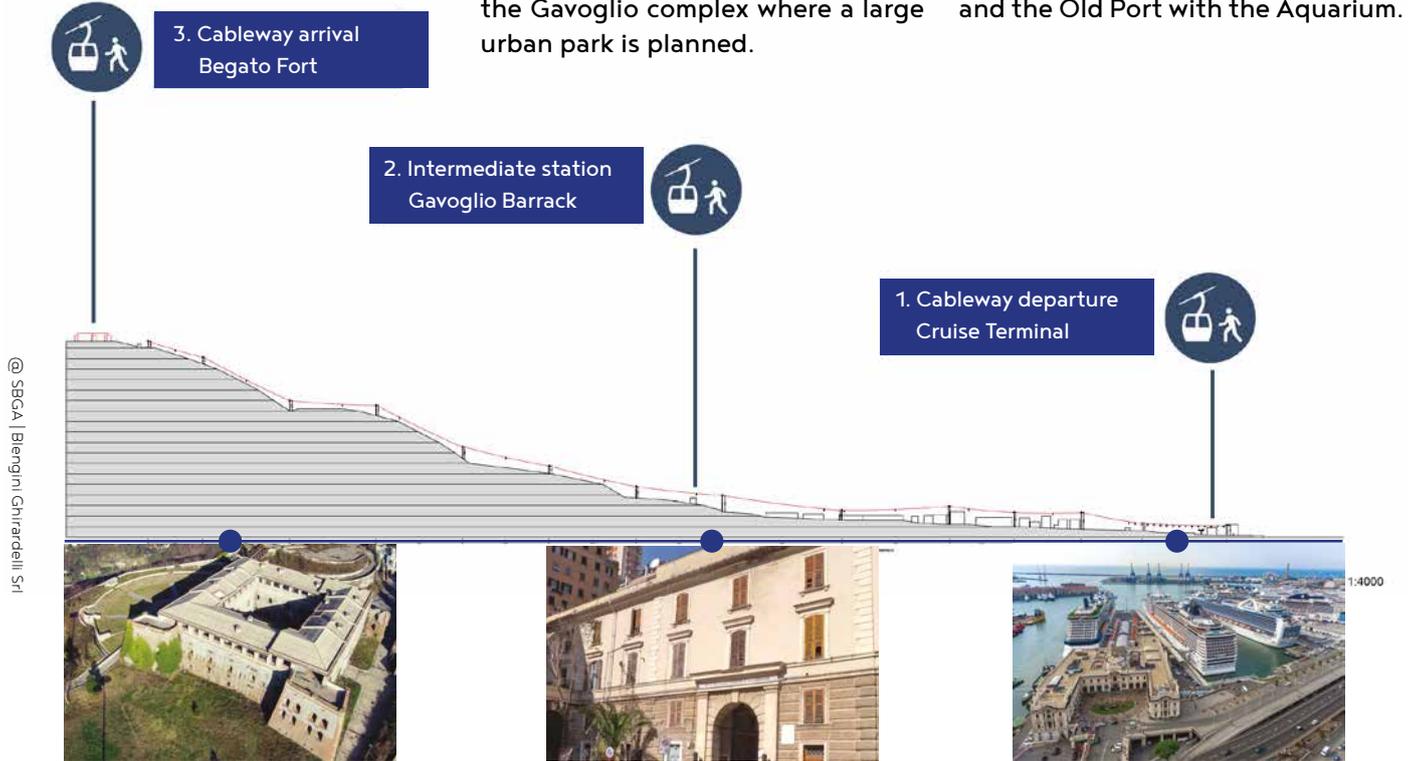
The station will be located close to Fort Begato, giving access to it's facilities and the transport services of the Parco delle Mura.

Intermediate

The station will be located in the area of the former Gavoglio barracks, recently transferred from the public domain to the municipality; this stop, in addition to changing the direction of the route, will integrate with the redevelopment of part of the Gavoglio complex where a large urban park is planned.

Valley

the station will be in the Maritime Station area, a key axis point located between Genova's cruise terminal, the ferry terminal, the new car parking lot in Dinegro, the motorway (Genova Ovest), one of Genova's main rail stations (Piazza Principe) and the Old Port with the Aquarium.



GCT

GENOA CABLE TRANSPORT

BEGATO FORT

In line with Municipality programmes, the project provides for the **valorization, functionalization and management of the Begato Fort**, recently transferred thanks to the redevelopment of the Parco delle Mura and the internal connections in the area.

Extensive restoration work, which ended in the early years of this century, guarantees that the external structural parts are in good condition, however for work will be necessary to render it suitable for its new functions. The Fort will be able to host various short, medium or long-term initiatives and activities on the model of the Bard fortress in the Valle d'Aosta.

USEFUL WALKING SURFACE

6445
SQUARE
METERS

COVERED AREA

4.150
SQUARE
METERS

LAND AREA

32.500
SQUARE
METERS

ALTITUDE

450
METERS
SLM



OBJECTIVE: TO COMPLETE THE TOURIST OFFER
Valuing the 17th century defence system of the forts.
A unique historical and natural heritage, which will allow the City of Genoa to consolidate its presence in the international tourism market.



© SBCA | Bengini Ghirardelli Srl

THE ADVANTAGES OF CABLE CARS IN THE CITY

Compact

Cableways offer notable advantages in densely constructed urban settings. The supports and stations have a small footprint and the systems fit well into the urban context.

Unsurpassed view

Passengers enjoy a unique panorama during their journey. This feature also gives the cableway a tourist component and creates an additional source of revenue.

Overcome obstacles

Suspended in the air, cableways can overcome obstacles.

Exclusive use

There is no risk of collisions with other vehicles, as the “transit route” is used exclusively by the cableway.

Regular travel times and continuous transport

The route, used exclusively by the cableway, ensures regular travel times, as it is unaffected by road traffic conditions. Passengers are continuously transported, with no timetables or waiting times.

Short construction time

Once the task has been assigned, construction of the cableway is very rapid, thanks to the modular construction system.

Overcome steep gradients

Cableways can manage steeper inclines than other vehicles and can be adapted to the conformation of the terrain.

Central drive unit & Positive energy balance

Being electrically operated, cableway systems respect the environment. Energy consumption can be adapted to the number of people transported and a single central drive unit located in a station is sufficient to move many cabins.

Relatively low investment and management costs

Compared to other transport systems, cableways have

relatively low initial investment and operating costs. The costs of a cableway are about half that of a tramway and about 1/10th of the cost of a subway.

Cabin access without barriers

The ascent and descent from the cabins is barrierless (level-walk-in). The speed at which the cabins pass through the stations is very low and allows users to get on and off without problems. Thanks to the Stop-and-Go technology, the cabins can be completely shut down in a short time. It is possible to transport bicycles and strollers in all the cabins.

Safety

Comparison with other means of transport:

Analysis of incidents in 2011 provided by the Wiesbaden statistical office (over a period of 5 years, in relation to kilometers traveled per person):

- > Plane: 1 accident in 113 million km
- > Ropeways: 1 accident in 17.1 million km – Car: 1 accident on 1.46 million km
- > Train: 1 accident in 1.31 million km
- > Bus: 1 accident in 616,000 km
- > Tram: 1 accident in 225,000 km

Compared to the total number of passengers, cableways are the safest means of transport.

Architecture

The Architecture can develop freely in the stations and help determine the type of structure & the color of the supports – as well as influencing the appearance of the cabins.

A striking example is the Hungerburgbahn in Innsbruck, whose stations were designed by the famous architect Zaha Hadid. The rounded, white glass domes reflect the alpine landscape around Innsbruck.

A contrasting approach within a medieval metropolis is represented by the MiniMetro in the Italian city of Perugia with its highly characteristic design.

B|LINE

BICYCLE LINE



Promoting cycling means acting on various levels:

- creating new, and upgrading existing, infrastructure,
- encouraging daily use by rewarding virtuous behavior (e.g. for regular home-work cycling),
- introducing innovative forms of bike-sharing,
- communication to citizens and tourists.

The actions must therefore focus on strengthening the infrastructure, providing a complete network of routes supported by an adequate network of bike sharing stations and service equipment (racks, etc.), and in particular:

- a network of cycle paths hinged on the central axes and / or on the main tourist attractions, equipped with interchange car parks with the main public transport terminals (car interchange nodes and local transport networks)
- policies for the diffusion of pedal assisted bicycles.
- increase in the possibility of transporting bikes on lifts, trains and some trams / buses;
- Capillary diffusion of bicycle racks
- limitation of the speed of bicycles in the pedestrian areas.

In the Genoese capital the cycle paths will cover the areas with the highest tourist and commercial density (Porto Antico, via XX Settembre and levante) and those less penalized by the slopes typical of the territory (Val Bisagno); a connected network of cycle paths will be created, possibly separated from other traffic, extending from the central urban area and to the Val Bisagno, supported by current and proposed new bike sharing stations.

A further development of the cycle and / or cycle pathways will involve the entire coastal path and the valleys stretching back from the sea, linking the different levels of cycling mobility: urban and metropolitan, regional (regional cycle network - RCL), national (Bicitalia national network) and European (EuroVelo trans-European network).





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In the launch of a policy to support cycling mobility, in particular in tourist areas but also in urban and metropolitan areas.

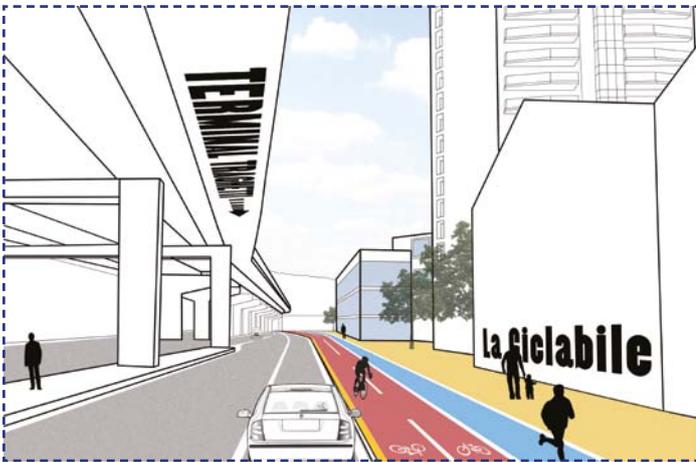
The new law also represents an important cultural, political and technical turning point for urban planning and the management of the future urban and metropolitan area structure, with a focus that aimed at overcoming the current situation where cycling is not part of an integrated transport solution, and is aimed to « promote the use of the bicycle as a means of transport both for daily needs and for tourist and recreational activities in order to

improve the efficiency, safety and sustainability of urban mobility, protect natural and environmental heritage, reduce negative effects of mobility in relation to the health and occupation of land, enhance the territory and cultural heritage, increase and develop tourism activities “(Article 1 paragraph 1).

Within the city of Genoa the cycle paths will cover those areas with the highest levels of tourist and commercial activity (Porto Antico, Via XX Settembre and levante) and those less affected by the hills typical of the landscape (Val

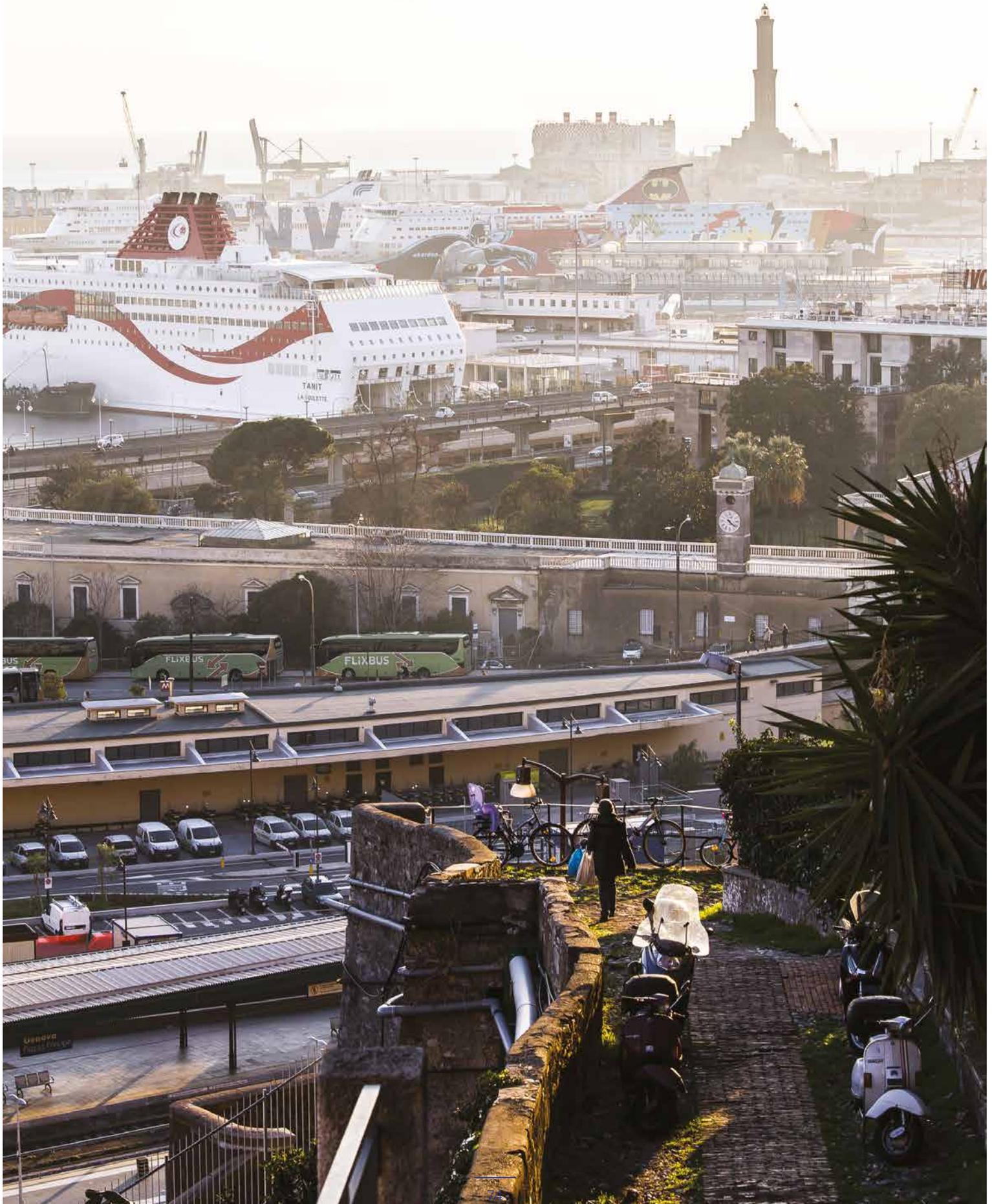
Bisagno); a connected network of cycle paths will be created, possibly separated from other traffic, extending from the central urban areas and to Val Bisagno, supported by current and newly forecast bike sharing stations.

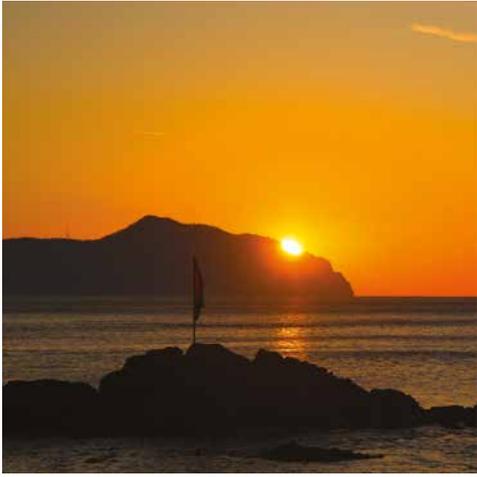
Further development of the cycle and / or pedestrian/cycle paths will affect the entire coastal path and the inland valleys, linking the different levels of cycling mobility: urban and metropolitan, regional (regional cycle network - RCL), national (network Bicitalia national) and European (EuroVelo trans-European network).

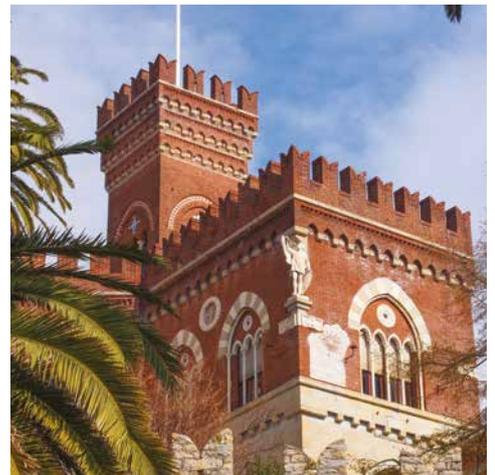
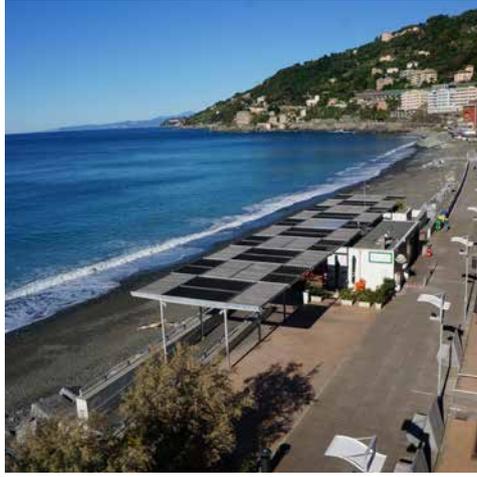
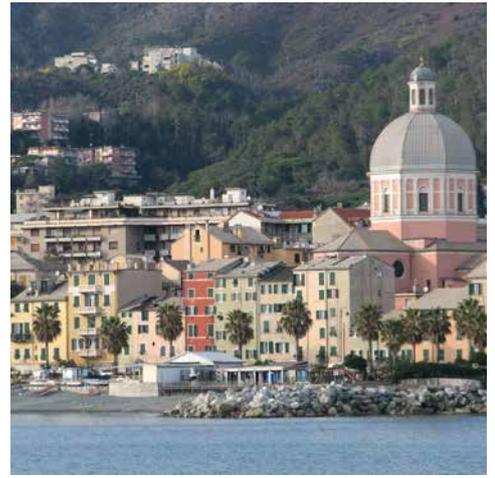
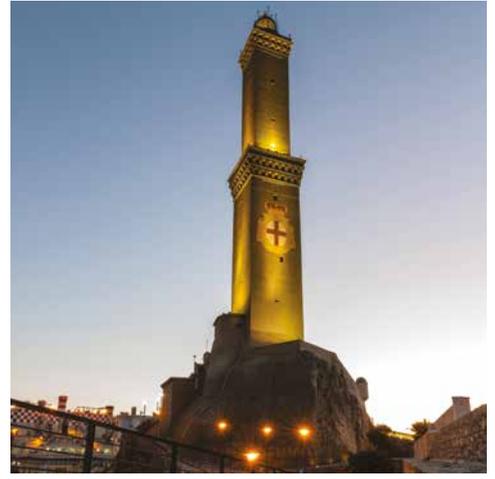


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#GENOVA MERAVIGLIOSA rigenerare geNOVA







CREDITS



COMUNE DI GENOVA



REGIONE LIGURIA



PORTS of GENOVA
VADO LIGURE • SAVONA • PRA • GENOVA

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Liguria Region
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PUBLISHING SUPERVISOR

EDITED BY

Simonetta Cenci
(Genoa Councilor for Urban Planning and Government Ownership)

GENOA COUNCILOR

Stefano Balleari – Genoa Deputy Mayor
Paola Bordilli
Matteo Campora
Paolo Fanghella
Francesca Fassio
Stefano Garassino
Barbara Grosso
Pietro Piciocchi
Giancarlo Vinacci
Arianna Viscogliosi

PROJECT TEAM

Emilia Ameri, Gabriella Borriello, Angela Burzoni, Anna Maria Colombo, Giulia Garbarini, Stefano Malaspina, Renata Morbiducci, Antonio Pastorino, Geronima Pesce, Michela Quadrelli, Cesare Torre

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Alessandra Ferlenga (Liguria Digitale Spa)

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Stellarium srl

GRAPHIC DESIGN AND IMAGE PROCESSING

Simona Franci (Liguria Digitale Spa)

PHOTOGRAPHS

Photographic archive of the Municipality of Genoa
Photographic archive of the Port Authority of the Western Ligurian Sea
Stefano Anzini
Fabrizio Biancardi
Gaia Cambiaggi
Michela Canalis
Marco Gozzi
Fabio Polosa
Roberto Merlo
Antonio Pastorino

VIDEO

Fabrizio Biancardi (Liguria Digitale Spa)
Enrico Martino
Sergio Tani

PRINTING

GRAFICHE G7 SAS

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

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