

# It Doesn't Take Much! 1km of white tape

'It Doesn't Take Much!' workshop aims to prove how minimal interventions can change the perception of spaces and their usability and how we can trigger spontaneous use of the space with low-cost and easy to implement measures. The workshop's intent is to directly intervene in the public space of the historical center of Genova, observing and documenting, **how the interventions affect people's behaviours.**



**IT DOESN'T TAKE MUCH!**

1km of white tape

**THE WORKSHOP WILL BE CARRIED OUT BY THE PARTICIPANTS WITH ON-FIELD INTERVENTIONS IMPLEMENTED WITH WHITE TAPE AND A GIVEN ARRAY OF OBJECTS. THE CAREFUL OBSERVATION OF NATURAL PATTERNS OF USER BEHAVIOUR IN PUBLIC SPACES WILL BE CONTRASTED WITH THE CONSEQUENTIAL BEHAVIOURS AND DYNAMICS TRIGGERED BY THE SERIES OF INTERVENTIONS. THE INVESTIGATION WILL BE RECORDED USING DOCUMENTARY FILM AND PHOTOGRAPHY TECHNIQUES. THE FINDINGS WILL BE PRESENTED AS A SET OF GUIDELINES FOR DESIGN AND ZONING IN THE PUBLIC SPACES.**

## **Historical Center**

The area of the workshop is the very heart of the Historical Center of Genoa that stretches between Via di Porta Soprana, Via San Lorenzo and Via Turati in the North-East, Mura delle Grazie in the west, Mura della Marina and Via Ravecca in the south.

The Historical Center is a unique part of the city, adapting to the steep topography of the city, it has developed through centuries into an incredible maze of public spaces, from plazas to stairways to the typical little narrow streets called 'caruggi'. The extremely high building density defines the character of the shadowed labyrinth underneath. The variety of spaces and the complexity of the urban fabric makes the historical center hard to navigate even for the locals. The cultural heritage is outstanding, and often completely embedded in the architectural context, creating another level of surprise for the visitors.

Genoa, a harbour city, has always hosted sailors and people from around the world in its historical center, which has been in poor condition until a partial regeneration in the early 90s. **Today, as in the past, many of its inhabitants are immigrants and their presence defines the multicultural identity of the city.** The cultural heritage, and multicultural identity coexist with several cafes and restaurants that make the historical center the most vibrant nightlife district of Genoa. **Participants of the workshop are challenged to understand the urban and social mix and deal directly with the intrinsic complexity of the area.**

## **Urban Diagnosis**

Participants will be provided with thematic analysis of the selected portion of the historical center as base material. The analysis covers topics such as: heritage, program, real estate value, demographics and criminality.

The initial research gives the base for participants to critically explore the historical center, defining their own priorities and accordingly select the intervention area/s. The search for the site is therefore resulting from a 'urban diagnosis' and is meant to respond to questions and topics that arise in the research and exploration phase.

## **The white tape**

How can minimal low cost interventions can change the perception of spaces and the their usability? Are they 'projects' on their own or do they constitute a system?

Urban intervention are the tools meant to trigger new behaviours, address, create awareness. Deriving directly from the urban diagnosis, they transform them into action.

**Interventions will share the same basic raw material: white tape.** Using the tape participant can decline its use in many ways: they can address people from A to B, they can create 'rooms', they can highlight situation and they can write and draw. In addition, an array of (white) objects will be given to participants in order to expand the spectrum of interventions' opportunities.

### **Investigation**

**The workshop aims put under the spotlight how such simple interventions and actions can change the patterns of use in public spaces.** To document these changes a short observational documentary film will be made during the course of the workshop. Participants will be required to work closely with the filmmakers during the course of the week to enable the recording of their interventions using documentary film and photographic techniques. The resulting film will be a playful look at the locations before and after the interventions and will show us the public's response to the participants work.

### **Guidelines**

The final outcome of the workshop will become a set of design principles that could be used by the city. The interventions will be critically analysed transforming them into active design principles. The analysis will catalogue the interventions, cataloguing them according to their ability to be implemented on a temporal or permanent basis. The conclusion will define a number overarching design guidelines that could be used in the historical centre, as well as the definition site-specific priority projects: an agenda for the city.

## **Program**

**From** Wednesday the 24th of November to Saturday the 28th.  
The workshop is open to a **maximum of 12 participants**, young architectural, landscape architecture and urbanists graduates and students of architecture.

**Organised by:**  
New Generations Festival, Genova

**Directed by:**  
Francesco Garofalo (Openfabric) in collaboration with Daryl Mulvihill (dmau)

**With collaboration of:**  
Manuel Gausa, PhD in Architecture and Design, DSA, Department of Architectural Science, Genova University, Polytechnic School

**Promoted by:**  
Ordine degli Architetti PPC della Provincia di Genova e la Fondazione Ordine degli Architetti PPC della Provincia di Genova

**Location of the workshop:**  
the Historical Center of Genoa, and Museo Sant'Agostino

**Time:**  
from 9:00 to 13:00 and from 14:00 to 18:00

**Language:** English

Skills and requirements: laptop with basic design programs such as Autocad and Illustrator. Camera and/or phone to shoot pictures and videos. Participants need to be open to continuous interaction with other participants and the general public, action oriented and well disposed to teamwork.

**Fee:** 80 euros

Credits: 15 CF for architects

## **Schedule**

### **Tuesday 24th**

15:00/18:00 - Introduction of the workshop, presentation of the basic preliminary research and open discussion with the participants

### **Wednesday 25th and Thursday 26th**

9:00/13:00 and 14:00/18:00 (Historical Center) on-site interventions with video and photographic documentation of the interventions and consequent people-s behaviour.

### **Friday 27th**

9:00/13:00 and 14:00/18:00 (Museo di Sant'Agostino) Development of the guidelines and toolbox, and development of documentary film.

### **Saturday 28th**

9:00/13:00 (Museo di Sant'Agostino) Development of the guidelines and toolbox, and development of documentary film.  
and 14:00/18:00 (Museo di Sant'Agostino) Final presentation.

## **CALL FOR PARTICIPANTS:**

### **Would you like to participate to "Doesn't Take Much!"?**

To participate inscribe on iM@teria following the link  
<https://imateria.awn.it>

**The call is open from the 6th to 16th of November.**

Participants will be contacted by email from the Monday 16th of November.

Participants: max 12 from architecture and accademic field (6 + 6)

*MODALITÀ D'ISCRIZIONE e PAGAMENTO: attraverso il portale di iM@teria collegandosi al link <https://imateria.awn.it>*

*Iscrizioni aperte dal 06 novembre al 16 novembre 2015*