

# trAILS Addressing the Alpine Industrial Landscape Transformation

*trAILS focuses on former productive landscapes in the Alps, understanding their ecologic, economic and social regeneration as key priorities for the sustainable development of the Alpine region.*

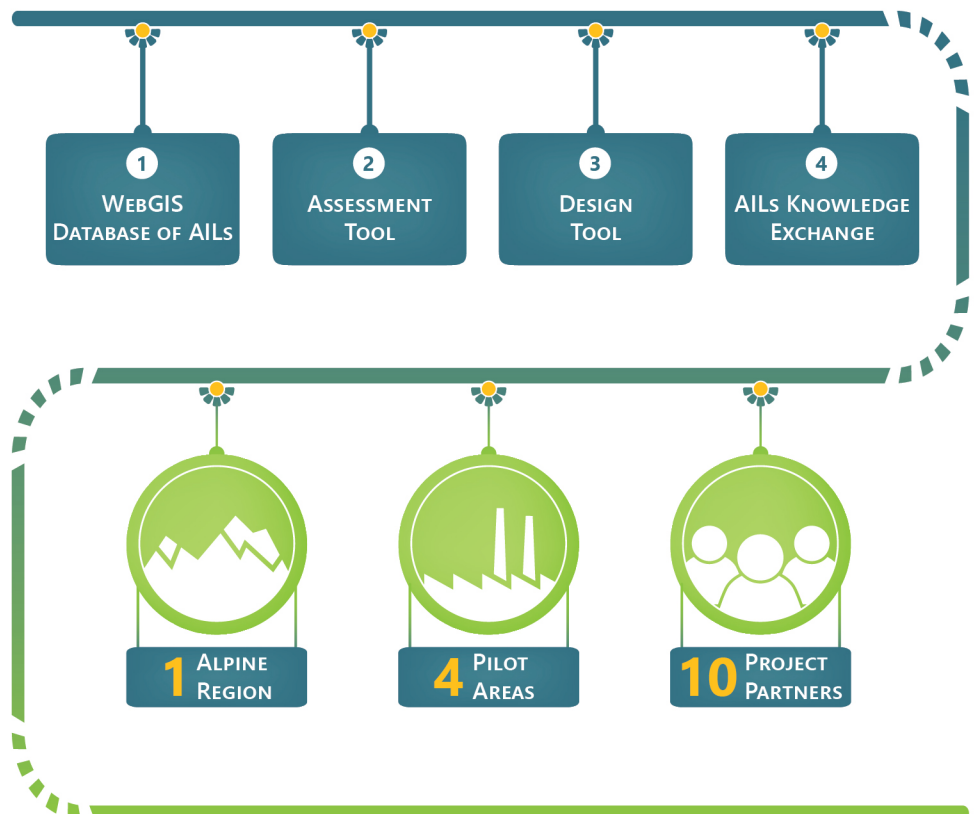
## NEWSLETTER 2

*It is all about site visits, co-design workshops and test-designs!  
Take a look at the ideas for Eisenerz (AT) and Borgo San Dalmazzo (IT).*

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### About

The decline of traditional heavy and manufacturing industry is occurring nowadays even in peripheral and less urbanized regions, such as the Alps. Here, in the so-called "green heart of Europe", this process is leaving behind impressive former productive landscapes of relevant size and complexity: Alpine Industrial Landscapes (AILs). The potential value of AILs in terms of sustainable transformation is strongly connected to Alpine-wide ecological, economical and social key challenges, such as the regeneration or improvement of blue and green infrastructures, the reactivation/up-grade of regional economies and the promotion of local identity and cultural heritage. The trAILS project will support local and regional stakeholders in the complex process of sustainable AILs transformation, providing them with strategic planning tools for the future as well as with useful hands-on experiences.



*Project outputs*



## Co-design workshop in Eisenerz

On the 6<sup>th</sup>-8<sup>th</sup> of May, the project partners visited Eisenerz, in Styria (Austria). An intensive three-day fieldwork and workshop was held with stakeholders and project observers. On the first day we had a short site visit of the former blast furnace site Münichtal, accompanied by personnel from Primaras company. Afterwards, the team spent the afternoon presenting the results of their thematic assessments. A roundtable discussion followed, in order to carefully plan and organise the workshop held the following day. On the second day, the workshop started by a welcome greet of the Austrian regional partner. Twelve representatives from the Municipality of Eisenerz were present. The morning session proceeded with an intensive mid-day roundtable discussion,



organized in three interdisciplinary working groups facilitated by the Technical University of Vienna (TU Wien). The day concluded with a joint review of the workshop outcomes in a plenary session. On the third and last day, the project team discussed and evaluated the overall experience

and workshop results. Based on the workshop outcomes and discussion, a set of scenario-based planning recommendations for the Münichtal site have been there prepared and made available for the stakeholders.

## Site visit in Borgo S. Dalmazzo

On the 27<sup>th</sup>-28<sup>th</sup> of June, the team met in Borgo San Dalmazzo for the site visit on the Italian pilot site. The team was guided by Gianpaolo Beretta, the Mayor of Borgo San Dalmazzo, and Daniela Risso, a local expert and planner. We explored the Italcementi site surroundings and by bus the Gesso valley. Afterwards we moved to the city hall of Borgo San Dalmazzo for an intensive and fruitful roundtable session with key local stakeholders, such as the Mayor of Valdieri and the head of urban planning of Borgo San Dalmazzo and others. The roundtable session helped partners to deepen their knowledge of the context of the pilot site and to become aware of the most important challenges related to the future of the cement plant.





## *Co-design workshop in Borgo S. Dalmazzo/Valdieri*

On the 25<sup>th</sup>-27<sup>th</sup> of September, the project team met in Valdieri, at the headquarters of the Regional Park "Alpi Marittime", for the second co-design workshop on the former Italcementi site of Borgo San Dalmazzo. The workshop, as a milestone activity of Work Package T3 (Test AILs), aimed to develop, together with local and regional stakeholders and observers, a strategic vision for the future of the former industrial site. The workshop saw a great participation, with 26 among stakeholders and observers. After being welcomed by the regional partner and the lead partner, they were introduced to the project team.

The first session was organized around three thematic tables (spatial development, environment and socio-economics), around which the stakeholders and the project partners

discussed and shared their insights on the future transformation of the site and its impact on the regional scale. In the second session, the thematic results were presented by

each working team in a plenary session, thus receiving an immediate feedback by the other stakeholders and experts.



## *Site visit in L'Argentière La Bessée and La Roche de Rame*

On the 21<sup>st</sup>-22<sup>nd</sup> of November, the trAILS team met in the Haute Durance valley, in the French Alps, to visit the two brownfield sites of L'Argentière La Bessée and La Roche de Rame. The field visit and the following roundtable discussion on the sites and regional challenges and potentials was gladly enriched by the knowledge and guidance of local representatives and experts, among which the Mayors of L'Argentière and La-Roche and the President of the Community of municipalities Pays des Ecrins, as well as by the Region SUD (a project observer).





*As an integral part of trAILS activities, and in particular of the co-design workshop with local and regional stakeholders, the Technical University of Munich, the Technical University of Vienna and the Polytechnic University of Milan worked intensively with their students on the pilot sites in Austria and Italy. Some of the most interesting ideas and visions generated by architecture and planning students are here briefly presented.*

## EISENERZ

At TU Wien, architecture and spatial planning students dealt with the industrial landscape of Münichthal in Eisenerz. The aim of the interdisciplinary course was the conception of development paths for the partly obsolete area and the existing buildings. At the same time, the student projects try to respond to regional needs, objectives and expectations and put them in the centre of the analysis and the development of ideas. The multi-scale concepts and the interdisciplinary elaboration of the drafts show development paths for the industrial landscape itself and present new ideas for Eisenerz and the region.

The municipality of Eisenerz is currently working on a new mission statement and is therefore defining fixed development goals. The resulting strategic directions can also be helpful for transformation processes in the industrial sector.

### Woodlark Eisenerz (idea by Sarah Gross, Sarah Raiger, Max Scheidl)

The redesigned site is used by small to medium-sized businesses from the wood sector. The heart of the project is the Woodlab Workshop in the former Alumelt hall. The already existing cooperation between "HAK" and the "Jugend- und Erwachsenenbildungszentrum" will be further expanded, which leads to offering more apprenticeships in the wood sector. Using regional wood as a

resource, will change the current image of the area. In addition, on the site only electric vehicles will be used to distribute the goods, which will drive as autonomously as possible. To save cost and time, the supply and delivery will be done collectively. The logistics and transportation on site are thus environmentally friendly and the formed buildings are sustainable for the future.



### Iron valley (idea by Josefine Mochar, Niklas Kirstein, Magdalena Oppel)

Eisenerz once was an key location in a very prosperous and dynamic region that deeply included and involved other communes in the heavy industrial sector. Currently, the connection seems lost and each town finds itself in a battle for survival.

Therefore, the overall goal must be reconnecting the region and thereby reducing individual dependencies on single resources. A strengthened Eisenerz can act as a central location and an anchor point for a strong network, branded as IRON VALLEY.





## BORGIO SAN DALMAZZO

The transformation of the disused cement industry landscape of Borgo San Dalmazzo and surroundings was the focus of design courses at the Technical University of Munich (landscape architecture) and Polytechnic University of Milan (architecture and urban planning). The students projects, which are based on trAILS materials (thematic assessments) and integrated by on site analyses performed by the students themselves, comprise a wide spectrum of potential future scenarios for the Italcementi site and the surrounding valley landscape, from the productive reuse of the existing spaces towards ecological-oriented renaturalization.

### Eco-district (idea by Shahriar S. Ariaee, Federico Brancoli de Monteforte, Maria M. Chirico, Tommaso Favaretto)

"Eco-district" in Borgo San Dalmazzo is an urban regeneration project working mainly on two scales of intervention: territorial and a local. The area is identified as a green-hub to connect the town with the surrounding region, and thus a green network based on slow-mobility is established including elements of the local cultural landscape, ecological corridors and cultural hotspots. The cement plant is turned into an innovative

"vertical farm", which uses hydroponics-oriented cultivation methods instead of soil-based extensive models. This allows to keep the site productive, as requested by the community, but at the same time it integrates the former cement plant into a wider ecological network, extending towards the whole Cuneo province and including the natural parks in the mountains and along the Gesso river.



### Re.Binding Borgo (idea by Fabian Konopka, Jan Rosciszewski, Carling Sioui)

The concept identifies a valuable potential in the metaphysical connection of a missing future vision for young people, the ageing society of cities like Borgo and the physical disconnection of the site and the context. As a new department, Italcementi brings back a future vision for the young generation by professionalising, developing and translating the old knowledge and cultural professions

towards the modern century and by that not only keep a culture alive but to relive a culture and its knowledge. Giving people a reason to come to this place requires a spatial concept that is flexible and grows within the development. That's why the concept builds the process in which the site can grow and develop and bases on the transition between the context and Italcementi.





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about project activities,  
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**Level Up / taking Italcementi to the next step**

(idea by Larissa Böhrkircher, Josef Östblom, Lotta Steger)

The concept targets social, economical and ecological aspects by abstracting the terrace structures of the surrounding landscape and uses them simultaneously to tackle the very prominent high risk of flooding at the site and the nearby areas. Subdividing the intervention into three partially floodable levels, the design approach reconnects the river Gesso to the town both physically and mentally. By keeping and reusing elements of the existing factory, the identity of Italcementi and therefore its history is being kept, while the site takes new forms, offering a variety of possible

uses and space for a further future development. A key aspect of the project is to overcome barriers and to create new connections. May it be between the two currently separated towns Borgo San Dalmazzo and Roccaione or between the former industrial site and the pilgrimage church of Monserrato, which is of great importance to the people of the villages. Through this a clear and positive position is taken, showing that former industrial sites can indeed have a positive impact and are a rightful part of the alpine landscape.



**RE-Starting**

(idea by Letizia Cavalli, Hossein Faraji, Geronimo F. Fioravanti, Siavash Rashidi)

The proposal aims to initiate a process on the territory based on its resources, among which the former Italcementi area. The site is located in a strategic position, provided with a good accessibility and surrounded by natural and human resources available in the three valleys meeting right on the spot. The site refurbishment considers the still existing transportation network as a

potential, while the regional touristic system and the agro-pastoral activities in the surroundings as valuable opportunities. By focusing on the environment and natural resources, the project works on three layers: an Agro-Hub, Agro-Forestry action-planned interventions and a Touristic Hub. To enable these interventions, a set of tools and planning guidelines are provided.

