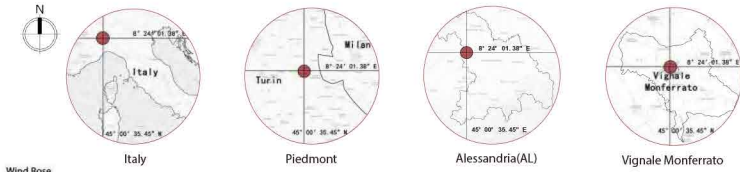


THE "EDIBLE" HERITAGE VILLAGE

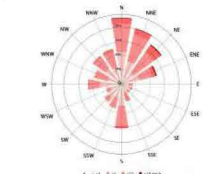
--- Food and Wine Tourism in Vignale Monferrato

Politecnico di Milano, Scuola di Architettura Urbanistica Ingegneria delle Costruzioni, Master Degree in Landscape Architecture, Land, Landscape and Heritage - a.y. 2020 - 2021
 BUILT ENVIRONMENT AND LANDSCAPE DESIGN STUDIO - Prof. Carlotta Fontana, Prof. Irene Toselli, with Arch. Albina Davletshina, Arch. Carla Ferrer Llorca, Arch. Fabiana Pianezze

Location Analysis



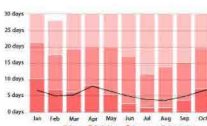
Wind Rose



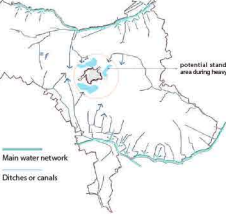
Average Temperatures and Precipitation



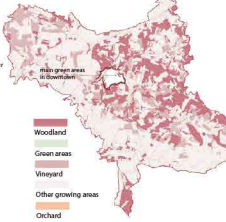
Cloudy, Sunny, and Precipitation Days



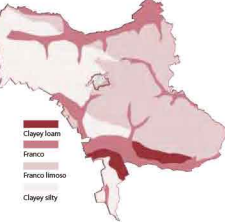
Water flow Analysis



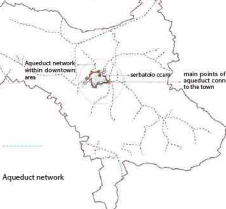
Agricultural land Analysis



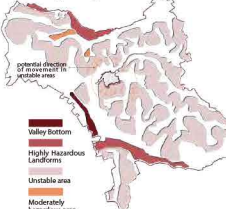
Soil Texture Analysis



Aqueduct Analysis



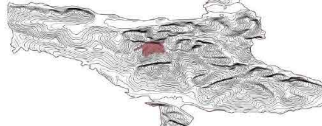
Geomorphological Analysis



Historical and Cultural Center Analysis



Topographic map



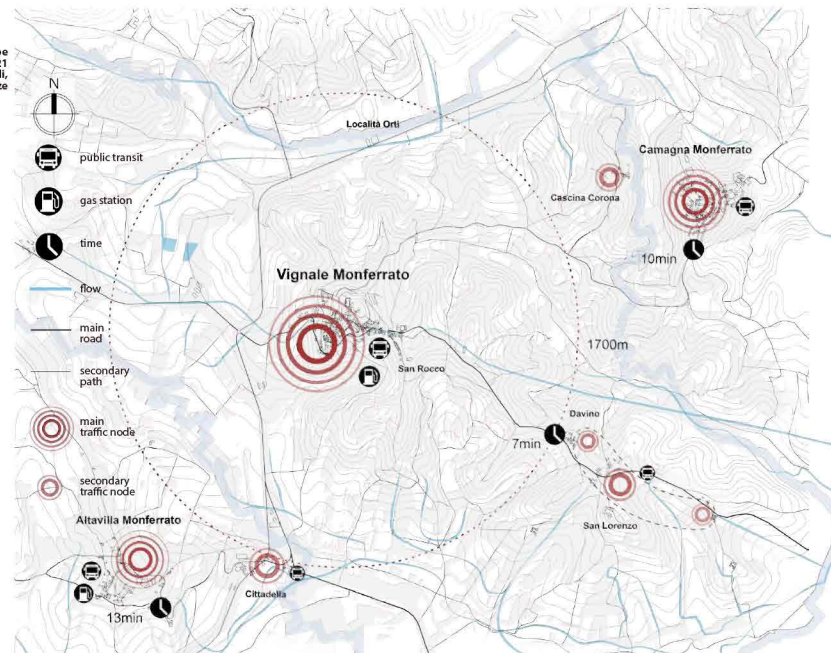
Traffic Analysis



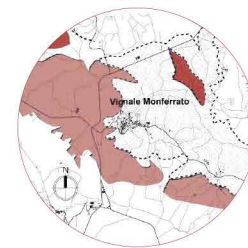
Crop growing area



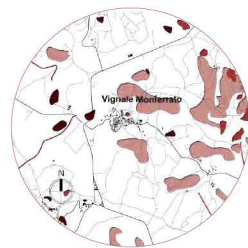
Vineyard planting area



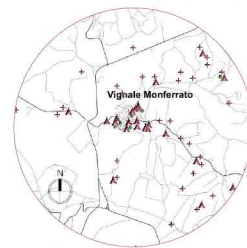
Geology Analysis



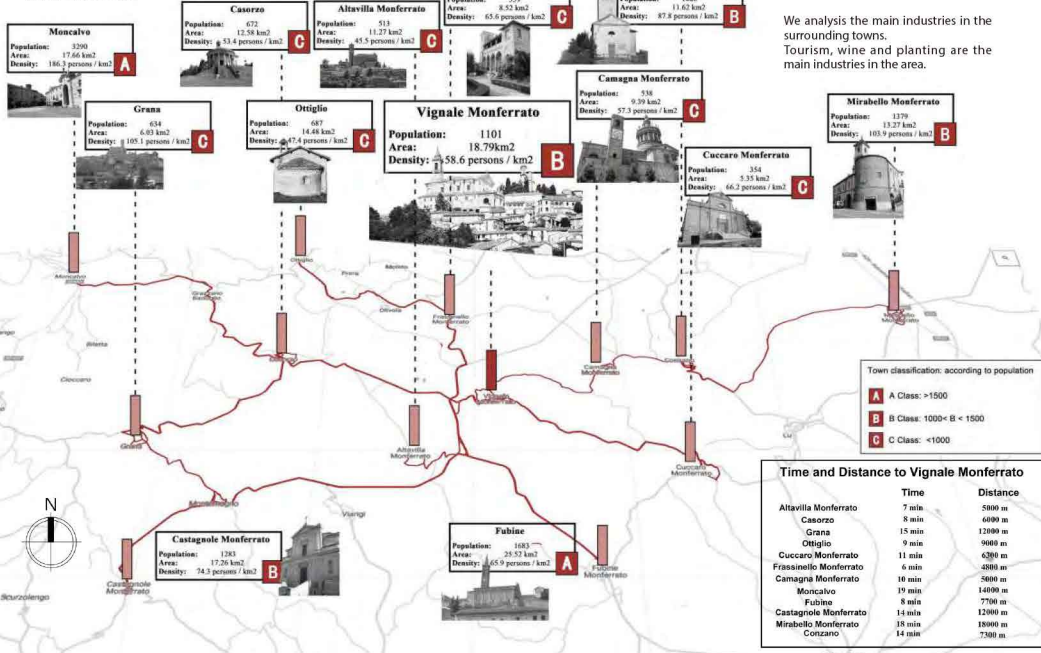
Landslide Analysis



Wine Production & storage Analysis



Towns Networks



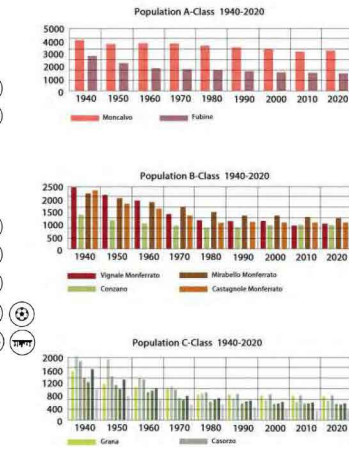
We analyze the main industries in the surrounding towns. Tourism, wine and planting are the main industries in the area.

Related major industries

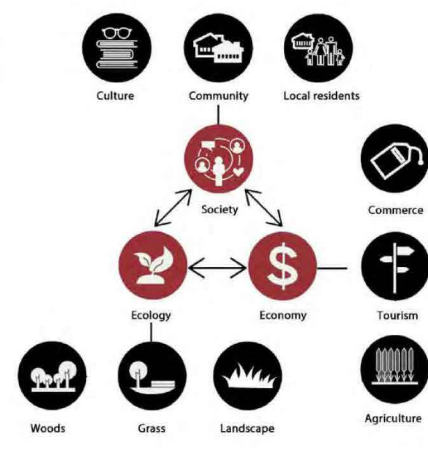


- Vignale Monferrato
- Altavilla Monferrato
- Casorzo
- Grana
- Ottiglio
- Cuccaro Monferrato
- Frassinello Monferrato
- Camagna Monferrato
- Moncalvo
- Fubine
- Castagnole Monferrato
- Mirabello Monferrato
- Conzano

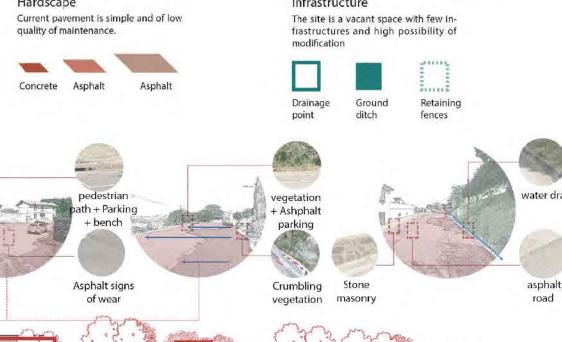
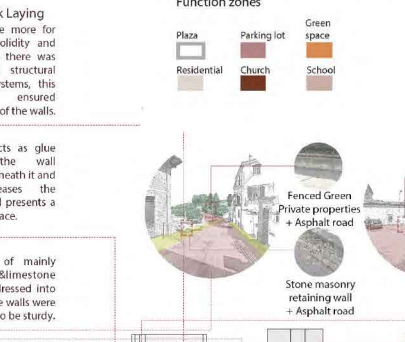
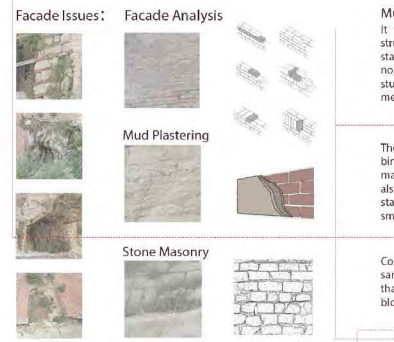
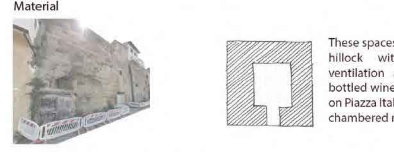
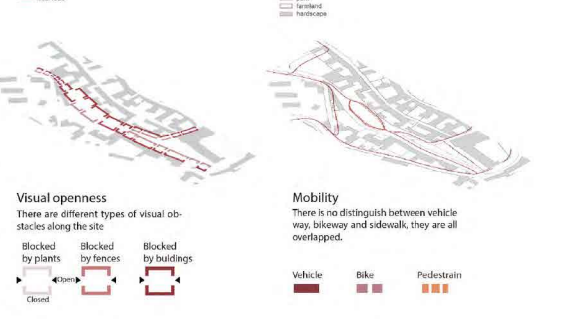
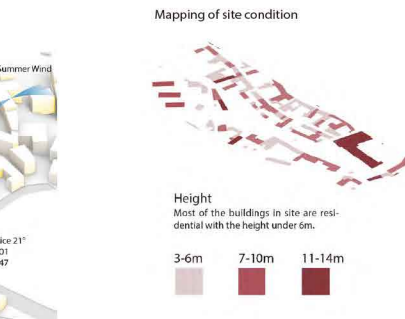
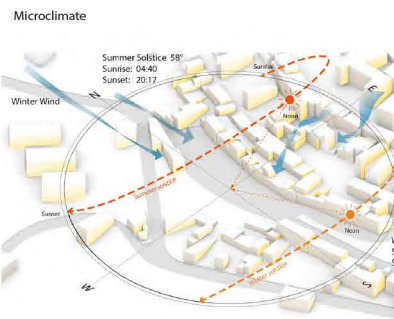
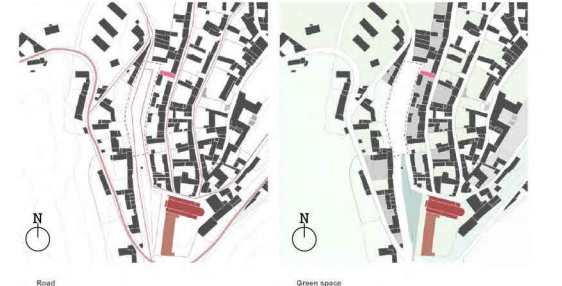
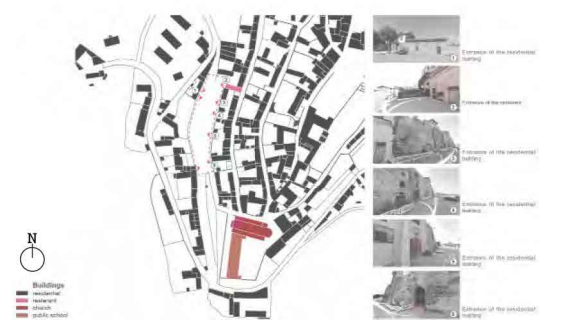
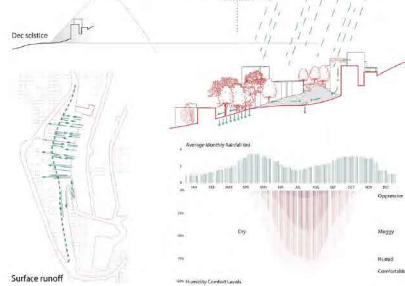
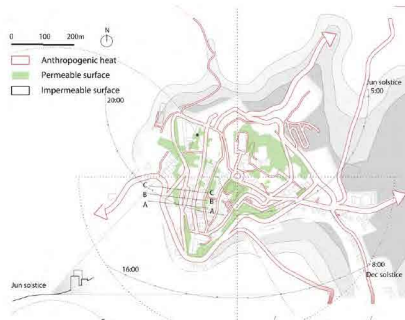
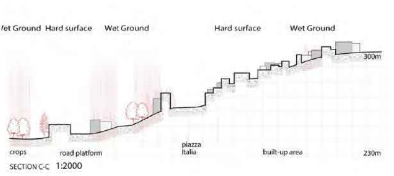
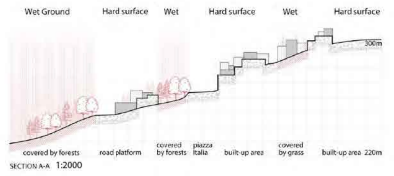
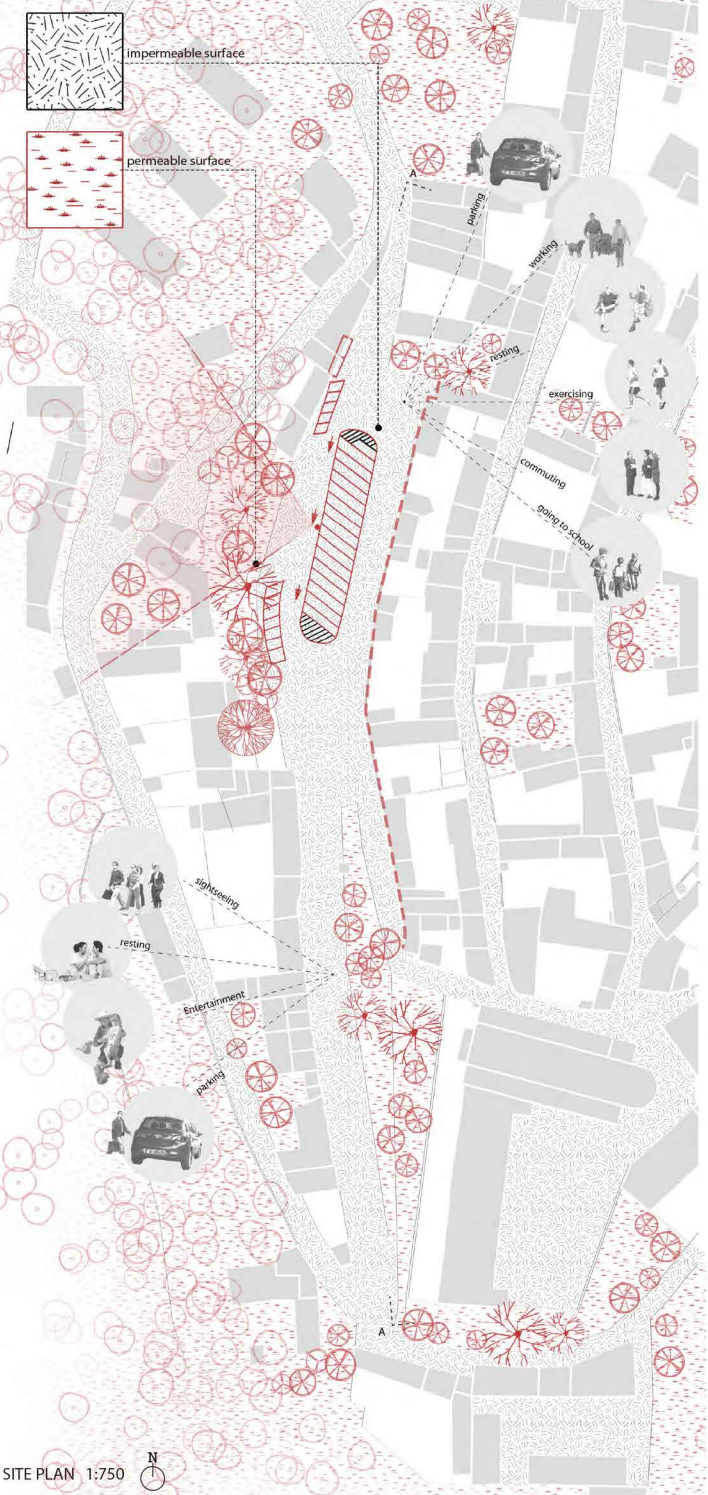
Population loss Analysis



The Cycle Mode



PANEL 3 | Group 3
Site-specific analysis of PIAZZA ITALIA



THE "EDIBLE" HERITAGE VILLAGE

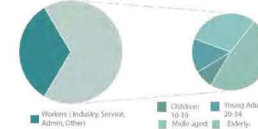
— Food and Wine Tourism in Vignale Monferrato

CULTURAL. CONSUMABLE. CO-OPERATION.

IssueS Identified:
 - Migration of younger generation due to education/ better employment.
 - Increasing number of elderly population

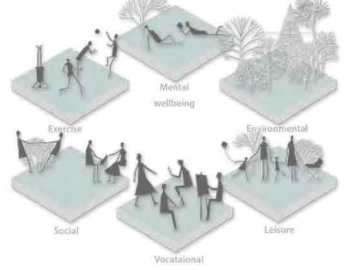
39% According to Statista, the percentage of Italians engaging in gardening activities

New Farmers ?
 % of population that can take up Gardening activities in Vignale Monferrato



Creation of spaces for growth and interaction for the people of Vignale Monferrato:
 - To install a sense of pride within the citizens
 - To create new opportunities for the younger generation
 - To create a common space for social interaction for the elderly

Why FARM?

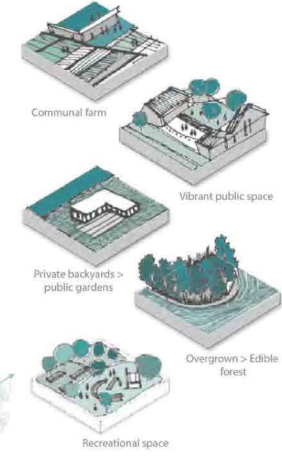


"It's not just about farming. It's about flexing the people and in turn the commune.
 Fresh food, healthy people and passing down the cultural heritage"

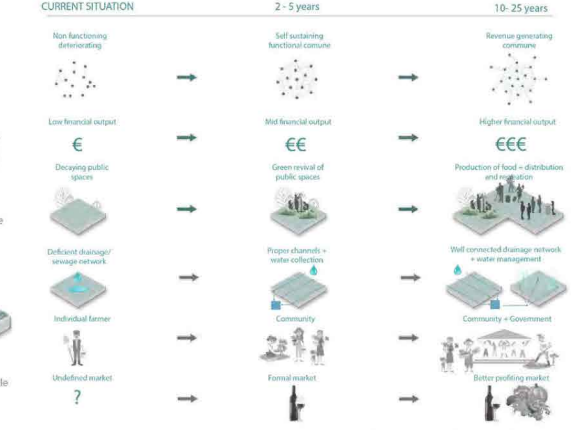
Strategies:



Green strategies:

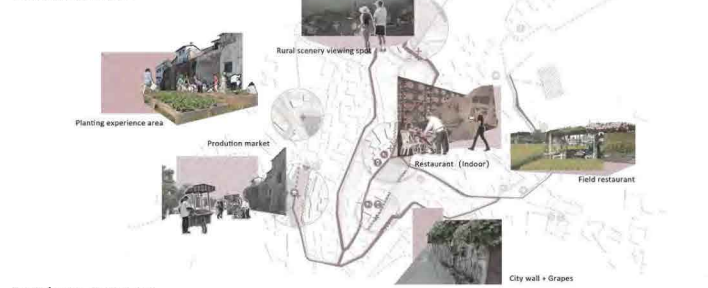


Urban Gardening and Green Space Governance: Towards New Collaborative Practices

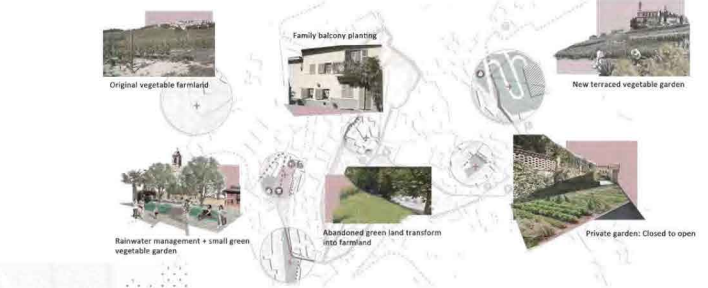


The project will require foundational infrastructure to support urban farming that can easily be retrofitted into proper growing facilities for phase two. We hope during this phase to begin to retrofit existing infrastructure into communal spaces and market spaces. Our aim is to keep the young generation and inculcate them into the community that share similar values in order to help combat the aging community and to create a space for tourists and the locals to learn more about the wine making process and traditional farming methods

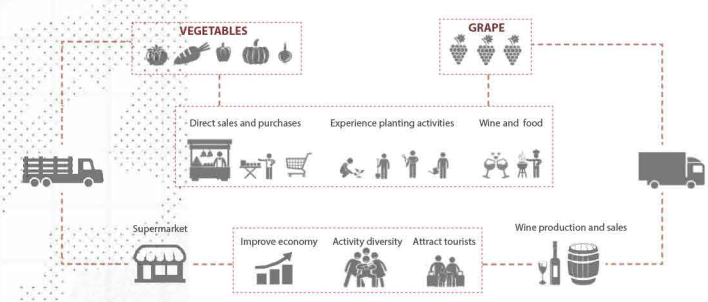
Tourist Activities



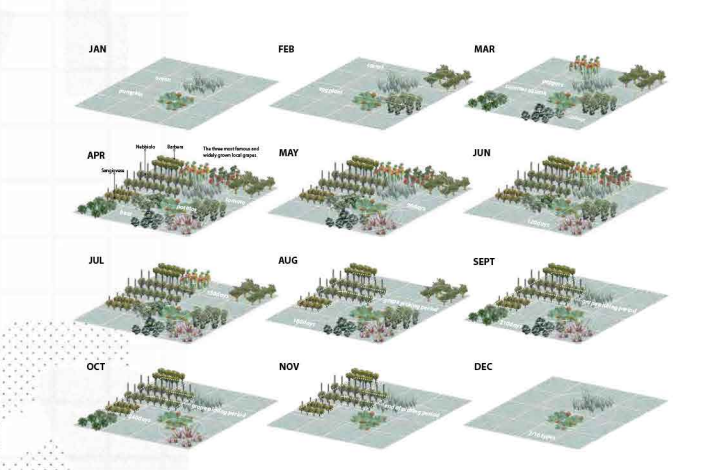
Residents Activities



The Production And Market Of Edible Plants

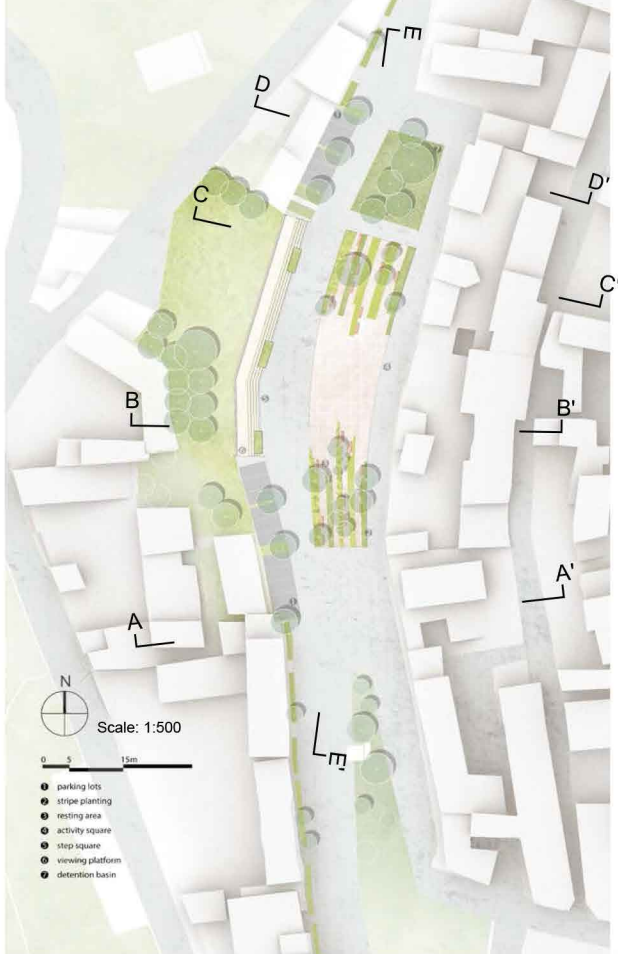


Analysis Of The Types And Growth Periods Of Edible Plants

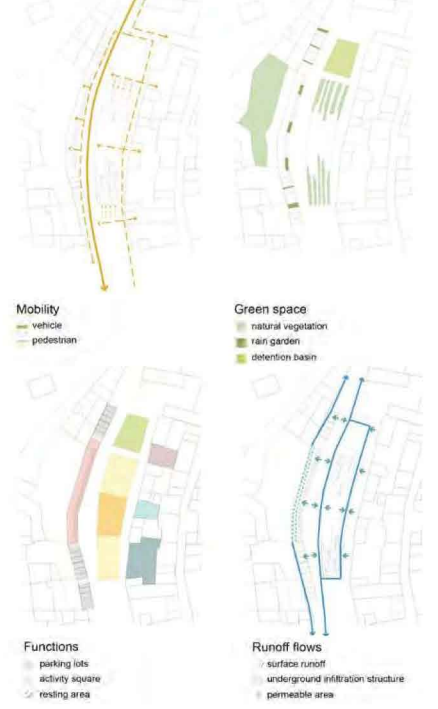


PANEL 5 DETAIL DESIGN

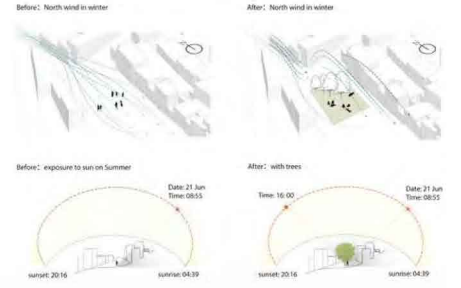
Plan of Piazza Italia



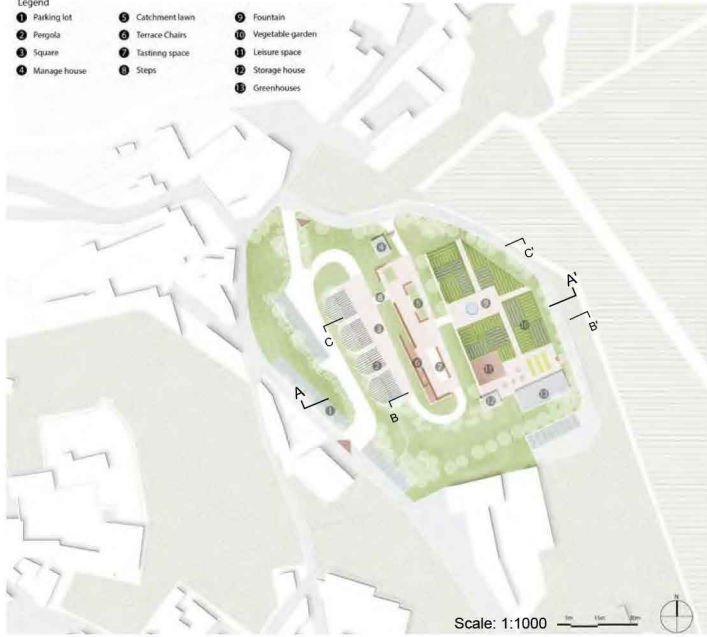
Analysis



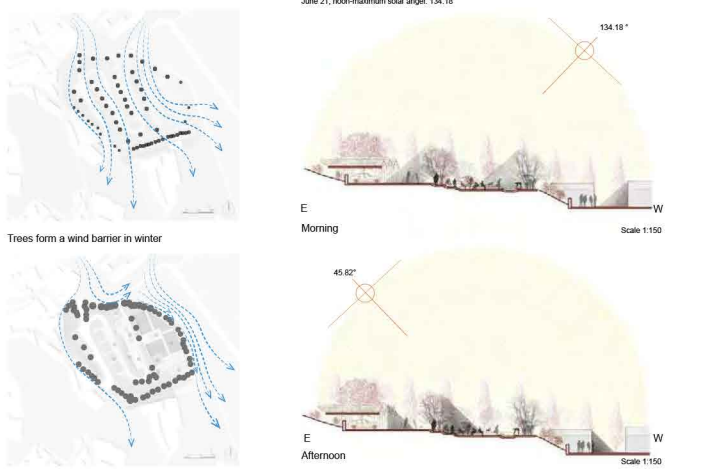
Microclimate Analysis



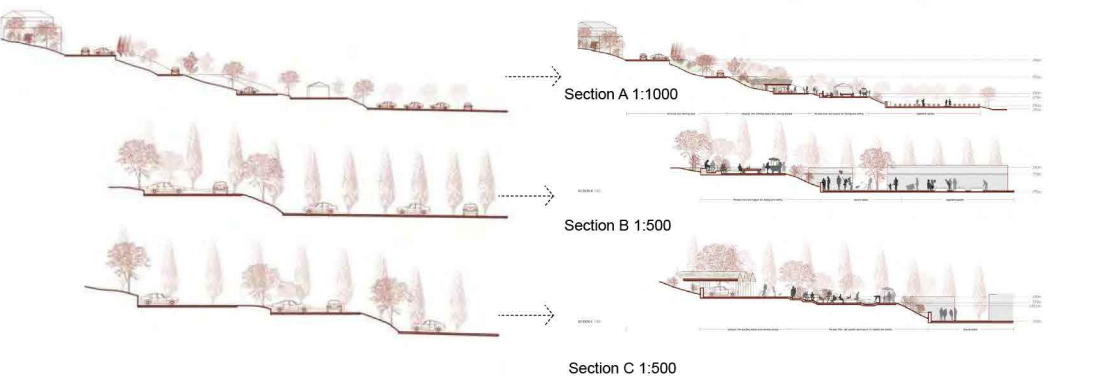
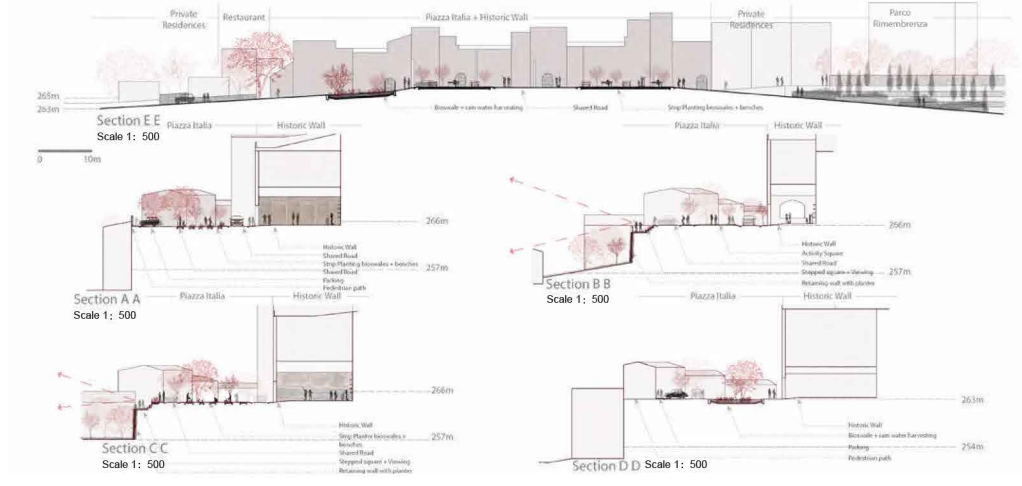
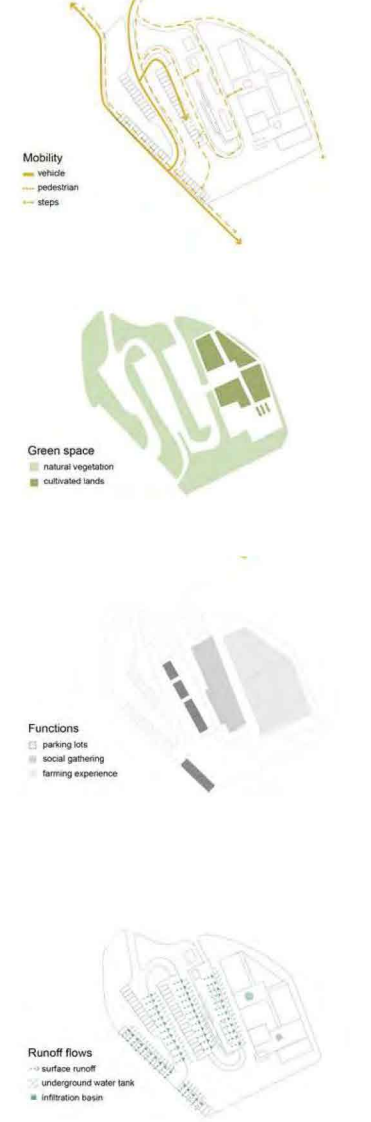
Plan of Parking lot

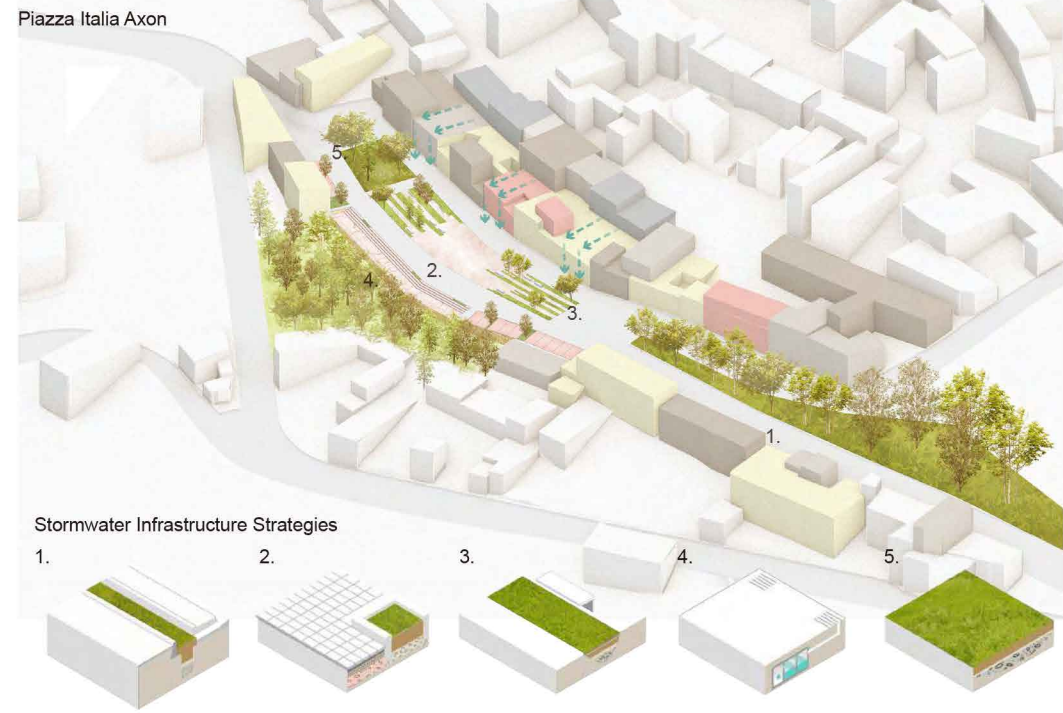
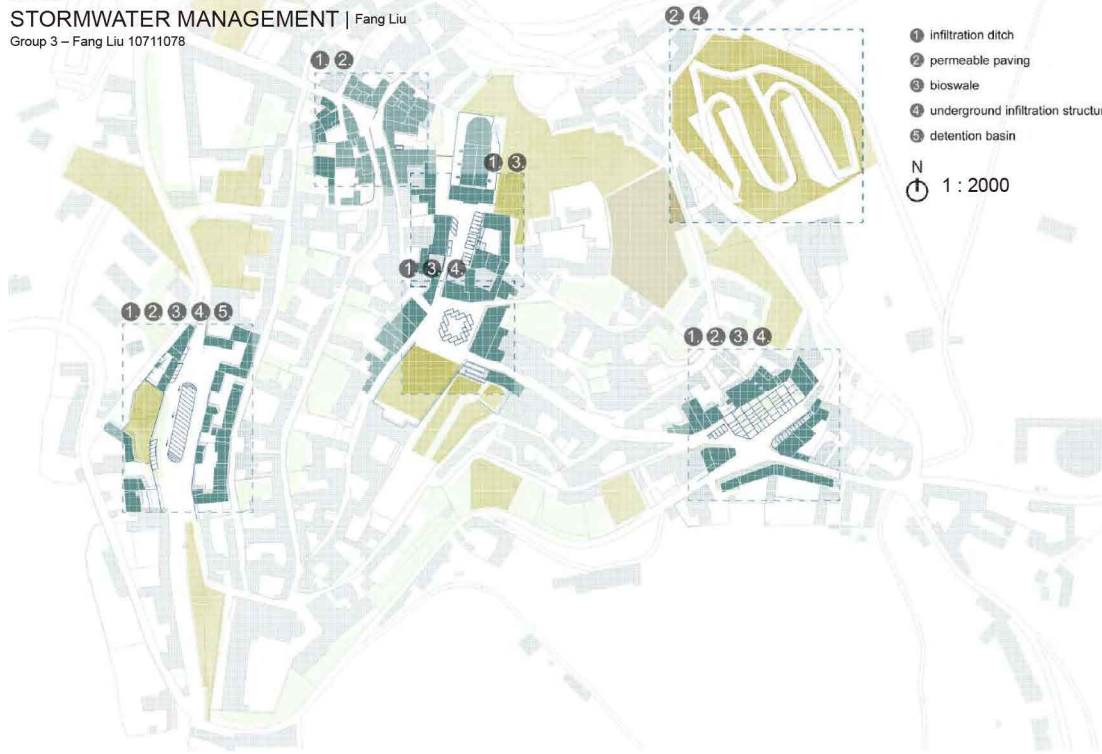


Microclimate Analysis

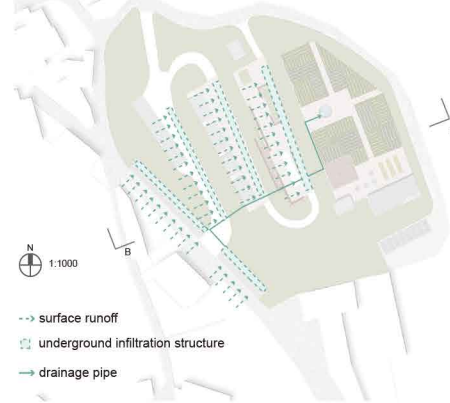


Analysis

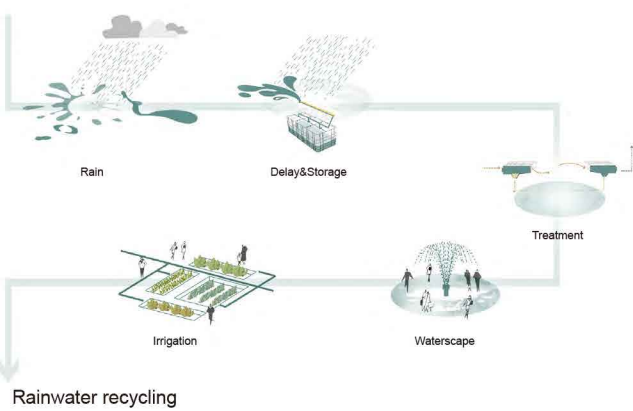




Parking lot runoff flows



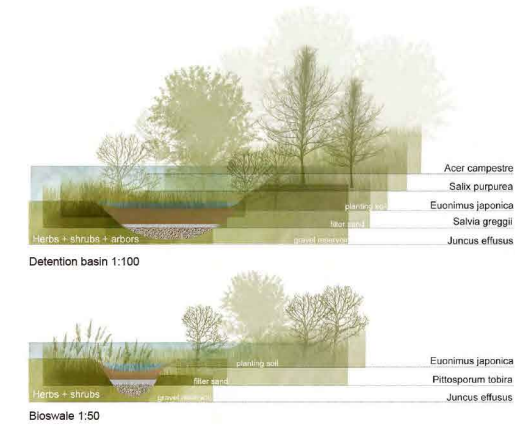
Rainwater collection



Piazza Italia runoff flows



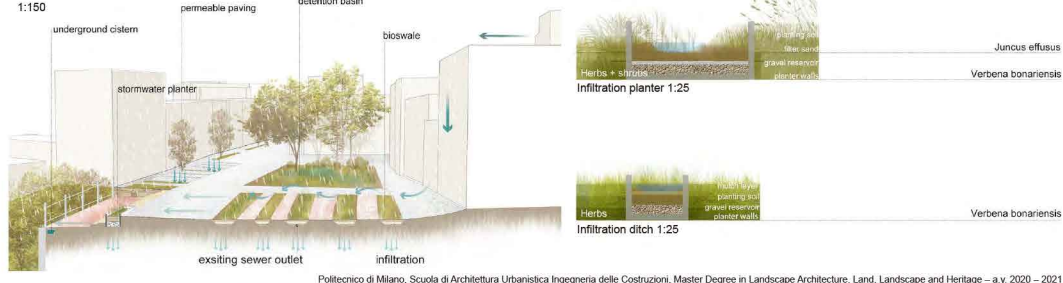
Plants selection



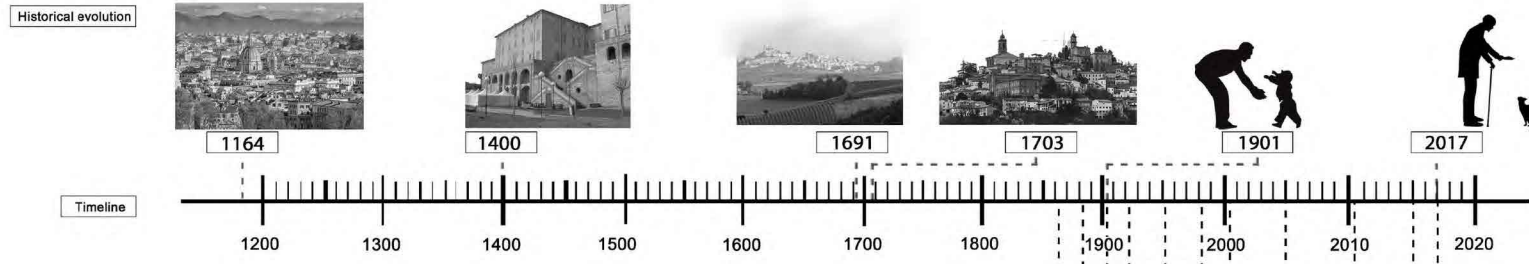
Parking lot B-B section



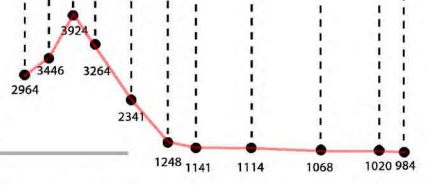
Piazza Italia A-A section



History Continuation



Population



1164 The village has medieval origins, although the area was already known in Roman Times. Mentioned for the first time in a document dated 1164, it was subjected, for centuries, to the domain of several families of Lords before becoming a fief under the rule of the Al-eramici.

1400 The town, built around its castle and surrounded by a series of fortified walls, is divided, since the late Middle Ages, into districts, or cantons, division that was abolished in the XVI century.

1691 During the long period of wars of succession of Monferrato, Vignale was involved directly in the fighting and partially destroyed. To complete the negative period of the town's history, Vignale and its inhabitants suffered a plague epidemic in the late XVII century.

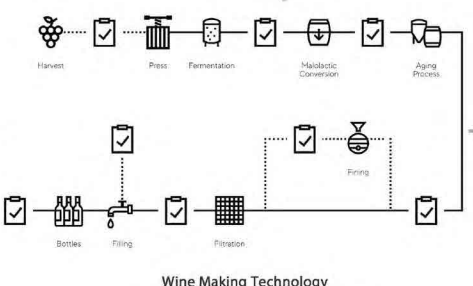
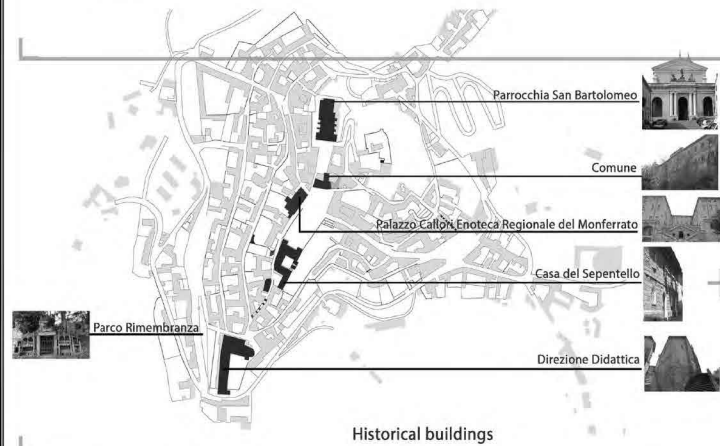
1703 At the beginning of the XVIII century the territory became part of the dominions of Savoy and shared the same fate and history.

1901 Since entering the modern society, the population of VM has reached a historical peak in 1901.

2017 From 1901 to 2017, the population of VM has been declining, and the problem of population aging is also increasing.

Intangible Heritage

Tangible Heritage



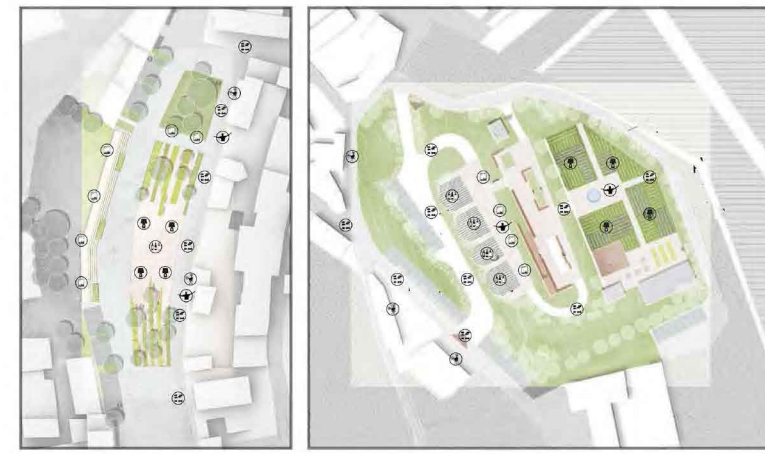
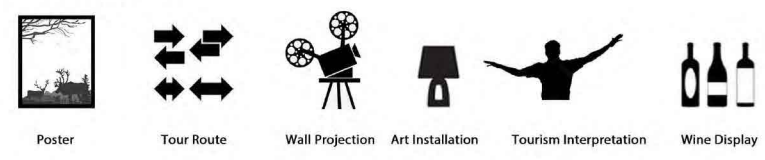
Building Maintenance
Historical building is a carrier of cultural spirit, through which we can understand the rich cultural connotation. In a certain sense, they are the "symbol of historical memory" and "the chain of urban cultural development" of a certain city, because they have witnessed the vicissitudes and changes of the city for hundreds of years. Once destroyed, it will be difficult to recover and continue.

Wine culture
Wine culture is one of the most important local cultures. Therefore, how to effectively protect and continue the local wine culture is one of the issues of local heritage protection.

Tourism
Through the understanding of historical buildings, tourists can supplement and improve their own cultural quality. Vignale Monferrato's rich and colorful historical buildings can make visitors have a novel architectural aesthetic experience, leaving a good impression unforgettable.

Historical Research
Historical buildings are rich in research value. This kind of value is not only limited to appearance, shape and style, but also humanistic.

Main strategies



Strategy

PANEL 9 SURFACE MATERIALS



Perspective drawing of Piazza Italia

MATERIAL DESIGN OF PIAZZA ITALIA

Double-level handrails
Double-layer guardrail facilitates the activities of the elderly and children.

Red brick
Use the local material of red brick as the material of the retaining wall, and preserve the local historical atmosphere.

Wooden benches
Use local wood as the bench material to provide people with a comfortable rest experience.

Curbs
Curb cuts can vary in length, allowing for greater flow control.

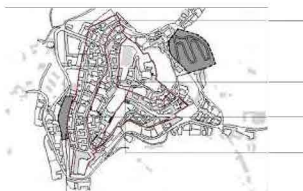
Pervious and non-slip paving
Pervious paving allow water to vertically flow through hard surfaces. Also, the non-slip paving ensures the safety for pedestrians.

Rain gardens
Rain gardens are designed to infiltrate storm water run-off.

Water apron
Use river pebble as material for water apron letting water flow through the surface.

Section A-A' 1:200

MATERIAL ANALYSIS



Cantoni stone

Red brick

Cantoni stone/ brick

USER ANALYSIS

Elderly people
Safety, Relaxation, Cultural Identity, Comfort, Cultural experience, Relaxation.

Tourists
Safety, Relaxation, Cultural Identity, Comfort, Cultural experience, Relaxation.

Children
Safety, Cultural education, Comfort, Relaxation.

Local workers
Safety, Cultural Identity, Comfort, Relaxation.

CONCEPT DEVELOPMENT

COMFORT
Waterproof wood benches
Non-slip pavement
Double-level handrails

CULTURE
Local materials
New materials matching local style
Local plants as soft materials

SUSTAINABILITY
Pervious paving
Rain garden
Eco-parking



MATERIAL DESIGN OF PARKING LOT

Eco-parking

Wooden benches

Red brick

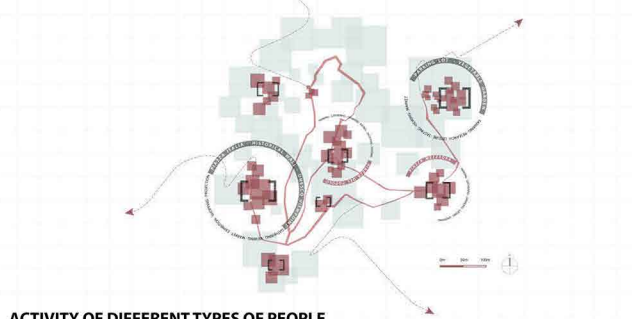
Pervious paving

Rain gardens

Section B-B' 1:200

ACTIVITIES IN VIGNALE MONFERRATO

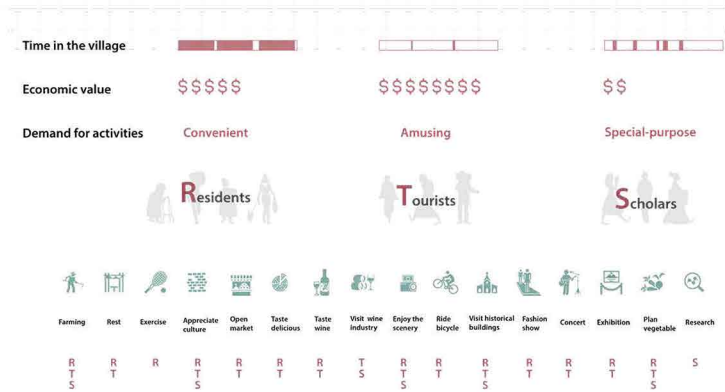
OPEN SPACE ACTIVITY HOTSPOT



The rich historical and cultural heritage, excellent panoramic view, and huge square make piazza Italia a special place in the town.

By re-planning the traffic route, the separation of pedestrians, vehicles, and bicycles has been achieved. Implanting new functional spaces inside the historical walls not only increases the utilization rate of space, but also integrates cultural heritage into modern life. The wide square is divided by green belts, recreating the existing planting field texture of Vignale Monferrato, and providing an ideal space for communication between neighbors and holding events.

ACTIVITY OF DIFFERENT TYPES OF PEOPLE



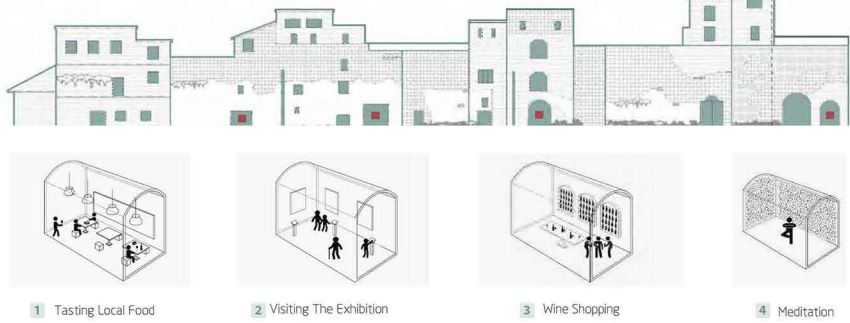
DEMANDS FOR TWO SITES



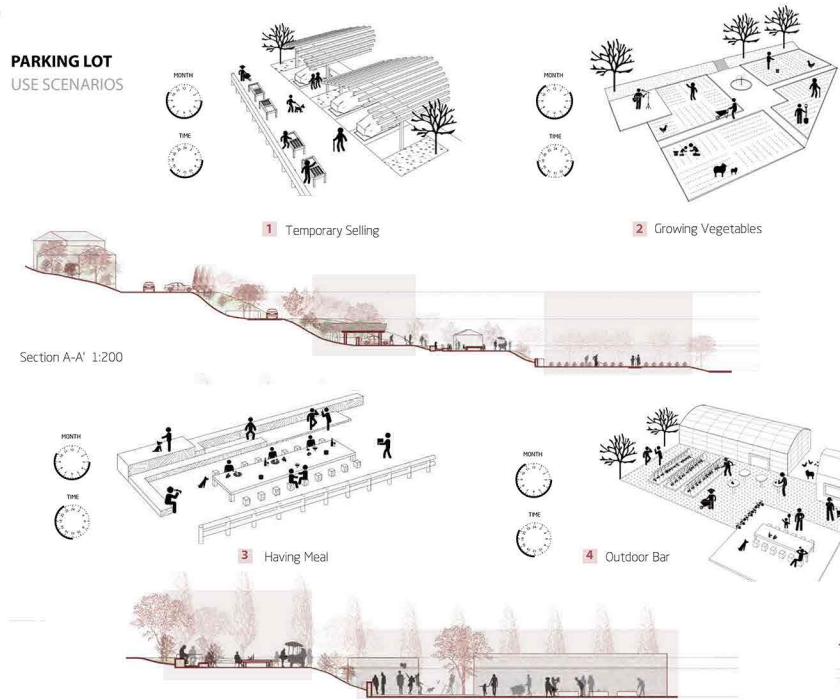
PLAZZA ITALIA ACTIVITY ANALYSIS



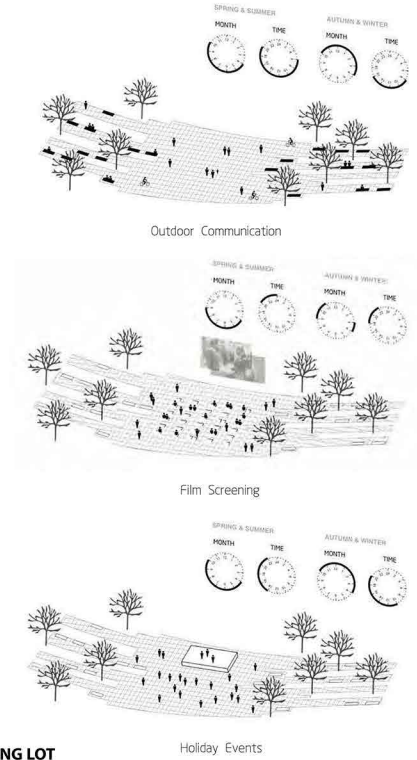
HISTORICAL WALLS INDOOR USE SCENARIOS



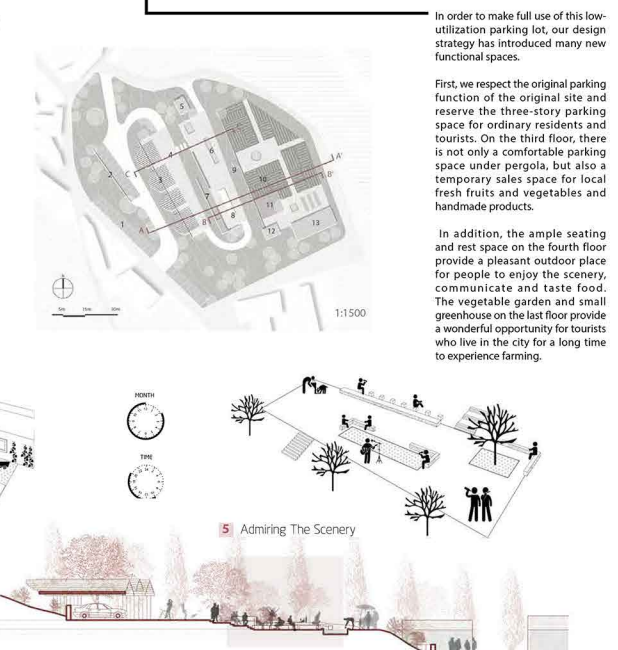
PARKING LOT USE SCENARIOS



PLAZZA ITALIA PLAYGROUND USE SCENARIOS



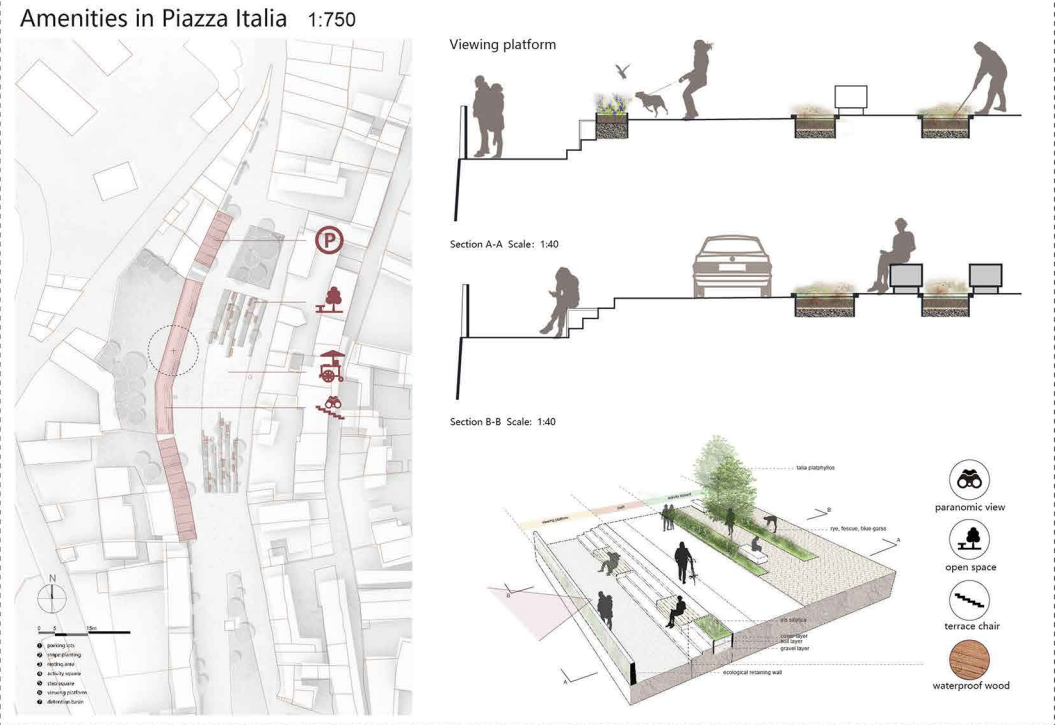
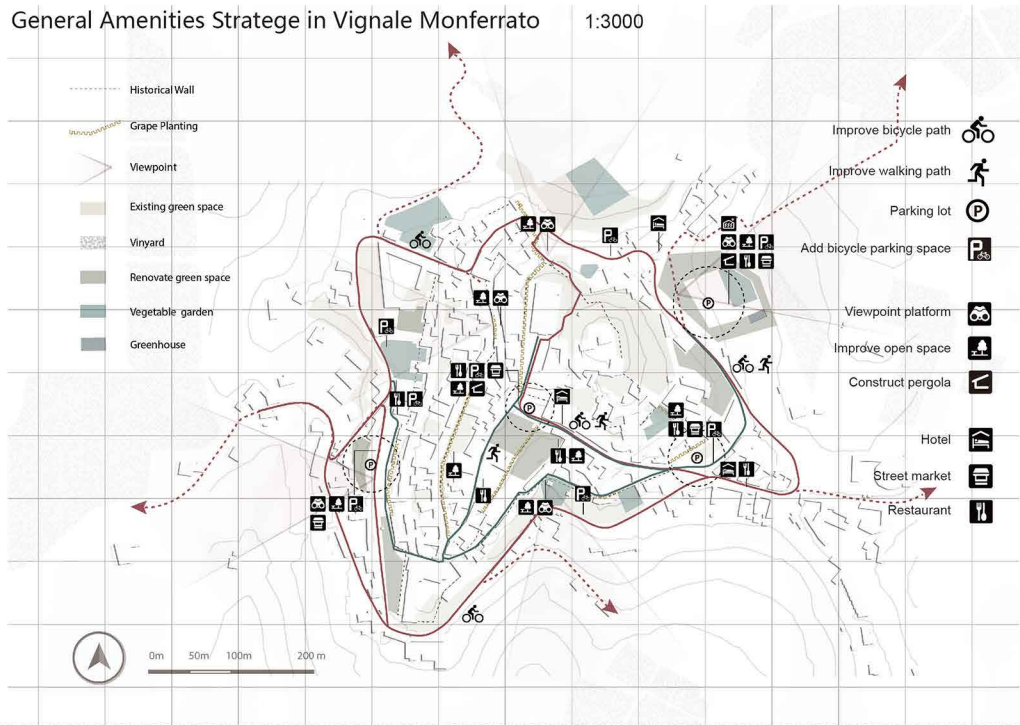
PARKING LOT ACTIVITY ANALYSIS



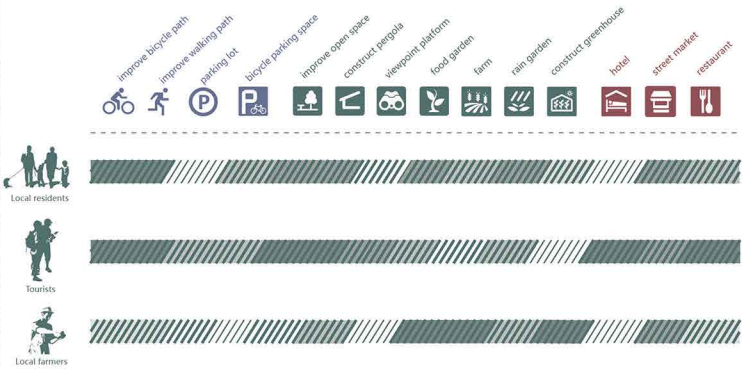
In order to make full use of this low-utilization parking lot, our design strategy has introduced many new functional spaces.

First, we respect the original parking function of the original site and reserve the three-story parking space for ordinary residents and tourists. On the third floor, there is not only a comfortable parking space under pergola, but also a temporary sales space for local fresh fruits and vegetables and handmade products.

In addition, the ample seating and rest space on the fourth floor provide a pleasant outdoor place for people to enjoy the scenery, communicate and taste food. The vegetable garden and small greenhouse on the last floor provide a wonderful opportunity for tourists who live in the city for a long time to experience farming.



Utilization Rate of Amenities by Different Groups of People



↑ ACCESSIBILITY ↑ ACTIVITY ↑ AMENITY

- Connected walking/cycling route
- Co-location of open space
- Nature accessible
- elder-friendly facilities
- High-quality public services

We connect the walking/cycling route to enhance the accessibility; construct the open space network, improve the quality of it to make it easier to access to nature and to enhance the activity; also improve the quality of public services to enhance the amenity.

Amenities in Parking lot 1:750

