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THE URBAN DESIGN¹ IN EUROPE: THE BOLOGNA PATTERN ?

Public space, private space, public stakeholders, civil society, public opinion

Patrice BALLESTER

"Here, we demystify the interventions based on a centralized and technocratic planning, and one shows calmly, by the facts, how to invent and use tools and methods new to operate effectively with the only profit of the inhabitants. In Bologna, even the architects become modest".

Matter of Bernard Huet quoted by, Jean Louis Cohen, "Le détour par l'Italie", in *Esprit* n° 12, Paris, Décembre 1985, pp. 23-34.

We treat of the emergence of the urban design in Italy and its influence in Europe. It is the town of Bologna which has as a place this formidable intellectual effervescence.

Bologna is essential like experimentation and installation again relationship between architecture, town planning and relation between the private, public stakeholders in the dimension of the investigation of the urban design.

In fact, it is the presence of the intellectuals, politicians, political parties and universities which make the force of these new principles. **The *recupero*, re-use of central spaces is the first emanation of this word, just like the concept of the *city by part*, city as a complete form to be agglomerated.**

It is the fact to take into account the identity values, a district, for the professionals but also the knowledge of this value within the framework of the very first investigations of vicinity (citizen of the district) and the link plan – mission for the society which does one of the bases of it.

¹ *Projet urbain* in french or urban project sometimes.

They make emerge then:

- The historical impress.
- Aesthetic value and of use for the monument which symbolizes a connection-relationship, between the city and citizens in a dialectical posture: present, past, future. Giovannoni Gustavo and its first emblematic experiments of years 1930/1950 is an example with the first PRG, *piano regolatore general*, like the first *recupero* of Bologna and Urbino, become points of hang for the specialists in Europe.

All things considered, the cultural recognition of the city must be present to act, for the common one. It is the acknowledgment of the cultural value of the old city through its analysis and acquisition of a holding of the civil society in the urban design project.

To some extent, the first stating of this urban design were identified like ideal project like artefact between the waiting of the actors of the private and public sector all while implying them in the forms of urban actions of share the problems of the urban form.

It acts well then of a total reflection on the city. It is then necessary to hold account of the city as a complete form with the point of view of the scales of interventions and thought and of urban and social fabric and the opinion of the consciences of the first concerned : population / inhabitants / citizens. **A more democratic opening of the urban action and planning engage in Europe: to make express the opinions and the desires of the inhabitants of the city. The city is then regarded a system supporting the relations and as support of the social life.**

A turning of the planning action occurs with Bologna. In the Sixties and after, the experiment of the project urban to Italian or inspired by the Bologna experiment is propagated in Europe, it is the object of this communication and especially the fact of knowing if the structure even of the urban project - design which tended then towards a strict differentiation of the public sphere and private sphere can is still of actuality.

After 1968, has also its importance, post interrogation industrial of urban fabric, role of the State, relation of the project with the civil society with the structural economic phenomena resulting from globalization are in question.

The urban project – design then implying an urban landscape found while modifying a culture of public space and private space. It is a projection of public space by a knowledge of private space.

Problems: Did the politico-urban planning experience of the city of Bologna in the 1960s - 1970s formatted city professionals in Europe ?

I. The experiment of Bologna: genesis, bases of a practice. 1960/1970 (Facts).

II. Diffusion in Europe of the principles of the urban project like culture open on the private/public city and its interfaces. 1970/1990. (Explanations).

III. The urban project today: The Bologna paradigm and its relevance against the globalisation? (Consequences of a practice).

- **Public sphere: There is in fact after the Second World War a Public sphere which begins to integrate the conception of urban design like a project of society and necessary like a project of life between all the communities of civil society:**

A university: Florence with professor like Cervelatti and its courses does the link between Political project and Cultural project. The all with the industrial world and the transformation of the cities and also the necessity to question the old urban form like the professional Bernardo Secchi: the Italia post war knows the first *Piani di recupero* and also the first dialogue at Roma with the 1978 urban consultation. We speak at the time for the first time, *Progetto urbanistico*, *Progettazione urbana*, *metropolitani plan* by diffusion, *Urban design*, *Urban design process*, *Design control process* in Anglo-Saxon *Metropolises Pilot projects* because that's not only of one district we studies but more and more of a vision of all the city...

**The influence – pattern of the Bologna experiment of the sixties, seventies.
An evolutionary approach of the urban design.**

Democratic society and urban project - urban design	BOLOGNA	EUROPE 1970/1990	BOLOGNA/ROMA/PARIS BARCELONA/LONDON Legacy of Bologna?
Public sphere and technical vocabulary	<p>-A university: Florence,</p> <p>-Cervelatti and its courses.</p> <p>-Political project, cultural project.</p>	<p>- Professional like Secchi</p> <p>- Piani di recupero.</p> <p>-1978 urban consultation</p>	<p>- Progetto urbanistico</p> <p>- Progettazione urbana</p> <p>- Urban design</p> <p>- Urban design process</p> <p>- Design control process</p> <p>- Landscape urbanism</p>
Participation	<p>- Urban landscape like cultural mediator, interlocutor.</p> <p>- Citizen investigation</p>	<p>-Analysis typo-morphological the monument like permanence and its intrinsic value renewed.</p> <p>The inhabitants like the image of the district =</p> <p>Lefebvre, Henri (1972), racialization, ethnicization, class and space, creating “compartmentalized cities”</p>	<p>The mediation,</p> <p>The differentiation</p> <p>The diversity</p> <p>The equity</p> <p>In France and Germany</p>
Urban Social Integration	<p>Objectives: social co-education, to keep a principle of equity.</p> <p>Consequences: to think the city as a complete form.</p> <p>Plan of Assise 1950</p>	<p>It is a step of total and collective reflexion on the city;</p> <p>Strong political good-will but, a political alliance renewed civil society.</p>	<p>Diagonal/Besos Barcelona.</p> <p>Millennium project London and other like Pancras Station</p> <p>Les Halles at Paris. New design.</p> <p>THE Children regulator planning consultation of Roma 2000.</p> <p>The come back to Bologna with the sustainable development...</p> <p>Ecology and Landscape, Corner 2003/2006, a new opportunity.</p>

- **Participation or social interrogation and insertion of the citizen in the urban design method.**

There is a consequence : the necessity to take the dimension of the urban landscape like cultural mediator. The citizen investigations are legion in Europe and that the beginning of the - *Analysis typo-morphological* - the monument like permanence and its intrinsic value renewed. Some professional like in France speak of “*rationalisation, mediation, diversity.* “ Verpraet Gilles (2005).

For to discover the reality of a district, we should not take into account only the vision of the public stakeholders or in France the semi-public stakeholders like a council estate or also the property developer buildings. Urban reality is more complex.

- **Moderation : the necessity of the participative democracy (social equality in the urban design, projet urbain) via the new urban design in Europe?**

The objectives are to do a social co-education, to keep the statute of legality and equity in the procedure of *interrogation of the city*. Consequences: to think the city as a complete form like the first Plan of Assise 1950.

It is a step of total and collective reflexion in the city. Strong political good-will but, a political alliance renewed civil society. The district of the rail station of Roma is an example in the 80's. To incorporate or to do believe and adequation or symbiosis between the public sphere, the investment team and the citizens via consultation, interview, exhibitions of urban design and first simulation of the district become.

Les Halles in Paris was also experimentation for the French decider. And actually the ultimate stage of the reflexion is to ask for the children which cities they wants or the representation of the cities for considering the rapport city/citizens/administration. Nevertheless the actual urban design is in question because the globalisation incorporates a mutation of scale of intervention and takes crucial decision between the firm network and the social life of a district. The post-industrial civilisation dictate this law.

COMUNE DI BOLOGNA

PER IL RECUPERO URBANO

**PROGRAMMA PLURIENNALE
DI ATTUAZIONE**

RELAZIONE

ASSESSORATO ALLA PROGRAMMAZIONE / CASA E ASSETTO URBANO



Per il recupero urbano.
Programma pluriennale di
attuazione. Relazione

Comune di Bologna

1978

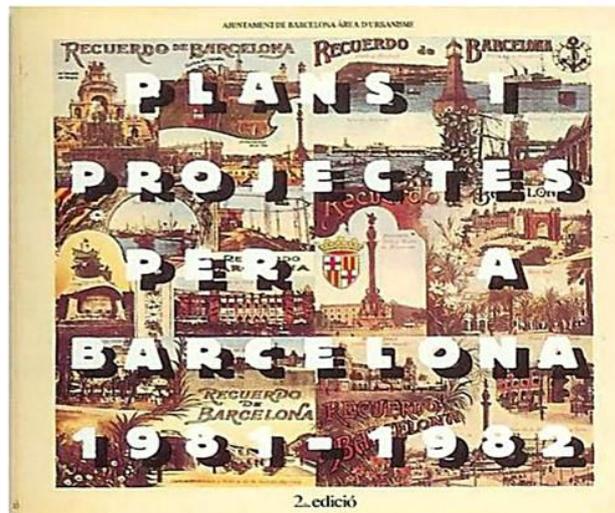


**UN ESEMPIO PILOTA DI
RESTAURO E DI ARREDO**

Mayor Zangheri at
March 1973 announces the
participation of citizens in the
urban project through the tool of
large-scale seminars and
questionnaires.

The Millennium project London and Pancras Station are emblematic of the difference in scale and also of insertion and reflexion by team architect and town planning to integrate a large reflexion between all stakeholders, often with significant land speculation but new public spaces for all Londoners.

There is a strong influence of the Italian School in terms of urban planning for the future of the city center of the Catalan capital: Barcelona. It is necessary to note the similarities of design, organisation and return to the past to better think about the future through an urban project as a driving force for the demographic growth of the city, but also an economic driving force for a city center in full revival. The teams around Oriol Bohigas and Joan Busquets are examples to consider.



1. BOHIGAS Oriol, first project on Barcelona. The significance of the past .

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Finale opening:

The experiment of Bologna is the genesis of a new projection of the city and this urban governance/control.

Diffusion in Europe of the principles of the urban design or project like open culture on the private - public city and its interfaces.

The urban design - project today: The Bologna pattern and its relevance against the globalisation?

Consequences of a practice like the new district of Diagonal/mar at Barcelona or two faces of a project are visible. The rehabilitation of the Mina and the new district of Diagonal Mar with sumptuousness building. Between dialogue and no dialogue of civil society and private investment speculation. But the story is not close with another concept like *sustainable development* we found new possibilities of reintroducing the participation of all the stakeholders like the example of the cities of Breda and not only for the image of the city.



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