

Ex Zoppas area

Conegliano, Italy

A vineyard-park for Conegliano

An Intermodal Place for the City and the Prosecco Area

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The project area located in Conegliano, Treviso, is similar to the many abandoned industrial areas in Veneto. However, the area of the former Zoppas has peculiar characteristics that make it an exemplary case study in the panorama of the recovery of disused industrial complexes: first of all its proximity to the historic centre and its relationship with the symbol of the city, the castle on the top of the Colle di Giano, but also the direct connection with the railway station, of which the area hosts the exchange park used daily by hundreds of people.

For these reasons, the site looks like a huge “urban void” and it is a focal point in the redefinition of a strategy for the regeneration of the city centre of Conegliano¹.

Established in the mid-1920s for the production of economic kitchens, the Zoppas brothers’ factory developed quickly after the Second World War, activating new production lines for refrigerators, washing machines and bathtubs. In the 1960s, progressive expansions led the factory to cover over 800.000 m² and employ more than 6.000 workers. With the crisis of the late 1970s, the plant underwent a slow decline which culminated in the sale of the company to Zanussi of Pordenone, only to be sold again in 1984 to the Electrolux group. The transfer of production abroad leads to the definitive closure of the Conegliano production site. In that year the decline and abandonment of the area began, and they also involve the surrounding urban area formed by houses built during the years of the factory expansion to accommodate the many workers employed in it.

With the aim of giving a solution to this problem and giving back the area to the city, in 1996 the demolition of the factories began by the company “Conegliano Iniziative Immobiliari” which acquired the site with the intention of transforming it into a residential area. However, the project started only in 2003 with the approval of the P.I.R.U. (Integrated Building, Urban and Environmental Redevelopment Program)² which leads to the construction of two new

1 See “Setteborghi per Conegliano”, Giovanni Campeol and Sandra Carollo (edited by), Conegliano Iniziative Immobiliari SpA, Arti Grafiche Conegliano (TV).

2 The P.I.R.U. in 2003 approves the project defined as Piano Podrecca of 2000, designed by architect Boris Podrecca. This plan provides for the construction of a residential subdivision intervention in the area for about 45% of the surface, while the remaining 55% is

1-2. Study model of the project area with example of insertion of a new residential development integrated with a system of urban vineyards. Students: Giulia Fuochi, Patricia Sans, Silvia Torano.



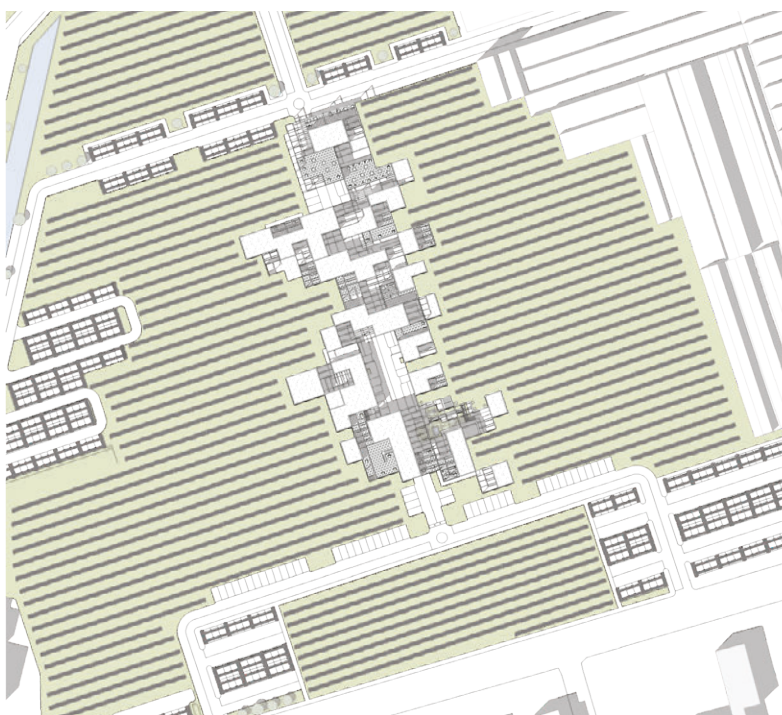
residential and services areas on the south side of the site: Borgo Porta and Borgo Monticano. However, the 2008 economic recession interrupted the development of the plan which, to date, remains unchanged from what was built between 2003 and 2006. The central area of the former factory still remains an “urban void”, used minimally only as municipal warehouses.

The project area covers approximately 120.000 m² of which 24.000 m² consist of the 14 pavilions of the old Zoppas factory. These buildings have very variable conservation conditions and are built with different construction technologies, reflecting the different eras of construction and the different functions to which they were used. The identification of a settlement strategy for the recovery of the area takes into consideration the plan proposals developed in 2000, assigning a crucial role to the existing portion in the initial reactivation of the site, and assuming a development by phases capable of adapting to changing needs over time. In particular, projects involving the recovery of existing pavilions by addition actions, over-elevation and densification, reusing the original structure sediment as a matrix for the regeneration of former industrial buildings now used as commercial and service spaces (like wine centre or laboratories and workshops) but containing also a first residential development nucleus. In this first phase it's also important the development of two areas located on the north side, near the railway station: the new bus station and the complex of services supporting the professional school IPSIA Pittoni, as well as the redevelopment of the entire road front along via Cesare Battisti, currently the site of the largest park in the area.

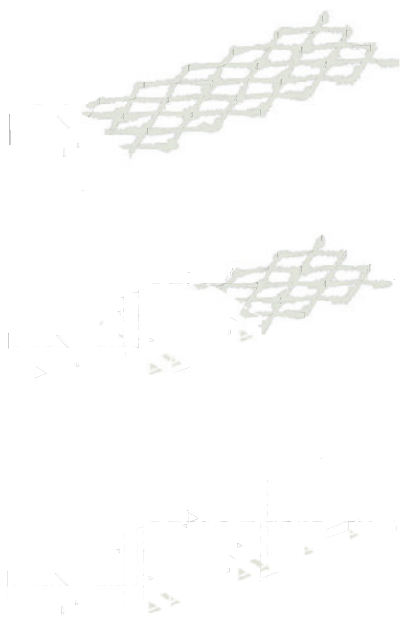
In the project proposals, the pre-existing building becomes the starting point for formulating a critical judgment on the site and on the city; each project can be considered both “a specific solution and an analytical tool of the contextual framework in which it is inserted”³. For the residual part of the site, the phased strat-

divided between directional (30%) commercial (9%) and institutional (19%). The Podrecca plan follows two other plans proposed in 1993 (Barbin plan) and 1995 (Podrecca plan): the first proposed an homogeneous subdivision between residential, office and commercial, while the second gave much more space (about 54%) to the residential.

³ See PierAntonio Val, “Progetto come addizione”, p.13, in PierAntonio Val, “Ricostruire in forma resistente”, LetteraVentidue, Siracusa, 2016.

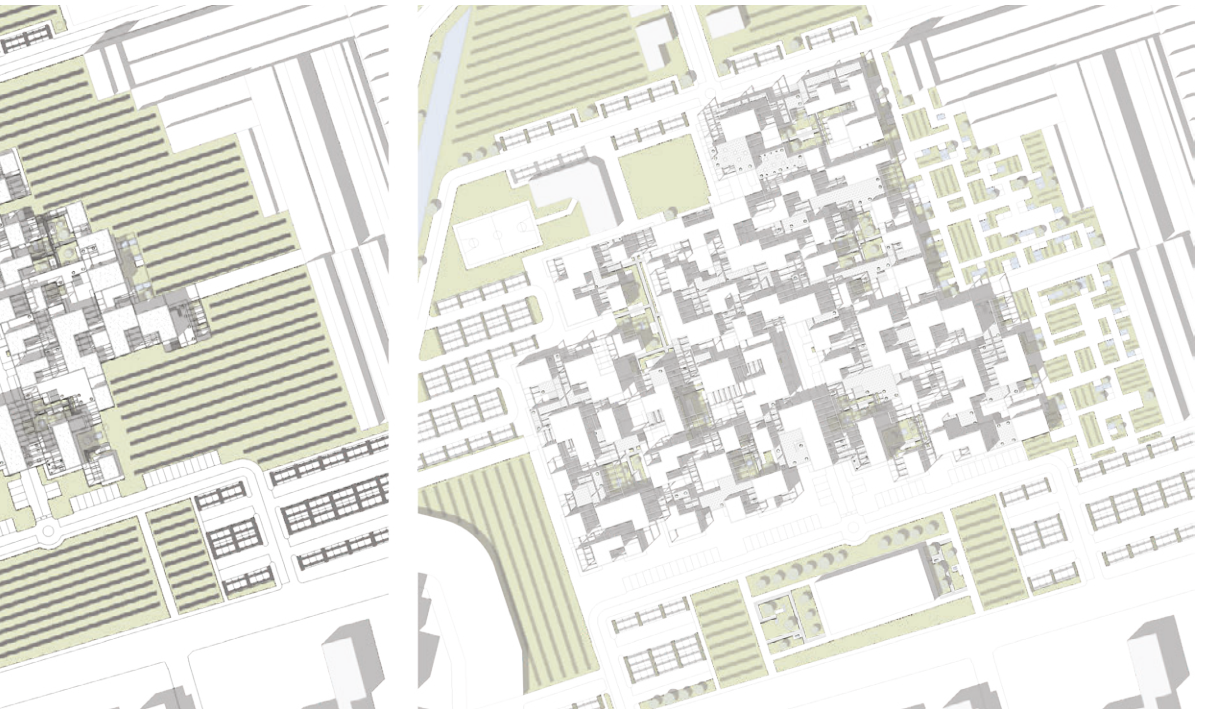


egy instead provides for the “reclamation of the soil”, now covered by a continuous reinforced concrete layer and the reconversion of the urban void in a new urban vineyards. The vineyards system therefore becomes an element of distinction for Conegliano, the city of Prosecco, and of reconnection with the landscape of the memory, prior to the industrial development of the area. The definition of a modular structural system designed to support the development of the vineyard according to the traditional layout plant “a Belussera”⁴ and the inclusion of small buildings for wine tasting, are configured as a possible solution to bring agriculture closer to the inhabited centre. The aim of the project is therefore to bring wine producers back to the city, with small rented lots where they can cultivate vines aimed at experimenting and training an audience that is increasingly careful to the choice of the product. From the perspective of the phased development, this modular structure also acts as a basis for the definition of a constructive approach aimed at the “continuous modification”⁵ of the architectural project. This approach involves the progressive development of new residential buildings: the construction will be proportionate over time and in volumes to the increase in housing demand, progressively densifying the project area. The project choices at the level of the settlement principle have also influenced the constructive ones,



4 Typical plant layout of the historic vineyards of the Treviso plain, today in progressive abandonment, characterized by a “pergola” structure that acts as a support for the plants.

5 See PierAntonio Val, “Progetto, costruzione, manutenzione”, p.48, in PierAntonioVal, “Ricostruire in forma resistente”, LetteraVentidue, Siracusa, 2016.



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3. Development by phases example. Starting from left to right, the residential settlement develops by subtracting space from the vineyards and densifying the area. Students: Andrea Martino, Giorgia Ottogalli.

4. Progressive development of the residences based on the construction module of the vineyard "a Bellussera". Student: Enrico De Conti.

pushing the projects towards prefabricated and modular solutions capable of ensuring slim sections, short construction times but, above all, high constructive and architectural flexibility. The desire to regenerate the existing has led the projects to develop various technological solutions linked by the same constructive strategies: build on the built, in adherence or in elevation, equipping the new buildings with autonomous structures but always maintaining a relationship and a critical distance between the old and the new. In particular, some projects have chosen mixed steel-concrete solutions⁶ characterized by a self-supporting skeleton of steel pillars and beams on which, after installation, is placed a concrete slab which contributes to the final bearing capacity of the system. This feature makes the installation phase extremely rapid, significantly reducing the construction times typical of cast-on-site concrete structures. Furthermore, the flexibility of the system allows the use as slab of many different solutions (prefabricated and not) ranging from the corrugated sheet slab to the more traditional brick and concrete slab, up to the prefabricated solutions – predalles slabs or honeycomb panels – or using wooden floors with concrete collaborating slab. Therefore, there is a single construction solution capable of responding to the most diversified technological needs linked to the development by phases and to the variability of the uses of the project.

⁶ The projects used in particular the solutions called NPS System by Tecnostructures of Noventa di Piave, which carried out an in-depth lesson during the 2016-2017 course.

Project Sheets

a.a. 2016-2017

Escuela Técnica Superior de Arquitectura, Universidad de Sevilla
prof. Sara De Giles Dubois, José Morales Sánchez

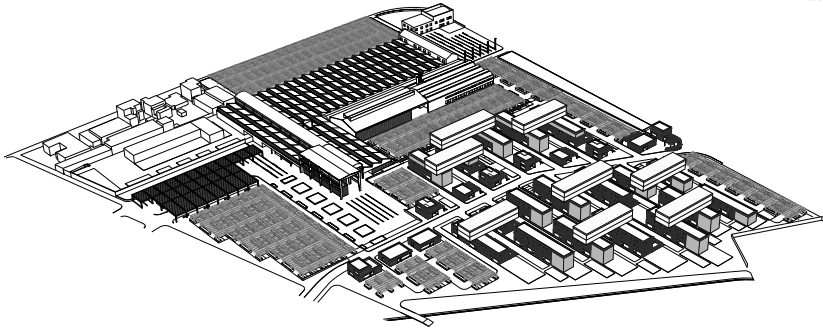
Università Iuav di Venezia
prof. PierAntonio Val



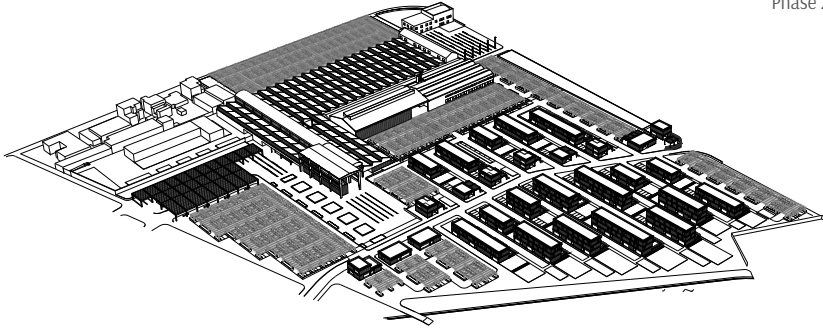
Alberto Rossetti

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Università Iuav di Venezia
Master degree thesis

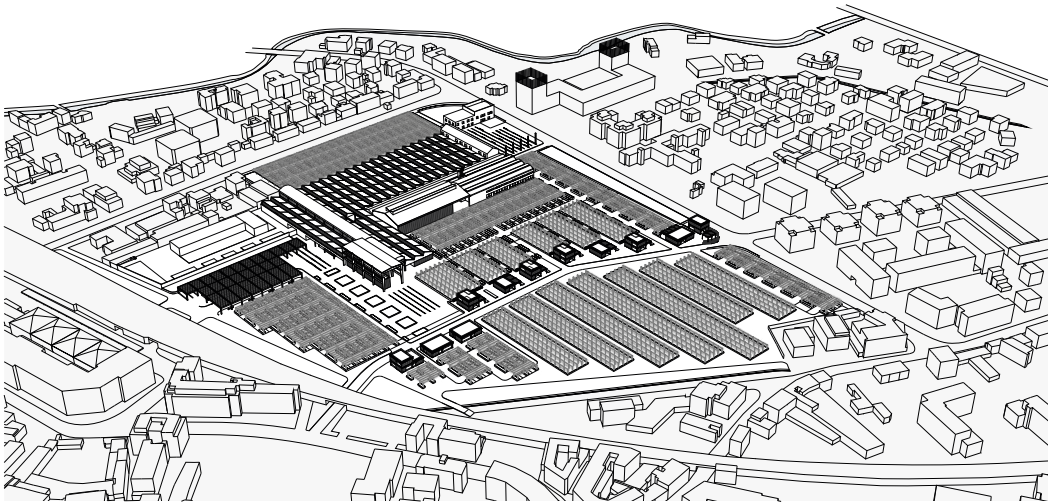
Phase 3 - Urban densification



Phase 2 - Residential expansion



Phase 1 - Vineyard



The proposal defines strategies and objectives based on the analysis conducted at a historical, social and territorial level, aimed at seeking possible solutions in relation to the city, its road system and services. The answer involves a program of interventions to be carried out in stages, defined through the design of a continuous transformation, which considers future evolution on the basis of possible functional requests and investments.

The first feasible scenario involves the return of the area to the community through the redevelopment of most of the existing buildings. The area previously defined as "urban void", which represents the free surface located outside the industrial complex, has been reinterpreted through the reconversion into a vineyard area, an element of distinction of the Conegliano territory and a reason for re-proposing a landscape of memory. In response to a possible future

development of the city, a possible solution for the continuous transformation of the area was then envisaged for the construction of new buildings for residential use. The added volumes, with their gardens and adjacent equipped green areas, would replace the strips initially intended for the vineyard on the basis of a gradual and timed program.