

Now the **communication** on the site
doesn't allow **openness** and **balance**
between activities.

We want to propose a change of the meaning
of this place.

New logo for a new meaning

WE HAVE CHOSEN A NEW CLAIM TO IMPROVE THE DIALOGUE
BETWEEN THE GARDEN AND THE NEIGHBORHOOD



COLTIVANDO

L'ORTO CONVIVIALE AL
POLITECNICO DI MILANO



COLTIVANDO

L'ORTO CONVIVIALE DI BOVISA

What are the main problems?

- **No attraction** for the people that want an immersion in a **natural place**.
- The garden has been designed **only for working**
but not for permitting different activities.
- Difficult to see from outside, **disorganized** spaces, flat, greyish.
- People are not involved in **long term activities**.

What are the main problems?

EXAMPLE

Difficulty to see from the outside



What are the main problems?

EXAMPLE

Lack of attraction



It's necessary to **break the wall** (physical and psychological) that divide the garden from the campus and the neighborhood.

What can we do

DIFFERENT SOLUTIONS

- Underline the **openness** of the space with **vertical development** and **colours**
- **Ridesign of the area** in order to transform it in a place that can welcome **different type of people**:
 - who want to work in the garden
 - who want to do **other activities** (relax, talk, eat, take a nap).

What can we do

DIFFERENT SOLUTIONS

- Create a new system of **signs** that can both **help workers** (to a better organization of the processes of cultivation and maintenance) and **communicate** the what happens in the place **to other people**.
- Create **formats** of activities that can be distributed in a long period, interesting **for the people** (students, families with children).

Solution system

FIRST APPROACH

How we can redesign it.

Ideas



Fence design



Tour



Picnic Party



Workshops



Place inside tables



Leaf Currency



Bench for people



Temporary place



Real videogame



Island of goals



Space division



Wayfinding

Ideas



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Space division

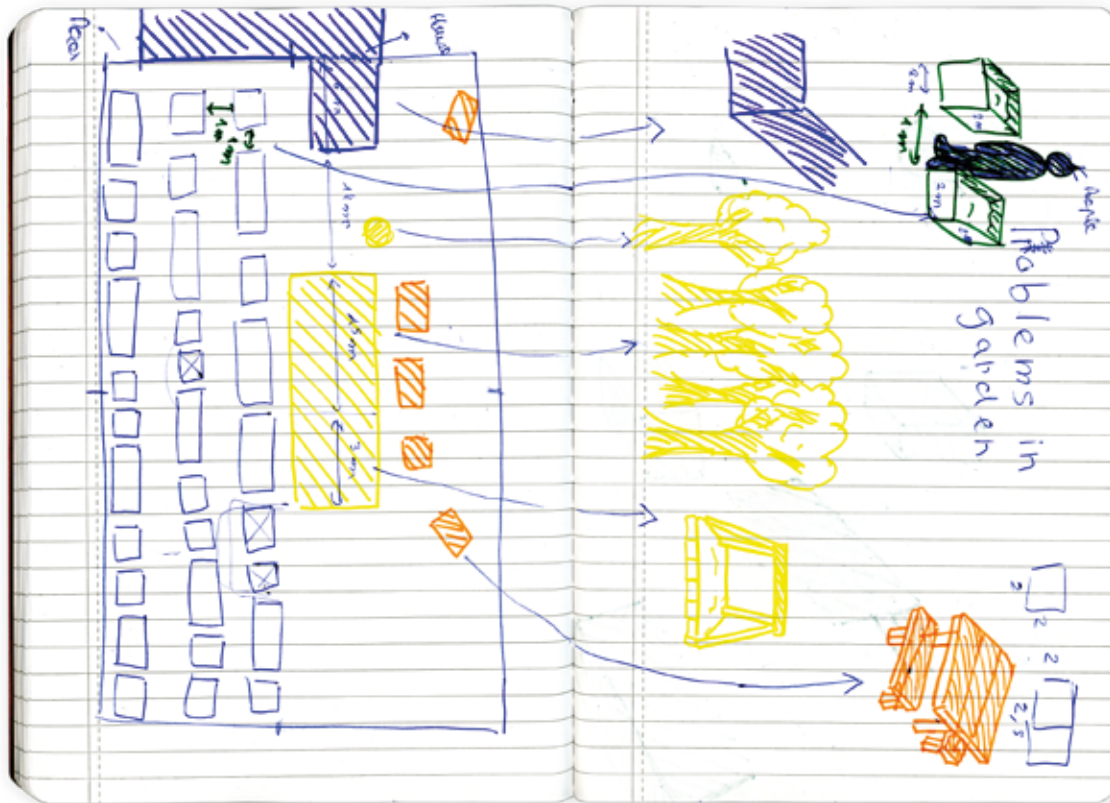


Wayfinding

Redesign of the area

CHANGE THE SPACES

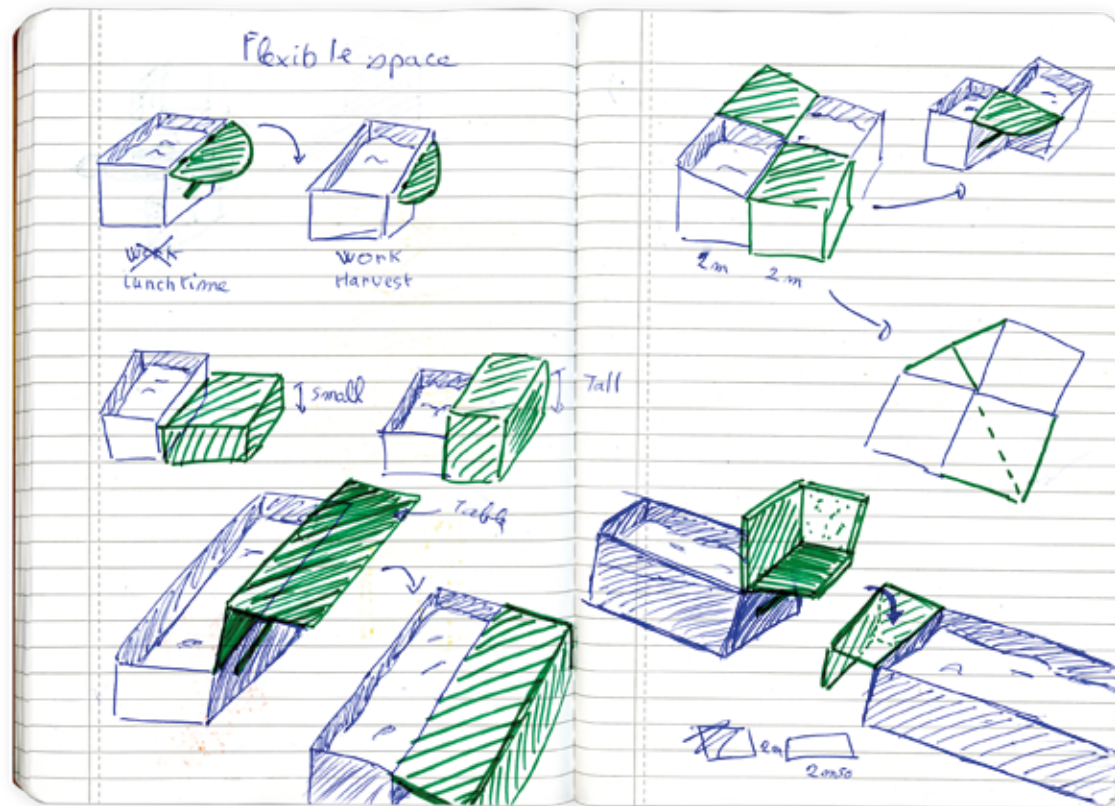
To involve different people and underline the openness of the space.



Redesign of the area

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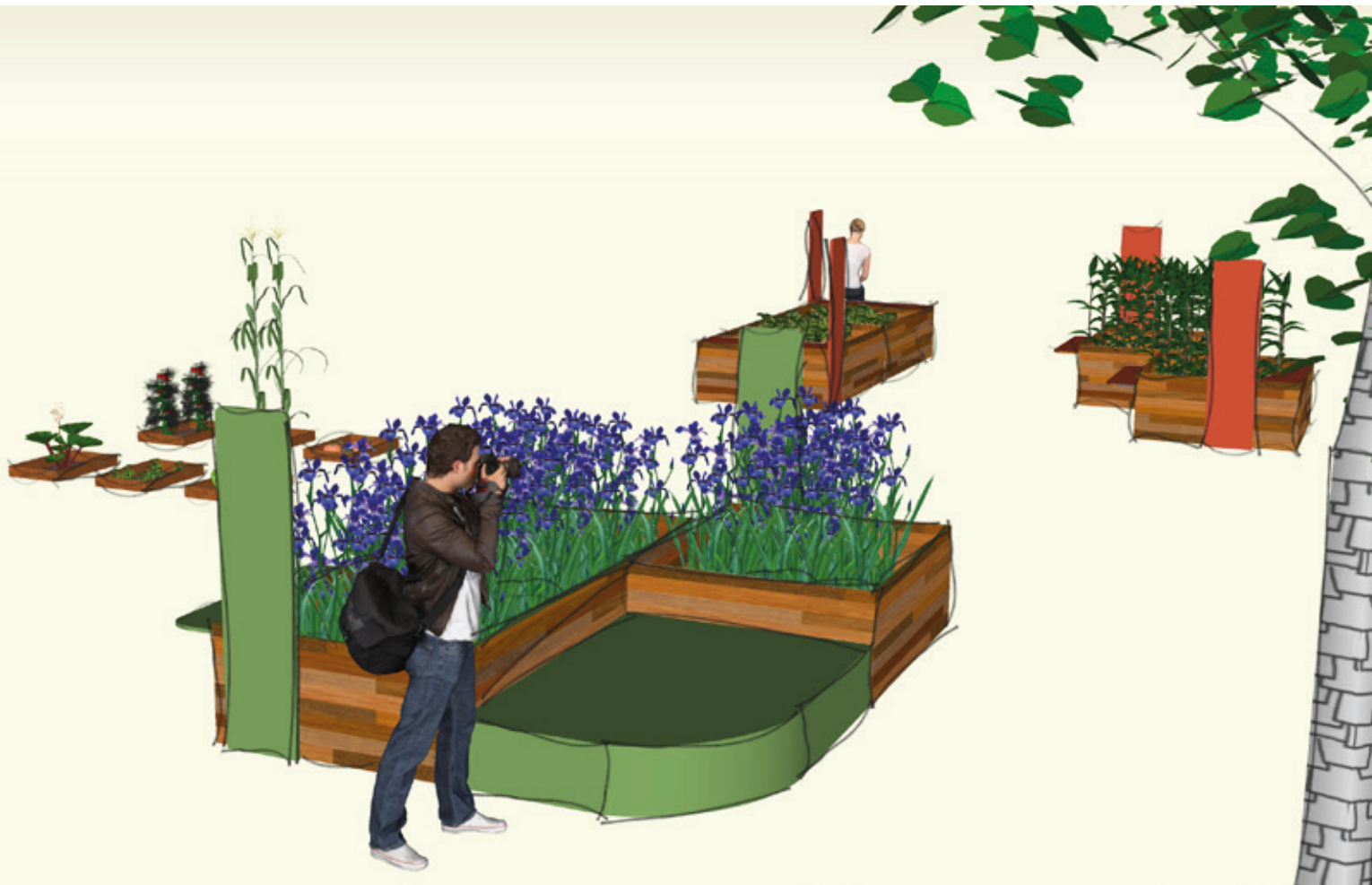
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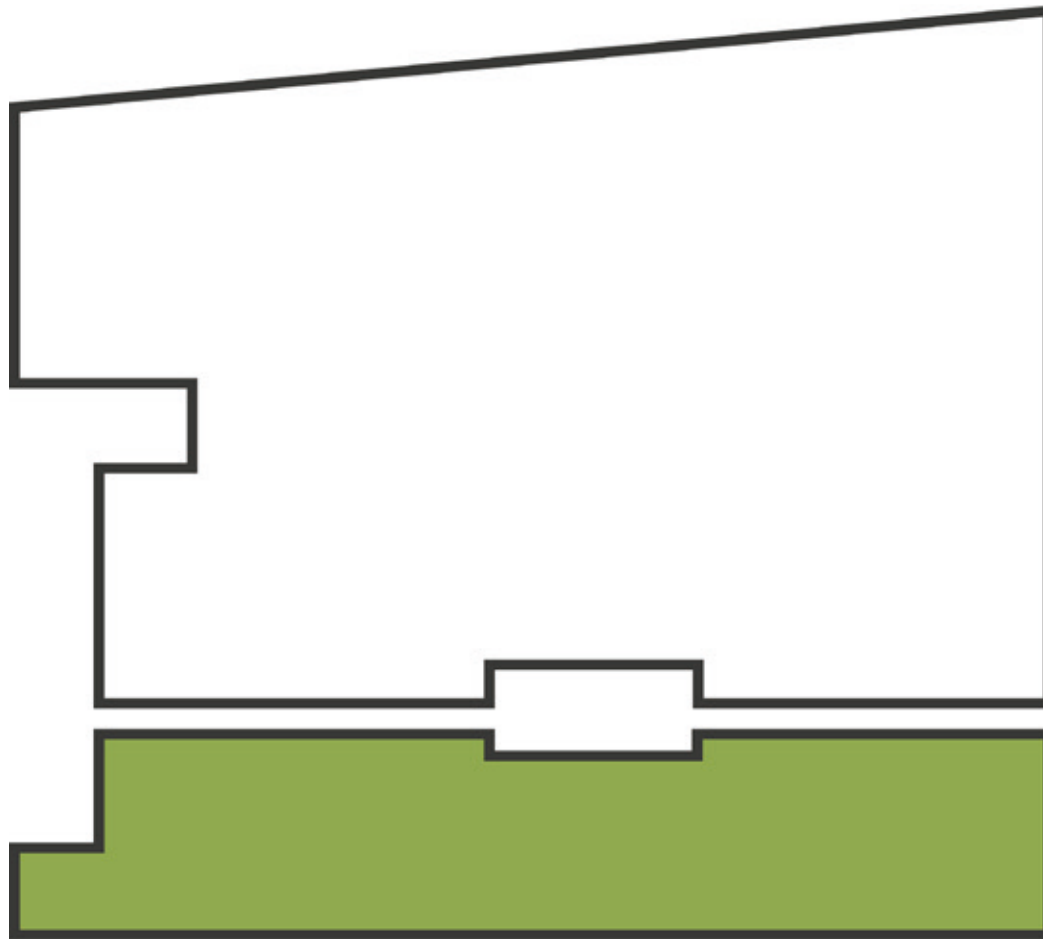
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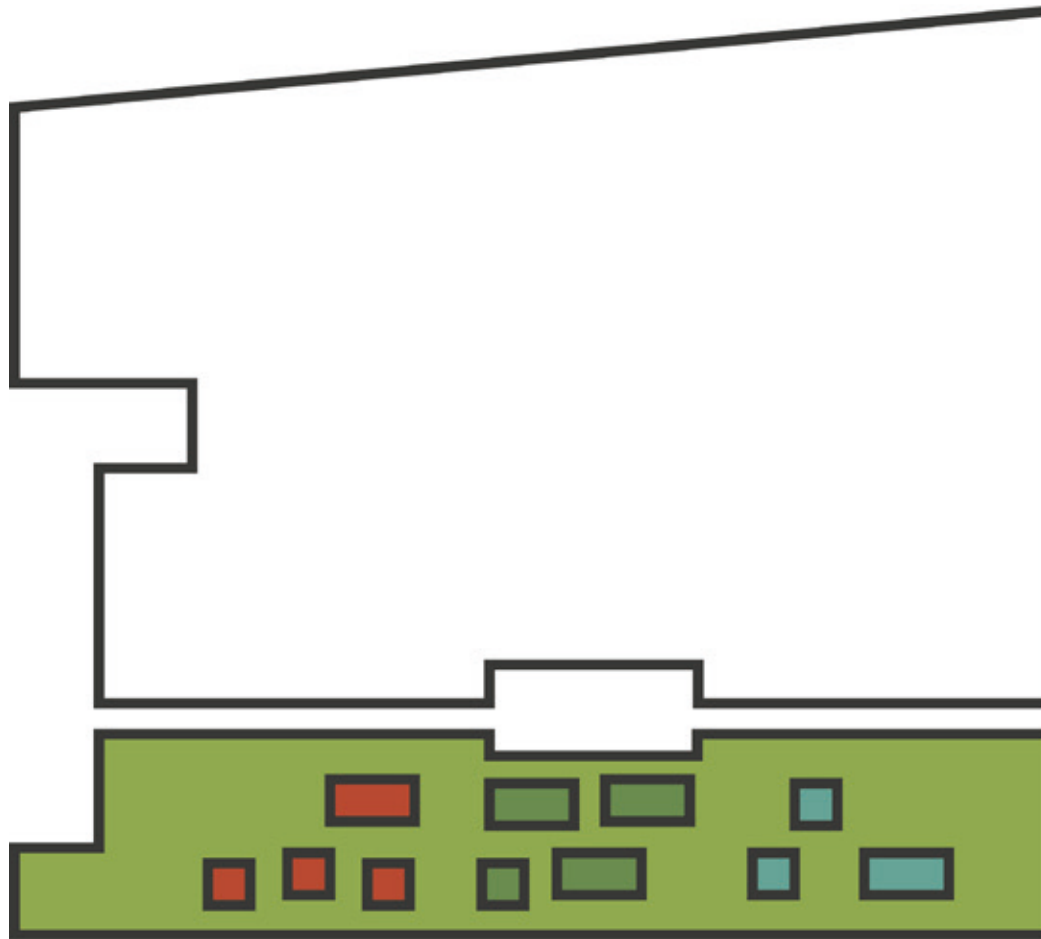
OPTIMIZE THE SPACES



Redesign of the area

OPTIMIZE THE SPACES

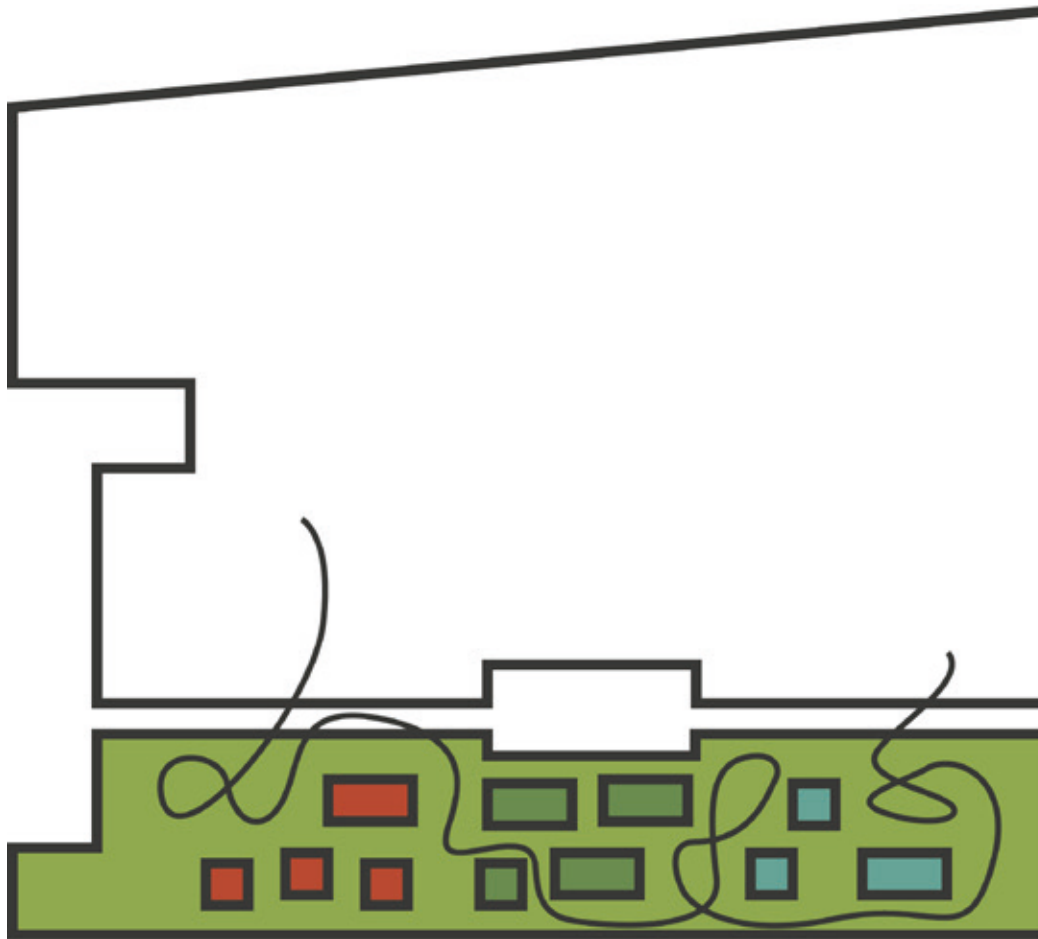
Three zones (flowers, vegetables and fruits), distributed in an organic way.



Redesign of the area

OPTIMIZE THE SPACES

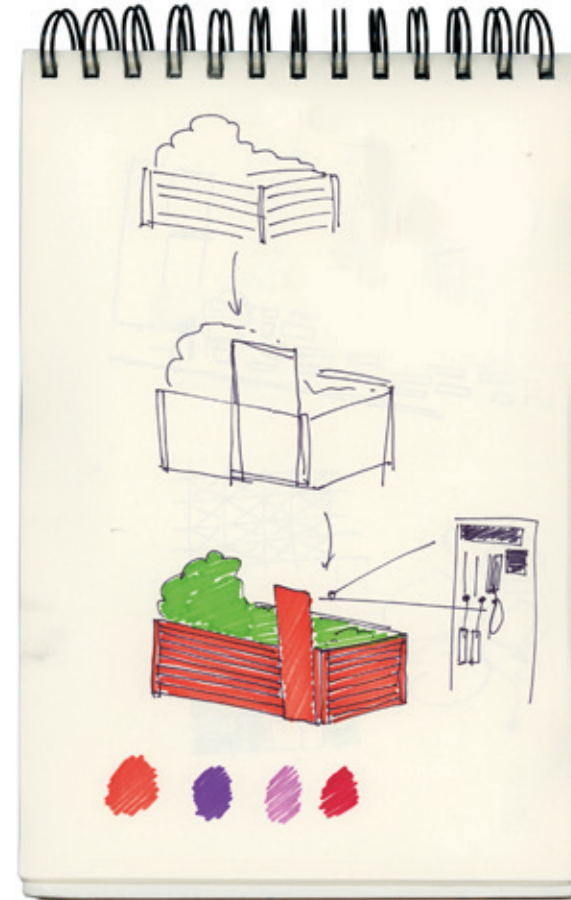
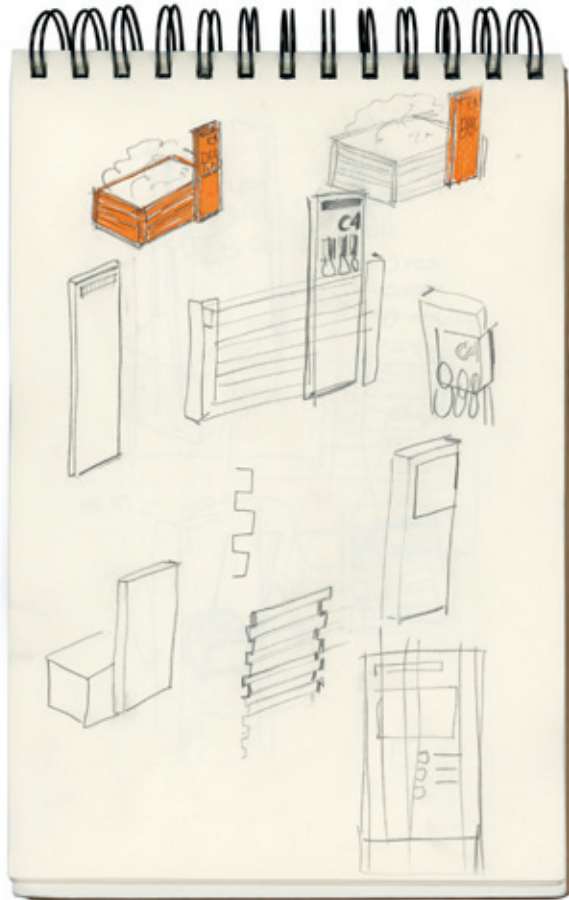
Use the voids between the solids to allow the free exploration of the garden.



Wayfinding

A SYSTEM OF SIGNS

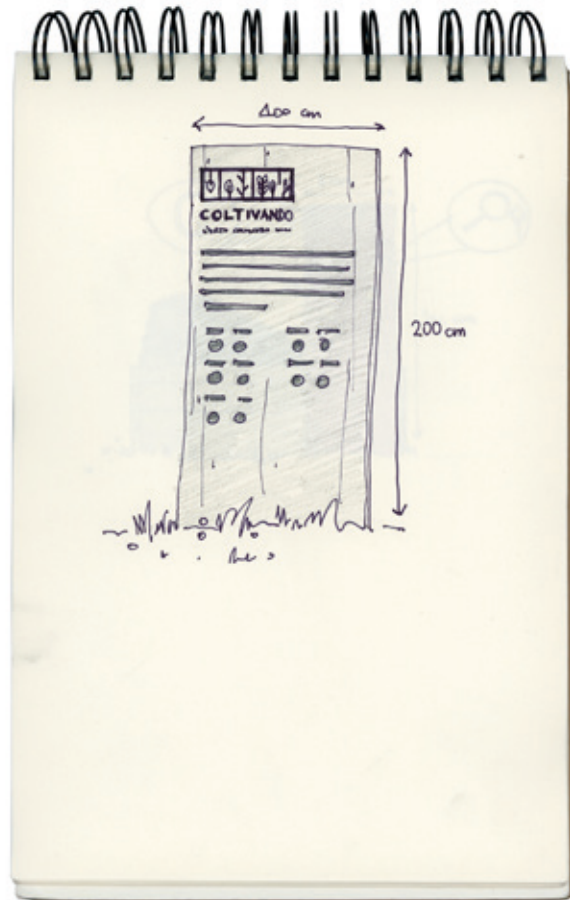
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Wayfinding

A SYSTEM OF SIGNS

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Wayfinding

MOODBOARD



WORKSHOP_2019

COLTIVANDO

IDENTITY

COMMUNITY

EDUCATION



Signs inside the garden

A SYSTEM OF SIGNS

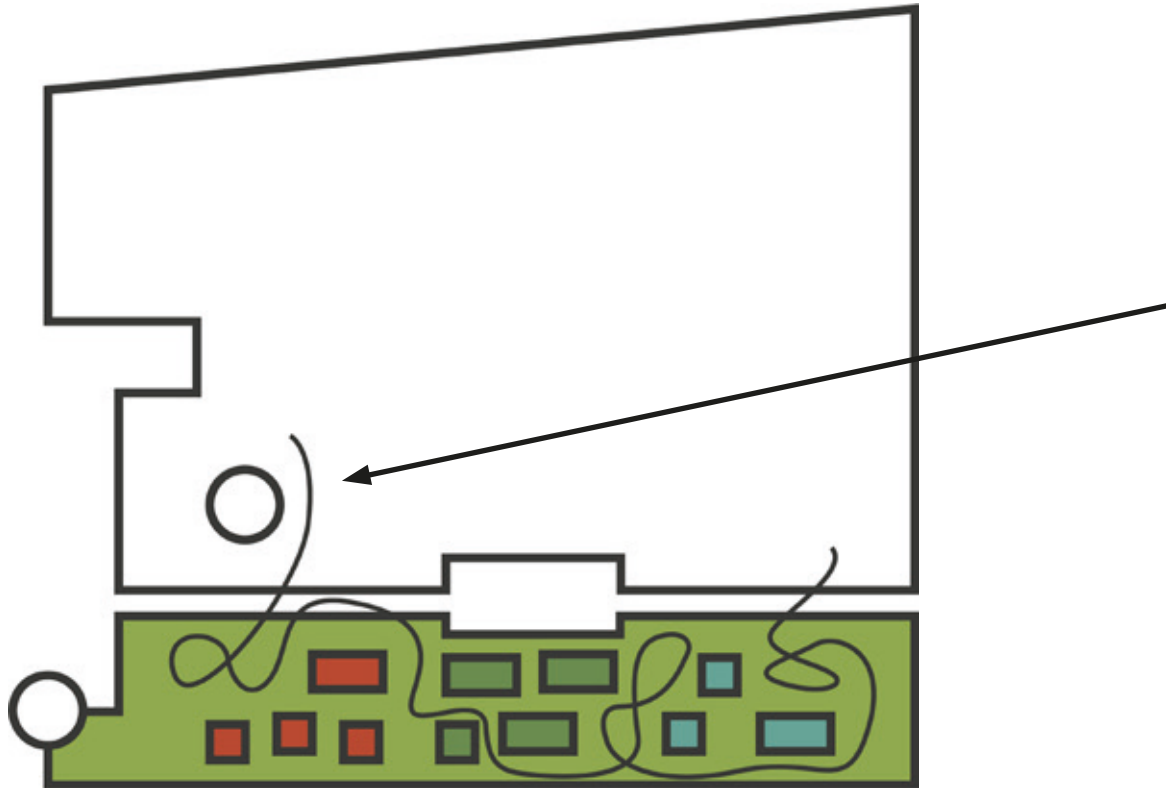
Help workers (to a better organization of the processes of cultivation and maintenance) and communicate what happens in the place to other people.

VIDEO TOTEM

Sign outside the garden

A SYSTEM OF SIGNS

Help workers (to a better organization of the processes of cultivation and maintenance) and communicate what happens in the place to other people.



Sign outside the garden

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COLTIVANDO
L'ORTO CONVIVIALE DI BOVISA

Coltivando is a where people meet, experiment, cultivate crops, and share their skills and ideas. Coltivando uses innovative service and spatial design knowledge and community consultation processes and is a design research project that is documented throughout its entire process. It is also a social as well as an educational experiment. People from the same neighbourhood yet strangers to one another and design students from the different disciplines of service and spatial design are brought together.

Sign outside the garden

A SYSTEM OF SIGNS

Help workers (to a better organization of the processes of cultivation and maintenance) and communicate what happens in the place to other people.



The island of goals

MOODBOARD



REMINDE
ACHIEVE
HOPE



The island of goals

WHAT IT IS

It's a temporary space to grow a flower that becomes a reminder of goals a people want to achieve.



**IT'S SAID THAT EVERYONE SHOULD
PLANT A TREE BEFORE DYING,
WITHIN THE ISLAND OF GOALS
PEOPLE HAS THE CHANGE TO
ACHIEVE A MINI VERSION FROM THIS
BUCKET LIST ITEM.**

The island of goals

HOW IT IS DONE

This activity focuses on itinerant people more than permanent people to go to the garden to leave a sign, and most likely come back to see how it grows.



GET A GOAL KIT, AND
A SPACE WITHIN THE
GARDEN.



WRITE A PURPOSE
AND PLANT THE
FLOWER.



GO BACK AND CHECK
THE FLOWER. TAKE
CARE OF IT AND
MAKE IT GROW.



WHEN THE FLOWER
IS READY ITS TIME TO
TAKE IT HOME.

Fence design

MOODBOARD



Fence design

WHAT IT IS

Fence design is an activity for the Polimi students and Bovisa neighborhoods. The main purpose of this activity is to shape an identity of a “creative” and “shared”.



WHY IT IS

1. Use a bigger logo on the fence to make a bigger visual impact
2. Use the form of design to interact with guests.

Fence design

HOW IT IS DONE

This activity focuses on itinerant people more than permanent people to go to the garden to leave a sign, and most likely come back to see how it grows.



PROMOTION STAGE

Making poster, flyer, word of mouth...



PREPARATION STAGE

- 1) enough flowers and plants
- 2) small pots which can be fixed on the fence
- 3) setting up the venue to organise the activity



SETTING UP THE VENUE TO ORGANISE THE ACTIVITY

- 1). organise the mail event
- 2). link it with other activities: picnic party, garden touring



END STAGE

Make data statistics and activity summary

Fence design



**COLTIVANDO LOGO
MADE WITH
FLOWERS PUT
INTO PLACE BY
COMMUNITY
PEOPLE**