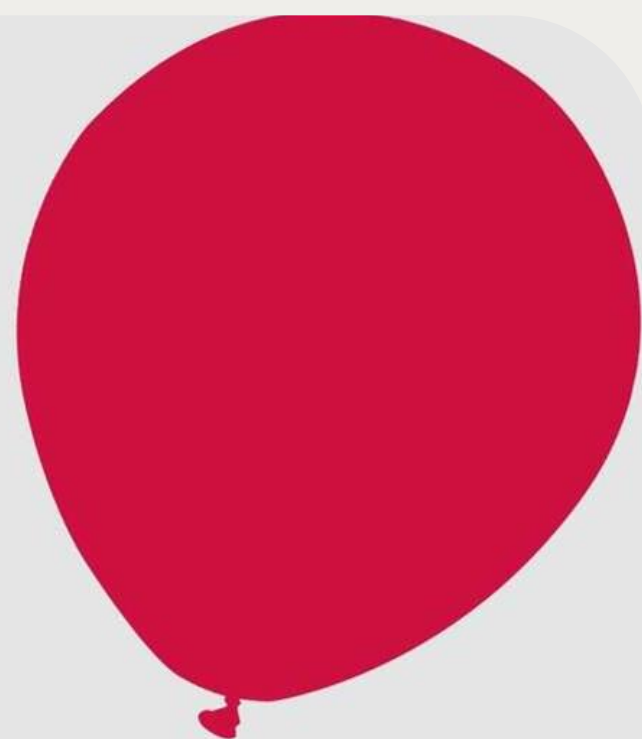


**RIUTILIZZASI
COLONIA
BOLOGNESE**



IL PALLONCINO ROSSO





THE ASSOCIATION

Il Palloncino Rosso

Il Palloncino Rosso is a not-for-profit organisation promoting and supporting **culture-led regeneration**. The association focuses on the themes of **reuse and regeneration**. Regarding urban regeneration, Il Palloncino Rosso is interested in the redevelopment of **abandoned spaces and buildings**, proposing interventions that encourage the **participation of citizens**. It organizes events, workshops, laboratories and involves citizens and local organizations. From 2018 to 2020 the association was active on **Riutilizzasi Colonia Bolognese** project and in 2020 on **Riutilizzasi Colonia Novarese** project, both participatory temporary reuse projects.

www.ilpalloncinorosso.it



OUR APPROACH

- many abandoned buildings
- many empty spaces

HOW CAN WE REUSE THEM WITH THE CONTRIBUTION OF THE LOCAL COMMUNITY ?

HOW CAN WE TRANSFORM THEM IN OPPORTUNITIES ?

MAPPING OF THE ABANDONED PLACES

RIUTILIZZASI





THE AREA

Colonia Bolognese

2018
2019
2020





THE AREA

Colonia Bolognese

2018
2019
2020





THE AREA

Colonia Bolognese

2018
2019
2020

MIRAMARE PERIPHERAL TERRITORY

ON THE EDGE OF RIMINI

THE MAIN PROBLEMS ARE:

- LOW QUALITY OF PUBLIC SPACES
- SOCIAL DEGRADATION
- MANY ABANDONED PLACES (COLONIE MARINE)
- MICRO CRIMINALITY

HOW CAN WE TRANSFORM THE PROBLEMS IN OPPORTUNITIES?



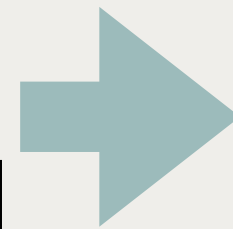
THE PROJECT

Riutilizzasi Colonia Bolognese

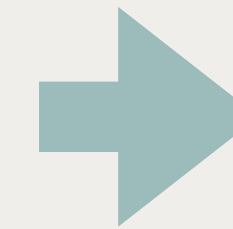
Colonia Bolognese was built on a project by the engineer Ildebrando Tabarroni during the Fascist era and it was active from 1932 to 1977.

2018
2019
2020

agreement with the
bankruptcy curatorship
for the **reuse** of a small
area of the Colonia
Bolognese



for activities and
initiatives aimed at
preventing degradation
and crime



community
involvement



Partner: Comune di Rimini

Sponsor: Hera S.p.a., SGR S.p.a, Romagna Acque S.p.A, Rimini Terme, Colorificio MP



PARTICIPATION

temporary reuse as a territorial strategy

citizens as the main character of urban regeneration





PARTICIPATION

Colonia bolognese as a place
for your passions, ambitions
and cultural interests





ACTIVITIES

film festivals
theatrical performances
concerts
laboratories
workshops
conferences





ACTIVITIES

co-design with the
community





PARTICIPATION

intense participation of the local community;

interest of regional and national media



prevent problems of public order and improve the quality of Miramare area



25k people involved



we started with
opening the building
and telling the **history**





IL PALLONCINO ROSSO





SALA DEL FICO

...BEFORE...





SALA DEL FICO

...AFTER...

the space was re-used
with the contribute of
local associations





IL PALLONCINO ROSSO





IL PALLONCINO ROSSO





we arranged
urban trekking





IL PALLONCINO ROSSO





we organized
summer
activities...**free**
and inclusive
open air cinema
concerts
cultural events
for families,
young and old
people





IL PALLONCINO ROSSO







LE CITTÀ
VISIBILI



people started to ask
the space for **many
kind of activities** as
shooting
yoga and pilates
workshops with
students
cooking workshops
with famous local chef









IL PALLONCINO ROSSO









IL PALLONCINO ROSSO





IL PALLONCINO ROSSO





IL PALLONCINO ROSSO







IL PALLONCINO ROSSO





IL PALLONCINO ROSSO



RIUTILIZZASI
COLONIA BOLOGNESE



<https://www.youtube.com/watch?v=uZzVba6Urlw>

RIUTILIZZASI

COLONIA BOLOGNESE





INSIDE THE PROJECT

Storie di Colonia

letters, documents,
photographs of when the
colony was in use were
collected,
building an archive of
memory





INSIDE THE PROJECT

Storie di Colonia



Mi sono sempre sentita privilegiata ad andare in colonia, per me voleva dire gioco, sole, amici, mare

estati 1967—1971

Con mia sorella Cristina, cartoline dalla Colonia: “Cari genitori, qui tutto va bene...”

*Cari genitori, qui tutto va bene.
La bustina qui si diverte molto ed ha voglia
di vedervi tutti. Caro Carlo, come stai?
Spero bene come mai
Sei ho fatto la gara di salto in alto
ma ho perso.
Abbiamo fatto già un bagno e si siamo
divertite molto.
Ho fatto molte amiche. Domenica spero de
venire a trovarvi.
Attendendovi vi salutiamo. Claudia e Cristina*



estati 1967—1971

Claudia Tabaroni

video-documentary with the collaboration of Design University of San Marino

an exhibition

a book

guided tours



La partenza

Storie di Colonia

Con me partirà anche mia sorella, quasi coetanea, che però potrò vedere, forse, solo durante le due passeggiate giornaliere.



I risultati della Colonia continuano con i preparativi. In casa tutti erano coinvolti.



Al momento per il momento aveva p...




I genitori

Storie di Colonia

Con mia sorella Cristina, cartoline dalla Colonia: "Cari genitori, qui tutto va bene..."



Il mio governo habito non veniva mai a trovarsi in colonia.



... la prima...

Appare...





IL PALLONCINO ROSSO

60 smart.

IL VAGO
Storia di...

La divettoria e il mercato
una sorpresa e prova
un bambino che canta
per lui "Musica pubblica".

Era un grande amore
di musica, prima di
partire nella battaglia
di resistenza, con
"Musica pubblica".

E poi c'erano le canzoni
a fare passare il tempo...

Che bei tempi quelli!

IL PALLONCINO ROSSO

60 smart.



Storie di Colonia

Racconti d'estate
dalla Bolognese

— 1977

RIUTILIZZASI
COLONIA BOLOGNESE





IL PALLONCINO ROSSO



RIUTILIZZASI
COLOMIA BOLOGNESE



INSIDE THE PROJECT

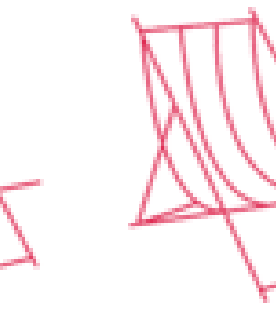
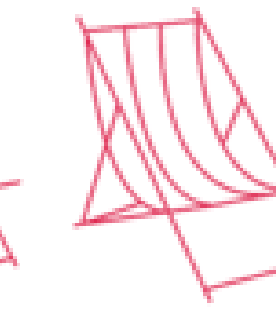
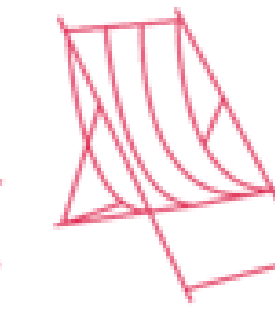
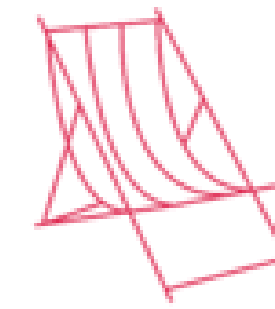
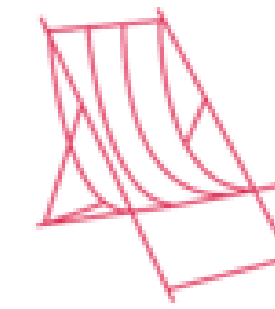
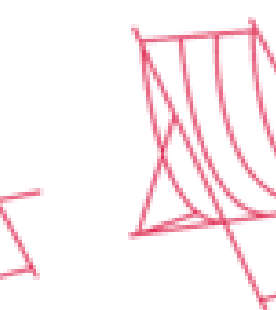
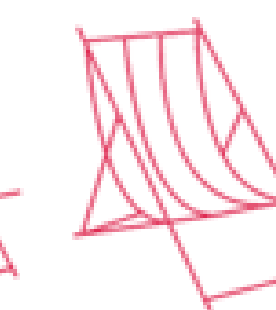
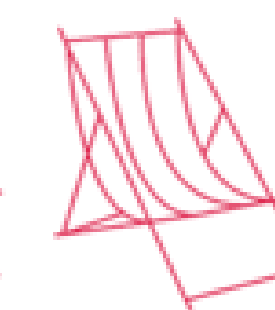
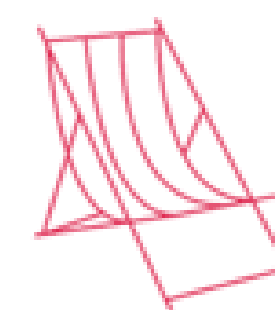
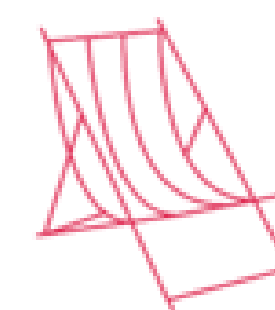
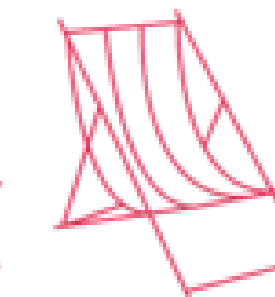
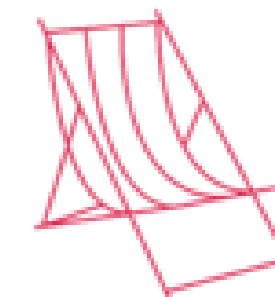
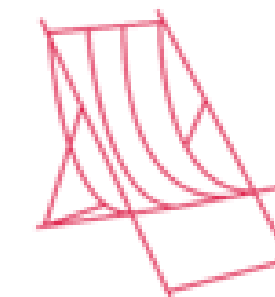
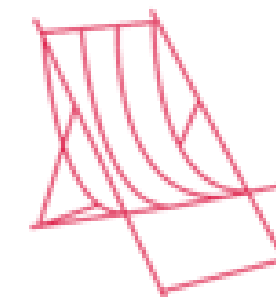
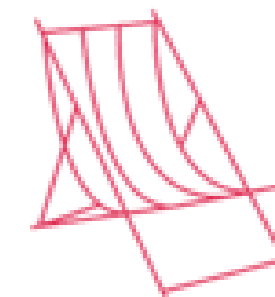
150 X 150

150 beach clubs along the Rimini coast

150 unused chairs

150 artists

150 re-newed chairs



La seduta donata, rigenerata

da un'idea di Manolo Benvenuti



INSIDE THE PROJECT

150 X 150



#13



#14



#15



#16



#17



#18





INSIDE THE PROJECT

150 X 150



#25



#26



#27



#28



#29



#30





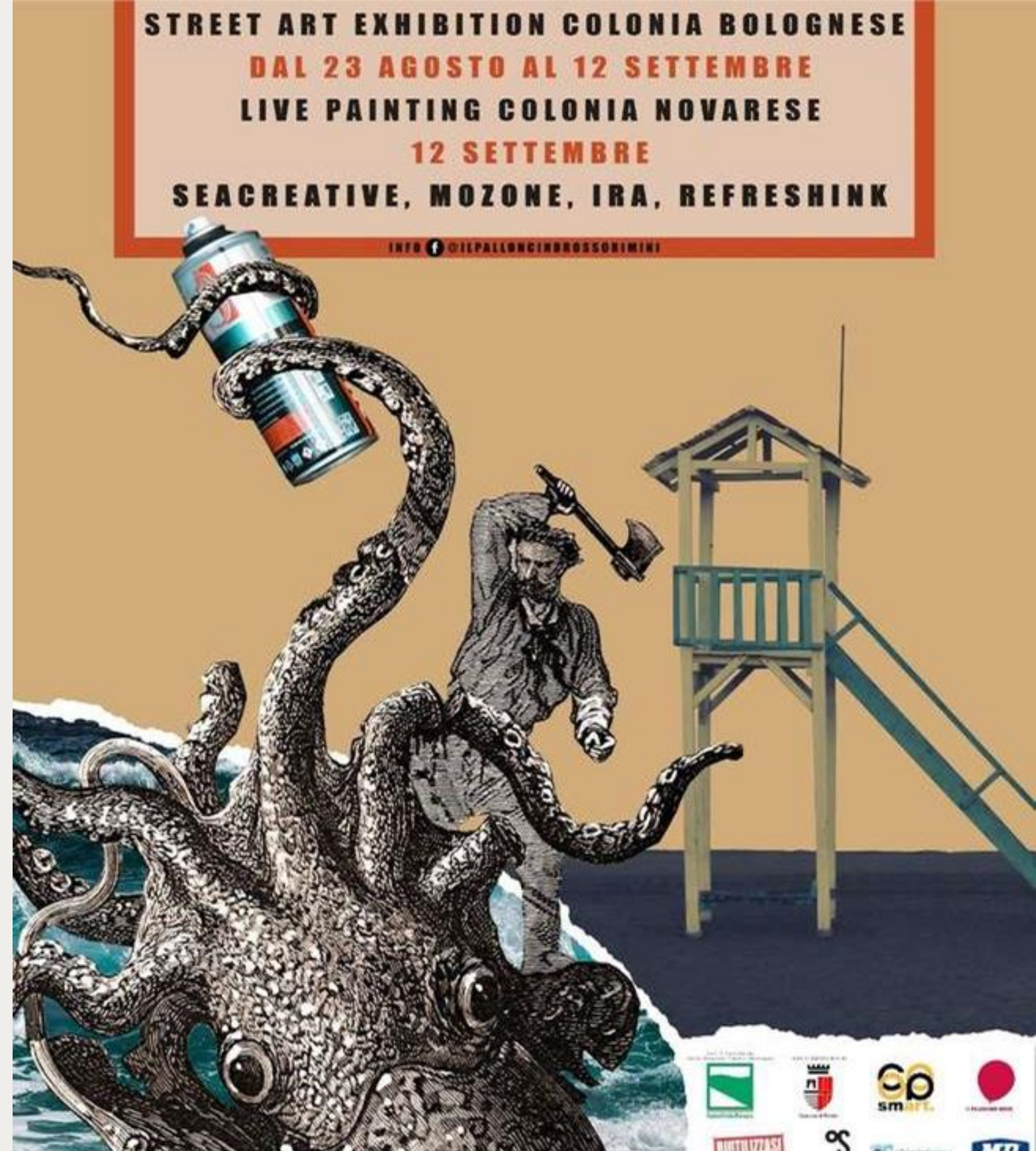
IL PALLONCINO ROSSO



INSIDE THE PROJECT ET ARS EST

street art exhibition at
Colonia Bolognese

live painting at Colonia
Novarese





INSIDE THE PROJECT ET ARS EST





INSIDE THE PROJECT ET ARS EST





INSIDE THE PROJECT ET ARS EST

live painting with
REFRESHINK
SEACREATIVE
IRA
MOZONE





INSIDE THE PROJECT ET ARS EST

street art as the way to **bring
life in abandoned places**

street art as **social expression**



[https://www.youtube.com/
watch?v=rZ4cZFRQkTU](https://www.youtube.com/watch?v=rZ4cZFRQkTU)





TAKE HOME MESSAGE

THE PROJECT WAS THE FIRST ATTEMPT TO REUSE AN ABANDONED BUILDING IN RIMINI WITH THE CONTRIBUTE OF THE CITIZENS

IL PALLONCINO ROSSO TRIED TO BRING LIFE INSTEAD OF ABANDONMENT

IT WAS A SUCCESS FOR 3 YEARS BUT IT HAD TO END

THE BUILDING IS STILL ABANDONED AND EMPTY

BUT WE HAVE THE HOPE AND THE RESPONSIBILITY TO HAVE OPENED THE WAY

