



LA TRIENNALE DI MILANO

26th May 2018

**Title:**

**MILAN ↔ MOSCOW**

HOW MEGA-EVENTS SPEED UP THE PROCESS OF URBAN REGENERATION IN CITIES

**Abstract:**

Large international events work as triggers for local development and bring tangible advantages to the host city and country. Amongst their tangible benefits, the effects of mega-events on cities are visible because they are catalysts for economic transformation, help upgrade urban infrastructure, strengthen the international image of the city and accelerate the implementation of desired urban policies and improve the quality of urban environment.

Mega-events such as World Expos, Olympic Games, FIFA Cup, could offer an accelerated route of growth leveraging powerful national and international partnerships of both a public and private nature-

As a consequence of mega-events, the Urban Regeneration of cities is enlarged to all sectors of a city's life and administration, and it bringing benefits across all sectors: public spaces, housing, infrastructure, culture, environment, economy, services, etc.

The debate will tackle two different cities that host mega-events in distinct timeframe with the objective to analyze the effects and impacts of the urban context and its urban development, the strategy and vision that lay behind it, and the acceleration of the development of the future planning.

More specifically, it will be discussed 2 cities very different from each other but with an analog urban regeneration that increased the quality of life:

**1. Milano: Urban redevelopment of public spaces, on infrastructures and housing for World Expo 2015: (Past):**

The result of a process launched in 2007, the 2015 Expo is the Mega-event of international importance that has helped to launch further Milan internationally, and, like similar situations characteristic of urban events in recent decades, the event has localized and accelerated a series of transformations already in course since the beginning of the 21st century.

The effect of Expo 2015 is still in undergoing evolution, which is possible to grasp relevant traits.

One of the consequences clearly attributable to the impact on the territory is the consolidation of the north-western axes as already started by the construction of the new Rho Pero exhibition center (Fuksas 2002-2004) and largely favored by the infrastructural corridor of great mobility - highway and high-speed railway - which connects Milano with Turin. This axes is also placed exactly at the crossroads of the east-west and north-south axis of the national transport network.

The development of the "Cascina Merlata-UpTown Masterplan", launched by

Euromilano at the same time as the Milan candidature for the Expo, incorporated in itself an active support to the Universal Exposition with the realization of the Delegation Village located in the social housing, as well as it offered itself a service center and access door to the event.

Today “Cascina Merlata-Uptown” continues its natural development to which will be added the reuse of the same exhibition site as the site of an avant-garde scientific and technological center.

Private funding develops the initiative, Euromilano, who decided to develop this area through a series of competitions, from the Masterplan to both residential and service buildings. This process brought the definition of a district with innovative features.

It presents itself as a possible paradigm - both in terms of procedures, design and environmental quality, as well as the acceleration in the creation of the community and of the placemaking - of a new phase of development of a large portion of the territory proposed which new metropolitan centrality.

## **2. Moscow: Public Spaces redevelopment of the most important streets for the final World Football Cup 2018: .**

In 2015, Strelka KB undertook the management of the Moscow government’s “My Street” program — the biggest renovation project in the city’s modern history. Since then, Strelka KB has supervised redesign efforts for 250 city streets, avenues, and embankments. The total length of the renovated streets amounts to 50 kilometers.

To ensure the quality implementation of the program the company developed the first-ever Russian “Standards of Street Redesign”. The Standards were adopted by the city government as a framework for all the current and future redesign projects of 3500 Moscow streets.

For the last three years, Strelka KB has served as a professional liaison between the Moscow government, city departments, independent experts and local residents. Public participation was one of the key components of the “My Street” project. Strelka KB surveyed nearly 45 thousand people on the streets of Moscow and a team of anthropologists conducted 200 hours of in-depth interviews with the city residents.

A dozen of international and Russian architecture firms were engaged in the renovation of the streets and public spaces including West 8, Topotek 1, OKRA, Djao+Rakutine, Marta Schwartz, Meganom, BuroMoscow, Plan B, and others. For Russian architects, in particular, participation in the “My Street” program was the first project of such scale.

Adriaan Geuze, a co-founder of West 8, a Dutch architecture firm responsible for the renovation of Tverskaya Street, says the “My Street” program marks a true turning point for Moscow. “It is very courageous that Moscow authorities are trying to stop the process of urban erosion by the dominance of traffic and are giving space to pedestrians,” Geuze says.

One of the major outcomes of the streets renewal program is the improved Moscow traffic safety. The maximum speed reduction led to decrease of road accidents by 56% and car injuries by 29%. With roads optimization and reduced traffic congestion, commuters now choose public land transportation more often than metro.

“The new urban space is well-balanced – there is room for both cars and pedestrians,” – says Strelka KB CEO Denis Leontiev. “The streets became safer and more attractive to pedestrians including families with children and young people. We managed to achieve it by handing over the spaces meant for cars but not used by them to

pedestrians. We freed 15% of the road surface establishing the average lane width at 3.5 meters.”

The freed space along the sidewalk allowed to plant 7,000 trees that serve as a buffer between the busy roads and pedestrian areas. The convenient access to public spaces is ensured by the construction of new crossroads and ramps. The research shows the increasing growth is retail sales as the city becoming increasingly friendlier to pedestrians and cyclists.

The urban renewal program is rapidly changing the image of Moscow and setting a high bar for the urban revitalization projects across the country.

**Format:**

The event will last one afternoon, at Triennale of Milano, on **26th of May 2018 from 10.30 to 12.00, during Arch-Week events.**

The structure will be made by a series of presentations and a final common debate.

Dott. Giovanna Carnevali, Curator of the event  
International projects development Strelka KB

Prof. Arch. Alessandro De Magistris  
professor of history of the city and of the territory, Politecnico di Milano.

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Invited People:

**From Milano:**

Prof. Luigi Borrè - President Euromilano  
Dott. Attilio Di Cunto- CEO Euromilano  
Arch. Giovanna Longhi  
Arch. Emanuela Recchi -President and CEO Recchiengineering  
Ing. Umberto Zanetti - Founder ZDA/ Zanetti Design Architettura

**From Moscow:**

**Arch.** Denis Leontiev CEO Strelka KB  
**Arch.** Adrieen Geuze Director West8 Architecten