

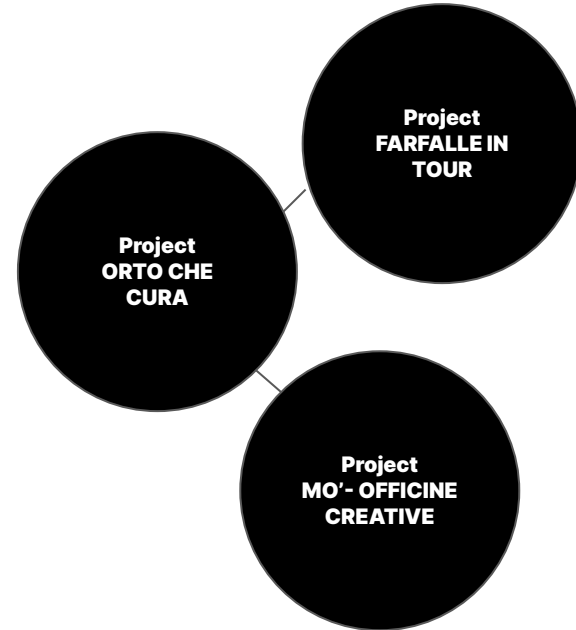
**GRAPHIC  
DAYS®**

LIMES  
**Mini Mega Spazio**

## DESIGN PREMISES

Bringing **beauty** to spaces neglected today, the intervention aims to promote an **ongoing dialogue** between people and nature, recognizing in this exchange the key to acting on the quality of life and collective **well-being**.

## THE ASSETS OF THE COOPERATIVE "THE MARGIN"



## LOCAL NEEDS

The project was born from the desire to respond to some **urgent local needs** identified by the project team following a discussion with the operators of Il Margine and a field analysis of the intervention implementation context.

- 01 Making the space in front of Il Margine workshops more welcoming and inclusive

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- 02 Ensuring a public gathering space for the residents of the neighborhood

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- 03 Counteracting the overbuilding of the affected area

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- 04 Making Il Margine known and its activities to the surrounding area

## SYSTEMIC NEEDS

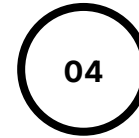
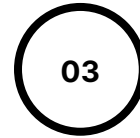
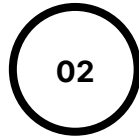
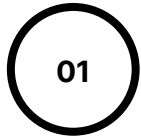
Broadening the survey's gaze, however, additional needs emerged, definable as "systemic," that pertain to the way urban public spaces are usually understood

- 01 Lack of an ecosystem approach (humans, plants, and animals) in design

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- 02 Scarcity of actions preparatory to the development of ecological intelligence

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- 03 Lack of a culture of circularity

## SPECIFIC GOALS



### **Encourage**

recreational practices  
and social practices  
in the renovated  
public space

### **Promoting**

sustainable practices and  
raising awareness to  
public green care among  
users and residents of the  
neighborhood

### **Spread**

the adoption of the  
format to other city  
entities.

### **Increase**

contact and social  
exchanges among the  
different users of the  
area

## THE RESPONSE TO THE UN 2030 AGENDA SDG'S

> **Regeneration project**  
of urban spaces

> **Actions for democratization**  
and access to culture aimed at the  
most vulnerable groups

> **Dissemination actions and  
educational-laboratory activities**  
for the dissemination of sustainable  
approaches in schools and to the adult  
public

> **Actions to restore biodiversity**  
with targeted urban greening  
interventions.



# **(Re)designing together the framework in which to live**



## 01 Engagement

- Scouting the space
- Involvement of cooperative users
- Data collection, needs and requirements
- Concept design, visual identity and functions

## 02 Awareness

- Restitution of the survey to the neighborhood
- Stakeholder mapping and engagement
- Launch of communication strategy
- Executive design

## 03 Activation

- Construction site
- Opening event
- Launch of citizen engagement format

## 04 Maintenance

- Daily use and space maintenance activities
- Biodiversity monitoring
- Participation monitoring
- Dissemination of Mini Mega Spazio in other settings

# 01 Engagement

**Participatory workshops are an innovation accelerator. Together with users, we created a concept based on the insights that emerged and designed new solutions.**

# Space Scouting, strengths and weaknesses



# Active involvement of the users

Cosa non può mancare qui

VORREI AVERE  
UN POSTO GIGANTE  
PER TUTTI

**Data collection,  
needs and requirements**

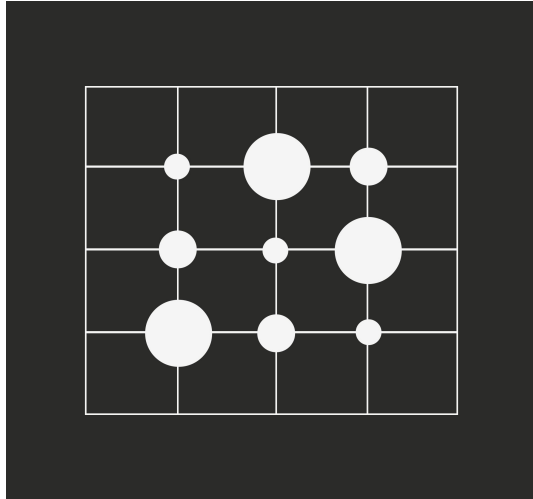
# Concept Design, visual identity and functions

# The unity and the network, the small and the large together.

## Concept for a new space

- Resilient
- Widespread
- Ecosystemic and circular
- Scalable and replicable





## IT'S MINI

**Because it's an oasis of care for the small-big things:**

the gaze, the people, everyday activities, flora, and small fauna.

## IT'S MEGA

**Because when new spaces are created together, there is no**

**limit to imagination:** it is a container of possibilities that transforms itself by embracing new developments, activities, and people.

**MINI  
MEGA  
SPAZIO**

**MINI  
MEGA  
SPAZIO**

## THE NEW FUNCTIONS

Reimagining the space, three new macro-functions have been defined in addition to the basic ones (sitting, eating, meeting). The identification of these new functional areas arises from the characterization that the place intends to have in order to meet the needs of space for people, space for the conscious proliferation of greenery, and space for creativity.

### 01 Expository

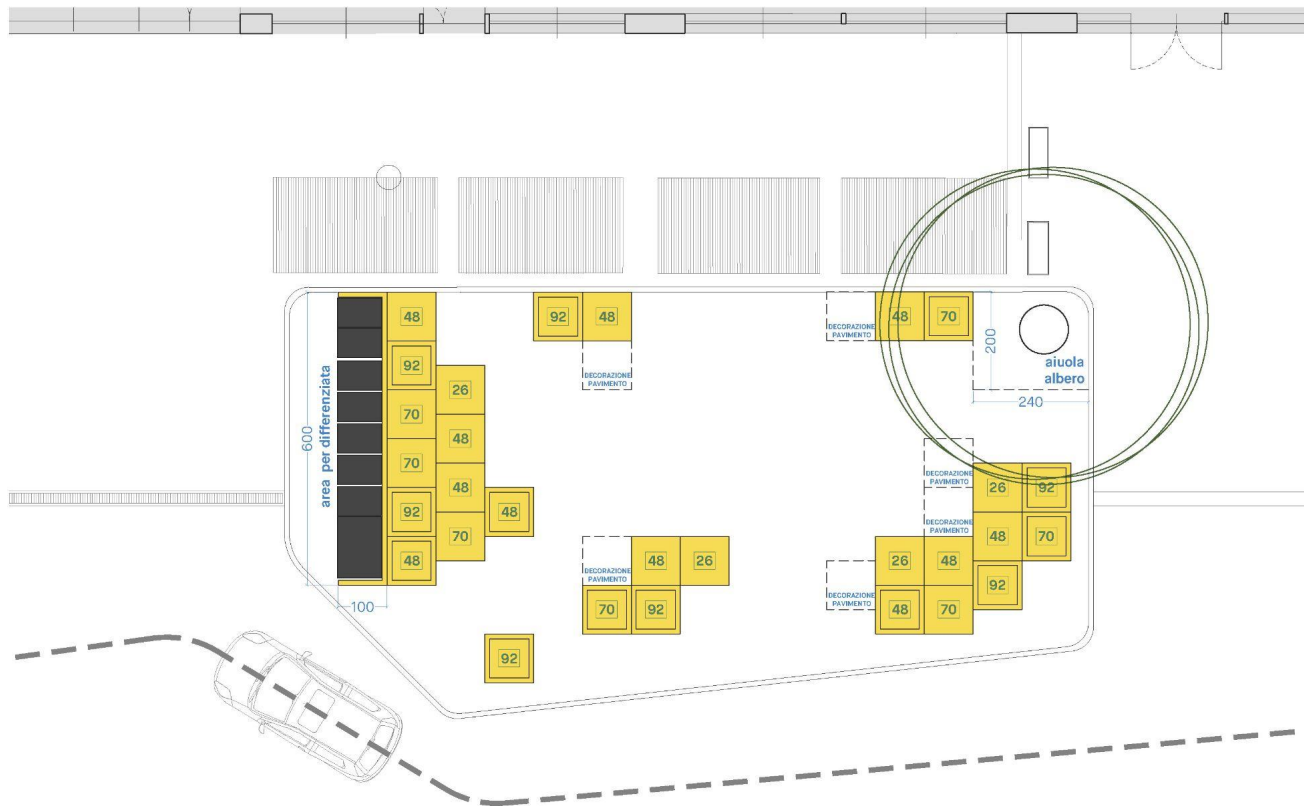
To promote Il Margine's activities, to engage the outside world by generating interest and engagement, to narrate and educate.

### 02 Experimental

To experiment with new ways of coming together, to arouse curiosity and educate, to periodically introduce innovations.

### 03 Green

To revitalize a place, to enhance the daily well-being of its users, to educate, to experiment, to collaborate.



n°29 structures 100x100 cm



# 02

## **Awareness**



Participatory poster creation  
to talk about the transformation  
of the neighborhood space.





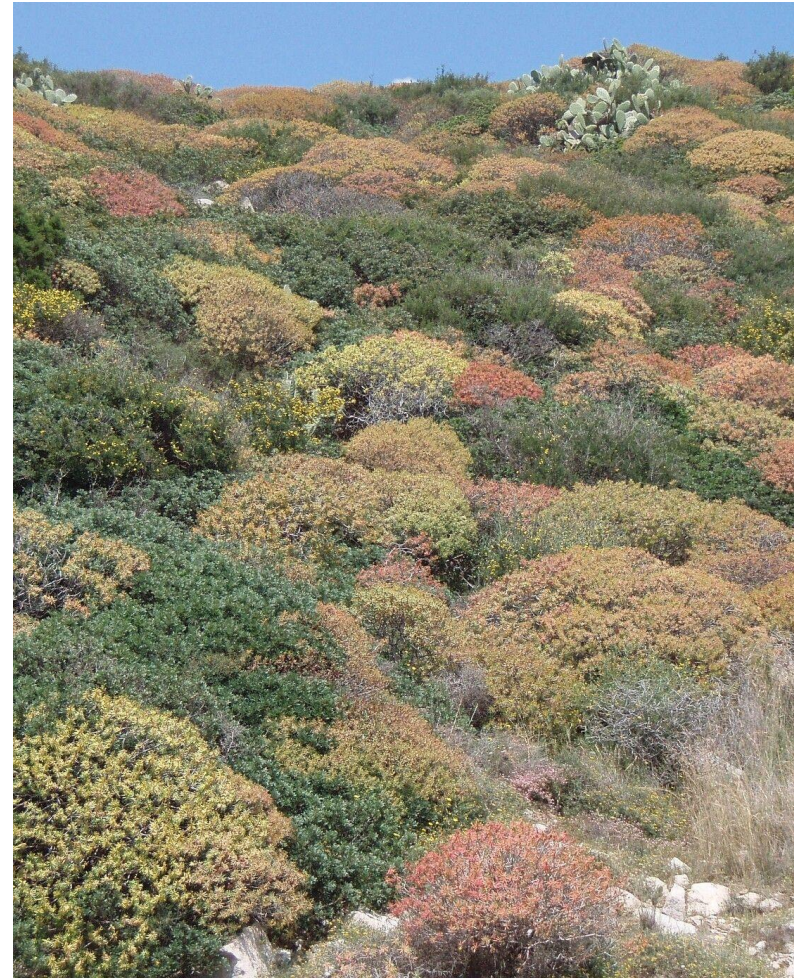
# 03 Activation and opening event

## NATURE INTEGRATION

Creating a garden with the aim of actively engaging The Margine's users and raising awareness within the community about the importance of restoring the habitat for pollinating insects.

### > INTERACTIVE GARDEN

Creating a sensory garden with the aim of actively engaging The Margine's users through recreational and sensory activities.



## ENGAGEMENT ACTIVATION

Starting from the opening event, initiate community engagement actions during specific events and workshops.

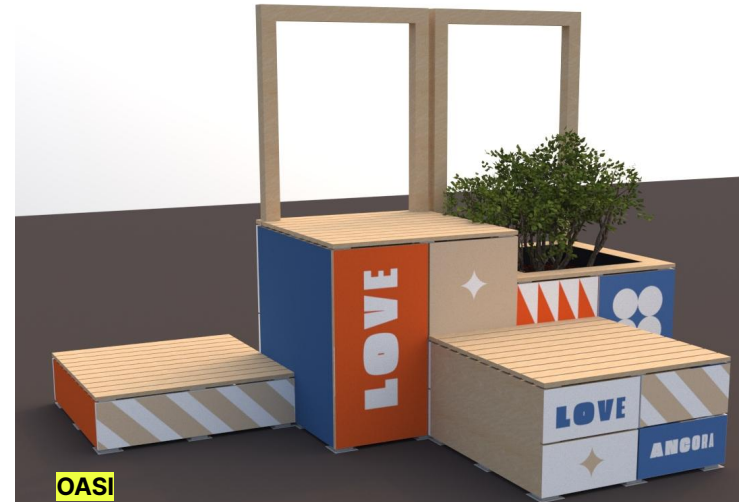
### GOALS

**>Promote the spread of greenery through:**  
melliferous corridors (individual engagement)  
and Mini Mega Oases (engagement of schools,  
associations, youth centers, businesses).

**>Create a community** around Il Margine and  
promote ongoing events for the association's  
users.



PLANT KIT



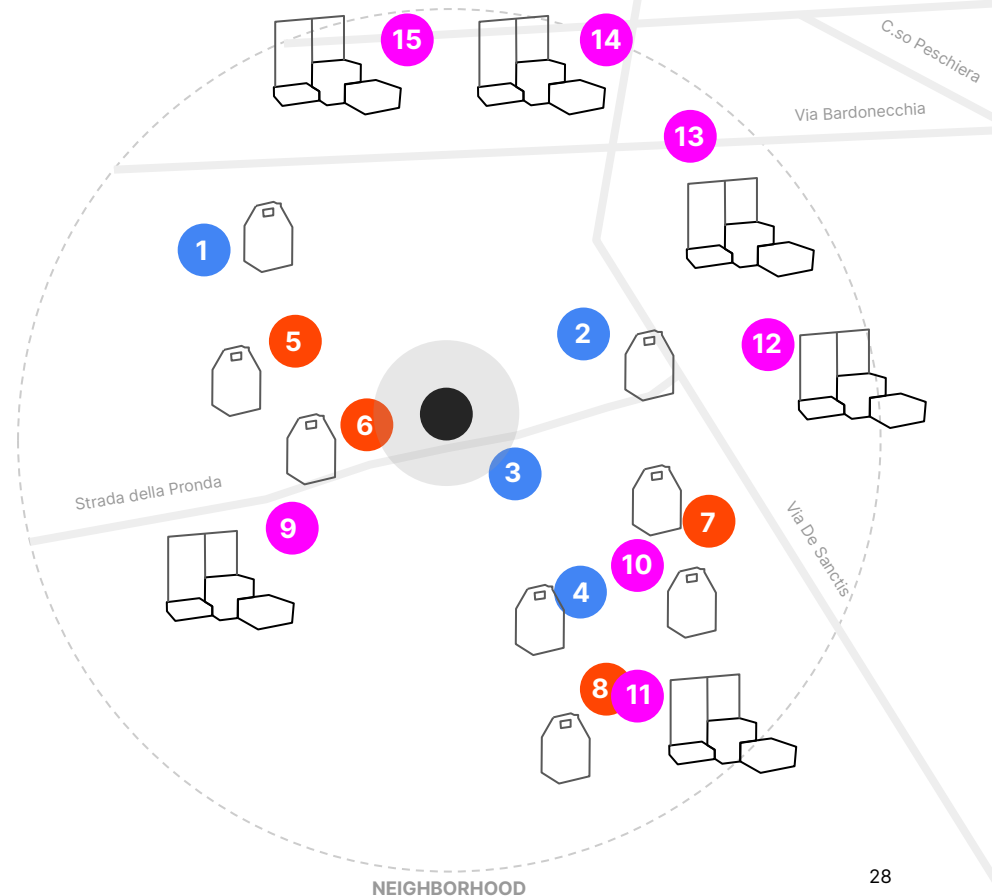
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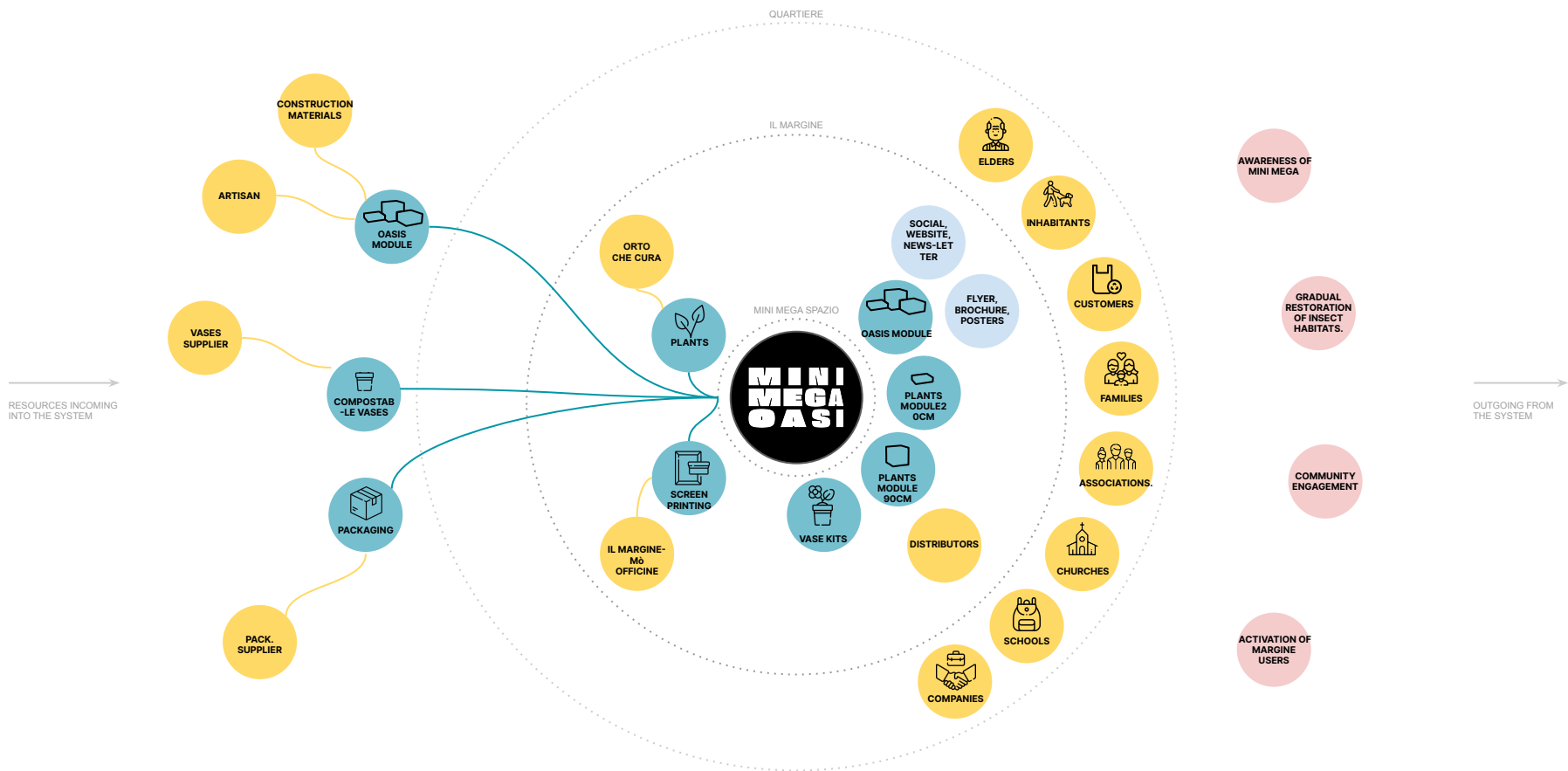
## SPREAD MINI MEGA SPAZIO

The Mini Mega Space community spreads through the creation of green corridors and the proliferation of mini mega oases in the outdoor spaces of associations, schools, youth centers, businesses, or in the homes of citizens.

### Selection of stakeholders closest to Il Margine

- |  |                                       |
|--|---------------------------------------|
| ● Istituto Comprensivo M-L. King         | ● La lanterna dei gia.che.le.         |
| ● Liceo Carlo Cattaneo                   | ● Ass. Bocciofila borgata Lesna       |
| ● Istituto Albe Steiner                  | ● Circolo bloom                       |
| ● Scuola elementare L. Ottino            | ● Associazione Dreams                 |
| ● Testimoni di Geova, via Chambery       | ● Il cielo capovolto                  |
| ● Parrocchia S. Massimiliano Maria Kolbe | ● Società di danza Torinese           |
| ● Chiesa di Madonna della Guardia        | ● Teatrazione ass. culturale sportiva |
| ● Chiesa Cristiana Evangelica            |                                       |





# 04 Maintenance

## MONITORING

Qualitative monitoring activities undertaken by users with the purpose of assessing well-being parameters of the space and interest in urban greenery and public space care.

### GOALS

- > Providing data-based evidence of the actual project benefits
- > Train Margine users so that they themselves become tutors in activities related to participatory monitoring, minor maintenance, and planting of plants (in collaboration with schools, youth centers, etc.)



## STRUCTURAL ACTIVITIES

All activities that involve both internal and external users of Il Margine (associations, schools, etc.) with the aim of increasing space utilization. These activities may include periodic events that engage external stakeholders and routines carried out by the cooperative independently.

- >Green management.
- >Workshop activities.
- >Exhibitions, performances, and talks.
- >Dissemination of the Mini Mega Space project in the neighborhood.





## IMPACT

25 Users of Il Margine

10 Social workers

44 Plant species

13 Plant Boxes

16 Seats/tables

150 Plants distributed

5 Events

200 Local participating



**DRESS  
NO  
STRESS**

**MI SENTO  
BENE  
SE CI SONO  
LE PERSONE**

La sartoria di Margine Officine  
è lieta di presentare  
la collezione primavera - estate  
presso Mini Mega Spazio,  
Strada della Pronda 66

Venerdì 16 giugno 2023 ore 18.00,  
con aperitivo modaiolo

IL MARGINE  
L'ACCENTO SULLA PERSONA



# 5 eventi (EVENTS)



**MO'  
STAI A  
GUARDARE**

**MI SENTO  
BENE  
SE CI SONO  
LE PERSONE**

non ci muoviamo da fotocala, con un pomeriggio

Mostra fotografica permanente  
dei volti  
di Margine Officine

Da venerdì 26 maggio 2023 ore 18.00,  
in Strada della Pronda 66  
a seguire aperitivo

IL MARGINE  
L'ACCENTO SULLA PERSONA



**TUTTI  
SU-PER  
TERRA**

**MI SENTO  
BENE  
SE CI SONO  
LE PERSONE**

Il verde dona anche a voi  
venite a zappettare  
nelle aiuole di  
Mini Mega Spazio,  
Strada della Pronda 66

Venerdì 30 giugno 2023 ore 16.00,  
con merenda green

IL MARGINE  
L'ACCENTO SULLA PERSONA



**GLI SPAZI  
IN-VERSI**

**MI SENTO  
BENE  
SE CI SONO  
LE PERSONE**

Abbiamo bisogno di riempire  
di poesia il nostro  
Mini Mega Spazio,  
vi aspettiamo in  
Strada della Pronda 66

Venerdì 7 luglio 2023 ore 16.00,  
con merenda creativa

IL MARGINE



# 200

## partecipanti

(LOCAL PARTICIPANTS)



# 150

## kit piante

(PLANTS DISTRIBUTED)





**44** specie  
di piante  
(PLANT SPECIES)



**13** fioriere  
(PLANT BOXES)



**COLTIVARE**

# 16 sedute e tavoli

(SEATS/TABLES)



un progetto di  
GRUPPO DAVIS | L'ARRETRATO

**GRAPHIC  
DAYS®**