

URBAN PLAYGROUNDS

Designing around schools

**Design of public spaces and urban services around schools for childrens and young people.
A twofold perspective: activation of local comunities and brand urbanism.**



15-18 FEBRUARY Research WS
MARCH Midterm Meetings
APRIL Intensive Design WS
and Final Jury
SUMMER Exposition

A project by **CALL** (Cities in ActionLiving Lab)-DASTU Politecnico di Milano - Responsible: **Anna Moro**-DASTU Politecnico di Milano

With the participation of:

Ilaria Valente | Dean-AUIC Politecnico di Milano, and Professors: **Grazia Concilio, Cristina Renzoni, Chiara Merlini, Chiara Nifosi** | DASTU Politecnico di Milano-**Francesca Rizzo** | DESIGN Politecnico di Milano

Lorenzo Fabian | Università IUAV di Venezia
Alessandro Loro, Head of innovation and communication IGPDecaux

Tutors: **Gianfranco Orsenigo, Iliana Tosoni**
Supported by IGPDecaux-Innovation and Communication Department

In collaboration with local associations

The workshop is focused on the quality of the urban open spaces in response to inputs and needs of fragile categories, in particular children and young people, as they are arising and becoming crucial through the recent sanitary emergency. By means of an open and multidisciplinary approach to the design of public spaces (and its activation in relation with playing, movement, open air activities) the workshop promotes an immersive research and a design activity in contact with engaged local communities and in collaboration with brands, as new key actors for the redevelopment of marginal urban areas. The workshop will provide innovative solutions to reactivate underused public or semipublic soils around schools and services, in three north-west neighborhoods of the Milan municipality, compared with international cases. The presence of global potential investors, managed by IGPDecaux as partner of the workshop, will promote an experimental design initiative for brand urbanism and will open up opportunities for students to further develop their design ideas. A mixed jury of experts, local partners and international will select best proposals.

<http://www.citiesinactionlivinglab.org/> | email: anna.moro@polimi.it



**POLITECNICO
MILANO 1863**

SCUOLA DI ARCHITETTURA URBANISTICA
INGEGNERIA DELLE COSTRUZIONI

IN COLLABORATION WITH

IGPDecaux
comunicazione esterna