

PORTA DI PESARO

SMART HARBOR COMPETITION

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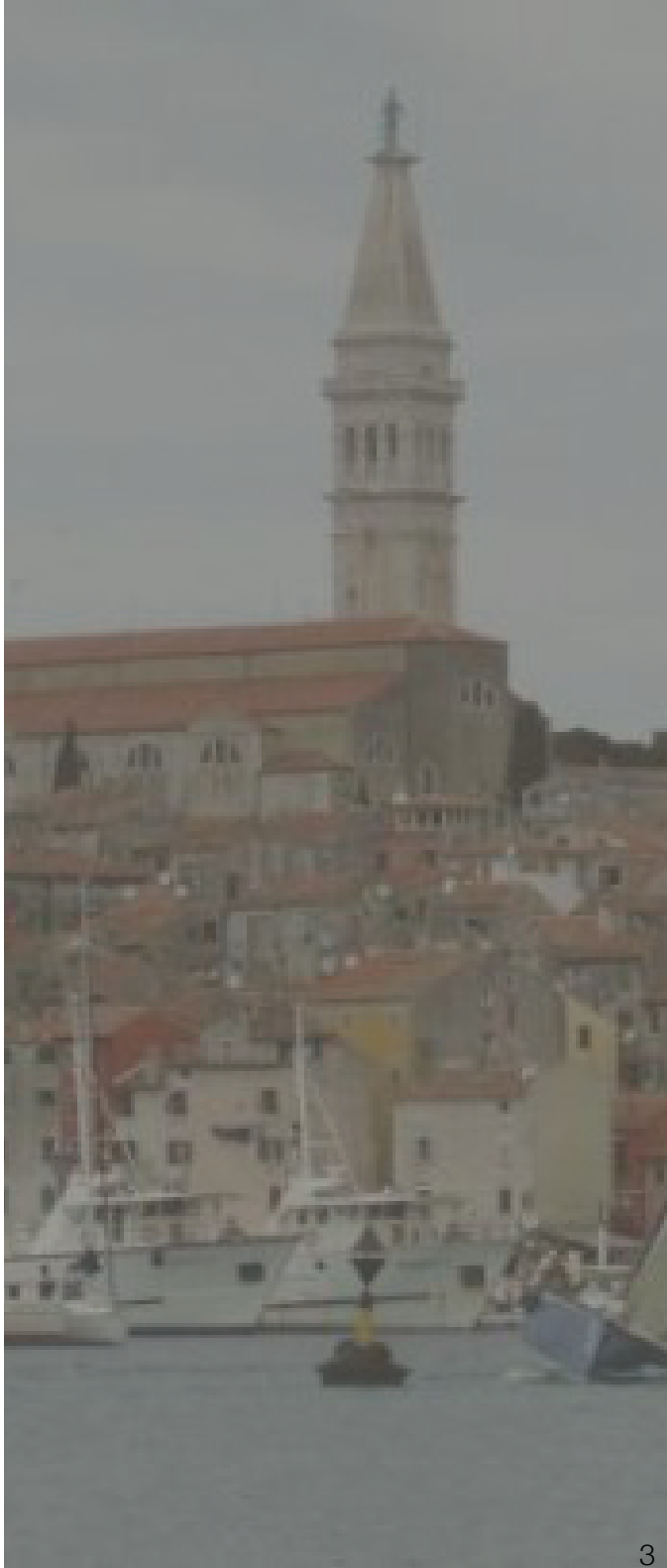
August 20, 2013



1_Pesaro's Harbor

Today, almost every city with any form of water frontage is doing something about revitalizing its waterfront. Ports have turned “from a place of intense traffic and economic development to a formerly blighted and inaccessible urban area.”[Pg. 58]ⁱ They have become abandoned spaces, that offer little to no purpose to a city's urban fabric. However, in recent years, the waterfront has reclaimed its appeal as a valuable urban center. Cities now look to redesign the idea of a port that will improve the quality of every day's life. As many cities around the world take part of this phenomenon, the city of Pesaro, Italy has launched a competition to generate ideas that transform an unused shipyard into a new wellness and entertainment center. Therefore, the Smart Harbor competition provides an opportunity to re-imagine the remains of an existing structure into a series of public spaces that reinforce the relationship between landscape and water; and bring the city back to the waterfront.

ⁱ Giovinazzi



Pesaro is a city full of rich culture and landscape, yet it has failed to find its place as a touristic destination. Located in the Italian region of the Marche, Pesaro is the capital of the Pesaro e Urbino province.ⁱ Outlined by the Adriatic Sea and composed mainly of a kaleidoscopic landscape, this central Italian region “becomes a discovery of the relationship between town and sea.”ⁱⁱ A strategic location for the project site as it is settled at the crossroads between two contrasting landscapes. Furthermore, the site is located at the north-end edge of the harbor nestled between the Parco Naturale del Monte San Bartolo, the historic city center and the crystalline beaches that border the Adriatic Sea, as seen in the site image above.

i “Marche Voyager - Guide to Pesaro.”

ii “Pesaro and Urbino - The Marches - Discover.”

The city of Pesaro has a unique waterfront due to its beautiful surroundings, but it is not memorable. The landscape, the historic buildings and the beaches are not sufficient to offer an iconic image of the city. Unlike the waterfront of Sydney, Australia. This harbor offers a distinct image thanks to the Sydney Opera House. An icon of the city. Therefore, when comparing the two harbors, one notices that the city of Pesaro lacks a recognizable landmark.

A starting point for our design of the new harbor. A landmark could become a key moment where visitors around the world would recognize Pesaro as a new tourist destination. Along with the creation of an urban park and educational facilities that are oriented towards the water and city, to preserve the local resources and identity.



Pesaro's Waterfront

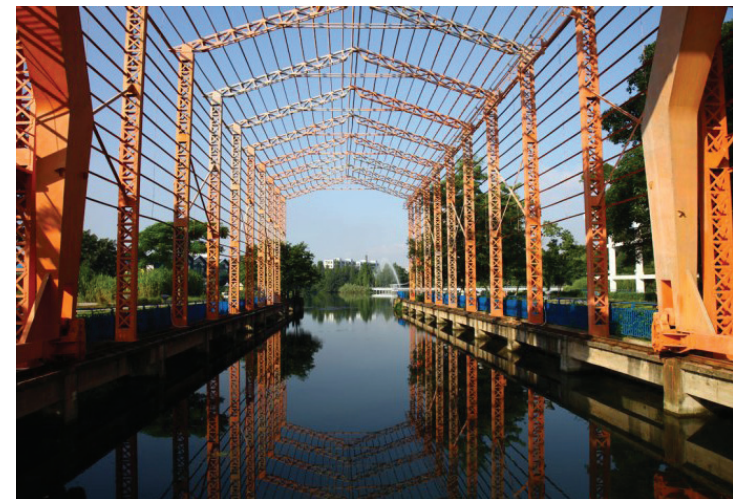


5_Sydney's Waterfront

6_Old Shipyard Garden in Zhongshan, China

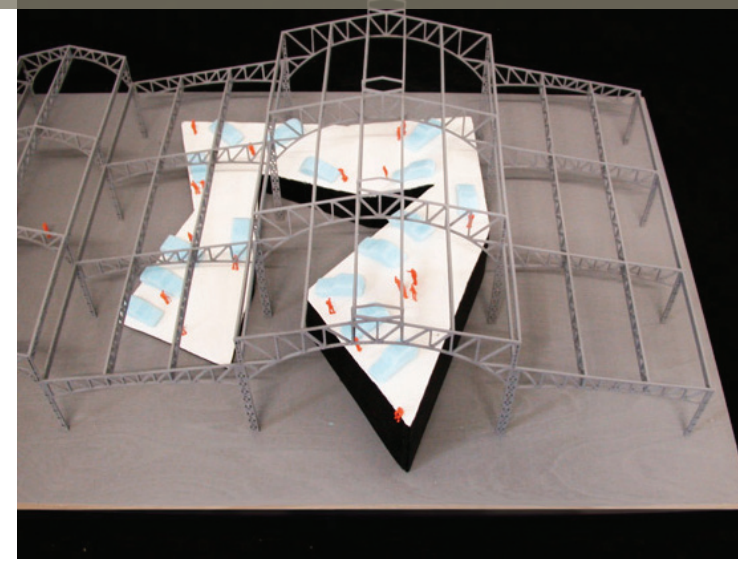


Due to its industrial background and future as a touristic port, the site poses an interesting question on how it should be transformed. As a working shipyard for many years, the work on this site provided economic stability to the city. Therefore, we wanted to maintain a part of the shipyard alive. The best way is to keep some of the existing buildings as anchors on the site. This allows for the vastness of the site, which poses a significant design problem, to be realized in its full potential. The Old Shipyard Garden in Zhongshan, China, is a good reference that allowed us to envision how we could turn the existing buildings into a meaningful and functional space.¹ We could use the structure as a memory to the past, but also as an innovative way to transform the site.

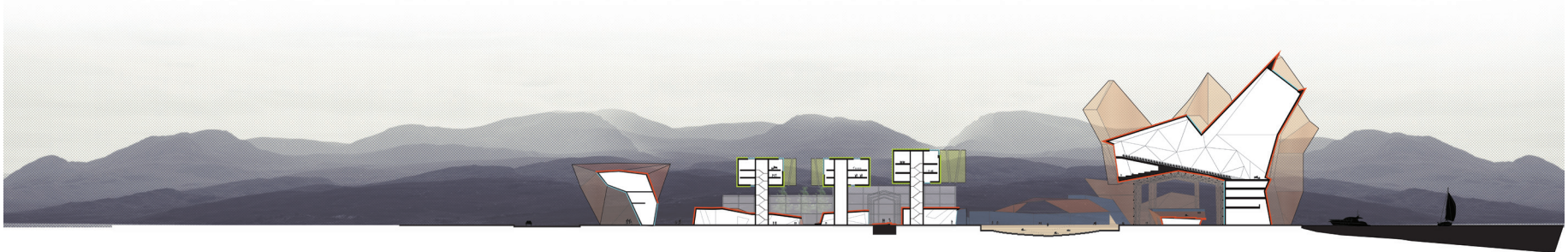


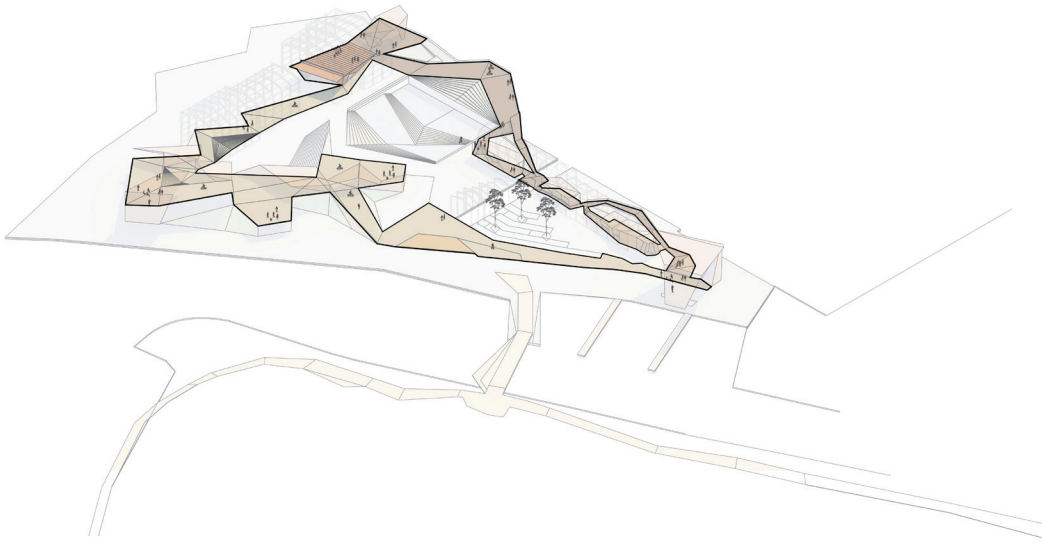
7_265 Rinderhallen St. project by Herzog & De Meuron

Transforming the existing structure allows us to create an interesting juxtaposition between the old shipyard buildings and a new urban park. To enhance the structural frames, we proposed to incorporate an inner path that weaves through the frames. The 265 Rinderhallen St. project by Herzog & De Meuron, shows how an inner building and frame could coexist together.¹ The inner building allows us to have the building entrances be part of the path, while having the majority of the program be above the structural frames. The project section is a clear diagram of how the circulation loop, frame and building interact together. Also, the path and entrance lobbies are designed to feel closer to a human scale, which is important for the visitors to not feel overpowered by the structures. By elevating the buildings, they each have direct views to the surrounding landscapes discussed previously through the site image. Also, the open structure allows for water and land to connect, by breaking the site with a water passageway. Therefore, the site commences to connect itself into the water and urban fabrics.



8_Project Section





9_Diagram A, The Circulation Loop

Strategically keeping the building to the North and East of the site, a triangular area is formed. As seen in diagram A, the loop establishes a pedestrian-friendly circulation route giving access to all programmed areas of the project and key outdoor spaces, such as the performance deck. Also, the loop acts as the roof for the wellness centre and lobby areas of the educational facilities.

The circulation path connects to the Pesaro's bicipolitana project. A cycling route program, similar to the subway lines around the world, but instead of subways, bikes are used in its place. A system that connects different areas of the city to allow for quick navigation with no cost, pollution or stress.ⁱ Promoting a healthy lifestyle, that will become part of the new urban centre and wellness park.

ⁱ “Pesaro Mobilità: Portale tematico del Comune di Pesaro dedicato alla mobilità cittadina : Bicipolitana.”

10_Bicipolitana Map



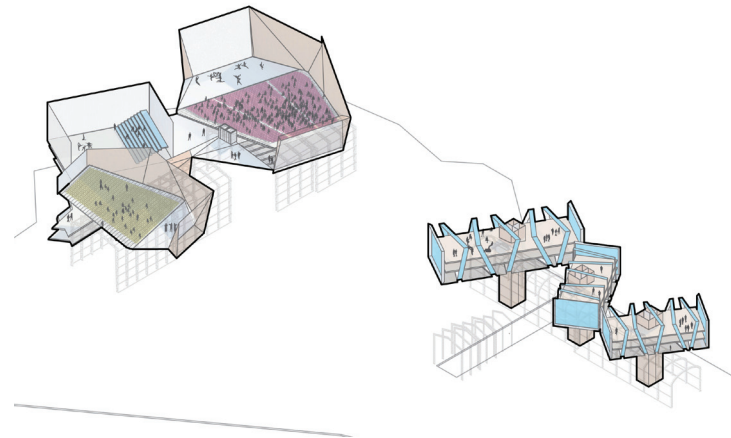
The loop is essential in developing the site strategy, along with the existing buildings, because it forms the main circulation path and the connection between the three program zones. An international, a local and wellness area; three program areas that respond to a specific demand the city requires to fulfill its hopes of becoming a touristic port. Three zones that work with the program to create a more sustainable economy.

By researching the city's events, we developed a program that will enhance the relationship between the arts with both the locals and tourists. Pesaro is city of the arts. Known as the birthplace of opera composer Gioacchino Rossini, the city every year hosts the Rossini Opera Festival.ⁱ A grand event that has placed the festival in Pesaro as one of the most anticipated spectacles in the European musical landscape. Also, Pesaro houses the International Festival of New Cinema.ⁱⁱ Another event that gives Pesaro an international identity. As these two events, are the most important cultural festivals for the city, we felt it was important to provide a space that would house a larger amount of visitors. A new culture house that will act as an icon at the waterfront and connect the city with the water through the arts. An international zone that is located to the north of the site and gives a sense of importance to the waterfront. As mentioned before, this culture house becomes the iconic landmark of the harbor, resembling a lighthouse when viewed from a distance. As seen in diagram B, the building houses two theaters for traditional performances, and a black box theater for experimental performances. The combination of these theaters allows for various types of shows and a greater number of spectators. The local zone, are the three buildings located at the east of the site, as seen in the diagram A. These are the educational facilities that houses workshop and gallery space. A range in program that will allow the citizens to take part in learning the arts and other vocations, but also become a space that will promote a continuing development of the local economy.

11_Rossini Opera Festival



12_Diagram B, The Program

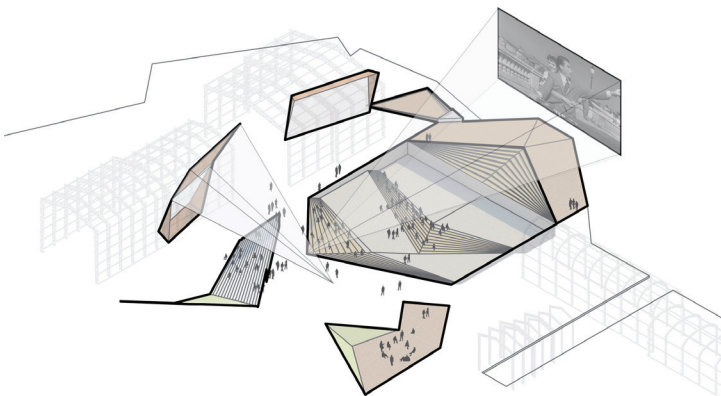


i "Agriturismi Urbino Rossini Opera Festival - Pesaro ."

ii "50a Mostra Internazionale del Nuovo Cinema."



13_Sail-In Cinema, Toronto, ON



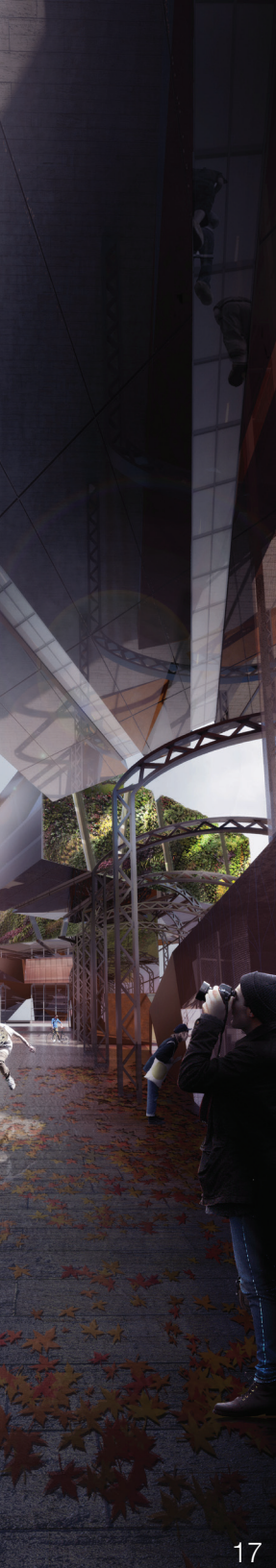
14_Diagram C, Performance Deck

The performance deck located between the culture house and educational facilities, takes advantage of the existing deck to provide an interactive amphitheater. Diagram C of the performance deck, shows how the space can be used to be part of the film festival. The two screens provide an outdoor theater, other than the one located at the main Piazza del Popolo. Due to the ideal weather of the Italian region, an outdoor cinema proves to be a design feature that is enjoyed by citizens of all ages. An example is the Sail-In Cinema located at the Toronto's Harbor, which features a popular event of every day life being improved by its proximity to the water.¹ Therefore, in diagram C, the performance deck has two screens that are projected from the building facades for an immerse experience. Also, the outdoor performance deck can be utilized as an impromptu performance area and take part of the local markets, such as the monthly Stradomenica, and local festivals like the Fiera di San Nicola. Therefore, the combination of these events the city of Pesaro has to offer will transform the new urban centre as the heart of the city, and bring the city to the waterfront.

¹ Speidman



The redesign of Pesaro's harbor attempts to respond to the current urban and social needs of the city. By transforming the abandoned shipyard, and using its existing structure, the city can shift its focus from an industrial economy to tourism. The entertainment centre and urban park proposes to preserve the local resources and identity, while redefining the relationship between the town and sea. The waterfront will become a landmark, that uses Pesaro's historic identity and plethora of culture and landscape to give the city a structure for the future as a touristic port.



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