

Case Examples - City of Naples

1. Title:

Co-design your neighbourhood. A participatory process for multicultural regeneration

2. Case example Summary

Aste & Nodi begun a three-step process aimed at enhancing multiculturalism and strengthening the sense of belonging of the new inhabitants to the Porta Capuana district. The purpose is the creation of synergies between the migrants' communities that have settled in the neighbourhood in recent years and the new activities dedicated to art and culture that arouse at the same time.

The starting point was the realisation of *Terzo Tempo* installation at *Museo Madre*, Naples contemporary art museum located in the area. The second stage of the process was the realization of a co-designed itinerary to develop the story-telling of *Porta Capuana* through the eyes of its new inhabitants. The itinerary will first be proposed to the staff of *Museo Madre* and then to the public. Another step of the process is a seminar to explore and exchange best practices on the interactions between museums and inhabitants in similar cultural contexts. The ultimate goal is to test a threshold dimension between the district and the museum, by activating, within *Madre*, a space for observation, dialogue and participatory governance for the social and cultural innovation of the territory.

3. Solutions offered by the case example

The urban complexity in *Porta Capuana* is evident from the multicultural and social point of view, as well as according to its urban functions. Most of the reception centres and immigrants' communities were concentrated here, in the void left by the closure of the courthouse and the end of the social and economic activities flourishing around this public function. The same happened with the confluence of cultural centres and artistic activities, that from one side are limiting the marginalization of the area, but on the other side risk to accelerate the gentrification process and to smooth diversity.

The solution proposed by our case example is to create integrated policies to improve the coexistence and synergy of different realities. We reach this by creating many small actions with an immediate result, but with a long term vision. With our projects we foster a stronger identification and connection between the territory and the inhabitants, creating a positive image of *Porta Capuana*. This leads to a new story-telling of the area.

4. Building on the sustainable and integrated approach

In order to make sure that no social group or urban function prevails over the others, we cannot help but use a multi-disciplinary and integrated approach, treating the social and urban issues from different sides, while maintaining an overall view. Our method is to connect institutional “bigger” actors with local non-institutional stakeholders, so as to create both long-range and short-range interactions and to avoid both inefficiency and lack of connection with the territory. Preserving plurality, we foster cooperation among the social components and create synergies among the urban functions: variety ensures sustainability because it multiplies potential solutions, as well as interaction enhances the probability of finding opportunities in what is commonly considered a problem.

5. Based on a participatory approach

In such a heterogeneous urban context we focus on people’s engagement so that they can reach shared solutions to complex (and shared) urban difficulties and living needs: conflicts due to coexistence and extreme proximity – typical of such a dense populated city as Naples – are not avoided, they are faced previously, instead. Involving all the social groups in art production and in the co-creation of the cultural policies of their neighbourhood facilitates an equal empowerment even in the contemporary art field, usually considered as elitist.

6. What difference has it made? How did the result indicator shift?

We do not have indicators to measure the results of our projects, but we observed changes in terms of the participants’ accessibility to public spaces generally underused and private places that have a special meaning for the inhabitants. For example, after the installation at *Madre* the participants started exploring the museum on their own, without any suggestion. Their self-initiative shows that through opening up spaces, the barriers can be broken. Moreover, the participatory projects, like the installation and the itinerary, arouse the participants’ enthusiasm while they were discovering stories, making them proud to show their reality and their unique everyday places.

7. Why should other EU cities use it?

A common feature of European cities is the solicitation for transformation due to external force, such as large financial resources, migration flows and a tendency towards touristification. There is the risk of urban monoculture. In fact, each of these trends pushes away inhabitants and functions that are not compatible with them. The scenario is the transformation of the historical idea of the city into a large theme park with only one vocation. The traditional (natural) approach is to choose a side. If you are more traditionalist you take the side of inhabitants, craftsmen and small traders. If you are more likely to change you are on the side of art galleries, startupper and similar.

Our attempt is not to give into the temptation to choose. We try to keep together those things that, at first sight, appear to be in contrast. Our goal is to balance the different functions and keep the complexity, since we believe that the most extraordinary life of cities develops in ordinary contexts.

8. **Key Facts and Figures:**

“This Must Be the Place” and “Terzo Tempo” installation with ActionAid Italia, Federico II University and Museo Madre, Naples contemporary art museum; Co-designed itinerary of Porta Capuana with the inhabitants, Coop. Dedalus, Coop. Casba, Migrantour, local traders.

In progress: “Madre onto the streets”, a guided itinerary for the staff of Museo Madre; Benchmarking and workshops with experts for the empowerment of the local communities with Museo Madre and Goethe Institut Neapel.

8.1 **Start and end dates of case example:**

June 2018 - Start of the project *This Must Be the Place*

November 2018 - *Terzo Tempo* installation at Museo Madre

November - December 2018 - *Co-designed itinerary of Porta Capuana with the inhabitants*

March 2019 - *Madre onto the streets* for the staff of Museo Madre

May 2019 - *Benchmarking and workshops* at Museo Madre

8.2 **Date of preparation of this case example:** January 2019

8.3 **Who prepared the case example?:** Aste & Nodi

8.4 **Budget:** 8.000 Euros approximately

9. **Extra information and hyperlinks:**

<http://www.astenodi.com/blog/2018/11/18/this-must-be-the-place-esplorazioni-urbane>

10. **Annex at least 2 good quality photos**















