

INVEST IN GENOVA







Genova. A wonderful City.



Marco Bucci
Mayor of Genova

You will see a regal town, perched into an alpine hill, superb for men and walls, whose appearance make it the Lady of the Sea”.

We quote Petrarch to describe Genova, our wonderful city that is becoming aware of its beauty and potential more every day.

One of the goals I set myself as a Mayor was to make the Genoese rediscover their pride of living in one of the most beautiful cities in the world, with a remarkably high quality of life and a thousand-year history among the richest and most glorious worldwide.

Today, our city is considered a high-level player in the economic, scientific, and cultural fields, capable of influencing major national and international decision-making processes, with its considerable potential and great productive, cultural and landscape resources. A place where industry, research, tourism, culture, urban regeneration and sustainability converge, and which everyday charms both Genoese and the millions of visitors and tourists flocking to our city.

Lately Genova has undertaken a process of transformation and evolution as never before. Imagine what the city of the future will be like: in recent years we laid the foundations for the construction of dozens of works and infrastructures that will change the face of Genova. This will enable our city to attract more inhabitants, tourists, and investors from all over the world.

The port is once again a central hub in the Mediterranean. It will be even more,

thanks to the construction of the new breakwater, landmark work of the National Resilience and Recovery Facility Plan (PNRR), and a series of interventions that emphasize growth, always accompanied by a concrete commitment to environmental sustainability.

Improving connections with the rest of Italy and Europe is our priority. With the successful conclusion of the Terzo Valico (Third Crossing Railroad Plan), Genova will be reachable by train in less than an hour from Milan, an achievement that will guarantee new perspectives and opportunities both for Genova and the inhabitants of North-Western Italy. Thanks to the “Gronda Autostradale” (motorway bypass plan), our city will be more easily connected by car, reducing travel time, and improving safety.

We want young people to decide to come to Genova to build their future here: supported in this by a University of excellence that has recently seen a steady increasing in enrolments, we have designed student residences in the historic centre and in Valpolcevera to host them in the best way possible.

Public transport will be easier and more sustainable, with zero emissions by 2025: fully electric buses, vertical connections to Erzelli and Parco dei Forti and, finally, the doubling of the length of the urban metro.

I am sure that, by continuing this path we will reach all the goals that we set, and Genova will increasingly become a place where we happily work, live, and spend quality free time!



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GENOVA: THE RIGHT PLACE

www.investingenova.com



Among The Major Italian Ports



Ligurian Region
Capital



6th Italian City
Population: about 600,000



3,000,000 ca overnight stays
2023



32,000 €
PIL per capita



More than 150km of cycle paths
in planning



5 colleges
22 Department of higher education



Average Real Estate:
1,658€/sqm



Average Rent:
8,61€/sqm



Evaluation of the real estate assets
+7,4% in 2030

CONNECTED CITY



From Genova Airport it is possible to fly daily to more than 600 destinations worldwide with just one stopover, thanks to connections with Rome, Munich, Amsterdam and Barcelona. Quick access to cruise terminals, train stations and highways is truly appreciated by passengers. Moreover, Genova's airport is just 6 km from downtown, that is crucial for people's journeys and business travels.

The on-going 20 million euros investment framework will realize a renewed terminal to over 1.2 million passengers. A more efficient baggage handling system, a new building with innovative technological systems and direct link to railway will be grounded with a special focus also on sustainability.





The extended highway system, on which massive modernization and safety work are underway, takes you to Milan in less than two hours, Nice in less than three, Rome five and a half, Zurich in less than five, Venice in four.

Or you can enjoy stunning views by choosing to travel the extensive system of regional roads.



The railway network connects Genova to Milan, Italy, and Europe. An ultra-fast 30-minute connection from Genova to Milan is currently being studied. Both train stations have recently undergone restyling.

Cruise ships from Genova travel to all main Italian and Mediterranean destinations, as well as round the world cruises.



QUALITY OF LIFE



One of the largest medieval historic centres in Europe, it preserves a heritage of excellence, confirmed by the presence of 42 palaces included in the UNESCO World Heritage Site with a rich cultural offer, including museums, opera house, theatres, and events in breath-taking locations. An expanding cycle path system promotes sustainable and healthier mobility. Sea and City intertwine in beaches, promenade, marinas; hilltops

are a few minutes away, with their fascinating landscape, amazing views and hikes. Genova is a dynamic city where you can enjoy your time in nature inside the city and in the backcountry, with sports and leisure, all year round. Moreover, a qualified education system, also thanks to international schools, guarantees skilled workers suitable for strategic employment sectors, like hi-tech companies, innovative start-ups, blue and green economy

SMEs and Port services and facility. A renowned health care system makes Genova a world excellence covering different specialties. Strong commitment to overcome architectural barriers follows a long-standing tradition of care for people with special needs. Exquisite food in traditional or trendy bars and restaurants in stunning locations for your spare time. **Dynamic Genova makes you feel safe and happy.**



Old Town



Opera House



Mediterranean climate



30 km of coast



33 museums



First class bars & restaurants



Disabled friendly



Parks & green spaces



Excellent Health Care



Genova Aquarium

TOURISM

www.visitgenoa.it/en

Destination: Genova

Superb Genova, "la Superba", easily accessible by sea, land and air, offers different experience, combining culture, fantastic sea, the charm of its colours and flavours. In the Old Town's narrow medieval streets, "caruggi", you find UNESCO Works Heritage Rolli Palaces, ancient and design shops and you can try delicious focaccia and pesto in one of its charming bars and restaurants.

Breath-taking walks in Nervi or Voltri, the biggest European aquarium in "Porto Antico" refurbished in 1992 by Starchitect Renzo Piano, stunning Boccadase, untouched fishermen's village in a dream setting: everything in Genova interacts with the sea. Ancient palaces or modern buildings host precious art collections, archaeology, natural and naval history and regularly organize excellent exhibitions.

The vertical city allows you to enjoy the landscape and deep blue Ligurian Sea. You can enjoy sports and spare time activities in the hilltops, thanks to rack railways and lifts that bring you there in a few minutes or by the sea, with a pleasant all year-around weather. Astonishing views and walks along the XVII century Fort and Ramparts Park are not to be missed.

Mediterranean and world cruises with MSC, Costa and others transport over 3.5 million passengers.



Annual overnight stays
2019-2023 + 30%



Annual arrivals
2019-2023 +10%



Airport 6 km
from downtown



Cruise passengers
1 mln



Hotels: 96
other facilities:
more than 3,000



Foreigners
2023 - 53% of arrivals
2019-2023 +13%



Average price*
€ 150,00/night



Average stay
2,5 nights

Over 3 million
overnight stays

* Data refers only to 4 and 5 star hotels



Events
4,900



Participants
670,000



Average expense
€ 350,00



Exhibition spaces
30,000 sim



Conference rooms capacity
3,000 pax



Rooms
3,700



Meeting rooms
220

MICE

Meetings, Incentives, Conferences, Events

www.genovacongressi.it

Genova is a lively city offering international events, greeting business meetings in modern and efficient conference venues near airport, train stations, top hotels, main tourist attractions. A conference in the sea-side Magazzini del Cotone Congress Centre, gala dinner with sharks and dolphins in the Aquarium, a meeting in a central hotel, events in magnificent historic villas, palaces, castles. We can help you organize a perfect event in the right venue.

This is Genova!

UNMISSABLE GENOVA

Genova has a long tradition of international events.

Euroflora

2025

Important flower festival recognized by The International Associations of Horticultural Producers.

euroflora.genova.it/en/



Science Festival

24 October - 3 November 2024

The educational and scientific dissemination event for excellence.

festivalscienza.it



International Boat Show

64st Edition

19-24 September 2024

Unmissable event for professionals and enthusiasts.

salonenautico.com/en/



Rolli Days

19-21 January; 17-19 May;

12-14 October 2024

The opening days of the UNESCO World Heritage Buildings for citizens and tourists.

visitgenoa.it/rollidays-online/



Genova European Capital of Sport 2024

A stage for national and international sporting events.



Genova in the Middle Ages 2024

during the year, this heritage will be progressively revealed thanks to the opening of some sites of interest and through an articulated program of initiatives.



Pesto World Championship final

23 March 2024



Paganini Competition 2025

International Violin Competition "Premio Paganini".



EVENTS



GENOVA
CAPITALE ITALIANA DEL LIBRO
2023

Book Capital
September 2023
April 2024



Exhibition
Calvino Cantafavole
15 October 2023
7 April 2024



Exhibition
Artemisia Gentileschi
16 November 2023
1 April 2024



Exhibition Steve McCurry
25 Novembre 2023
10 March 2024



Robot Valley
19 April - 4 May 2024



Giro d'Italia
departure stage
8 May 2024



BeDesign Week
22-26 May 2024



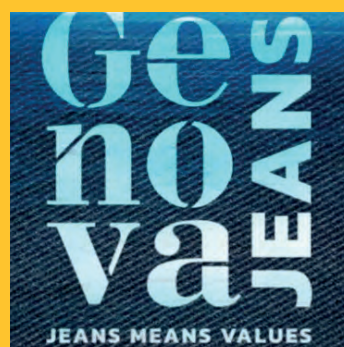
Concert for De André
June 2024



Poetry Int. Festival
June 2024



Nervi Music Ballet Festival
July 2024



Genova Jeans
2024

GENOVA EUROPEAN CAPITAL OF SPORT

Genova gained the prestigious award of European Capital of Sport for the year 2024: the city becomes the stage for national and international sports events and projects, involving men and women of all ages and abilities. Particular attention will be posed to the renewal of sports facilities and to the promotion of sport, its values as an opportunity to improve life quality.

Genova 2024 supports sport for its educational and social value, in line with the UN Constitution and The UN New Urban Agenda 2030. A Code of Ethics promotes fair play, respect for human rights and the well-being of athletes.

2024 in Genova promises to be an extraordinary year: many are the events scheduled. More than 20 sports activities in the program, from climbing to tennis, will offer different opportunities for unforgettable memories, making Genova more and more attractive.





SUSTAINABILITY

The City of Genova, thanks to the experience matured alongside The Ocean Race, approved the Guidelines for Sustainable Events, even though that aim to be certificated by UNI-EN ISO 20121:2013. The document is a toolkit to reduce environmental impact, facilitating the green transition of stakeholders. The Municipality is applying to host events with low environmental impact, a step towards “a sustainable city, Genova 2030”.

INCLUSION

Genova European Capital of Sport 2024 is not only a recognition, but a commitment for an inclusive environment, that will leave no one behind, overcoming every barrier. Sporting opportunities to people of all ages, abilities, and socio-cultural backgrounds will be available, encouraging sports as a vehicle of integration.

SPORT FACILITIES

Interventions on sports facilities are currently underway, including: the new sports hall at the Sciorba multi-sports facility, financed with PNRR funds; the redevelopment of the Palasport sports facility at the Waterfront di Levante; the renovation, upgrading and roofing of the skating stadium in Via Don Minzoni, and the construction of the new athletics hall in the Cornigliano area close to Villa Bombrini, just to name a few.

INNOVATION AND TECHNOLOGY

A network of excellences in hi-tech companies in automation, robotic, and biomedical are located in Genova. Among these IIT, Italian Institute of Technology, Leonardo, Esaote, ABB, ETT, BeDimensional, Hitachi Rail, Hi-Lex, Danieli Group, Axpo Italia. There are several CNR (National Research Institute) branches: biophysics, ICT, Automation, Marine and Macromolecular Science, information and telecommunication engineering.

Genova's University, among top ranking Italian ones, is an important interdisciplinary research centre. RobotIT, the first European Robot Valley, aims at turning scientific and technological research results into concrete robotic champions. Italian research in robots ranks among top world published.

The House of Emerging Technologies of Genova, Cultural Digital Factory, a technological hub dedicated to the development of innovative solutions applied to cultural and creative sectors, is operating in the former Prà railway station. Excellent partners such as the University of Genova, National Research Center, Italia Institute of Technology, Aizoon Technology Consulting, TIM S.P.A., Biomedical System Srl, Digimat S.p.A., Consorzio GE-DIX, Start4.0 Competence Center, collaborate to develop a widespread, dynamic, inclusive and experimental museum model, dedicated to co-creation, enhancement, conservation and security of the city's cultural heritage.

BLUEMED AND EQUINIX DATA CABLES & DIGITAL HUB

Two big underwater fiber optic cable will turn Genova into Europe's new digital gateway, and a strategic node for businesses on the global submarine cables map:

- Telecom Italia Sparkle's Blue Med connects Middle East, Africa, Asia and continental European hubs with a 240 Tbsp. capacity.
- Equinix and Vodafone's Africa 1 connects Africa and the rest of the world with a 180 Tbsp., the new carrier-neutral GN1 data centre opening opportunities for ICT.

The new infrastructures, connecting the Mediterranean Sea, raise the appeal for ICT companies, such as Google, Amazon, Oracle, Facebook, to buy large shares of cable capacity, creating opportunities for cloud computing, big data handling, video industry, services, etc. and the related new high skilled jobs. Genova goes a step further in the development of an all-inclusive digital society.



32,774
students
22
Departments of
higher education



7th
Italian city
for Innovative Start-up



176 Start-up
2023



Digital Administration
1st Italian city
for digital infrastructures



37%
companies that have
carried out research
and development
activities


GENOVA SMART CITY

www.genovasmartcity.it

Genova's commitment to boost economic growth includes concrete support for business. Genova Blue District promotes business related to the sea, supporting start-ups, and working as a business incubator.

Genova Smart City Association

The Association brings together institutions, businesses, universities, research centres, aiming to promote Genova's transition towards the Smart City model. Under the guidance of the Municipality of Genova the association pursues a high quality of life, through sustainable and inclusive development, based on innovation and technology. It promotes education and training activities for students and professionals, the dissemination of good practices and concrete opportunities, the creation of partnerships and the development of innovative projects. It focuses on Green Economy, Blue Economy, Silver Economy, ensuring that technology and innovation are suitable for the different communities.

A nighttime photograph of the Genova Blue District harbor, showing illuminated buildings, ships, and a network overlay of white lines and circles. The scene is reflected in the water.

BLUE DISTRICT: TRAINING, RESEARCH, BUSINESS RELATED TO THE SEA

www.genovabluedistrict.com

The “Genova Blue District” supports Genova’s leadership in the Blue Economy, strengthening the convergence between territorial processes and scientific, technical and entrepreneurial resources for green and digital-driven innovation. It relies on an excellent partnership, animating an open and inclusive space for ideas, whose vocation is to become a vehicle for opportunities, collaborations, visibility and business intersections.

For this reason, it manages creative processes such as Hackathons, supports citizen science projects, thematic Living Labs and “open calls” to support startups and businesses. It has an important narrative function: to be the showroom for processes, ideas and excellence on the Blue Economy and sustainability. Its ever-changing programme of events highlights technologies, companies, training opportunities; it hosts master courses, summer schools, enabling micro-training, workshops. It is a place open for dissemination to young people and citizens.

GENOVA 2030

The city of the future will touch two important milestones: 2030 and 2050. Genova 2030 will be outstanding, attractive and sustainable according to ESG approach and UN New Urban Agenda 2030. To reach the goal, actions and priorities have been identified for strategic interventions that can be traced back to three assets: Grey - innovative infrastructure development, Green - urban regeneration, and Soft - communities and businesses*. All the new projects contribute to the 6 fundamental qualities, identified during the strategic planning phase: livability, development capacity, attractiveness, inclusiveness, sustainability, well-being **. They belong to all cities that combine the human system with the urban one and leave no one behind.

We are drawing a city from a human perspective, through urban regeneration focused not only on aesthetic canons and economic development, but also on functionality, social impact and improvement of the quality of life for residents and visitors. A vision that will increase also the value of the real estate, making the city completely renewed, interconnected, with strong and multi-functional services, tailored for

the different needs of the diverse communities. Projects under development or soon to be implemented highlight the importance of the strategic infrastructure (i.e. Port, Airport), new connection facilities (i.e. Submarine Tunnel, Metro Railway network, bike lanes) and foresee the improvement of the green areas all around the city, envisioning "il Parco dei Parchi" as a new paradigm shift. They all focus on sustainability, regeneration and enhancement of coastline and urban areas fostering a more harmonious coexistence between productive and urban spaces. Recovery interventions have been planned for services and infrastructure, effectively improving sustainable mobility to promote and make more accessible Genova as a whole, including also our monumental and architectural heritage.

Important infrastructural plans, i.e. the submarine tunnel, will allow a relaunch of the entire coastal area between Sampierdarena and the Foce and the regeneration of many areas of the western part of the city.

* Strategy Lighthouse www.investingenova.com/sites/default/files/archivio/download/Genova%20Lighthouse%20-%20Resilience%20City%20strategy.pdf

**Action Plan www.investingenova.com/sites/default/files/archivio/download/Action-Plan-Def-digitale.pdf



Action plan

Genova 2050 is the vision coherent with the EU Green Deal, following Europe's Urban Agenda, working on the three main assets: Grey for innovative infrastructure development; Green for sustainable development; Soft for governance and soft skills. It is made up of 12 Actions focused on the three megatrends of this century named in the new Leipzig Charter: Climate, Demographic Change and Digital Transition.

It aims at improving six qualities for a Future Net Zero City: liveability, sustainability, development capacity, wellbeing, inclusiveness and attractiveness through innovation, optimization, regeneration, connections, education. The progress of the plan is measured by a comprehensive monitoring framework of KPIs.



PORT OF GENOVA

portsofgenoa.com

One of the foremost Italian Port and Southern Maritime Gateway of the EU Rhine-Alpine Corridor towards the leading industrial and consumer areas, connected via rail and road to all major European destinations.

The Port of Genova is a multi-service facility which boasts a wide selection of specialised terminals equipped to cater for all key commodity sectors: containers, breakbulk, cargo, ro-ro, perishable goods, metals, timber, solid and liquid bulk and cruise and ferry passengers. In addition, backed-up by a group of dedicated companies, the port guarantees a full range of primary complementary services from ship refitting and repair to customized telecommunications and data processing. Whilst ship agents, forwarders, brokers, and insurers are all major components of Genova's vibrant shipping community.

A 3-billion-euro major infrastructure investment programme across the port is set to improve accessibility by sea, road, rail and air and thereby to boost Genoa's leadership in the global shipping industry.

The seamless connection between port and city means working together towards greater efficiency and sustainability.

Port of Genova 2023 Data:



Container traffic
2,740,947 TEUs



World port
connected
Over 450



Total Cargo
63,739,079 t



Container growth
last ten years
50%



Ports of Genova
market share of Italian
container traffic
33%



Surface area
+7 million sqm



investment
14 billions
Euros



Ferry passengers
2,684,054



Cruise passengers
2,560,388



Simplified Logistic Zone “Port and Dry port of Genova”: previews simple and faster procedures in ports and Dry ports fostering the economy relaunch, smoothing the start of new activities, the creation of workplaces, let alone the approved fiscal reduction from the EU.

INFRASTRUCTURAL INTERVENTION

The renewed tourist-port and shipbuilding vocation of Genoa pushes the city to rethink the areas with a complex regeneration process based on the rationalization and relocation of many productive activities and the consequent redevelopment of abandoned areas.

The rationalization of harbor functions, such as logistics, shipbuilding, petrochemicals, passenger port and cargo port fits strategic urban planning interventions.

These include, for instance, the displacement of the petrochemical plant from the Miltedo areas in favor of new shipbuilding activities, related to yachts and new urban functions, with increased greenery, cycling and walking paths. Pivotal will be the shifting and widening toward the sea of the shipbuilding areas site in the western part of the city, which allow to build large ships, docking to the new docks.

The renewed port viability will also be crucial and impactful. It will start redrawing the node of S. Benigno that connects the port with the highway and represents the intersection point between the eastern and western part of the city. Not forgetting the creation of an area dedicated to logistics, directly connected with the motorway network.

NEW BREAKWATER



Western Ligurian Sea Port Authority's ambitious New Breakwater project is a unique work for complexity, dimension and positive economic impact on both city and country. It also represents the most important intervention ever in terms of strengthening of the Italian ports. The project will enhance competitiveness

and full efficiency to the port locally and at a national level. The breakwater will be 450 m. further seawards, with partial demolition of the present one, and it is a bridge between past and future, renewing Genova's long tradition as essential hub for trade and sailing in the Mediterranean Sea.



The 1.3 billion euros investment will reinforce Genova's placement in the international port network. The port will join major European ports in being safely accessible to 400 m. long ships carrying 19,000 TEUs, as compared to the present 14,000 TEUs capacity. Works started in May 2023 by Consortium Per Genova

Breakwater, composed by 4 companies: Webuild S.p.A., Fincantieri Infrastrutture Marittime S.p.A., Fincosit S.r.l. and Società Italiana Dragaggi S.p.A.

INFRASTRUCTURE

The Genoese orography sometimes represents a constraint that, to be overcome, need to reshape the vision of the city transforming challenges into opportunities, also to boost the city's economic development. The mission of a sustainable and inclusive city makes it essential to modernize the mobility in terms of widespread service. It requires also large new infrastructure that increase the connection of Genova with the rest of the country, with Europe and the world.

Therefore, the city works to the project of the East and West Gronda (Genova bypass), design to lighten the city traffic, Il Terzo Valico (the Third Pass), important linkage of the new high-speed railway line, the new cable car that will connect Genova airport to the technological park of Erzelli, the moving walkway, elevated to connect the airport to the railway station, the multiple expansion's interventions of the subway. Finally, the submarine tunnel project above all will be revolutionary.





THE SUBMARINE TUNNEL

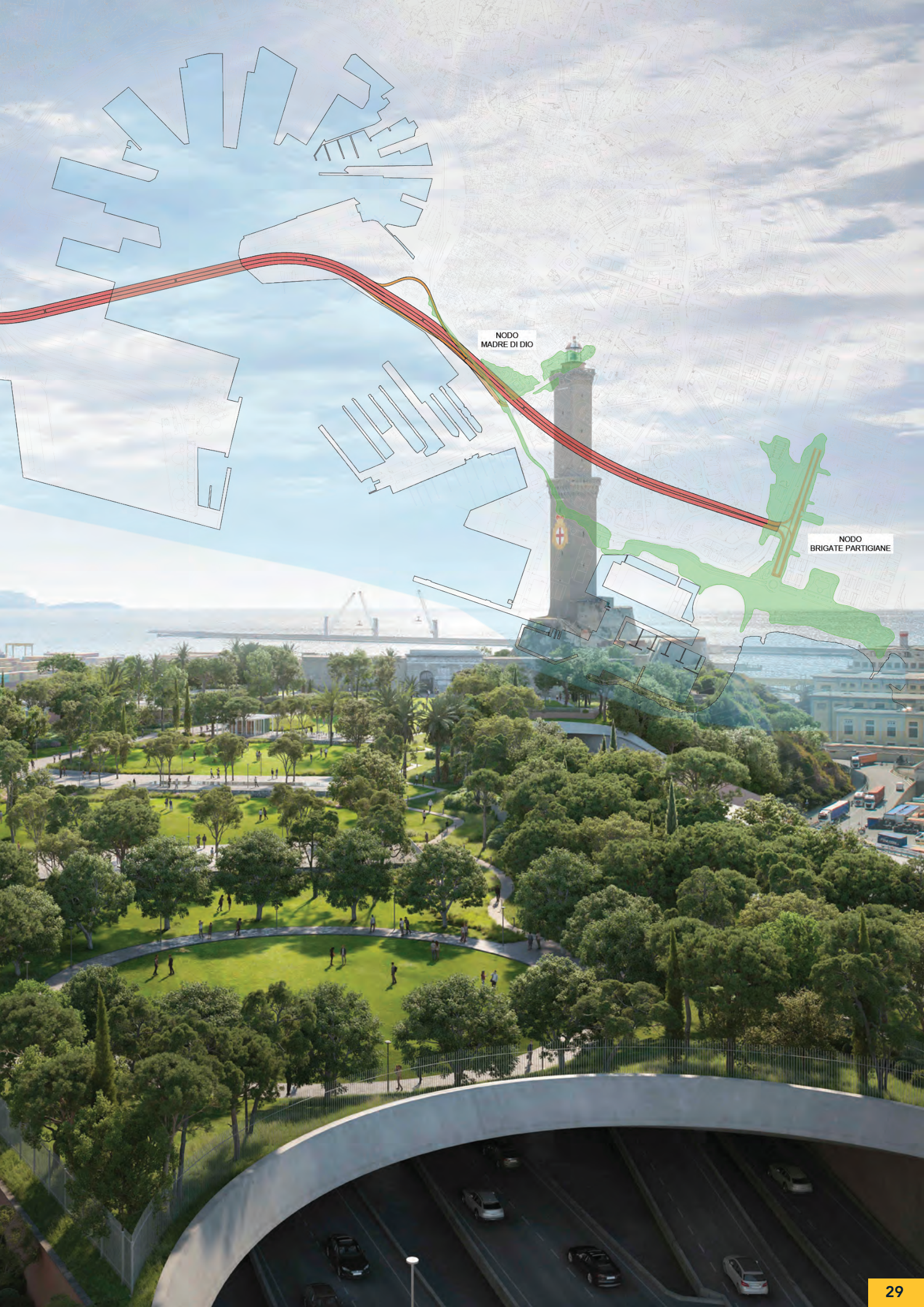
The submarine tunnel represents an extraordinary opportunity for Genova. The project is inserted in the Genoese Road system, strengthening it through the basin of the old port, as an alternative to the existing causeway, ensuring direct connection between the western and the eastern city.

Equally important, however, is the possibility to regenerate and requalify the city areas where the tunnel returns to the surface, becoming part of the urban landscape.

4 km long, built by ASPI, the tunnel develops from San Benigno, in the western part of the city, up to the Foce district, to the east, passing below the port basin. It reaches the surface in three points corresponding to three new parks, designed by Studio Renzo Piano Building Workshop. The Lighthouse Park will be the 'new green gateway' towards the urban centre, the Parco della Foce will extend the green areas planned by the Waterfront di Levante northwards, creating the largest park within the city of Genova. They both will be connected to the Parco delle Mura, which would allow the port area to be linked with the historic walls, thanks to a continuity of green spaces, able to mitigate the sharp division between port and city

The preparatory work began in November 2023 and is expected to last six years.





NODO
MADRE DI DIO

NODO
BRIGATE PARTIGIANE

URBAN REGENERATION

Urban regeneration belongs to the Green asset ensuring sustainability and resilience of interventions and projects according to climate change scenarios, soil and natural resources scarcity. One of the goals of urban regeneration is to prevent and reduce the vulnerability of the settlement as well as of the people exposed to weather extremes.

Regeneration must be conceived as a tool to improve well-being, health and safety, air quality, social inclusion, economic development, liveability and attractiveness, through the recovery and requalification of downgraded areas and buildings. In this perspective there are several systemic interventions which reconnect the coastal area, the urban settlements and the back country fostering a prosperous city as a whole.

Those interventions include smart mobility (pedestrian and bike lines) new green areas, greening the gray paradigm shift of buildings, circularity, renewable energy.





THE GREEN STRATEGY



THE CLEAN AIR PROJECT

The topic of air quality and health in urban environments has become increasingly central and is reflected in international and European targets to 2030 and 2050.

The program aims to stimulate attention and improve the offer of comfort areas with high air quality standards for a wider public use. Through the combined use of new technologies (satellite and capillary sensors) for the measurement of the parameters of urban areas and the testing of targeted policies on a neighbourhood scale, the liveability and attractiveness of outdoor environments will gradually improve.

Ultimately, through the future development and use of smart applications, people will be informed and oriented to a choice of areas that best meet their needs for quality and health for the performance of the most diverse activities.



The green strategy of the city of Genova complements a concept of urban regeneration based on the ecological, sustainable, and resilient quality of land interventions. Green urban regeneration means to minimize land consumption, the adoption of “positive energy” models and actions. The aim is to make cities more resilient to climate change, through the improvement of urban quality, the regeneration of public spaces, pedestrian areas, cycle paths, as well as the enhancement and requalification of the built heritage, and the increase of green infrastructure.

The green strategy will be operationalised by a green action plan that envisages “il Parco dei Parchi” as a paradigm shift that for the first time look at the greenery of the city as a unique systemic tissue to be protected and enhanced as a natural capital at disposal to everybody. Particular attention will be posed to the rising temperature phenomena together with water scarcity and soil protection. Heat waves and urban heat island effects will be investigated and green solutions will be adopted.

The careful analysis of the complex city territory, draws guidelines that will respect the specific need of each site turning the old aesthetic approach into an innovative, combined, multifunctional and adaptive one.

The plan includes projects of the existing greenery maintenance (trees, gardens) and the requalification of historic green areas, such as Villa Scassi in Sampierdarena, Villa Imperiale in S. Fruttuoso, or the 3 hectares of the Acquasola Park.

The latter project also includes the enhancement of the perimeter boulevard as a multifunctional promenade area and viewpoint, an increasing number of green areas, and the integration of the esplanade into the “Wonderful Walking Genova” urban recreational trail.

In addition to that, an increase in the number of green areas in the city is also to be expected thanks to the projects for the Lungomare Canepa area, the Waterfront di Levante Park, and the work currently being planned in the Lighthouse area.

In particular, the project for the new Waterfront Urban Park - Piazzale Kennedy is part of the wide-ranging design conceived by Renzo Piano for the requalification of this site, the close ‘lido’ and the multi-sports areas at the Eastern side.

The purpose of the project is to regenerate it through the integration of public utility spaces and services, such as an urban park and an underground car park to ensure accessibility and fruition of the areas.

The new park will be directly connected to the already existing cycle path recently implemented on Corso Italia towards East, and to the planned one in the Waterfront di Levante currently under construction. The proposal enhances the role of the new park in Piazzale Kennedy as a junction connecting the city and the sea, which should become a place for meeting and recreation. The important implementation of green areas in this area will reduce dust and pollutants and most importantly the current ‘urban heat island’ effect.

WATERFRONT DI LEVANTE

Renzo Piano drew the Waterfront di Levante project, turning the former exhibition halls into a lively seaside urban area for public and private use. A real Sea City will emerge in the 100.000 sqm, connecting Genova, through pedestrian and bike paths, to its

natural maritime boundary.

The development includes a new blue infrastructure, a nautical district, a renewed sport centre, an urban park, residential buildings, services, leisure, student housing, commercial areas, and hotels.

Navigable canals:

a 40 m waterway between Palasport and Nouvel Pavillon will join the main canal, 200 m long and 35 wide. Bridges and docks on both sides will host nautical circles, associations, shops, and restaurants.



Pilots' Tower:

just in front of Nouvel Pavillon, the 60 m steel control tower uses advanced technologies for regulating sea traffic and solar panels for energy.



Sailing House:

overlooking the main dock, the new headquarters of the Italian Sailing Federation will be built as a centre of excellence for sailing sports, equipped with guest quarters and services for the public.



Palasport (indoor stadium):

the restyling project involves the renovation of the structure, which will be regenerated as a thematic district and a space for sports and events. In the new building will be built a vast sports arena, also capable of hosting large events and shows, with a capacity of up to 4.000 people.

Partners:

a virtuous example of public private partnership, led by the City of Genova with Region Liguria, and Port Authority. CDS Holding is the contractor.

Two newly excavated canals link the city directly to the sea, surrounding the Jean Nouvel Pavilion like an island.

Sustainability is a key factor, following last generation environmental and energy hi-tech strategies. All

buildings are NZEB (nearly zero Energy Buildings), and canal waters are oxygenated through employed technological environmental devices (protecting biodiversity against eutrophication).

Residential Area:

The exhibition pavilion, designed by the great French architect Jean Nouvel, will be integrated into a deeply renewed landscape. On the East side, two sea-view buildings designed by the architect Renzo Piano will be delivered for a total of 300 flats. On the West side there will be a business centre, and on the new canal there will be an additional residential building that will also house a business incubator.

Promenade:

connecting the sea-side Corso Italia to the Old Town, the new pedestrian and bike lane starts from the Old Port tourist centre, through the Waterfront and up to Boccadasse.

of the existing
ned business
ne centre will
sting cultural
00 seats.

Natural Oasis:

a 16,000 sqm urban park with 1,000 new tall valuable trees giving the city a new green lung.

SAN GIORGIO BRIDGE

Starchitect Renzo Piano's project, donated to the city, is a magnificent synthesis of elegance and efficiency. Opened on August 3, 2020, less than two years after the collapse of the previous one, its steel and cement structure is supported

by 18 pillars and was built by Consorzio PerGenova, Fincantieri Infrastructures and WeBuild. Four Italian Institute of Technology ITT's robots monitor it constantly.



"This bridge is like a ship, a great white vessel sailing across the valley. The strength of this marvellous country emerged in the most beautiful building site I have followed in my life. This bridge is simple and strong, just like this city."

Renzo Piano, Architect

POLCEVERA PARK

Architect Sebastiano Boeri and his team's draw the Polcevera Park project, that is a symbol of Genova's urban and social regeneration process.

Efficiency, innovation and virtuous cooperation between public and private sectors, are the keywords which enabled San Giorgio Bridge to be built in less than two years and will be applied in this plan. Parks, mobility infrastructures, smart buildings for research and business, integrated in a varied environment

including industrial and residential areas, will focus on sustainability, green multifunctional adaptive space, innovation and quality of life.

A sustainable energy supply system including solar power and piezometric floors links steel bike and pedestrian pathway, connecting the two riverbanks. The project that includes 23 hectares park with 3.000 trees is a tribute to Morandi Bridge's collapse 43 victims.



HISTORICAL CENTRE "CARUGGI"

smart.comune.genova.it/caruggi

An authentic symbol of Genova, fascinating, liveable, safe and clean: this is the **Plan Historic Centre "Caruggi"*** final goal, the integrated project for the enhancement and regeneration of the historical centre of Genova launched in November 2020.

A total of 184 actions are planned across the 10 operational axes, distributed over the three sestieri (Prè, Molo and Maddalena) and articulated into projects focused on:

- monumental lighting
- relaunching the local economy
- urban decoration
- social innovation
- territorial animation
- urban regeneration measures
- re-functionalisation of existing spaces and buildings
- sustainable mobility
- tourism attractiveness enhancement
- safety and prevention

* medieval narrow alleys

10 PILLARS

3 DISTRICTS

NIP
New Public
lighting



PS
Security
projects



MI
Smat
mobility and
accessibility



MIT
Maintenance and
technological
innovation



TTL
Tourism and
entertainment



PU
Urban
projects



PC
Commerce
Plan



MCV
Movida



PP
Cleaning
plan



ISE
Socio-educational
measures



PNRR FUNDS

Thanks to the funds of the National Resilience and Recovery Plan (PNRR), for a total amount of about 87 million Euros, 22 interventions are planned for the creation of new - **Community Hub** - that can reactivate 5 territorial dimensions: **Housing, Youth, Urban, Aggregative and Social Spaces**.

total amount
of about
87 MILLION
Euros

22
interventions

to reactivate
5
territorial
dimensions

National Recovery and Resilience Plan | Building sites

HOUSING COMMUNITY HUB

1. Via Prè 12 e 14
2. Recupero edifici Erp Arte
3. Recupero e adeguamento 21 alloggi ERP

YOUTH COMMUNITY HUB

4. Via Balbi 9
5. Tabarca e Metelino

URBAN COMMUNITY HUB

6. Mura della Marina
7. Mura della Grazie
8. Mura della Malapaga
9. Sistema piazze e spazi aperti (Monachette, Marinelle, Tenedo, Vico Nuovo)
10. Ex Ruderì di Santa Sabina
11. Piazza Caricamento
12. Accessibilità: Casa Colombo, Porta Soprana
13. Piazza Sarzano
14. Galleria Mazzini
15. Parco della Villetta Di Negro e "Casa del giardiniere"

CULTURAL COMMUNITY HUB

16. Palazzo Rebuffo Serra
17. Spazio polifunzionale Ex Cinema Fossatello
18. Teatro della Tosse
19. Castello D'Albertis
20. Riattivazione diffusa Piani Terra

SOCIAL COMMUNITY HUB

21. Massoero Opere di completamento Asilo notturno
22. Condominio Etico



REGENERATING PRA'

The regeneration process started with Prà's buffer zone, continues with infrastructural reorganization and housing interventions, extended to the hills.

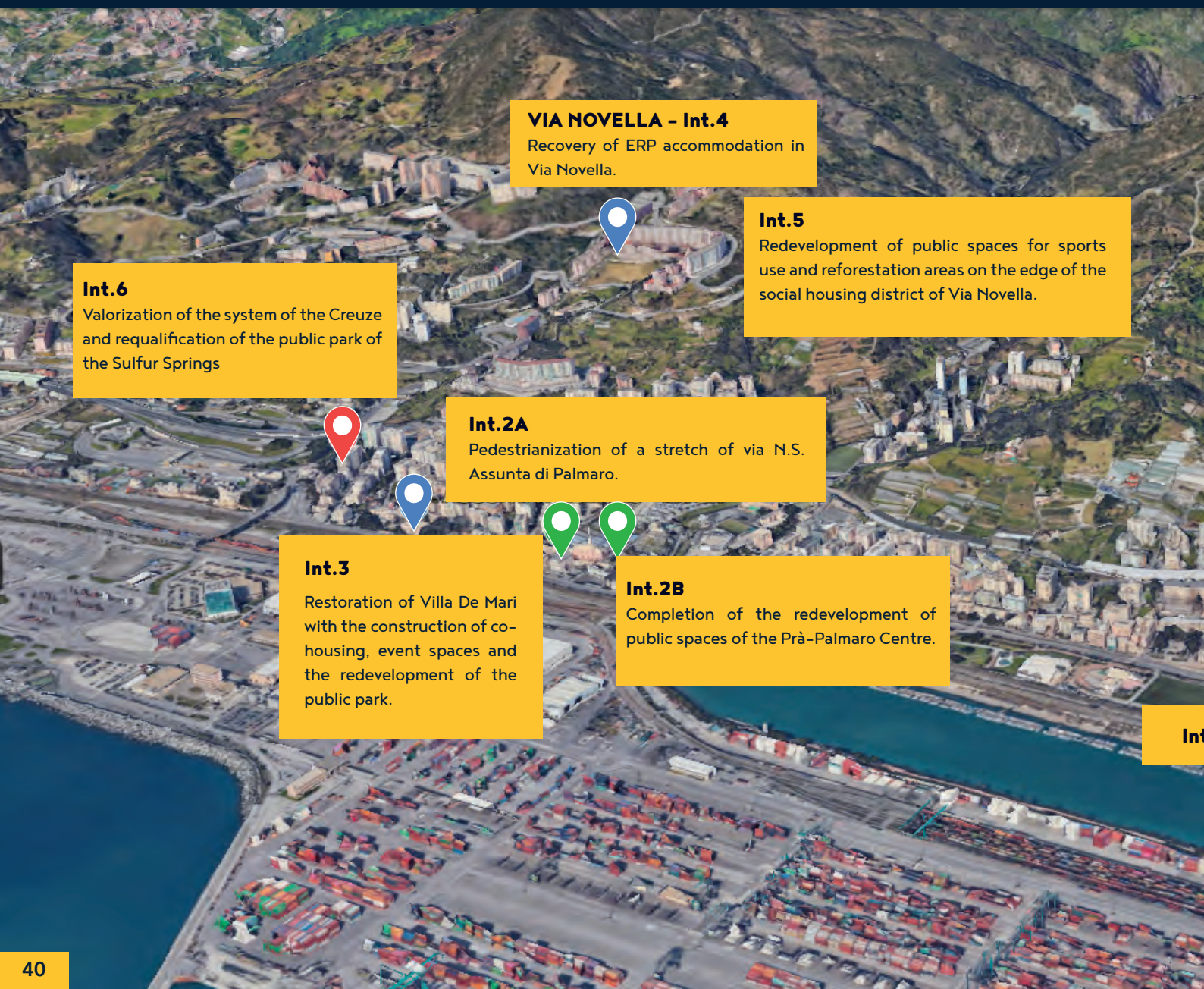
The new planned urban park will offer people a green public space, bike lanes, sports trails, new pedestrian zones and requalification of public areas in Prà and Palmaro old centres.

Villa De Mari restoration project includes co-housing and events areas in the park, as well as

urban local services and temporary rent spaces attracting new inhabitants.

Via Novella will host public housing and sports areas, while replanted surrounding woods will offer social meeting and integration points.

Furthermore, both the ancient "creuze" (small streets) and Sorgenti Sulfuree (Sulphurous Sources) Park will be restore.



Int.6

Valorization of the system of the Creuze and requalification of the public park of the Sulfur Springs

VIA NOVELLA - Int.4

Recovery of ERP accommodation in Via Novella.

Int.5

Redevelopment of public spaces for sports use and reforestation areas on the edge of the social housing district of Via Novella.

Int.2A

Pedestrianization of a stretch of via N.S. Assunta di Palmaro.

Int.3

Restoration of Villa De Mari with the construction of co-housing, event spaces and the redevelopment of the public park.

Int.2B

Completion of the redevelopment of public spaces of the Prà-Palmaro Centre.

PROPOSALS FOR COMPLETING THE REGENERATION OF PRÀ-VOLTRI

The issue to separate the urban settlement from the productive areas linked to the port could find concrete expression through a sustainable blue infrastructure as it is a waterway in continuity with that one of Prà and the public beach of Voltri: it would improve water quality and local biodiversity.

On the eastern part of the port of Prà- Voltri you would find the completion of the Prà dunes promenade. In the artificial beach nearby, there

would be a sailing training area together with the existing rowing one. They both would enrich the nautical sports services in continuity with the nearby Pegli marina, where redevelopment project is underway.

On the western part would be built a dock for sailing boats; an important afforestation intervention would induce an ecosystem service in the area.

The chosen **STRATEGY** for Prà (from Palmaro to Cà Nuova) is a pivotal one. The aim is to rethink the dwelling through a big infrastructural reorganisation projects. Using PINQUA fund, housing concept will be enhanced with high generating potential.

STRATEGIC GOALS

1. Reconquering open spaces to the public in the lower valley
2. Refurbish cultural historic heritage as common good
3. Improve quality of life in public housing
4. Environmental and landscape requalification



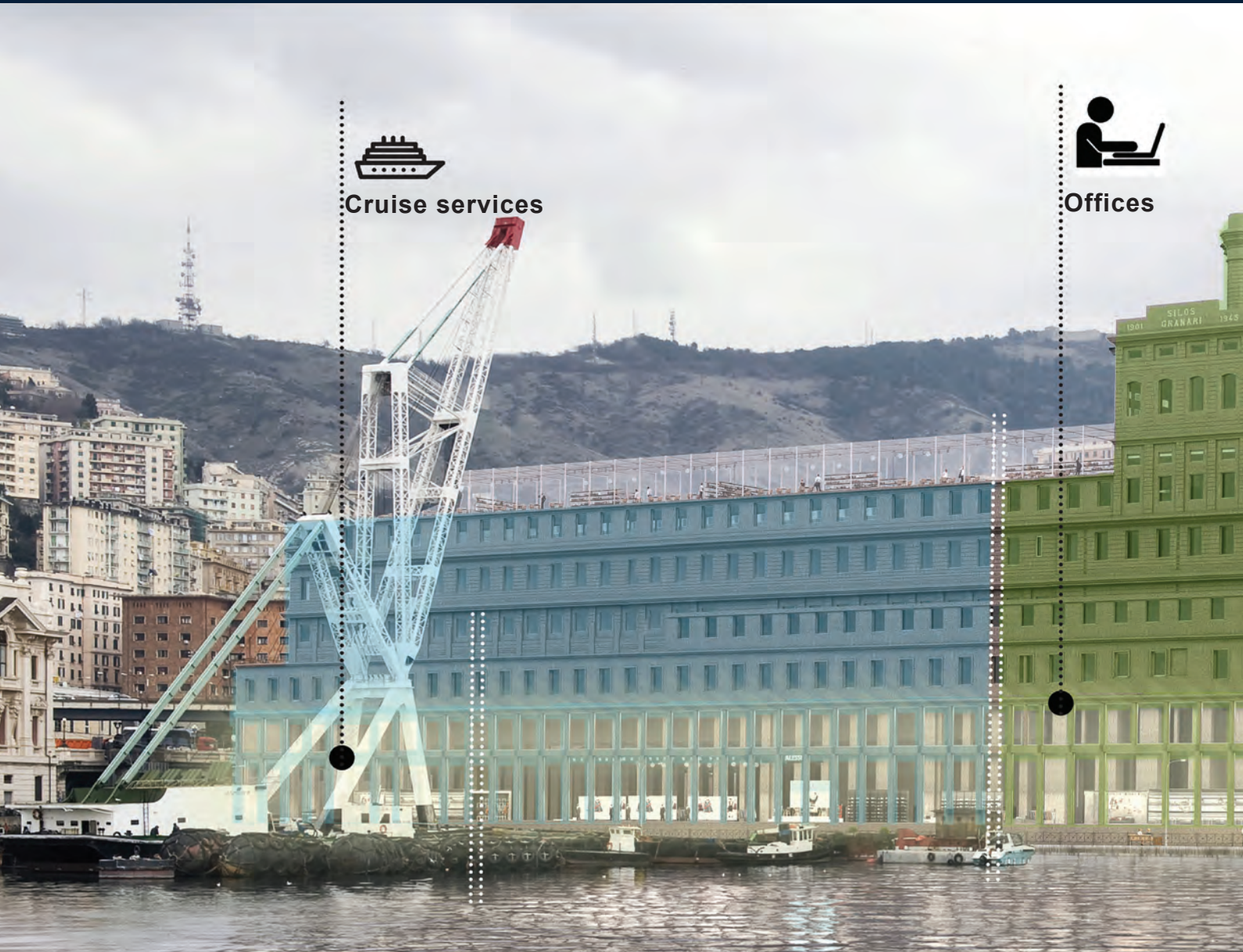
t.1

Int.1

Pedestrian and cycle paths System in the area of Pra' Marina and enhancement of spaces.

Int.1

HENNEBIQUE SILOS



Cruise services



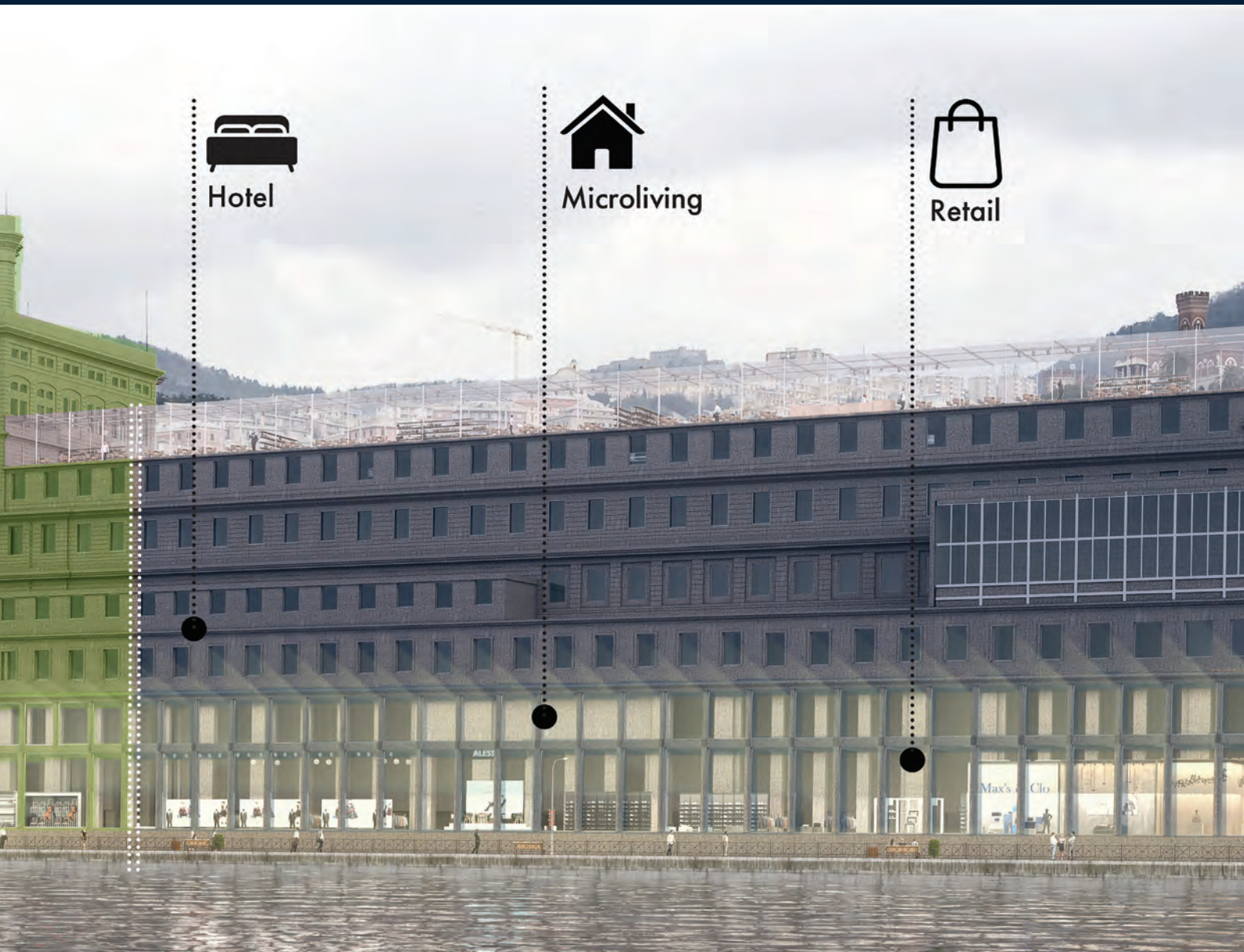
Offices

A masterpiece of industrial architecture, the former grain silos, dating from 1901, is considered one of the most striking reinforced-concrete buildings of the 20th century. Strategically located along Genoa's waterfront in the heart of the vibrant Old Port, Hennebique overlooks both the sea and the historic city centre, sits adjacent to the Cruise and Ferry Terminal and is walking distance from P. Principe International Railway Station.

Full planning permission and development approval has been granted to restructure

the listed building into a major multi-service hub, catering for cruise, hospitality, retail and recreational activities, whilst simultaneously preserving the distinct architectural features of the property.

The Western Ligurian Sea Port Authority has sealed the preliminary deed, to the 90-year concession agreement, with Vitali & Roncello Capital. Preliminary works in construction, including site clearance, have commenced, in line with the 135-million euro real estate redevelopment project approved, and works



are estimated to last 26 months. To date, the technical-financial feasibility study has been presented by the leaseholder, whilst the detailed design is near completion. The former grain silos is monumental: a horizontal building which stretches along almost 300 metres of quayline, and provides a potential of 44,500 sqm of total walkable surface area and up to 6 levels in a 50-metre high facility.

Hennebique offers easy access: located next to the Cruise Terminal, walking distance from urban public transport and P. Principe International

Railway Station, 2.5 km from the motorway and only 6 km from Genova City Airport.

The former grain silos represents the final step in the completion of the large-scale urban redevelopment of the Old Port and is set to become the focal point of the waterfront promenade seamlessly connecting westwards the cruise hub, across the historic centre, and eastwards to the New Waterfront di Levante.

SMART MOBILITY

The Genova of the future is a city where the mobility of people and goods is fast, safe, and sustainable.



The Metropolitan Sustainable Mobility Urban Plan (PUMS) is the strategic mobility framework that fosters the mobility of people and goods in a fast, safe, and sustainable way thanks to connected infrastructure, airport, port, center, valleys, and suburbs.



An investment of 471 million euros will develop the "Quattro Assi di Forza" project that links East, West, Center and Val Bisagno, with a trolleybus route of 96 Km for 70% in its own premises, 140 new vehicles, interchange parking and multi-modalities, developing an effective system with low environmental impact.



The airport will be connected to the new railway station of Genova Airport by a system of movable carpets (moving walkway) and to the scientific park of the Erzelli by a terrestrial funicular allowing the transport of 4000 people per hour per direction.



Along the Val Bisagno will flow the Skymetro, Elevated subway line with two tracks, 7 stations and 6.5 km of development.



The existing metro line will be expanded, with two new stations, while the cycle paths will be increased to reach about 150 km.



One of the main objectives of the Plan is to have fully electrified local public transport by 2025.





GREAT CAMPUS ERZELLI

www.great-campus.it

The high-tech city of the future count on the Great Campus Erzelli, Science and Technology Park, developed by GHT Spa. The Campus hosts companies and research institutes such as Siemens, Esaote, Ericsson, Liguria Digitale, IIT, Talent Garden just to name a few. It confirms its vocation for innovation: not only as a place of contamination among companies, academia, and research centres, but also an eco-friendly urban space sustainable, conceived with cutting-edge technological solutions.

In 2024, work began to allow the establishment of the Polytechnic School in Erzelli, in a 60,000 square meter building that will host 5,500 students, researchers and teachers.

Great Campus is also planning new interventions to create new jobs and give further development to the area, reaffirming the role of engine for the territory, with the precise objective of attracting the interest of national and international investors for the largest redevelopment project of the city of Genova: 110,000 square meters that will host accommodation, student residences, rental houses, rent to buy in a welcoming place, thanks to the latest generation of housing solutions in terms of quality of life and environmental sustainability.

The park should also house a new cutting-edge hospital, with a transnational research centre, service centres on the validation and advanced therapy production.





MONUMENTAL HERITAGE

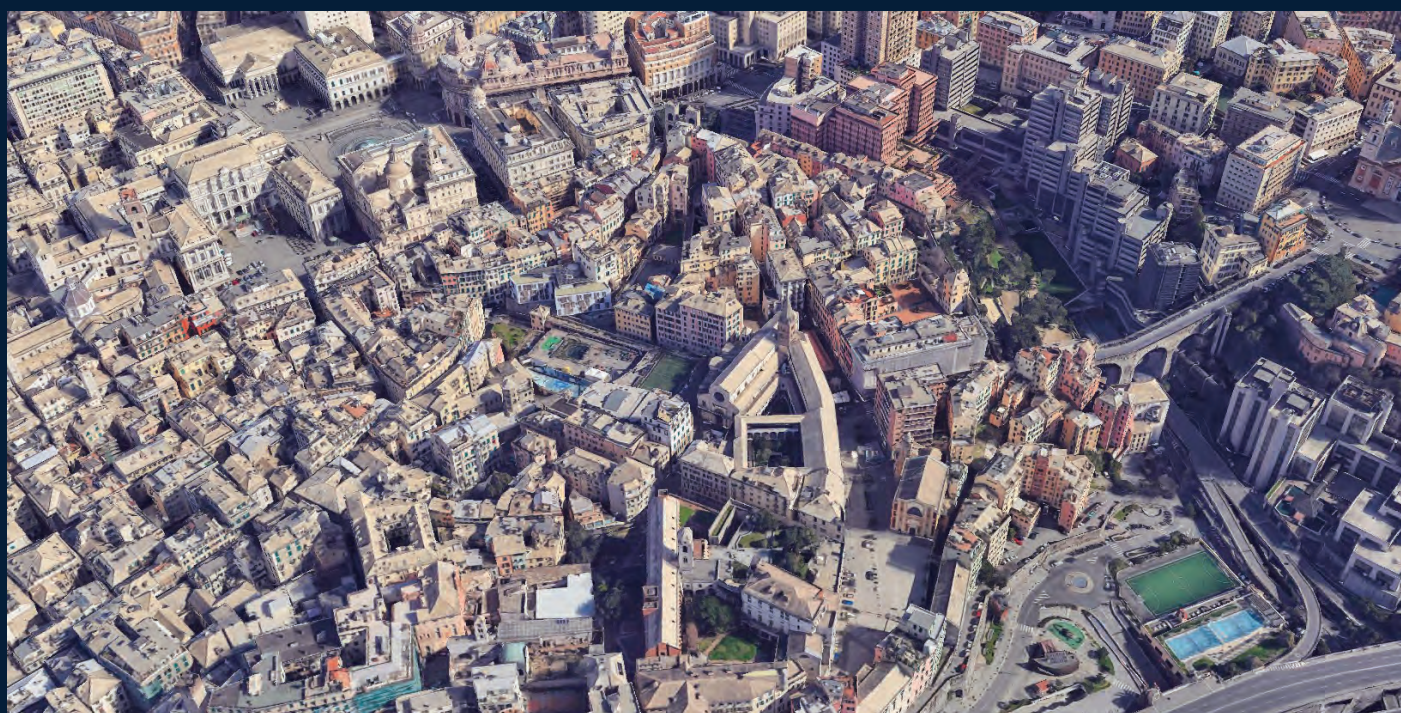
Urban regeneration, aiming at environmental, socio-cultural, and economic sustainability, is also expressed through interventions to enhance the historical and architectural material heritage of identity, to ensure its preservation, promotion and legacy for future generations.

A pathway that, on one hand, enhances the heritage at disposal to all stakeholders and on the other hand adapting it to the new standards of sustainability as a driver of growth, including economic development, for communities and territories.

For example, the projects for the regeneration of the system of forts and city walls include not only renovation works, but also the development of touristic itineraries for visitors and citizens.

Moreover, a specific programme of the former Church of S. Agostino monumental complex is conceived as refurbishment useful for various functions including study spaces, temporary exhibition areas and dedicated spaces for shows and live events.

Thanks to the funding of Pon Metro Plus, the structural and rehabilitation of the Complex will be enhanced fostering also a public private dialogue aimed at the re-functionalization as well as space management.





INVEST IN GENOVA

Invest in Genova is easy.

The city has set up a series of information and communication tools with potential investors to make the process smoother. In particular:

Genoa Business Unit : a public office with the purpose of assisting those who intend to invest and establish their activities in Genova. The focus is to support the new start-ups, to promote employment, real estate, and urban regeneration in the city.

genoabusinessunit@comune.genova.it

Invest in Genova: a website dedicated to territorial marketing, enhancing the assets of the city, and promoting its socio-economic potential through a showcase of the great opportunities in different investment areas such as technology, innovation, and real estate.

www.investingenova.com



Invest in Italy – Real Estate: is a portal that offers information on real estate investments in Italy, for both national and international operators. The project, realized by ICE (Italian Trade Agency), is part of the initiatives of the “Sblocca Italia” decree, aimed at fostering investment opportunities in the country. It is a platform that connects professional investors with selected real estate opportunities, which include both properties ready for enhancement and development projects. The properties are available for sale or long-term concession, with disposal procedures through private negotiation or public tender.

www.investinitalyrealestate.com

Opportunity Liguria: a digital platform developed by the Liguria Region that valorizes the areas and sites for new productive, directional, logistic activities. It provides detailed information on land and/or building characteristics, architectural, archaeological, landscape, hydrogeological risk, accessibility, and logistics. In addition to defining a specific vision of the economic and socio-demographic context with ISTAT sources, which details investment opportunities, cartographic sections, land register, manufacturing, artistic and sports activities, entertainment, accommodation, and catering services.

www.opportunityliguria.it/en/



VILLA GRUBER

Villa Gruber, located in the district of Castelletto, is an XVIII century building, surrounded by an English park very popular to the inhabitants of the area.

It consists of a main building of three floors above ground and one underground. The tower, sited on the western front, rises for two more floors and offers an exclusive panoramic view of the city. The dwelling was built by the noble De Mari family in the second half of the '500. In 1856 the property passed to the Austrian industrialist Adolf Gruber, who made some changes to the complex.

More recently, In the thirties of XX century, the large park was partially adapted to allow the construction of residential buildings. Later the property was transferred to the Municipality of Genova, which destined the remaining part of the park for public use, today a large green space of 13,500 sqm.

The maintenance state needs enhancement interventions.





LAND AREA
(excluding park area)



DRIVABLE OUTDOOR SPACE



SLP TOTAL (SQM)
(From FISIA relief)

VILLA ROSSI

Villa Rossi, a XVII century noble building, is located within the park of Piazza Poch, the green lung of the district of Sestri Ponente. The building is partly on five floors above ground, partly on three and is equipped with large space used as a garden. It was built by the noble Lomellini family in the seventeenth century and was soon passed to the Centurione Spinola. In 1855 it was bought at auction by the Rossi - Martini family, who expanded the beautiful park.

Still intact today, it measures 40,425 sqm and is often used for cultural and leisure events. It was sold to the Municipality of Genova around the 1930s to house a school, that was then closed at the beginning of the 2000s. Today it is partly unused and destined to become a cultural center and home to associations. The maintenance state needs enhancement interventions.

about
2,600
sqm

LAND AREA
(excluding park area)

about
2,000
sqm

**DRIVABLE OUTDOOR
SPACE**

3,070
sqm

SLP TOTAL (SQM)
(From FISIA relief)



VILLA SAREDO PARODI

The XVI century Villa Saredo Parodi is in Marassi neighborhood, near the church of Santa Margherita. In the entrance hall and along the staircase leading to the main floor and the loggia, there are relevant frescoes with allegorical scenes. In the chapel there is a fresco, by Valerio Castello depicting the Coronation of the Virgin. Another fresco, by Domenico Fiasella (1589-1669) inspired by the myth of Diana and Endimione, is in the vault of

the ground floor. For several years there were offices decentralized of the municipality.

The building has a historical and architectural value, is near the city center, and is surrounded by services and commercial activities.

The maintenance state needs intervention.

about
400
sqm

LAND AREA

80
sqm

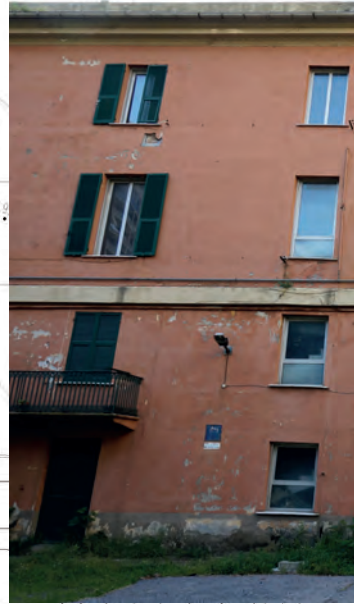
**EXTERNAL
COURTYARD**

1,070
sqm

**SLP TOTAL (SQM)
(From FISIA relief)**



GAVOGLIO BARRACKS





The complex, built at the beginning of the 19th century, historically precedes the birth of the Lagaccio district, one of the most urbanized and populated areas of the city. After the acquisition by the Municipality, the UNaLab Eu project, in collaboration with LAND, has planned the creation of a new urban park for the community.

New green areas and gathering spaces strengthen the relationship with the upper part of the neighborhood. The NBS solutions adopted increased the climate resilience of this area.

The third floor of the restored building will host a new nursery. The school will be equipped with a reception room and three multipurpose classrooms. Further rooms will be dedicated to laboratories, and other spaces will be reserved for school and catering staff.



TABARCA & METELINO

Within the Darsena (the dock area), connecting Old Port, Old Town, Maritime Station and some of the main logistic hubs, a sustainable urban regeneration of two ancient buildings, Tabarca and Metelino, is planned. They will become polyfunctional spaces, improving the area and linking various parts of the city. The regeneration of the site will extend pedestrian and cycle paths for a sustainable mobility, offering new meeting points to students.

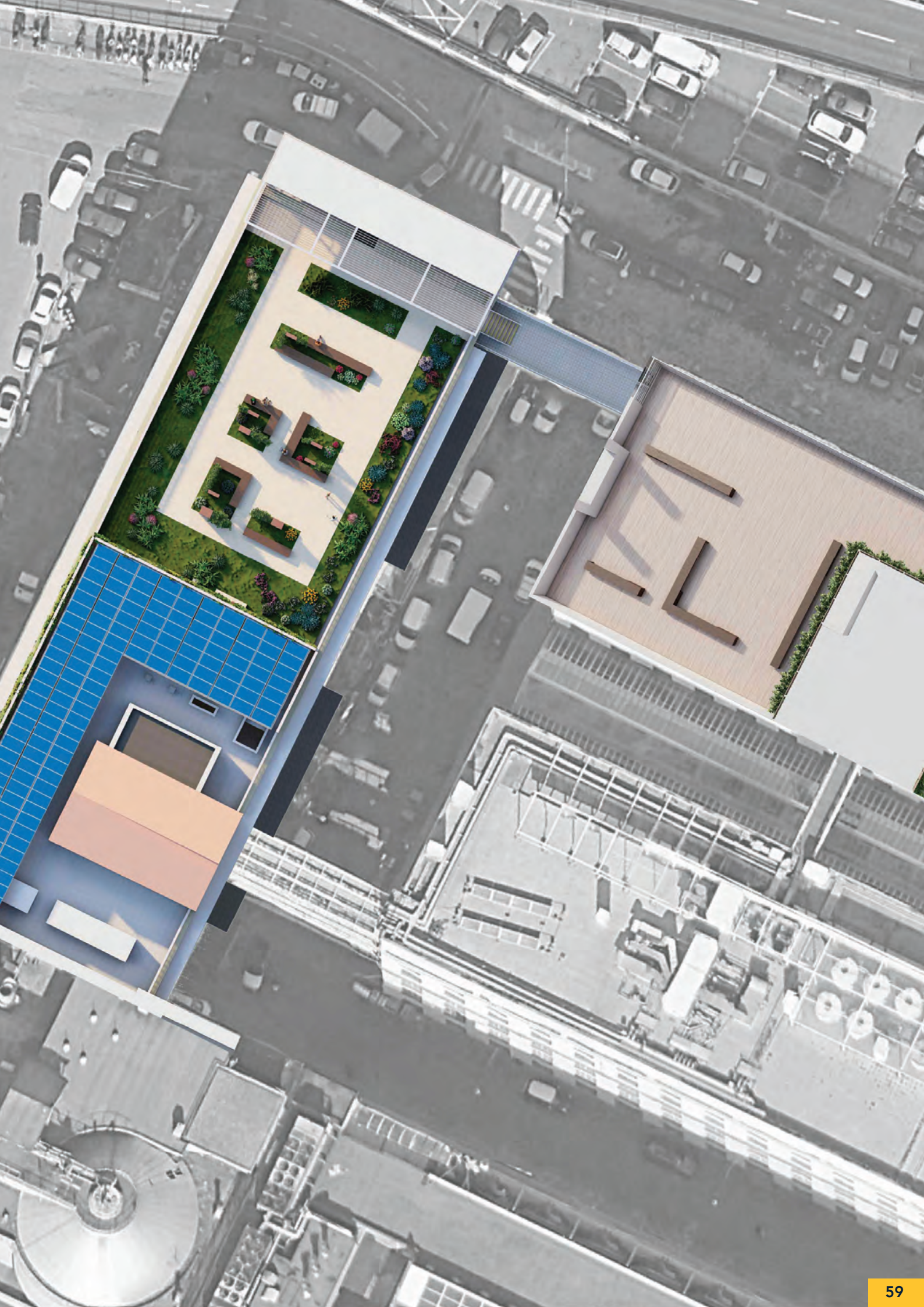
The intervention includes the renovation of the entire Tabarca building, the refurbishment of roof and facades; the first two floors of the building will house a Maritime Training Centre for students of the Merchant Academy of the

Italian Navy, the third floor will be used as a student residence.

As for the Metelino building, the roof will be renewed, and the last two floors will host exhibition and conference spaces.

Public squares and roof-gardens will be built on the new roofs of both buildings, pursuing a model of sustainable urban regeneration, and configuring themselves as attractive hubs for residents and tourists, arriving by sea or from the nearby train station.





THE BUILDING COMPLEX OF THE FORMER QUARTO HOSPITAL

The building complex of the former Psychiatric Hospital is located in the district of Quarto, eastwards of the city.

Completed in 1933, the complex belongs to three different owners, ARTE, ASL3 and CDP Immobiliare. It consists in several neo-classical buildings, among which the "Old Institute" and "New Institute", the residential buildings, the "Casa delle Infermiere", the monumental concierge, and another smaller building that housed the forensic medicine clinics.

The "Old Institute" is made up of a square-plan citadel, symmetrically divided into nine parts: each part consists of a large courtyard with plants bordered by buildings on all sides. The buildings, divided into twenty-two pavilions, are generally made of load-bearing masonry.

The "New Institute" is made up of a single, architecturally valuable body, three floors above ground, divided into three U-shaped blocks.

The project for the relaunch of the Historic building, developed by the OBR architecture studio, envisaged an innovative office complex, in line with the highest sustainability and market energy standards, with common services (auditorium, relaxing rooms, company nursery, etc.), as well as an open-air parterre, including a park, fitness area and gym.

The building is also equipped with a BIM management system to optimise running costs and a Leed Gold certification that will reduce consumption during the building's life cycle.

The complex includes smaller buildings, service buildings, a large driveway and parking areas. The green spaces consist of the gardens, the avenues leading to the pavilions, an area with trees to the south and a steep wooded area on the north-north-west side.

Permitted functions: public services, urban connective, individual business architecturally compatible with the main function, offices, public and private parking, even underground, secondary road network.



SOURCES & CONTRIBUTION

PP. 4/5 Genova The Right Place

Department of Tourism, Municipality of Genova
University of Genova
immobiliare.it
Statistics Office of the Municipality of Genova
Nomisma

PP. 8/9 Quality of Life

Museidigenova.it/en
Department of Tourism, Municipality of Genova

PP. 10/11 Tourism \ MICE

Department of Tourism, Municipality of Genova
Genova Convention Bureau

PP. 12/13 Unmissable Genova \ Events

Communication Office, Municipality of Genova

PP. 14/15 Genova European Capital of Sport

Department of Sport, Municipality of Genova

PP. 16/17 Innovation and Technology \ BLUEMED and Equinix data cables & Digital Hub

Technology Office - Information Systems Management
Statistics Office of the Municipality of Genova

PP. 18/19 Genova Smart City

Genova Smart City Association

PP. 20/21 Genova 2030

Lighthouse Genoa's City Strategy
Genova 2050 – Action Plan for a Lighthouse City

PP. 22/23 Port of Genova

Western Ligurian Seaport Authority

PP. 24/25 New Breakwater

Western Ligurian Seaport Authority

PP. 28/29 The Submarine Tunnel

Commissioner Structure

PP. 32/33 The Green Strategy

Genova Green Strategy

PP. 34/35 Waterfront di Levante

Department of Urban Planning
Western Ligurian Seaport Authority

Region Liguria

PP. 36/37 San Giorgio Bridge \ Polcevera Park

Commissioner Structure
Department of Urban Planning
Department of Public Works

PP. 38/39 Historical Centre "Caruggi"

Economic Development and Promotion Area

PP. 40/41 Regenerating Prà

Infrastructure and Public Works Area

PP. 42/43 Hennebique

Western Ligurian Seaport Authority

PP. 44/45 Smart Mobility

Department of Mobility and Transport, Municipality of Genova

PP. 48/49 Monumental Heritage

Economic Development and Promotion Area

PP. 52/53 Villa Gruber

Infrastructure and Public Works Area – State Property and Heritage dept.

PP. 54/55 Villa Rossi \ Villa Saredo Parodi

Infrastructure and Public Works Area – State Property and Heritage dept.

PP. 56/57 Gavoglio Barrack

Infrastructure and Public Works Area – Urban planning

PP. 58/59 Tabarca & Metellino

Infrastructure and Public Works Area – Urban planning

PP. 60/61 The building complex of the former Quarto Hospital

Department of Urban Planning

CREDITS

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Waterfront di Levante: RPBW - Renzo Piano Building Workshop

Sailing House: Final project - Neostudio Architetti Associati, S.B. ARCH, SEM Ingegneri Associati, Giorgio Demofonti Impresa - Sirce Spa

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www.investingenova.com

investingenova@comune.genova.it



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