

In collaboration with



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New
European
Bauhaus

Co-design for the Renovation of a Social Housing Building in Imperia



Co-funded by
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Project Leader



DAD DIPARTIMENTO
ARCHITETTURA E DESIGN

Partner



SUBJECT

Challenge Based Learning is part of the LIFE BE-WoodEN project (<http://lifebewooden.unige.it>) and constitutes one of the project's two pilot actions. It involves the development of an innovative project, applying the design approach of the New European Bauhaus (NEB), for the renovation of a social housing building located in the municipality of Imperia Porto Maurizio, in western Liguria. The building was recently acquired by the Regional Territorial Housing Agency (A.R.T.E.) of the Province of Imperia and will be assigned to elderly residents, still autonomous, living in small households.

Participants in the Challenge, selected among those who responded to the call for expression of interest in the “professionals” and “social innovators” categories, are required to address the proposed topic using innovative co-design and participatory design approaches, involving local stakeholders and communities. For this reason, participants are organized into interdisciplinary teams formed during the Innovative Workshop (February 12, 2025).

Professionals were asked to attend, in advance, the training webinars on “sustainable design” and “timber use in construction” developed during the first phase of the LIFE BE-WoodEN project and published on the BE-WoodEN section

of the [BE-WoodEN Archivi - FormaGenova](#) platform. All participants (professionals and social innovators) are required to watch the webinars on “placemaking”, which will be published on the same platform starting at the end of January 2025.

The aim of the pilot action is to make the common indoor and outdoor spaces of the building more usable by imagining new uses that encourage social interaction among the new residents and between them and the neighborhood. The spaces will be equipped with new structures and installations. The transformation is intended to improve habitability, promote social life for elderly residents, and enhance connections with the surrounding neighborhood and the broader urban context.

The teams are required to present:

- innovative solutions for the reuse of indoor and outdoor common areas, through an overall concept of the planned transformations using the NEB approach;
- a preliminary design including the use of timber or timber-based products for equipment/installations/furniture and any other elements needed for the new proposed uses;
- an executive-level detailed design for part of the

equipment/installations/furniture in timber or timber-based materials that can be realized and assembled without requiring any authorization process, within a total budget of €50,000.

The designed installations (or part of them) will be built by the property owner by the end of 2025. The intervention is allocated a €50,000 budget, up to 20% of which can be used to cover technical design expenses incurred by the winning team. The winning team will have the summer period to refine the executive design and assist A.R.T.E. Imperia in the procurement, production, assembly, and installation phases.

The projects and the resulting implementation will be showcased in a national event and an international one (in Brussels, scheduled for January 2026), where the winning team will be invited. The results of the Challenge will be disseminated through the communication channels of the LIFE BE-WoodEN project.

THE BUILDING

The building is located in Imperia, at Via Pirinoli no. 47, in a central position conveniently close to both key services and the future cycling path. It offers easy access to the center of Porto Maurizio, Borgo Marina, and Calata Anselmi. The property stands on the edge of the historic center of Porto Maurizio, along the road connecting to Borgo Marina. The main entrance, from the street, is through a shared external staircase leading to a courtyard.

The strategic location of the building supports independent living for elderly residents in their daily life.

The building was constructed before 1940 and was originally used as a kindergarten. It extends over three above-ground floors and comprises 19 apartments, a restaurant (currently out of use), and two storage rooms, as well as external areas.

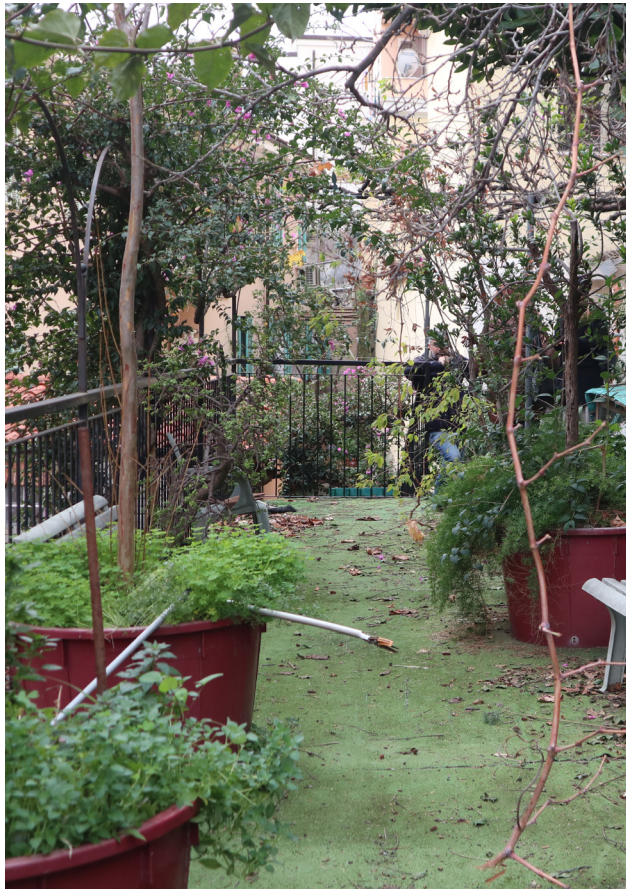
The layout of the apartments is well-suited to accommodate single-person households, which now represent a significant portion of those on the waiting list (46%). The building can be made accessible to people with disabilities by installing a stairlift on the first flight of stairs and subsequently an external elevator, which would ensure access to all apartments.

The apartments vary in size; some are modest in dimensions but fully compliant with urban regulations, as they have undergone regularization procedures and obtained building permits. Currently, the housing units are rented under valid lease contracts with different expiration dates.

All units are in the same state of maintenance and have the same interior finishes. They are equipped with heating/cooling split systems powered by wall-mounted units, each with separate meters.

<https://youtu.be/rBB4xD2Ltk?feature=shared>





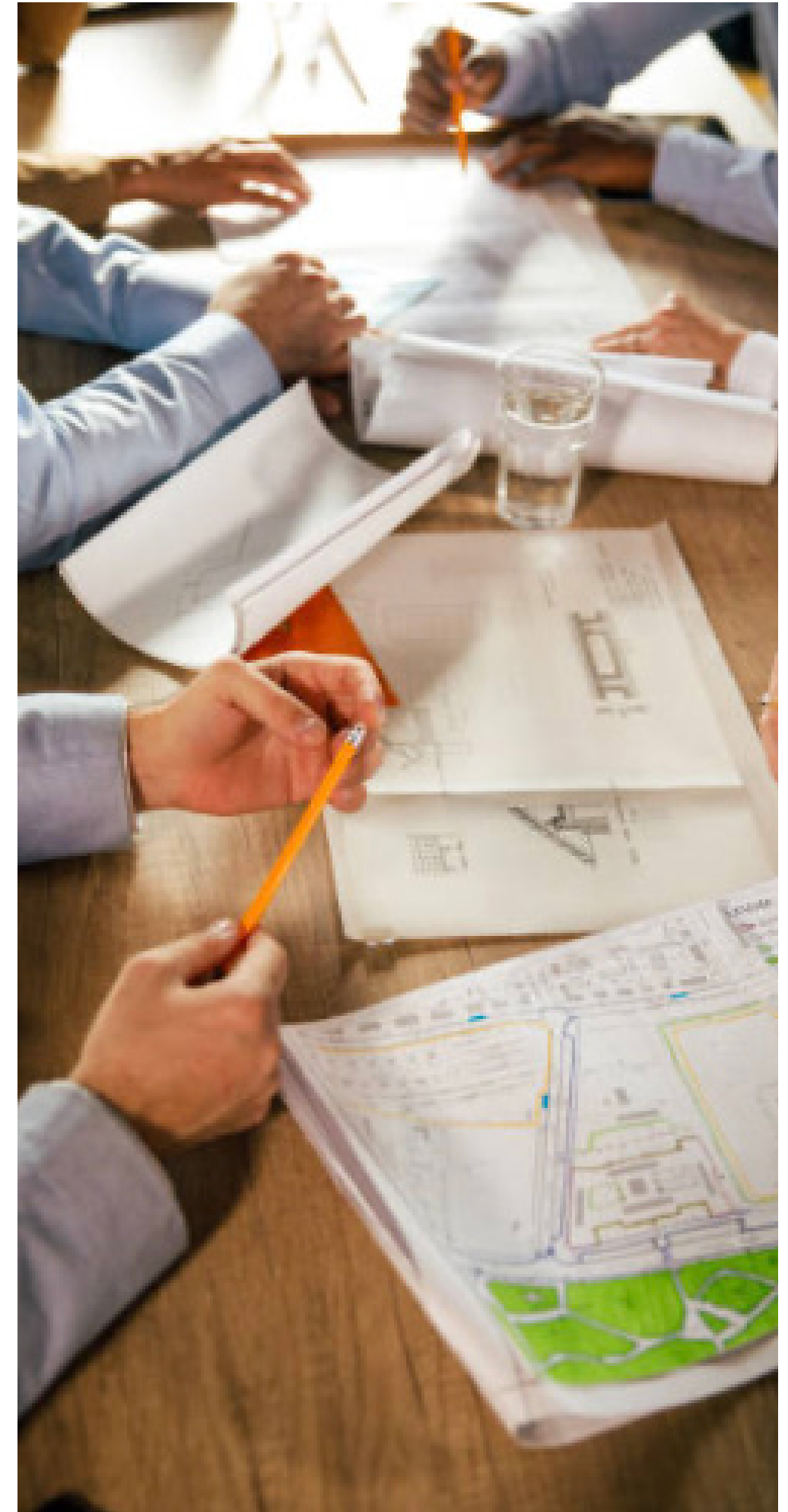
PROGRAMME

The design proposals should focus on the shared spaces on the ground floor, the open areas pertaining to the ground floor (where the existing timber roof must be preserved and the material culture artefacts stored beneath it should be enhanced), and the associated open spaces—both covered and uncovered—located at different levels.

The design proposals must meet the following requirements:

- Usability of the ground-floor spaces by “vulnerable” users and the general public (including indications of possible mixed uses and the provision of appropriate services);
- Design and furnishing of the interior spaces on the ground floor, using natural and sustainable materials such as timber or timber-based products;
- Accessibility to common-use spaces on the ground floor and at different levels (including a preliminary design for a new elevator to connect exterior spaces and residential floors), as well as connection to the future cycling path;
- Furnishability/design of the exterior spaces on the ground floor and at different levels, including possible protective and shading structures;

- Sustainability of design and construction choices;
- Ease of construction/assembly according to the specified timeline;
- Responsiveness of the proposed solutions to the needs and requirements of users, stakeholders, the active local community, and the New European Bauhaus Compass;
- Assessment of the environmental impact of the designed products and the materials used, through at least the following Key Performance Indicators (KPIs):
 - carbon footprint;
 - sequestered carbon;
 - waste sent for recovery;
 - % of reused materials;
 - % of recyclable materials.



SCHEDULE

06–07 March 2025

Imperia, launch of the Challenge Based Learning

07 March 2025 – 31 May 2025

Project development phase. During this period, Itinerari Paralleli will provide four hours of support (“help desk”) for each project.

31 May 2025

Deadline for submission of design proposals. Materials must be sent to the email address bewooden@itinerariparalleli.org via a shared Drive folder or other data transfer tool.

By 30 June 2025

Evaluation of the projects and announcement of the winning team

01 July 2025 – 30 September 2025

Development of the executive project for the installations to be completed by the end of the year (in collaboration with A.R.T.E. Imperia for the implementation phase)

01 October 2025 – 31 December 2025

Construction of the installations by A.R.T.E. Imperia

REQUIRED DELIVERABLES

NOTE: All submitted materials must include the LIFE logo and disclaimer, as well as the NEB and LIFE BE-WoodEN logos, which will be provided together with the building survey.

Up to 3 boards in A1 format (841 mm x 594 mm), in PDF format (maximum file size: 10 MB each), vertical orientation. Each board must include:

- a description of the design concept genesis;
- graphic diagrams (plans, sections, elevations) in sufficient quantity, scale, and type to explain the project;
- 3D views (renderings, sketches, or model photos, at the team’s discretion).

1 booklet in A3 format (420 mm x 297 mm), in PDF format (maximum file size: 10 MB), with a minimum of 5 pages, horizontal orientation, containing:

- site plan at 1:100 / 1:50 scale;
- relevant sections and elevations at 1:100 / 1:50 scale;
- detailed drawings of the equipment at a minimum scale of 1:20;
- a technical-descriptive report of the design proposal, clearly presenting general and specific reflections on the co-design process and the project, including interactions with

stakeholders and local communities, according to the different disciplinary perspectives of the teams. The report must also include all information needed to understand the project in terms of technical feasibility (timeline, budget, etc.), environmental sustainability, adaptability, and social interaction. Texts must be concise.

1 cover image in .jpg or .png format, 1920x1080 px, representing the project. This image will be used as the project’s avatar.

The materials must not include any names or references to the team. They must not have a title or include the group identification code, which should appear only in the file name, as the file itself will be anonymized for the Evaluation Committee.



GUIDELINES

1. The eligibility of the projects shall be assessed by the Evaluation Committee based on the following criteria:
 - Compliance with the requirements of the call and with the principles of the New European Bauhaus and the NEB Compass;
 - Environmental sustainability;
 - Ease of production of components, and speed of construction/assembly/installation;
 - Cost-effectiveness of the proposed solutions (with reference to the allocated budget of €50,000.00);
 - Replicability of the proposed solutions.
2. The decisions of the Evaluation Committee shall be final and not subject to appeal.
3. Participants are strictly prohibited from contacting members of the Evaluation Committee regarding any matter related to the competition.
4. Participants are prohibited from disseminating or publishing any material related to their submissions prior to the official announcement of the winners.
5. Individuals who have ongoing professional or family relationships with one or more members of the Evaluation Committee are not eligible to participate.
6. Participation implies full and unconditional acceptance of the rules, terms, and conditions set forth in the call.

NOTES

- a. The Evaluation Committee and the property owner reserve the right to make changes or adjustments to the project in order to improve its feasibility.
- b. The LIFE BE-WoodEN project partners reserve the right to use all submitted projects for exhibitions and publications.
- c. All projects must be new and original, the result of the intellectual work of the participants, who must therefore refrain from submitting works that do not meet these criteria.
- d. The organizers reserve the right to make changes regarding dates or other details exclusively in order to ensure the proper implementation of the Challenge, providing reasonable notice.
- e. The processing of participants' personal data, carried out by manual and digital means, will be performed solely for the purposes of participation in the competition, in compliance with the applicable legislation (Legislative Decree No. 196/2003 and subsequent amendments), by Regione Liguria, Itinerari Paralleli, and the University of Genoa, who will act as independent data controllers.
- f. This competition does not constitute, under any circumstances, a prize contest pursuant to Article 6 of Presidential Decree No. 430/2001.

EVALUATION COMMITTEE

Laura Muraglia

Regione Liguria

Giovanna Franco

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di Genova

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