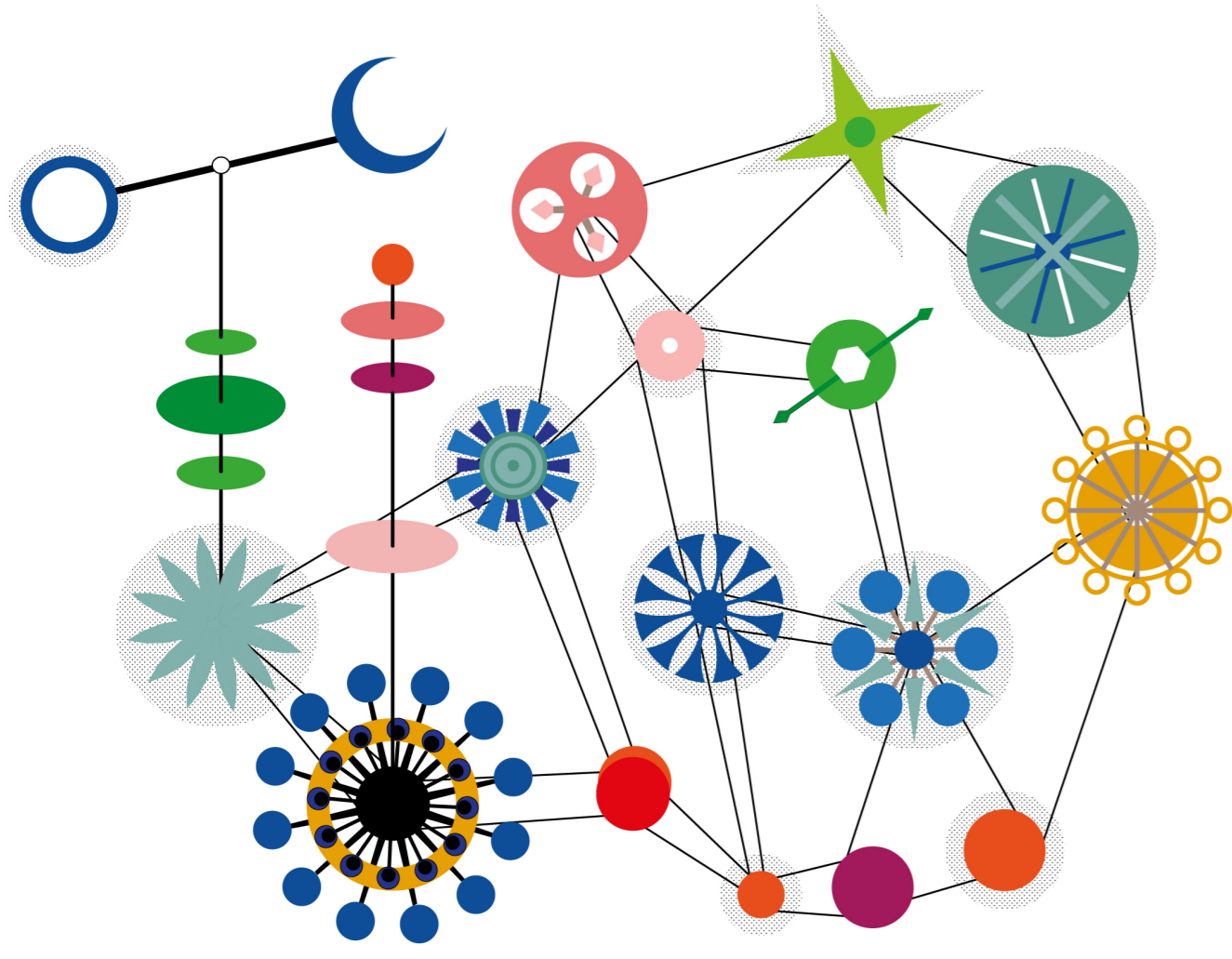


THE COLLABORATIVE MILE



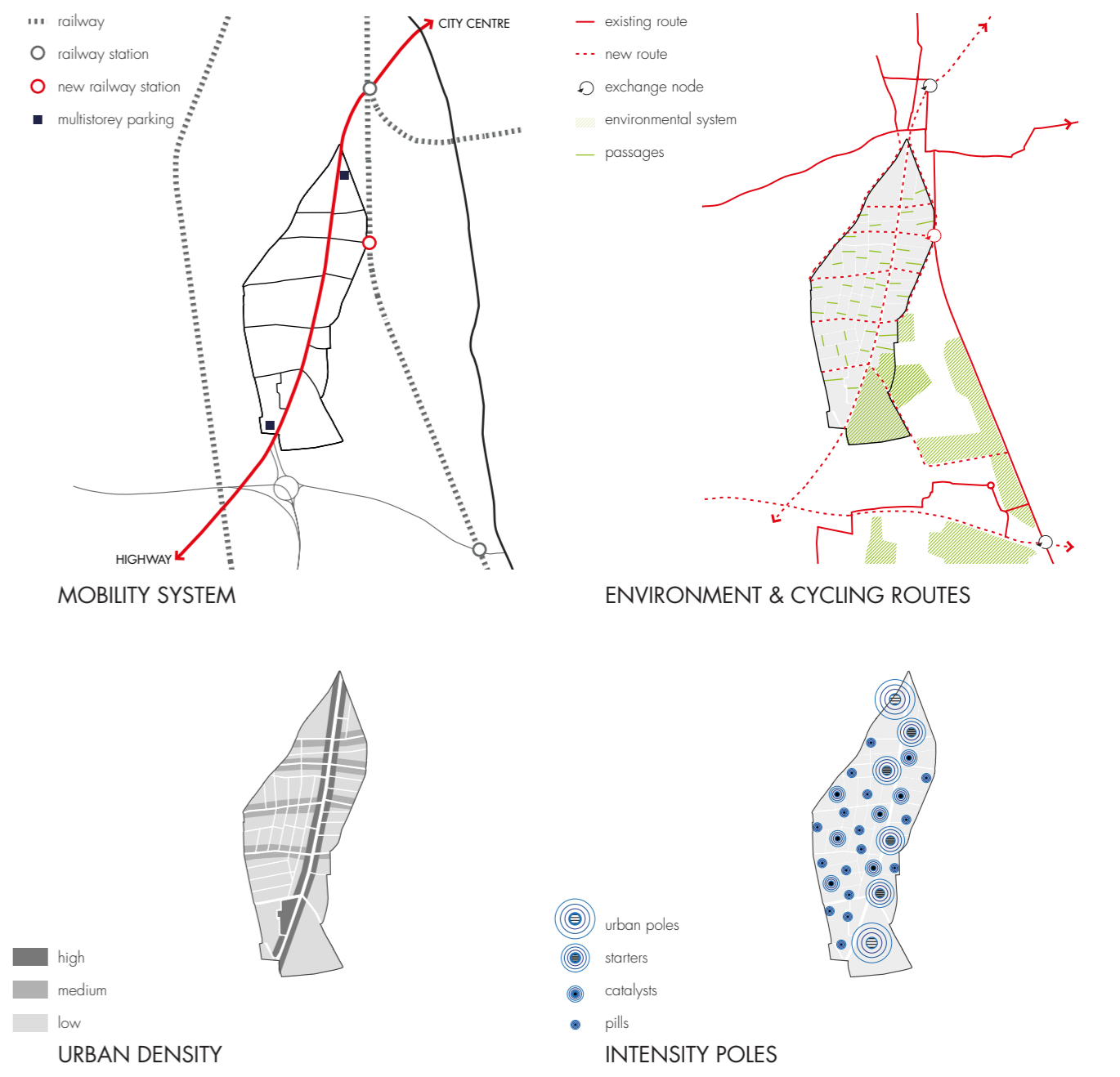
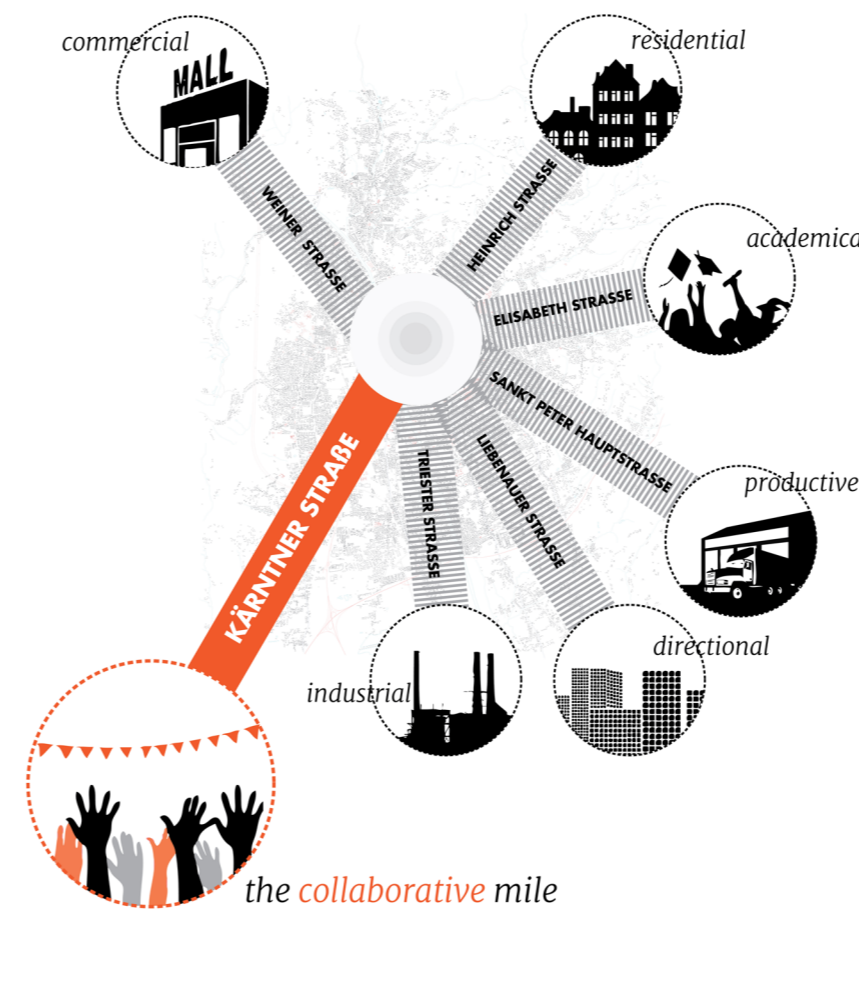
The vision consists in turning Kärntner Straße, an ordinary suburban access road to the city, into *The Collaborative Mile*, a well-defined district with specific features (physical, relational and intangible) based on the principles of sharing.

- > **resource sharing** (taking advantage from the opportunities and resources of each actor that operates at different scales on the territory)
- > **knowledge sharing** (creating incubators and spaces that facilitate short circuiting between ideas and different skills)
- > **economy sharing** (both resulting from new productive models, that group together production, services, research and training around related issues, and both generated by the new demand posed by new inhabitants and cityusers, that creates new job opportunities for residents)
- > **transformative capacity sharing** (only by collaborating and combining resources and goals it will be possible to put into action a transformation that responds to an overall image).

But if everything is entrusted to the goodwill and initiative of individuals, how can a coherent urban growth be possible? How can the public subject control, guarantee and facilitate this process of urban growth?

It is necessary to define:  
 >> **THE RULES**  
 a system of strategic guidelines that define the structure and the development principles;  
 >> **THE INGREDIENTS**  
 typologies of intervention which, depending on the goals and opportunities, can be realized on the territory;  
 >> **THE PROCESS**  
 the operating mechanism, that is the procedural method that permits the expected transformation.

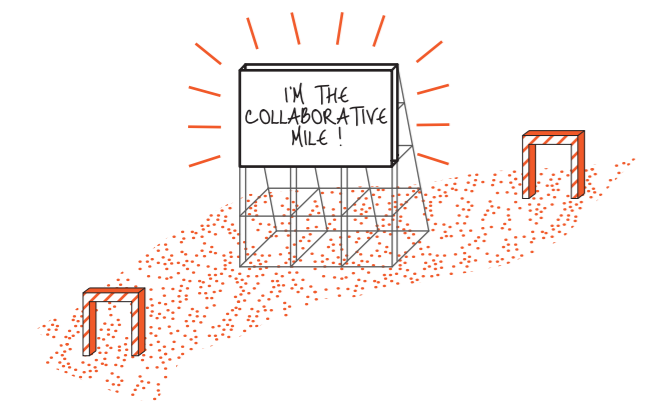
URBAN STRATEGY



THE RULES strategic guidelines: a decalogue

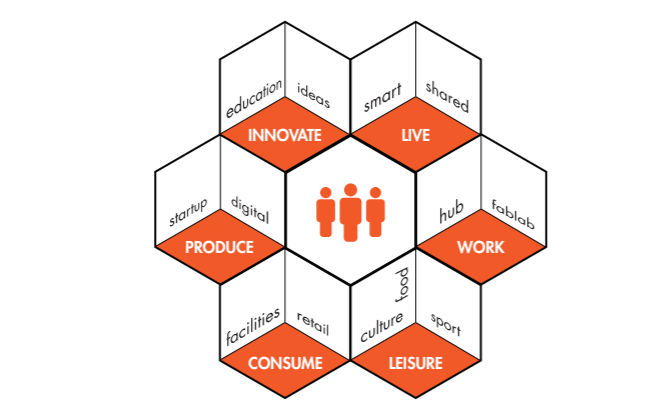
1 BUILDING IDENTITY

The Collaborative Mile must be a place with a well-defined identity, constituting a clear attractiveness in the offer of the city of Graz and not only. Its recognizability must be perceptible (buildings, public spaces, devices, programs), of the productive model (creative district based on manufacturing, production and R&D) and of the proposed lifestyle (circular economy, sharing, collaborative, functional mixing, etc.).



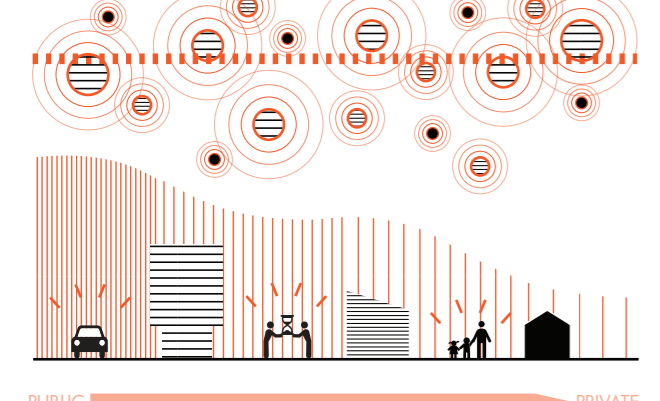
2 TOWARDS A CIRCULAR LIFESTYLE

The redefinition of Kärntner Straße is the occasion of proposing an alternative life model, based on the principles of sharing economy and on building collaborative work networks (connecting manufacturing, services, innovation and research), living and working (living and working at distances reachable by foot) and on mutual assistance at the local scale (time bank).



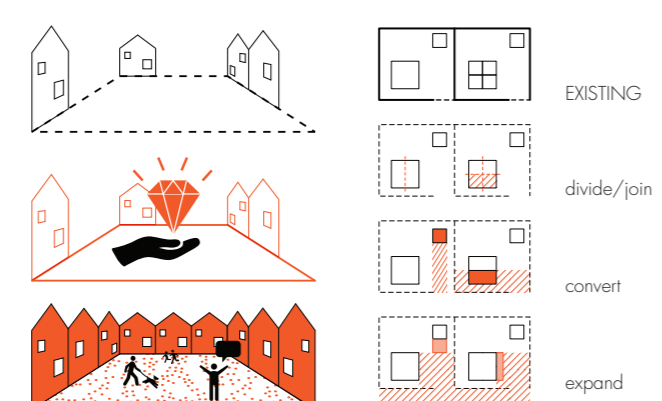
3 WORKING ON INTENSITY

In order to activate the change and the construction of social networks, the intervention proposes to work with the intensity, that is, defining different densities, attractiveness and speed use of the territory. Through the modulation between the totally public, the collective and the private, and the insertion of poles of different intensity (Urban poles, Starters, Catalysts, Pills), short circuits with a local and urban echo can be triggered.



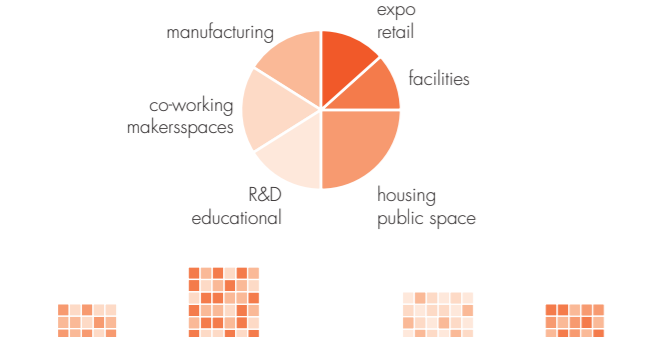
4 TRIGGERING NEW ECONOMIES

In order to start a transformation in an already consolidated urban area, elements of change have to be introduced: new functions will bring a new population (inhabitants or cityusers) with new needs and requirements. In a first phase of the process, the economic operators, local or external actors, will be encouraged to respond to this new question through appropriate policies (administrative, simplified building procedures, bonus opportunities, etc.).



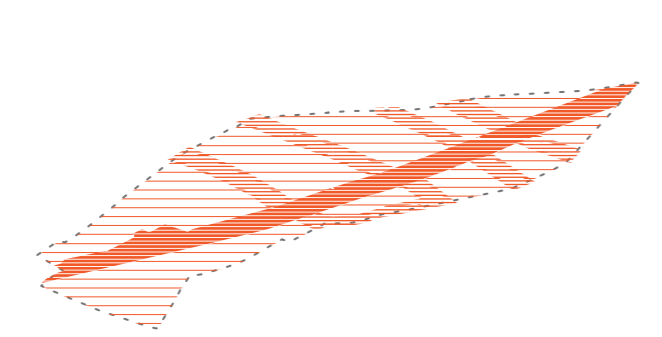
5 NEW HYBRID COMPLEX

To build *The Collaborative Mile*, a new mix of functions and programs has to be developed, capable of originating new opportunities for residents, cityusers and economic operators. Through a mix of R&D, education and training, production, manufacturing, and residences, an active and creative population can be attracted, that shares resources, demands, interests and energies, thus generating a strong and collaborative sector network.



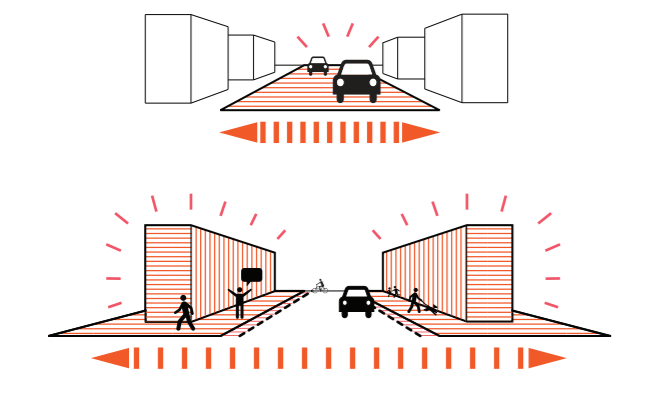
6 TRACING THE URBAN SHAPE

The street has always been the place around which the city is built, a place of exchange, meeting and trade. Therefore, in *The Collaborative Mile*, roads are defined with different intensity and attractiveness in relation to their urban role (High Street, Active Street, Quiet Street), matched with a specific density, size and functional mix.



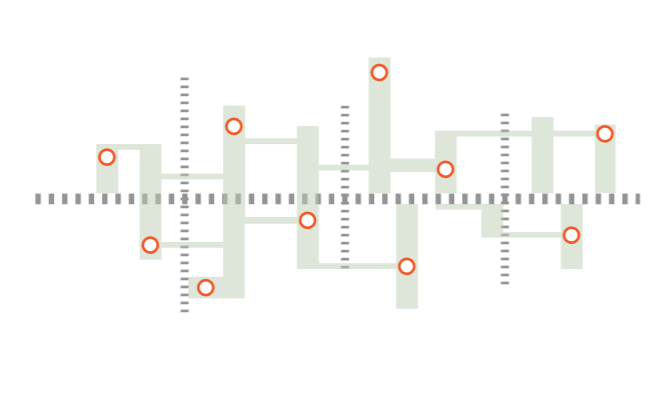
7 FROM ACCESS ROAD TO HIGH STREET

The Kärntner Straße has to become the backbone of the entire urban area, allowing, besides the direct access mobility, the possibility of everyday life by integrating the expansions of commercial areas at the ground level and the resting areas and service spaces for sustainable mobility (bus shelters, hubs, etc.). The proposed buildings, conceived as a vertical public space and with a double facade urban, will actually expand the size of the road, substantially transforming its image.



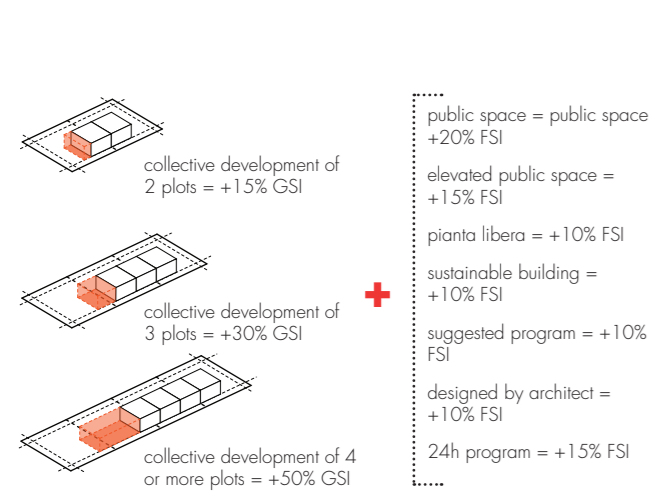
8 BUILDING RELATIONSHIPS

If the Kärntner Straße becomes the backbone of the urban area, the crossroads don't have to be forgotten. The definition of a network of pedestrian routes (Passages), which is defined within the residential plots, is necessary to build a community network on which, at the local scale, is based a small activity system (Pill) and exchange economy (time bank).



9 ENCOURAGING COLLABORATION

To achieve the density and intensity foreseen in the masterplan of *The Collaborative Mile*, the collaboration between contiguous or whole block owners has to be promoted. The consortium can be encouraged with the offer of bonus opportunities to those who, getting together, respond to the indicated guidelines and offer new services and public spaces to the community.



10 DESIGNING GROWTH

To support the building of a new shared identity, it is necessary to organize a growth by phases, in which the general guidelines are defined but are capable of absorbing opportunities and synergies unpredictable to this day. Thanks to the introduction of new functions, to the coordination and promotion work of the Kärntner Collaborative Agency, to the reuse of existing spaces that make it possible to perceive the transformative potential, to the possibilities of new collaborations... the game is done!

