

# LAND

Press release

## **LAND calls on the citizens of Vercelli for a demonstration in the name of Green Revolution**

**Milan, October 11, 2023** – The event is scheduled for **Thursday, October 12th, at 11:00 a.m.** near Piazza Roma, marking the beginning of the landscape redevelopment work on Viale Garibaldi. The event will feature the participation of **Mayor Andrea Corsaro, LAND's CEO and co-founder, landscape architect Andreas Kipar, and architect Liliana Patriarca.**

More green spaces available for the community, less asphalt. This is the recipe for the **"Garden Boulevard" on Viale Garibaldi, which, with its 3.5 kilometers of greenery,** is part of the **urban regeneration master plan designed by LAND** with the goal of giving Vercelli a new look by 2030.

It represents a true green revolution that, while addressing an area of 8,000 hectares, also includes 100 kilometers of pedestrian and cycling paths, 60 kilometers of renaturalized canals, 10 kilometers of river park along the Sesia, 12 refurbished villages and farmhouses, and 38 hectares of revitalized public space.

The revolution begins tomorrow, **Thursday, October 12th, with a demonstration** to which the entire community of Vercelli is called to participate, led by **Mayor Andrea Corsaro, LAND's CEO and co-founder Andreas Kipar, and Liliana Patriarca, Director of the Territorial Development, Heritage Enhancement, and Public Works Department of Vercelli.** The pavement on Viale Garibaldi is set to be replaced by a pedestrian axis made of more permeable surfaces, in order to minimize the risk of hydrogeological instability in the city and support the green transition.

*"The idea of breaking the asphalt to bring new oxygen to the soil has always been in our DNA," says landscape architect Andreas Kipar, who will symbolically be the first to intervene on the roadway alongside the mayor. "The urban regeneration project for Vercelli is based on the concept of the city as a living organism, capable of making room for the undeveloped while taking into account the existing territory, with a view toward a true ecological revolution that welcomes, involves, and places the community at its center."*

*"It's a significant change for the city, which the Administration has strongly desired and committed to from the outset, seizing the opportunity that an innovative project of this kind can provide in terms of livability," comments Vercelli's Mayor Andrea Corsaro. "The new public spaces will give citizens the chance to enjoy green areas set within a more sustainable urban context, allowing for an improved quality of life. This groundbreaking project will positively enhance the city's potential".*

*"We hope that an example of a 'living laboratory' like Vercelli will soon be followed by other municipalities internationally, emphasizing a dialogue between different territorial areas that does not overlook their respective neighborhood identities," Andreas Kipar continues. "We want to create a dynamic and open urban space where the landscape takes center stage over traffic, allowing citizens to rediscover the values of their territory right from their doorstep."*

### **Contacts for the media**

Daniele Galimberti – Media Relations  
+39 351 632 7287  
[daniele.galimberti@landsrl.com](mailto:daniele.galimberti@landsrl.com)

### **LAND**

LAND – an acronym for Landscape, Architecture, Nature, and Development – is an international landscape consultancy with offices in Austria, Canada, Germany, Italy, Saudi Arabia, and Switzerland. Andreas Kipar and a Team of 200 landscape architects, architects, urban planners, agronomists, engineers, and researchers are dedicated to the regeneration of regions, cities, and places since 1990.

LAND's consulting, planning, and design activities aim to improve people's well-being and environment through the implementation of climate-positive solutions and participatory processes that lead to sustainable development.

We provide consultancy to public and private clients on how to innovate with nature, applying international policies and promoting collaborative planning procedures. Together with our clients and our extensive network of partners, we leverage the opportunities of the green transition for our communities.

Among our main projects: Green Rays strategy, Porta Nuova, Piazzale Loreto, and the re-development of the former EXPO site MIND in Milan; Essen's Urban Open Space Strategy and Krupp Park, comprising ThyssenKrupp HQ, and the Freiheit Emscher in Essen; Ruhr Regional Green Infrastructure Strategy; the renaturation of the Airolo valley and Cassarate River Park in Switzerland; Saint-Laurent biodiversity Corridor in Montreal; Al Urubah Park in Riyadh and EXPO 2020 Dubai in the UAE; strategic consulting in landscaping, infrastructure, and renewable energy through, among other things, Landscape Information Modeling LIM©, as well as the research and innovation projects UrbAlytics and T-Factor funded by the European Commission. LAND's work has been recognized through numerous prestigious international awards, amongst them Premio Mercurio, MIPIM, Wan Awards, Biennale Pisa, Passive and Low Energy Architecture Award (PLEA), European Garden Award 2023.

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