

Press release

Ringpromenade project kicks off to give Bolzano a new lease of life

Milan, October 9, 2024 – The 30 km Ringpromenade around the South Tyrolean capital city gives concrete and tangible form to the objectives of Bolzano's Green Plan drawn up between 2021 and 2022, which saw LAND define a strategic development vision with the municipal administration and local stakeholders for green spaces inside and outside the city, for a qualitative and quantitative regeneration of its urban and peri-urban landscapes.

The **Ringpromenade** is much more than a landscape route. This project is part of the objectives set by the **Bolzano Green Plan**, which was approved in March 2022. It is a **long-term environmental improvement strategy** designed to increase urban biodiversity with a dense mesh of blue-green infrastructure and public spaces capable of **bringing the community closer to nature** while promoting the capital's **natural capital**.

The new green belt results from a **ten-year commitment to Bolzano by the international landscape consultancy LAND led by Andreas Kipar**. An important goal, matured from the exploration of new scenarios, enriched by the fruitful collaboration with the administration – in particular with the Councillor for Culture and the Environment, **Chiara Rabini**, and with the Head of the Technical Environmental and Green Planning Service, **Matthias Zingerle**, and before him **Esther March** – and the local realities to give life to the aforementioned Green Plan.

This **30 km circuit**, designed with the local support of **ingena srl**, will run along the mountain slopes and urban areas of Bolzano, bringing them together through **12 stages that can also be travelled individually**, each one characterised by a specific theme. This will create an ecosystem of pedestrian and cycling routes capable of rediscovering the **local area's identity and vocation**.

The objective of the LAND project is to **make the landscapes and places of interest of the Bolzano belt areas more accessible**, declined through three main guidelines: **to explore** the routes of the territorial palimpsest for a regeneration that offers a slow alternative to the city rhythm; **to connect** the existing network with activities and services with a view to city marketing and territorial brand identity; **to enhance** the historical and cultural excellences of Bolzano through a single system, usable on foot or by bicycle by a wide number of users.

„For some time now, Bolzano has been on a virtuous path to becoming an increasingly green city,” said **Andreas Kipar, CEO and co-founder of LAND**. „By reconnecting pre-existing thematic, natural and spatial areas, the Ringpromenade will become a necklace of nature available to citizens. A new urban model of experiencing nature outside the home will accompany Bolzano's evolution from a Nature-positive City to a Nature-positive Landscape, connecting the city's fabric to the landscapes of its surroundings in the name of liveability, sustainability and biodiversity. “

From the agricultural landscape to the **historical paths**, such as the Guncina and St. Oswald promenades, from panoramic viewpoints to the main centres of cultural interest, such as the Colle and Sigmundskron Castle, the twelve stages of the Ringpromenade – some of which already exist and some still to be built – will create heterogeneous **„pearl necklace’**, to be discovered by walking along, following the different degrees of difficulty and types of use.

To complement the measures to enhance and improve the area's landscape and environment, LAND will also prepare **equipment elements**—including rest areas and belvederes—**and information and orientation signs** to identify and improve the itinerary's use. A marketing activity, including a logo, a website, and an app for citizens, is also planned.

The Ringpromenade constitutes a unique opportunity to trigger the other environmental improvement actions envisaged by the Green Plan through **public-private cooperation**, with a view to sustainability and fostering citizens' well-being.

The work will take place over the next five years and will **start in 2025**.

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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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