**Acknowledgement**

The innovative proposal for the reuse of an abandoned facility – former slaughterhouse – is commended for innovating new life in a historical setting. Specifically worthy of merit is the notion of site recycling that offers a collective function and works to regenerate connections with the city. Considerable effort has been invested to achieve equilibrium. Social equity is superimposed at all stages of the construction, from planning and building process to assessing the long-term impact on the social fabric of the community. Not only are the immediate surroundings addressed in an advanced manner, but also the nature of production as well as of the products themselves. Instead of pursuing a purely profit-oriented directive, the project signals genuine respect for ethical values by promoting the use of biological products and fair trade. Also significant is that the collective initiative inspires active participation of public stakeholders in discussions with architects, planners, and politicians, as an integrative incentive that is novel for the specific context and thus needs to be encouraged. The alteration to the existing structure is carefully undertaken to deliver a culturally rich program of activities.

**Project data**

- **Type of project**: Public utilities
- **Start of construction**: April 2005

**Author**

- **Name**: Prof. Luciano Cupelloni
- **Profession**: Architect
- **Organization**: LCA - Luciano Cupelloni
- **City, Country**: Rome, Lazio, Italy

**Comment of the Holcim Awards 2005 jury for Europe**

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**Project description by author**

The social and economic model defined „Città dell’Altra Economia“ (Alternative Economy City) corresponds to a project made by a community, with many different actors, working together to create wide-spread welfare and social integration.

The cities are, today, the most advanced laboratories of a new welfare that takes into account economy and social demands and also aims at a balanced and socially sustainable development.

A community that grows according to a common responsibility principle. A principle that strengthens the sense of social cohesion, of an active citizens participation in the development processes, but that also increases the number and the value of the opportunities the citizens can implement. The Città dell’Altra Economia will be a concrete example of this philosophy. (Walter Veltroni, Mayor of Rome)

The Rome slaughterhouse, designed by Giacchino Ersoh and built between 1888 and 1891, discontinued the activities in 1975 and is under monumental protection since 1986, but only today is under an actual program of re-qualification. The complex is made of big pavilions and light penthouses with the traditional tile curtains, travertine and decorative elements but also iron and cast iron structures, in a refined balance between monumentality and industrial rationality.

The design of the City is situated in this context, particularly in the „ex Foro Boario“ that will become a new 7 hectare big square.

**Showing the Values**

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**Ecological quality and energy conservation**

The attention to the building thermal behavior and to the passive strategies, to the best solutions for the air conditioning and for the natural and artificial illumination of the spaces, the analyses of the zero dynamical fluxes drive the design to the best exploitation of the energetic potential provided by the natural systems of thermal transport. Ecological solutions are used in the construction, like fresh fluxes or greenhouse effect, hemp panels (renewable, imperishable material, grown without pesticides) or simple plants of tending water that create a water veil on the roof. Active plants are made of devices that use solar, heat pumps with COP > 3 and UTA with dynamical recovery > 70%, whose electrical power is provided for about 40% by photovoltaic panels.

**Economic performance and compatibility**

The „Document“ says that the Fair Trade are all the economical activities that don’t follow the purposes of the capitalist economic system, the pursuit of the profit at all cost, the disrespect of the nature and the human rights. The economical feasibility of this project is guaranteed by public funds (first 3 years) allocated to young entrepreneurs and managed by associations and cooperatives.

**Contextual response and aesthetic impact**

The design foresees historical buildings conservative restoration. A new functional organization is introduced thanks to steel roofing and glasses wraps, transforming the original separations in new space sense. The alternation of „roofed spaces-open spaces“ clearly shows the pre-existing new architectural signs, guarantees a maximum by-day transparency transforming it in clear bright sign by night.