



Babylonia's Brief

THE SQUARES' PROBLEM

Project Overview and Background

Our society is influenced by social apps, usually when someone meet another person, first things he/she checks his/her Instagram/Facebook profile. This behavior reduce the direct human interactions.

In Italy teenagers and young adults meet in bars and squares but in some circumstances the quality of the stay in the squares is not good. Some squares lack benches and comfortable seating. Often people cannot throw out their rubbish (drink bottles for example) because the garbage cans belong to the bars.

In Naples, situated in the historical part of the town, there is Bellini Plaza surrounded by many universities. The Plaza is famous for its clubs and bars. In Bellini Plaza we can find different kinds of people like university students, LGBT+ and young adults.

Project Overview and Background



Bellini Plaza

Bellini Plaza, located in the historic center on the Decumano Maggiore and surrounded by numerous universities, the Conservatory of San Pietro a Majella and the Academy of Fine Arts, represents the 'intellectual' square of Naples. In the center is the statue of Vincenzo Bellini, from which the square takes its name. Various monumental buildings overlook the square and, near the monument dedicated to Vincenzo Bellini, you can admire the ancient remains of the walls of the Greek-Roman Neapolis. The square is also renowned for its bars and open-air cafes. There is a wide choice between the Intra Moenia literary café, intellectual café for excellence and bookshop, Eva Luna, bar and center for events and initiatives dedicated to women.

History of Bellini Plaza

In ancient times the square was a simple open space, through which the walls of the Greek Neapolis, dating back to the 4th century, passed. Part of the walls are still visible in the square near the Monument of Alfonso Bazzico to the musician. Subsequently, numerous convents and gardens arose around the square, today only the facade of the former convent of S. Antonio remains from that period.

Project overview and background

Bellini Plaza, Naples, Italy



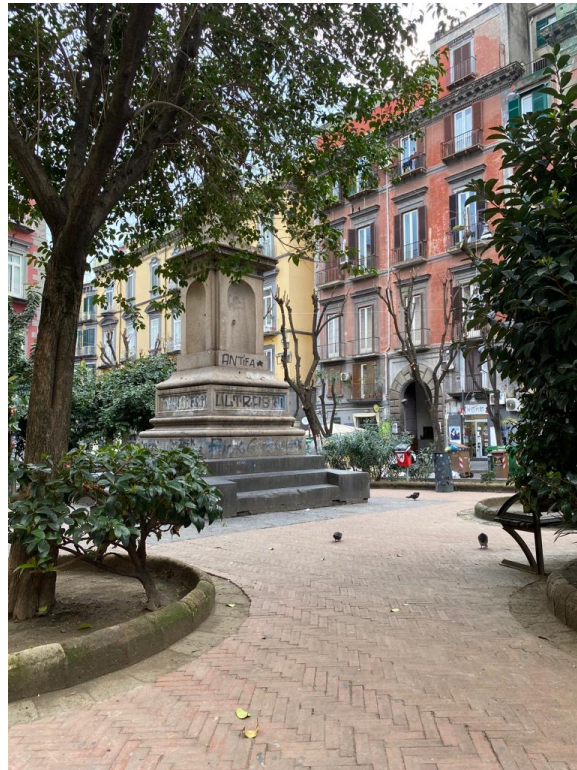
Project overview and background

Bellini Plaza, Naples, Italy



Project overview and background

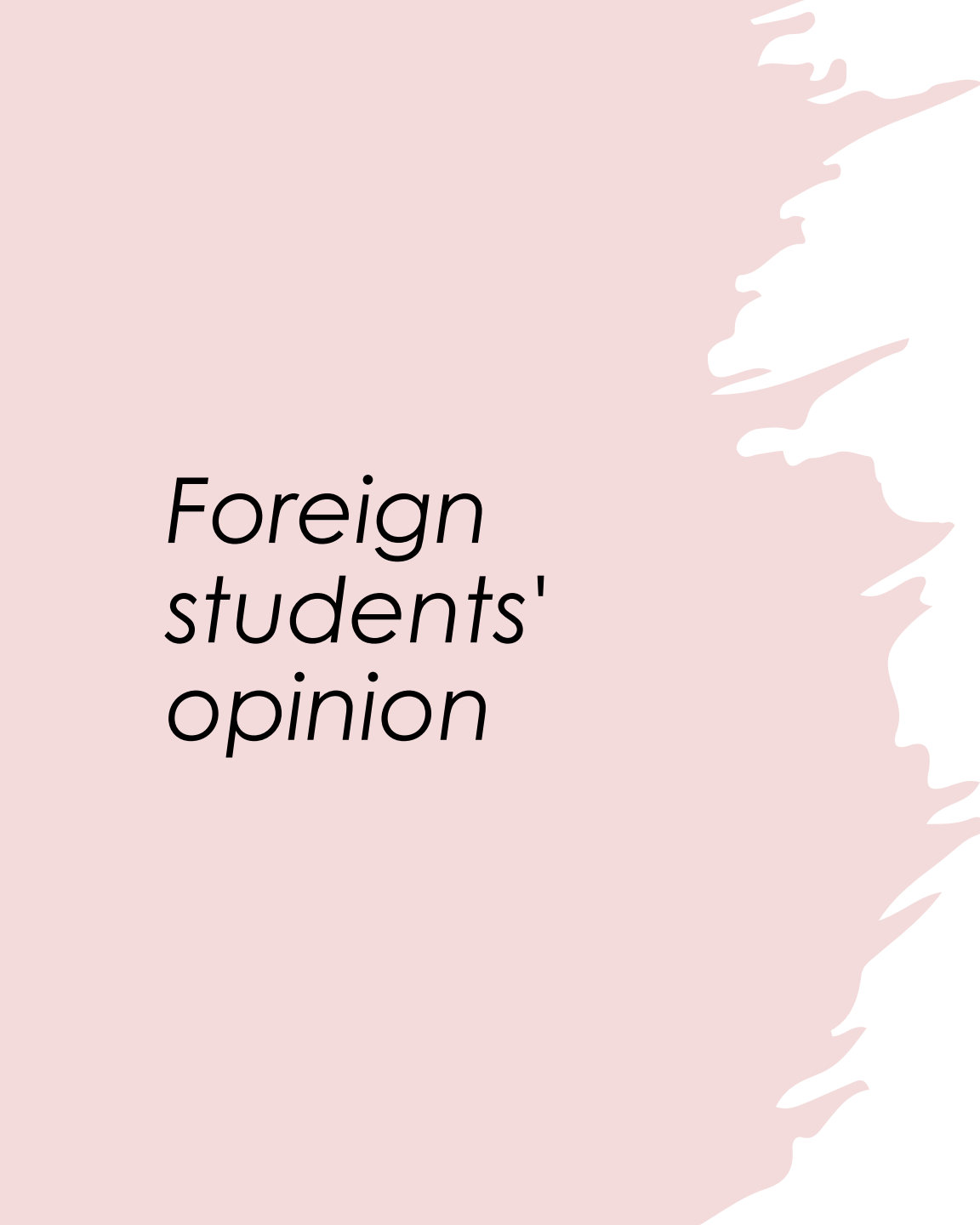
Bellini Plaza, Naples, Italy





Go around the plaza

- <https://www.google.it/maps/@40.8498021,14.2519475,3a,75y,70.88h,72.77t/data=!3m6!1e1!3m4!1sgGmp4q860b0vvXo-hcm4MA!2e0!7i16384!8i8192>



Foreign students' opinion

"Before arriving in Naples, we had already heard about the famous Piazza Bellini. It is a square where Erasmus people meet and meet Italian people. The square is poorly maintained, with green spaces that are bare and billboard that are unused. The historical walls are not valorized enough. Moreover, the only thing you can do in Bellini square is grab a drink"

Expectations

We want a project that improve the quality of the permanency in plazas/squares taking inspiration from Marco Casagrande urban works (for example Bug Dome by WEAK! in Shenzhen, Cina). The project has to be in line with the environment and has to influence gently the public space.

We want something implemented in Bellini plaza and can be exported to every plaza/square where social activities are taken.

Inspiration Ideas

Bug Dome- Marco Casagrande



The building is realized on a wasteland of a ruined building site in between the Shenzhen City Hall and an illegal workers camp. The design is inspired by insects. The bamboo construction methods are based on local knowledge from rural Guanxi brought into the city by migrating construction workers.

Inspiration Ideas

The tactical square in Milan-Needle



In the new square of Largo Balestra, table tennis, chess and relaxation tables enrich the Giambellino's living room. Needle Urban Acupuncture with new furnishings, potted plants and ping-pong tables offer citizens a space to live and animate. The goal is to give back the spaces to the citizens who will be able, with activities, meetings or even just experiencing the area, to return to make sense of the term square as a place for relations in the neighborhood.

Target user

Teenager (16-24 years) and young adults (25-34 years) that hang out in Bellini plaza (usually 6pm- 4am)

PERSONAS

Giuseppe Esposito



Shy Gamer Trend addicted Thoughtful

Goals

- Meet new people.
- Graduate
- Travel.

"There's the private persona and the public persona and the two shall never meet."

Age: 16
Work: Student
Status: Single
Location: Naples, Italy

Personality



Social



Frustrations

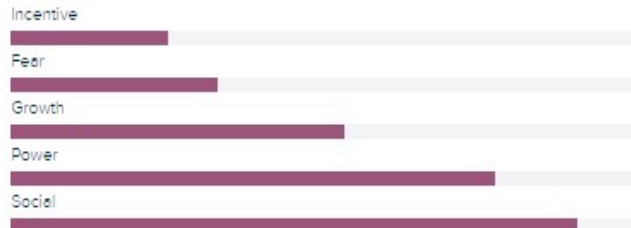
- Not able to make friends.
- He wants to hangout with someone.

Bio

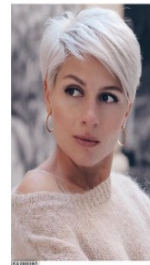
Giuseppe was born in Naples. He has 2 sisters and live in Quartieri Spagnoli district. He plays football since he was 6 years old, but he never socialized with his teammates .

On saturday nights he goes out to Bellini plaza with his friend Luca, an introvert boy too. Luca and Giuseppe met on league of legends 3 years ago.

Motivation



Raffaella Rossi



Dynamic Funny Chatty

Goals

- Work on a design project.
- Learn french.
- Live abroad for a few years

Frustrations

- Wants more incitement
- Want try different thing when she go out

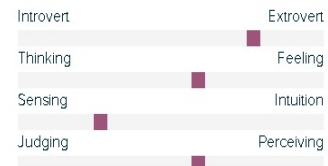
Bio

Raffaella was born in Naples,Italy. She is an only child and her grandad was an architet himself. She admired her grandad and since she was young she was inspired by him. She studied and graduated from Federico II univesty and now she is searching for a job. On friday night she hangout on Bellini plaza for a drink. She wants to hang out with her friends but she is bored by Bellini plaza because except for drinking something she can't do much.

"A person's life persuades better than his word"

Age: 27
Work: Architect
Status: in a relationship
Location: Naples, Italy

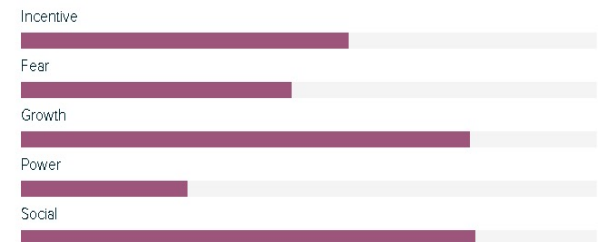
Personality



Social



Motivation



Market

- A physical structures
- A free app (optional)

Scenario



Design requirements



Washable



Sturdy



Intuitive



Eco friendly if
possible



Consistent with
the context



Interactive



Facilities

Materials to prototype :

- Resistent materials
- Cardboard
- Foam

App Prototype:

- Balsamiq
- Sketch
- Marvel
- Illustrator

Project Development :

- Unity 3D
- Blender