



REGIONE DEL VENETO

CHRISTA
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European Union
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The tourist re-use of industrial heritage Murano Glass factories: an opportunity or a risk?

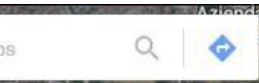
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Consorzio Venezia Nativa

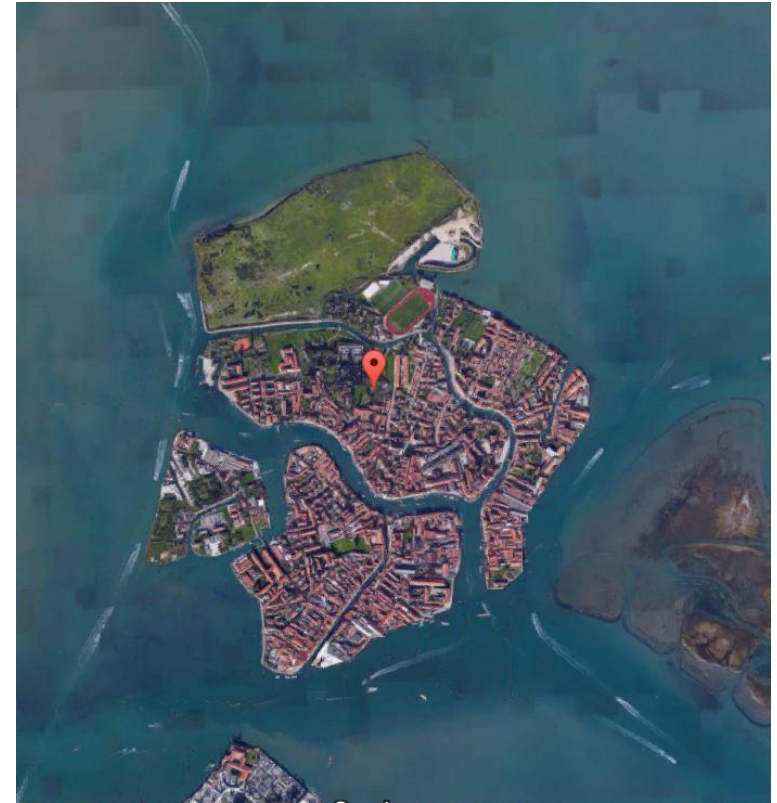
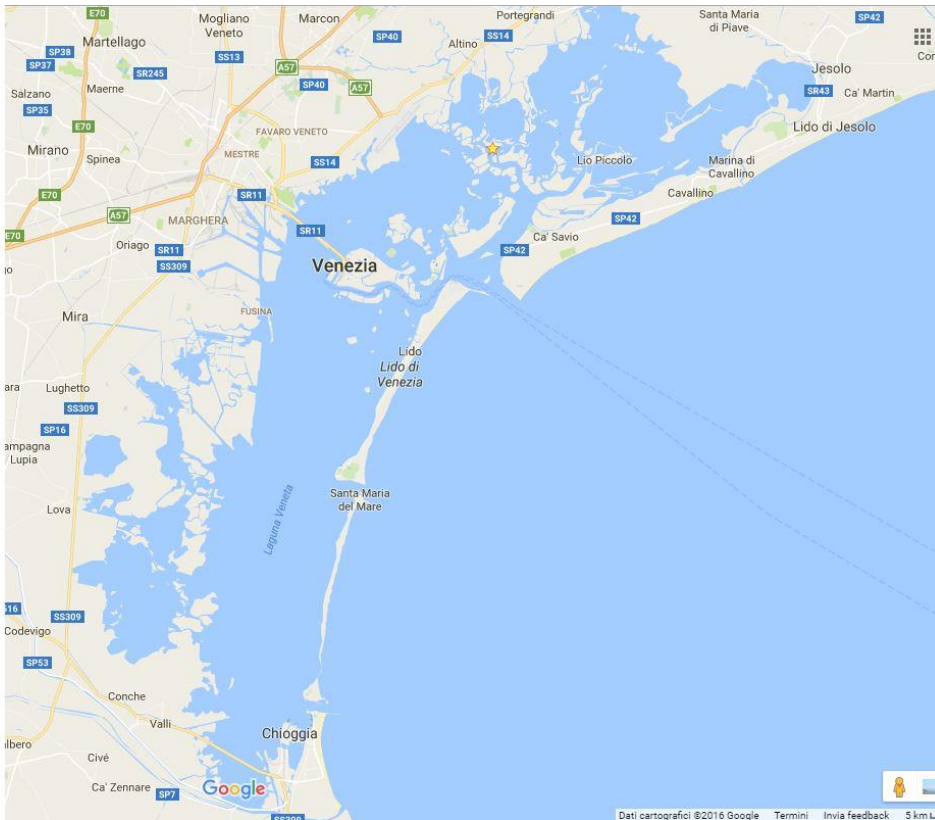
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VENEZIA NATIVA





The island of Murano is one of the main islands of the Venetian lagoon. About 5000 residents, with a decrease of population and aging of the inhabitants.



Murano, Column Square



Murano, Grand Canal



A channel in Murano



Murano, district of Saint Peter Martyr

MURANO and the ART GLASS

The island is known especially for the production of glass. This industrial, even if artistic, activity is highly integrated in the urban area, defining an original blend of production and residential context, launched since the end of the 13th Century (when the Serenissima Republic stated that glassworks in Venice had to move from the city center to Murano). Even today it is the main island activity.



THE GLASS INDUSTRY TODAY

Murano. Economic activities of the glass industry (red) and other activities (yellow)

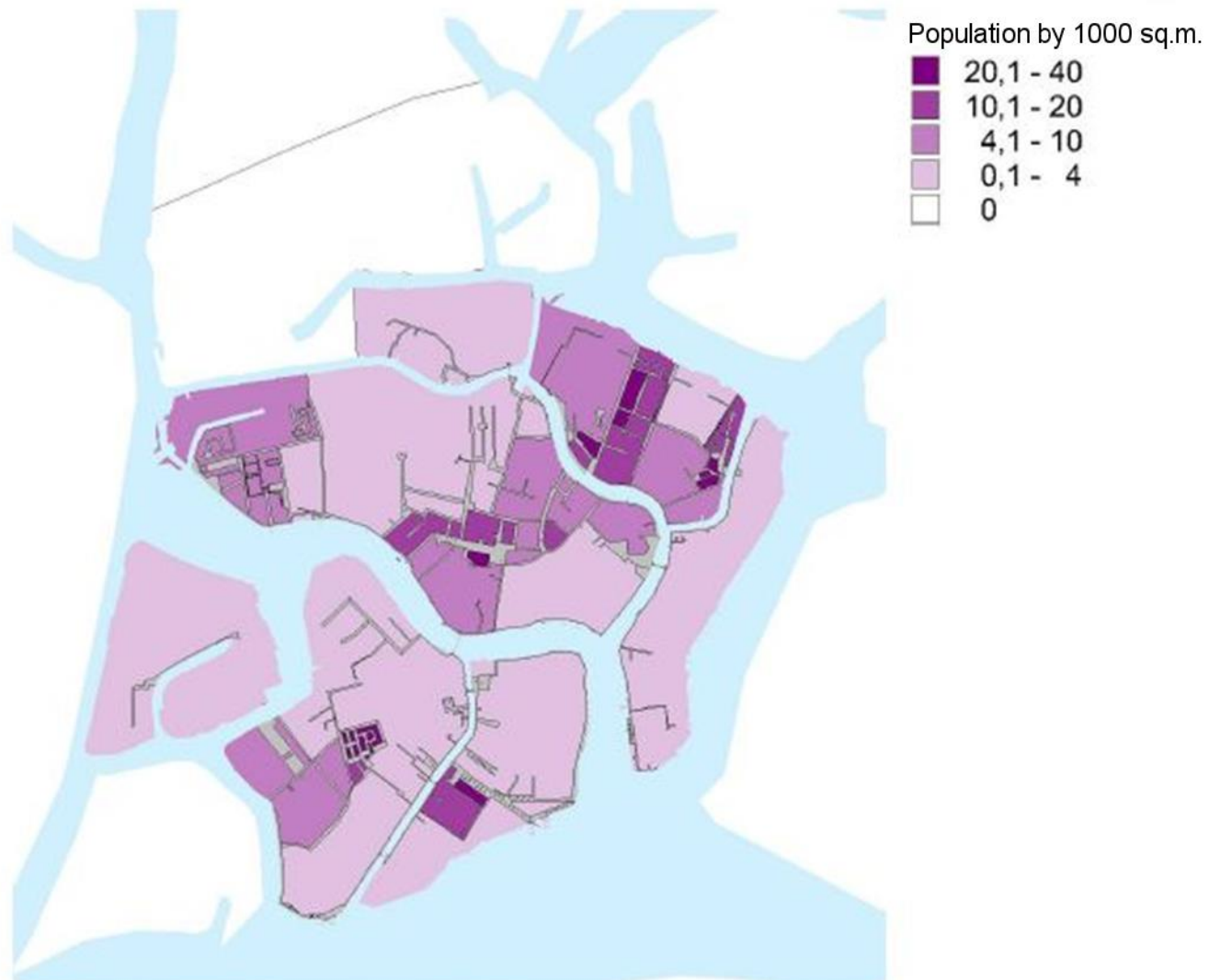


Business is concentrated in the south of Murano, in particular along the two “Fondamenta” facing the main channel.

Fewer companies are located in the central area of the island, with a different distribution between trade/dealer companies (more concentrated on the banks) and the production cycle companies (located in the inland areas).

Processing by Società Sistema snc, for Abate Zanetti, 2005

Density of the resident population by census classes, 31/12/2010



Sources: processing Coses, 2011 data of the municipality of Venice

THE INDUSTRY CRISIS

Since 1998 Murano glass is affected by a serious crisis that means:

- reduction in the number of companies (even historical);
- significant decrease in employment.

Since 2011 we can talk of a **COMPLEX CRISIS OF INDUSTRIAL AREA**

THE CAUSES:

- lack of innovation in the process and in the glass product;
- offshoring of processes;
- high cost of production factors;
- critical issues linked to the management;
- lack of regulation for the protection of artistic production;
- high cost for the upgrading of equipment to comply with current environmental legislation;
- difficulty of marketing strategies and unified communications.

THE BEST PRACTICE

TOURIST RE-USE OF ABANDONED INDUSTRIAL SITES (EX GLASS FACTORIES)

The heavy mix of production, trade and residential district is the element that can transform the industrial crisis in an urban crisis.

To the closure of industrial sites generally follows:

- the abandon or under-utilization of spaces used for centuries;
- the creation of urban empty space;
- situations of degradation and the need of expensive safety measures.

These large industrial premises, overlooking the water, are difficult to be reconverted to other productive uses.

Urban regeneration can be the result of a re-direction to a dynamic activity with a positive trend: tourism.





The conversion to TOURISM

An opportunity or a risk for Murano??

As told, tourism represents the engine for local community suffering the crisis of the glass industry.

BUT.... it could be

- an **opportunity**, because it can increase the local economy (new income and new jobs);
- a **risk**, because the escalation of tourist accommodation could encourage the transformation of the glass island into an “accommodation island”, namely a sort of “Venice hotel branch”.

The right direction, in this case, can be the governance of:

- 1) the ongoing processes and**
- 2) the consequences affecting the social composition of inhabitants, in relation to the conversion of industrial heritage.**

The «EX CONTERIE»



A very successful combination of old and new.
The **hotel** is the result of the careful conversion of a furnace producing in the past glass beads.

THE «EX CONTERIE»: the GARE HOTEL



THE EX FURNACE DE MAJO



NOW...

The project includes the conservation of existing surface buildings and the re-qualification of the demolished ones with restorations to adapt spaces to hotel accommodation and congress facilities (one hundred rooms).

THE EX FURNACE DE MAJO



Project riqualification

IN THE FUTURE....



Project riqualification

THE EX GLASS FACTORY L.A.G.

NOW...



THE EX GLASS FACTORY L.A.G.



PROGETTO DI RIQUALIFICAZIONE EX VETRERIA L.A.G. - MURANO

A restoration project for an industrial complex to create a congress center offering hotel accommodation (about forty rooms).



PROGETTO DI RIQUALIFICAZIONE EX VETRERIA L.A.G. - MURANO

IN THE FUTURE....

THE EX BRIATI HOSPICE (1729)



The restoration project provides for the maintenance of its hospitality vocation (ancient hospice), but it will be equipped for disabled visitors. A guest house, with forty beds, to **dismantle all barriers.**



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Thank you!

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CONSORZIO PER LA VALORIZZAZIONE DI
BURANO, MAZZORBO E TORCELLO

Questions welcome