

Category: Social Affairs

Project: Bonifica e riqualificazione dell'area di Taranto. Communication tools and strategies.

What was the challenge?

The aim of the project was to realize clear and readable materials for the communication of the strategic lines adopted and results achieved in the remediation system project of the Taranto area - area subject to environmental crisis.

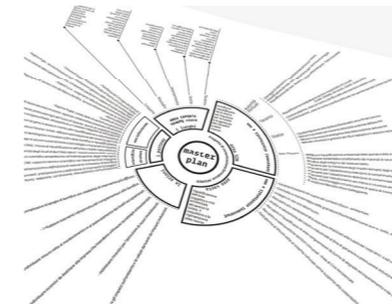
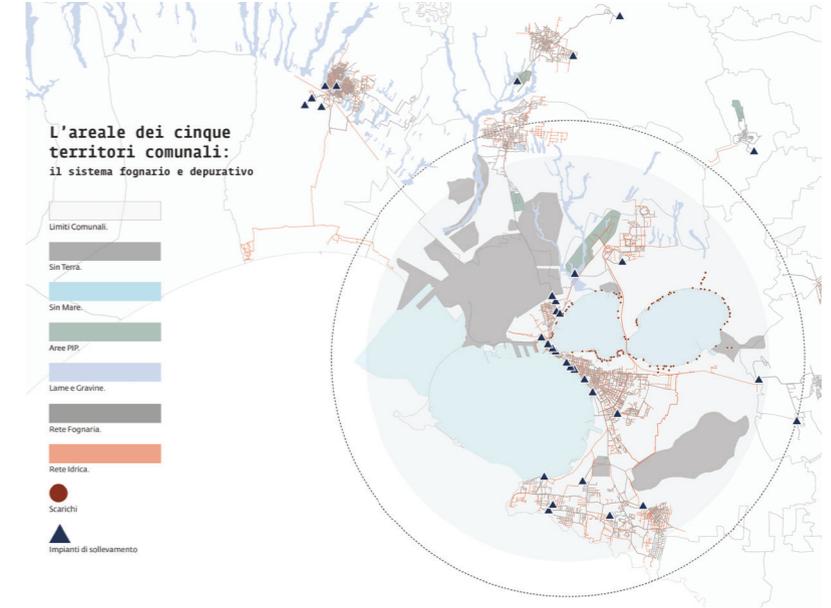
One of the main challenge was to restyle all the technical materials, such as cartographic materials, produced before designers team became part of the project: cartographies and other communication tools (i.e. slideshow, leaflet, brochure, and newsletter) had been made with a too technical linguistic register, difficult to be read also for insiders, and for this reason impossible to be understood from an enlarged audience.



What was the solution?

We built a "narrative inversion" through a strategic plan of communication, which could act at different communication levels, adopting different linguistic registers, and able to:

- highlight the structural nature of the planned interventions, the benefits, values, and long-term projections;
- valorize the Taranto area (not limited to the city area);
- enhance the excellence of the territory, both in environmental and cultural terms;
- involve the local population within a shared process of social and cultural redevelopment;
- build and support a local community, so that local inhabitants feel they are a proactive part of the change;
- increase the sense of responsibility and awareness.



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What was the effect?

The design process, led us to the realization of the "Atlas of Cartographies", a clear tool of synthesis and comprehension for different kind of users of the analyzed, collected and visualized data, which explain

the relation between geographic sites and the remediation project of the Taranto area. Join the Atlas, the design of other communication tools, such as an explicative and synthesis volume, realized for the explanation of the remediation system project, an

editorial series of book in pocket format, to narrate the strategies and results achieved to a wider audience (not just institutional), and a web newsletter, for the dissemination of information, news and government activities to an enlarged audience.