



Comune di Rimini



# THE BLUE AND GREEN RIMINI

ACEEPT Project Week 2022,  
24 November, Rimini/Italy

RIMINI

# Foreword:

## WHAT ARE WE TALKING ABOUT...

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1. AN “IDENTITY CARD” OF RIMINI UNTIL THE RECENT PAST (10 mins)
2. HOW RIMINI HAS BEEN CHANGING OVER THE LAST 15 YEARS (10 mins)
3. THE NEW URBAN SUSTAINABLE DEVELOPMENT STRATEGY – THE BLUE AND GREEN RIMINI (10 mins)



# «WHO»'S RIMINI TODAY?

## **RIMINI**

IS THE CAPITAL OF ITALIAN SEASIDE TOURISM

**FOR MANY YEARS THERE HAS BEEN NO OTHER SEASIDE  
TOURIST DESTINATION IN ITALY HAVING BETTER  
PERFORMANCE**

# A FEW FACTS ABOUT RIMINI

- **150 thousand residents**
- **16.2 million tourist overnight stays per year** (source: ISTAT pre-covid)
- **3.7 million arrivals**
- **over 35,000 businesses of which approx. 14% are in the tourism sector** (data Chamb. Comm. pre-covid)

**BUT «WHO AND WHAT» WAS RIMINI IN THE PAST?**

**1**

**FROM THE ANCIENT ROMAN CITY  
TO THE TOURISM METROPOLIS**

# A HISTORICAL OVERVIEW OF RIMINI

## RIMINI IN THE ROMAN EMPIRE

### 268 b.C. ARIMINUM WAS FOUNDED

- The Roman Senate sent 6000 settlers to found the city, whose name derived from river Marecchia (***Ariminum***)
- Rimini was in a strategic position between northern and central Italy (crossroads include the **Via Flaminia**, the **Via Emilia** and the **Via Popilia**);
- It had a large forum, an amphitheater and triumphal monuments, such as the **Tiberius Bridge** and the **Arch of Augustus**.
- In Rimini Julius Caesar pronounced the famous sentence “**Alea iacta est**” and decided to cross over the Rubicon river.



# A HISTORICAL OVERVIEW OF RIMINI

## RIMINI IN THE MEDIEVAL AGE 11th Century – 14th Century

- In the eleventh century, the new port was built at the mouth of the Marecchia river.
- In the twelfth century Rimini became a Municipality. A period of intense urban planning and building activity began and great artists, including **Giotto and the Rimini painting School** of the 14<sup>th</sup> Century, worked in the city.



# A HISTORICAL OVERVIEW OF RIMINI

## RIMINI IN THE RENAISSANCE

### 15th Century

- The **Malatesta** family became lords of Rimini.
- During the rule of the famous Sigismondo Pandolfo Malatesta, **Castel Sismondo** and the **Malatesta Temple** were built.
- His court was attended by great artists, including Piero Della Francesca, Giovanni Bellini, Leon Battista Alberti, and many others.



# A HISTORICAL OVERVIEW OF RIMINI

## RIMINI OF THE MODERN AGE 16th - early 19th Century

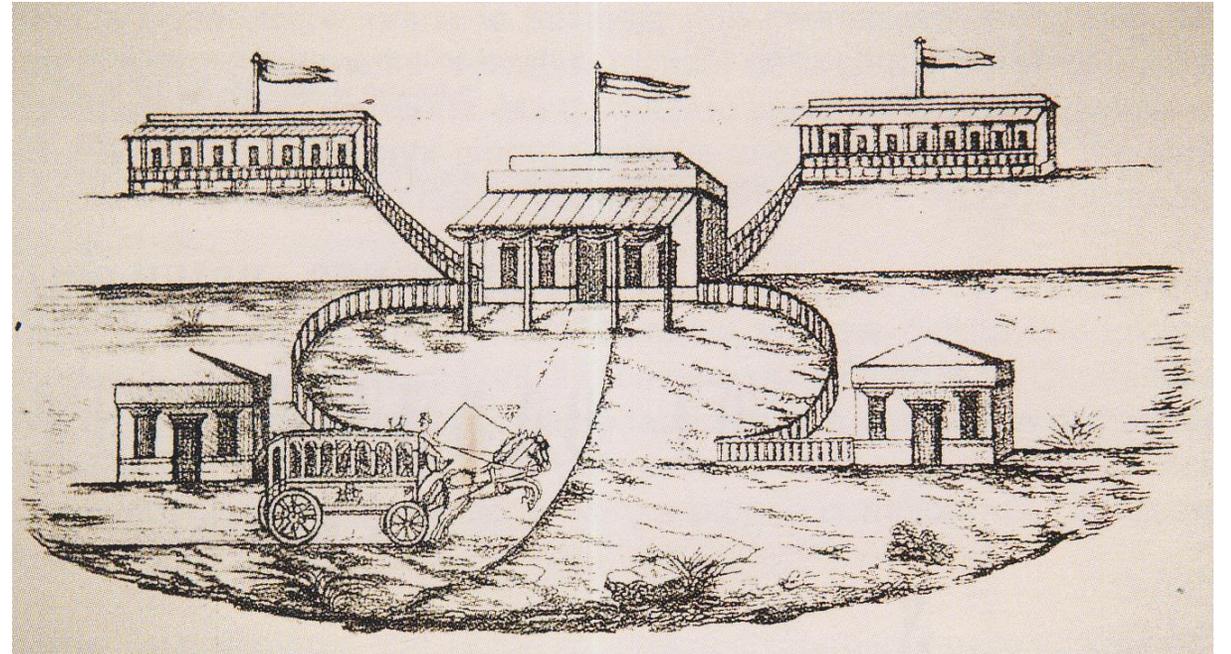
- After a brief Venetian domination, Rimini became part of the Papal State. Remains of that age are palaces, religious buildings and functional artifacts, including the **Gambalunga Library**, the first civic library in Italy.
- In the 18th century, when Italy became a favourite destination of the Grand Tour in search of Greek and Roman antiquity, Rimini too became part of the **Grand Tour d'Italie** circuit.



# A HISTORICAL OVERVIEW OF RIMINI

## RIMINI BECOMING A SEASIDE RESORT 1843-1873

- On the 30<sup>th</sup> of July 1843, the **first bathing establishment** of Rimini and the whole Papal State was inaugurated.
- Quickly, this establishment became a model for the beaches that would arise later along the coast of the Adriatic Sea.



# A HISTORICAL OVERVIEW OF RIMINI

1873-1900

## PAOLO MANTEGAZZA AND THE CULT OF HEALTH AND PLEASURE AS THE BEGINNING OF A NEW ITALIAN TOURISM ERA

- In Rimini in 1869 the writer and scientist Paolo Mantegazza conceived and gave birth to the mythical history of the Italian seaside tourism, designing the **Maritime Bathing Establishment**, called the **Kursaal**, integrating medical treatments with spaces for open air and entertainment.



# A HISTORICAL OVERVIEW OF RIMINI

## RIMINI AND «THE BELLE EPOQUE» 1900-1920

- At the beginning of the 1900s Rimini became the destination of many holidaymakers.
- Many small villas were built along the coastline and hotels, restaurants and places of entertainment were created.
- In 1906 the Grand Hotel was inaugurated and Rimini was increasingly chosen as a high-class European tourist destination.



# A HISTORICAL OVERVIEW OF RIMINI

## RIMINI DURING THE FASCIST REGIME 1920-1940

- Rimini became one of the icons of the health philosophy of Fascism, welcoming large masses of vacationers.
- The famous **seaside colonies** were one of the symbols of this season which anticipated the mass tourism of the post-war period.



# A HISTORICAL OVERVIEW OF RIMINI

## RIMINI RAVAGED

**1943-1944**

- Within the strategy to break through the Gothic Line, Rimini was hit by 11,510 air missions.
- More than 80% of Rimini was destroyed and thousands of civilians perished in the fighting and bombing.
- Between August 25 and September 30, 1944, one of the bloodiest battles of the entire Italian Campaign took place.
- Rimini was liberated on September 22, 1944.



# A HISTORICAL OVERVIEW OF RIMINI

## RIMINI IN THE AGE OF THE «MASS TOURISM» 1950-1970

- Rimini started from the rubble of war to rebuild its image once again.
- The era of tourism for all began, accessible to all, based on the spirit of hospitality typical of this land.
- It was the era of unrestrained urban and architectural development.



# A HISTORICAL OVERVIEW OF RIMINI

## RIMINI AS THE «DIVERTIMENTIFICIO» 1970-1990

- In the seventies the fame of the **Riviera Romagnola** reached its peak as the "factory" of the most avant-garde fashions and trends.
- Rimini reformed its image by offering itself as the largest "entertainment center" in Italy, a place for young people, nightlife, movida.



# A HISTORICAL OVERVIEW OF RIMINI

## TO «RIMINIZE» 1980-2000

- In the 80's the massive urbanization carried out by Rimini raised a new word in the Italian Dictionary: "Riminizzare".
- The meaning of this verb was "Wild cementing or excessive tourist exploitation of a place with consequent environmental and landscape degradation of the same. Derived from the name of the city of Rimini, an important seaside resort that after World War II was affected by a vast phenomenon of building speculation and mass tourism."



# A HISTORICAL OVERVIEW OF RIMINI

## TOWARDS A NEW OFF-SEASON TOURISM 2000-2010

- The beginning of the new millennium saw the construction of important infrastructure and buildings such as the new Fair, now become a trade fair of international importance, the Palacongressi, one of the most innovative in Europe.
- These new developments brought Rimini towards a progressive growth of a tourist off-season offer, which even today is pursued through further strategies of tourism development 365 days a year.



# HOW RIMINI HAS BEEN CHANGING OVER THE LAST 15 YEARS

2

**TOWARDS A SUSTAINABLE AND  
ACTIVE CITY 365 DAYS A YEAR:**

**TWO EMBLEMATIC PROJECTS**



# **RIMINI'S SEA PARK**

# THE PAST



# THE FUTURE – 300 ha of regenerated waterfront



# THE FUTURE— 300 ha of regenerated waterfront

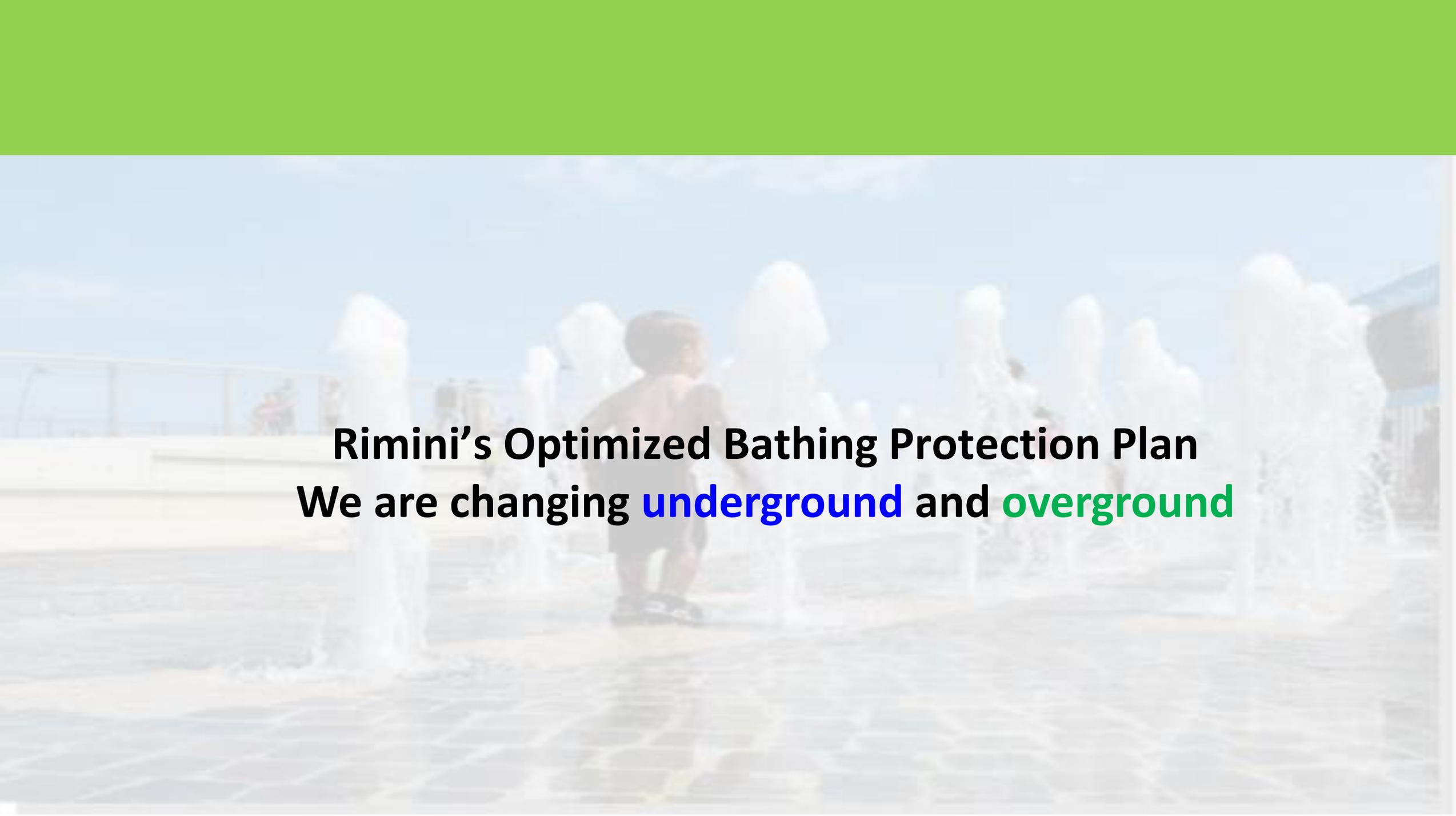


# THE PRESENT- THE ONGOING PROJECT



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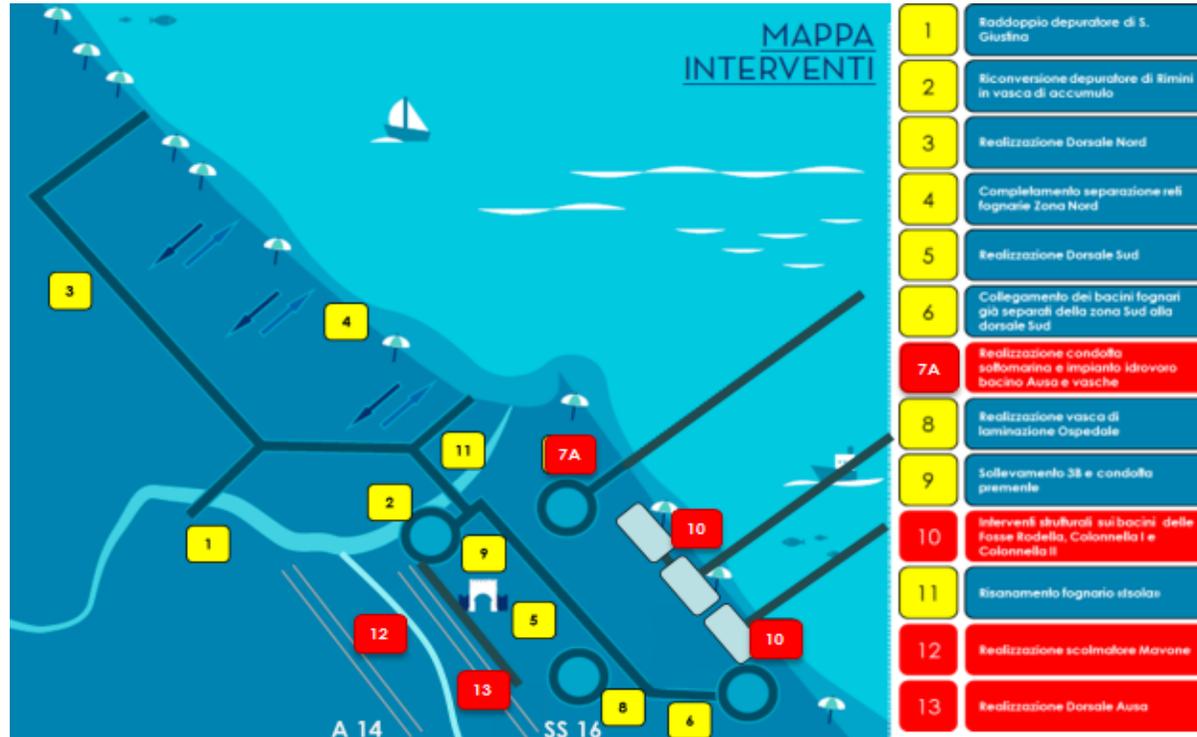
A photograph of a child playing in a water fountain at a beach. The child is in the center, surrounded by several jets of water. The background shows a clear blue sky and a white railing. The text is overlaid on the image.

**Rimini's Optimized Bathing Protection Plan**  
**We are changing **underground** and **overground****

# RIMINI'S OPTIMIZED BATHING PROTECTION PLAN

**First underground:** sewer system and environmental redevelopment

**Optimized Seawater Protection** approved in December 2011



**Functional integration of the Optimized Seawater Protection:** bathing and environmental protection, hydraulic risk mitigation.

**In 2022** Completion of intervention work

*The bathing safeguard plan in a nutshell*



400 ML investment



45 km of new sewerage



4,000 properties with sewer upgrades

# RIMINI'S OPTIMIZED BATHING PROTECTION PLAN



**Piazzale Kennedy:** in the heart of Rimini marina, a key infrastructural feature measuring 35,000 m<sup>3</sup>. A **panoramic viewpoint** is built above the basin.



The project was cited as best practice in the report of the United Nations General Assembly for 2030 Agenda for Sustainable Development (**goal 14 "Life below water"**)

**AND NOW IT'S ALSO TIME TO DESIGN A NEW "SOFTWARE" TO  
REGENERATE THE OFFER OF OUR TOURISM**

**3**

**THE BLUE AND GREEN RIMINI.  
THE CASE OF SAN GIULIANO MARE**

# RIMINI'S SUSTAINABLE URBAN DEVELOPMENT STRATEGY

The Emilia-Romagna Region's Programme of the European Regional Development Fund (ERDF) 2021-2027, in order to implement the European policy objective **p.o. 5 "A Europe closer to citizens"**, supports locally-led development and sustainable urban transformation strategies to improve attractiveness, accessibility and social inclusion in the urban areas of the regional territory.

«Urban realities are **ESSENTIAL** to achieving the **Agenda 2030 Sustainable Development Goals**, both independently, through policies adopted by local governments, and collectively, through partnerships between stakeholders».

Rimini's Sustainable Urban Development (SUD) strategy for the 2021-2027 ERDF/CF.

# A MULTI-FUND AND MULTI-OBJECTIVE PLAN OF INTERVENTIONS



# IN 2019 THE STRATEGIC PLAN PROMOTED A PARTICIPATORY REGENERATION WORKSHOP

## PROGETTO PARTECIPATO PER LA RIGENERAZIONE URBANA DI SAN GIULIANO MARE

### I LUOGHI IDENTITARI



Il Comune di Rimini, con il supporto dei gruppi C.I. - V.I. Vo e il Piano Strategico, in collaborazione con l'Associazione San Giuliano Mare, l'Associazione La Società De Borg, l'Associazione Officina Botanica e Info Alberghi S.r.l., hanno avviato un progetto partecipativo per valorizzare, sviluppare / migliorare l'attrattività e la qualità urbana di San Giuliano Mare e sostenere e contribuire a valorizzare le imprese che hanno sede in quest'area.

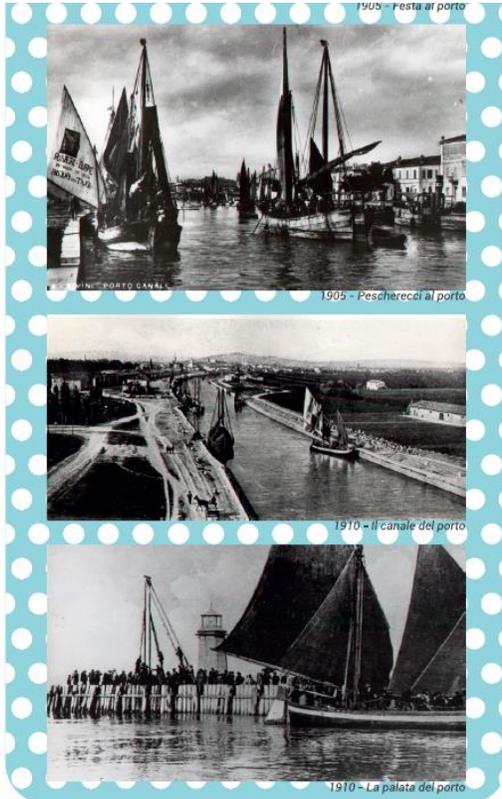
### ORARIO

Lunedì - Venerdì  
dalle 10:00 alle 12:30  
dalle 17:00 alle 20:00  
Sabato  
dalle 10:00 alle 12:30

PER INFORMAZIONI  
E APPUNTAMENTI  
piano.strategico@comune.rimini.it  
0541.704378

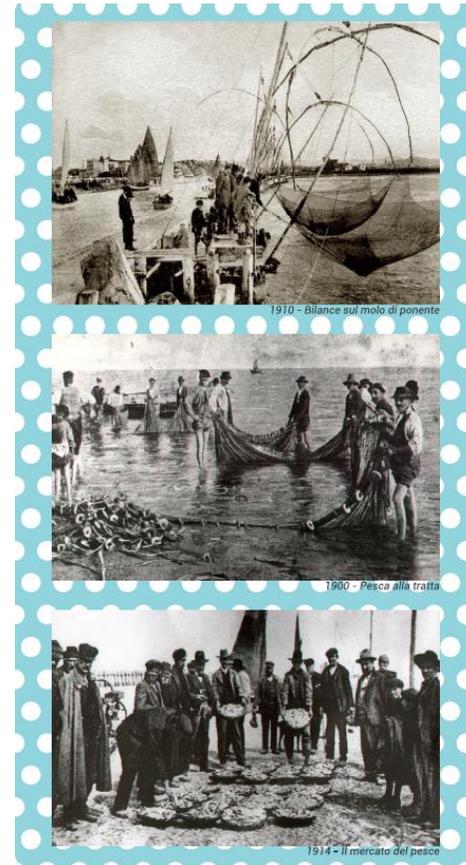


# SAN GIULIANO MARE: THE IDENTITY



## The Roman harbour

In the Rimini Roman city, the harbour (located near today's railway station) was already of great importance for the development of the city's economy.



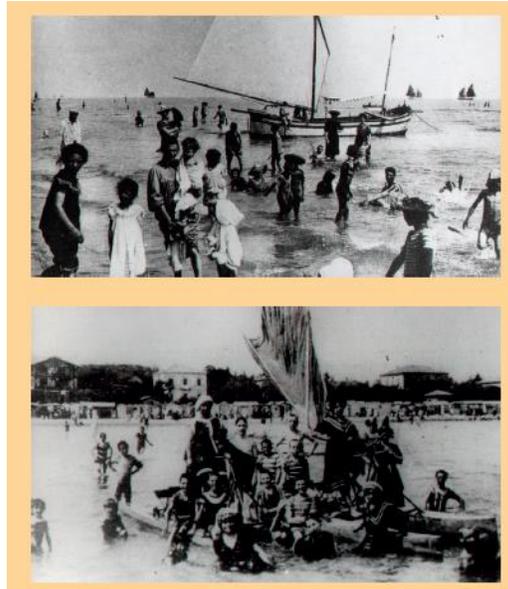
## Seafaring and Fishing

The city' seafaring centre had developed around the port. There were ship-owners, sailors, the shipyard workers, the craftsmen of masts, rudders, sails, nets and ropes, the shipwrights, mechanics, merchants and salesmen, who often included sailors' wives and transport workers.

# SAN GIULIANO MARE: THE BOOM

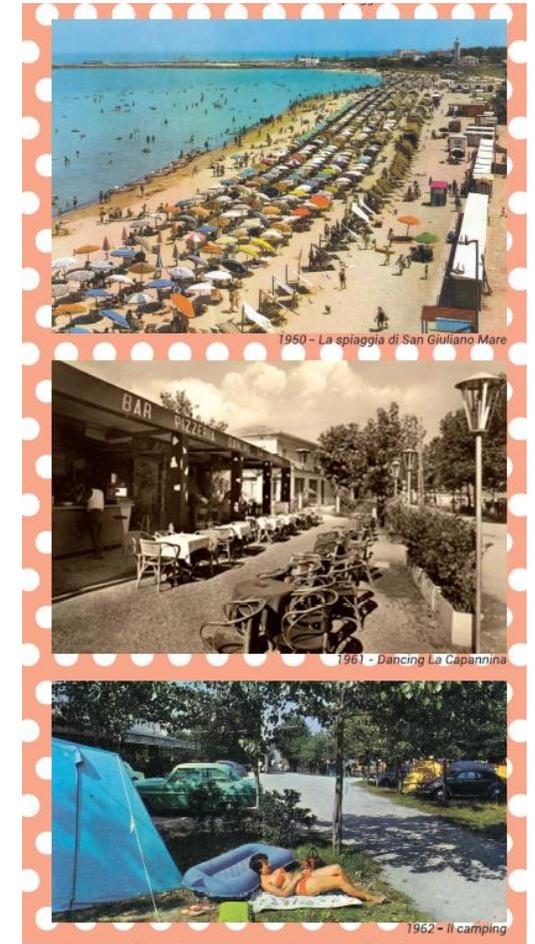
## The bathing season

In the early 1920s, the drinkable water, the healthy air, the safe beach, the short distance from the town and the grand Bathing Establishment attracted crowds of holidaymakers, both natives and foreigners. Thousands of foreigners built elegant cottages.



## The economic boom

Buildings, hotels, restaurants, diners, dance halls, a cinema and a myriad of shops spring up.



# TODAY'S SAN GIULIANO MARE IS LIKE THIS AND...



# ... ALSO LIKE THIS



## WEAKNESSES

- isolated
- abandoned
- neglected
  
- dead
- sad
- forgotten
- Seasonal
  
- upgradeable
- degraded
- dangerous
- disconnected
- old
- dull
- decaying



## STRENGTHS

- great potential
- quiet
- hospitable
- familiar
  
- liveable
- marina
- beautiful
- beach
  
- charming
- story
- sunset
- close to the centre
- lovely
- strong identity



# INTERVENTION HYPOTHESIS

## Physical and functional interventions:

- Redevelopment of docks to create a new blue boulevard
- Completion of Sea Park (nature-based solution)
- Smart irrigation
- Attention to ecosystem aspects (sponge city)
- Creation of new bike paths



# INTERVENTION HYPOTHESIS

## Intangible interventions:

- Innovative services hub for new professions in the blue economy (blue skills, blue jobs)
- Pilot action to support tourism businesses with a cooperative perspective (“Borghi Parco del Mare” project)
- Enhancement and redevelopment of cultural offer (“Widespread Maritime Museum - Riverside of artists and fishing huts”)
- Digital community at the Open Lab



# TO END, JUST AN INSPIRING QUOTE TO HELP YOUR WORK...

*I cannot consider Rimini an objective fact.  
It is rather, and only, a dimension of my  
memory.*

***(Federico Fellini, My Hometown)***

*Nothing is known, everything is imagined...*  
***(taken from The Voice of the Moon by  
Federico Fellini)***



**...INDEED,**



**Future**

**THERE'S ROOM FOR YOU TOO!**

**Past**



Comune di Rimini



# HAVE A GOOD TIME IN RIMINI!

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RIMINI