

***PARADISE BY DESIGN?
ELABORATING PROPOSALS
FOR DIVERSITY FOSTERING
REGIONAL DEVELOPMENTS***

The South-Tyrolean area of Upper Vinschgau is undergoing drastic changes in agricultural practices as industrialised apple cultivation is making its way up the valley – inevitably affecting the local economy, the environment, the quality of life and cultural practices. Many farmers and landowners welcome this profitable change, while ever more local inhabitants are raising concerns about the consequences of monocultures on the ecosystem as well as on the homogenisation of the landscape.

In this context, the local citizen initiative *Adam&Epfl*,¹ constituted in 2011, wants to foster debates around the profit-driven changes occurring in agriculture and their effects on the region. Acknowledging that the valley needs economic developments, *A&E* also believe that these would benefit from participatory decision making processes in order to generate proposals for developments that could simultaneously assure a strong regional economy, a healthy environment to live in and culturally diverse living-practices.

Thus, *A&E* ask, What would a paradisaal upper Vinschgau look and feel like? What economic activities could sustain a desirable quality of life in the valley? By what means can unsustainable seductions be resisted? How to make the ongoing process of transformation a participatory, inclusive and pro-positive one?

The aim of the workshop is to engage with these questions and to develop concrete design proposals that could contribute to sustainable developments in the area. An on-site participatory mapping of the multiplicity of actors and actants involved in the current state of affairs in the Upper Vinschgau will constitute the entry point for your design process.

Starting from this mapping, in groups of two, you will identify an involved actor and actant from which to begin to design: each of them represents an entry point to the local issues and can act as a potential agent of change in the complex system of relations that is already in place. In what way could your proposal make a difference in as many fields as possible?

Your design proposals will be presented to *Adam&Epfl* as well as to the wider public on Saturday, 28 September at 6pm. They will also be collected in an instant publication, which will serve *A&E* as a trigger for further discussions in the Upper Vinschgau.

Yours,
Brave New Alps and *Adam&Epfl*

¹ *Epfl* is the word for “apple” in the German dialect of South Tyrol.

TIMELINE

27.09.2013

7:20 – meeting at the Bozen/Bolzano train station

7:35 – train departure to Schluderns/Sluderno

9:33 – arrival in Schluderns/Sluderno

9:40-10:10 – hike to Glurns/Glorenza

10:20-10:50 – presentation by *A&E*

10:50-12:30 – introductory mapping session

12:30-13:30 – lunch break, *A&E* available for questions

13:30-15:30 – work in groups of two

15:30-16:30 – plenum for a brief presentation of first ideas

16:30-17:00 – hike to Schluderns/Sluderno

17:07 – train departure to Bozen/Bolzano

18:58 – arrival in Bozen/Bolzano

***Brave New Alps* phone numbers:**

+39 320 0384381

+39 345 4603450

28.09.2013

9:00-9:30 – group meeting: update on each group's design proposal

9:30-11:00 – work in groups of two and tutorials with *BNA*

11:00-12:00 – brunch*

12:00-16:30 – finalisation of design proposals and tutorials with *BNA*

16:30 – hand-in of one concept text for each group (max. 150 words, in Italian or German) and an image (12×8 cm, 300 dpi) for the instant publication

16:30-17:30 – setting up of the exhibition

17:30-18:00 – coffee and group briefing

18:00 – public presentations

*** For all food (not only the brunch): all food is prepared by Armin of *PREM PRASAD*, a social project providing food in the streets of India. Support it with a donation. All ingredients are from organic agriculture, most of them are local, sponsored by *ARGE bio-dynamik*, the bakery *Grandi* and the organic food store *Triade*.**