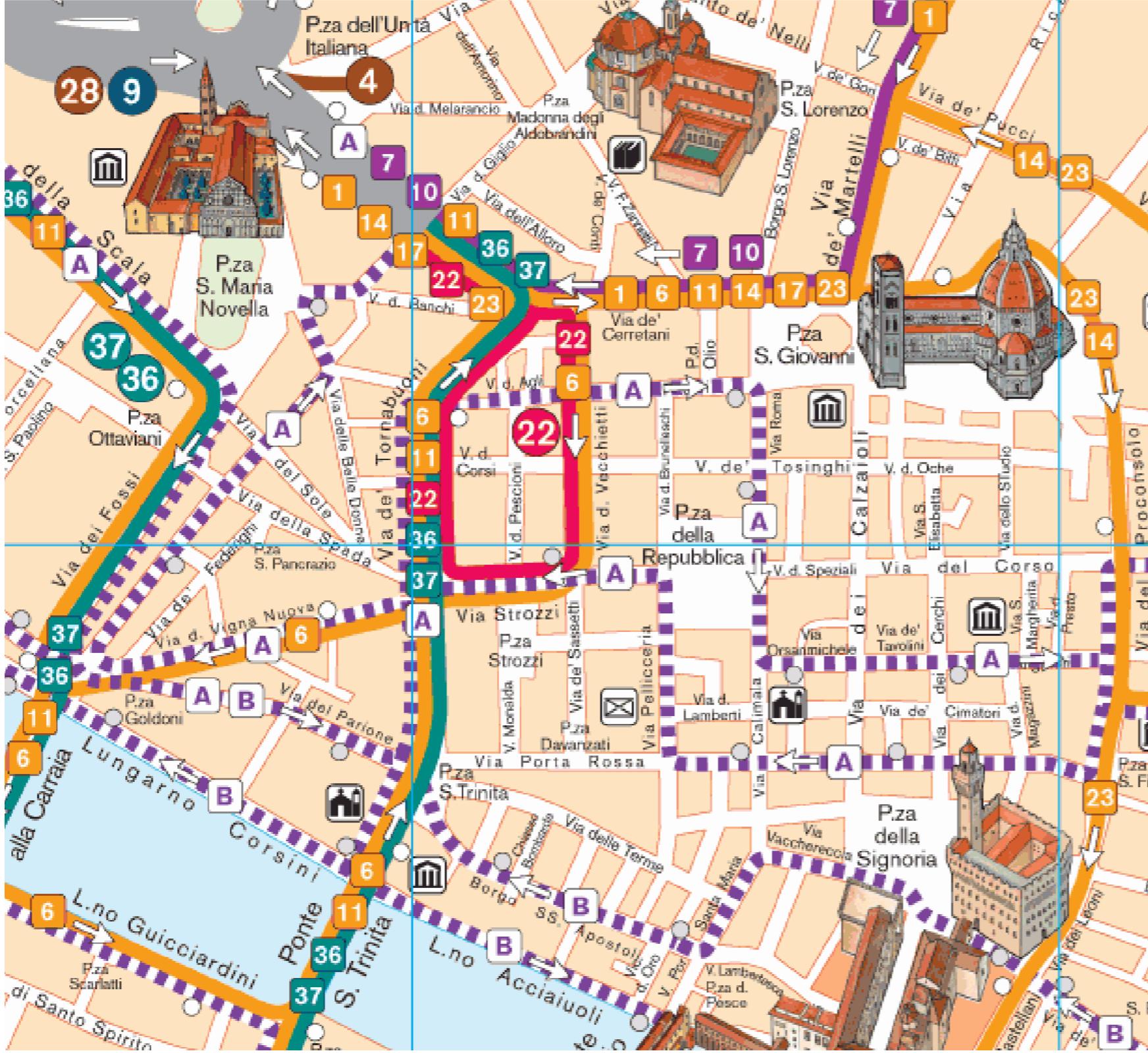


Piazza degli Antinori

Lani MacGregor - Joanna Li - Madison Poon





Site Overview

Location: Piazza degli Antinori

The Site:

- Via de Tornabuoni, Via de Corsi, Via Degli Agli
- Initially found en route to bus stop
- Significant because it operates differently from large piazzas (e.g. Piazza della Signoria or Piazza della Repubblica)
- Exploring the interaction level between tourists and locals
- Dual bus stop (Sightseeing tourist bus vs. local city buses)

Points of Interest/Components:

- Chiesa dei Santi Michele e Gaetano
- Church Steps
- Bus Stop
- Tabaccheria/ news stand
- One-way traffic
- Retail Stores
- Residential
- Entrances and Alleyways
- Palazzo Antinori



Floor Plan



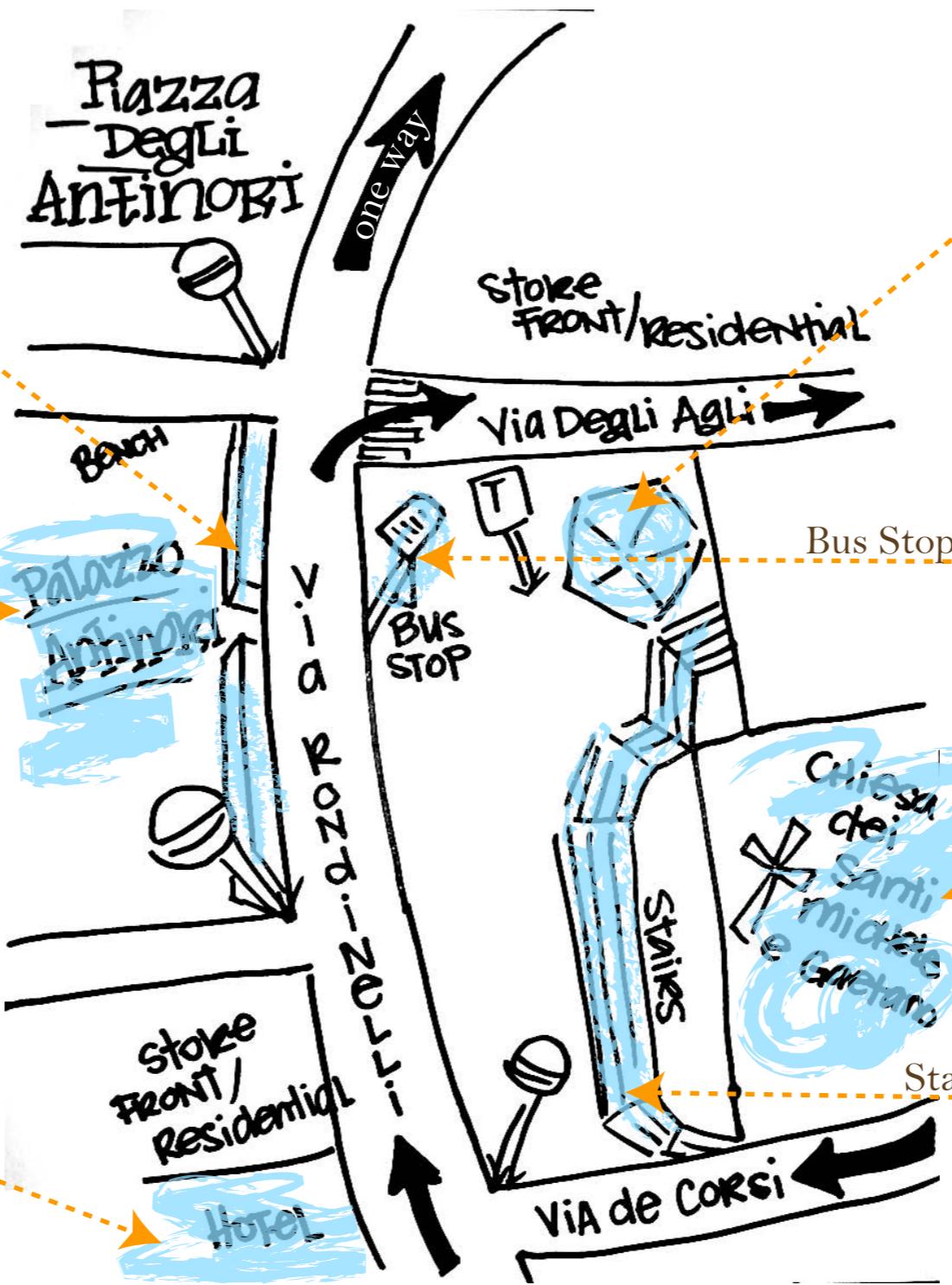
Benches



Palazzo Antinori



Hotel



Tabaccheria



Chiesa dei Santi Michele e Gaetano



Stairs

Historical Context

Historical Context of Palazzo Antinori:

- built in 1461-6
- acquired by Antinori family in 1506 and has remained in family ever since
- dynasty owns several estates throughout Tuscany and Umbria, which produce wine, oils and liqueurs
- can sample these in the wine bar, Cantinetta Antinori

Historical Context of Chiesa dei Santi Michele e Gaetano

- Existed in the 11th century and was restructured in 1592(built by matteo Nigetti in 1604 and finished by Gherardo and Pierfrancesco Silvani in 1648)
- The interior is a Latin cross with the chapels at the sides and in the transept
- The artwork inside is of 17th century by Pietro da Cortona, Matteo Rosselli and Fabriio Boschi



Problem Statement

Observation of this site has lead to the problem that Piazza Degli Antinori fails to utilize its own social space. The level of interaction is task-oriented with a high level of inward and outward flow generating a low level of social gathering. The historical significance of the site is relatively overlooked as its placement between two major centers. Because of this, the site acts as a threshold within the city, connecting itself to the larger scaled points of interest.

Because this site contains components of a multi-layered space, it has the potential to be a place of social gathering. Yet, the pull from other larger destinations cause this area to act as a temporarily relief as people pass through, rather than as a destination itself.



Form Analysis

Tracking Use Patterns

		MOVEMENT						
		Tourist	Local	Bicycle	Scooter	Car	Bus	Commercial
								
TIME								
Afternoon								
Evening								
Night								

**picture size indicates density

Pros & Cons

Positive Aspects:

- places to sit (pattern: stair seats & benches)
- large areas of shade on either side, depending on the time of day
- highly accessible area for tourists and locals, due to proximity of major attractions and bus routes
- route to get from Santa Maria Novella to Duomo
- provides temporary breakpoint/relief
- one way traffic and narrow roads are pedestrian/scooter/bicycle friendly
- the spatial definition between key goal attractors provides orientation for users (fatigue facto):
- is collective meeting place due to common consent, primarily through means of public transportation



Potential Problems:

- space is used as transition point, rather than destination point
- the function of the space is unclear
- the types of stores only cater to a certain social status
- church is unmarked and seems inaccessible
- busy road separates the two sides and discourages social gathering
- area is commercialized and functional



Solutions & Conclusion

Potential Solutions:

- add a destination point, such as a café or gelateria to the space in order to encourage people to congregate, relax on the stairs etc.
- internet café to appeal to a younger age group
- reunite a mixed social, multifunctional and multi-layered site shop for students and working professionals alike

Conclusion:

Through ethnographic research of the area, movement became an overarching theme for the space. From observing how time affected movement within this space, it was determined that the space acts as more of a threshold between larger parts, rather than as a destination itself. This site is a stop for the Sightseeing Firenze tour, while also being a central location for many local bus routes. In any case, both local and tourist users underutilize the space. It is seen not as a destination point, but rather a passing area. No matter what time of day, the space is always used as a passageway to the sights of tourist appreciation.

