

Milan, July 10th, 2021

## Studio Ro.K wins the competition for the new waterfront of Castellammare del Golfo

Studio Ro.K designs the pedestrian connection between the square of the castle on the sea side, the Petrolo cove and the Playa beach, aimed to establish continuity of the path along the entire city promenade for a competition launched by the Municipality. The goal is to evolve the coast line indicated by the brief in a pole of attraction and trigger a virtuous mechanism of public and private investments, consolidate the aggregation trend and gather activities and services of various kinds in order to improve urban comfort. The project proposal is based on the desire to contribute to the transformation of this city from a simple place of "passage" or short stop to a "privileged destination" for leisure and cultural study.

*"We recognize in Castellammare del Golfo an enormous cultural and natural potential that should be rediscovered and highlighted. - declare the designers. - We wanted to share our commitment and our professionalism gained in working experiences in Italy and abroad, especially in the field of requalification projects in important natural and cultural contexts".*

The project origins from the desire to transmit the cultural and landscape values of Castellammare del Golfo to the future, through the enhancement of what is found in the area. The strong link between architectural-urban design and genius loci moves every aesthetic, formal and technological choice. The new path is a pronounced gesture but at the same time it appears respectful of the context while reflecting its historical and aesthetic identity. A white line that creates a visual connection with the Piazzale Stenditoio to disappear, integrating with the existing path of the stone wall above the Cala Petrolo.

The design proposal is inspired by the character of the place and the symbolic elements from which it is made: the fishermen's nets, the boats, the dazzling white stone that echoes in the white of the sails. The aesthetic principles that have guided the design thought are the simplicity of the shapes and materials that make the path fluid and non-invasive. The proposal is based on the mending of the most beautiful panoramic points and historical cultural highlights (eg: Arab Norman Castle and "The memory of the Mediterranean" museum complex, Rotary staircase, Cala Petrolo, Playa beach, etc.) with the aim of building a unique story that gives a new image to the territory according to the guidelines of recovery and promotion, accessibility, economy, ecology and contemporary design.

The project represents the next phase after the recovery and consolidation of the existing walls and involves the construction of a cantilevered walkway made with prefabricated modules, which joins the Stenditoio square with the middle terrace of Cala Petrolo, facilitating access and reconnecting it to the natural context. The intervention is completed with street furniture. The seats are inspired by the shape of the boats upturned aground on the beach. For the need to contribute to different uses for different situations, there is a series of simple, friendly, comfortable and universal accessories, suitable for any element that requires an ergonomic seat. Finally, the project aims to build a captivating image of Castellammare del Golfo, through the coordinated image and graphic panels that tell the identity and the history of the place.

**Credits:****Project:** Studio Ro.K

Sergio Romeo, Anastasia Kucherova

**Client:** Municipality of Castellammare del Golfo

Founded in 2015 by Sergio Romeo and Anastasia Kucherova, working all over the world from concept to construction, Studio Ro.K offers innovative design through a tailor-made storytelling for architecture and landscape. Among the recent projects of the studio the design of Cape Burkhan National Park on Lake Baikal, the landscape and infrastructure project of a residential district Mitino O2 in Moscow, the second prize in the competition for a new setup of the Darwin Dohrn Marine Biology Museum in Naples.