

Press release

Udine Innovation Hub, new life for the former Udine – Campoformido airfield

Milan, October 22, 2024 – On Friday, October 25th at 5:30 PM, at the Venier Auditorium in Pasion di Prato, a public meeting will be held to present the regeneration masterplan for the former Udine – Campoformido airfield, coordinated by LAND. This marks a key step in the ongoing dialogue between the international landscape consultancy firm led by Andreas Kipar and the local community, administration, and stakeholders, with the aim of revitalizing this iconic site by enhancing its historical and environmental value.

History, Nature, Energy, and Innovation are the four pillars of **Udine Innovation Hub**, the regeneration project for the historic airfield located between the municipalities of Campoformido and Pasion di Prato (Udine), promoted by the **Friuli Venezia Giulia Region** together with the **masterplan designers, led by LAND with the support of Kallipolis and Kroll**.

The shared goal is to establish, starting from nature and biodiversity, an **innovation hub— a multifunctional space connected with the surrounding area and neighboring municipalities**. The project, born from a **participatory process** that actively involved local stakeholders and associations, combines **innovation with historical and environmental enhancement**, transforming a site rich in history into a **creative laboratory for the future**.

The masterplan aims to create a **dynamic and interconnected car-free ecosystem**: the **innovation boulevard** will serve as the main axis providing access to start-up labs and community spaces, which will be housed in repurposed hangars. The public space, returned to the community, will become a **social hub, contributing to the preservation and promotion of the area's biodiversity**, in harmony with the natural environment of the Campoformido magredi.

“Once revitalized, this place, with its great historical memory, will bring new life to the entire Udine area, offering citizens and visitors a cutting-edge innovation hub in close contact with nature,” **said Andreas Kipar, CEO of LAND, leading the project**. “Udine Innovation Hub will be the heart of the local ecological network, with vast open and flexible spaces that will encourage biodiversity and renewable energy production, thus contributing to sustainable development and energy transition.”

“We are pleased to be part of this extraordinary urban regeneration journey for a site so rich in history and potential,” **said Fabio Scoccimarro, Regional Councilor for Environmental Protection, Energy, and Sustainable Development**. “The ‘Udine Innovation Hub’ project represents a virtuous model of integration between nature, energy, and innovation, perfectly embodying our vision of sustainability and enhancement of the territory. Through this masterplan, we are building a future where environment and community meet in a space of creativity and sustainable development. We are proud to contribute to this transformation, which will bring new life and opportunities to the entire Udine area.”

A crucial hub for military operations during World War I and the birthplace of the **Frecce Tricolori**, the former airfield will overcome its current state of neglect and decay, becoming a space serving the community and enhancing people's well-being through a program of **educational, teaching, and recreational activities, with flight as a symbol of rebirth**.

The **"activation core,"** located in the center of the site, will host the new headquarters of **FVG Energia**, as well as multifunctional spaces and an aviation museum. **Renewable energy solutions** will also be tested at the Udine Innovation Hub, such as photovoltaic roofs and agrivoltaic fields, ensuring the **production of 1MWp of energy**, necessary for the establishment of a **Renewable Energy Community (CER)**.

The regenerated area, owned by the Friuli Venezia Giulia Region, will thus attract new investors and promote a **virtuous model of public-private collaboration**, replicable across the entire Friuli region.

Further information on the event scheduled for **Friday, October 25, at the Venier Auditorium in Pasion di Prato** is available on the [website of the Friuli Venezia Giulia Region](#).

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LAND

LAND – an acronym for Landscape, Architecture, Nature, and Development – is an international landscape consultancy with offices in Austria, Canada, Germany, Italy, Saudi Arabia, and Switzerland. Andreas Kipar and a Team of 200 landscape architects, architects, urban planners, agronomists, engineers, and researchers are dedicated to the regeneration of regions, cities, and places since 1990.

LAND's consulting, planning, and design activities aim to improve people's well-being and environment through the implementation of climate-positive solutions and participatory processes that lead to sustainable development.

We provide consultancy to public and private clients on how to innovate with nature, applying international policies and promoting collaborative planning procedures. Together with our clients and our extensive network of partners, we leverage the opportunities of the green transition for our communities.

Among our main projects: Green Rays strategy, Porta Nuova, Piazzale Loreto, and the re-development of the former EXPO site MIND in Milan; Essen's Urban Open Space Strategy and Krupp Park, comprising ThyssenKrupp HQ, and the Freiheit Emscher in Essen; Ruhr Regional Green Infrastructure Strategy; the renaturation of the Airolo valley and Cassarate River Park in Switzerland; Saint-Laurent biodiversity Corridor in Montreal; Al Urubah Park in Riyadh and EXPO 2020 Dubai in the UAE; strategic consulting in landscaping, infrastructure, and renewable energy through, among other things, Landscape Information Modeling LIM©, as well as the research and innovation projects UrbAlytics and T-Factor funded by the European Commission. LAND's work has been recognized through numerous prestigious international awards, amongst them Premio Mercurio, MIPIM, Wan Awards, Biennale Pisa, Passive and Low Energy Architecture Award (PLEA), European Garden Award 2023.



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