



RETAIL YESTERDAY, TODAY AND TOMORROW

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Yesterday: Ingegneri Riuniti is steering the projects of two different shopping centers – a grocery store and a shopping mall – commissioned by qualified brands of the retail industry. These projects had to come to terms with outdated city plans, which follow old logics based on quantity but limited in usefulness. Directives about performance quality and aesthetics of the new buildings are very general and there is no marketing research to account for the limitations in usefulness. Moreover, brands aim at imposing building standards related to their trademark but often unrelated to the context and the landscape where the buildings are set.

Today: the work with public bodies rose the necessity to take into account the expectations of the citizens, so that, broadening the range of the supply, the new shopping center could bring new life to the area. Nowadays is essential to overturn project methods which may result in facilities that are already outdated, especially in medium and small urban centers. Until today, in fact, important and innovative facilities



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were built only in big cities, but those cities, however, are only a minority compared to about 8000 towns, which need to develop and requalify their residential and artisanal/industrial suburb, that often doesn't meet the new aesthetic/functional/environmental requirements and doesn't suit the new purposes and the safety standards of the ever-changing methods of

constructions. More than everywhere else, in those medium and small communities, there is a strong need for RETAIL businesses – whether they intend to set up there or are already present in that territory – to take on the task to support and promote the innovation, through appropriate social and market surveys in order to validate their proposal of a mix of intended purposes, before submitting them to public administration. To do so, architecture and environment must be taken into consideration to adapt the new building to its surroundings in order to maintain the peculiar unicity of Italian towns. This will result in a stronger image for the brand, thanks to the accuracy with which their renowned network of facilities is inserted in the background.

Tomorrow: In 2018 Ingegneri Riuniti is going to continue developing details and procedures to recover urban blighting areas, improving the methods they learned during more than 30 years of experience, using cutting edge technologies to run and realize their projects, *handling also the physical, economic and social maintenance of the community where they work*, hoping that new projects and investments will trigger the remarkable process of renewing the constructions and real estate sector.

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