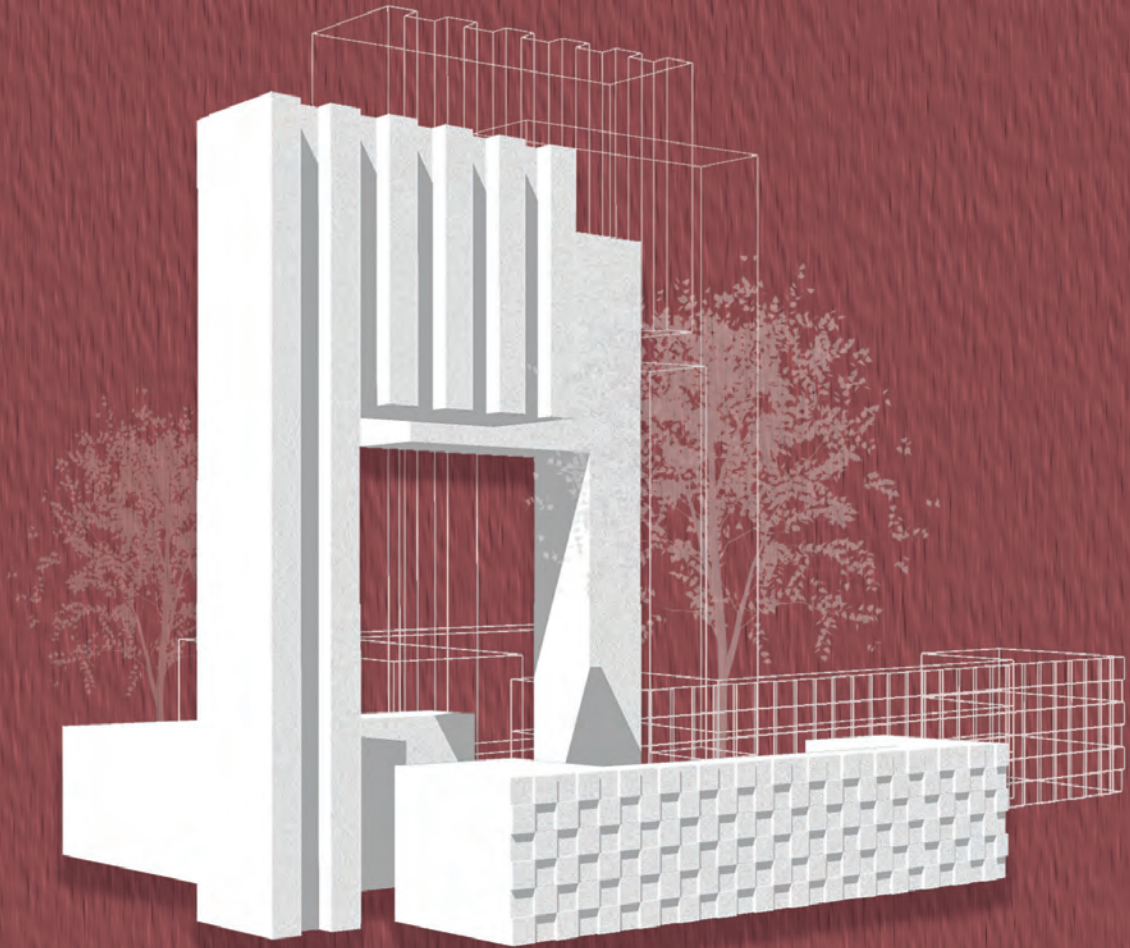


# urban garden

*master plan and adaptive reuse business incubator  
university of arkansas rome center*

**Location** Rome, Italy  
**Date** Spring 2017  
**Program** Commercial  
**Area** 20,000 m<sup>2</sup>  
**Type** Academic  
**Professor** Scott Finn  
John Pitarri

The Urban Garden was designed in Rome, Italy as part of study abroad curriculum. The team of Katherine Ferguson, Madeline Gibbs, and Kate Mazade designed a master plan for the Roman EUR to form connections with the surrounding buildings, infrastructure, and landforms as the first phase of the project. During the second phase of the project, the site was individually addressed and reprogrammed as an incubator.





## urban garden

### master plan and adaptive reuse business

After researching European cities with an in-depth examination of Roman neighborhoods, the team designed a master plan for the EUR that incorporates garden ideas within the grid of the financial district. The topographic, historical, planning, and ephemeral analysis revealed two separate environments. The neighborhood is divided by a man-made lake into a free-form residential southern half and an orthogonal commercial grid. The first phase of the master plan aimed to draw the green, livable characteristics of the southern area into the regiment of the business district. The second phase of the project incorporates those garden ideals into a single city block.



Integrated garden parti diagram for EUR Master Plan

vegetation follows the structural grid of the workshop

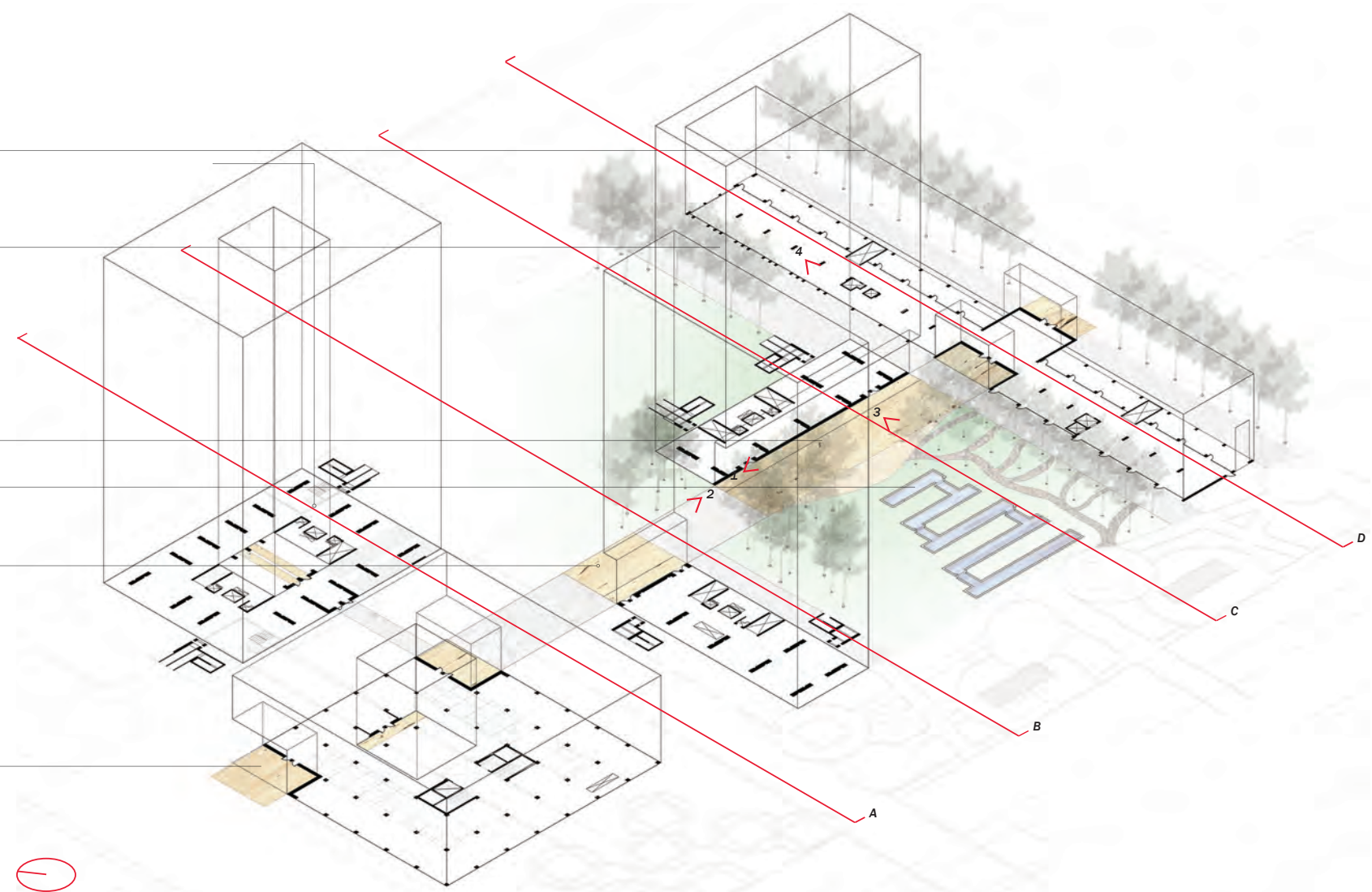
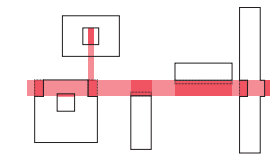
service space for distribution

production and commerce  
concourse with travertine accents  
that wrap up building facades

cascading water feature draws  
exterior connection to Lake EUR

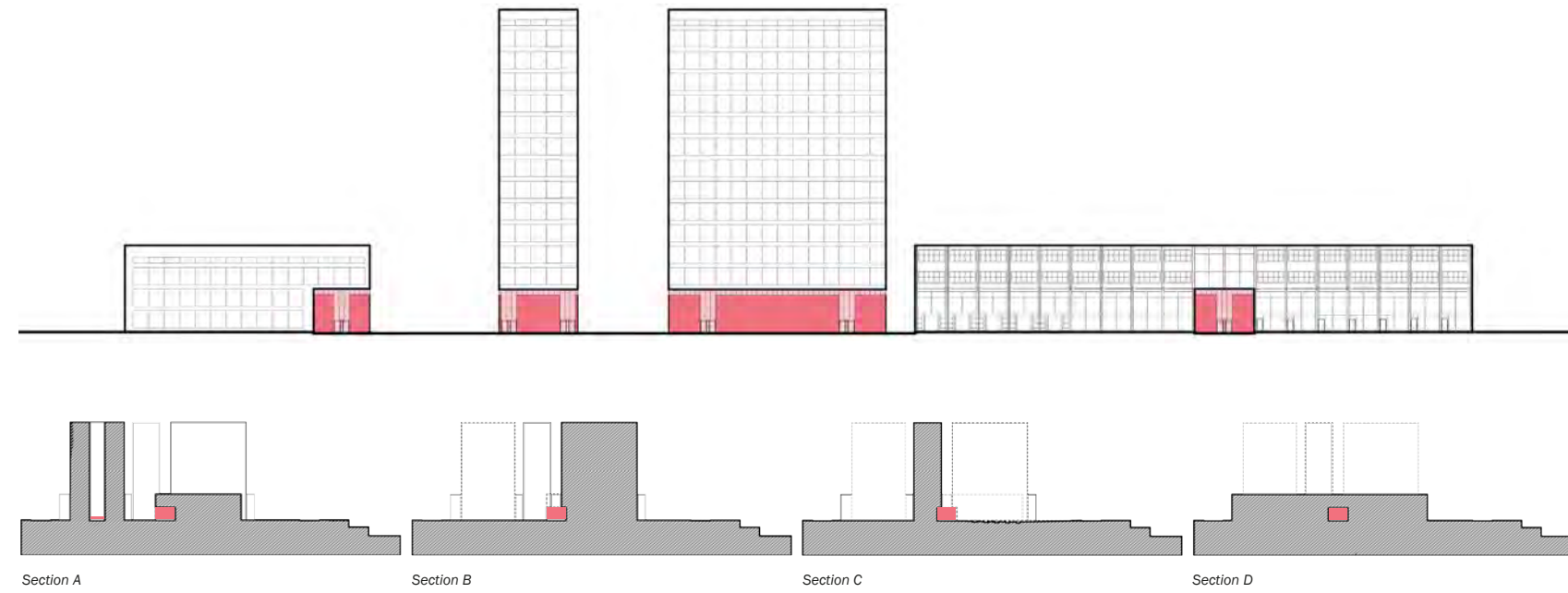
pathway draws connection to  
residential building

concourse extension through  
buildings to show the continuation  
of production/commerce theory and  
user circulation

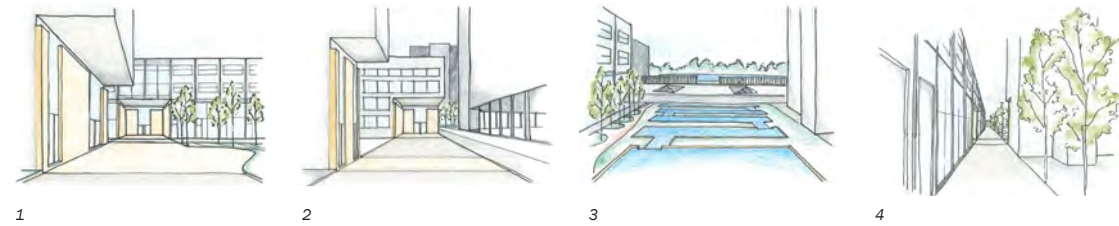


Axonometric diagram of business incubator  
displaying concourse through campus





Urban Garden is designed as a connection between the long bar workshop building on the east end of the site and the square market building on the west end, emphasizing the link between production and commerce. A carved concourse directs movement while travertine wraps up each facade along the procession as shown in the top elevation diagram. The sections are cut through the stages of the concourse that correspond with the elevations.



Painting of Via Coronari showing the integrated garden concepts of outdoor room, view, and greenery. Watercolor on card stock. 5 in x 7 in.