



by Chiara Cerea and Ilaria Mafessoni

Author's introductions

Expo 2015 is an important opportunity to be taken not only by the city of Milan, but even by the rest of the Lombardy and its smallest entity, to start new good practices for a better future.

“Feeding the planet, Energy for life” is the perfect theme to let people know about the agricultural and rural origins of the region of Milan and **to give value to the territory**, the **agriculture** and the **sustainability**: these are exactly L'AltroAlbergo's themes.

With our proposal of sustainable and spread accommodations we would like to demonstrate that it is possible to enforce the accommodating capacity of the interested area, without building any new construction and, at the same time, giving to the smallest companies an important opportunity to fight the economic crisis of nowadays.

Chiara Cerea
Ilaria Giulia Mafessoni

L'AltroAlbergo®

(litteraly “the other hotel”) is a **system**, since it takes its origins from different participants who cooperate with each other and who are grouped together in networks with the aim to provide a complete and diverse service/experience to all tourists spending their journey in the area.

The project has a **social** aim because of the choice of using the guiding principle of the Design for All, that will generate interest by a larger and more various target of users. Moreover, L'AltroAlbergo is a **touristic** project because it creates a system of alternative hospitality, spread over a vast territory; it is also an **economical** project, since it is based on the development of networks of little and micro-companies to create profit and employment; it can also be considered as a **cultural** project because it promotes the diffusion of local culture, art and traditions; it has an **educational** purpose, because it is an ecological touristic proposal, with a low environmental impact, that alerts to a more respectful approach to the environment; finally, L'AltroAlbergo can be considered a project about **sport** and physical activities, because it promotes territories exploration by foot or by bike and a lot of different recreational activities based on sports.

General purpose

The principal aim is to create OPPORTUNITY

- for the **territory**, to give regard to it;
- for the **development of tourism** in not very popular areas, but with great history and things to show;
- for the **creation of employment**, by starting new tasks;
- for **“slow” tourists**, so that they can find a touristic alternative for their travels.

Description

L'AltroAlbergo it's an innovative proposal of sustainable and spread accommodations, organized in different ways, **concerning to the places where it is developed**. It means that L'AltroAlbergo will be able to adapt its proposal to different places, concerning on what they offer: culture, traditions, typical activities and buildings to transform into accommodations for tourists.

This project allows the creation of **networks of companies** for cooperation, among all the organizations yet operating in the fields of tourism and culture, and it has the aim to **give new life to typical and old buildings**, part of the national cultural heritage, that are risking to be abandoned forever. A lot of **services and activities** will be set up for the guests, to make them **discover the landscapes and the traditions** of the places where they are spending their holidays.

In the territory of the Po valley, among all the activities, guests can **go cycling through the fields** and the countryside, visiting little rural churches, parks and natural environments, museums, nice villas, cascine (farmhouses) selling typical food and products, typical restaurants, sport centers such as riding stables, swimming pools, little ponds where go fishing...

It is considered as a spread hospitality system since the accommodations for the guests are spread on the territory and not grouped in a single building. In fact, one of the most important purpose of the project is to give new life to traditional buildings, such as the *cascine* (typical farmhouses of our region), and other different and fascinating alternatives. The owners of the properties who will decide to subscribe to L'AltroAlbergo can adapt to the new activity only a part of the building. They can even decide to refurbish some rooms or maybe to install pre-built wooden houses or, furthermore, some experiential little buildings made of straw. These will be very interesting for people looking for an original experience!

The guiding principle which rules the entire process of designing L'AltroAlbergo system is ***Design for All***. That means not only to pay attention to the needs of people with different abilities, but also with different cultures, religions, traditions, ages, languages...Moreover, designing for All means designing together with the final user of your product, in order to avoid errors that will generate a bad experience for the users.

L'AltroAlbergo customer target are people who practice a **careful tourism**, who respect the different habits, populations and territories, and who are usual with the theme of the sustainability: that is called *slow tourism*.

International partnerships

We are looking for international partners, such as Universities and research institutes, authorities and organizations or even any other existing project about similar themes (spread hospitality, slow tourism, cycling, sustainability, reuse of abandoned -rural- buildings, agriculture, *Design for All* for hospitality,...),to create a network of collaboration, with the main aim to support each other, sharing knowledge and experiences, driven by a common purpose. The innovative factor of this project in fact is the way we try to find an alternative solution to various problems, like massive land use, respect for the nature and the whole planet, practicing tourism in a sustainable way, in a unique proposal and by establishing networks of cooperation. These problems are not only italian, but even Europe and the rest of the world are fighting against them.