

# YOUR FAVOURITE BIKE TOUR

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Miglietta Rakesh and Ruggieri Cecilia



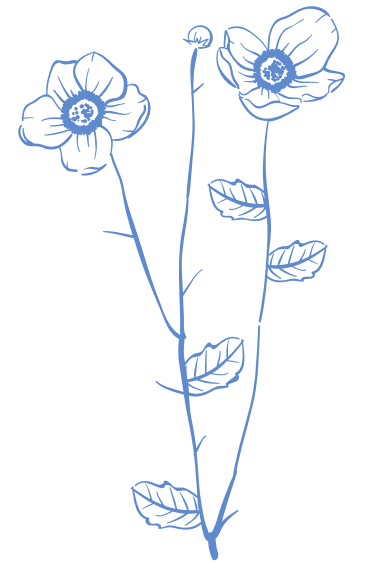
# OUR CONCEPT

Abloom

/ə'blu:m/

*adjective*

covered in flowers

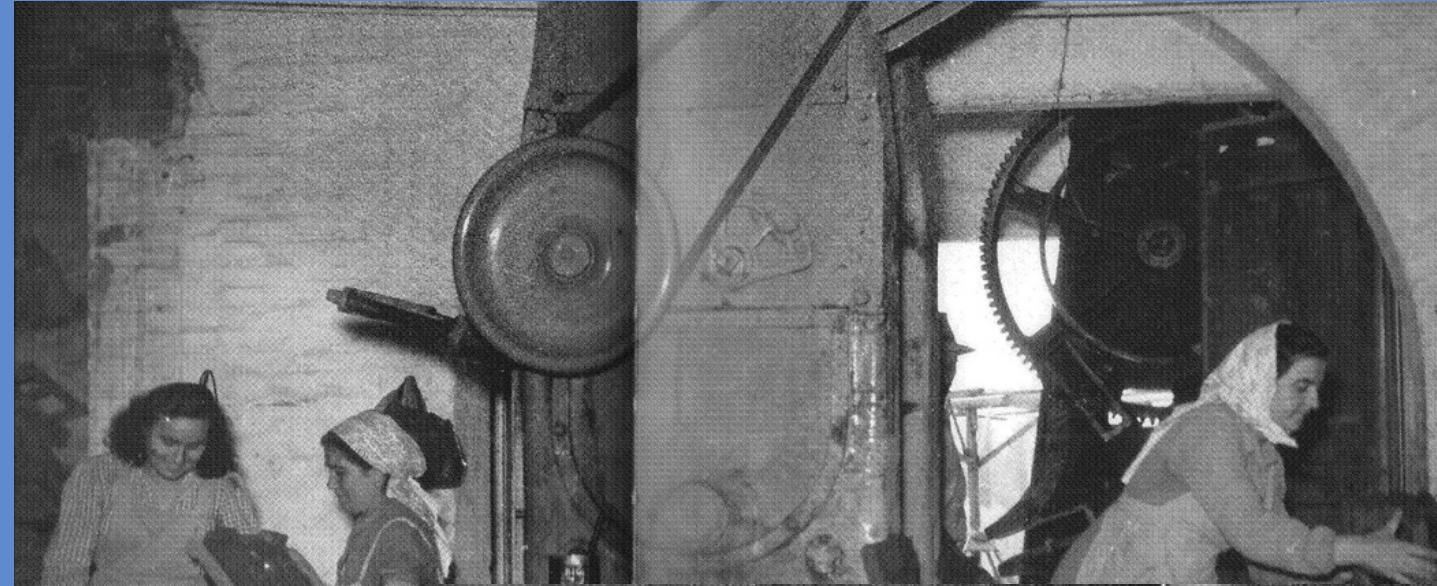
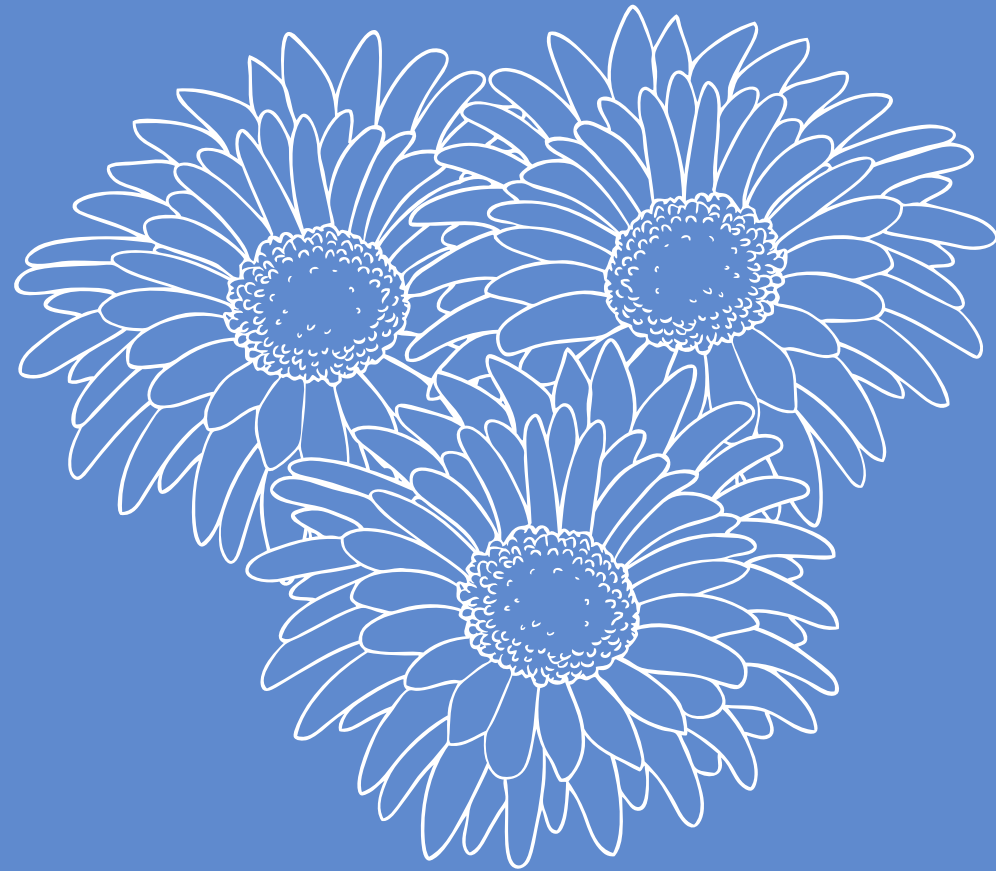


Abloom represents a part of the city that is often forgotten or underestimated. In fact, one of our aims is to bring people to Bolognina and let them discover an unconventional but lovely neighbourhood.



BOLOGNINA'S  
**TROUBLED  
HISTORY**

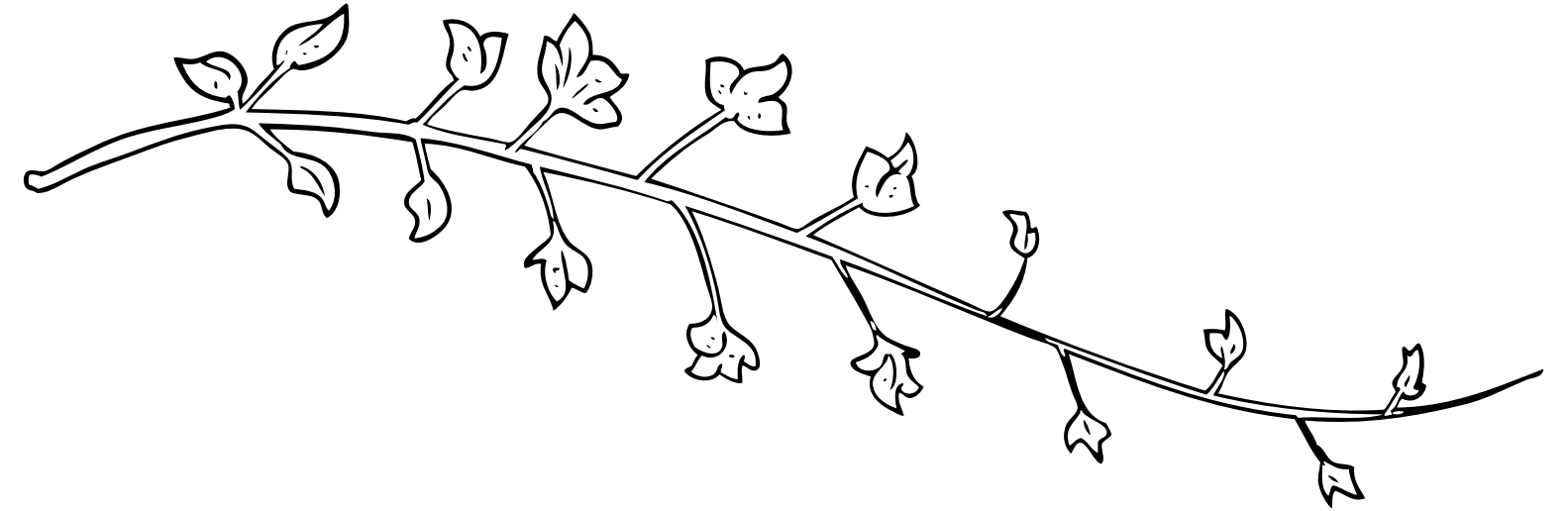
from the early 1950's to today





# STATISTICAL RECORDINGS

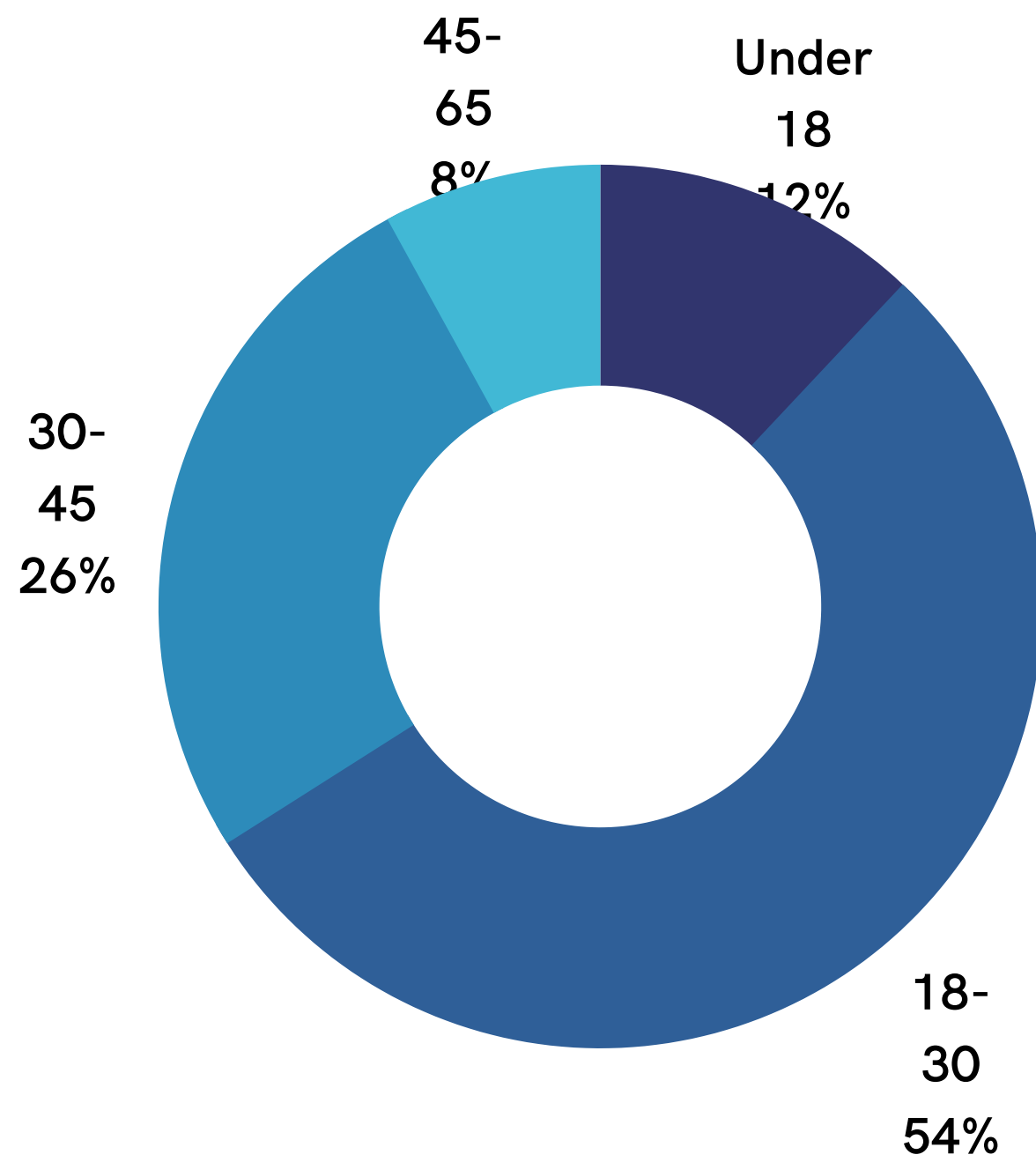
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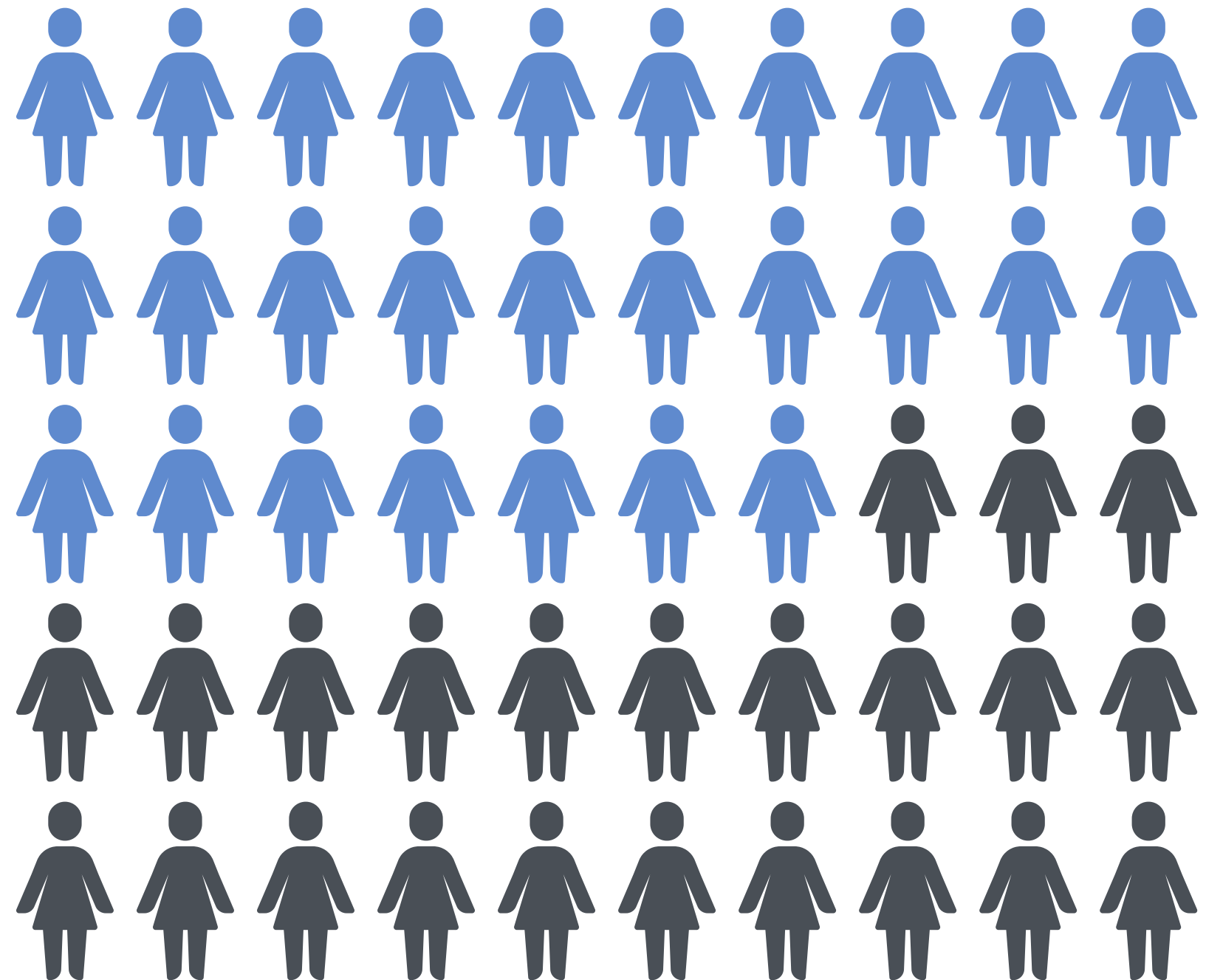
- How old are you?
- What gender do you identify with?
- Are you fond of unconventional places?
- How long should a bike tour be, in your opinion?
- Are you interested in culture and history?
- Do you usually go biking?
- How much would you pay for a one-day bike tour?

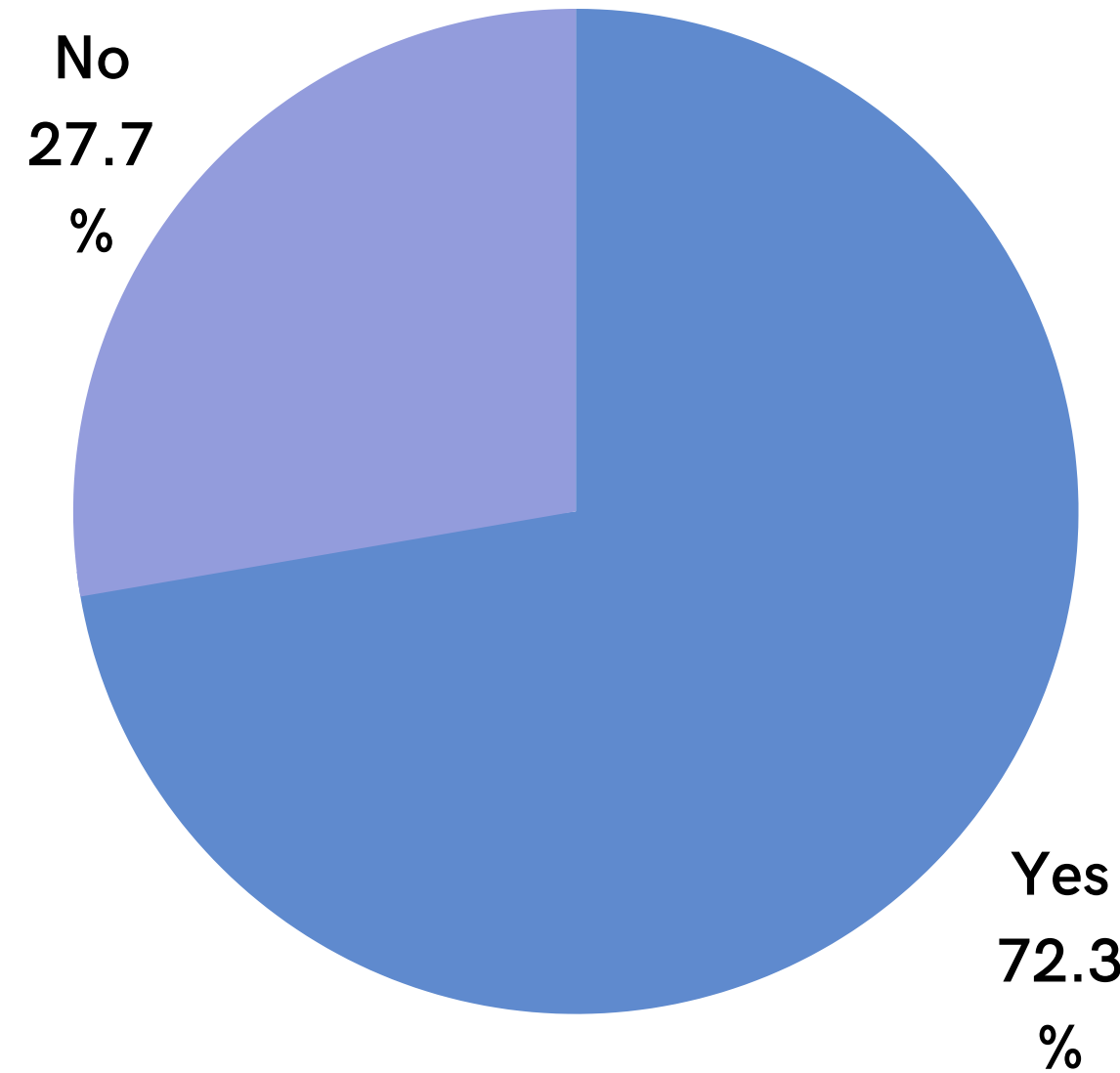


How old are you?



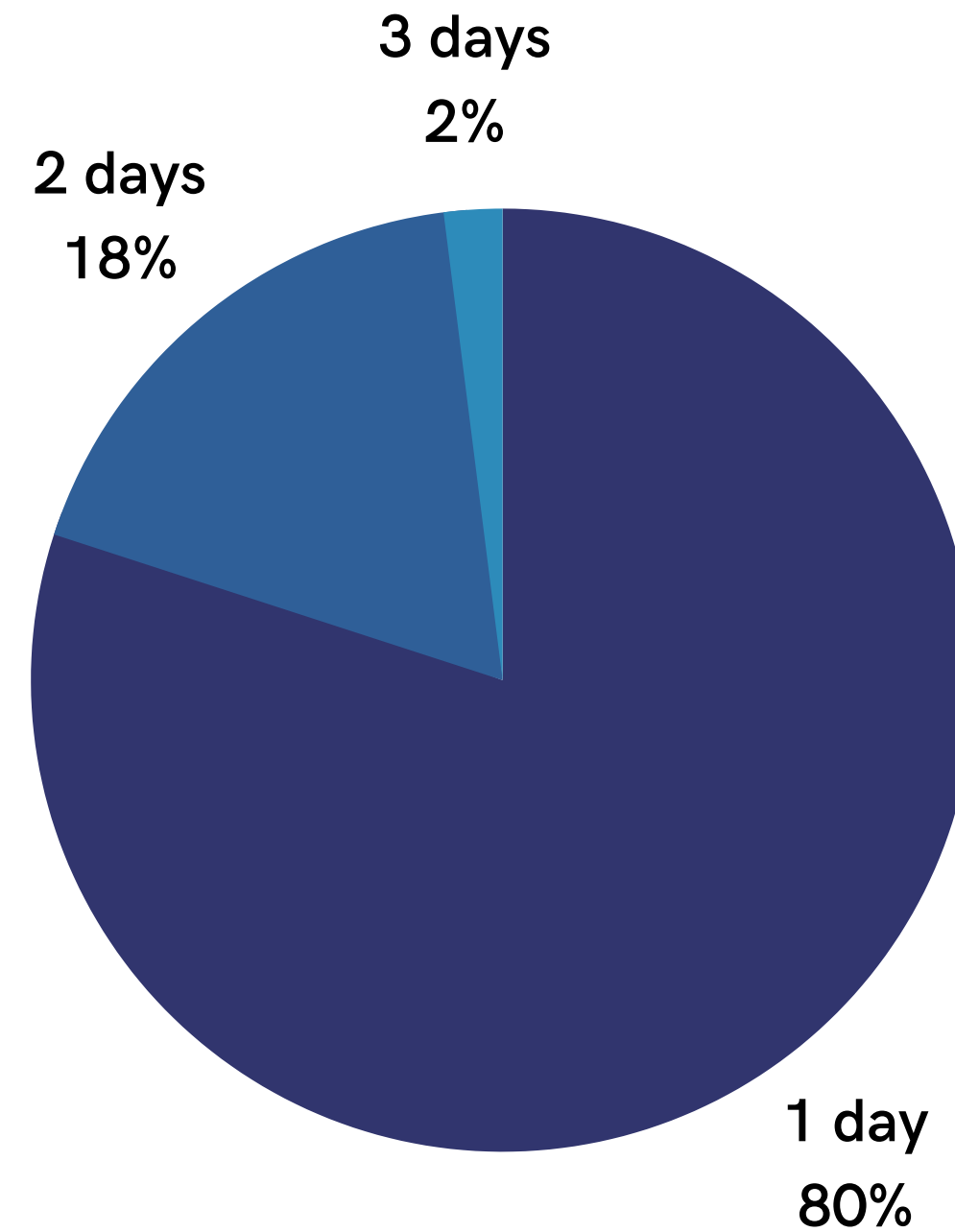
What gender do you identify yourself with?



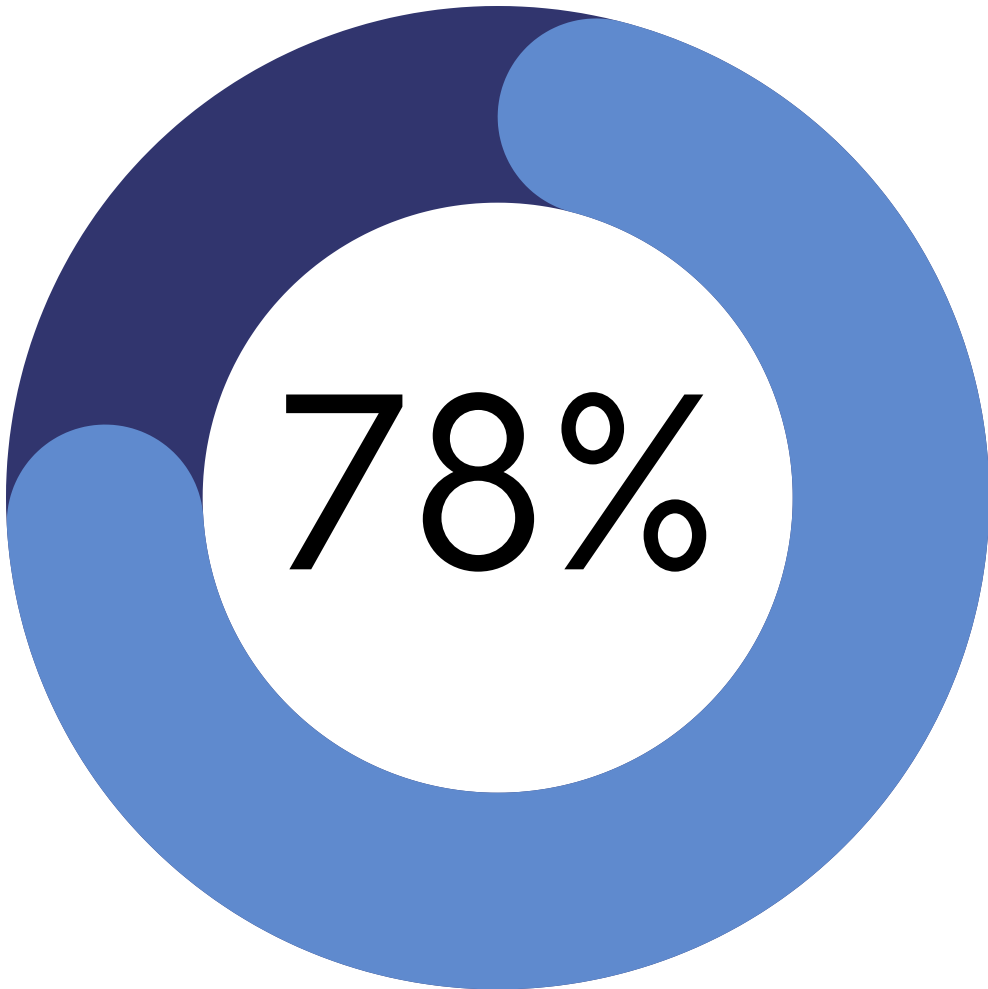


Are you fond of unconventional places?

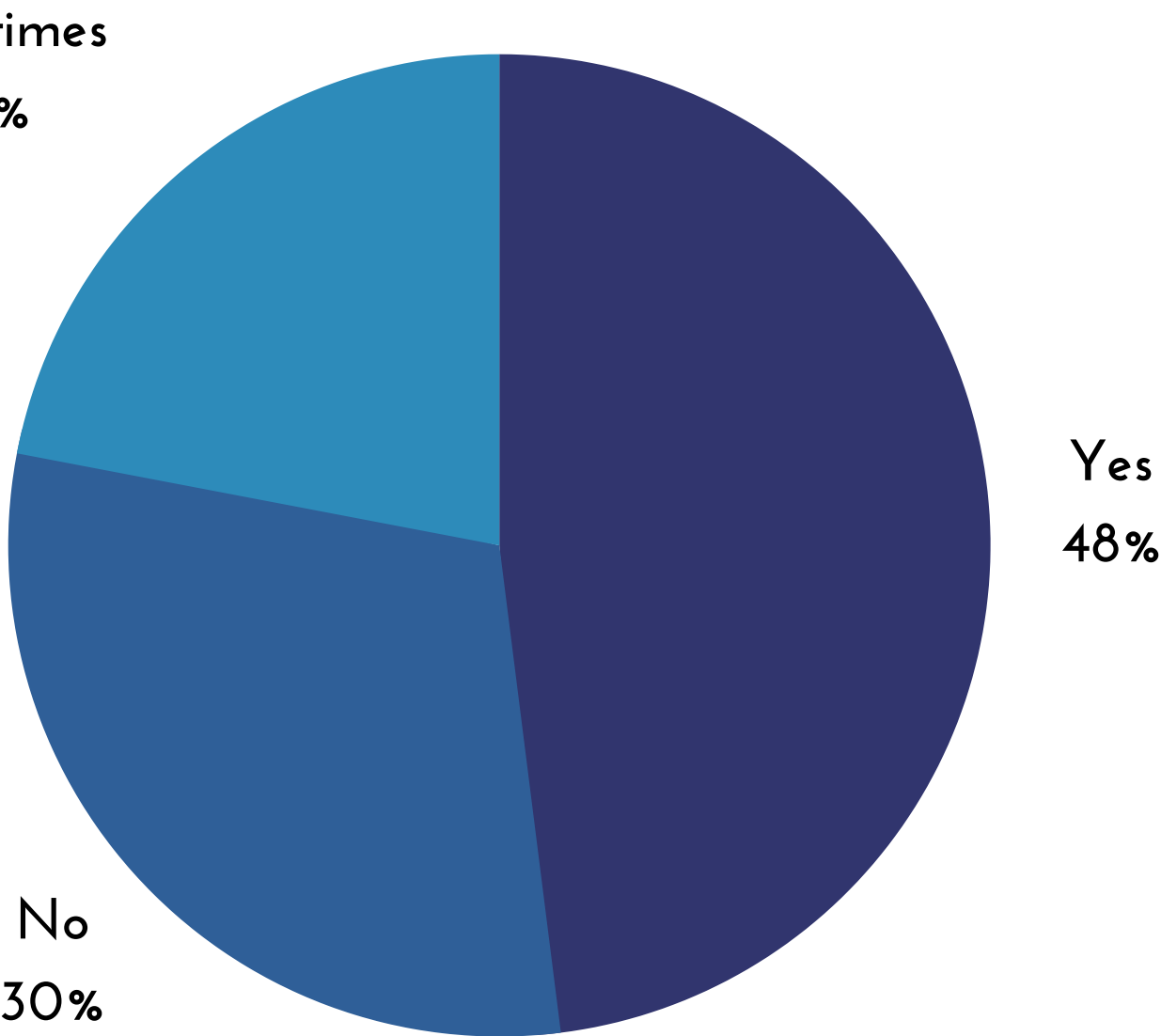
How long should a bike tour be, in your opinion?



Are you interested in culture and history?



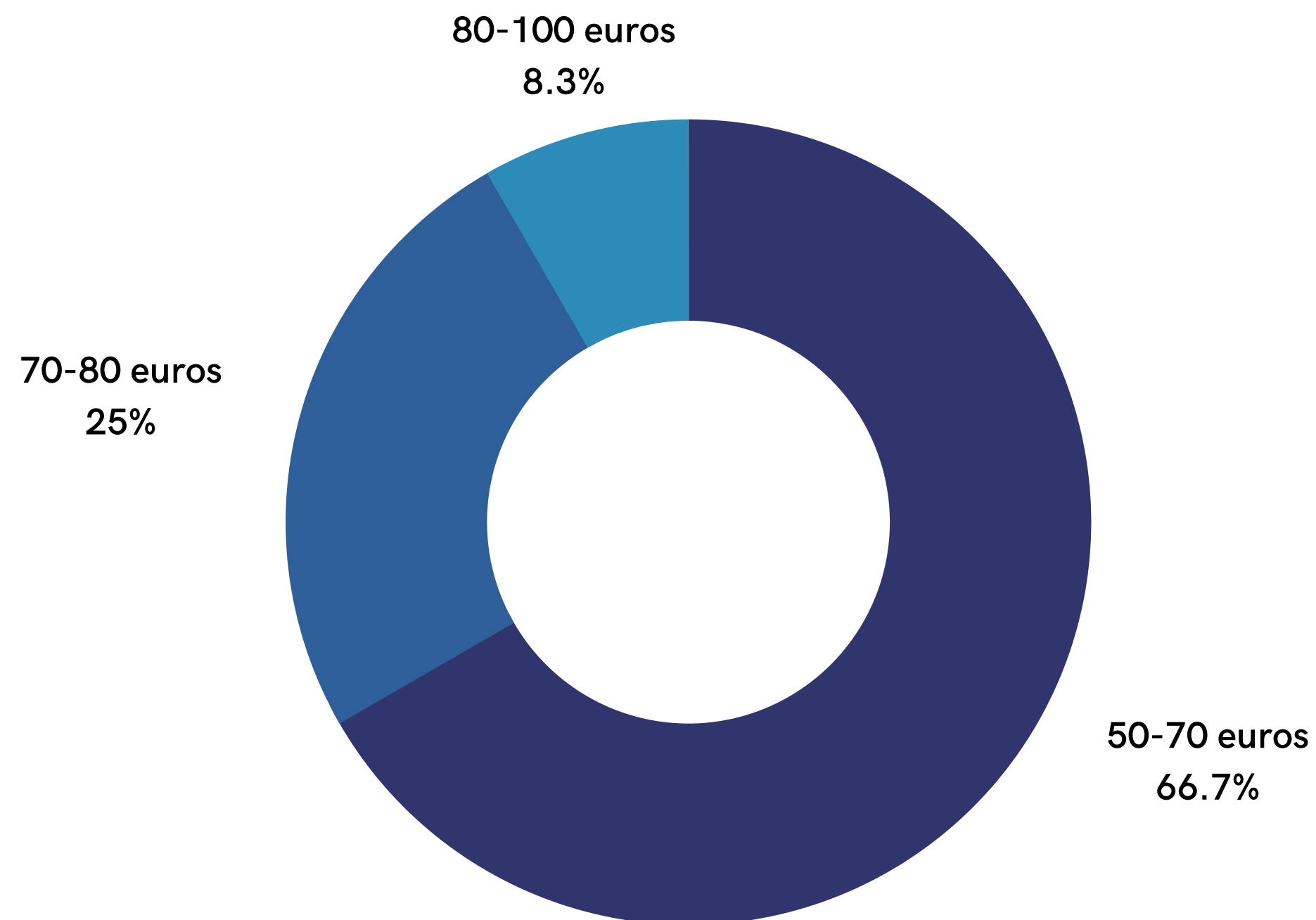
Do you usually go biking?







# How much would you pay for a one-day bike tour?





Starting point



Historical Path



Cultural Path



Social Path



1. BikeInBo
2. Shoah Memorial
3. People Mover
4. Albani Market
5. Villa Angeletti and Lunetta Mariotti
6. Bologna City Hall
7. Student Hotel
8. Tettoia Nervi

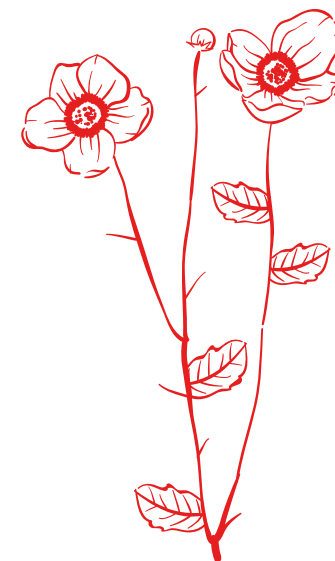
9. Casa di Quartiere
10. Trilogia Navile
11. Ergo
12. Ponte della bionda
13. Museum of Industrial Heritage
14. Museum of Ustica Memory





Bike rental service in  
Bologna to visit the city  
the fastest way possibile!

**BIKEINBO**





# SHOAH MEMORIAL

This monument is just like a magnet: it wants to attract people, make them reflect, discuss, think about what has happened in history.



# MUSEUM OF INDUSTRIAL HERITAGE



It documents and displays the economic and productive history of Bologna, from the Modern age to the Contemporary age.





# MUSEUM OF USTICA MEMORY

It's a museum that commemorates the Ustica massacre and its victims. It is part of the Modern Art Gallery of Bologna.





# PEOPLE MOVER



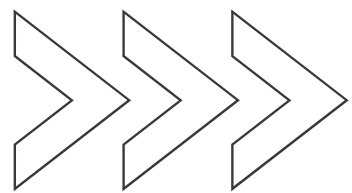
The Marconi Express, also known as people mover of Bologna, is a public transport system that connects the airport to the city centre.



# ALBANI MARKET

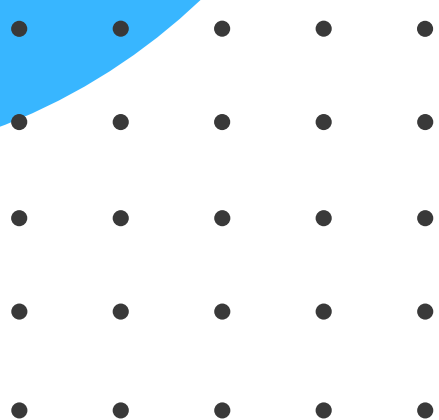


It's one of the oldest markets in the city of Bologna, which was inaugurated in April 1934 and was registered in 2015 as an historical market of the city of Bologna .



# Villa Angeletti park

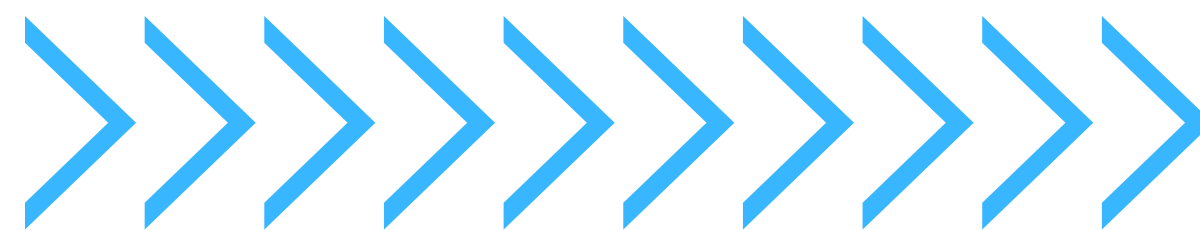
A 8.5 hectar green area that's developed along the right bank of the Navile canal and hosts a long strip of natural vegetation.





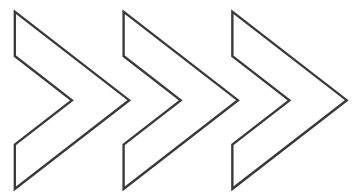


# LUNETTA MARIOTTI PARK



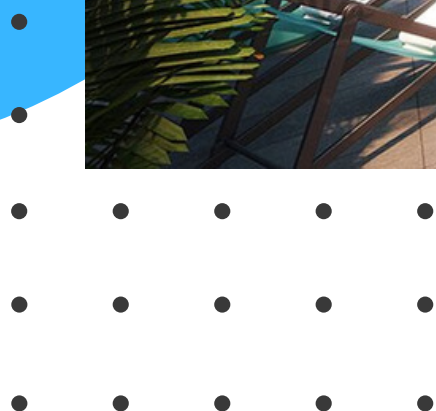
Wooded park in Beverara Street, characterised by 5 organic vegetable gardens. It also has a playground and trails.



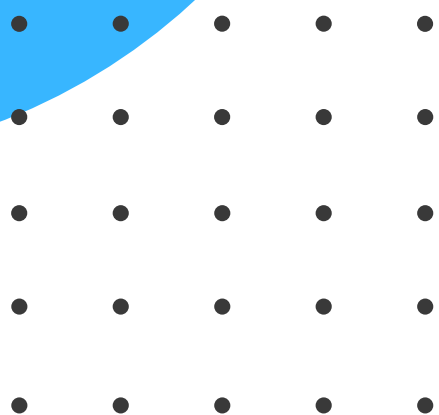
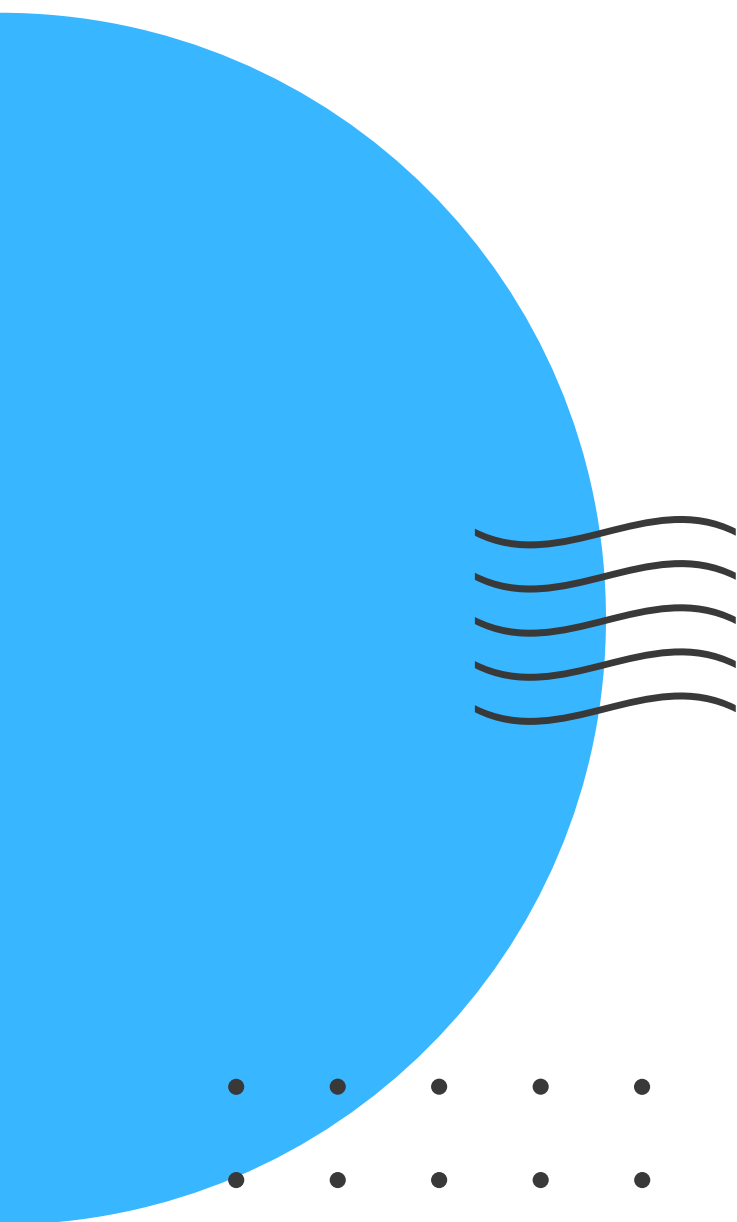
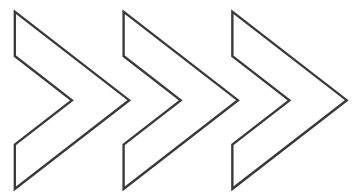


# Student Hotel

THIS IS MUCH MORE THAN JUST A  
HOTEL: IT IS A CO-LIVING AND CO-  
WORKING SPACE WHERE TRAVELERS,  
STUDENTS AND LOCALS GATHER TO  
STUDY, WORK AND HAVE FUN.







# Ponte della bionda

Built at the end of the seventeenth century, it allowed the passage of the horses that pulled barges coming from the sea, since sailing on the Navile could reach the Adriatic.



# BOLOGNA CITY HALL

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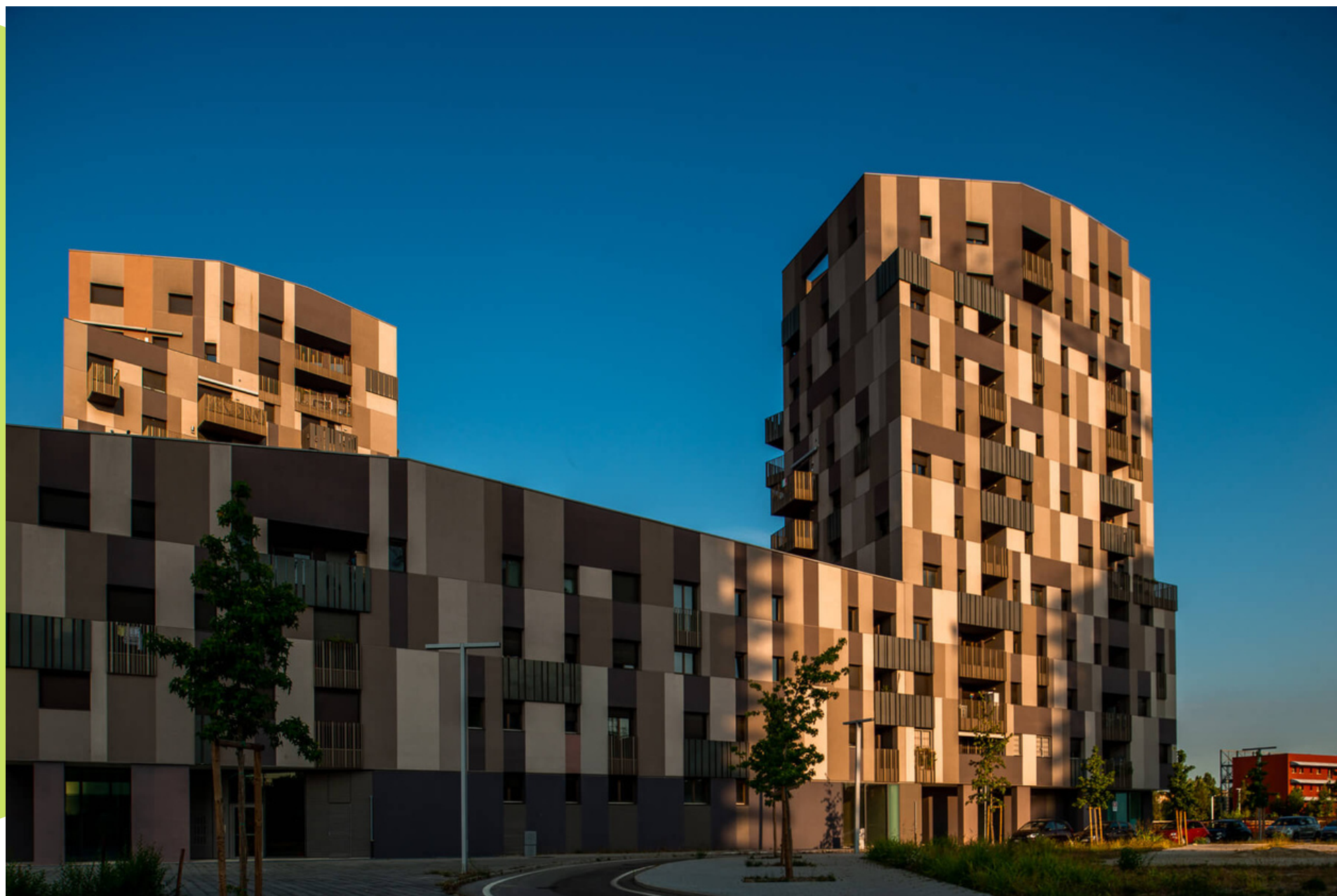
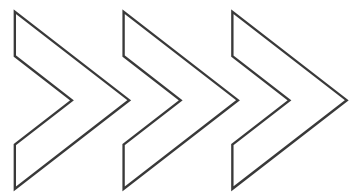
Seat of the municipal offices, Palazzo Buonaccorsi is the second seat of the City after the historic palace of Accursio.



# The “Nervi” shed

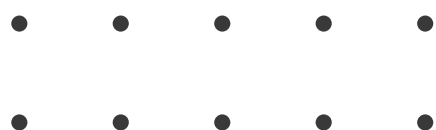


It is a concrete artefact that is used for the storage of goods. It was designed by the chief engineer of the Technical Office Giorgio Cordara and it is connected, with a belt of tracks, to the railway line to Milan.



# Trilogia Navile

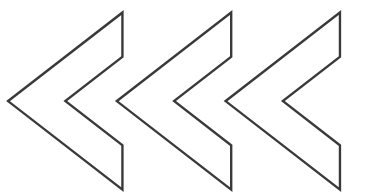
It is a complex of residences, shops and offices. Its particular aesthetics and functional characteristics make this series of buildings very eye-catching to visitors.





# Casa di Quartiere

Also known as “Katia Bertasi Social Centre”, Casa di Quartiere is a place where people of all ages can meet up and discuss about all the social and democratic progress we have experienced throughout the years.





# ERGO



The newest university residence in the heart of the city: 6,500 square meters, 240 accommodation places in a structure which was designed with great attention towards the environment.



## STRENGTHS

- Presence of a licensed guide
- Sustainable means of transport
- Relatively cheap experience
- Promotion of local food and culture

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## WEAKNESSES

- big group of bikes
- distance from the city centre

## OPPORTUNITIES

- growing market
- collaboration with museums and social centres
- approval from the municipality
- collaboration with big events

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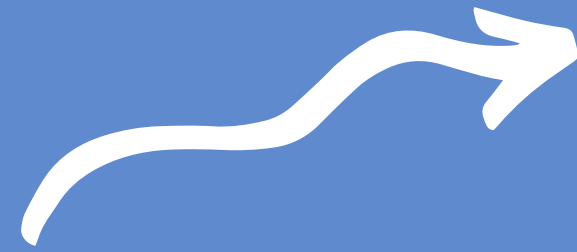
## THREATS

- competitors
- bad weather
- possible bike accidents
- bike breakage

*Our*

# DIGITAL MARKETING

strategies



SEO



Collaborations  
and  
sponsorships



Social media  
marketing



*Bike tour around Bolognina*



*Bolognina Abloom*

*Spice up your experience in Bologna..by bike!*

# Descriptive posts

Posts that describe in detail what is special  
about our bike tour



PROMOTIONAL

# Posts

To make local businesses known







# *Inspirational posts*

With nice graphics that represent our project and express our concepts the clearest way possible

THE PEOPLE

# BEHIND THE PROJECT



Who helped us?



**MAURO TOLOMELLI**

Il Nostro Navile Facebook page

**MAURO SCANDELLARI**

Vivere mercato Navile website





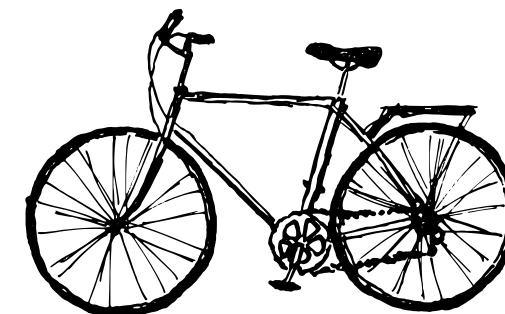
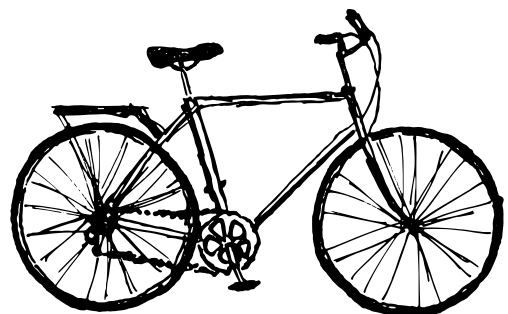
With the help of..



↓  
Colmare il divario.  
Con il pensiero



**IL NOSTRO  
NAVILE**



**THANK YOU!**

