

# **Lifestyle Behaviors of Gavinana**

## **Si Thu Min<sup>1</sup>**

### **Abstract**

Gavinana is one of the oldest districts of Florence in Italy, starting from the 60s of the nineteenth century, built on the left bank of the Arno in the south-eastern part of the city. Together with that of Galluzzo, it forms the District 3 of Florence Municipality Area with about 33,000 inhabitants. Understanding the lifestyle behaviors of Gavinana plays a critical role in urban planning processes and business to effectively target future plans. The research explores people lifestyles in Gavinana from a number of indicators including: Relationships between people and Gavinana, Two approaches on Gavinana: Media approach and Reality approach, SWOT analysis on Gavinana, and Worthwhile projects on Gavinana.

Key words: lifestyle behaviors, urban planning, worthwhile projects

### **Introduction**

Lifestyle behavior is integral to human development. It is the fabric for the dynamic construction of individual and collective identities. The active participation of people in local activities (such as poetry, dance, sculpture, theatre, music, etc.) improves their quality of life and well-being and enhances life opportunities and options. It's a key to address challenges and find appropriate solutions to issues that concern citizens, and can be a means of encouraging social integration and peace. Within a sustainable development context, lifestyle is both a key tool and a core aspect of the social fabric, promoting cohesion, conviviality, and citizenship.

### **Aims and Objective**

This research aims to provide an overview of the key social, cultural, economic and political sectors that structure urban life on Gavinana, to examine and compare the different lifestyles in different parts of the globe, and to highlight the challenges and possibilities to effectively target the future in urban planning process and business sectors.

The objective is to understand the lifestyle behaviors of Gavinana.

### **Source of Data**

This paper is mostly based on the primary data and very few secondary data. The primary data were carried out by direct surveys using questionnaire, interviews that were conducted with representative both of all local institutions from different backgrounds. The secondary data is carried out from multi-media as the requirement of title implementation on media approach.

### **Methodology**

The decision to proceed by a systematic and in-depth analysis of the local context is one of the prime points of the approach to the lifestyle behaviours of Gavinana in Florence city, Italy. In order to gain a rich understanding of lifestyle and their requirement and difficulties in Gavinana, I made several trips to that place to make initial connections with people in community, and made initial observations on how they are living, the social structures present and their challenges on daily life in the community for my ongoing thesis. And then, using systematic randomly method is used to touch from different background of Gavinana. Then, these data are categorized by informative and reliable SWOT method.

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### Physical Features of Study Area

Gavinana is one of the oldest districts of Florence in Italy, starting from the 60s of the nineteenth century, built on the left bank of the Arno in the south-eastern part of the city. Together with that of Galluzzo, it forms the District 3 of Florence Municipality Area with about 33,000 inhabitants. Arno River is bounded on the north and the hills are bounded on others. There is no other natural water flow. And, the Gavinana forms as triangle shape and inner settlements form as grid patterns and outer as irregular.



\*Map: Location of Gavinana, Florence city, Italy

### Analysis on the Lifestyle Behaviour of Gavinana

#### Land Use Types of Gavinana

As land use types, there are five kinds of land use. They are-

- 1) Residential land use
- 2) Commercial land use
- 3) Public land use
- 4) Religious land use, and
- 5) Open space.

#### 1) Residential land use

Almost all area of Gavinana are covered with residential buildings. Some are apartment buildings and some are single houses.



\*Photo: Residential land use of Gavinana

#### 4) Commercial land use

Almost all commercial lands used are occurred along the main road, Via Europe. Only very few are occurred in other as café shop or restaurants.



\*Photo: Commercial land use of Gavinana

#### 4) *Public land use*

Although there is some public land use, the local people still want more. There has supermarket, parks, playgrounds, and some football fields.



\*Photo: Public land use (public area) of Gavinana

#### 4) *Religious land use*

These religious buildings are a little far from each other. And there is only few numbers in this area.



\*Photo: Religious land use of Gavinana

### 5) *Open space*

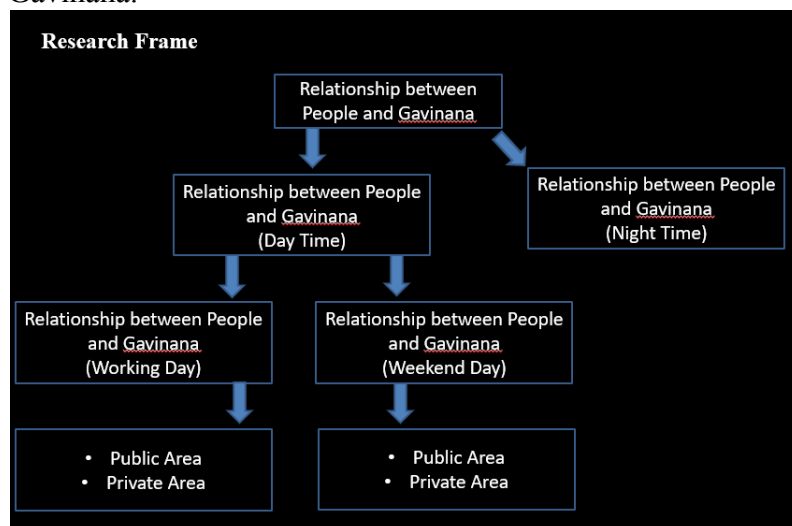
All area is arranged systematically. So, there are very few open spaces (no used) within the area. They are under the municipality and also planning for them.



\*Photo: Open space of Gavinana under municipal control

## Relationship between People and Land Use of Gavinana

The following diagram shows the strategies to approach the relation between people and land use of Gavinana.



\*Diagram: Relationship between people and land use of Gavinana

## People and Day Time

### 1) *Public Area at Working Day*

Mostly, old people are occurred at there. They use the area by talking each other, by reading newspapers, and by having with their dogs. However, there have some limitations and orders in public area. They are –throw the rubbish into the appropriate bins, keep the dog on a leash, use the dustpan to clean where your dog is dirty, the ball is allowed only in specially equipped areas and, it is not allowed to damage plants or furnishings.



\*Photo: Public area at working day

### 2) *Public Area at Weekend Day*

So many people are occurred at Weekend time in public area even though just only few people are using at the working times. Moreover, some events are occurred in front of COOP.FI Supermarket. All different aged peoples in public area, not only old peoples at there like working time. Mostly, young people and children are found. Some young people are playing at public with their friends for relaxation at their Weekend day. Also, Parents at this area spend the time with their children at public area at the Weekend day. Some people use their time at Market promotion events.



\*Photo: Public area at weekend day

### 3) *Private area at Working Day and Weekend Day*

Housings are really quiet and difficult to see the people near their home. At coffee shops and restaurants, some old peoples and very few young peoples can be found although it is located at downtown area, not the outskirts. Work places are also no too much people. Just only workers and some little customers are there.



\*Photo: Private area at working day and weekend day

### People and Night Time

There are very few events and activities of people in Gavinana. The night of this area is really quiet. Supermarkets, workshops, fashion centers, almost all are closed around 8:30 pm. Only very few restaurants are occurred at there and only few peoples are occurred at Bus stops. According to one young local person, he said, “the people of this area have to go downtown area of Florence at night because there are a lot of activities and events. For example, Santa Maria del Fiore”.



\*Photo: Bus stop at Night time


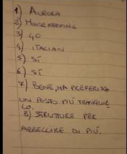
## Open Interview with People at Gavinana

**OPEN INTERVIEW WITH PEOPLE AT GAVINANA**

My interview questions are-

- 1) Name?
- 2) Job?
- 3) Age?
- 4) Ethnicity?
- 5) Your work is here or not?
- 6) Your home is here or not?
- 7) How do you feel this place, Gavinana?
- 8) What kind of facilities do you want more?


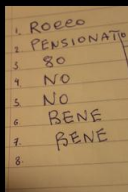



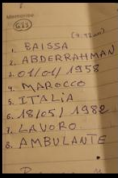
- 1) Her name is AURORA.
- 2) She is a HOUSEKEEPING.
- 3) Her age is 40.
- 4) She is an Italian .
- 5) She has job in Gavinana. And,
- 6) She also lives there.
- 7) She feels well and she prefer a more quiet place.
- 8) She wants more than now in facilities .

\*Photo: Interview questions

\*Photo: Interviewer Ms. Aurora

- 1) His name is ROEOO.
- 2) He is a Retired person.
- 3) His age is 80.
- 4) He is an Italian.
- 5) He has no job here.
- 6) He has no home here. But,
- 7) He feels well in everything in this area.
- 8) He thinks the facilities of this area is perfect.

- 1) His name is BAISSA ABDERRAHMAN.
- 2) He doesn't describe his job.
- 3) He was born in 01/01/1958. Now, his age is over 61.
- 4) He is a Morocco.
- 5) He worked for Italy.
- 6) He lives in Gavinana since 18/05/1982, over 37 years ago.
- 7) He feels this area as a work place.
- 8) He wants Ambulant more than now on this area, Gavinana.

\*Photo: Interviewer Mr. Roeeo

\*Photo: Interviewer Mr. Baissa Abderrahman




- 1) Her name is ROMAUE .
- 2) She works at Media.
- 3) Her age is 80.
- 4) She is an Italian.
- 5) She has no job in Gavinana. But,
- 6) She lives there.
- 7) She feels good on this area. And,
- 8) She think the facilities of this area is very good.




- 1) His name is LOPOVICO.
- 2) He is an Artisan.
- 3) His age is 42.
- 4) He is an Italian .
- 5) He has no job here.
- 6) He has no home here. But,
- 7) He feels well on this area. And,
- 8) He wants some little coffee shops at Public Garden in front of Chiesa di San Piero in Palco.

\*Photo: Interviewer Ms. Romaue

\*Photo: Interviewer Mr. Lopovico



1) IGNAZIO (14)  
 2) STUDENT  
 3) 14  
 4) ALBANY  
 5) I A STUDENT  
 6) YES  
 7) FINE THE  
 8) A CINEMA

- 1) His name is IGNAZIO.
- 2) He is a STUDENT.
- 3) His age is 14.
- 4) He is an ALBANY.
- 5) He has no job.
- 6) He lives in Gavinana since he was 8 years old.
- 7) He feels that the people of this area is really good.
- 8) He wants more cinema in Gavinana.

\*Photo: Interviewer Mr. Ignazio



1) RICCARDO (20)  
 2) UNIVERSITY STUDENT  
 3) 20  
 4) ITALIAN/BRITISH  
 5) YES  
 6) YES  
 7) VERY WELL

- 1) His name is RICCARDO.
- 2) He is a University student.
- 3) His age is 20.
- 4) He is an Italian/British.
- 5) He has job here. And,
- 6) His home is also here.
- 7) He feels very well in this area.
- 8) He thinks, the facilities of Gavinana is good.

\*Photo: Interviewer Mr. Riccardo



1) VERDIANA (28)  
 2) INGENGER  
 3) 28  
 4) ITALIANA  
 5) SI  
 6) SI  
 7) BENE  
 8) PIU' PARCHI PER BAMBINI

- 1) Her name is VERDIANA.
- 2) She is an Engineer.
- 3) Her age is 28.
- 4) She is an Italian .
- 5) She has job in Gavinana. And,
- 6) She also lives there.
- 7) She feels well in this area. But,
- 8) She wants more parks for children .

\*Photo: Interviewer Ms. Verdiana



1) MARTINA (33)  
 2) INSEGNANTE  
 3) 33  
 4) ITALIANA  
 5) SI  
 6) SI  
 7) MOLTO BENE  
 8) PIU' AREE VERDI

- 1) Her name is MARTINA.
- 2) She is a TEACHER.
- 3) Her age is 33.
- 4) She is an Italian .
- 5) She has job in Gavinana. And,
- 6) She also live there.
- 7) She feels VERY GOOD in this area. But,
- 8) She wants more GREEN AREA .

\*Photo: Interviewer Ms. Martina



1) GUECD (25)  
 2) SI  
 3) 25  
 4) ALBANIE  
 5) PIZZA 1060  
 6) FIRENZE  
 7) MEGLI  
 8) BILOCAL E

- 1) His name is GUECD.
- 2) He has job but he doesn't describe it.
- 3) His age is 25.
- 4) He is an ALBANIAN.
- 5) His job is here, Pizza 1060.
- 6) He lives in Gavinana, Florence.
- 7) He feels very well in this area. But,
- 8) He wants more apartment.

\*Photo: Interviewer Mr. Guecd



1) ANGELO (69)  
 2) P.A.  
 3) 69  
 4) ITALIANO  
 5) SI  
 6) SI  
 7) MOLTO BENE  
 8) PIU' AREE VERDI

- 1) His name is ANGELO.
- 2) He is a RETIRED PERSON at Public Administration.
- 3) His age is 69.
- 4) He is an Italian.
- 5) He has job here.
- 6) His home is also here and he was born here.
- 7) He feels that heritages are changing .
- 8) He said, he has no idea for structure of Gavinana.

\*Photo: Interviewer Mr. Angelo



## Two approaches on Gavinana's security and safety; media approach and reality approach

### *Media approach*

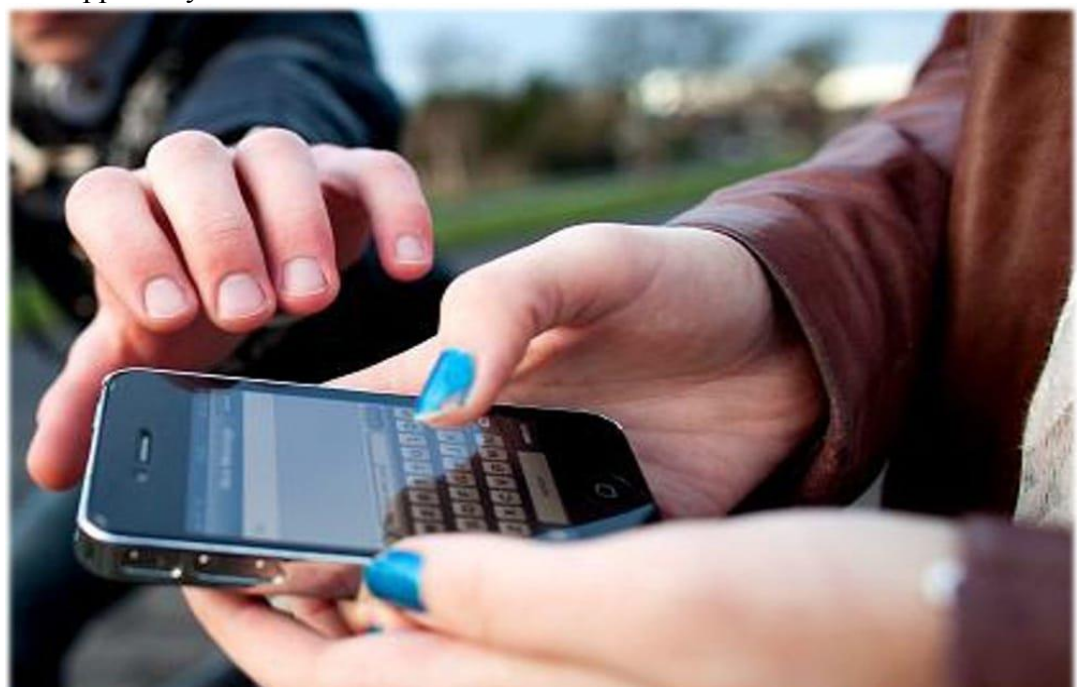
Even though Gavinana is under the municipality of Florence, the following problems are still occurred on media.

#### 1) Finding the house "cleaned"



In the early afternoon, there was a huge robbery in a house. When the owner returned, she found the front door forced and the house upset. Unknowns had carried off gold jewellery for over 10 thousand euros, plus around 2 thousand euros in cash.

#### 2) Kidnapped boy



Teen in the sights in the Gavinana area: Already last Wednesday a fourteen-year-old had been knocked out and robbed by a North African couple at a shelter on

Via Gran Bretagna. Yesterday afternoon, three children were intercepted in the same area for robbery. A 13-year-old was followed in Via Kiev by a foreign citizen who, after approaching him with an excuse (asking what time it is), first tore off his watch and then took his smartphone too. During the escape the thug then approached two friends of the young man, who were walking along the same road, trying to repeat the same maneuver.

3) Hit the stomach at the bus stop and robbed



Last night, shortly after 8 pm, a fourteen-year-old was knocked out by a couple of foreign citizens, of North African origin, while he waited for the bus at the Via Gran Bretagna shelter. The two approached the boy with an excuse, asking him to use his phone to make a call. However, the young man, to distance himself from the couple, replied that he had no credit. The couple first moved away, then one of them turned back and hit him with two blows in the pit of his stomach. Then he rummaged for it, tearing the phone from his sweatshirt pocket. So, he escaped. The young man in pain, asked for help from a passerby who alerted the 113. The police intervened on the spot and are now investigating the episode.

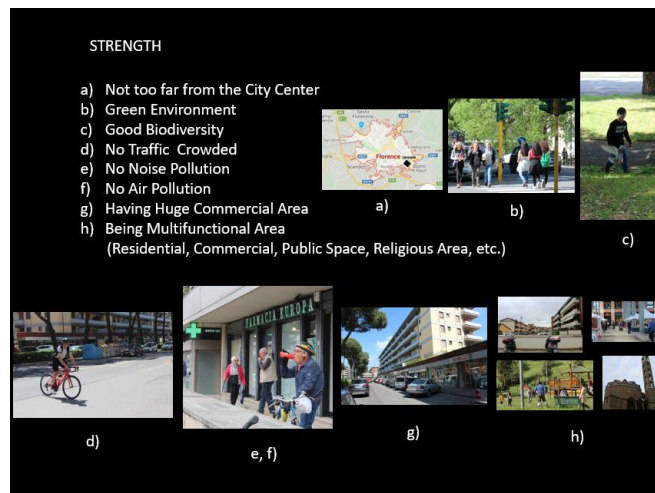
**Reality approach**

As the in-depth interview to local resident of Gavinana, Ms. Aurora, 40-year-old Italian woman, she has good attitude on Gavinana and she really want to develop Gavinana more than now. She said that about Gavinana, “she want to reduce drug issues and want to give more security on Gavinana”. This fact is showing that there is a drug issue and they feel insecurity.

Moreover, the activities of Gavinana at working time and night time are so difficult to see the people and lack of events and activities. This is also to be happen crimes easily in Gavinana.

## SWOT Analysis on Gavinana

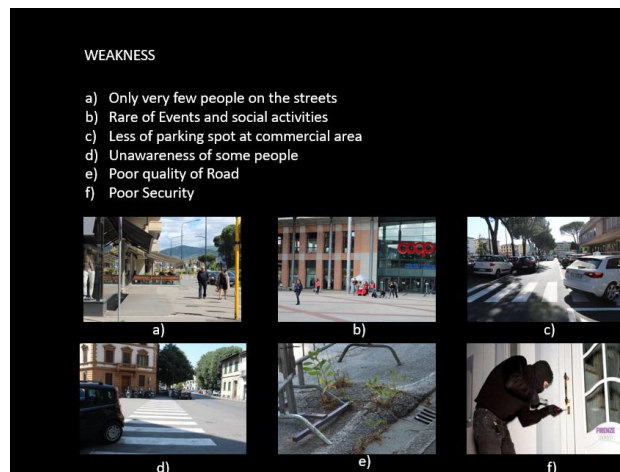
### Strength



\*Photo: Strength of the Gavinana

Gavinana is not too far from the City Center. It occupies a lot of Green Environment and Good Biodiversity. There is no traffic crowded. So, there is no noise pollution and air pollution. However, there is a huge commercial area. And it is located being as a multifunctional area, that is residential, commercial, public space, religious area, etc.

### Weakness

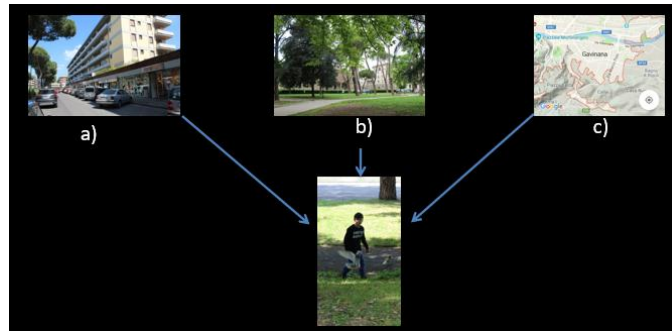


\*Photo: Weakness of the Gavinana

Only very few people on the streets are found in Gavinana. Rare of Events and social activities are occurred. Less of parking spot at commercial area is a weakness of Gavinana. And, unawareness of some people is also found at there. As the quality of road, they are poor. And, security and safety level of Gavinana is too low.

### Opportunities

- 1) Being not too far from City Center and having huge commercial area can create several numbers of employments and can also be one of the Florence tourist attraction sites.
- 2) The quiet and green environment is a good trend to study well for students by building university or colleges.
- 3) Even though north, south and west have geographically barriers, east still have enough space for new urban projects.



\*Photo: Opportunities of the Gavinana

### Threats

- 1) Being only very few people on the streets and rare of Events and social activities are stimulating for more crime conditions.
- 2) The less of parking spot at commercial area and unawareness of some people are making traffic crowded and traffic problems.
- 3) Low quality of via Europe road is making some disappointing for traffic users
- 4) Poor Security is going as a worry for travellers and local people.



\*Photo: Threats of the Gavinana

### Conclusion

- Gavinana is located in flat plain of Florence Metropolitan City and surrounded by hills.
  - Even though it is not too far from Center of Florence, it is still like an isolated place quietly.
  - A lot of residential land use, huge population number, and a quite green environment
  - No traffic problems and people crowded.
  - At day time, although only few people are found at working day in public area, there are a lot of people in weekends. So, locals are asking for more public area.
  - At night, rare to see an event or people activities
  - Safety rate is not good because of its crimes and less of people, especially at night
  - Media information on Gavinana are reliable
- From these data, we can address the challenges and possibilities to effectively target the future in urban planning process and business sectors.

### Reference

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