

BUILDING UNUSUAL RELATIONSHIPS

OLINDA

**Local cultural and social
initiatives in the former
psychiatric hospital of Milan**



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1994: began the De-institutionalization process of the psychiatric hospital of Milan. In the following six years the 400 inmates still present in the building were housed in alternative structures and the area was opened to the public use.

The former psychiatric hospital, once the symbol of exclusion, has become over the years a public square for social and cultural activities.

The integration of work in mental health and local development is our main goal.





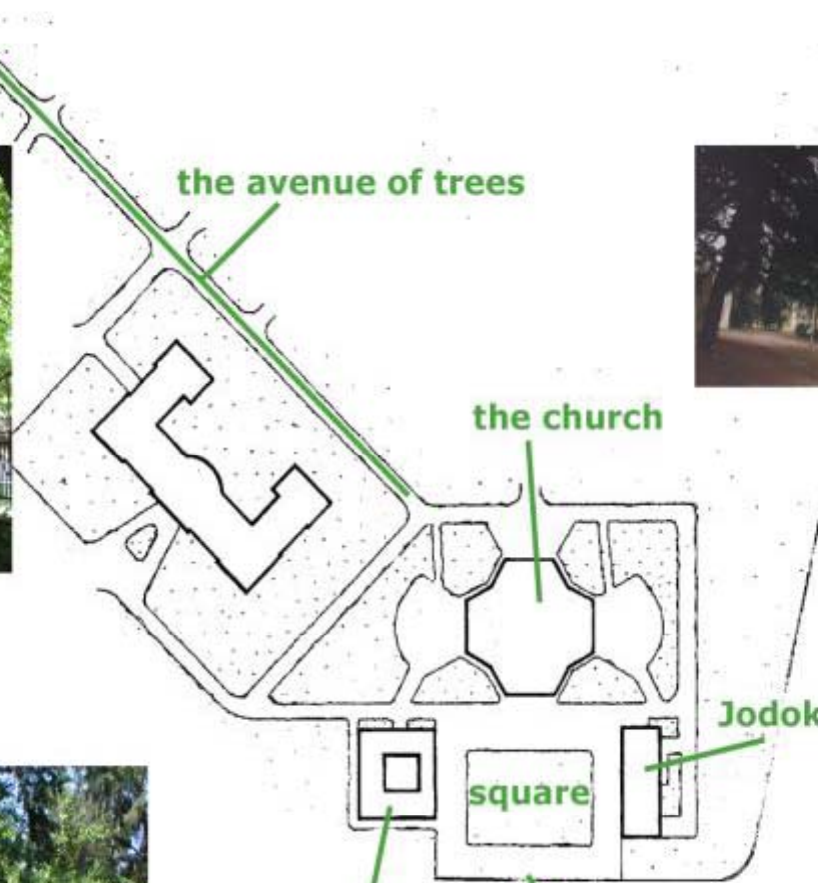
Ex mental hospital Paolo Pini. The plan



the avenue of trees



the church



Jodok restaurant

square

the new hotel

the entrance



the square with planted trees



Social Enterprise



The social cooperative and the volunteer association are at the core of the organizational system of our social enterprise.

Social Enterprise

- **Culture events, summer theatre festival**
- **Theatre**
- **Bar-Restaurant**
- **Catering**
- **Hostel**
- **Training opportunities**
- **Mental health care**
- **Administration**
- **Voluntary initiatives**

Every part of this system is strongly connected with the others.

We are pleased with the idea that art, culture, food and hospitality belong to the same sphere and that they can support each other.



Attraction and not promotion



- Every year roughly 50.000 people visited Paolo Pini, for cultural events, for dining out or for spending the night at the hostel.
- Our summer cultural festival “ Up close, nobody is normal ” (Da vicino nessuno è normale) has become the actual dynamo of our development.



Bar-Restaurant



- The former death chamber of the psychiatric hospital has been renewed 11 years ago, and converted into a Bar-Restaurant.
- Jodok is the meeting point of the whole area, the first major project changing this area.
- Jodok works as a gate where the inside and the outside are communicating.

Hostel



- **In the area 10 years ago we launched a hostel opened to travellers from all over the world;**
- **The hostel is also the place where people with mental health live;**
- **Employees of the cooperative, including the disadvantaged, are working in the management of the hostel;**
- **Trainees with mental health problems make their first work experiences.**

Catering



- **Olinda Catering started up 2 years ago, supported by the successful experience of the restaurant Jodok.**
- **Olinda Catering works in a highly competitive market and moves in town.**
- **Catering aims to cover the seasonality of the Restaurant**

Olinda and neighbourhood

il giardino degli aroni



- **Link with voluntary groups;**
- **Bottom up approach;**
- **Responds to local community needs.**

... What's next ?

- **Strengthening our business ability;**
- **Developing and consolidating relations with public institutions;**
- **Strengthening the network of relationships with profit companies;**
- **Creating training and work opportunities for our trainees with mental health problems.**