



METROPOLITAN FIELD TRIP, 17-20 MARCH 2016

TURIN

BUILDING A
METROPOLITAN IDENTITY

PROGRAMME BOOKLET

The Deltametropolis Association, Pakhuis de Zwijger, Brainville and Stipo together with our local partners: UrbanCenter, Torino Strategica and the City of Turin, organise this Metropolitan Field Trip to Turin. Over the course of three days, we will examine the dynamics of this Southern European city. What are the strategic projects that helped transform this former industrial city into a knowledge city? What are municipal responsibilities, and to what extent do citizens and entrepreneurs help in shaping this metropolis? We'll see in our 8th Metropolitan Field Trip: Turin. From March 17-20, 2016 we will study the dynamics of this European metropolis.



2016, Deltametropolis Association
deltametropool.nl/nl/fieldtrip_turin
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Turin, a metropolitan strategy

The third Strategic Plan of the metropolitan area of Turin envisions a “City of Opportunity”; an innovative metropolis that’s efficient, inclusive, sustainable and where anyone can find fertile ground to realise professional and personal aspirations. The vision coalesces around two complementary strategies: building metropolitan governance to favor a more integrated approach to planning, investment and public services, and promoting economic growth through catalytic projects capable of spurring development across the economic spectrum.

Turin, mobilising society

Developing a shared vision of the future means broadening the dialogue and embracing input and insights from lower-profile or emerging corners of society. Torino Strategica, in collaboration with local partners, led a rich and inclusive planning process that saw the engagement of much of the city for two and a half years. Over 230 entities and 500 individuals participated in 150 consultative meetings throughout this complex planning process.

Turin, building a metropolitan identity

To ensure that the metropolitan identity was taken into account the Torino Strategica association supported, via a set of coordinated activities, the long-term process of reinforcing the collective territorial identity. The awareness of being part of a functional and morphological metropolitan area – besides historical and geographical dimensions – does exist in some forms. The more than 50 cooperation practices, of different kinds, set in place by municipalities during the last two decades have created an inter-communal sense of belonging in specific areas, which goes beyond administrative boundaries.

There is also a shared recognition, among politicians but also citizens, of the key role of some metropolitan functions which are not in the core city (hospitals, tourism and heritage attractions, retail centres, parks). The sense of belonging to the metropolitan area is definitely higher for the inner circle municipalities, which are fully attached to the main city.

Spanning panels, conferences, seminars, digital forums, photographic reports and deliberative meetings have brought to the fore new and creative voices that can inject fresh energy and original ideas into the future envisioned for Torino Metropoli 2025.

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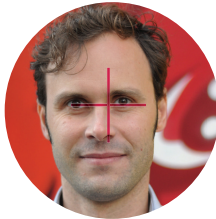
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Mario Vittone
I3P Incubator

PROGRAMME THURSDAY, MARCH 17

11.15	Arrival in Caselle Airport
11.30-12:30	Transfer from Caselle Airport to Po river park, Lunch upon arrival
13.00	Presentation: Parco Del Po E Della Collina Torinese Roberto Damilano - Technical Department Manager <i>Cascina Le Vallere Corso Trieste, 98 10024 Moncalieri (To)</i>
14.30	Transfer to Best Western Hotel Luxor and check-in <i>Corso Stati Uniti 7, Torino</i>
15.00-17.00	Guided walk of the transformation of the historic centre Giulietta Fassino- Architect Ph.D. (UCM) Places/buildings: Piazza San Carlo, Piazza Valdo Fusi, Piazza Carignano, Museo Nazionale del Cinema, Piazza Castello, Parco Archeologico della Porta Palatina, Hotel Santo Stefano e Casa di Monsù Pingon, Centro Palatino, Cortile del Maglio/Ex Arsenale Militare, Residenze per la ‘Centro storico Torinese’. <i>The walk starts at the hotel and ends in Urban Center Metropolitano, piazza Palazzo di Città</i>
17.00-18.00	Presentations on Turin’s urban transformation - General introduction on Turin’s urban transformation process and visit to the permanent exhibition “Torino si mostra” Chiara Lucchini - architect, Ph.D. (UCM) - Turin Verd project Luca Macrì and Marco Ruffino - yet matilde <i>Urban Center Metropolitano, Piazza Palazzo di Città, Torino</i>

18.00-19.30

Presentation and discussion on metropolitan planning

- The Strategic Planning Process and the Metropolitan City
Torino Strategica:
Valentino Castellani - Vice President,
Anna Prat - Director,
Simone Mangili - Head of Projects and Operations
- Developments of the Leiden Region
Martin Verwoest - Urban planner Leiden municipality
- Short debate: what can both cities learn from each other?

20.00

Dinner at Tre Galli Restaurant

Via S. Agostino 25/b, Torino

PO RIVER PARK

Along the Po river flow there are eight parks and fifty natural areas. Each park is particular thanks to the flora and fauna diversity.

The Delta of Po Emilia Romagna Regional Park and the Veneto Delta Parken compass some 380 km². Three other parks are located in Piemonte (Po river Park in Cuneo, Po river Park in Torino, Po river Park between Vercelli and Alessandria) and five in Lombardia (Parco lombardo of the Valley of Ticino, Adda South Park, Monbarsco Po Park, Mincio Park, Parco Oglio Sud).

In the Park of Ticino, located between Piemonte and Lombardia, there is 780 km of cycle lanes and pedestrian footpaths.

TURIN VERD

Turin Verd aims to convert, through the cooperation of private citizens and merchants, Via Carlo Alberto into the “green street” of Turin historic center, by a step-by-step naturalization through the use of street furniture and installations.

The representation of a leaf as the identity element comes from the need to find a sign able to recall the idea of nature and greenery and, at the same time, a representative mark of the urban space, made of corners, edges and straight lines. The leaf element has been simplified and transformed into a geometrical drawing, a repeatable element variable in its representations (color and internal structure), in order to adapt it to different needs and to the project evolution (like in the seasons sequence, where the leaf is always a leaf but changes the color taking infinite shades).

TORINO STRATEGICA

The recent third round of strategic planning is focused on charting a path to guide Torino out of the recent economic crisis and emerge as a driver of regional economic growth that is socially cohesive and environmentally sustainable.

Two commissions coordinate work on the Plan, one focused on economic development, the other on metropolitan governance. The commissions identified the priority issues to be explored in depth through eight working groups: Investments, Human Capital, Business-friendly Government, Local Attractiveness, Green Infrastructure, Development Hubs, Mobility and Quality of Urban Space, and by three advisory panels: Torino International City, Torino Food City and Torino University City.

Torino's third Strategic Planning process kicked off in June 2012 with key stakeholder engagement focused on rekindling relationships, building trust and surveying perspectives and propensities. Initial consultation efforts involving members

of the Association, the public, private sector actors and local experts continued until mid-2013. Simultaneously the Association formed a task force consisting of rising talents, specifically to get the vision of younger professionals on the future of the city. Two publications - *Fare Sistema per Superare la Crisi* and *La Città Delle Opportunità* - document the issues and priorities that emerged from these initiatives. In September 2013 the commissions selected working group Coordinators who, together with the project team, developed group membership over the fall and convened the first working group meetings at the end of 2013. The working groups met through July 2014 to develop action plans and projects for the Metropolitan Torino 2025 Strategic Plan, which was published in December 2014.



Po River Park

Turin Verd



PROGRAMME FRIDAY, MARCH 18

- 09.30 **Welcome and presentation on I3P innovative incubator**
Mario Vittone, Sandra Bocci
Corso Castelfidardo 30a, Torino
- 10.30 **Guided walk of Spina 2,
Education and services in the post-industrial city**
Enrico Confienza - Architect, PhD (UCM)

Places/buildings: Cittadella Politecnica, Spina Centrale Blvd., Former Officine Grandi Riparazioni, Intesa San Paolo Headquarters, Porta Susa Railway station, Cross - city rail link, Underground line 1 station.
- 12.00 Lunch at Mercato Metropolitano/former Porta Susa Station,
Italian street food

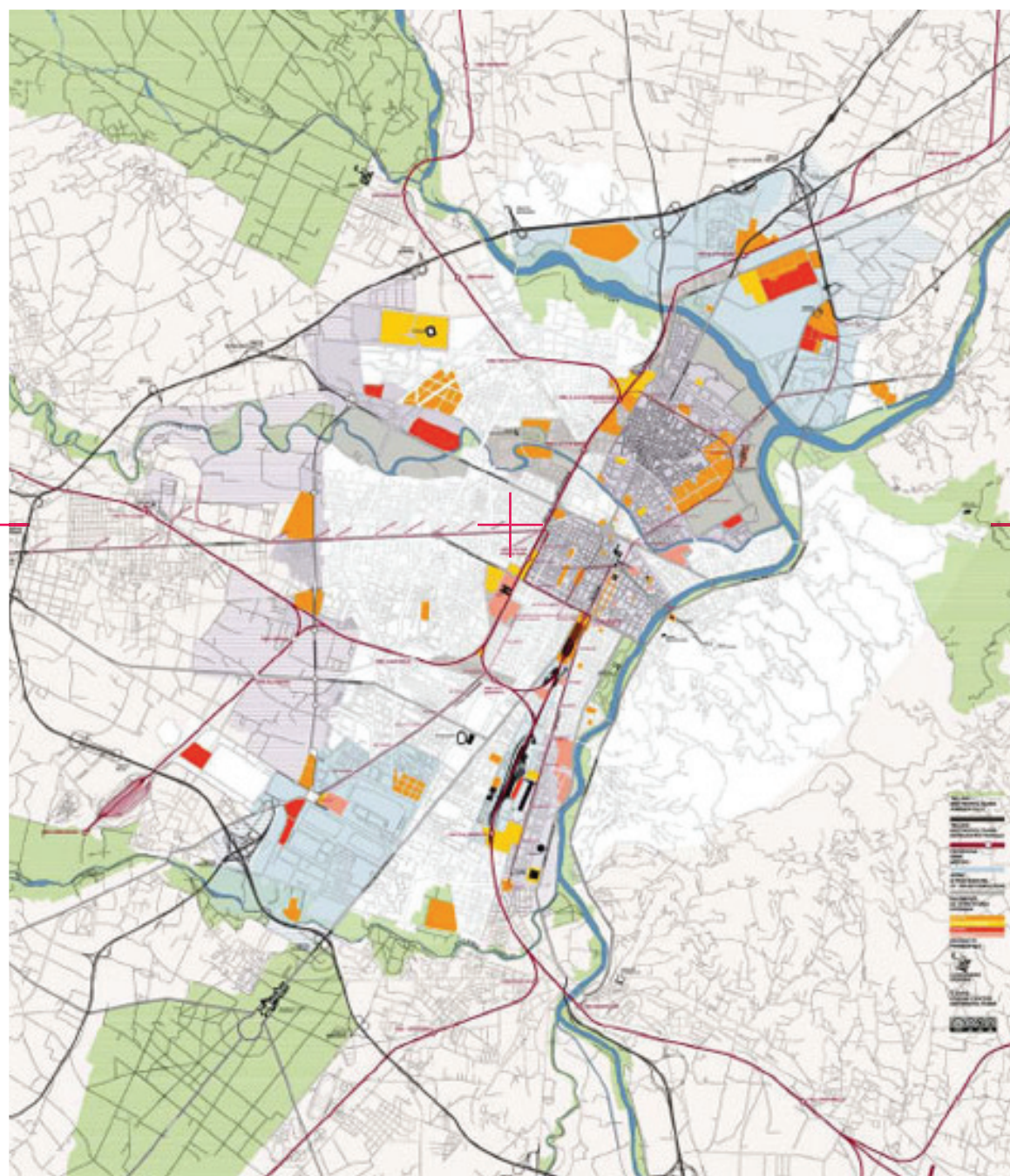
Piazza XVIII Dicembre, Torino
- 13.00 Transfer to Spina 3, Parco Dora area by public transport bus 49/59 from
Piazza XVIII Dicembre to Via Livorno
- 13.30-16.30 **Guided walk of Spina 3,
Housing and new a public spaces in Spina 3 area**
Enrico Confienza - Architect, PhD (UCM)

Presentation by Barbara Posa and Carlo Massucco - Parco Dora Committee

Places/buildings: Parco Commerciale Dora, Chiesa del Santo Volto, former Michelin area, former Vitali area, SNOS, Dora park.
- 16.30-17.15 Transfer to Lingotto area by public transport, underground
- 17.30-19.00 **Guided visit of Lingotto and Olympic Village**
Lingotto, the starting point of Turin's post industrial transition
Chiara Lucchini - Architect, PhD (UCM)

Places/buildings: Lingotto, Regione Piemonte new headquarters, Villaggio Olimpico, MOI, Passerella Olimpica, Eataly.
- 20.00 Dinner at Disguido Restaurant @Eataly

via Nizza 230, Torino



SPINA

The Passante Ferroviario (Railway Loop, where more than 7 km of tracks were buried) is the largest infrastructural project carried out in Torino since post World War II times. The project allowed for a) connecting two parts of the city that have always been separated by railroad tracks and b) the creation of the Spina Centrale (Central Spine), the “backbone” of the city’s development, the fulcrum of the principal urban transformation projects.

The new boulevard along the Spina Centrale was an opportunity to create a traffic project from nothing – in favour of environmental quality and residential life – to improve traffic conditions by separating flows: the large axis with higher speeds in the middle, parallel boulevards for moderate speed traffic, a bicycle route, a rest area, sidewalks and green areas.

Some of the most important projects of transformation in Torino are created along the Spina Centrale: the new Porta Susa railway station,

the new Cittadella del Politecnico (Polytechnic University Campus) as well as a Park along the Dora Riparia river, north of Torino.

The Parco Dora Committee operated from 2006 to 2015 on a large territory, known as Spina 3, target of one of the most important programs of urban regeneration in the city of Turin.

The massive transformation has affected an area of about one million square meters, and represents one of the most visible aspects of urban change in the city. A process that has redesigned and rethought the territory at the metropolitan scale, modeled on new economic, social and housing functions.

The Committee has been working to promote and support local development programs, strengthening the urban fabric, accompany change, mobilizing resources and opportunities, work together with the local actors and citizens to define new services, enhancing local identities and resources, mending ties between the “old” and “new” neighborhood.

LINGOTTO

Built in the 1920s for Fiat, Lingotto was the largest and most modern car manufacturing plant in Europe, both architecturally and in terms of car production.

The 500m-long, five storey building, had a volume of one million cubic metres, and was equipped with a rooftop test track. Lingotto was the first example of modular construction in reinforced concrete, based on the repetition of three elements: pillars, beams and floors.

The factory was closed in 1982. In 1984, Fiat S.p.A. announced a competition and, in 1985, commissioned the Renzo Piano Building Workshop to convert the building. The project aimed to revive the building by transforming it into a multipurpose centre while maintaining its architectural identity.

OLYMPIC VILLAGE

Over 65 projects were created for the Olympic Games, from athletic facilities and road network infrastructures to villages for athletes and the media. Competitions took place in modern, avant-garde facilities in Torino’s Olympic District.

Villaggio Olimpico di Torino (Torino Olympic Village) hosted 2,500 people. The 100,000 m² area is attached to the Lingotto center and connected to the Torino 2006 headquarters by a foot bridge. The historic and renovated Mercati Generali (general markets) facility dates back to 1934 and was located in the centre. The logistic and commercial centres, a relaxation area reserved for athletes and staff as well as a large parking area were situated here during the Games. The facility’s design came from a team coordinated by architects Benedetto Camerana and Giorgio Rosenthal. It is now being used as University residences.



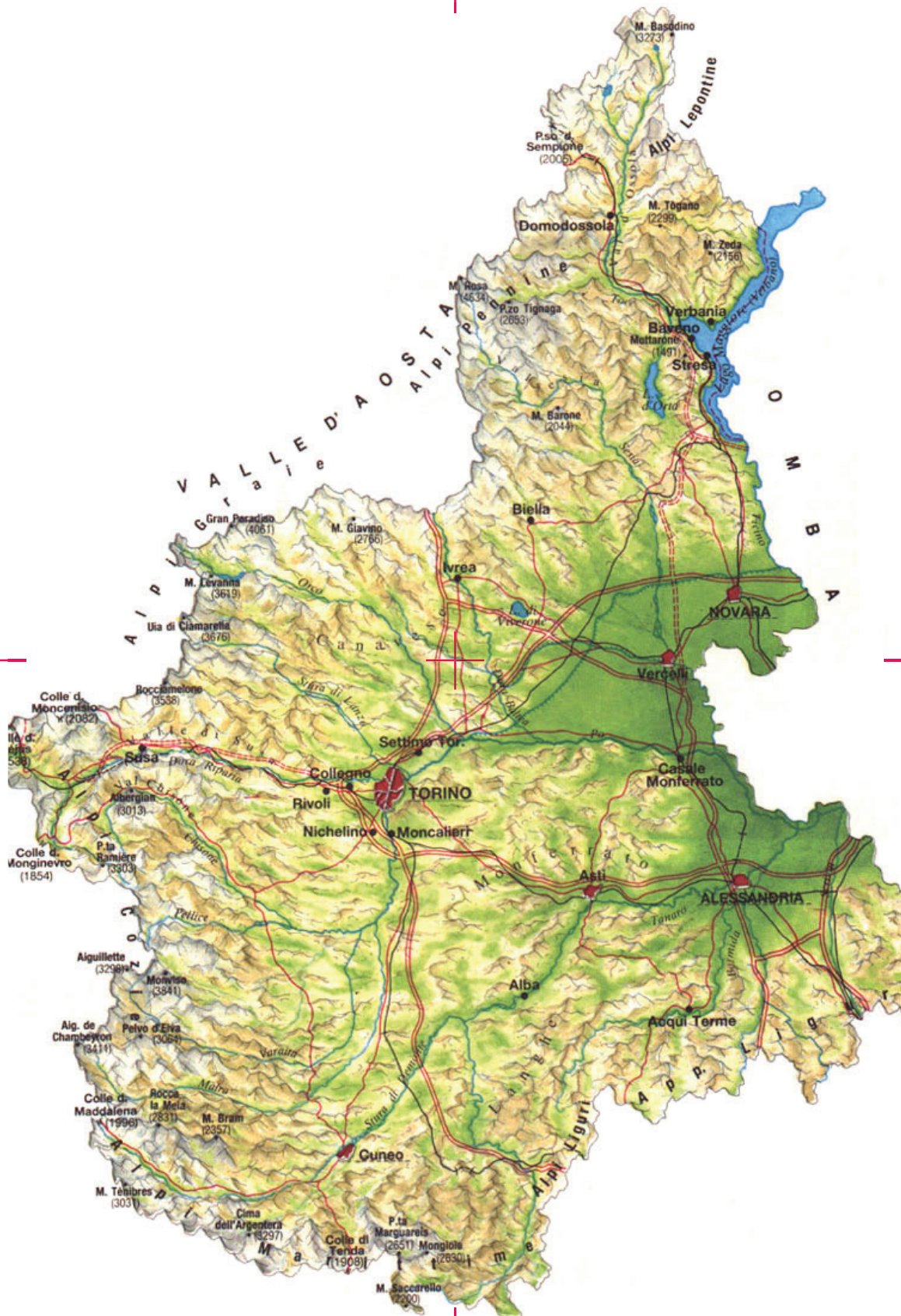
Dora Park

Lingotto rooftop



PROGRAMME SATURDAY, MARCH 19

09.00-09.30	Presentation and neighborhood walk, Porta Palazzo district <i>Local development agency:</i> Simona Depaoli - communication manager, Elen Ganio Vecchiolino - project manager <i>Piazza della Repubblica 6/E</i>
09.30-11.00	Guided visit of Porta Palazzo Food Market Elena Di Bella - Director, Metropolitan City of Turin Rural and Mountainous Areas Development Office, Umberto Tresso - Coldiretti, Market Manager <i>Piazza della Repubblica 6/E</i>
11.00-12.30	Transfer to Ivrea <i>Porta Susa train station</i>
12.30-14.00	Lunch in local restaurant, featuring regional cuisine
14.00-16.30	Dialogue with surrounding agricultural municipalities Elena Di Bella - Director, Metropolitan City of Turin Rural and Mountainous Areas Development Office, Laura Salvetti - Deputy Mayor of Ivrea for Culture and Tourism 2-3 local organizations involved with agriculture, tourism and outdoor sports (some of the vocations of this area)
16.30-17.30	Transfer to Torino Porta Nuova
18.00-19.00	Internal group debriefing at Luxor hotel
20.00	Dinner in San Salvario district



PORTA PALAZZO MARKET

The Porta Palazzo Market, located in Piazza della Repubblica, is the largest open air market in Europe with around 800 stalls from Mondays to Fridays and its 50,000 m2 surface.

The market attracts Torinese customers even from distant neighborhoods, as well as foreign visitors, due to its excellent quality/price ratio. The open air market is strengthened by 4 coexisting covered markets and by the shops and cafes that are on the same square. The presence of farmers is remarkable (100 stalls every day directly selling the farmers' own production) and typical goods can be found.

The market was renovated in 2006, the project and works have been carried out by the City of Torino. The Porta Palazzo market is an important employment place for the non-Community citizens coming mainly from Eastern Europe, China and Maghreb. Its area actually records the highest concentration of foreign citizens in town.

Since 1997 a global strategy of regeneration has been implemented in Porta Palazzo district in order to ensure social, environmental, commercial, economic and physical transformation.

Since then, a lot has been done in terms of territorial policies and investments. The local development agency has accompanied and coordinated the intense (still ongoing) process of regeneration through actions and projects that at the same time were intended to mend the social fabric of Porta Palazzo, resolve the conflicts between the flows of new and old immigrants (in a place that is the first port of arrival for citizens in search of a future), improve the quality of the living conditions, boost economic and cultural opportunities that contribute to create a local and collective identity. Through a walk in the neighbourhood we will discover who the involved actors are, what the regeneration policies in place are and several public space redevelopment projects will be showcased.

IVREA

The industrial city of Ivrea was built in the years between 1930 and 1960 by Adriano Olivetti, according to an alternative design of the national and international experiences implemented during the 20th century, which were developed in accordance with two different models: on one hand, company towns such as Crespi d'Adda, on the other, industrial systems that were developed in major urban conurbations and that had an impressing effect on social processes along with their production policies. The city of Ivrea is an exceptional example both in terms of the quality of the solutions proposed and of the methods of implementation.

The architectural heritage of Ivrea also represents the fundamental stage in the identification of those collections of architecture and urban planning schemes of the second half of the 20th century that offer different solutions by which technical cultures attempt to respond to the crucial issue of the regulation of urban growth tackled by cities and territories affected by processes of industrialisation.

In Ivrea, for the first time in Italy, the factory culture of Olivetti and the experience of the Community movement involved architects and urban planners in an extensive design to plan the city.

The industrial landscape of Ivrea is the result of the coexistence of the process of industrialisation of the city with the processes of agricultural production, giving rise to a mixed system. Added to all this is the development of an original project of industrial decentralisation in the territory around Ivrea in the period of major expansion of industry. Furthermore, the industrial landscape of Ivrea is made up of particular and high quality factory, service and residential buildings carefully set within land and urban planning schemes. The project of decentralisation, the buildings and the urban and land planning schemes originate a landscape of great quality and modernity, which accompanies and characterises the economic and industrial process.



Porta Palazzo Market



Ivrea



notes





notes





Leiden

