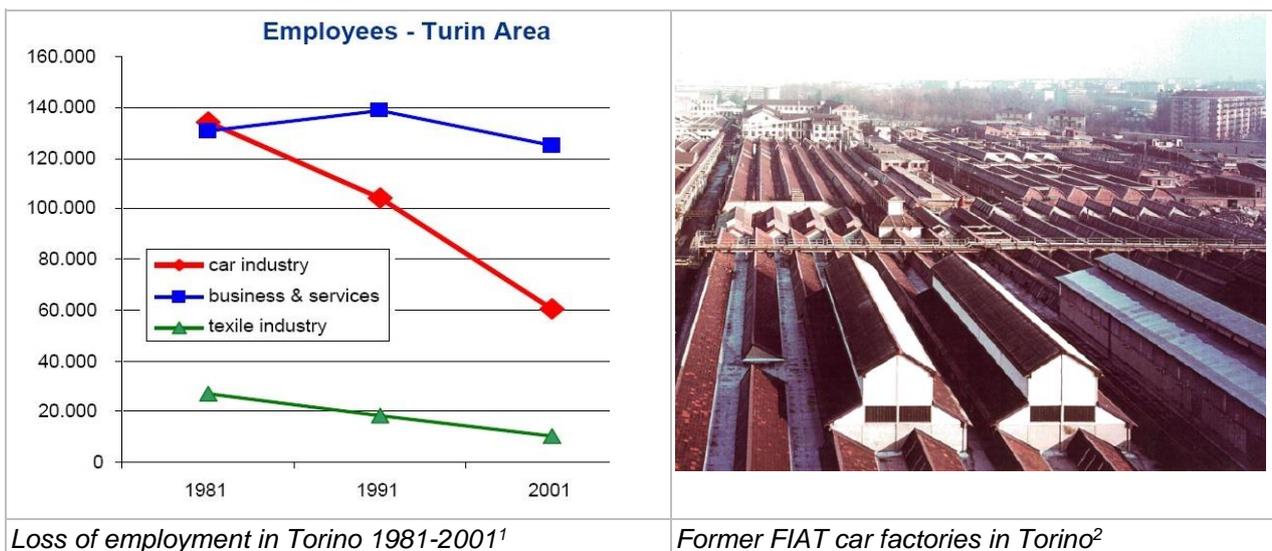


Case 37 Turino, Italy: Torino Internazionale and Porta Palazzo Regeneration

Problem to resolve

Located in the North West of Italy, Turin is one of Italy's most industrial cities, known also as the "Italian Detroit" or "one company city". Indeed, until recently, FIAT (car manufacturer), and its automotive industry spin offs, have had a significant impact on urban growth, economic development and social transformations of Turin. FIAT has also been an important social welfare actor in Turin providing housing and a range of social benefits to its workers, most of whom migrated to Turin from impoverished Southern Italian regions after World War II.

Since the mid-1970s FIAT began to shift production out of Turin to regions with lower production costs, which caused a sudden burden of very high unemployment in the city and triggered off further economic and social decline. →Tool URR 2 Relying on the 'Bilbao Effect' the Municipality tries to revitalize the local industries

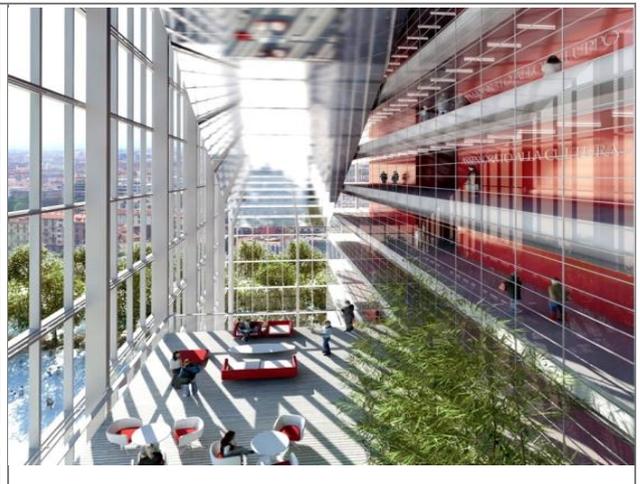


In 1999, accepting the need for an economic paradigm shift, the city managed to secure hosting the 2006 Winter Olympic Games which marked a turning-point in its regeneration trajectory, with a growing emphasis being laid by local politico-economic elites on internationalization and inter-city competition. Relying on the so-called 'Barcelona effect',³ the Olympic games were seen as an opportunity for urban change, the urban landscape was enriched with futuristic buildings designed by renowned architects, while the construction of a new subway line revolutionized the city's transportation network. Turin was given the chance start its 'second life'.

Also following the Barcelona recipe, Turin was the first city in Italy to adopt an urban strategic plan.⁴ The adoption of a strategic rationale for urban planning introduced a process of re-scaling the city's identity while consolidating its international connections at the same time. A public-private partnership led by the municipality and the provincial government with the involvement of local companies, private foundations and entrepreneurial organizations gave rise to Torino Internazionale, a formalized coalition aimed at creating a shared vision for enhancing the city's competitiveness in a context of globalization. The renovation of the historic centre has been at the heart of the process of Turin's widely celebrated renaissance. Those working class neighbourhoods still suffered a lot from the economic crisis and were stigmatized by assumed high level of crime and a predominantly immigrant population.



Porta Palazzo – Europe's biggest open air market⁵



Regional Government of Piermont in Turin⁶



Torino art Gallery extension. Architect: Renzo Piano, 2002



Urban tree house in Torino, Italy

Urban renewal and revitalization programs were launched and also included reinforcing the social texture in urban semi-central neighbourhoods such as Porta Palazzo the centrally located open market – the biggest in Europe – by making use of extraordinary public and even EU funds. Also the former industrial site close to the city centre was transformed through a public-private enterprise. The master plan was imitating a historical city texture while the individual buildings were designed by some of the most famous international architects of the time. The Porta Palazzo quarter has become an international showpiece project without any further social ambitions. →Tool URR 2

Credentials

Authors: Kosta Mathey and Florian Steinberg

References

- ¹ Source: <http://trends.gmfus.org/doc/Torino%20-%20Corsico.pdf>
- ² Source: <http://www.accessibilityplanning.eu/wp-content/uploads/2012/12/2012-Torino-Franco-Corsico-et-Matteo-Tabasso-Turin-Urban-and-Transport-Transformation-Turin-16-02-2012.pdf>
- ³ With reference to the Barcelona Olympic games in 1992. See also: <https://www.bostonglobe.com/sports/2014/11/26/barcelona-olympic-makeover-may-hold-lessons-for-boston/d8TNfLOoTbtJwiR4vE1NLL/story.html> ; <http://www.businessinsider.com/how-the-olympic-games-changed-barcelona-forever-2012-7?IR=T> visited 23.08.2015
- ⁴ <http://www.uclg.org/en/issues/urban-strategic-planning> visited 23.08.2015
- ⁵ Source: http://www.coopsette.it/files/coopsette/piemonte_gallery.jpg
- ⁶ Source: http://www.coopsette.it/files/coopsette/piemonte_gallery.jpg