Torino UNESCO City of Design

Monitoring Report 2014 -2018
Mayor’s Message

Torino proposes itself as a space of experimentation with planning, not only of objects, but all the more of spaces and services. Design, in its most recent articulations, such as ‘thinking design’, ‘co-design’, ‘design for all’ has developed itineraries and methodologies to create services, products and initiatives that promote inclusion, participation, access to all citizens.

As Civic Administration we are aware that to render the right to access to culture and the city something real, concrete and effective, requires the commitment of all, listening, bringing together knowledge and experience to share opportunities that are open and for all.

Chiara Appendino
Mayor of Torino

Torino looks at Design with great interest because it wants to radically rethink its services, starting from the ability to read demand, including potential demand. The alliance with Design – understood as a working methodology capable of giving form to the unspoken and latent needs – is essential.

Equally important is the contribution of technicians, able to design processes and methods for monitoring, especially in the ideation and design phase.

There are answers to be sought not concerning the individual product but the design of the entire process, starting from the practices of the administration to the analysis of demand, to experimentation, to the planning of services.

It is about stimulating a milieu of creatives to work on themes of common interest for citizens, of opening research paths that may act as points of reference for young people, providing tools for dialogue and professional growth.
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Torino was the most important industrial city in Italy for over a hundred years. Since the beginning of the 80s of the last century, a great transformation has been underway, whereby the experiences gained in the field of industrial design and engineering have contributed to generate a new and particularly fertile environment: an urban laboratory open to research and innovation, art and tourism, of great cultural and creative vitality.

After being nominated by ICSID (International Council of Societies of Industrial Design) as the first World Design Capital in 2008, in 2014 Torino was designated as UNESCO Creative City of Design, the only Italian city in this category.

The themes with which Torino achieved the UNESCO title are: enhancement of the history and production in the field of the automotive industry, design and creative innovation, technological innovation for mobility and the automotive sector, creative city for sustainable urban regeneration.

Since then, Torino Creative City of Design has worked towards building a territorial system of design. In collaboration with the numerous public and private subjects active in the scene of design in Torino, the Torino Design Advisory Board has been established, a body that includes all the representatives of the world of design: public institutions, the world of education, trade associations, professionals, the areas of production, research, trade, protection and enhancement of heritage. A system made up of different actors that work together all year round.

The Board has created a programme of permanent initiatives – Torino City of Design – open to all citizens and scheduled to take place in October every year, with many exhibitions, meetings, workshops, itineraries and moments to compare and exchange experiences with other UNESCO creative cities of design and with all the active subjects, to implement shared planning.

Design thinking is used as a methodological tool in a process of innovation and evolution to make design even more accessible and inclusive. The city has invested in urban regeneration and public art, involving citizens in decision-making processes and emerging and established artists, with the aim of becoming an attractive and enjoyable city for its inhabitants and for tourists who increasingly visit it.

The excellence of the educational offer in the area of design has remained high-profile and there has been an increase in collaboration between the main institutions in this sector (the Polytechnic, the University of Torino, IAAD, IED, Higher Education Institutes) and numerous start-ups of young creatives.

Much remains to be done, however: firstly, improve communication and intensify international collaboration, also penalized by the economic crisis that has drained the resources available for exchanges and projects based on partnerships. We are particularly committed to working on these issues in the coming years.
Piazza Castello, where hotel is, is the centre of Turin. Interesting old pile, with various fronts, and grotesque assemblage of various architectures.

Herman Melville
General Information

• Name of the city: Torino
• Country: Italy
• Creative field of designation: Design
• Date of designation: 1st December 2014
• Date of submission of the current report: 20th February 2019
• Entity responsible for the report: Città di Torino
• Previous reports submitted and dates: NO

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Ich habe es Ecce homo getauft und im Geiste einen ungeheuren freien Raum herum gestellt.

Friedrich Nietzsche
Contributions to the network’s global management:

- Number of UCCN annual meetings attended in the last four years:
  2015 Kanazawa
  2016 Östersund
  2017 Enghien Les-Bains
  2018 Krakow-Katowice

- Hosting of a UCCN annual meeting and dates: Not yet

- Hosting of a working or coordination meeting addressed to one or more specific UCCN creative field representatives: Not yet

- Hosting of an international conference or meeting on specific issues salient to the Creative Cities with a large participation of members of the Network:
  Torino City Of Design 2015, with Saint-Etienne, Helsinki and Fabriano
  Torino Design of The City 2017, with Helsinki, Saint-Etienne, Cape Town, Fabriano, Italian UNESCO office

- Financial and/or in-kind support provided to UNESCO’s Secretariat in order to ensure the management, communication and visibility of the UCCN

  During the last 3 years, Torino ensured the Creative Cities Network’s visibility by relaying information on its activities to the following websites:
  UNESCO website: https://fr.unesco.org/creative-cities/content/creative-cities
  Cities of Design web platform: http://www.designcities.net/

- Membership of the Steering Group and period: Not yet

- Participation in the evaluation of applications: Not yet
Torino è la città più profonda, più enigmatica, più inquietante, non d’Italia ma del mondo
Giorgio de Chirico
Major initiatives implemented at the local level to achieve the objectives of the UCCN:
Torino was awarded the title of UNESCO Creative City with an application based on issues of strategic importance for our territory, some of which are more closely related to our history, while others are more related to new developments in areas as diverse as: environment, urban planning, economic development of the city.

The bid was promoted and supported by a steering committee, a local committee of institutions and practitioners that worked to achieve this important result. Torino thus decided to set up a permanent board representing the design system of Torino, an advisory working group on the promotion and support of the world of design. The board is currently composed of 47 public and private institutions, trade associations, educational bodies, archives and museums.

Its tasks are consultation, advice and guidance for the activities that the City and other public bodies operating in Torino propose and undertake in the field of design.

Components of Board:
- Città di Torino
- Regione Piemonte
- Centro UNESCO di Torino
- Ufficio Beni Paesaggistici – MIBACT – Segretariato regionale per il Piemonte
- Politecnico di Torino
- Dipartimento di Architettura & Design
- Università degli Studi di Torino
- Accademia Albertina delle Belle Arti di Torino
- IED – Istituto Europeo di Design
- IAAD – Istituto d’Arte Applicata e Design
- Fondazione Centro Conservazione e Restauro La Venaria Reale
- Compagnia di San Paolo
- Fondazione Sviluppo e Crescita CRT
- Camera di Commercio Industria Artigianato e Agricoltura di Torino
- CNA – Associazione dell’artigianato e della Piccola e Media Impresa
- Città Metropolitana di Torino
- Confartigianato Torino
- Unione Industriale di Torino
- ASCOM Torino
- Confesercenti Torino e provincia
- Turismo Torino e Provincia
- ADI – Associazione Disegno Industriale – delegazione Piemonte Valle D’Aosta
- AIPI – Associazione Italiana Progettisti d’Interi – interior designers
- ASI – Automotoclub Storico Italiano
- Circolo del Design
- AICQ Piemonte – Associazione Italiana Cultura Qualità
- ATA – Associazione Tecnica dell'Automobile
- FCA Heritage e Centro Stile
- Museo Nazionale dell'Automobile “Avvocato Giovanni Agnelli”
- Ordine Architetti Torino e Fondazione per l'Architettura Torino
- SITI – Istituto Superiore sui Sistemi Territoriali per l’Innovazione
- Operæ – Independent Design Festival
- Associazione Print Club e Plug Creativity
- Fondazione Ceur – Mad In Design
- Parco del Pio e Collina Torinese
- The Sharing
- Torino Stratosferica
- Il Giornale dell’Architettura
- Centro Studi Silvia Santagata
- Hackability
- Casa Jasmina
- Museo del Design
- Fondazione Contrada Torino Onlus
- API Torino – Associazione Piccole e Medie Imprese di Torino e provincia
- WDO World Design Organization™
- AIAAP – Associazione Italiana di Architettura del Paesaggio – sezione Piemonte e Valle d’Aosta
- Spazioundicizerosei
The various initiatives and resources present on the territory throughout the year have been identified and catalogued, so as to be able to link the initiatives, create annual calendars and publicise the various national and international events and appointments.

In 2015, the city’s educational institutes – IAAD, IED, Polytechnic, Accademia Albertina – were asked to involve their students in the design of a logo to be used for Torino, UNESCO Creative City of Design. The jury chose the project titled "Un punto in movimento" (A point in motion) proposed by Simona Cagliero e Morena Coggiola, IAAD’s students. The logo has been approved by UNESCO and its use is granted to initiatives that will be considered valid and interesting by the City, in agreement with the Torino Design Advisory Board and UNESCO.

In December 2015 the initiative Torino City Of Design was held in Torino, where the world of design met to exchange and compare and to re-launch the sector, with workshops, public meetings, exhibitions, events and tours throughout the territory, focused on the themes that characterized the application of Torino UNESCO Creative City of Design. Among the appointments worth recalling: the workshop Be Cities of Design. Opportunities and future prospects with the Cities of Helsinki, Saint Etienne and Fabriano and the conferences attended by Institutions, UNESCO Creative Cities and international guests.
In order to coordinate and integrate strategies and activities, a “steering committee” has been set up by the Municipal Administration, which includes the Councillors and departments that are involved at various levels in the activities of the design sector: Culture, Urbanism, Commerce and Tourism, Innovation, Mobility. The work on design is therefore not limited to a single sector of the Administration, but is transversal to several roles, policies and techniques.

The Torino Design Advisory Board, through the launch of two working groups, coordinated by the City, has elaborated some first strategic lines of intervention in the field of Design & Creativity and identified a shared methodology. The activities promoted by the Board have been classified into two macro-categories:

- horizontal activities, revolving around the themes defined by the Torino Design Advisory Board, linked to major cultural events held in the territory (Salone del Gusto, Salone del Libro ...). The common themes must be able to convey the values identifying Torino Design of the City – in line with the themes identified by the UNESCO nomination – and the emerging potentialities of the territory. The activities generated are mainly informative, therefore they are engaging and easily perceived by the community.

- vertical activities, promoted by individual members (institutions, bodies, associations, organisations), some of which are already scheduled while others are being planned. These can have different timings and formats.

Although in 2015 the initiatives related to design took place in December, starting in 2016 and for the following years, Torino decided to concentrate the initiatives dedicated to Design, in particular those that aim to spread the knowledge and participation of citizens, in October each year, asking local partners, both public and private, to make the same choice.

This option has proved successful in other situations (e.g. with contemporary art in November and classical music in September) because citizens now identify a period of the year with a type of artistic expression; using the same method for Design on the one hand allows it to be communicated in a more rational way, with considerable economies of scale, and on the other to facilitate the interest and knowledge of the public.
In October 2016 Bologna, Fabriano, Parma, Rome and Torino signed a memorandum that established the Coordination of Italian UNESCO Creative Cities.

The objectives of the Coordination are, among others, to actively support the UCCN network, to strengthen the role of the Italian cities of UCCN within the network, to develop forms of collaboration between these cities, also through the involvement of other networks, to promote the integrated connection between culture, economic development, tourism, to facilitate the interaction in their territories between the activities of creative cities and UNESCO sites for the development of innovative projects that link cultural heritage and creativity.

In Piedmont, the region of Torino, there is currently a high number of UNESCO awards: world heritage list, Mab, creative cities, UNESCO Chairs. For this reason a working group was established, made up of all the recognised bodies, to agree on common strategies and possible synergies on projects at a regional level. The working group is led by the Piedmont Region and meets periodically in Torino.
Torino Design of the City
World Design Organization General Assembly

The week of events, workshops, meetings and exhibitions of Torino Design of the City, held October 10-16, 2017, generated very interesting figures, both from the point of view of proposals and participation, with 113 appointments (the most important: 8 major meetings, 21 workshops, 16 events and festivals, 23 exhibitions, 13 “educational” appointments, 9 guided tours), 80 associations, public and private bodies and institutions collaborating, 53 locations spread throughout the city, 60 speakers from 40 countries around the world, 170 delegates of the World Design Organization (WDO)™ and over 14,000 participants.

During The Design of the City, design talk moderators identified actions and guidelines to be taken in the future to accompany the evolution of the city by means of design. From mobility to public libraries, from innovation to production, from design for the citizens and the city, to the enhancement of cultural heritage and cultural holdership, without forgetting the integrative projects related to participation and urban regeneration: these issues were at the centre of the week that gave great attention to the prospects and regenerative possibilities of Torino.

Torino Design of the City was an opportunity to systematize its strong points and create an international event that stimulated the interest of creatives on public themes related to the administration and the common good, providing tools for dialogue and professional development. The capital of Piedmont showed its ability to grasp changes and transform them into potential, in its transformation from industrial city to creative city, able to recognize in design a factor of economic, social and cultural growth, laying the foundations in order to repeat on an annual basis the October appointment with design.

Torino Design of the City has been realized thanks to the joint work with the Design Advisory Board and organized by the City of Torino together with the Fondazione per la Cultura Torino e Turismo Torino e Provincia, with the support of Compagnia di San Paolo, Fondazione CRT, the Torino Chamber of Commerce, the University of Torino, the Polytechnic of Torino, ILO - International Labour Organization, the patronage of the Ministry of Cultural Heritage and Activities and Tourism and the collaboration of World Design Organization (WDO)™.

(link to video of the conference: https://media.unito.it/?section=OnDemand&searchtext=design+of+the+city+2017)
The detailed program of the event can be found in the annexes, here it is worth mentioning *Design For Citizens*.

The theme of the meeting regards the path that led to the approach of Design to the City. Turin has been a protagonist of this path since it became the first World Design Capital in 2008, up to the UNESCO candidature in 2014. The Design initiative for the city is another step in this direction. The starting point is the contemporary city seen as the result of a cluster of projects of diverse dimensions and nature, in which varied types of players and competences participate. Design is one of these and its role tends to grow. The meeting present and discuss some important cases.

With the contribution of Chiara Appendino, Mayor of the City of Torino, Franco Bernabé, President of the UNESCO Italia National Commission, Anne Hidalgo, Mayor of Paris, Matteo Rosati, UNESCO Culture Programme Officer, Paola Zini, Former Director Torino World Design Capital 2008, Mughendi M. ’Rithaa, President, World Design Organization, Vittorio Sun Qun, European Innovation Institute, Pechino Design Week, Anu Manttari, Executive Office of Economic Development, Helsinki, Finland, Josyane Franc, International Relations Director, Cité du Design, Saint Etienne, France, Vittorio Salmoir, International Relations Director, Fabriano UNESCO Creative City, Lou Yongqi, Tonjji – Shanghai University, Mark Vanderbeeken, Founder and CEO Experientia, Anna Meroni, Polytechnic University of Milan, Rossella Maspoli and Elena Dellapiana, Polytechnic of Turin, Nick Baerten, Founder of Pantopicon, coordinated by Ezio Manzini, Polifactory, Polytechnic University of Milan and Claudio Germak, Polytechnic University of Torino and Stefano Maffei, Polytechnic University of Milan.
Towards an Accessible City
Torino design of the city
International Forum On Cultural Accessibility

To continue the journey started in 2017, in 2018, also on the occasion of the European Year of Cultural Heritage, we focused on the theme of cultural accessibility and on the contribution that design could bring both as a specific language and as a methodology that other disciplines could independently develop to make culture more accessible to citizens.

The first step taken was to make known the cultural offer of the city, which presented forms, trends, sensitivities connected to the discourse of economic, social, cultural, physical-cognitive accessibility. The resulting booklet, entitled *Torino verso una città accessibile* (Torino towards an accessible city), collects more than 170 appointments, about 60 of which are dedicated to Design, involving more than 150 organizations, both large and small.

At the same time, together with the Design Advisory Board the programming of Torino Design of the City was drafted, scheduled to take place October 12-21, with about 60 appointments including exhibitions, workshops, itineraries and talks, most of which also dedicated to the theme of accessibility, with the aim of integrating more design-oriented perspectives and possible solutions.

With the help of a group of experts, Marco Aime, Luca Dal Pozzolo, Claudio Germak, Antonio Lampis, Fabio Levi, Pier Luigi Sacco, from different cultural backgrounds, different types of obstacles that may prevent full accessibility were identified: economic, cultural and social barriers, as well as physical, sensory and cognitive ones.
A document entitled *Il senso del patrimonio culturale: una questione di accessibilità* (The Sense of Cultural Heritage: a Question of Accessibility) (available in the annexes) was drafted, which served as the leitmotif of the two days of the International Forum on Cultural Accessibility, the most interesting moment of the whole month.

On October 16 and 17, in fact, two open days with free admission were held during which experts at a national and international level discussed what it means for a city to think and produce culture in an accessible way, putting in place actions to encourage participation, inclusion and acceptance of the public and tracing a path to be implemented to make culture a common good usable by all. Good practices and policies were illustrated, experimented in some UNESCO Creative Cities of Design (Montreal, Graz), in international contexts (Copenhagen) and in Italian UNESCO Creative Cities.

The second day was dedicated to discussion and comparison, organized in small workgroups of experts, administrators, operators and citizens. (The detailed programme of the two days is among the annexes).

The initiative was planned and implemented by the City of Torino as part of the European Year of Cultural Heritage with the support of the Fondazione CRT, the Chamber of Commerce of Torino, the University of Torino, the Polytechnic University of Torino, carried out with Turismo Torino e Provincia, in collaboration with the Design Advisory Board. The proposals scheduled for *Torino verso una città accessibile* (Torino towards an accessible city), were very successful according to the organizers. By way of example, many events were sold out (for instance, 1,272 people for the theatre offer with discounts for families; 200 people attended the inauguration of the music festival *Musiche in Mostra*), itineraries and guided tours reached the maximum number of participants allowed.

Also the appointments most related to design were well received by the public (some data from the festivals developed in the context of Torino Design of the City: Torino Graphic Days: 56 national and international guests, 28 exhibitions, 18 exhibitors, 57 partners and more than 7000 visitors; Torino Stratosferica with Utopian Hours 2018: 3 days of meetings, 6 exhibitions, 50 guests involved – including city-makers and experts from the major cities around the world, designers and cultural operators active in Torino – with over 2000 visitors for a rich program of events, including talks and parties from afternoon to night, on the topics: Public Space, Place Making, Bikes and Mobility, Rivers and Waterfronts, Storytelling, City Imaging, Branding, Sustainable Development, Utopia, Participation, Urban Design, Regeneration).

(link of the video of the conference: https://media.unito.it/?section=OnDemand&searchtext=design+of+the+city+2018)
La Fabrique Fiat a pris de l'avance sur l'urbanisme de notre époque-machiniste.

Le Corbusier
Major initiatives implemented through inter-city cooperation to achieve the objectives of the UCCN:
During the Torino City of Design 2015 event, the UNESCO Creative Cities of Saint-Etienne, Helsinki and Fabriano were invited and participated in the conference program. Torino joined the portal www.designcities.net, an important networking tool linking the creative cities of UNESCO of Design. Two designers from Torino were awarded at the Sz-Day competition promoted by the Creative City of Shenzhen: IZ Made (Alessandro Grella and Giuseppe Vinci) with the "Informagiovani Set-up" project, which won the Merit Award, and Giulia Pignataro with the project "Lil Signs" which won the New Star Award. The conference programme of Torino Design of the City was attended by the UNESCO creative cities of Saint-Etienne, Helsinki, Cape Town, Fabriano. The detailed programme of the event can be found in the annexes.
International Forum On Cultural Accessibility

October 16 and 17, 2018, the following cities, among others, took part in the event, reporting good practices and policies experimented:

- Montreal, with a speech on Policies of Universal Accessibility of the City of Montreal
- Graz, with an intervention on Accessibility strategies - services for families, young people and children in the city of Graz
- Fabriano, which in 2019 will host the Conference of UNESCO Creative Cities for Creativity addressed to Sustainable Cities, presented the Annual Meeting
- Alba, UNESCO Creative City for Gastronomy, with an intervention on Accessible Alba
- Bologna, UNESCO Creative City for Music, with an intervention on Freedom of Access. New forms of relationships through cultural heritage
- Carrara, UNESCO Creative City for Crafts and Folk Art, with a speech on Carrara open studios
- Milan, UNESCO Creative City for Literature, with a speech on Accessible and creative: Milan, literary city for all
- Pesaro, UNESCO Creative City for Music, with a speech on The Bicipolitana of Pesaro - strategies for a new city
- Rome, UNESCO Creative City for Film, with a speech on Cultural accessibility with particular reference to media and audiovisual: experiences and future prospects.

The network of Italian UNESCO Creative Cities:
- Fabriano, which in 2019 will host the Conference of UNESCO Creative Cities for Creativity addressed to Sustainable Cities, presented the Annual Meeting
- Alba, UNESCO Creative City for Gastronomy, with an intervention on Accessible Alba
- Bologna, UNESCO Creative City for Music, with an intervention on Freedom of Access. New forms of relationships through cultural heritage
Torino può avere ancora in serbo molte sorprese, ma dipenderà da come gli italiani vorranno far evolvere la loro società.

Giorgetto Giugiaro
Proposed action plan for the forthcoming mid-term period of four years:
The Annual Conference (previously Annual Meeting) is the most important event periodically organised by the Network of UNESCO Creative Cities. June 10 to 15, 2019 Representatives and delegates from about 180 cities around the world will meet in Fabriano to make an overall assessment and discuss the mission, objectives and future strategies of UNESCO, with the aim of consolidating the network and launching new cooperation projects.

The theme of the Annual Conference 2019 will be The Ideal City. Torino will coordinate the Design cluster. Torino proposes: The Ideal City is necessarily also an accessible city in its different articulations: economic, cultural and social, sensory, cognitive, physical-perceptual.

Torino is working on this theme using design as a planning methodology that takes into account the inclusiveness of citizens from the very beginning of the ideation and planning phase of a service. We ask other UNESCO Creative Cities of Design to discuss this theme.
International Events

In addition to Fabriano in 2019 other important events will be held in which Torino intends to participate:
Singapore (March 6-10) Singapore design week
Saint Etienne (March 20 -23) 11th International Design Biennial
In 2020 Torino intends to participate in the World Capital Design in Lille

Relation between design/planning/accessibility

It is deemed necessary to continue the reflections and initiatives to be proposed, connecting them with the main issue of accessibility, since this allows not only to continue along the direction taken two years ago (2017, 2018) – that has provided much experience and knowledge which must not to be lost – but also to focus on the aspects and contents of design for all, very useful in the urban context of Torino.

Permanent Workshop on Accessibility

The achievement of the goals identified with the project Torino towards an accessible city, which can become a strategic axis of the policies and interventions of the administration, requires a continuous activity of awareness raising and exchange with public and private actors, also involving other services (mobility, education, environment, town planning, etc..) of the city.

To this end, the city intends to create a permanent workshop based on a multidisciplinary approach in order to take into account the multidimensionality of the factors that intervene in favour of or that hinder the enjoyment of cultural activities and not only, through tools and practices such as the identification of guidelines, analysis of good and bad practices, advice on planning, training, testing of replicable projects, etc.
Also in the next years Torino Design of the City will be scheduled in October, having become a fixed appointment of the calendar of cultural events of the city, with an international focus, articulated in exhibitions, workshops, meetings, conferences, events and festivals. In 2019 the theme is The City in the Future and in 2020 it will be City, Design and Cinema.

Relationships, collaborations and synergies continue to be a constant feature of Torino’s working methods, also with regard to the specificity of design, in its various areas and levels. At a local level, in addition to the Design Advisory Board, with which periodic meetings, working groups, planning dossiers and local activities are planned, we will continue the work begun with the “Committee of Experts” and with the bodies that have collaborated with Torino towards an accessible city, with the Piedmont Region and the Torino UNESCO Centre.

At a national level, in addition to continuing and implementing relations with the Italian UNESCO Creative Cities with common activities and projects, we intend to carry out projects of national importance and relations with the UNESCO Rome Office. It is also necessary to start relations with the Design Commission of Mibac (Ministry of Cultural Heritage and Activities).

At an international level, Torino’s commitment intends to be particularly incisive, continuing and increasing its collaboration with the UNESCO Creative Cities Network (periodic meetings, sub-network design activities), its relations with UNESCO Paris, and, of course, with the Creative Cities of Design, participating in workshops, seminars, residencies, competitions, invitations to events and calls.
Budget

The city plans to invest about EUR 100,000 a year in Design in the next few years. 2 full-time positions are dedicated to the Design Project which have the support of all the Visual Arts, Cinema, Theatre and Music Department during the events. Financing and technical and logistical support will also be requested from the Board of Design.

Communication

website design

In addition to the usual communication campaigns carried out with diversified means (from posters to brochures and dedicated publications), we want to devote energy and economic resources to the design and launch of a new website dedicated to design, more organic and complete than the current one. It will have to allow to publish the contents of past editions of Torino Design of the City, so as to make them always available; this may also act as platform on accessibility, and, with the English translation of the whole site, a complete tool of information and relationship with the bodies and networks of which Torino is part. Also, it is considered appropriate to rethink the presence of issues related to design and accessibility on social networks, to complement the more institutional communication provided by the website.
Each project is a unique response to the site, and its physical and cultural context.

Norman Foster
annexes

Overview of Torino
A. Data on Torino page 37
B. Data on Design in Torino page 38
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Overview of Torino

Torino is located in north west of Italy, mainly on the western bank of the Po River, at the bottom of Susa Valley and surrounded by western Alps by the hill of Superga, not far from mountains (100 km) e from the seaside (130 km). The famous French architect Le Corbusier called Torino “the city with the world’s most beautiful natural position.” This judgment is based on the particularly varied territory in and around Torino, and its many different landscapes.

Torino is a city in constant evolution: from Augusta Taurinorum (after 27 a.C.) to the capital of the Savoy Dukedom (1563) until becoming Italy’s first capital (1861), the queen of the automobile industry (1899) and the star of the 2006 Winter Olympics. Today it is presented with an image that makes it even more appealing. Turin is a city that is just waiting to be discovered in all of its many aspects: filled with historic evidence, acclaimed museums, works of contemporary art en plein air, cultural events, with its characteristic porticos, renowned historical meeting places, its extensive parks and magic places.

Torino is like an “open air museum” with squares and palaces that recount over 20 centuries of history. The Porte Palatine and the Quadri-latero Romano area are reminders of the ancient Roman conquest. The majestic Piazza Castello with Palazzo Reale (The Royal Palace) and Palazzo Madama, the Baroque buildings and the imposing cupolas of the churches celebrate the pomp and splendour of the capital city during the Savoy reign. Palazzo Carignano (Carignano Palace), site of the Renaissance Museum and the first Italian parliament, commemorates Torino as Italy’s first capital in 1861.

Thanks to its great past, combined with a wide range of artistic and cultural attractions, the city received the prestigious three star rating by Michelin. Yet Torino is the city of transformations urban redevelopment and renovations which have outlined the new face of the metropolis.

The trait that most characterises Torino and Piemonte is a passionate interest in design, science and innovative technology. Torino is justified in being proud of its many nationally and internationally recognised centres of excellence: the design of Pininfarina, Bertone, and Giugiaro, the university of Polytechnic and the research centres in the automotive, broadcasting and telecommunication industries. It is an important industrial centre: Fiat (now FCA) was born here, and here has its heart.

Aurora, Lavazza, Martini & Rossi are name well known all over the world. And around them a lot of little and medium-sized companies working often in high technology sectors and not rarely managed by young people.

In the following pages (section A) we present some data on Torino: demographic and industrial data, cultural, educational, welfare facilities graphs. Some of these are translated from Torino Atlas, an interesting project design oriented. (www.urbancenter.to.it)

In section B we present some data on design in Torino and in Piemonte (translated from a Torino Chamber of Commerce research, www.to.camcom.it),

and in section C we publish some material, printed in English, we prepared for past editions of Torino Design of the City.
Data on Torino

**Torino population**

- Male: 421,988
- Female: 462,745
- Total: 884,733

*Data source: Municipality of Torino 31/12/2017*

**Demographic trend 2006-2017**

*Data source: Municipality of Torino 31/12/2017*

**Torino residents by age classes**

*Data source: Municipality of Torino 31/12/2017*

**Percentage of over 65 resident**

*Data source: Municipality of Torino 31/12/2017*
Data on Torino

Built-up area per age

Hospitals and healthcare facilities

Schools

Urban green spaces
Data on Design in Torino

2,677 companies, agencies, designers

14,5 mld turnover 2016 (+8.7% compared to 2015)

72,570 operators (+3.5% compared to 2015)
Data on Design in Torino

**design for...**
- 21.5% communications
- 13.0% people
- 10.3% mobility
- 13.4% living
- 12.1% events
- 7.6% office

**designer wanted**
- 40% 1° level degree
- 69% previous experiences/portfolio

**exporting design**
- 64% exports towards...

**networking**
- 84% cooperates to find new customers

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[Contact Information]

Torino Chamber of Commerce. Ask for the original infographic PDF file writing an e-mail to relazioni.esterne@to.camcom.it
Data on Design in Piemonte

2,677 Enterprises

- Sole proprietorship: 49%
- Limited company: 31%
- Partnership: 15%
- Self-employed individuals: 4%
- Other: 1%

Distribution by geographical area

- 66% in TO
- 10% in CN
- 7% in AL, AT, NO, VB
- 3% in BT, VC
- 2% in AT, NO, VB
Introduction

Turin was nominated "UNESCO Creative City of Design" on December 4th, 2015. The Centre for UNESCO of Turin was part of the Steering Committee that supported the application of the city and is currently part of the Turin Design Committee. From 4th to 8th December 2015, Turin officially presented itself as a UNESCO Creative City through a series of meetings, initiatives, workshops in the presence of city representatives, experts and authorities. On this occasion, a new space for design, called "Circolo del Design", was inaugurated. Here follows the list of the partners of this initiative:

1. Torino Design of the City 2015
2. Torino City of Design - Participation of Mrs Maria Paula Aznar

Contents:
1. Introduction
2. Torino City of Design - participation of Mrs Maria Paula Aznar

Attachment:
- Translation into Italian of the PowerPoint presentation sent by Ms Melika Medici
Torino Design of the City 2015
MATERIALLY

Wednesday, 11 - Monday, 16 October
Exhibit on Italian materials andISOP's knitted cloth for the Papal Christmas crib in Padre

TO-B-THE SIGN OF THE CITY

Wednesday, 11 October, 11.00 am - 1.30 pm
The first design of the St. Peter's Square, a project by Neri&Hu, in collaboration with the City of Rome.

TO-TALKS

TO-MOVE: DESIGN FOR MOBILITY

Tuesday, 10 October, 13.30 pm - 5.00 pm
Companies and designers show new mobility design concepts.

TO-THE LIBRARY FOR THE CITY

Tuesday, 10 October, 10.00 am - 1.00 pm, 3.00 pm - 5.00 pm
The cultural, technological and social evolution of libraries requires ongoing planning activities for services that are capable of responding to new needs.

TO-MAKE

Wednesday, 11 October, 9.30 am - 1.00 pm
The event is organized by the City of Turin and the City of Turin's Public Libraries Commission.

TO-MATERIALLY

Wednesday, 11 - Monday, 16 October
The richest collection of furnishings and design objects made by Studio65.

TO-TALK: DESIGN FOR HERITAGE

Friday, 13 October, 9.30 am - 1.00 pm, 3.00 pm - 5.00 pm
Design for heritage: 3.00 pm - 5.00 pm

TO-DESIGN FOR CITIZENS

Thursday, 12 October, 9.30 am - 1.00 pm
Design For Innovation: 9.30 am - 1.00 pm

TO-MATERIALLY

Wednesday, 11 October, 9.30 am - 1.00 pm
Design For Heritage: 3.00 pm - 5.00 pm

TO-POLIGRAPHICS

Monday, 16 October, 6.00 pm
Temporary exhibition of book arts exhibiting a selection of books from the Italian Library.

TO-POURING THE CITY: DESIGN FOR THE CITY

Thursday, 12 October, 9.30 am - 1.00 pm, 3.00 pm - 5.00 pm
Design like a tool: 9.30 am - 1.00 pm

TO-DESIGN FOR THE CITY

Thursday, 12 October, 9.30 am - 1.00 pm, 3.00 pm - 5.00 pm
Design like a tool: 9.30 am - 1.00 pm

TO-THINKING THE CITY

Thursday, 12 October, 9.30 am - 1.00 pm
Design like a tool: 9.30 am - 1.00 pm

TO-DESIGN FOR THE CITY

Thursday, 12 October, 9.30 am - 1.00 pm, 3.00 pm - 5.00 pm
Design like a tool: 9.30 am - 1.00 pm

TO-DESIGN FOR HERITAGE

Friday, 13 October, 9.30 am - 1.00 pm
Design for heritage: 3.00 pm - 5.00 pm

TO-DESIGN FOR THE CITY

Thursday, 12 October, 9.30 am - 1.00 pm, 3.00 pm - 5.00 pm
Design like a tool: 9.30 am - 1.00 pm

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Design like a tool: 9.30 am - 1.00 pm

TO-DESIGN FOR THE CITY

Thursday, 12 October, 9.30 am - 1.00 pm, 3.00 pm - 5.
EVENTS

DESIGN FOR URBAN RENOVATION AT VIA PAOLO SACCHI
Tuesday, 10 - Friday, 13 October - Via Sacchi
Seminars, exhibitions, Romanic art works, training sessions and performances, workshops and tours. Organized by the Fondazione Contrada Torino Onlus - Info: www.contradatorino.org

TOUR FASHION DESIGN WEEK
Friday, 13 - Saturday, 14 October - 7.00 pm - 10.00 pm - 14 October - 11.00 am - 1.00 pm
Fashion and design scene in Turin for the black book shows and performances.
13 October: ex-Berra Valeni, Via San Francesco da Paola, 28, Turin
14 October: Gita Torinese Fondazione Picchio, Via Giovanni Battista Serakanga, 27, Biella
Seminari in collaboration with Utile Torino Fondazione Picchio - Info: www.torinoulitourismo@weeekull.it

TORINO GRAPHIC DAYS Vol. 02
Thursday, 12 - Saturday, 15 October
International book design exhibition and workshops.
Via Agostino da Ventura 27, Turin
Organized by the Fondazione Torino Incontra - Info: www.urbancenter.to.it

TORINOSTRATISFERICA UTOPIAN HOURS
Friday, 13 - Saturday, 14 October - 4.00 pm - 24.00 Opening / Friday, 13 October, 5.00 pm - 24.00 Functional activation in the city of Turin.
Bellissima Blu Elef: Via Ragazzì 7 / 10/A, Turin
Organized by Via Ragazzì architecture - Info: www.viaragazzi.it

SMART MOBILITY WORLD 2017
Tuesday, 10 - Thursday, 12 October
Tourism and services for the city and areas Near Streets and Clean Mobility.
Lingotto Fiera, Via Nizza 294, Turin
Organized by 51 Eventi Fiera - Info: www.51eventi.it

IL MERCANTE DI NOVELLE - NOTTE BIANCA A DOCKS DONA
#MiaMondays
Thursday, 12 October, 1.00 pm - 9.00 pm
A round of the visits of the Po Footbridge, MAMbo Design Creative (Architects and Museum for Creative Design). Events, exhibitions and design stations open to the public.
Dock Dora, Via Vivaldi 68, Turin
Organized by StudioFAB and Fabrica di Novelle Association - Info: www.studiofab.it

WORLD WIDEB N 2 MAGAZINE
Wednesday, 11 October, 6.30 pm - 9.00 pm
A free and independent publication offset on Lino Perniciaro and Young Turin Creativity.
Urban Centre Metropolitane Torino, Piazza Palazzo di Città 41, Turin
Organized by CAV - Association for Young Italian Artists, Urban Center and the City of Turin. www.urbanmetropol.eu

GREEN OLD HERITAGE DESIGN IN BIOSPHERE RESERVE COLLANOPO
Thursday, 12 October, 9.00 am - 5.00 pm
A free and independent publication offset on Lino Perniciaro and Young Turin Creativity.
Urban Centre Metropolitane Torino, Piazza Palazzo di Città 41, Turin
Organized by CAV - Association for Young Italian Artists, Urban Center and the City of Turin. www.urbanmetropol.eu

TOURING MAPPING PARTY - COLLABORATIVE MAPPING FOR A BETTER MOBILITY
14 October, 9.00 am - 1.00 pm
A round of the visits of the Po Footbridge, MAMbo Design Creative (Architects and Museum for Creative Design). Events, exhibitions and design stations open to the public.
Open Interpret, Via Cigna 06/17, Turin
Organized by 51 Eventi Fiera - Info: www.51eventi.it

OPEN DAY OPEN GARAGE AL MAUTO
Saturday, 14 October, 10.00 am - 12.00 pm
A visit to the National Automobile Museum’s Garage and the possibility of helping out with the restoration works of craftsmen.
Corso Unità d’Italia 40, Turin
Organized by the Fondazione Doctora Torino - www.museoauto.it

SEMINARS / MEETINGS / WORKSHOPS

DIRECT - BIELLA DESIGNS CREATIVE FOR EUROPE AND THE MEDITERRANEAN
Tuesday, 10 October, 2.30 pm - 7.00 pm
Workshop, 10 October, 3.00 pm - 8.00 pm: Association Board.
Torino Incontra, Sala Eliaou, Via Nina Costa 8, Turin

GAI - ASSOCIAZIONE PER IL CIRCUITO DEI NAZIONALI ARTISTI ITALIANI
(Association of Young Italian Artists)
Wednesday, 11 October, 11.00 am - 1.00 pm: GAI Association Council of Presidency.
Workshop, 11 October, 2.30 pm - 5.30 pm: GAI-Association Assembly.
Torino Incontra, Sala Eliaou, Via Nina Costa 8, Turin

TEN IDEAS FOR LIVING WITH CHANGING WORK
Tuesday, 10 October, 11.00 am - 1.00 pm
A round of the visits of the Po Footbridge, MAMbo Design Creative (Architects and Museum for Creative Design). Events, exhibitions and design stations open to the public.

ITALIAN ISLAMIC CULTURAL HERITAGE: TWELVE CENTURIES OF RELIGIONS
Saturday, 14 October, 9.00 am - 1.00 pm
A journey through the Islamic territories with art artifacts and heritage in Italy for an event of the international series on the Muslim Heritage.
Torino Incontra, Sala Eliaou, Via Nina Costa 8, Turin
Organized by the City of Torino and TOSCAAT, with main sponsors: www.ca.it

DÉMOVÉC ROCHE AND DÉNON
Thursday, 12 October, 10.00 am
On the Occasion of the Premio Mina, a round of the Po Footbridge with the City Council.

STUDIOS

50 years of Pop art and Design, Workshop, Workshop, Wednesday, 11 October, 3.50 pm - 8.30 pm
Creative Design: Workshop - Monday, 16 October, 3.50 pm - 8.30 pm
Piazza Montale ‘18, Turin
Organized by the Fondazione Contrada Torino Onlus - Info: www.urbancenter.to.it

DESIGN FOR THE CITY: AGORA VALLETTE
Thursday, 12 October, 5.30 pm - 8.30 pm
A journey through the silent territories with art artifacts and heritage in Italy for an event of the international series on the Muslim Heritage.
Torino Incontra, Sala Eliaou, Via Nina Costa 8, Turin
Organized by the City of Torino and TOSCAAT, with main sponsors: www.ca.it

INTERNATIONAL ACADEMY ON SUSTAINABLE DEVELOPMENT 2017
Tuesday, 10 - Friday, 13 October
International conference building programme.
Piazza Montale
Organized by Centro Studi Silvia Santagata - EBLA and UNESCO - Info: www.academysd.net

EXHIBITIONS

GIANFRANCO FERRÉ.
UNDER ANOTHER LIGHT: JEWELLERY AND ORNAMENTS
From Thursday, 12 October
An exhibition of about 200 jewellery objects by the famous Italian designer (from 1980 to 2005).
Palazzo Madama, Sala del Senato, Turin
Organized by the Fondazione Contrada Torino Onlus and the Torino Museums Foundation.
Info: www.fondazionecontrada.it

DESIGN THE MOVIE: Light on the road
Friday, 13 - Saturday, 14 October - 10.30 am - 6.00 pm
Exhibition on the design history at car headlamps.
Corso Tazzoli 23, Turin
Organized by HANSAG 21 - Info: www.hansag21.it

GIANNONI - Sculptures to be worn
Wednesday, 11 October
A round of the visits of the Po Footbridge with the City Council.
Palazzo Madama, Piazza Castello, Turin
Organized by the Torino Museums Foundation and the Museum Gianni Bonfiglio Historical Archives Association.
Info: www.museocontrada.it

CONTEMPORARY LAUOGHS
The Baroque tradition restored by BID students
From Thursday, 12 October
Exhibition on the Baroque tradition restored by BID students.
Exhibition to the exhibition is included with the MAMMOuseum ticket.
Museum of Oriental Art, Via 5, Domenico 11, Turin
Organized by the Torino Museums Foundation and the Museum Gianni Bonfiglio Historical Archives Association.
Info: www.museocontrada.it

A.A.R. “ALGONKIN ART. ROBOT MATERIAL”
Wednesday, 11 - Monday, 16 October
Photographic exhibition of Ian Sommerville, Saracen Purpure and Calore Gold, in the city’s heart.
Portico of Piazza Palazzo di Città, Turin
Organized by the Fondazione Contrada Torino Onlus - Info: www.contradatorino.org

PHOTOS OF THREE PLACES OF CHANGE IN TURIN
Wednesday, 11 - Tuesday, 17 October
Exhibition on the excellence of Made in Italy, craftsmanship and self-produced design.
Info: www.urbancenter.to.it

CONTEMPORARY PANORAMAS AND PLACES UNDERGOING TRANSFORMATION
Wednesday, 11 - Thursday, 12 October

Piazza Palazzo di Città 40, Turin
Organized by Urban Center, the City of Turin and GAI - Association for Young Italian Artists.
Info: www.urbancenter.to.it

I LOVE IT
From Thursday, 13 October
Exhibition on the excellence of Turin in Italy craftsmanship and self-produced design.
Workshop of Scripture Museum, Strada Abbadia di Stura 200, Turin
Organized by CNA Torino - Confartigianato Torino.
Info: www.contradatorino.org

MADE IN TURIN - CREATIVE ITALIAN MANUFACTURE
From Tuesday, 10 October
Catalogue and accompanying exhibit of the Young Italian designers.
Torino Incontra - Via Nina Costa 8, Turin
Organized by the Fondazione Contrada Torino Onlus - Info: www.contradatorino.org

TORINO DESIGN OF THE CITY - 2017

TORINO DESIGN OF THE CITY - 2017

Torino Design of the City - 2017
Torino Design of the City: To-Talks program

THINKING THE LIBRARY FOR THE CITY

Tuesday 10th October, 10.00 am – 1.00 pm. Accreditations and networking: 9.30 am

The public library participates in the process of social and cultural transformation, by organizing assets, competences and the network of relationships of the territory with the public. The cultural, technological and social devolutions underway require a constant design of services, able to respond to the new needs. Continuous design thus becomes strategic and cannot but be implemented through participatory audience engagement processes.

Participants:
Rolf Hapel, Director, Citizens’ Services and Libraries, City of Aarhus
David Potts, Birmingham Public Library
Simona Villa, Chief of the European NewLib design project, North West Library Consortium System

Coordinator: Paolo Messina, former director of Turin Civic Libraries

Torino Incontra, Sala Giolitti, via Nino Costa 8, Turin

Free admittance until full capacity is reached. Register on Eventbrite clicking on this link: https://goo.gl/vjUj3W. Info: tdc.secretary@spin-to.it

At 3.00 pm – 6.30 pm


Coordinator: Luca Dal Pozzolo, Scientific Head of the Cultural Observatory of Piedmont

Central civic library, via della Cittadella 5, Turin

Directed by the Civic Library Service of the Turin City in cooperation with the Piedmont Section and the public National Library Commission of the Italian Libraries Association.
TO-MOVE: DESIGN FOR MOBILITY

Tuesday 10 October, 2.00 pm – 5.30 pm. Accreditations and networking: 1.30 pm.

Car Design finds Turin as one of the sites of world excellence because of the historical presence of companies and protagonists who made the history of the automobile. This specific feature today is developed with a reflection on how the concept of mobility involves the city in this debate, along with the cultural and economic protagonists engaged in the creation of possible scenarios of this highly innovative sector. The themes discussed, such as the liquidity of ownership, intelligence to assist or replace the conductor, the travelling experience and integration between autos, buildings and the city, all recount a vision of this future.

Simultaneously with the discussion, there will be drive tests of electric vehicles and car sharing in the event sites.

Speeches by:
Maria Lapietra, City of Turin Transport Assessor
Riccardo Balbo, IED Italy academic director
Paolo Pininfarina, Pininfarina S.p.A.
Italdesign
Gianni Martino, Country Manager Car2Go Italia
Alberto Dilillo, Head of Fiat and Fiat Professional
Pierluigi Bonora, Il Giornale magazine
Coordinator: Roberto Lo Vecchio, Quattroruote magazine.

Torino Incontra, sala Giolitti. Via Nino Costa 8, Torino
in collaboration with: European Design Institute IED

Free admission until full capacity is reached. See the event on eventbrite.it and register clicking on this link: https://goo.gl/2WfW3e – info: tdc.secretary@spin-to.it

TO MAKE: DESIGN FOR INNOVATION

Wednesday 11 October, 9.30 am – 1.00 pm. Accreditations and networking: 9.00 am.

The theme of the product, “undertaking design” through the production of industrial products, is faced from the standpoint of innovation, acknowledging the widespread capacity to make beautiful and functional products. The focus is on strategies, visions and reflections that orient productions towards competitiveness and attentiveness to the new demands of the end users. Engaging in design covers the production and distribution processes, and the personalization, maintenance, and sustainability of products and services become new selection criteria of the market.

Participants:
Monica Pedrali, CEO – Sales and Marketing Director Pedrali Spa
Denis Santachiara, Designer, writer
Frida Doveil, Architect and writer
Daniele Lago, Managing Director and Head of design of Lago SpA
Luciano Galimberti, National President of the Industrial Design Association
Coordinator: Cesar Mendoza – ADI Delegation of Piedmonte and Val d’Aosta
Torino Incontra, Sala Giolitti - Via Nino Costa 8, Torino

Free entrance until full capacity is reached. Register on Eventbrite clicking on this link: https://goo.gl/VdNx5a  – info: tdc.secretary@spin-to.it

TO-MAKE: MAKERS AND NEW SERIALS

Wednesday 11 October, 2.30 – 4.30 pm. Accreditations and networking: 2.00 pm.

The phenomenon of the Makers, that diffused with the new production technologies and digital distribution, constitutes a new component of the design sector, bringing together innovative techniques and artisanal production, with the possibility given to the small series business to emerge and create new types of producers.

Dialogue between associations, initiatives and promoters.

Participants:
Sara Fortunati, Co-founder Independent Design Fair
Cesare Castelli, President of the Milano Makers Association
Elena Santi, Open Design Italia
Bruce Sterling, Writer, Casa Jasmina
Jasmina Tesanovic, protagonist, Casa Jasmina
Alba Cappelli, Polytechnic University of Milan, Director of the Jewel Museum of Vicenza
Francesca Gambetta, Compagnia San Paolo
Coordinator: Fabrizio Valpreda, Polytechnic University of Turin
Torino Design of the City 2017

Torino Incontra, sala Giolitti, via Nino Costa 8, Turin.

Free admission until full capacity is reached. Register on Eventbrite clicking on this link: https://goo.gl/yqg3ea – info: tdc.secretary@spin-to.it

DESIGN FOR THE CITY: DESIGN FOR CITIZENS
Thursday 12 October, 9.30 am – 1.00 pm. Accreditations and networking: 9.00 am

The theme of the meeting regards the path that led to the approach of Design to the City. Turin has been a protagonist of this path since it became the first World Design Capital in 2008, up to the UNESCO candidature in 2014. The Design initiative for the city is another step in this direction. The starting point is the contemporary city seen as the result of a cluster of projects of diverse dimensions and nature, in which varied types of players and competences participate. Design is one of these and its role tends to grow. The meeting will present and discuss some important cases.

Participants:
Chiara Appendino, Mayor of the City of Turin
Franco Bernabé, President of the UNESCO Italia National Commission
Anne Hidalgo, Mayor of Paris
Matteo Rosati, UNESCO Culture Programme Officer
Paola Zini, Former Director Torino World Design Capital 2008
Mughendi M. ‘Rithaa, President, World Design Organization
Vittorio Sun Gun, European Innovation Institute, Pechino Design Week
Ana Mantari, Executive Office of Economic Development, Helsinki, Finland
Josyane Franc, International Relations Director, Cité du Design, Saint Etienne, France
Vittorio Salmoni, International Relations Director, Fabriano UNESCO Creative City Coordinator. Ezio Manzini, Polifactory, Polytechnic University of Milan

2.30 – 5.30 pm
Participants:
Ezio Manzini, DESIS, Polytechnic University of Milan
Mughendi M. Rithaa, Cape Peninsula University of Technology, South Africa
Lou Yongqi, Tongji – Shanghai University
Mark Vanderbeeken, Founder and CEO Experientia
Anna Meroni, Polytechnic University of Milan
Rossella Maspoli and Elena Dellapiana, Polytechnic University of Turin
Nick Baerten, Founder of Pantopicon

Coordinators: Claudio Germak, Polytechnic University of Turin and Stefano Maffei, Polytechnic University of Milan

Aula Magna Cavallerizza Reale – Via Verdi 9, Turin.

The meeting is organized in collaboration with Milano Polytechnic, Torino Polytechnic and DESIS.

The meeting is accredited for the International Academy on sustainable development, promoted by CSS-Ebla and UNESCO.

Free entrance until full capacity is reached. Register on Eventbrite clicking on this link: https://goo.gl/qWip9k – info: tdc.secretary@spin-to.it

DESIGN FOR HERITAGE: DESIGN LIKE A TOOL
Friday 13 October, 9.30 am – 1.00 pm. Accreditations and networking: 9.00 am

The theme of heritage is particularly important from the viewpoint of economy for the entire Italian system, since it connects tourism and cultural assets beyond the historical and environmental values. These assets can be conceived in a new, propulsive way for the economy, and not only as a heritage of the past. Design can be a strategic tool for putting in the system those values that distinguish our territory such as climate, landscape, artistic assets, food, design, and fashion. Creativity and diffused beauty, which we take for granted, need greater valorization.

Participants:
Fabio De Chirico, Director of Contemporary Art and Architecture Service MiBACT
Francesca Condo, Museums General Director MBACT
Luisa Papotti, Director of the Superintendence of Archeology, fine arts and the landscape for the Metropolitan City of Turin
Alberto Alessi, CEO, Alessi
Pietro Petraroia, Value Culture – Franciacorta
Giovanna Talecchi, Designer
Roberto Giolito, Head of Heritage FCA group
Vincenzo De Luca, General Director for the Promotion of the State System, Ministry of Foreign Affairs
Coordinator: Luisa Bocchietto, President elect, World Design Organization

Aula Magna Cavallerizza Reale, via Verdi 9, Torino

Free admission until full capacity is reached. Register on Eventbrite clicking on this link: https://goo.gl/ku9xCh – info: tdc.secretary@spin-to.it
Reports on the week’s talks:
Riccardo Balbo for TO-Move: Design For Mobility
Cecilia Cognigni for Thinking the Library for the city
Cesar Mendoza for TO-Make Design for Innovation
Fabrizio Valpreda for TO-Make: Makers e new serials
Ezio Manzini for Design for the City: Design for Citizens
Claudio Germas and Stefano Matti for Design for the City: Design for citizens
Rossella Maspoli for Design e partecipazione
Luisa Bocchietto for Design for Heritage: Design like a tool
Germano Pantel for Design for Heritage: Titolarità culturale
Germano Tagliasacchi for Via Sacchi – la via del Design
Moderator: Michael Thomson, CEO Design Connect
Coordinator: Francesco De Biase, Visual Arts, Cinema, Theatre service manager, City of Torino

In presence of:
Guido Montanari, Deputy Mayor, City of Torino
Maria Lapietra, Transportation and traffic Assessor, City of Torino
Federica Patti, Education and School housing Assessor, City of Torino
Paola Pisano, Innovation and Smart City Assessor, City of Torino
Alberto Sacco, Commerce and Tourism Assessor, City of Torino
Alberto Unia, Environment Assessor, City of Torino
Matteo Bagnasco, in charge of cultural innovation – Compagnia di San Paolo
Giovanni Quaglia, Fondazione CRT President
Vincenzo Ilotte, Torino Chamber of commerce President
Gian Maria Ajani, Università degli Studi di Torino Dean
Marco Gilli, Politecnico di Torino Dean

Will participate the representatives of the networks invited and the representatives of Torino Design Advisory Board.

Aula Magna Cavallerizza Reale, via Verdi 9, Torino

Free admission until full capacity is reached. See the event on Eventbrite clicking on this link: https://goo.gl/qCPTY7 – info: tdc.secretary@spin-to.it

For any further information:
Organizing Secretary
Spin-To
Simone Caggiano
+39 340 3874821
tdc.secretary@spin-to.it
INTERNATIONAL FORUM ON CULTURAL ACCESSIBILITY

16 – 17 October 2018
Aula Magna, Cavallerizza Reale
Via Verdi 9, Turin

Program

Tuesday 16 October

16 October – morning session
9.00 a.m. – 12.00 a.m.
Aula Magna, Cavallerizza Reale
free entrance

Greetings and introduction to the proceedings
Chiara Appendino, Mayor of the City of Turin
Francesca Paola Leon, Councillor for Culture of the City of Turin
Gianmaria Ajani, Rector of the University of Turin

Design for All: a planning response to the challenges of Cultural Heritage
Pete Kercher, Ambassador of EIDD - Design for All Europe

EXPERIENCES FROM AROUND THE WORLD

Policies of universal accessibility of the City of Montreal
Pierre-Étienne Gendron, Planning Consultant of the City of Montreal
Montreal, Quebec, Canada

Strategic development of libraries in Copenhagen
Christoffer Fournier Möller, Development Consultant – The Department for the Library Corporation
Copenhagen, Denmark

Strategies of accessibility in the City of Graz
Markus Schabler, Department for Open Childhood and Youth Animation
Graz, Austria

The ideal city: towards the 2019 Annual Meeting in Fabriano
Francesca Paola Leon, Goodwill Ambassador for Creative Cities
Vittorio Solmi, Focal point Fabriano UNESCO Creative City
Fabriano, UNESCO Creative City for Craft and Popular Art, will host the Meeting of the UNESCO Creative Cities in 2019

EXPERIENCES OF THE ITALIAN UNESCO CREATIVE CITIES

Accessible Alba
Alberto Gatto, Councillor for Public Works
Fabio Tripaldi, Councillor for Culture and Tourism, in charge of Creative Cities
Alba, UNESCO Creative City for Gastronomy

Freedom of access. New forms of relations through cultural heritage
Amir Djiajli, Department of Architecture of the University of Bologna
Bologna, UNESCO Creative City for Music

Carrara open workshops
Federica Forti, Councillor for Culture and Tourism
Carrara, UNESCO Creative City for Craft and Popular Art

Accessible and creative: Milan, literary city for all
Paola Manzoni, Area Libraries of the City of Milan
Milan, UNESCO Creative City for Literature

The “Bicipolitana” of Pesaro – strategies for a new city
Daniele D’Angeli, New Works and Drivability Services of the City of Pesaro
Pesaro, UNESCO Creative City for Music

Cultural accessibility with particular reference to media and the audiovisual: experiences and future perspectives
Federico Spoletti, Co-founder of SUB-TI, SUB-TI ACCESS, FRED Film Radio
Roma, UNESCO Creative City for Film

Cultural accessibility policies implemented and being finalized by the European Union
Erminia Sciacchitano, European Commission, Directorate-General for Education and Culture

Turin towards an Accessible City: state of the art
Francesca Paola Leon, Councillor for Culture
Wednesday 17 October

17 October – morning session
9:00 a.m. – 1:00 p.m.
Aula Magna, Cavallerizza Reale
free entrance

The sense of cultural heritage: an issue of accessibility
Luca Dal Pozzolo, architect, co-founder of the Fondazione Fitzcarraldo and director of the Cultural Observatory of Piemonte Region, presents the first draft of the document authored by Marco Aime, Luca Dal Pozzolo, Claudio Germak, Antonio Lampis, Fabio Levi, Pier Luigi Sacco

CONTRIBUTIONS TO THE DISCUSSION
Making space for cultures. Between representation, involvement and stereotypes
Marco Aime, anthropologist, Professor of Cultural Anthropology at the University of Genoa
Maria Elena Buslacchi, Doctor of Philosophy in Cultural Anthropology, University of Genoa and EHESS Paris/Marseille

Economic accessibility to the cultural heritage system
Pier Luigi Sacco, Full Professor of Economy of Culture at the IULM University of Milan

Design for accessibility
Claudio Germak, architect and designer, Full Professor of Design at the Politecnico of Turin

“Digital Beings”: access, participation and identity
Simone Arcagni, Professor at the University of Palermo, journalist and expert in new media and new technologies

17 October – afternoon session
2:00 p.m. – 4:00 p.m.
Free entrance

Art and Community
European models of audience engagement and social inclusion developed according to the methodology of the Social and Community Theatre.

Inclusive creativity: places, processes and languages
Creativity as a lever for inclusion and social cohesion processes

New experiences of technology linked to museum communication
For an autonomous fruition

Memories, accessibility, tourism
Starting from the issue of Autonomic of the journal Retrato a Industriale

Accessibility of culture and territory: a challenge that can be won
Running and hosting events for all

Turin mapping party 2018
Citizens map routes suitable for people with motor impairments

Health Design
Dialogue between new methodological perspectives and innovative planning for health design

WORK TABLES
Palazzo del Rettorato, via Verdi 8, Turin
2:00 p.m. – 4:00 p.m.

- Comparable Museums and Cultural Heritage
- Libraries and Archives
- Shows and Events

Participation in the work tables is limited and subject to reservation. Indicate your professional qualification in the subscription email: culturaccessibile@gleeb-metzger.it
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Schools and cities: a relationship to be rediscovered
Strategies to enrich the relationship between cities, the territory and schools

Books for all
Books of symbols by Alternative Augmentative Communication

Edicolarte beyond the museum: the new dawn of Aurora
Reflections for the rebirth of Via Cuneo and of the area of the ex OGM workshops

EasyReading
An instrument for high readability

Plenary session
Present and future
4:00 p.m. – 6:00 p.m.

Presentation of the reports of the work tables

Turin towards an Accessible City: the direction we want to take
Francesca Paola Leon, Councillor for Culture

In the plenary sections of the Forum LIS interpretation service will be offered, Respeaking real time Italian Sign Language and subtitles service.

Info and complete program of Turin towards an Accessible City
www.comune.torino.it/cultura-accessibile
The Sense of Cultural Heritage: an Issue of Accessibility

Premise
The European Year of Cultural Heritage represents an extraordinary opportunity to reflect collectively on the role that cultural heritage has in fostering cohesion and a shared citizenship. Yet one must also note how the availability of cultural resources, the capacity of fruition of the immense heritage managed by public and private institutions marks significant differences in the social body, due to differences in education, the economic weakness of different social groups, territorial marginality, cultural and media trends that hinder the fruition of a significant section of the population.

The potential of a heritage that is known and enjoyed exclusively by a minority of enthusiasts and elites is dramatically reduced, condemned to a learned type of knowledge, and is no longer a shared cultural background for possible future choices – indeed it is merely a picturesque background or a postcard. In this elitist conception it is hardly a resource for the inclusion of an increasingly multicultural citizenship; on the contrary, it risks reproducing dividing and opposing identities. In this context, the sharing of a historical and multifaceted cultural heritage is no longer just a matter of democratization or redistribution of public resources among the largest possible number of citizens, indeed it becomes a question of “meaning”, a crucial point for fostering shared visions in the social body, which have to do with history, with the same cultural tools with which today we look to the future.

A question arises concerning the conditions of accessibility to heritage, the removal of filters, of material and immaterial obstacles that prevent, discourage, dissuade, remove groups of people and individuals from the enjoyment of cultural resources, preventing opportunities for encounter and discovery in the urban landscape or in the landscape of low-density areas.

The obstacles are innumerable and they are scattered across various domains, from architectural barriers that prevent the movement of users with mobility problems, to the financial contribution often required that proves challenging for some groups of users, to the cognitive difficulty of approaching specialized languages, to the discomfort which may arise when coming into contact with some rituals of cultural consumption. Moreover, different types of difficulty, constraint or obstacles do not act separately, affecting specific groups, but reinforce and strengthen each other by multiplying their dissuasive effect: so, for example, in the case of some elderly people, insecurity in taking part in evening or night events is strengthened by the elevated costs of some offers, which, together with the difficulty posed by demanding routes, progressively strengthen the motivation behind a definitive avoidance of these offers. The examples
are multiple, considering the difficulties in approaching museums and cultural heritage, the linguistic barriers or perceptual difficulties, the lack of familiarity with cultural fruition, the subtly repulsive power of specific rituals of attendance of cultural venues.

To sum up, the issue of accessibility cannot be limited to the elimination of single barriers, but requires to be addressed keeping in mind the multiplicity of relationships that connect the different user groups – with their capacities and needs – to cultural heritage, while identifying modalities for an undemanding approach, considering and taking care of the relationship between people and heritage in its multidimensionality, and in the infinite modulations that this relationship brings into play.

The sense of the initiative, in the context of the week on design

Focusing on the relationship between people and the tangible and intangible cultural heritage in all its infinite articulation, reminds us – all – that taking into account accessibility means to view it as one of the pillars of any cultural project starting from the first phase of planning, from the very first idea. Accessibility, in this sense, is a conceptual posture that involves all the phases of the design process, the practices for implementation and the behaviour of the users.

This is not something additional: the question regarding the readability of an exhibition or a museum does not arise at the end of a project; readability is a requirement that concerns the way texts are written and distributed, with the possibility of perceiving meaning also in the references and hierarchies of an exhibition, it has to do with the lighting and with how clear the perception of a space is, but also with the ability of users to approach the language used, and so on ... That is, it is not just a question of font and font size, although of course, the latter are crucial issues. The same also applies to the design of easy routes or the ability to meet the demands posed by certain cognitive and perceptive abilities.

Therefore, we need to think of accessibility as an indispensable pillar for any project concerning cultural heritage, with an inclusive and dialogical approach.

In the past years cultural operators, institutions, associations have produced many experiences and experiments, which have significantly enhanced the quality of cultural heritage fruition. This initiative aims to create a moment of debate, reflection, evaluation of the experiences conducted to understand under what conditions it is possible to share this heritage as a common good, and above all, to understand how to orient and inspire the action of the Municipal Administration in the adoption of policies which may act as linkers and as a factor of harmonization of the innumerable experiences in progress.

The method

Dialogue is the method. For this reason, the City of Turin is promoting a meeting with other foreign and Italian cities, to listen to the evaluation of their experiences, both best practices and errors and worst practices, to learn to recognize the pitfalls of a process, which cannot be dealt with by good intentions alone.

For the same reason, the City of Turin is organizing a discussion between cultural operators and experts structured in work tables, during the week dedicated to design, promoting a meeting with professionals who are increasingly committed to designing processes, services and products that are sustainable and adequate, able to respond to the great complexity which is required of an easy and accessible fruition in the approach to cultural heritage. For these reasons, after an introduction to the general theme of accessibility, articulated in its cultural and inter-cultural, socio-economic and physical-cognitive aspects – keeping in mind the overlap and interference of all aspects, including the digital dimension of the forthcoming heritage – the work of the single groups will have to take into consideration the spaces and venues of culture, to allow the experiences to tackle the challenges, to circulate, and design an overall landscape from which indications for policies carried out at the urban level may emerge.

Among the expected results of the debate, particularly important are the suggestions useful to structure the continuation of the work – this initiative is indeed only the inauguration – also considering the modalities which allow to render accumulated knowledge enjoyable, permanently available, a resource capable of guaranteeing the convergence and circulation of innovative contents.
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