

TORINO.

THE EVOLVING CITY



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01

Identity

A distinctive sense of place, identity and cultural resonance.

03

Development strategy

A concerted approach to generating prosperity equitably while increasing the quality of the built and natural environments.

05

Community, Health and Social Cohesion

The extent to which communities are integrated and inclusive, a high level of well-being prevails and civic behavior is promoted.

07

Leadership and Governance

The ability of the city to manage resources and urban systems efficiently, provide services effectively and equitably, foster civic engagement, and concert development visions and strategies.

02

Attractiveness

The qualities of a city that make it an attractive, safe and enticing place for people to live, work, play, visit and enjoy.

04

Environmental Sustainability

The ability of the city to meet its economic and social targets while maintaining an ecologically healthy system of green infrastructure and a healthy environment for people.

06

Access and Connectivity

The extent to which various transportation options are available, integrated and accessible for short, mid and long range travel, and public transit and carbon-free modes are promoted.

TORINO MUNICIPALITY

population

910,000

recent arrivals

130,000

tourists per year (metropolitan area)

6,000,000

sqkm of surface area

130

public housing units

18,000

EDUCATION

university students

100,000

secondary schools

160

primary schools

140

university residences

15

main universities

2

higher education institutes

7

km of public transport service

1,300

TRANSPORT

km of bicycle paths

175

km of ring road

57

tram lines

13

bus lines

83

bike sharing stations

116

km of urban railway

12

km of arcades

18

underground line

1

GREEN AREAS

trees

160,000

rivers

4

parks and gardens

51

tree-lined avenues

320

historical parks

8

sqkm of green areas

16

PLACES OF INTEREST

museums

84

churches of artistic interest

44

theatres

25

United Nations Institutions

3

indoor sports arenas

6

royal palaces

15

public libraries

17

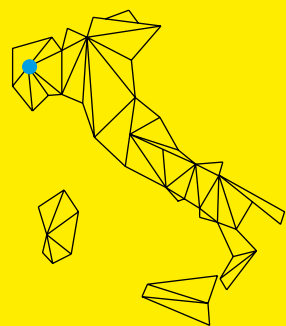
football stadiums

2

neighbourhood market

49

TORINO METROPOLITAN AREA



million residents

2.3

ranking in Italy

3rd

exports (billions)

18

ranking in Italy

2nd

GDP (billions)

63

ranking in Italy

3rd

companies

240,
000

ranking in Italy

4th



01

Converting local assets
into opportunities.

Identity

*Torino reinterprets its unique
identity and discovers
a new image of itself.*

Strategy

Community

Network

Torino has invested significantly in this new image of itself as a cultural capital and is gradually redefining perceptions both at home and abroad.

01

IDENTITY

A distinctive sense of place, identity and cultural resonance.



For decades, Torino has linked its history and its collective imagination to that of the "one-company town", the town of Fiat, grey, chaotic and inhospitable. Torino is actually, above all, a baroque city. It was in fact in the seventeenth and eighteenth centuries that Torino became a European capital and it is in this period that its most consistent urban form was built, with its streets and arcaded squares, the noble palaces, religious buildings, the residences of the Savoy court, representing the crown of the city and connected by a scenic urban system. Since the 1980s, Torino has invested significantly in this image of itself as a cultural capital and is gradually redefining perceptions both at home and abroad. In 1984, the refurbishment of the Castello di Rivoli and its transformation into the Museum of Contemporary Art initiated this process which combines architectural restoration of the main monuments of baroque Torino with their conversion into cultural amenities.

www.castellodirivoli.org

The years immediately preceding the Winter Olympics of 2006 marked a significant acceleration of this process and the historical city with its buildings and open spaces, with its image and shared values, has been revealed to its citizens and tourists. The old centre of Roman origin and squares and streets of the baroque city have been deeply transformed and revitalised, fully freed of vehicles and returned to the citizens. A network of impressive spaces connects the main monuments of the city tracing a path through the unique history of Torino, which confirms its centrality and its artistic, architectural and historical heritage in Europe and the world.

www.poloreale.beniculturali.it

Along the banks of the Po river, all around the city and its hills, the ancient Vineyards and Baroque Palaces, the so-called Crown of Delights of the kings of Savoy, are being restored. The project encompasses six parks, two regional reserves and a dozen sites of European importance for their natural features. A pattern that complements and stretches beyond the city walls, streets and gardens of Torino. At the gates of Torino, in particular, after a major restoration work, the seventeenth-century Palace of Venaria, a grandiose monumental complex with over 60 acres of gardens, was declared a UNESCO World Heritage Site in 1997 and opened to the public in 2007 after being the most important restoration site in Europe for Cultural Heritage.

www.lavenaria.it

A network of impressive spaces connects the main monuments of the city tracing a path through the unique history of Torino.



Torino's investment in its architectural heritage spans every stage of its history and identity. The eclecticism of the late 19th century, for example, shown by the symbol of Torino, the Mole Antonelliana, which was restored in 2000 and transformed into the Museum of Cinema, one of the most important in the world for its rich heritage and the multiplicity of its scientific and educational activities.

www.museocinema.it

And also the architectural heritage of the twentieth century: the buildings of Italia 61, built on the occasion of the first centenary of the unification of Italy and today restored with new features or object of new projects and investments, surrounded by the spectacular scenery of the Parco del Valentino, along the banks of the Po. And the numerous former industrial buildings, from the Lingotto whose redevelopment, carried out by Renzo Piano, opened the way for numerous conversions of industrial buildings, which strongly mark the peculiar character of this city, a former industrial city capable of reinventing itself without abandoning its history. Scattered in different districts of the city, in the old working-class suburbs, many former industrial buildings now live a second life as homes of art, culture, innovation, places of leisure, production and research. All around the neighbourhoods are revitalised, the urban fabric is renewed and the streets, more and more freed from the car, are full of new activities and public spaces.

The Cineporto, for example, the headquarters of film production, which occupies the old Woollen Factory of via Cagliari or the Merz Foundation, in the former heating plant of the Lancia workshops.

www.fctp.it

www.fondazionemerz.org

The major investment in contemporary art that now ranks the city at the centre of an international network is equally distinctive in the process of re-defining the image and identity of Torino. A real contemporary art system that has had a vocation of the city in this area, which has been defined since the 60s of the twentieth century by the presence of artists and art galleries of international reputation.

www.contemporarytorinopiemonte.it

A rich system made up of museums, galleries and public institutions, international events such as Artissima and over 260 works of public art by well-known national and international artists, scattered in the historic city and areas under transformation.

www.artissima.it

www.comune.torino.it/Papum

www.comune.torino.it/Articultura/luciartista

TORINO'S INVESTMENT IN ITS ARCHITECTURAL HERITAGE SPANS EVERY STAGE OF ITS HISTORY AND IDENTITY.

02

Attractiveness

The objectives of the Sustainable Urban Mobility Plan is to increase transport service, guarantee universal accessibility, improve air quality and ensure public safety.

Torino offers an exceptionally high quality of life to residents and visitors.



Torino is quickly climbing the ranks of attractive and liveable European cities.

02

ATTRACTIVENESS

The qualities of a city that make it an attractive, safe and enticing place for people to live, work, play, visit and enjoy.

13 years after the Winter Olympics that accelerated an intense process of regeneration of the city and raised its international image, Torino is now a more liveable and more attractive city for its more than 900,000 residents and for the tourists whose presence has grown between 1997 and 2014 by more than 100%. The prestigious Michelin Guide gives it three stars today, the same as Florence, Venice and Rome, for the quality of life that the city offers. A style of life that is also the result of a set of policies and instruments involved in a tangible way in the urban space and the ways of life of its inhabitants.

In recent years the system of pedestrian walkways has been expanded, now including about 400,000 square metres of streets and squares, linked together by a capillary network of cycling routes covering over 175 km.

The Sustainable Urban Mobility Plan (PUMS) is intended to plan and carry out the project of collective mobility, through measures that ensure and improve the accessibility of people, improve air quality and the quality of the urban environment, promote the use of public transport and govern mobility including through innovative technologies.

www.comune.torino.it/geoportale/pums/cms



Bike Mobility Plan

Approved in 2013, the Biciplan, or Bike Mobility Plan, is a plan to encourage the use of bicycles not only for leisure but in particular for travel between home and school/work and vice versa.

The plan is a tool for planning and designing interventions to be implemented, the new cycle routes on roads and in urban parks. The Biciplan is primarily intended to increase the proportion of citizens using the bicycle as their normal instrument of urban mobility from 3%, the calculated share in 2012, to 15% by 2020.

www.comune.torino.it/bike

[TO]BIKE

There are various services to the citizens favouring this mode of travel. [To]BIKE is the bike-sharing service in Torino, chosen in 2013 by about 25,000 Torino inhabitants and visitors (with annual and short subscriptions) as a mode of travel, for a total of usages amounting to over 2 million (with daily peaks of 10,000).

The service includes 110 stations located throughout the city and 950 bicycles.

www.tobike.it

B.U.N.E.T.

B.U.N.E.T. (Bike's Urban Network in Torino) is a portal that allows you to quickly calculate and plan your cycling route through a point and click system, through the use of open source technologies (Open Street Map and Open Trip Planner) integrated with the stations' maps of the bike sharing of [TO]BIKE.

www.bunet.torino.it



Torino Public Space

Other policies and instruments are involved in an innovative way in the management of the city, its spaces and its events, making the citizens into protagonists. For example: Torino Spazio Pubblico (Torino Public Space). The City of Torino has launched a project of active citizenship for the protection and promotion of the city as a common good. The Torino Public Space project involves citizens for the implementation of activities of care of the land and the urban public space, in particular for the treatment of the elements of street furniture in the city.

www.comune.torino.it/Arredourbano/spazio-pubblico

Easy Torino

Numerous tools are being activated to facilitate access to services for all citizens. In particular:

Torino Facile (Easy Torino) is a service of e-government that allows all citizens to gain access, in a secure and certified, to a set of online services that can replace the functionality offered by the local branches.

The service was launched by the City of Torino in collaboration with the Politecnico in 1999 with a huge advance compared to other Italian cities.

www.servizi.torinofacile.it

Wi-Fi Torino

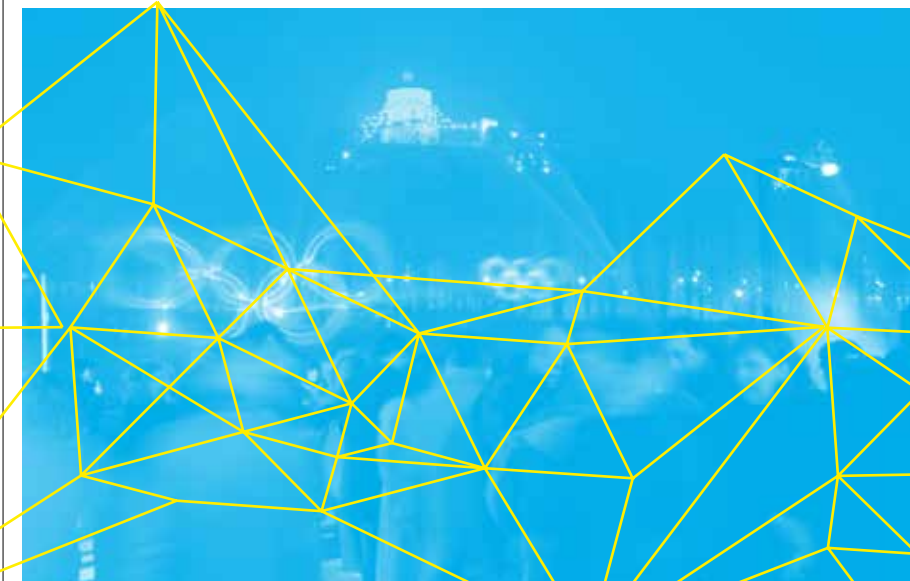
With Wi-Fi Torino, Torino is part of the project FreeItaliaWifi, the first federated national network of free access to the wireless Internet. Today, dozens of streets and public spaces are covered by Wi-Fi connections, accessible to citizens and tourists.

www.comune.torino.it/wifi

Strategic Plan

The Strategic Plan is defining some measures that aim to make living and working in cities easier and more efficient. Single Portal of Companies: a single computing environment for the management of processes between government and enterprises, through the integration of all other platforms and public databases. Metropolitan programme for simplification: effective, efficient and permanent method and interface of sharing, evaluation of experience and expertise to manage the path of de-

bureaucratization of the territory. The purpose of this action is to involve all stakeholders and initiate a pact based on the sharing of tools and targets. Digital Ecosystem: Creating an agenda for the evaluation of heritage information: in particular, four open data strategic projects will be developed to address major social challenges: health, territory, sustainability (environment and energy), training and work.

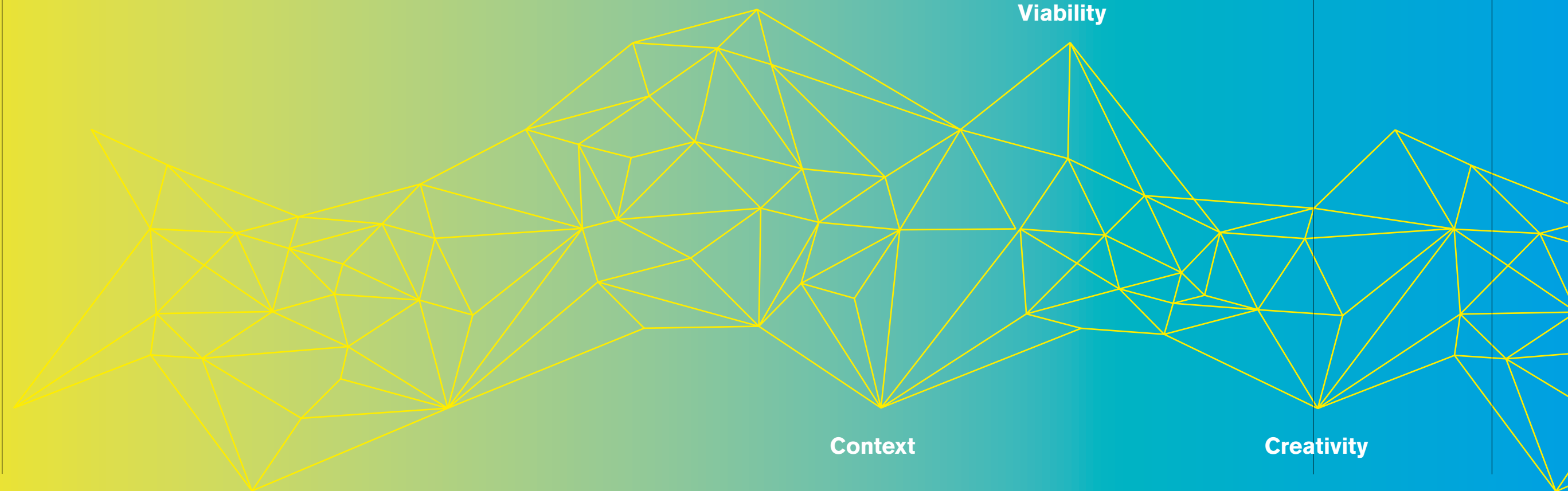


03

Development
strategy

Numerous public and private initiatives aim to boost overall economic performance by incentivizing growth in specific sectors, creating a more business-friendly environment, and fostering new networks and partnerships.

*Facing towards
the future.*



**AFTER A CENTURY
SPENT AS AN
AUTOMOTIVE
CAPITAL, TORINO
HAS DIVERSIFIED
ITS AMBITIONS**

03

DEVELOPMENT STRATEGY

A concerted approach to generating prosperity equitably while increasing the quality of the built and natural environments.

Torino has often spearheaded technological advancement and acted as a laboratory for innovation while developing new forms of social welfare through public/private partnerships.



After a century as an automotive capital, Torino has diversified its ambitions and, at the same time, focused on production industries with high knowledge content, with strong intangible values based on research and innovation: this is the way that the business community of the city has undertaken to design their own future. The following four strategic areas have been identified: automotive, ICT, aerospace and finance. The automotive industry was and remains - albeit in a different form - a strong point of the local and regional

economy. The concentration of companies, a newfound competitiveness and specific excellence areas such as design - in which Torino is a leader not only in the automotive industry with names like Giugiaro and Pininfarina - or research on alternative energy sources such as hydrogen, are ingredients of a renewed prominence on the international markets. The Information and Communication Technology has in Torino the first "wireless" district in Southern Europe as well as several research centres, such as those of Microsoft and the Tilab of Telecom Italy. The aerospace industry of Torino and Piedmont boasts an industrial articulated system of excellence enterprises of Aerospace - Thales Alenia Space, Alenia Aeronautica, Avio, Selex Galileo, UTC Aerospace Systems - in addition to a research system that benefits from the Universities and specific research centres of the National Research

Centre. Finance, finally, is an essential promoter to ensure the growth of the system, and the existence of groups such as Intesa Sanpaolo and Unicredit provides favourable conditions for investment. The more than 200,000 companies which export every year goods worth nearly 16 billion euro (with a positive balance of imports of four billion) and try to be more and more competitive in Europe and the world: a challenge that is played both on the aspect of firms and on that of institutions of higher education. Besides the two major universities, the Università degli Studi and the Politecnico, the following institutions are

also based in Torino: the Training Centre of the International Labour Organisation, the Institute for Research on Crime and Justice and the Staff College of the United Nations, the European Training Foundation of the European Union, the European Institute of Design, the Institute of Applied Arts and Design, the ESCP Europe and the Giuseppe Verdi Music Conservatory, offering in total 100,000 university students about 400 graduate courses at various levels and 60 PhD courses of research in various fields.

Numerous public and private initiatives aim to boost overall economic performance by incentivizing growth in specific sectors, creating a more business-friendly environment, and fostering new networks and partnerships. We will mention some of them.

Four strategic economic sectors have been identified.

Piemonte Agency for Investments, Export and Tourism (Ceipiemonte)

First Italian regional organisation dedicated to the internationalisation of the territory is the reference for local businesses which work or intend to work in foreign markets and for foreign stakeholders interested in learning about the economic system of the Piedmont. Ceipiemonte operates in various sectors of the economy to promote the growth of innovation, competitiveness and the attractiveness of the area and in particular pursues the following objectives: strengthening in foreign markets the presence of the local production system, the promotion of excellence production and the propensity to innovation and research; the attraction of investment in production, service and research, the promotion of territorial systems, technology platforms and innovation clusters; promotion in foreign markets of culinary excellence and the food agriculture sector in Piedmont; appreciation of the history and culture of Piedmont and potential tourist attraction at the international level; training and update of local and foreign companies and institutions in the field of internationalisation; the promotion of international cooperation projects.

www.centroestero.org



Torino Wireless

The Torino Wireless Foundation is the organisation that promotes, in synergy with other players operating in the area, the growth of the Piedmontese ICT Cluster. Torino Wireless is a bridge between enterprises, research institutes and regional innovation policies, facilitator of technological innovation and a tool for the economic development of the territory. It performs the following tasks: support services for enterprise innovation; information and guidance on public funds; development and creation of forms of cooperation between firms in the ICT sector. In addition, the Foundation is the managing body of the ICT Innovation Pole, one of the 10 instruments of the Piedmont Region to promote the convergence of investment on new trajectories of development of products or innovative services. At the national level, Torino Wireless coordinates the SmartCommunitiesTech Cluster, involving 9 Italian regions, and is building four major research projects for a total investment value of 43 million.

www.torinowireless.it

Film Commission Torino Piemonte

This is a non-profit foundation, promoted and financially supported by the Piedmont Region and the City of Torino, who are its founders. Operational in September 2000, the Film Commission Torino Piemonte has as its primary purpose the promotion of the Piedmont Region and its capital Torino as its location and workplace of excellence for film and television produc-



tion, drawing on the territory Italian and foreign productions and at the time same by supporting the local film and television industry, thus creating new job opportunities for those working in the field. Almost 700 productions have been carried out in the recent years with the support of the Film Commission Torino Piemonte, including documentaries, commercials, music videos, short films, TV dramas and long-features films for the cinema.

www.fctp.it

Torino Social Innovation

This is a set of strategies and tools to support the emergence of young enterprises, capable of responding to emerging social needs in different fields (from education to employment, from mobility to quality of life, from health to social inclusion) and transform innovative ideas into services, products and solutions that can create at the same time economic value and social value for the territory and the community. A network of public and private partners that represent the ecosystem of social innovation in Torino has been created to support the platform of Torino Social Innovation. The specific objectives are: to promote the culture of social innovation; support processes of creation of creative communities; support the development of new forms of collaborative economy; facilitate the development of business projects for a more dynamic, inclusive and sustainable market economy.

In particular, as the ultimate goal the measure FaciliTo Giovani e Innovazione Sociale (Easy Torino for Youth and Social Innovation) has been processed, taking the form of a path to support the launch of the company and of actions of financial assistance.

www.torinosocialinnovation.it

I3P

This is the leading Italian university incubator and one of the largest in Europe: in 2014 I3P ranked 5th in Europe and 15th in the world according to the UBI Index rankings (University Business Incubator). I3P supports the creation of innovative companies in the technology and social environment with evaluated growth potential, both founded by university researchers and from external entrepreneurs, providing them with equipped spaces, consulting and professional services to start their own business and a network of entrepreneurs, managers and investors. Founded in 1999, up to the present I3P has launched 161 start-ups that have been able to exploit the results of research in various sectors: ICT, Cleantech, Medtech, Industrial Electronics and Automation, Social Innovation. Promoter of important initiatives for technology transfer, incubation and growth of business, the business of I3P is part of the global policy of the Piedmont region aimed at supporting research, technological innovation and new entrepreneurship.

www.i3p.it

Looking to the future, the scenario of the above mentioned strategic plan Torino Metropoli 2025 is expressed in the idea of a City of opportunity, a place of "can do" that encourages innovation and development, an enabling, productive environment, where everyone can find favourable conditions for their life project and enterprise. Backed by its economic and social tradition, of its identity under continuous evolution and a leadership recognised in several areas, it has to be the capital of the new manufacturing, advanced services, research, innovation and design; it will consolidate its role as the capital of tourism, culture and sport; it will provide a high quality of life and environment. In order to be the City of opportunity, the Torino area will have to achieve two main complementary goals, becoming more efficient for companies, facilitating the permanence, growth and establishment of enterprises and ensure employment growth; more attractive to people, consolidating and disseminating the highest quality of life for all residents and new residents, attracted by economic opportunities and personal development.



04

Quality of life improves with access to clean transit options, intelligent city systems, and robust green infrastructure.

Environmental Sustainability

Torino boasts more open space per resident than most Italian cities.





04

ENVIRONMENTAL
SUSTAINABILITY

The ability of the city to meet its economic and social targets while maintaining an ecologically healthy system of green infrastructure and a healthy environment for people.

New plans aim to increase and better connect the city's green spaces.

Torino boasts more open space per resident than most Italian cities. Torino has over 20,000,000 square metres of public green spaces, 110,000 plants in urban parks and gardens as well as 50,000 trees in the hilly forests; 2,500 square metres of flowerbeds; 4 rivers on whose banks restoration and preservation projects are developed. The heritage of public green includes, in addition to the Savoy "crown of delights", numerous parks built in different historical periods. The nineteenth century park of Valentino, built on the banks of the Po as an area for leisure, in particular rowing; parks made in early 900 in some portions of the hill and at the edge of the city, such

as the Pellerina and Parco Ruffini. In the 80s and 90s of the twentieth century a new season starts, in the general view to renew the post-industrial Torino, in particular the vast suburbs grew wildly during the boom years. New plans aim to increase and better connect the city's green spaces, especially along river axes and the first ring of municipalities. In particular, the project Torino città d'acqua (Torino city of water), which was launched in the early nineties by the City of Torino, provides for the recovery of the banks of the rivers in a single river park of 70 km, with an area of 17 million square metres. The intervention puts in connexion the four rivers of Torino (Po, Dora Riparia, Stura, Sangone) to create a continuous system of river parks connected by networks of pedestrian, bike, nature, teaching routes, and the protection and enhancement, for each stream, of its architectural and environmental features. Applied on a regional scale, the project involves the construction of a transition zone between the city parks in the central city and the extensive ones in the hills and suburbs, up to the regional parks of the peri-urban belt, connected through agricultural and forest environment with the piedmont valleys. Torino città d'acqua (Torino city of water) now covers over 2.5 square kilometres of new areas, amounting to about one-third of the total green heritage, through the park conversion of areas for decades occupied by industries and/or used by them as a dumping ground. The theme of park conversion of former industrial areas is also present in the new Parco Dora in the district of Spina 3: through an impressive work of reclamation, internationally recognised for its technologically innovative character, today more than half a square kilometre of industrial areas have become green areas. The project also incorporates some portions of old sheds in new paths in the park, in memory of the industrial city.



Torino Smart City

In 2011, the City of Torino has accepted the challenge launched by the European Commission and with the initiative of Smart Cities & Communities, is bidding to become a "smart city", in which the quality of life improves with the ability to promote clean and sustainable mobility, reduce energy consumption, produce high technology, offer culture, be accessible. These are the goals Torino has taken over in the Torino Smart City project. To better manage the route to the "smart city", the City of Torino and Torino Smart City Foundation have initiated a strategic planning process that has resulted in the development of the Master Plan called SMILE (the acronym for Smart Mobility, Inclusion, Life & Health, Energy). It is based on five areas of focus to improve and highlight the "smart intelligence" of the City, as identified through a shared and quick design work that has allowed identifying sustainable and replicable solutions: energy, inclusion, integration, life & health, mobility. The design work, organised into teams focused and managed in a clear and decided manner, has seen the participation of persons of great experience and value: local authorities, universities, polytechnic, centres of excellence and research, businesses, foundations and trade associations.

www.torinosmartcity.it

05

In the mid-nineteen
nineties saw the
beginning of the
urban recovery and
redevelopment efforts.

Community, Health and Social Cohesion

*Developing integrated
cross-sector approaches
for effective community
revitalization strategies.*

Health

Community

Wellbeing

05

COMMUNITY,
HEALTH AND SOCIAL
COHESION

The extent to which communities are integrated and inclusive, a high level of well-being prevails and civic behavior is promoted.

In the mid-nineties, with the start of the recovery processes and urban redevelopment, the concept of a "shared city", of a balanced physical reconstruction of a community, began to take shape in Torino: the politics of mending of the social fabric, from urban semi-suburbs of Porta Palazzo and San Salvario to the neighbourhoods of public housing, once at the edge of the city. The actions taken by the administration and by the numerous organisations and associations of the "third sector" which have been working from years in the social sector, provide novel solutions to the problems of social segregation that harshly mark the suburbs, after two decades of urban transformation marked by strict separation of duties. The ability to make urban policy and social issues interact, along with the opportunities offered by new tools such as urban recovery Programmes or district Contracts make a particularly in-

**THE ABILITY TO
MAKE URBAN
POLICY AND SOCIAL
ISSUES INTERACT,
ALONG WITH THE
OPPORTUNITIES
OFFERED BY
NEW TOOLS**



novative laboratory of Torino: 'critical' places undergo intervention with a working method based on cross-sectoral approach and territorial cooperation. It is part of a rich and well-established experience that sees its inception in 1997 with the birth of the above special Project on Suburbs. These are plans weaving the great themes of citizens' participation, social accompaniment to the projects, the redevelopment of suburbs and run-down neighbourhoods in their different forms, until getting to the most recent types of intervention and still under construction, such as those dedicated to social housing.

Two active programmes in recent years deserve to be mentioned.

Homes in the neighbourhood

To assess the Houses in the neighbourhood of Torino it is necessary to start from afar, from the early experiences of planning and implementation of innovative urban policies, and the incentives of the European institutions that pushed the cities to adopt a new approach to overcome the sectoral policies, to work together with citizens and to allow communication between centres and peripheries. Torino immediately seized this opportunity and the Houses in the neighbourhood were born: public spaces rehabilitated thanks to the collaboration between public institutions, banking foundations and corporates, social enterprises, associations and citizens. The Houses of the district in Torino are now nine in number and cover most of the city: +SpazioQuattro, Public Baths of via Agliè, Barrito, Bossoli83, Home of the District of San Salvario, House of the Neighbourhood of Le Vallette, House in the Park, Cascina Roccafranca, Hub Cecchi Point. Each House has a different story

and a specific territory, but all provide a common and reference point for new and old citizens, collect and organise the work of a large number of associations and informal groups, create moments of socialisation and entertainment, offer services, classes and workshops, provide spaces. These structures are in continuous movement, capable of flexibly adapting to new demands, proposals and requests. The City of Torino and the Compagnia di San Paolo have promoted the establishment of a network of collaboration between the Houses in the neighbourhood, in order to share knowledge, experiences and projects with a view of growth, improvement of the management and expansion of services; to create new networks, between associations and citizens, who pass through the city; to share tools and develop economies of scale and a greater self-sustainability.

www.casedelquartieretorino.org

Urban Barriera

This is an urban development programme designed to trigger a process of overall improvement of the Barrier area of Milan, the historical district of the area north of the city of Torino. Funded by the City of Torino, the Piedmont Region and the European Community, the programme operates on the physical, economic, social level and acts on the territory by encouraging collaboration and proactive interaction between all those players and beneficiaries of redevelopment (Sectors of Public Administration, realities of the ground, associations, institutions, citizens, business owners, etc.). Urban Barrier is the latest of the urban renewal programmes put in place by the City of Torino, and collects the rich experience gained since the mid-nineties with projects such as The Gate at Porta Palazzo or Urban 2 at Mirafiori. Technically it is a PISU, an Integrated Local Development Programme; the plan, which has a total cost of 35 million Euros, has been prepared by the City of Torino and financed by 20 million by the Piedmont Region through the management of European funds POR FESR 2007-2013 and the remainder from municipal funds or from further agreements with the state and region for the implementation of specific interventions. Urban Barrier was officially launched in the first quarter of 2011 and should be completed as provided by the regulations of the Piedmont Region, by 31 December 2014. The programme consists of 34 interventions, outcome of a trial, which lasted nearly two years, which has seen the involvement of the technical areas of the City, called to provide their input design, and of the territory, that through the operation of the District 6 has presented its requests. The interventions have been identified to address the main problems, defining an entirely financed Programme and able to act strategically on clearly defined targets of redevelopment. The Urban Barrier of Milan acts on the physical-environmental, economic-employment, and socio-cultural level and through a strong action of communication and social support.

www.comune.torino.it/urbanbarriera

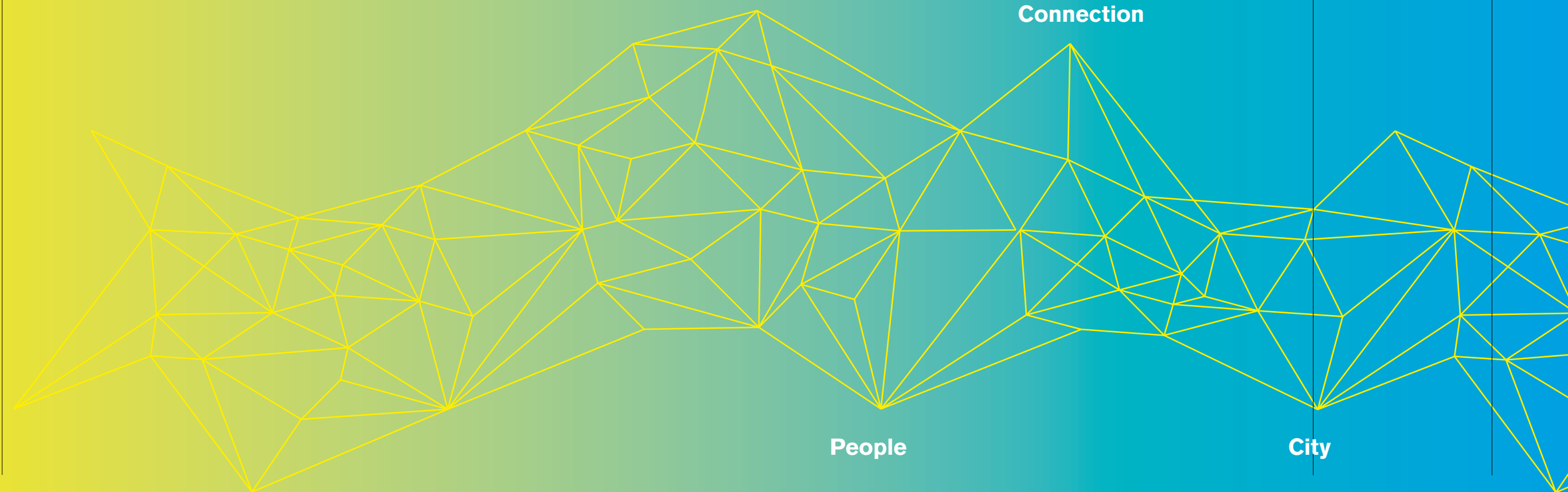
Public spaces rehabilitated thanks to the collaboration between public institutions, banking foundations and corporates, social enterprises, associations and citizens.

06

Torino is building an infrastructure network that prioritizes public transportation, bicycle lanes, and pedestrian walkways.

Access and Connectivity

Facilitate short and medium range mobility.





06

ACCESS AND
CONNECTIVITY

The extent to which various transportation options are available, integrated and accessible for short, mid and long range travel, and public transit and carbon-free modes are promoted.

Transportation infrastructure has played a crucial role in the recent transformation of Torino and its metropolitan area. The Master Plan of 1995 sets the structuring axis of Torino on the central Spine, taking advantage of the lowering of the rail level and the construction of the railway link: this action makes it possible to connect parts of the city having been cut in two by the railway and regenerate over one million square metres of industrial abandoned sites. In the nineties Torino opens to the surrounding area with plans and projects of large scale. Projects such as the one for the metropolitan rail

system, which by exploiting the railway, points to the reorganisation and increase of connections between the city and the surrounding areas and weaves a network whose nodes (railway stations) correlate different forms of mobility: train, subway, bus, tram, up to bike sharing and expansion of pedestrian areas in the city centre but also in other districts.

The Metro Line 1 is one of the key points of the programme to improve the system of public transport in Torino: light, frequent vehicles and without a driver to minimise waiting times and adapt the service to the needs of different time slots. 29 VAL208 trains travel under Corso Francia, Corso Vittorio Emanuele II and Via Nizza; 13.2 Km to go in 23 minutes, connecting the interchange parking of Fermi (Collegno) to the "heart" of Torino and to the railway stations of Porta Susa and Porta Nuova, the hospital and the multifunctional centre of Lingotto. It is under construction the southward extension up to Benghazi square while the westward extension toward the Cascine Vica is in the design phase. Interventions put in place to improve accessibility at metropolitan scale are joined, in recent years, by numerous projects dedicated to the development of sustainable mobility.

With regards to short/medium length trips Torino is building an infrastructure network that prioritizes public transportation, bicycle lanes, and pedestrian walkways to reduce CO2 emissions and upgrade public spaces. Looking to the future, one of the most appropriate examples is given by what can be described as the fourth urban axis and which is also one of the most important centres of gravity of future transformations: Line 2 of the Metro which route transforms public spaces of surface, forming a new "urban promenade" on the one hand creates points of interconnection with the existing public transport system, in particular with the Rail Link and Line 1 of the Metro, on the other hand it invents new urban realities of quality through the redevelopment of abandoned industrial areas and the creation of new public spaces as parks and facilities nearby bus stops, but especially through the creation of real new urban centres.

The Metropolitan Railway System (SFM) is the initiative of reorganisation, for the most part already achieved, of the rail services of local interest in the Torino area, which was made possible by the completion of the upgrading works of the node. It provides for the creation of 8 lines of metro railway, with trains every 30 minutes throughout the day.

The SFM aims to facilitate mobility in the medium-and short-range facilitating the interchange between different lines and other transportation systems, improving the connections to and from Torino, airport access from different nodes in the metropolitan area, and facilitate rapid movement within the city. The project is characterised by coordinated railway links, the regular frequency of the train service without interruption during the day and the frequency of trains in the central urban part. The SFM is increasingly accessible in a widespread manner from the territory of the metropolitan area thanks to the opening of new stations and major services in stations previously underutilised.

www.sfmtorino.it

Improving the connections to and from Torino, airport access from different nodes in the metropolitan area, and facilitate rapid movement within the city.

The Torino-Lyon high-speed connection is a model for European cross-border collaboration.

Seeking to connect the French and the Italian high speed railway systems (active along the spine of the Torino-Milano-Bologna-Firenze-Roma-Napoli), the new railway line between Torino and Lyon is one of the most ambitious infrastructure projects in Europe. The work fits in the large frame of the nine priority transport axes to the European Union. The cross-border link is a key element located at the intersection of two major routes of communication uniting Europe from north to south and from east to west. The European Union is committed to supporting this initiative because it considers the Torino-Lyon as a European model of cross-border project: 3.4 billion euro of EU funds will be allocated to the project, i.e. 40% of the cost of the connection. Italy and France will share the remaining costs,

respectively for 35% and 25%.

www.ltf-sas.com

Torino Airport, serving one of the largest areas in Europe by population, resources and added value, is well connected to all major European hubs and is accessible from anywhere in the world via an intermediate connexion. Easily accessible and congestion-free, it can serve a traffic volume of more than five million passengers per year. Torino offers more than 400 weekly departing flights operated by 16 airlines managing to quickly reach the most important Italian and European cities, with convenient connections with the rest of the world. The airport is connected by scheduled flights to 33 destinations including 18 international ones. The network is completed by the main charter airlines and tour operators offering services to reach the most prestigious holiday resorts in Europe, the Mediterranean and the Near East. Even during the winter season, the snow charter sector recorded an impressive growth in traffic thanks to the flights from the major tour operators, dedicated to Italian and foreign skiers.

www.aeroportoeditorino.it

**TRANSPORTATION
INFRASTRUCTURE
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AREA.**

07

Leadership and Governance

The work conducted in recent years has sought to provide local communities with tools to increase their quality of life, connect cultural and economic resources and manage them efficiently.

In 2000 Torino became the first Italian city to adopt a Strategic Plan



07

LEADERSHIP
AND GOVERNANCE

The ability of the city to manage resources and urban systems efficiently, provide services effectively and equitably, foster civic engagement, and concert development visions and strategies.

Torino, Italy's first capital, backed by two thousand years of history, is the heart of an area that has always had the characteristic of being able to take advantage of difficult times, times of crisis, to find every time, thanks to the leadership and vision of its public and private ruling class, a new location on the maps of the world and thus redefine its role. With the conclusion of the long Fordist phase of the company-town hub of Italian industrialization, the city has for nearly 30 years been at the centre of a massive process of territorial transformation which, without destroy-



ing the heritage and traditions, has favoured the emergence of many new approaches able to affect all aspects of urban life: social, economic, cultural and architectural. A complex and ambitious process of urban renewal has transformed the city into a more attractive, liveable and interconnected community for residents and visitors alike. The clear distinction that was perceived between the central areas of the city and its suburbs appears more blurred today thanks to a continuous programme of urban renewal, the creation of new architectures and interventions related to important initiatives and events, starting with the Olympic

Games in 2006: a transformation launched by putting the people, and thus, the usability and quality of the location, at the centre. www.comune.torino.it/torinoplus
www.urbancenter.to.it

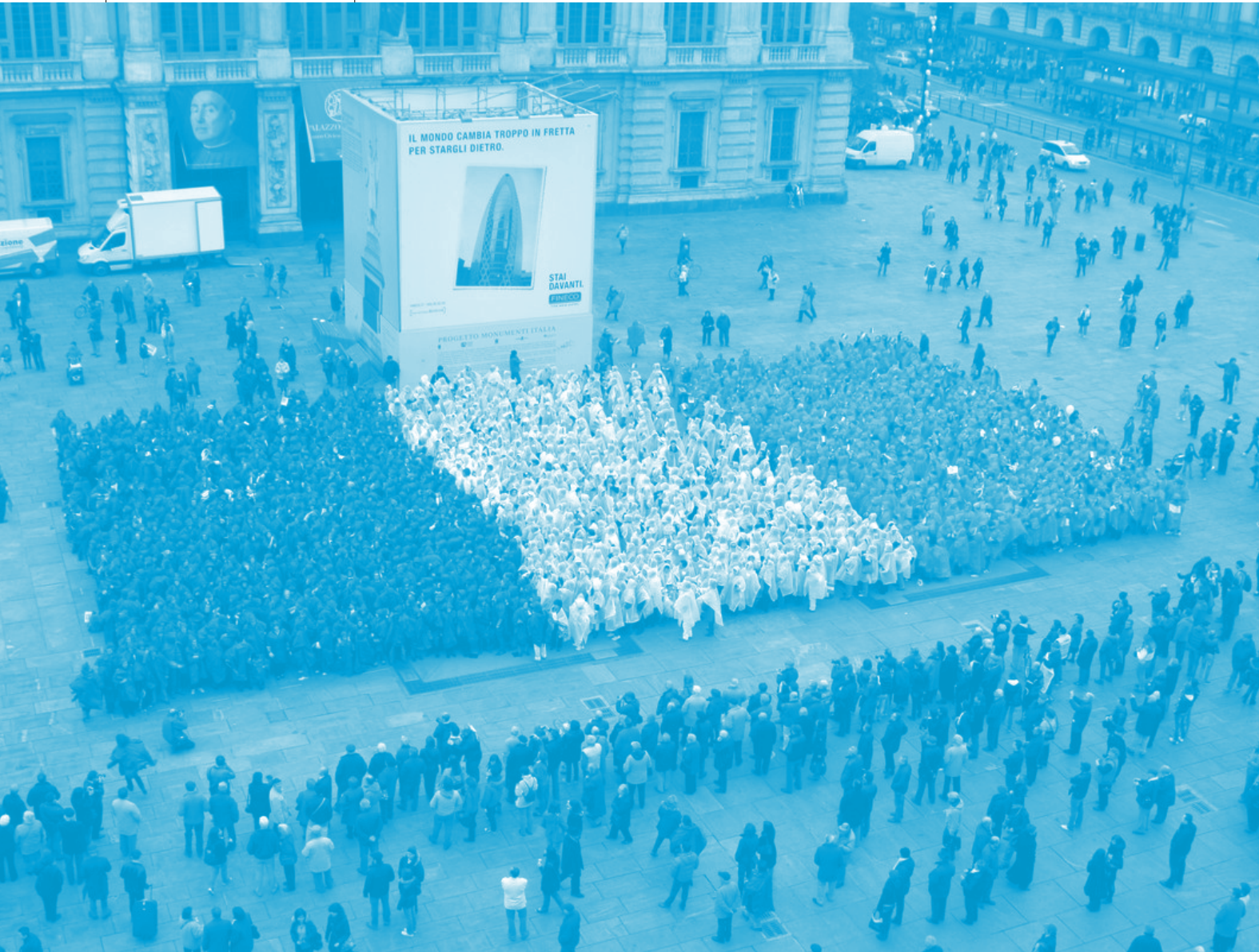
2015 marks the 20th anniversary of the approval of the general development Plan, a document of the Administration that created the conditions of the recent urban development by defining three axes, both physical and symbolic, to accommodate the functions, and represent the visions, on which the new concept of the city is focused:

- the axis of the Po river is the area of leisure, one that emphasises the landscape heritage, with parks, rivers and tree-lined avenues but also extraordinary architecture ranging from the seventeenth to the twentieth century, such as the "Castello del Valentino" and "Torino Esposizioni";

- the axis of Corso Marche, now to the west of the municipal territory, can become the new centre of gravity of the metropolitan area, welcoming activities related to research and innovation, and ideally connecting the two architectural and historical sites of the Castello di Stupinigi and Reggia di Venaria Reale with their magnificent parks;

- the avenue of the Spina Centrale, generated by the coverage of the railway line, thanks to the reuse of large abandoned industrial sites and close to the historical centre, is accommodating new residential and commercial tertiary functions; the underground, with the strengthening of the tracks, contains the active Railway Link that connects the urban stations thus joining the metropolitan rail and regional system with national and international lines.

A complex and ambitious process of urban renewal has transformed the city into a more attractive, liveable and interconnected community for residents and visitors alike.

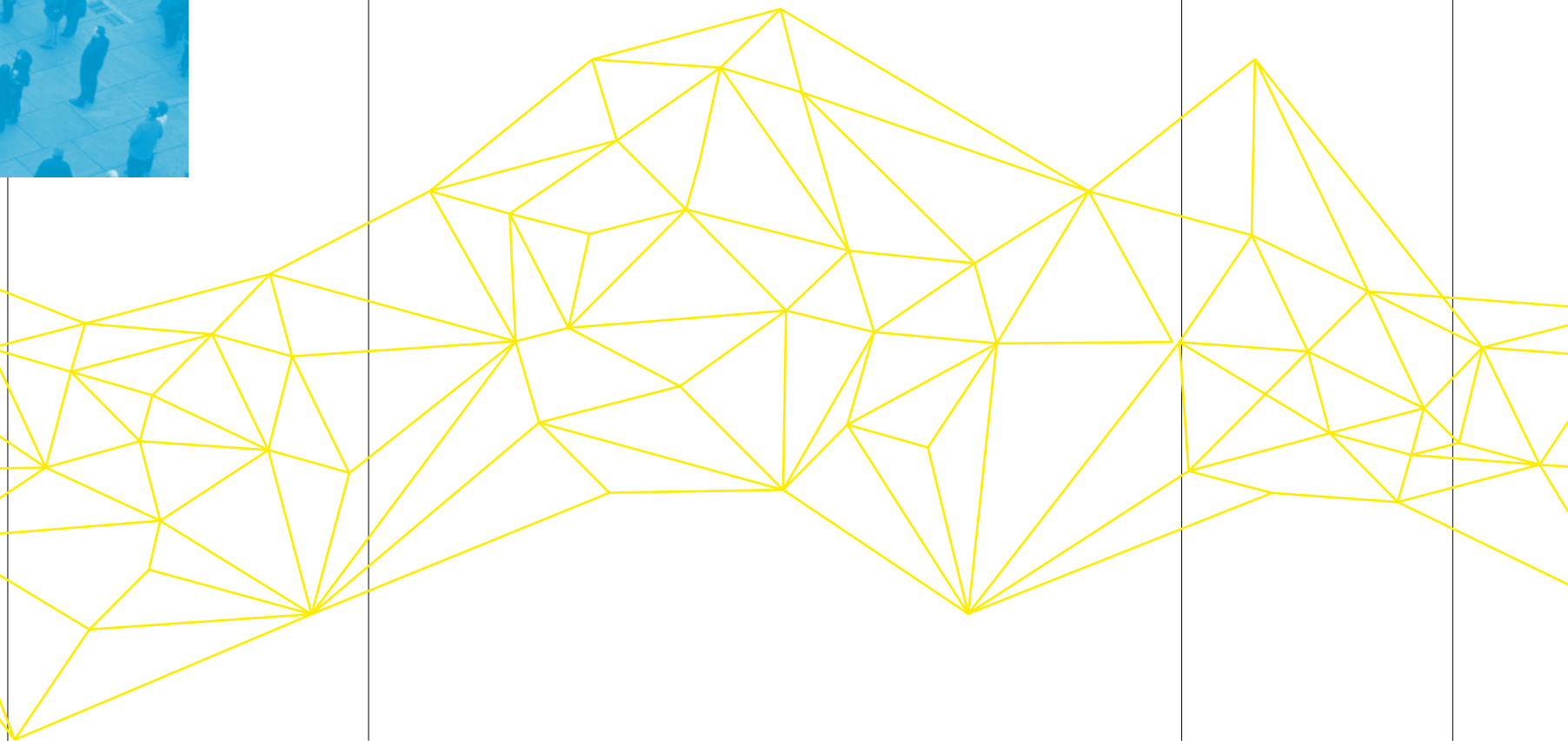


The renewal process was undertaken with a deep awareness that transformation of the built environment – housing, public spaces, roads – can change behaviour, access and opportunity.

The abandonment of more than six million square feet of industrial areas has also started, also in the mid-90s, a long series of policies, tools and processes for intervention in favour of urban recovery and regeneration (starting with the Special Project on Suburbs), by converging a large mass of European and national resources and involving, around the local development actions and mending of the social fabric, public and private entities, the tertiary sector and of course the people involved. The work conducted in recent years has sought to provide local communities with tools to increase their quality of life, connect cultural and economic resources and manage them efficiently. The renewal process was undertaken with a deep awareness that transformation of the built environment – housing, public spaces, roads – can change behaviour, access and opportunity. Through the coordinated ac-

tion of operators of social services, cultural services and technical offices, with the active participation of concerned citizens and the use of the tools for communication, a model of urban transformation has been defined that indicates a change in the overall quality of the territory and breaks the bonds of subordination of one place in relation to another. www.comune.torino.it/rigenerazioneurbana

The inclusive course of action has not only affected the regeneration of critical areas, but led to a rethinking of the role of the metropolitan area itself, with the construction of shared visions and agreements between the main political, institutional and private stakeholders: in 2000 Torino became the first Italian city to adopt a Strategic Plan, a project to strengthen its ability to produce wealth and innovation through diversification of the production system and the renewal of the international image of the city, whose climax was the organisation of the Winter Olympic Games. The second Plan, in 2006, focused attention on the issue of the knowledge economy. The third phase of strategic planning is now underway: the “Torino Metropoli 2025” plan, has it as its main objective to facilitate the overcoming of the current severe economic and social crisis, with a view to re-launching the ability to change and transform that was effectively expressed in the last fifteen years, to continue to be a liveable city, a promoter of economic development, socially and environmentally sustainable and open to the world. www.torinostrategica.it



TORINO.

THE EVOLVING CITY

“TORINO IS SMALL AND WELL-BUILT; IT IS THE MOST BEAUTIFUL VILLAGE IN THE WORLD“.

Montesquieu, 1728

The capital of the Kingdom of Sardinia (Torino) is second to no other city in magnificence”.

Nikolai Gogol, 1837

"ENTERING TORINO ON A BEAUTIFUL AUGUST AFTERNOON MEANS FINDING A CITY OF ARCADES, OF PINK AND YELLOW STUCCO, OF INNUMERABLE CAFÉS... THE EARTHENWARE TILE TOWERS, THE SOFT AND YELLOW LIGHT, THE COLOUR RANGE, THE SOUND SUGGESTION..."

Henry James, 1878

"TORINO IS A VERY FINE CITY. IN THE MATTER OF ROOMINESS IT TRANSCENDS ANYTHING THAT WAS EVER DREAMED OF BEFORE, I FANCY. [...] THE STREETS ARE EXTRAVAGANTLY WIDE, THE PAVED SQUARES ARE PRODIGIOUS, THE HOUSES ARE HUGE AND HANDSOME, AND COMPACTED INTO UNIFORM BLOCKS THAT STRETCH AWAY AS STRAIGHT AS AN ARROW, INTO THE DISTANCE. THE SIDEWALKS ARE ABOUT AS WIDE AS ORDINARY EUROPEAN STREETS, AND ARE COVERED OVER WITH A DOUBLE ARCADE SUPPORTED ON GREAT STONE PIERS OR COLUMNS. ONE WALKS FROM ONE END TO THE OTHER OF THESE SPACIOUS STREETS, UNDER SHELTER ALL THE TIME, AND ALL HIS COURSE IS LINED WITH THE PRETTIEST OF SHOPS AND THE MOST INVITING DINING-HOUSES".

Mark Twain, 1880

“WE CHOSE TORINO FOR THE FANTASTIC QUALITY OF ITS RESEARCH.”

Jennifer Tour Chayes,
Research Manager at Microsoft Research

"The Lingotto is one of the most impressive sights in industry and a guideline for town planning".

Le Corbusier, 1923

"WE WERE INTRODUCED TO ISMB (BOELLA INSTITUTE), POLITECNICO DI TORINO, TORINO WIRELESS AND TOPIX AND LEARNED ABOUT THE BROAD AREAS OF RESEARCH, EXPERTISE AND TECHNICAL SERVICES THAT ARE PERFORMED IN TORINO, PARTICULARLY IN THE AREA OF WIRELESS TECHNOLOGY."

Meir Zucker, CEO Authix Technologies

"Torino is reminiscent of the ancient garrison towns, duties are prior to rights, the air is cold and the people wake up early and go to bed early, anti-fascism is a serious thing, work and profit too".

Giovanni Agnelli, 1998

"ONE INSPIRATION CHINESE CITIES CAN DRAW FROM TORINO IS CLEAR: THE SUSTAINABILITY OF A CITY IS NOT ONLY ABOUT PROGRESS IN HARDWARE POWERED BY TECHNOLOGICAL ADVANCEMENTS AND SCIENTIFIC BREAKTHROUGH. IT IS PRIMARILY ABOUT THE URBAN LIFE THAT LINKS THE PHYSICALITY OF THE CITY TO ITS HUMAN INHABITANTS. THE SOFT DIMENSION OF SUSTAINABILITY MATTERS".

Zhang Li, 2013

"TORINO IS A CITY THAT CAN SURPRISE THE WORLD".

New York Times

"THE OLYMPIC GAMES WERE THE CHANCE TO CHANGE ITS PERCEPTION FROM AN INDUSTRIAL CITY TO A VIBRANT CENTER OF CONTEMPORARY ART, MUSIC, CINEMA, FASHION AND DESIGN".

USA Today

"With a vast project to upgrade the city and recuperate factories by transforming them into cultural spaces, Torino has begun its renaissance and has taken flight among the marvels of Italy".

Lonely Planet

"Surrounded by rolling green hills with snowy Alpine peaks in the background, the historic centre is filled with sumptuous baroque palaces and art nouveau mansions, and a labyrinth of shady arcades lined with fashion boutiques, funky aperitivo bars and romantic restaurants serving delicious Piedmontese cuisine".

The Guardian, 2011

"TORINO'S RENOVATED, GRACIOUS BAROQUE AVENUES AND SQUARES, OPULENT PALACES AND SPLENDID COLLECTIONS OF EGYPTIAN ANTIQUITIES AND NORTHERN EUROPEAN PAINTINGS, AS WELL AS SPANKING-NEW PEDESTRIAN-ONLY AREAS, MAKE IT A PLEASANT SURPRISE TO THOSE WHO MIGHT HAVE BEEN EXPECTING SATANIC FACTORIES AND LITTLE ELSE. EVER SINCE THE MAJOR SPRUCE-UP FOR THE 2006 WINTER OLYMPICS, TORINO'S EMPHASIS HAS BEEN ON PROMOTING ITS HISTORIC URBAN CHARMS, SUCH AS ITS GENTEEL BELLE ÉPOQUE CAFÉS AND TRADITIONAL CHOCOLATE TREATS – NOT TO MENTION AN ARRAY OF WALKING TOURS THAT EXPLORE THE CITY'S EXTRAORDINARY, VIVID HERITAGE".

Rough Guide to Italy, 2012

CITY OF TORINO

Piero Fassino

Mayor of Torino
Piazza Palazzo di Città 1 | 10122 Torino | Italy
segreteria.sindaco@comune.torino.it

Stefano Lo Russo

Deputy Mayor for Urban and Strategic Planning
Real Estate and Urban Renewal Projects
Via Meucci 4 | 10121 Torino | Italy
segreteria.assessorelorusso@comune.torino.it

www.comune.torino.it

URBAN CENTER METROPOLITANO

Piazza Palazzo di Città 8/F | 10122 Torino | Italy
info@urbancenter.to.it
www.urbancenter.to.it

A PROJECT BY

Urban Center Metropolitano

Is an autonomous association that support the change processes of Torino and its metropolitan area. It promotes and informs about architecture issues and urban debates.

Partners

Città di Torino, Compagnia di San Paolo, Associazione Torino Internazionale/Strategica

Board

Stefano Lo Russo, President, Città di Torino
Marco Demarie, Compagnia di San Paolo
Anna Prat, Associazione Torino Internazionale/Strategica

Director

Paola Virano
info@urbancenter.to.it

General Secretary

Mario Montalcini
info@urbancenter.to.it

Organization manager

Valentina Campana
valentina.campana@urbancenter.to.it

Organizing secretary

Chiara Duch
chiara.duch@urbancenter.to.it

Coordination Projects

Chiara Lucchini
chiara.lucchini@urbancenter.to.it

Text by

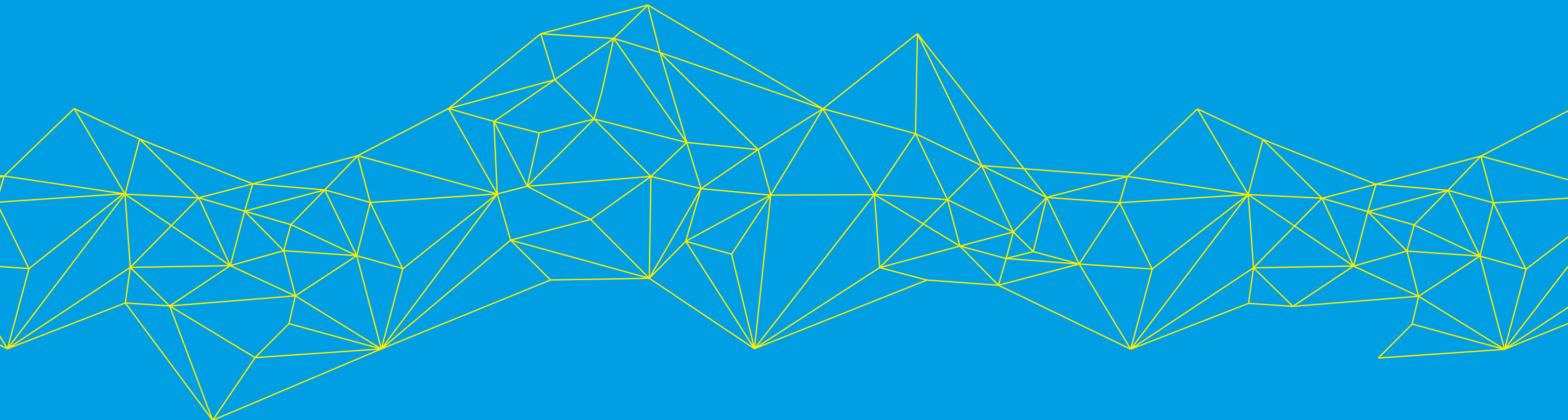
Elena Carmagnani, Carlo Spinelli

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TORINO.
THE EVOLVING CITY