

## MEDEMPORION PROGRAMME / TORINO'S PILOT PROJECT

### Premise

The City of Torino, in these last years, has reorganized its own corner markets net through a series of interventions which have enabled the valorisation of the urbanistic and commercial resources of those areas, and which have contributed to create new economical opportunities, paving the way for many development processes on the territory.

In particular, the Porta Palazzo area has undertaken a deep transformation, accompanied by actions and projects aimed at mending the social fabric and at creating support networks, which have contributed to develop a local and collective identity.

### Porta Palazzo

*Porta Palazzo* is the biggest european open air market, including almost 1,000 mobile stalls selling fruit and vegetables, food and clothing. Around 100,000 people are estimated to hang about the stalls on Saturdays. Such a wide commercial area provokes a strong attraction: while the migratory waves of the 1960s involved thousands of Italians driven to Torino by the economic and industrial boom, the migrants, arrived in Torino in the last twenty years, who meet at the corners of the big square, are almost entirely foreigners, men and women coming from all over the world. *Porta Palazzo*, in the urban geography, is one of the City of Torino boroughs where the metropolis air can be more easily breathed, it is a true cultures crossroads. In this frame of mind, it has hosted the Ceremony of the Lightning of the Paralympic Torch on the 1<sup>st</sup> of March 2006.

Its name takes origin from one of the access gates of the City. Some people think that *Porta Palazzo* derives from *Postierla San Michele*, which was an ancient passage allowing the access on *Piazza delle Erbe* (now *Piazza Palazzo di Città*), where a market has been held from the Middle Ages on. A different version suggests that the name comes from the gate called *Porta Principalis Sinistra* or *Palatina*, by the Romans.

Starting from 1996, the entire *Porta Palazzo* area has been involved in a requalification and urbanistic renovation process, which has been promoted by the City of Torino and by other public and private institutions.

In the space of a decade, many construction sites have been opened and closed, each of them set in a global project aimed at requilifying *Porta Palazzo* urban design.

Among the completed or concluding works, we can point out the new paving in Luserna stone, *Corso Regina* subway, appreciably reducing the vehicular traffic volume, some restore works of ancient pavillions and market roofings and the creation of an archeological park (*Parco Archeologico*) in order to give more value to the ruins of the roman *Augusta Taurinorum*, and in particular to the so called *Porte Palatine*. In the same area, we can also find the ruins of the roman theatre and the archeological antiques museum.

A particular mention goes to the new building designed by architect Massimiliano Fuksas, called *PalaFuksas*. The current building, raised where previously the *Clothes Market* took place, is characterized by a clear contemporary print, harmoniously placed in the urban surrounding landscape. The *PalaFuksas*, with its translucent glass facades, solid bricks and bronzed brass is the final insert on a square where the visitor can admire how different architectural lessons, developed in the last three centuries, can live together.

The City of Torino has used this new “urban square” to host important temporary exhibitions both in the olympic period and during the Design Year; in 2008 Torino has indeed been appointed World Design Capital.

### **Pilot Action**

The Porta Palazzo area represents clearly a multicultural place, over being a multi-social zone of the City of Torino.

In this space, that can be reached by a walk, you can find typical shops of the old Torino, such as in the area called Consolata, the famous “Bicerin”, the multiethnic stores in Piazza della Repubblica and in Corso Regina, the antique dealers area of Borgo Dora and of the famous Balon, the new Oriental Arts Museum called MAO, not to mention the area of the Porte Palatine and of the roman excavations.

The high cultural, architectural and historical value of the Porta Palazzo market, makes it possible to create initiatives and paths that can be inserted in the circuit of the City global tourist offer.

For this purpose, the Administration intends to fulfil the market’s immaterial requalification, to insert the area among the enogastronomic and discovery of the City destinations, to promote local products in order to strengthen the link between farmers and producers and the commercial chain.

The **pilot action** for Torino has been identified with the creation of a tourist itinerary within the Porta Palazzo area aiming at promoting and adding value to the enogastronomic products of the territory.

In particular it concerns the introduction of the market in a tourist circuit which connects the cultural aspects (e.g. Mao, Quadrilatero, Porte Palatine) to the socio-economic ones. It moreover promotes the enogastronomic chain through the employment of local fruit and vegetables in the cafés and restaurants involved.

### **Structure of the Project**

In order to perform the pilot action, it is necessary to put into practice the following activities:

#### **1) Context Analysis:**

- analysis of the territory and mapping of the shops touched by the tourist itinerary;
- raising the awareness of the traders in order to place them in the tourist itinerary.

#### **2) Research**

1. Research on tourist marketing strategies in order to promote enogastronomic tourism in the field of markets and on the social role of the market. To be analysed:

- the relationship between the local production and Porta Palazzo as a place of marketing of local agrifoodstuffs production;
- the social and cultural role of the market as beating heart of our City.

2. Historical, urbanistic, commercial and social research about the market area. In particular:

- analysis of the important renovation process leading to a complete requalification of the area;
- interaction between neighbourhood commerce, shops and itinerant trade through the direct involvement of the market and shop traders of the area.

#### **3) Study and accomplishment of the tourist itinerary:**

- target analysis of the interested tourist;
- feasibility study of the itinerary (by foot, by bike, by tourist bus);
- identification of the cultural destinations (e.g. Mao, Quadrilatero, Porte Palatine), of the enogastronomic destinations (e.g. restaurants, typical eating houses, catering points), of the commercial destinations (antique dealers, craftsmen, itinerant traders) to place in the itinerary.

#### 4) **Communication:**

- study of the coordinated image of the market area in order to apply it to the tourist itinerary;
- written communication: tourist map, brochures, tourist guide, press releases, visual signals of the products within the market, gadgets;
- visual communication: manifests, poster designing, photo exhibitions, dvds;
- on line communication: web site, newsletter, public portal;
- organization of events: Food Market Festival.

#### 5) **Promotion:**

- the communication will be spread through:
  - internet web site;
  - specialized newspapers;
  - educational;
  - national and international press.
- activities arranged with the tourist field operators in order to have a more effective and coordinated promotion.