

Torino UNESCO City of Design

Monitoring Report 2014 -2018



Mayor's Message

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.

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





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Executive summary

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 institu-

tions, 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



Contribution to the network's global management:

- Number of UCCN annual meetings attended in the last four years:

2015 **Kanazawa**

2016 **Ostersund**

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

Torino Design of The City 2018, with
Graz, Montreal, Alba, Bologna, Carrara,
Fabriano, Milan, Pesaro, Rome

- 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





4

Major initiatives implemented at the local level to achieve the objectives of the UCCN:

2015

Torino Design Advisory Board

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'Interni - 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 Po 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

2015



2015

Resource Mapping

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.



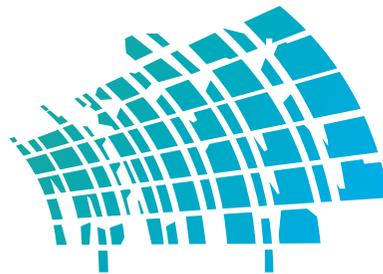
United Nations
Educational, Scientific and
Cultural Organization

Creation and Presentation of the Logo

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.



Torino
City of Design

Torino City of Design 2015

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.



2015



2016

Design the Future: TO MOVE – TO MAKE Torino System Design Project 2016 – 2017

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:

- 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.

- 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.

The meetings of the working groups (a total of 6 appointments have been organized by the two groups) were very much attended and led to the elaboration of more than 30 project sheets divided into the 2 broad areas, which are TO MOVE and TO MAKE.

October Month of Design

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.

2016

Memorandum of Understanding with the Italian Unesco Creative Cities

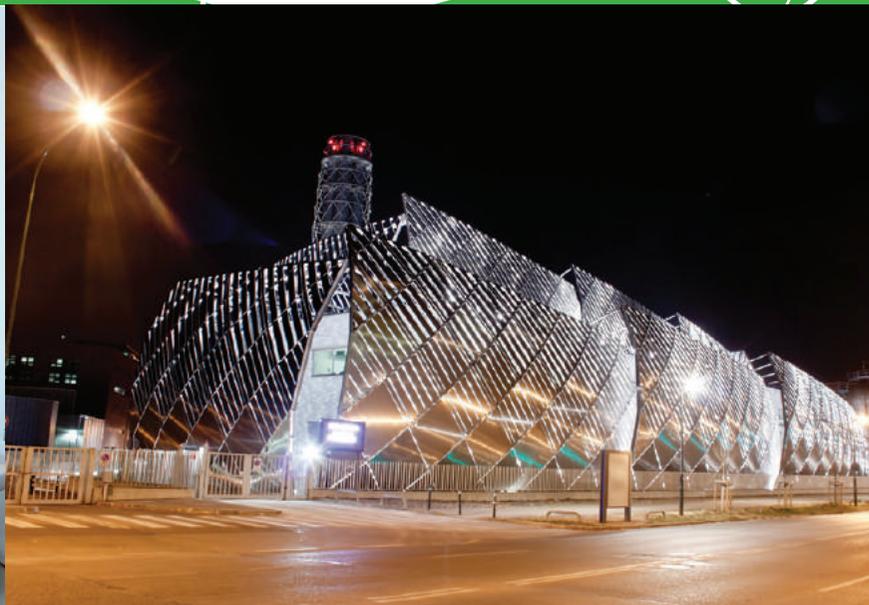
In October 2016 Bologna, Fabriano, Parma, Rome and Torino signed a memorandum that established the Coordination of Italian UNESCO Creative Cities.

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.



2016



2017

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)TM 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

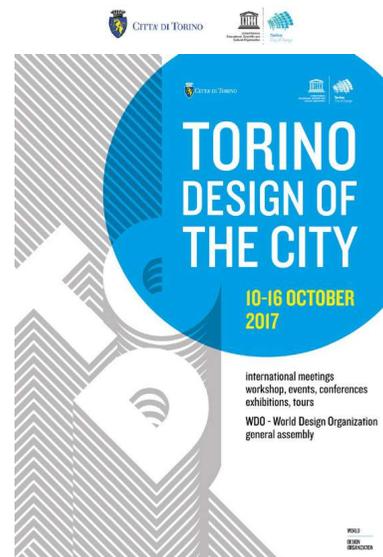
gave great attention to the prospects and regenerative possibilities of Torino.

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)TM.

(link to video of the conference: <https://media.unito.it/?section=OnDemand&searchtext=design+of+the+city+2017>)



2017

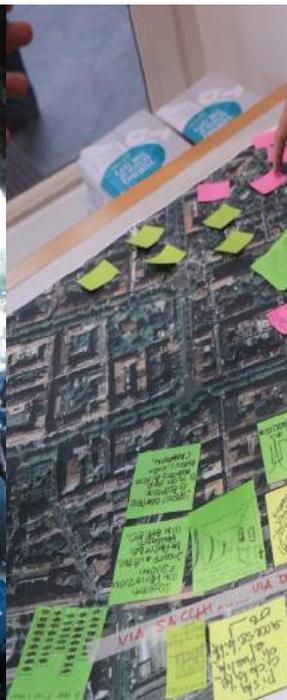
The detailed program of the event can be found in the annexes, here it is worth mentioning *Design For Citizens*.

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 Salmoni, 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 Torino,
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

2017



2017



2018

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 work-groups 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>)

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:

2015

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.

2017

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.

Torino Design of the City and the General Assembly of the World Design Organization (WDO)TM

During Torino Design of the City, the city hosted the 30th General Assembly of the World Design Organization during which the Piedmontese architect and designer Luisa Bocchietto was appointed President. Other UNESCO creative cities were invited to collaborate and discuss the themes of the conferences organized in Torino, they made it

possible to share experiences from different cities in an international public occasion. The following networks were invited to participate:

UNESCO Creative Cities of Design

Italian Creative City Network

Eurocities

GAI Associazione per il circuito dei Giovani

Artisti Italiani

Bjcem - Biennale des jeunes créateurs de l'Europe et de la Méditerranée

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.

2018

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

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

- 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.



*Torino può avere ancora in serbo molte sorprese,
ma dipenderà da come gli italiani vorranno
far evolvere la loro società.*
Giorgetto Giugiaro



6

Proposed action plan
for the forthcoming
mid-term period
of four years:



Fabriano 2019 XIII Annual Conference UNESCO Creative Cities 10-15 june

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.

Torino Design of the City

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.

Relations with National and International Bodies and Networks

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 web site 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

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A. Data on Torino

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B. Data on Design in Torino

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C. Material related to Torino Design of the City 2015

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Material related to Torino Design of the City 2017

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Material related to Torino Design of the City 2018

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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 Quadrilatero 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 national 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.

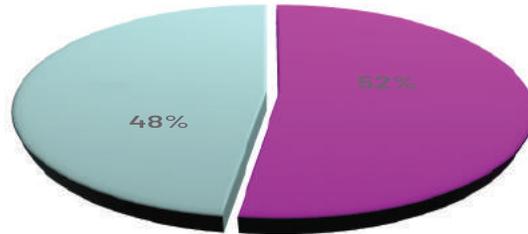
Data on Torino

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Torino population

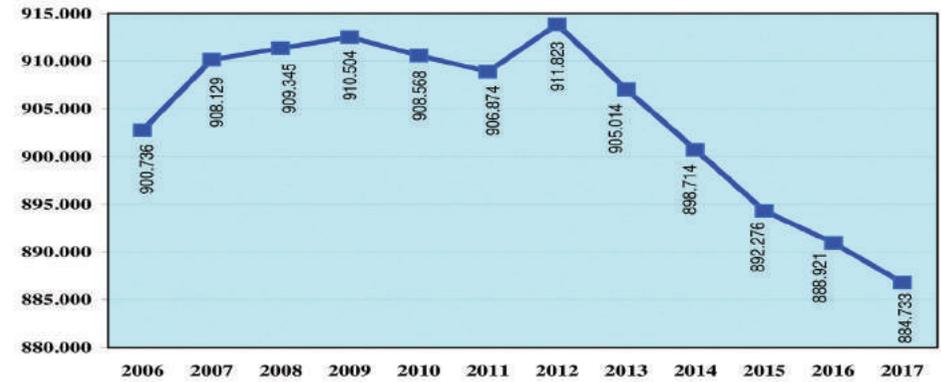
Male: 421.988
Female: 462.745

Total: 884.733



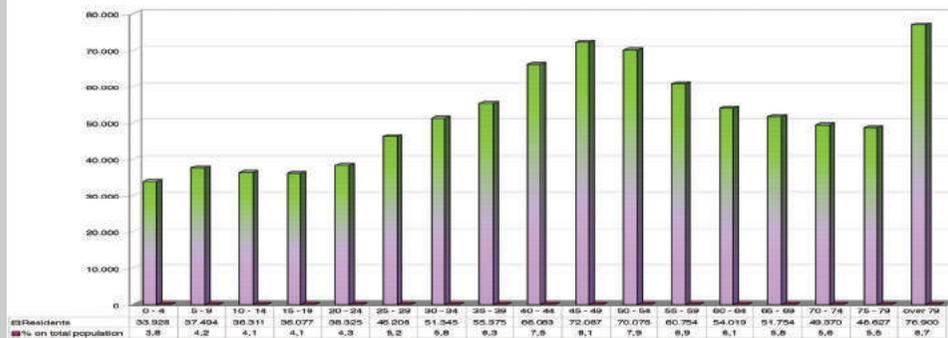
DATA SOURCE: MUNICIPALITY OF TORINO 31/12/2017

Demographic trend 2006 -2017



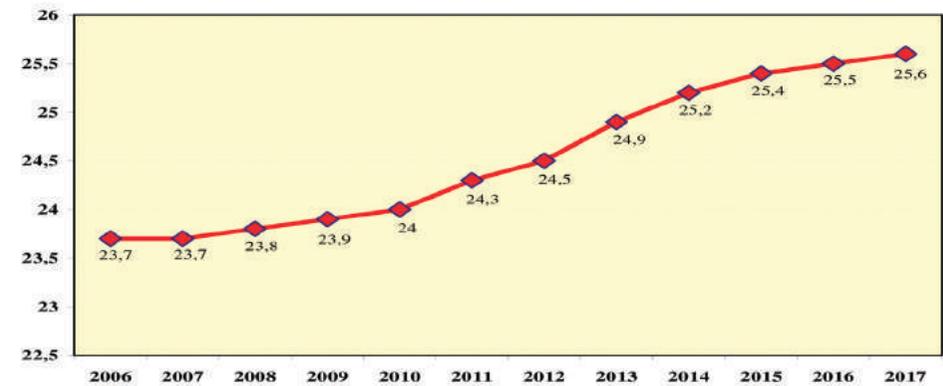
DATA SOURCE: MUNICIPALITY OF TORINO 31/12/2017

Torino residents by age classes



DATA SOURCE: MUNICIPALITY OF TORINO 31/12/2017

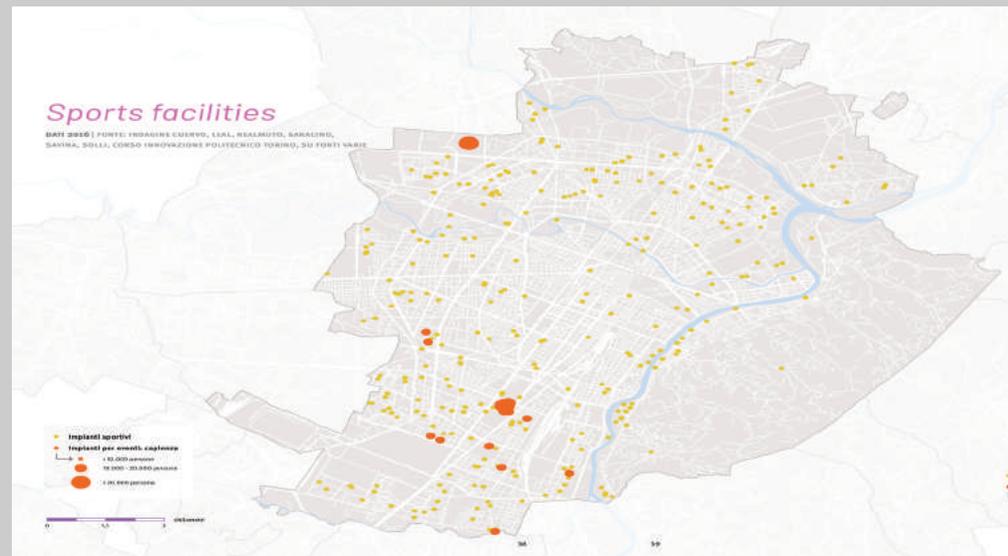
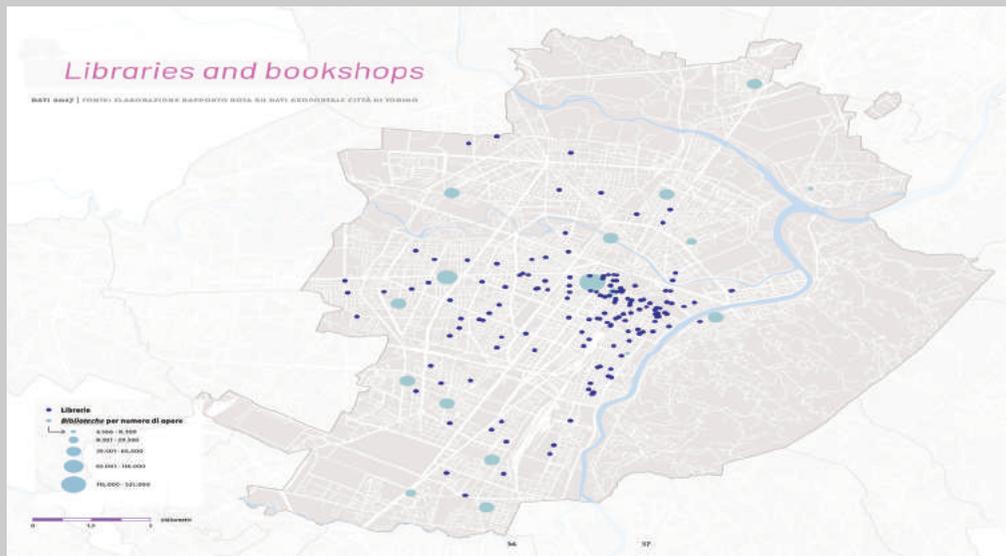
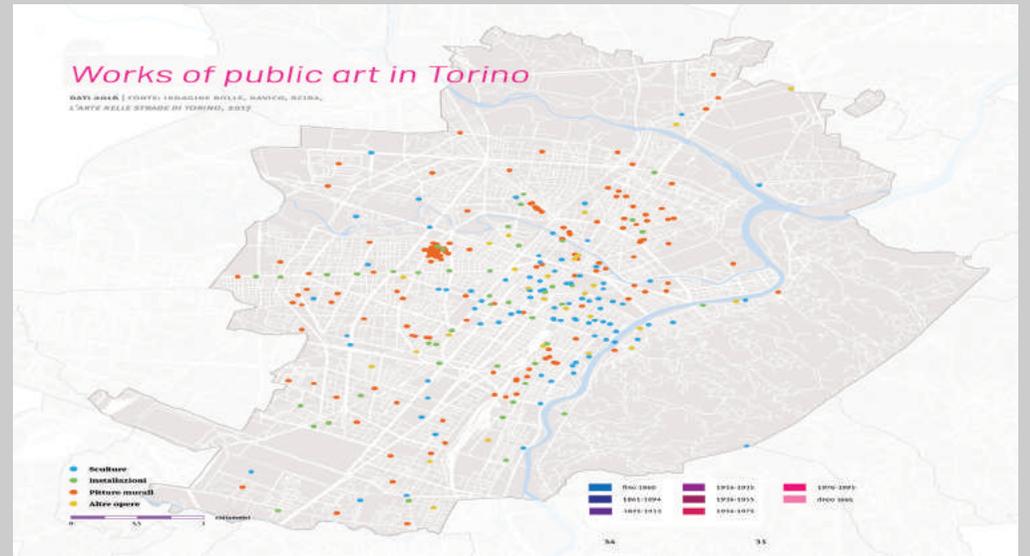
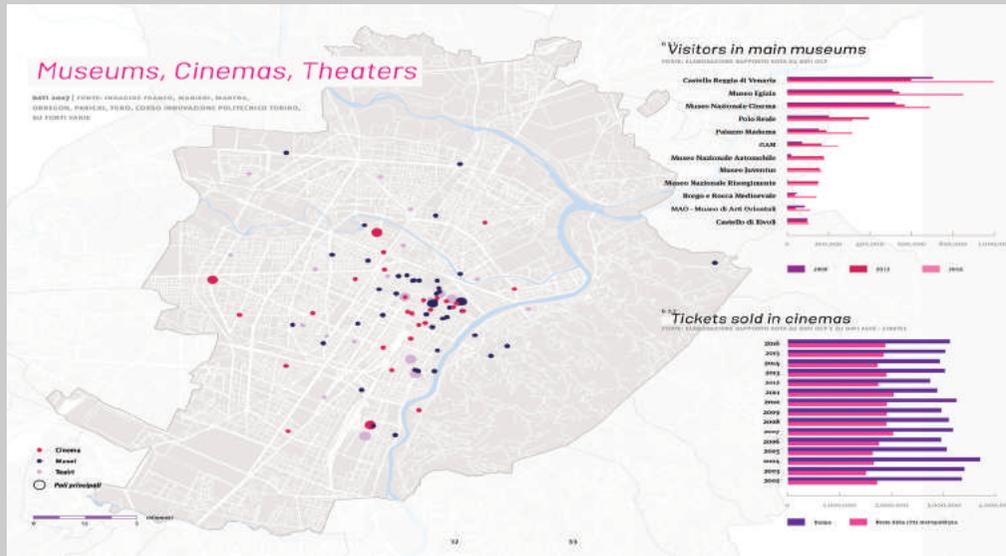
Percentage of over 65 resident



DATA SOURCE: MUNICIPALITY OF TORINO 31/12/2017

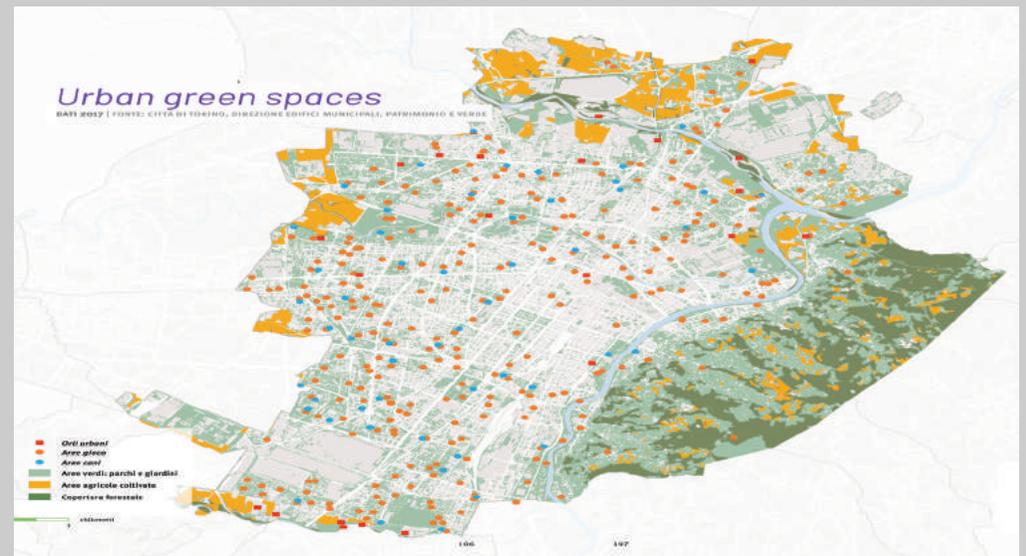
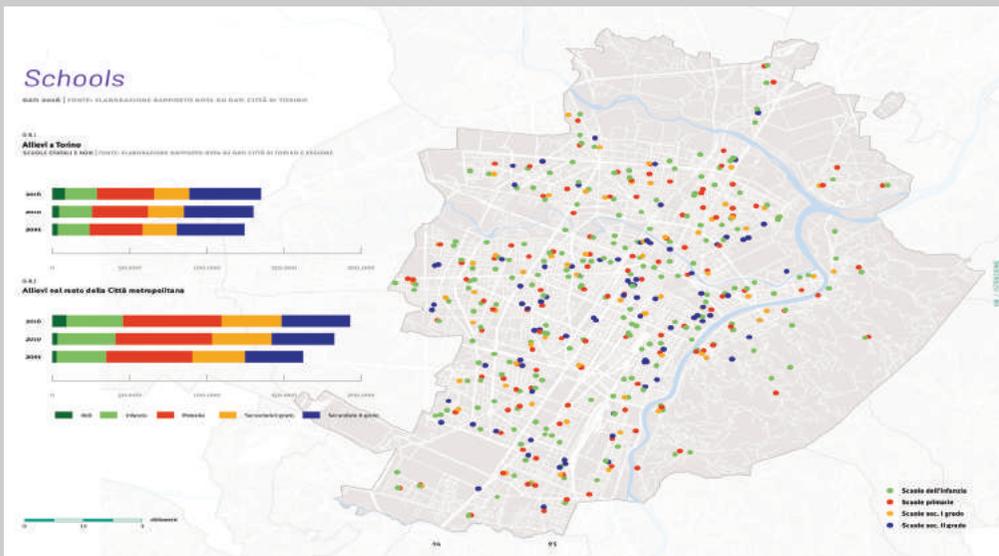
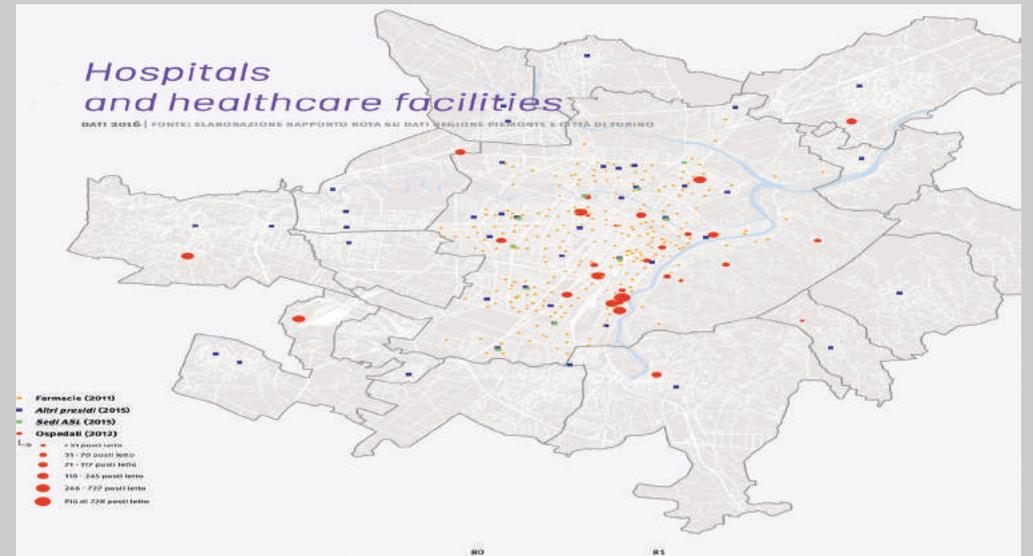
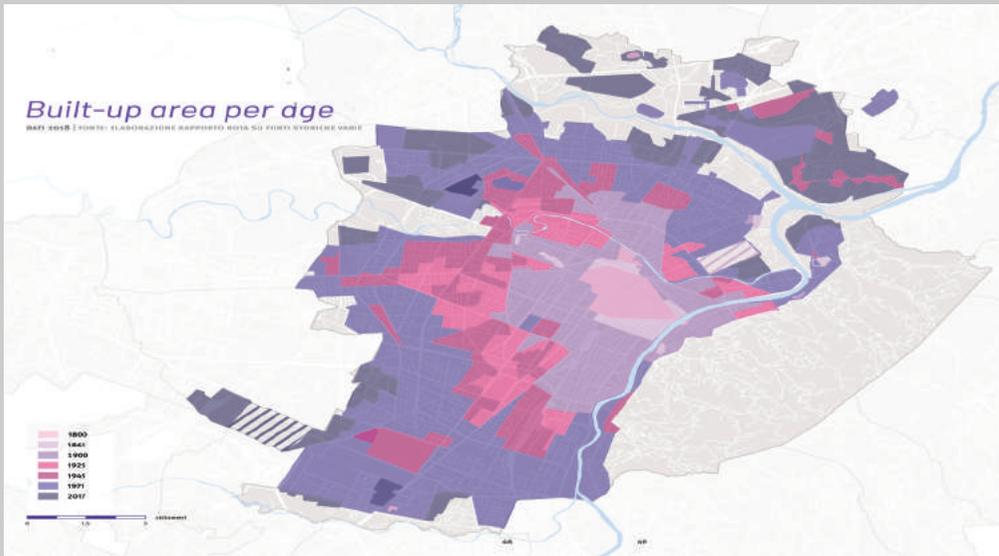
Data on Torino

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Data on Torino

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POLITECNICO
DI TORINO



DESIGN²⁰¹⁷ in Piemonte

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



13,4%
living



13,0%
people



12,1%
events



10,3%
mobility



7,6%
office

designer wanted

40%
1° level degree

69%
previous experiences/
portfolio



exporting design



64%
exports towards...



networking



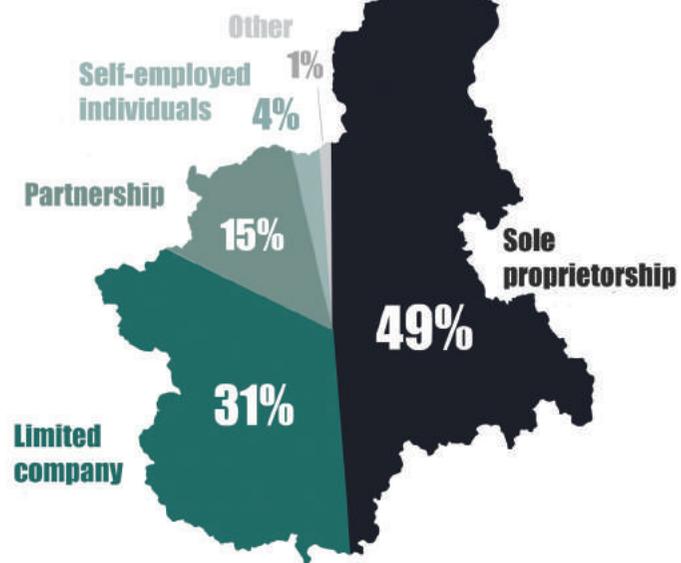
84%

cooperates to find new customers



Data on Design in Piemonte

2.677 Enterprises

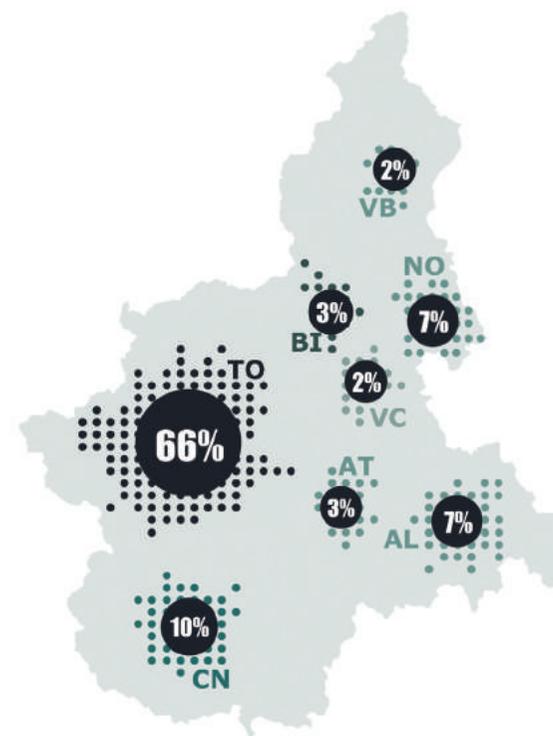


Analisi dell'evoluzione dell'offerta di Design in Piemonte - 2017



POLITECNICO
DI TORINO

Distribution by geographical area



Analisi dell'evoluzione dell'offerta di Design in Piemonte - 2017



CAMERA DI COMMERCIO
INDUSTRIA ARTIGIANATO E AGRICOLTURA
DI TORINO



POLITECNICO
DI TORINO

Torino Design of the City 2015

C

REPORT

"TORINO CITY OF DESIGN"
December 4th-8th, 2015

Contents:

1. Introduction
2. Torino City of Design: participation of Mrs Maria Paola Azzario

Attachment:

- Translation into Italian of the PowerPoint presentation sent by Ms Melika Medici



1

Introduction

Turin was nominated "UNESCO Creative City of Design" on December 4th, 2014. The Centre for UNESCO of Turin was part of the Steering Committee that supported the application of the city and it is currently part of the Torino 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:



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Torino City of Design – Participation of Mrs Maria Paola Azzario

04/12/2015, in the morning - Torino Incontra, Circolo del Design Opening Ceremony and Presentation of UNESCO Turin Creative City logo.

After the intervention of Mr Piero Fassino, Mayor of the City, Mr Maurizio Braccialarghe, Councillor for Culture of the City of Turin, briefly explained what is UNESCO Creative Cities Network.

Afterwards, as President of the Italian Federation of Clubs and Centres for UNESCO (FICLU), I gave the audience your regards.



04/12/2015, in the afternoon - Torino Incontra, Circolo del Design

Workshop "Be Cities of Design. Opportunities and future prospects".

I illustrated the PowerPoint, in the original language, that you kindly sent me by email on 13/11/2015 (please find attached the translation into Italian of the PowerPoint). I stopped at the examples' point for giving the floor to the UNESCO Creative Cities of Helsinki, Saint-Etienne and Fabriano, guests of the City of Turin.

05/12/2015 - San Federico's Gallery

Meeting "See the Invisible"

This interesting event was organized by the Po and Turin Hill Regional Park, in collaboration with SITI Institute (Higher Institute on Territorial Systems for Innovation of the Politecnico di Torino) and the Designation Project. During this meeting, the beauties of the territory were presented through evocative images and a Call, open to all designers and enterprises working on sustainable projects in the Po and Turin Hill area, was illustrated. This area applied for UNESCO MAB Programme.

07/12/2015 - Castello del Valentino, Salone d'onore

Convention "Torino Design System. Develop a shared strategic plan for the resumption of the Turin design"

In this very interesting meeting, led by distinguished experts, I underlined, in my brief intervention, that the beauty and importance of Turin are recognized by UNESCO since 1997, when the Residences of the Royal House of Savoy were inserted in the World Heritage List. Thanks to the nomination of Turin as "UNESCO Creative City for Design", the City's assets and peculiarities are well-known worldwide. These UNESCO's recognition are important opportunities of development that Turin, as shown by this initiative, is committed to seizing.

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Torino Design of the City 2015

C



Torino Design of the City 2017

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MATERIALLY

Wednesday, 11 - Monday, 16 October

Exhibition dedicated to museum merchandising for the Royal Residences circuit in Piedmont.

Torino Incontra - Via Nino Costa 8, Turin

Organised by: Confartigianato Torino - Politecnico di Torino, Department of Architecture and Design (DAD).

Project "LAB 3- 3D INNOVATION"

Tuesday, 10 October - Friday, 10 November

An exhibition of objects in 3D.

Porticos of Via Po, Turin

Organised by: the Chamber of Commerce of Turin, Confartigianato Torino Città Metropolitana, FabLab Torino and Turin Design Community Torino - Info: www.turn.to.it/labcube

POLISGRAPHS

Monday, 16 October, 6.00 pm

Preview of the PolisGraphics exhibition "Le nuove arti applicate" (New applied arts).

MIAAO, Via Maria Vittoria 5, Turin

Organised by: MIAAO - Museum of Applied Arts - Info: www.miaao.jimdo.com

TWENTY YEARS OF ELEGANCE. 1955-1975

From Tuesday, 10 October

Exhibition of historical clothing accompanied by unpublished documents from the State Archives.

Archivio di Stato di Torino,

Piazza Castello 209 (entrance from Piazzetta Molino 1), Turin

Organised by: the Archivio di Stato and the Liceo Artistico Passoni di Turin.

Info: www.archiviodistatotorino.beniculturali.it

PDP ART IN THE DOCKS

Wednesday, 11 - Monday, 16 October

The richest collection of furnishings and design objects made by Studio65.

Docks Dora, Via Valprato 68, Turin

Organised by: Il Mercante di Nuove Cultural Association and Studio65 - Info: www.studio65.eu

#HACKUNITO FOR AGEING

Tuesday, 10 - Monday, 16 October

Research design on healthy and active aging. Initiative #hackUnitO for aging involving 29 Italian Universities.

Porticos of Via Po, Turin

Organised by: the University of Turin - Info: www.hu4a.it



TO-TALKS

TO-MOVE: DESIGN FOR MOBILITY

Tuesday, 10 October, 1.30 pm - 5.00 pm

Companies and protagonists who have made Car Design history in Italy.

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

Organised by: The City of Turin and the IEO - Info: www.torinodesigncity.it

THINKING 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 in progress requires ongoing planning activities for services that are capable of responding to new needs.

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

Workshop 3.00 pm - 6.30 pm

Organised by: the City of Turin's Public Libraries Service in collaboration with the Piedmont Section and the National Public Libraries Commission of the Italian Library Association.

Info: www.torinodesigncity.it

TO-MAKE

Wednesday, 11 October

Design For Innovation: 9.30 am - 1.00 pm

Makers and different Serialities: 2.30 pm - 4.30 pm

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

Organised by: the City of Turin - Info: www.torinodesigncity.it

DESIGN FOR THE CITY: DESIGN FOR CITIZENS

Thursday, 12 October, 9.30 am - 1.00 pm, 3.00 pm - 5.00 pm

The relationship between design and the City. Design methodology applied to the production of systems and services that can improve life for metropolis citizens.

Aula Magna Cavallerizza Reale, Via Verdi 9, Turin

Organised by: the City of Turin - Info: www.torinodesigncity.it

DESIGN FOR HERITAGE

Friday, 13 October

The design of Cultural Heritage to create new models of participation, along with those values that distinguish our territory, such as: climate, landscape, artistic heritage, food, design and fashion.

Design like a tool: 9.30 am - 1.00 pm

Design for heritage: 3.00 pm - 5.00 pm

Aula Magna Cavallerizza Reale, Via Verdi 9, Turin

Organised by: the City of Turin - Info: www.torinodesigncity.it

TORINO: THE SIGN OF THE CITY

Monday, 16 October, 11.00 am - 1.30 pm

The final day of Torino Design of the City with the results of the week's talks.

Aula Magna Cavallerizza Reale, Via Verdi 9, Turin

Organised by: the City of Turin - Info: www.torinodesigncity.it

WORLD DESIGN ORGANIZATION™ - GENERAL ASSEMBLY

Saturday 14 - Sunday 15 October, 11.00 am - 1.30 pm

The 30th World Design Organization General Assembly. This is a members-only event.

International Training Centre of the ILO, Viale Maestri del Lavoro 10, Turin

Organised by: World Design Organization (WDO)™ - Info: www.wdo.org

WORLD DESIGN ORGANIZATION™ - WORKSHOPS

Sunday 15 October

Workshops on topics related to specific United Nations Sustainable Development Goals: Industry, innovation, infrastructure and mobility; Sustainable cities and communities; and Responsible production and consumption.

Participation in workshops is reserved to WDO members and to by invitation for non-members.

ILO Congress Center, Viale Maestri del Lavoro 10, Turin

Info: www.wdo.org

www.torinodesigncity.it - Contacts: Torino Design of the City
Direzione Area Cultura, City of Turin - Via San Francesco Da Paola 3, Turin
design@comune.torino.it

CITTA' DI TORINO

UNIVERSITA' DEL SALENTO

Torino City of Design

TORINO DESIGN OF THE CITY

10-16 OCTOBER 2017

international meetings,
workshop, events, conferences,
exhibitions, tours

World Design Organization™
general assembly

www.torinodesigncity.it

realized with



under the patronage



in collaboration with



with the support



Torino Design of the City 2017

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SEMINARS / MEETINGS / WORKSHOPS

BJCEM - BIENNALE DES JEUNES CRÉATEURS DE L'EUROPE ET DE LA MÉDITERRANÉE

Tuesday, 10 October, 2.30 pm - 7.00 pm.
Wednesday, 11 October, 9.00 am - 2.00 pm, Association Board.
Torino Incontra, Sala Einaudi, Via Nino Costa 8, Turin

GAI - ASSOCIAZIONE PER IL CIRCUITO DEI GIOVANI ARTISTI ITALIANI (Association of Young Italian Artists)

Wednesday, 11 October, 11.00 am - 1.00 pm: GAI Association Council of Presidency
Wednesday, 11 October, 2.30 pm - 5.30 pm: GAI Association Assembly
Torino Incontra, Sala Einaudi, Via Nino Costa 8, Turin

TEN IDEAS FOR LIVING WITH CHANGING WORK

Tuesday, 10 October, 11.00 am - 1.00 pm
A presentation of Harvard University's research results on work in the near future.
Cavallerizza Reale, Via Verdi 9, Turin
Organised by: IAAD, La Scuola Possibile, The Adecco Group, Fondazione Feltrinelli.
Info: www.iaad.it - www.scuolapossibile.it - www.adeccogroup.it

ITALIAN ISLAMIC CULTURAL HERITAGE: TWELVE CENTURIES OF RELATIONS

Saturday, 14 October, 9.00 am - 1.00 pm
A journey through the Islamic historic-artistic-architectural heritage in Italy to narrate the intertwined stories of Christianity and Islam.
Torino Incontra, Sala Giolitti, Via Nino Costa 8, Turin
Organised by: the City of Turin and ASSAIF - Info: www.assaif.org - www.tief.it

DEMOCRACY AND DESIGN

Thursday, 12 October, 6.00 pm
Stand Up for Democracy Project - A talk that is open to interventions from the public.
Laboratorio di San Filippo Neri, Via Maria Vittoria 7a, Turin
Organised by: MIAAO - Museum of Applied Arts - Info: www.miaao.jimdo.com

STUDIO65

50 years of Pop Art and Design, Workshop Wednesday, 11 October, 5.30 pm - 8.30 pm

Creative Design, Workshop - Monday, 16 October, 5.30 pm - 8.30 pm
Via Valprato 68, Turin
Organised by: Docks Dora and Studio65 and Il Mercante di Nuove Cultural Association.
Info: www.foit.it - www.studio65.eu

DESIGN FOR THE CITY: AGORÀ VALLETTE

Thursday, 12 October, 5.30 pm - 8.30 pm
Social inclusion and cultural innovation of co-design spaces.
Piazza Montale 18a, Turin
Organised by: SocialFare | Centro per l'Innovazione Sociale (Centre for Social Innovation), in collaboration with CivicWise and Officine Caos / Casa di Quartiere Vallette
Info: www.facebook.com/socialfaretorino

INTERNATIONAL ACADEMY ON SUSTAINABLE DEVELOPMENT 2017

Tuesday, 10 - Friday, 13 October
International capacity building programme.
Piazza Montale
Organised by: Centro Studi Silvia Santagata - EBIA and UNESCO - Info: www.academysd.net

EVENTS

DESIGN FOR URBAN REGENERATION AT VIA PAOLO SACCHI

Tuesday, 10 - Friday 13 October - **Via Sacchi**
Seminars, exhibitions, thematic markets, artistic interventions and performances, workshops and tours.
Organised by: the Fondazione Contrada Torino Onlus - Info: www.contradatorino.org

TURIN FASHION DESIGN WEEK

Friday, 13 - Saturday, 14 October, 7.00 pm - 9.00 pm: 14 October, 11.00 am - 1.00 pm
Fashion and design come together to give life to fashion shows and performances.
13 October, ex Borsa Valori, Via San Francesco da Paola, 28, Turin
14 October, Cittadellarte Fondazione Pistoletto, Via Giovanni Battista Serralunga, 27, Biella
IAAD in collaboration with Cittadellarte Fondazione Pistoletto - Info: www.turinfashiondesignweek.it

TORINO GRAPHIC DAYS Vol. 02

Thursday, 12 - Sunday, 15 October
International festival dedicated to graphic design.
Via Agostino da Montefeltro 2, Turin
Organised by: Toolbox Coworking - Info: www.graphicdays.it

TORINO STRATOSFERICA UTOPIAN HOURS

Friday, 13 - Sunday, 15 October, 4.00 pm - 24.00: Opening: Friday, 13 October, 6.00 pm
Festival dedicated to the City's future.
Bellissimo Blue Loft: Via Regaldi 7 int 12/A, Turin
Organised by: Torinostratosferica - Info: www.torinostratosferica.it

SMART MOBILITY WORLD 2017

Tuesday, 10 - Wednesday, 11 October
Symposia and conferences for an integrated vision on Smart Cities and Green Mobility.
Lingotto Fiere, Via Nizza 294, Turin
Organised by: GL Events Italia - Info: www.smartmobilityworld.net

IL MERCANTE DI NUOVE • NOTTE BIANCA AT DOCKS DORA

#Ilmercantedinuove #MDN
Thursday, 12 October, 6.00 pm - 2.00 am
A project presentation of the Polo Archivistico e Museale per il Design Creativo (Archives and Museum for Creative Design). Events, exhibitions and design studies open to the public.
Docks Dora, Via Valprato 68, Turin
Organised by: Studio65 and Il Mercante di Nuove Association - Info: www.studio65.eu

REMIXING CITIES N. 2 MAGAZINE

Wednesday, 11 October, 6.00 pm - 7.30 pm
A live radio broadcast of the publication dedicated to Urban Regeneration and Youth Creativity.
Urban Center Metropolitan Torino, Piazza Palazzo di Città 8/f, Turin
Organised by: GAI - Association for Young Italian Artists, Urban Center and the City of Turin.
www.urbancenter.to.it

GREEN GRAIN: HERITAGE DESIGN IN BIOSPHERE RESERVE COLLINAPO

Thursday, 12 October, 9.30 am - 8.30 pm
A meeting dedicated to the "green seed" of territorial design, with a seminar, round table, presentations, videos and exhibitions.
Le Vallere, Corso Trieste 94 and 98, Moncalieri (TO)
Organised by: Ente di gestione Parco del Po e collina (Management Authority of the Po Park and Hill)
Info: www.parcipocollina.to.it

TORINO MAPPING PARTY - COLLABORATIVE MAPPING FOR A BETTER MOBILITY

14 October, 9.00 am - 1.00 pm
1st mapping party to actively contribute to OpenStreetMap.
Open Inceit, Via Cigna 96/17, Turin
Organised by: 51 SRL and THACA. Info: www.muoversiatorino.it/mapping-party

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
Organised by: Mauto, the Turin Automobile Museum - www.museoauto.it

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
Organised by: the Gianfranco Ferré Foundation and the Turin Museums Foundation.
Info: www.palazzomadamatorino.it

DESIGN THE MOVE, Light on the road

Friday, 13 - Saturday, 14 October, 10.00 am - 6.00 pm
Exhibition on the design history of car headlamps.
Corso Tazzoli 228, Turin
Organised by: HANGAR 25 - Info: www.hangar25.it

GIANSONE - Sculptures to be worn

Wednesday, 11 October
Exhibition of gold jewelry forged by Turin artist Mario Gianzone.
Palazzo Madama, Piazza Castello, Turin
Organised by: the Turin Museums Foundation and the Mario Gianzone Historical Archive Association.
Info: www.palazzomadamatorino.it

CONTEMPORARY LACQUERS

The Burmese tradition revisited by IED students

From Thursday, 12 October
Exhibition on the Burmese tradition revisited by IED students.
Entrance to the exhibition is included with the MAO Museum ticket.
Museum of Oriental Art, Via S. Domenico 11, Turin
Organised by: the Turin Museums Foundation and the IED - Info: www.maotorino.it

A.A.R.M. "ALGORITHM.ART.ROBOT.MATERIAL"

Wednesday, 11 - Monday, 16 October
Robotics & Creativity - final exhibition: the production of a series of design objects for the home.
Via Egoe 16, Turin
Organised by: Fablab Torino / Toolbox Coworking - Info: digifabtorino@gmail.com

PHOTOS OF THREE PLACES OF CHANGE IN TURIN

Wednesday, 11 - Monday, 16 October
Photographic exhibition of Monica Taverna, Jacopo Pasqui and Calori&Maillard in the city's regenerated places.
Porticos of Piazza Palazzo di Città, Turin
Organised by: Urban Center, the City of Turin and GAI - Association for Young Italian Artists.
Info: www.urbancenter.to.it

CONTEMPORARY PANORAMAS AND PLACES UNDERGOING TRANSFORMATION

Wednesday, 11 - Monday, 16 October
Exhibition of the winners of the Residenza di Fotografia in Italia 2017 (Bari, Perugia and Reggio Emilia) photo competition promoted by MIBACT - DG AAP and GAI.
Piazza Palazzo di Città 8/f, Turin
Organised by: Urban Center, the City of Turin and GAI - Association for Young Italian Artists.
Info: www.urbancenter.to.it

I LOVE IT

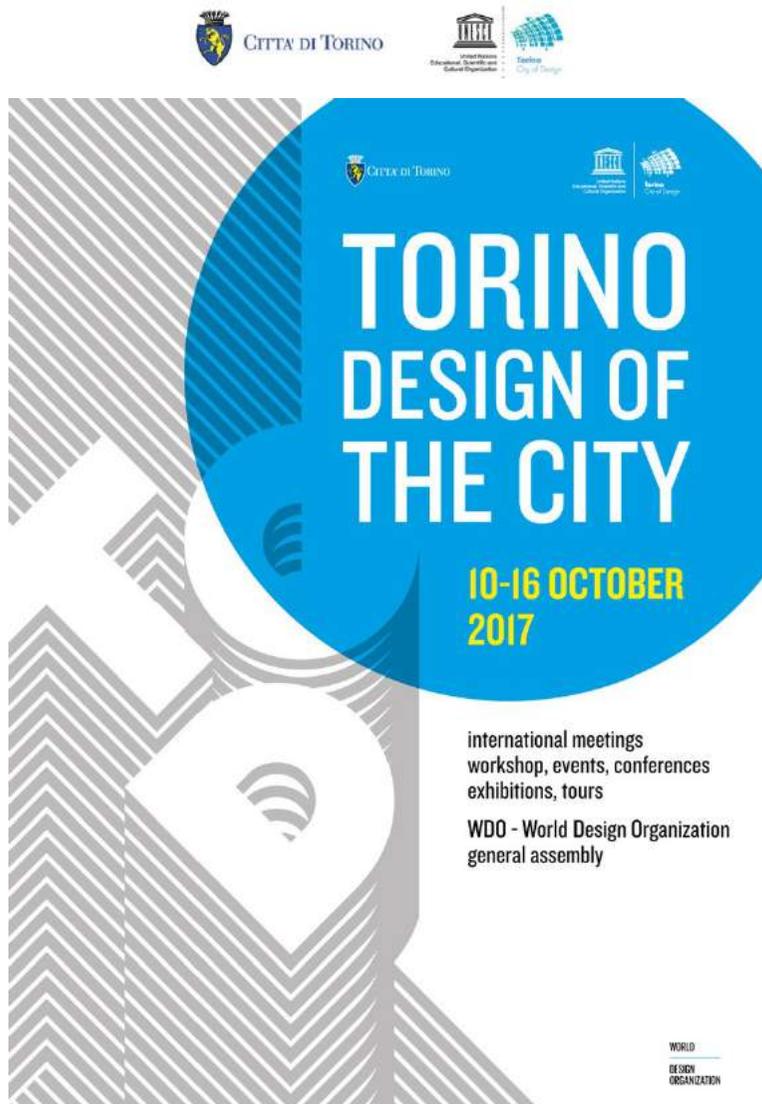
From Tuesday, 10 October
Exhibition on the excellence of Made in Italy, craftsmanship and self-produced design.
Workshop of Scripture Museum, Strada Abbazia di Stura 200, Turin
Organised by: CNA Torino - Info: www.cna.to.it

MADE IN TURIN - CREATIVE ITALIAN MANUFACTURE

From Tuesday, 10 October
Clothing and furnishing items by Turin's craftsmen of excellence.
Torino Incontra - Via Nino Costa 8, Turin
Organised by: CNA Torino - Confartigianato Torino.

Torino Design of the City 2017

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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

#library #change #common spaces #participation #heritage #network #digital

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

Workshop – working tables: New public and new needs – Documentary and technological-digital Heritage – Fundraising for the libraries – Design Library Thinking – Common spaces and new services.

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.

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Torino Design of the City 2017

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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 Torino 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, progettista, Casa Jasmina

Alba Cappellieri, Polytechnic University of Milan, Director of the Jewel Museum of Vicenza

Francesca Gambetta, Compagnia San Paolo

Coordinator: **Fabrizio Valpreda**, Polytechnic University of Turin

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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 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 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 Condò, Museums General Director MiBACT

Luisa Papotti, Director of the Superintendence of Archeology, fine arts and the landscape for the Metropolitan City of Turin

Alberto Alessi, CEO, Alessi

Pietro Petrarola, Value Culture – Franciacorta

Giovanna Talocci, 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

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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 Germak and **Stefano Maffei** 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 Paini 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:

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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

9:00a.m. –12:00a.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 blannina 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 Faurskov Nielsen, Development Consultant - The Department for the Library Corporation
Copenhagen, Denmark

Strategies of accessibility in the City of Graz Services for families, young people and children

Markus Schabler, Department for Open Childhood and Youth Animation
Graz, Austria

The ideal city: towards the 2019 Annual Meeting in Fabriano

Francesca Merloni, Goodwill Ambassador for Creative Cities
Vittorio Salmoni, 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

16 October – afternoon session

2:00p.m. –6:00p.m.
Aula Magna, Cavallerizza Reale
free entrance

EXPERIENCES OF THE ITALIAN UNESCO CREATIVE CITIES

The UNESCO Creative Cities Network, created in 2004, promotes cooperation between cities that identify creativity as a strategic element for sustainable urban development. It is divided into seven areas corresponding to as many cultural sectors.

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 Djalali, 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 Manara, Area Libraries of the City of Milan
Milan, UNESCO Creative City for Literature

The “Bicapolitana” of Pesaro – strategies for a new city

Daniela 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

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Wednesday 17 October

17 October – morning session

9:00a.m. – 1:00p.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, Claudia 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 di 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

Experiences from the Forum Off

2:00p.m. – 4:00p.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 *Automotive* of the journal *Patrimonio Industriale*

Accessibility of culture and territory: a challenge that can be won

Planning and realizing 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

2:00p.m. – 4:00p.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: rsvp@glebb-metzger.it
telephone +39 0115618236

Schools and cities: a relationship to be rediscovered

Strategies to enliven 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

4:00p.m. – 6:00p.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 subtitling service.

Info and complete program of Turin towards an Accessible City

www.comune.torino.it/cultura-accessibile

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FORUM INTERNAZIONALE SULL'ACCESSIBILITÀ CULTURALE

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

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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 of reference 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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CITY OF TORINO

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Chiara Appendino

Councillor for Culture
Francesca Leon

Chief of Cabinet
Mauro Marinari

Director of Cultural and Administrative Services Department
Emilio Agagliati

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Stefano Benedetto

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