

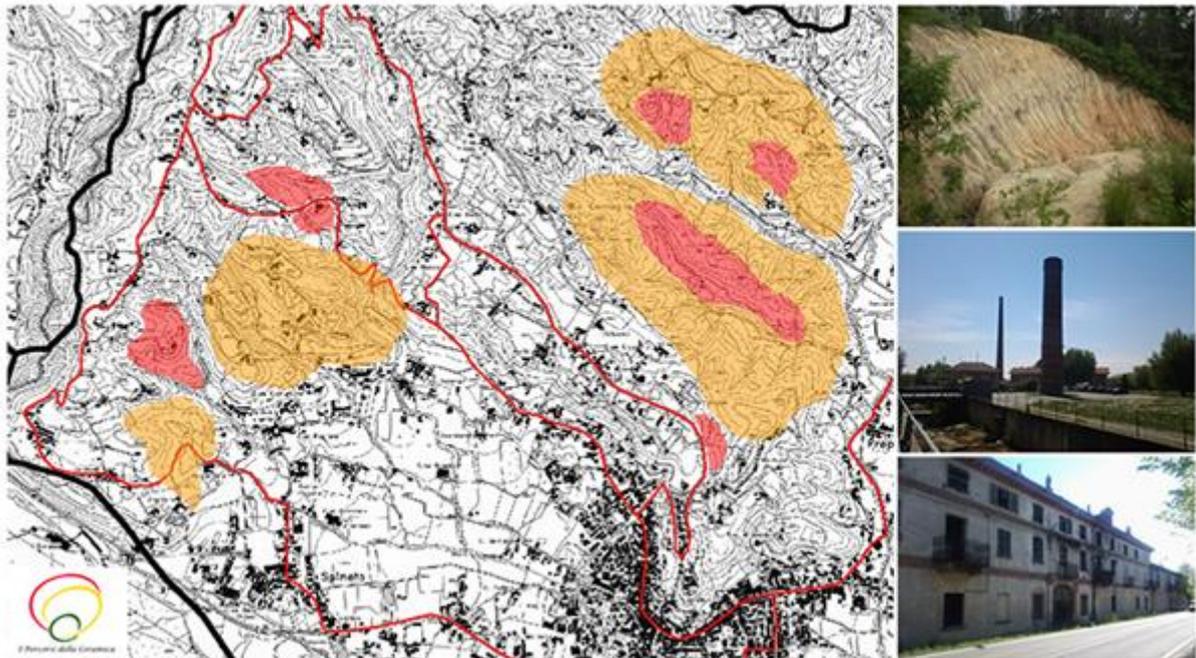
POLITECNICO DI TORINO
SECOND SCHOOL OF ARCHITECTURE
Master of Science in Territorial, Urban, Environmental and Landscape
Planning
Honors theses

**CASTELLAMONTE. CERAMIC TRADITION AS A TERRITORIAL SYSTEM
WIDESPREAD**

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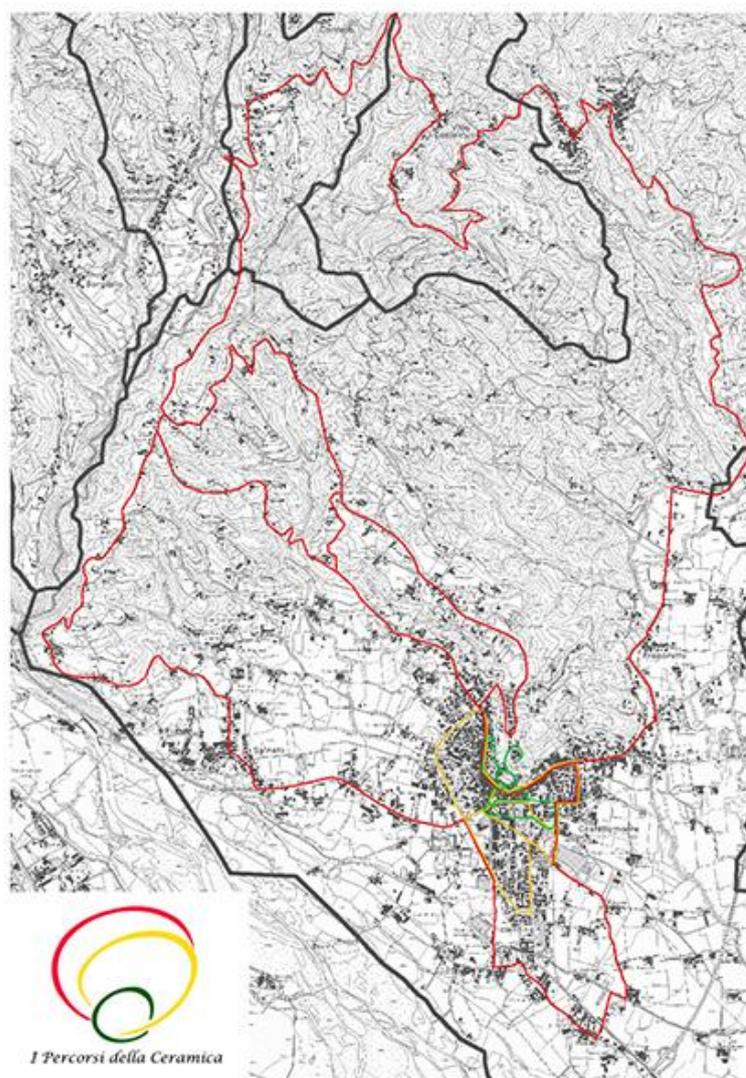
In a community like that of Castellamonte, which since Roman times has been characterized from extraction and processing of red ground, the attempt to preserve and spread the traditional ceramic production has become a necessity. Like other towns the traditional Italian pottery production marked the socio-economic and territorial growth of the municipality. The total loss of this specific artisanal and industrial sector, in fact, it would create for the territory and the population itself a sharp break with the past. The feeling of detachment from tradition was manifested in the second half of the twentieth century, with the cessation of the extraction, on-site, of the red ground and the closure of many factories in the area of Castellamonte. These establishments belonged to some important families of ceramics manufacturers in Castellamonte and in northern Italy, which produced handicrafts and stoves with the ground extracted from more than thirty clay quarries spread over the wide territory. The tax increase associated with obtaining permits to extract and market deployment of new plastics, however, has led the potters to abandon their activities.



Study on the location of the old clay pits, places of work and the current conditions of sites

To grope to spread again the local ceramic production and attract that number of tourists Exhibition of Ceramics Castellamonte boasted to the end of the 90s, it requires the pursuit of some enhancement strategies which, considering all aspects of present and past life of the city, ensuring a development unit of the territory. The process that we want to trigger has the aim to make the territory a real territorial system, where the local development is dictated by the interaction of a multiplicity of interventions and actors to address the various problems in a unified manner and shared.

It involves the construction of "I Percorsi della Ceramica" ("The Paths of Ceramic"), real routes of different extension involving the entire territory. They address three different themes arising from the interdependence between the territory and the production of ceramics of the present and the past. They describe the history of the local tradition based on the evolution of the production over the centuries: a path "current" that runs through the streets of downtown characterized by numerous installations by local artists and museums permanent and temporary; a path "of production", more extensive, affecting all places of current and former production; a path linked to "ancient extraction" of the clay and the sites are still visible throughout the municipality.



The Paths of ceramics in the territory of Castellamonte. Table excerpt of fact sheets

For the realization of the trails we need to pursue strategies for the enhancement of the cultural and territorial heritage, of tangible and intangible assets related to the local tradition, to improve the usability and accessibility to places and paths, in order to make them the protagonists of local development from the standpoint of economic and social growth.

These strategies involve a multiplicity of actors, in order to make interventions as exhaustive as possible.

 MACRO - OBIETTIVI STRATEGIE DI VALORIZZAZIONE	VALORIZZAZIONE DEL PATRIMONIO TERRITORIALE E CULTURALE	VALORIZZAZIONE DEL PATRIMONIO MATERIALE ED IMMATERIALE	MIGLIORAMENTO DELLA FRUIBILITA' DEL TERRITORIO	RENDERE I PERCORSI PROPULSIVI PER LO SVILUPPO LOCALE
CONTROLLO E MESSA IN SICUREZZA DEI SUOLI COMPROMESSI	●	●	●	●
MIGLIORAMENTO DELLE CONDIZIONI DI SICUREZZA PER LUOGHI ED INDIVIDUI	●	●	●	●
MIGLIORAMENTO DELL'ACCESSIBILITA' E DELLA FRUIZIONE DEI SITI	●	●	●	●
MIGLIORAMENTO DEL SERVIZIO DI RISTORO E DI RISTORAZIONE	●	●	●	●
MIGLIORAMENTO DELL'OFFERTA TURISTICA	●	●	●	●
PROMOZIONE CULTURALE E TURISTICA DEL TERRITORIO	●	●	●	●
PROMOZIONE CULTURALE E TURISTICA DEL SITO	●	●	●	●
COINVOLGIMENTO E PARTECIPAZIONE DELLA COMUNITA' LOCALE	●	●	●	●
APPROFONDIMENTO DELLA CONOSCENZA IN ETA' SCOLASTICA	●	●	●	●
FORMAZIONE PRATICA DI LAVORAZIONE DELLA TERRA ROSSA	●	●	●	●

Summary of enhancement strategies. Effectiveness of the actions in the pursuit of macro-objectives

Finally, with the PRU of the Old Hospital, located in the historic center of town, it is hoped the inclusion of a ceramic laboratory in order to involve professionals and not for the production of panels and ceramic installations to complete the enhancement strategy triggered by "The Paths of Ceramic".

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