



POLITECNICO  
DI TORINO

# Honors thesis

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COURSE OF

Architecture for the sustainable project

*Abstract*

**Can a lot of little contributions save a great work, during a  
period of economic crisis?**

**The potential of crowdfunding for the financing of Turin  
Exhibition redevelopment project**

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“Can a lot of little contributions save a great work, during a period of economic crisis?”. Since this question is found the objective of this research: evaluate if the little financial contribution of a lot of people could represent a resource for the financing of *Turin Exhibition* redevelopment project, an icon of the twentieth century, internationally known for the intervention by Pier Luigi Nervi, which, now exists in a state of semi-neglect and decay. Furthermore, this question highlights another essential aspect: the current economic context. The economic crisis, in west countries, has brought about the public resource reduction, with negative effects mainly in the cultural and creative industry.

This context requires creating new financial sustainability policies, which must be different if compared to those ones adopted up until now<sup>1</sup>, both in relation to management and in relation to the kind of resources. For the majority of public cultural institutions public funds represent the primary funding source, while own revenue has a negligible impact on the budget. For the future of cultural institutions and project, it needs to interrupt public funding dependence. From this need comes the attention to fundraising and people raising. The first one consists on the research of funds, which are alternative to public ones, as funds bestowed by institutions or by individuals. The latter one consists on the involvement of material and human resources in cultural project and institution management.<sup>2</sup>

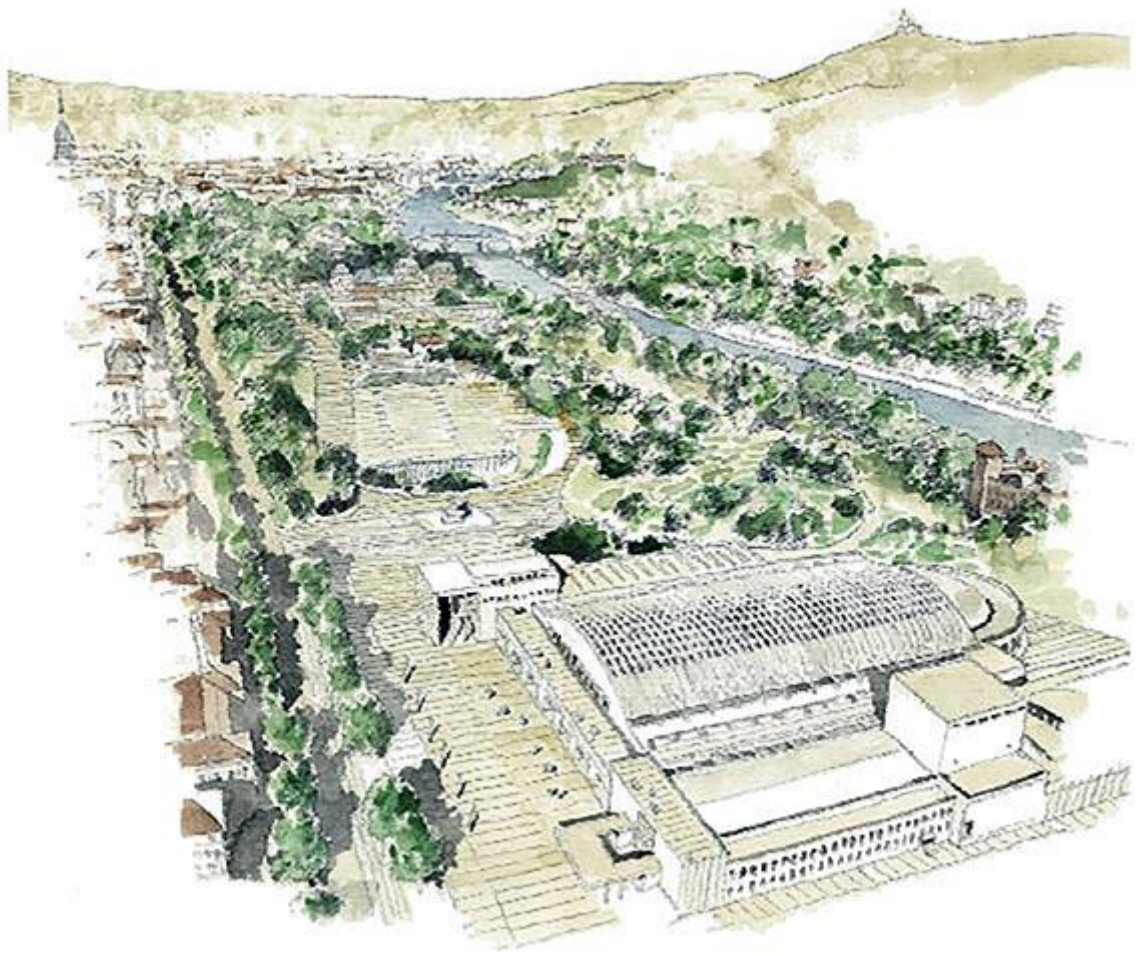
In accordance with this purposes, this work has been divided into two sections. The first one deals with a status quo analysis in relation to cultural institution and project funding. Inside this section there are three sub-sections: the first one is dedicated to the examination of public methods of funding; the second one is dedicated to private methods of funding; the third one is dedicated to the innovative method of funding named “crowdfunding”, that is the collective funding of a project with the collection of a lot of small financial contributions, by means of a website.

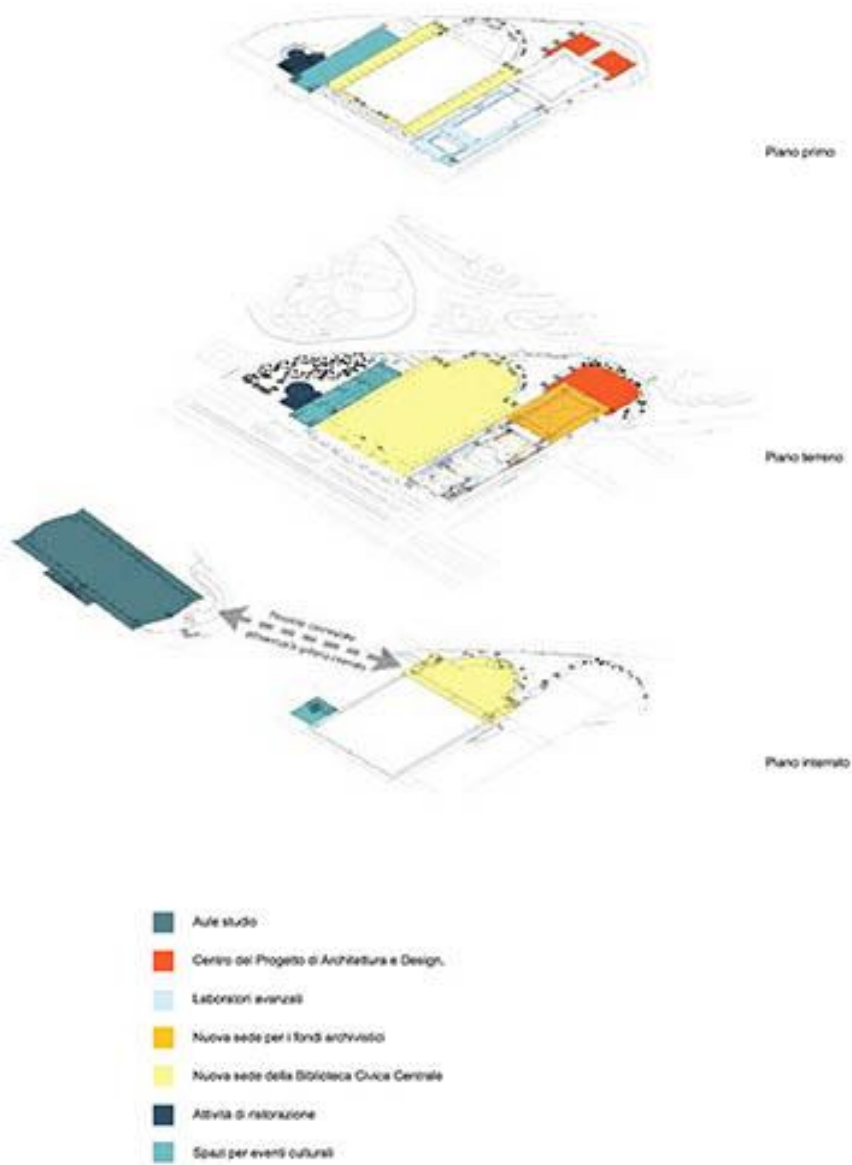
The second section deals with the analysis of the case study, concerning the redevelopment project of “Turin Exhibition” and the assessment of the applicability of crowdfunding for the same project co-funding, by means of a statistical survey. “Turin Exhibition” redevelopment project has been drawn up by the “City of Turin” and the “Polytechnic of Turin” in 2014. It provides to establish the “Valentino Campus”, “The city of literature” and “The design and architecture campus”, a cultural plural centre, where documentation, education and conservation activities will take place. This realization of this intervention requires 98 million of euros, but the City of Turin does not have enough funds to achieve this amount. Noted this funding difficulty, it was evaluated, by means of a statistical survey, the willingness, of the future cultural centre potential users, to enlarge financial contributions to foster the project funding. The survey results have highlighted a few willingness participate in the collective funding. This phenomenon could be traced back to specific causes linked to the good examined, to its public nature and to the few knowledge of crowdfunding. It was learned the time is not yet ripe to implement collective funding to a project on a public good.

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<sup>1</sup> Cfr. AA.VV., “Responding to the crisis with culture: Towards new governance & business models for the cultural sector”, Policy Debate Report, 5 July 2013, Brussels, Belgio, pp. 2-3.

<sup>2</sup> Cfr. A. MASACCI, Prefazione a Pier Luigi Sacco (a cura di), *Il fundraising per la cultura*, Meltemi Editore, Roma, 2006.






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