

POLITECNICO DI TORINO
FIRST SCHOOL OF ARCHITECTURE
Master of Science in Eco-efficient Product Design
Honors theses

Exhibit: a complexity communication.

The real eco-environmental sustainability and as communicated by Turin Companies operating in public services.

Virtual analysis

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This thesis was created to explore and deepen the theme of the exhibition show, related to communication of eco-environmental sustainability.



Project's logo

In the beginning, there has been a work of research, suitable to establish a historical, technical and cultural basis. This was also useful to have, wherever possible, a systemic approach to this wide subject.

We tried to deepen the meaning of the word "show", in all its meanings and we were able to identify the main focus in the concept of "show" itself, in different contexts.

After the historical research, we examined some of the well known exhibition events that marked the last two centuries: the World Fair and the Milan Triennale.

In a second phase, we made a field research (we've used the video technique): we talked to some professionals, who work in this area, people who deal with the theme of the show events every day.

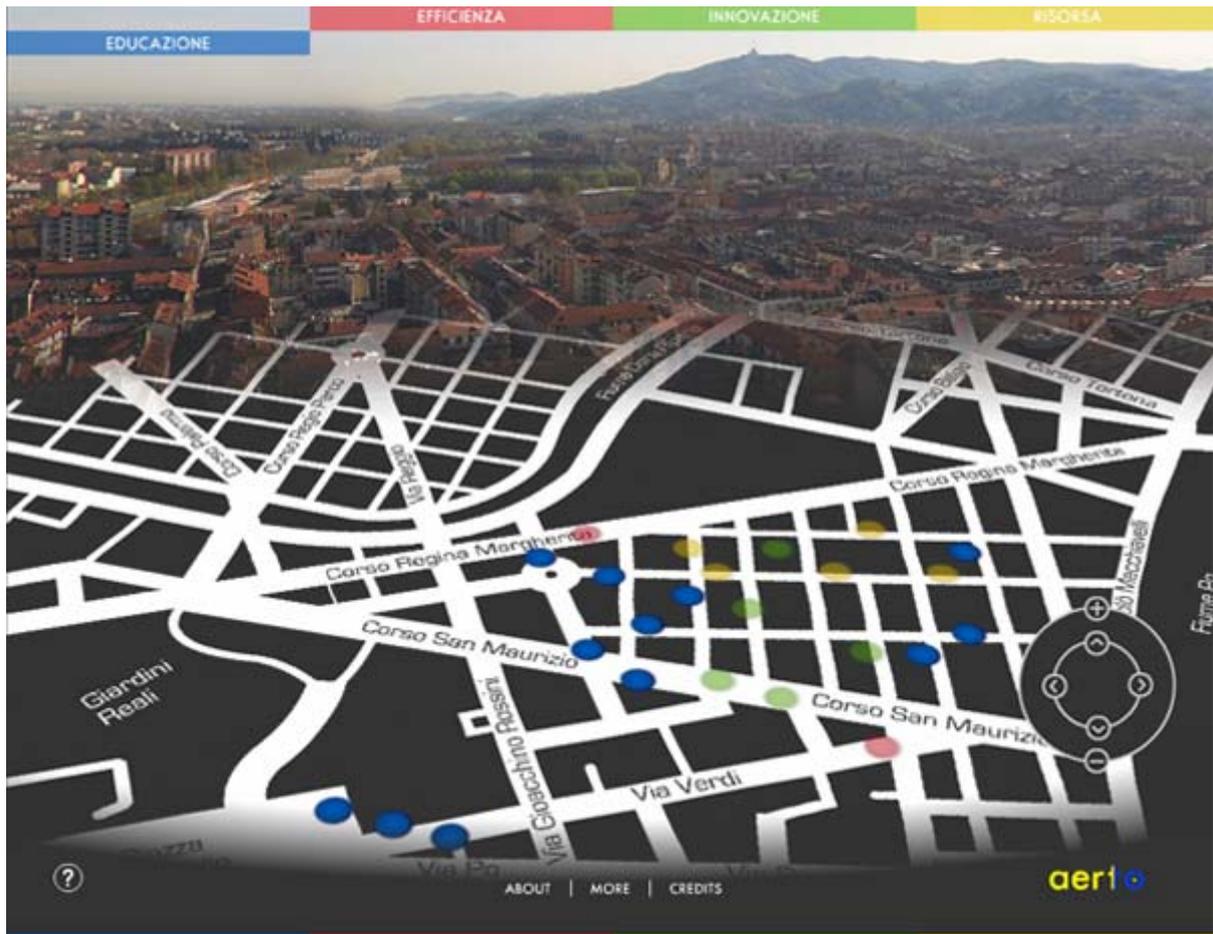
We met: Alessandra Chiti, art director and architect specializing in temporary installations; Dr. Guido Bono, asserted communication consultant, with a long experience in the direction of a great Company's event and communication office; and Dr. Alessandra Agresta, exhibitions curator and chairman in a public Foundation. These interviews were helpful in understanding what are the real procedures between the actors involved in the creation of exhibition, event, fair, draft notice and advertising campaign.

In the third phase (the project), we linked all the previous work, to get from it the most operational advantage.

The aim was to set up an exhibition of small dimension, without any physical conduct, but with the possibility to enjoy the setting, only through the use of a computer. It's a reading in story form, which goes for the main features, plans, and in some cases, also for the shortcomings, inherent to real ecosustainability as communicated by big suppliers of public services – SMAT (Società Metropolitana Acque Torino), Iris, AMIAT (Azienda Multiservizi Igiene Ambientale Torino), GTT (Gruppo Torinese Trasporti) – in the city of Turin.

We talked about their approach to environmental issues and their projects on sustainability, but also on what objectives in the medium or long term, these companies want to achieve and what they did, until now, to reach them.

With the collected information we developed a set of guidelines that highlights the positive and negative aspects of external communication and methods used in the transmission of values to the citizen-user-client.



Project

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