

POLITECNICO DI TORINO  
SECOND SCHOOL OF ARCHITECTURE  
Master of Science in Architecture (Rehabilitation and Revaluation)  
**Honors theses**

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**Methods and instruments for the reuse of the Industrial heritage:**

**“The case of Casale”**

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The aim of this thesis is part of the convention between Politecnico of Torino and the Association “The Cement in the identity of Monferrato Casalese”. This Association is composed of seven towns of Monferrato Casalese. The purpose is a cooperation between the University and the Association, in order to conserve and exploit the immovable and movable property, the industrial memory, and to recover and renew the territorial identity.

It's necessary to find the significance, the witness and the marks of the industrialization in Casale. This is possible through the reading and the historic knowledge.



The object of my project is an ex clinker warehouse, denominated Paraboloide for his shape, closed to the citadel. In this place was located the Robatti industry and the warehouse is the only mark.

At the present the building and the place are devoid of function and of a dialogue with the surrounding urban tissue.

The industrial archeology is the science about the study of the material marks of the industrialization and the process of transformation. Its aim is the singling out and the definition of the main instruments of defense and management to protect the industrial heritage.

Through these instruments, a right historical and cognitive analysis, it's possible to do a supposition for the reuse of this ex warehouse and of the context where it is inserted. The purpose is to make again the warehouse a resource and an integrating part of the town. The project is developed during the time. For the first thing a new public space will be created. It's expressed as a filter with the town. It will be an external projection of the contents of the Paraboide. There will be an exposition of machineries, symbol of the progress of the science and of the cement industry.



The Paraboloide is full of social, technological, collective memoirs. It will improve its cultural values through a calendar of temporary ex position. Afterward, on the ground of the requirements of the Comune and the Association, the warehouse will be adapted for a museum of the cement, with an archive and a media center. It will be a space where culture and memory can be manifested with a practical and theoretical activities.



The future has to look at a careful lecture of this heritage, in order to rescue this resource from the destruction and to create new project, not only for the protection, but also for the valorization of this heritage, and for the territorial and local identities development.

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