

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

The Road of the Wool from Biella to Borgosesia. Enhancement of a system of industrial archaeology

by Maria Vittoria Brigato

Tutor: Cristina Coscia

Co-tutor: Carla Bartolozzi and Elena Fregonara

The case, which the analysis and tools of the enhancement process will be applied to, starts from the project "The Road of the Wool". This is a route of industrial archaeology, analysed and proposed by DocBi¹ and some teachers of the Polytechnic of Turin², which extends for about fifty kilometres along that portion of land linking Biella and Borgosesia. Designed as a cultural itinerary aimed at putting forward this rich industrial heritage along the path, this route is proposed as an opportunity to raise for a district characterised by a particularly interesting industrial landscape. The thesis idea comes from the need to test the feasibility and sustainability of the project, integrated and enhanced in the connections with the existing circuits and cultural institutions as well as with poles of attraction to be created in the town of Biella, and along the road, in order to develop some aspects the system, which may trigger new values in the area.

¹ Institute for documentation and protection of the Biellese cultural heritage

² Marco Trisciuglio, Maria Luisa Barelli, *Support study for the establishment of a visit route to the Biellese industrial architectures and territory, called "The Road of the Wool"*, Turin 1991-2005



The Road of the Wool, SITA basic mapping of the Province of Biella, www.docbi.it

The research starts from a preliminary phase of survey and exploration of the Biellese territory, as well as of the sites of industrial archaeology arising all along the route, which are very different in their typology and state of preservation. Through the collection and processing of economic and demographic data about the culture, infrastructure, services and environment, and from the analysis of the current route and industrial buildings conditions, even on a structural and deterioration point of view (through the creation of a suitable catalogue data sheet), a summary of the area and system of properties results, which allows an assessment of its disposable potentials, both locally and nationally. Four alternative profiles have been developed through the application of a typical evaluation tool, the SWOT, used to summarize the main features of the property and territory, arisen during the first phase of analysis, as well as to identify the strategic objectives.

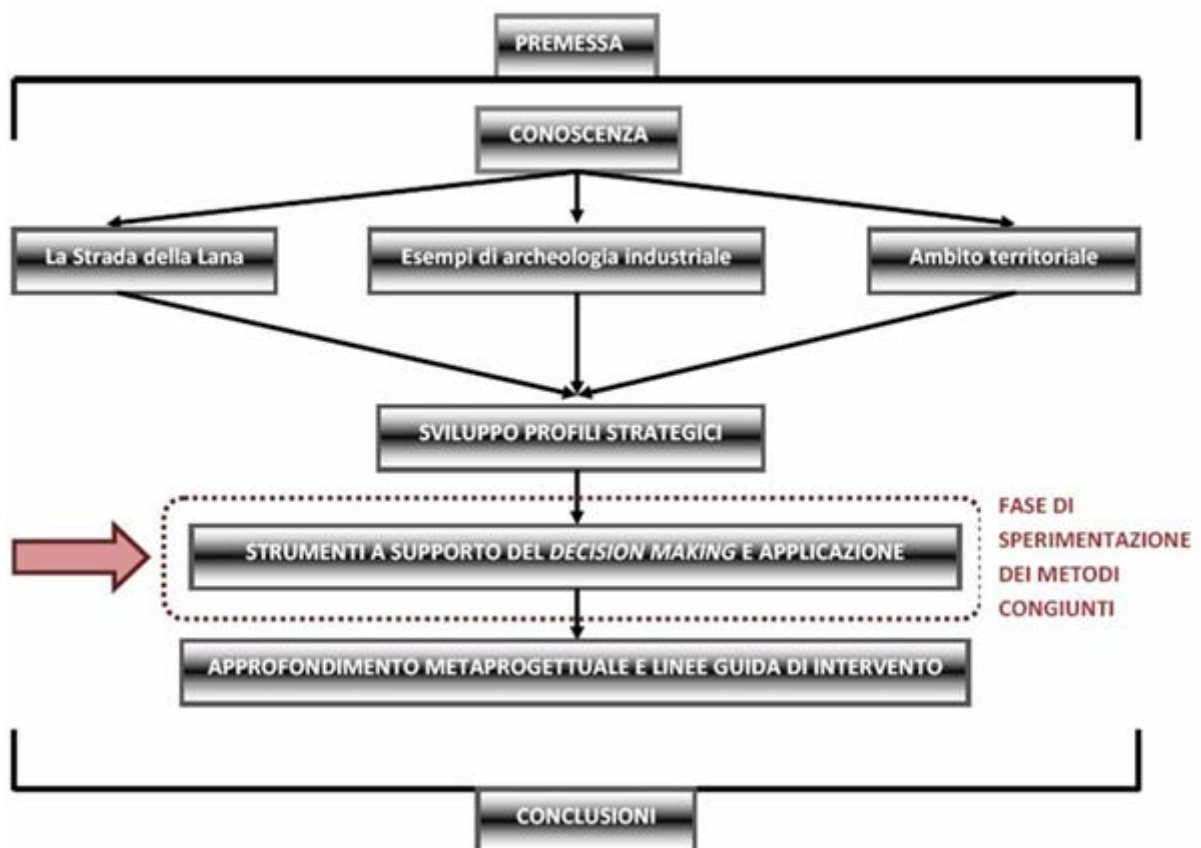
| | | | | | |
|---|---|---|--------------|--|--|
| IMMAGINE |  | | ESTRATTO CTR |  | |
| DENOMINAZIONE | | LOCALIZZAZIONE | | | |
| COMUNE | | Foggia | | | |
| ZONA | | Suburbana - Vallefortida | | | |
| UBICAZIONE | | Via Vole Frotta | | | |
| CORSO D'ACQUA | | Territorio Foggiano | | | |
| STORIA | | | | | |
| DATAZIONE PRIMO IMPIANTO | | 1879 | | | |
| NOTE STORICHE | | <p>Il edificio è stato costruito dai fratelli Zignone nel 1879. L'attività è stata esercitata dalla famiglia Zignone fino al 1936, anno in cui lo stabilimento è affittato ad Anselmo Gioia, che vi installa una filatura a servizio dell'importatore complesso di Prunone. Solo nel 1912 i Zignone ritornano in possesso della fabbrica. La produzione continua, anche se l'alluvione del 1927 causa gravi danni allo stabilimento. Negli anni Cinquanta, il edificio è stato chiuso a causa di una grave crisi del settore tessile. Nel 1960 l'ingegnere Carlo Beretta acquista gli stabili della Vallefortida, che donerà al DoDi-Centro Studi Bellini nel 1991.</p> | | | |
| FUNZIONE | ORIGINARIA | Lanificio | | | |
| | ATTUALE | Sede DoDi-Bi, museo, centro di documentazione | | | |
| SOGGETTO | PROPIETARIO | Prinotto - DoDi | | | |
| | GESTORE | Prinotto - DoDi | | | |
| VINCOLO | MINISTERIALE/PRIG | SI | | | |
| | ACCESSIBILITA' | SI | | | |
| ELEMENTI ARCHITETTONICI | | | | | |
| CONSISTENZA FISICA | MQ AREA | 1.412 | TOTALE MQ | | |
| | N. PIANI | 4 | 5.948 | | |
| DOTAZIONE IMPIANTI | | SI sistema di trasmissione idroelettrica, macchinari tessili | | | |
| STRUTTURE ANNESSE | | SI locali fabbricati, uffici per la trasmissione idroelettrica | | | |
| PRIME CONSIDERAZIONI SULLO STATO DI CONSERVAZIONE | | | | | |
| STRUTTURE PORTANTI VERTICALI | | ***** | | | |
| STRUTTURE PORTANTI ORIZZONTALI | | ***** | | | |
| COLLEGAMENTI VERTICALI | | **** | | | |
| SERRAMENTI | | **** | | | |
| COPERTURA | | **** | | | |
| FINITURE SUPERFICIALI | | **** | | | |
| DATA | | 01.02.2009 | | | |
| | | COMPILATORE | | | |
| | | Maria Vittoria Brigato | | | |

Catalogue data sheet, example referring to the Factory of the Wheel, designed by the author

In order to check the four possible solutions for the main routes and areas to be considered as the basis for the networking of properties and the value of the route of industrial architecture, a qualitative-quantitative forecasting method has been used, which was settled between the family of analysis techniques of the question (current, potential and future): the Delphi method. This approach relies on the judgement of a *panel* of experts, identified between the different participants involved or consulted as competent in the field. A *dossier* is submitted to the respondent - through a series of iterated questions - showing the current situation and the alternative profiles, which must be judged according to the strategic objectives previously identified. This method was applied in conjunction with and as a support to the *Analytic Hierarchy Process* (AHP), in order to define the scoring phase in a pairwise comparison between the hierarchy criteria as well as to reduce the subjective nature of this phase of multi-criteria technique. The idea comes from the possibility of integrating the limits of one with the peculiarities of the other and vice versa, in order to make an objective decision.

The *decision making* part of the thesis, gets therefore an experimental value, in a moment when scientific research is not focusing on developing new assessment techniques but on the opportunities arising from their joint application.

Finally, in the last part of the paper, the guidelines for the winning strategic profile are drawn up, which will be further developed and studied in deep on a metaprojectual point of view: the urban renewal and enhancement plan.



Thesis structural scheme, designed by the author

For further information, e-mail:

Maria Vittoria Brigato: fambrigato@alice.it