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 DocBi\(^1\) and some teachers of the Polytechnic of Turin\(^2\), 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 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.
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.

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