

POLITECNICO DI TORINO
SECOND SCHOOL OF ARCHITECTURE
Master of Science in Architecture
Honors theses

The fashion and the city: a cultural heritage to enhance

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The work done for the preparation of this script proposes the analysis of a particular issue which is that of fashion.

Nowadays fashion is the best way to observe the changes in social issue and the strategies that redefine the world in the age of communication, then beyond the current opinion that bind it at the work of the creation of style clothing, it is refer able to various fields concerning architectural, social and even to be the cultural mirror of society. Fashion is a hybrid field, ready to capture and translate and revive all that has to do with changes in sensitivity and imagination of society.

Considering fashion as a significant expression of art and culture, it has been extended this right to all intents and purposes, therefore, coming to reckon it as a cultural, adding it in the large field on the national cultural heritage.

This remains the fundamental key point for the entire development of the paper, we started the analysis at the historical level that has characterized the last century, and in particular it has been observed that with the birth of the industry and the development of the textile, a new type of distribution of clothing has been enlarged, made up of department stores and fashion "for all", grow into fashion for the elite. Also parallel to the new and growing artistic and architectural movements of the twentieth century, it has been observed the birth of the new "flagship" of large and leading fashion houses, where it is evident the union with architecture, whose projects have been treated by the architectural major names, the so-called *Archistars*. However, the relationship between fashion and architecture has been already detected at the beginning of the last century, a period that saw the glory of Turin as the capital of Fashion.



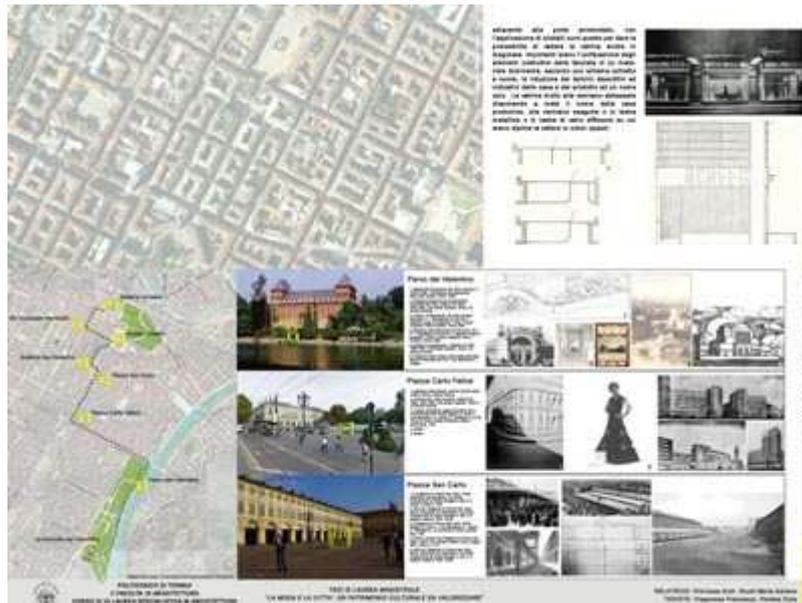
Way Dress by Yoshiaki Hishinuma of Tokyo, 2004
Tod's Omotesando Building in Tokyo, Toyo Ito 2004

In fact, even in this circumstance, the fashion has been established with the work of great architects engaged in major exhibitions of the early twentieth century, from which emerged the work of renowned fashion houses in Turin of that time, which presented their creations. It was this great "success" of Italian fashion in Turin, which have seen many of the most famous architects of that period wrote up the guidelines for the construction of new stores, that had to respond to new needs and new trends of the moment.

Finally it seemed appropriate to develop a project idea that would serve to enhance and keep alive the historical memory, and the role that the city had in the past.

Concerning this it was organized a "cultural" path within the city of Turin where, by the insert of some portals of fashion with attached antique video, documents and reproduction of that period, which are meant to unearth and rediscover the signs and places in the city that marked the past of the National Capital of Fashion.

Considering this material a great artistic and cultural heritage for the city, it seemed interesting to develop the idea of its value within the city of Turin.



Fashion Image Path

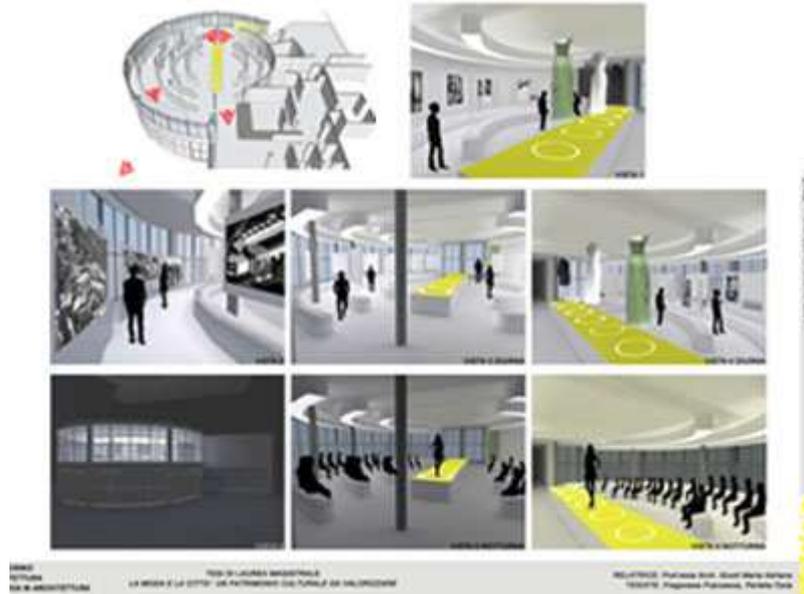
The path is developed into the “Rotonda del Valentino”, a building designed by the architect Ettore Sott-Sass, at the present it is transformed in a restaurant and nightclub, but at the beginning of the Twentieth Century, the palace was the main base of fashion. Within the structure has been thought up a multi-purpose hall, which may have the dual function according to the needs of the case.

In fact, the room will be used during the day as a showroom, where roller blinds will function to present documents that show the history of fashion in Turin, the double function of the room is made easily possible in the evening through the envelope of this blinds .

The hall in this way can easily change the face, becoming a salon for the presentation and dress parades.

The visitor may follow a path, which go across the Valentino Park towards the city centre, it will be characterized by the presence of portals, called "Home Fashion", in which videos, images and other information, will be showed trying to inform the viewer on the past and the history of that particular place.

Below we have included a map of the City of Turin and the path-route where you highlight the "Home Fashion", and the project that was developed to create the showroom at the Rotonda del Valentino.



Picture show exhibition

We also believe that this work can be a great beginning to develop the idea of enhancing the theme of fashion as a cultural heritage of Turin, to raise awareness of the historical memory as a factor in the development of the City of Turin.

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