

Pollenzo between the Langhe and the Roero

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The object of this thesis is a proposal for the creation in Pollenzo (a small town in the Tanaro valley) of an important physical and informational connecting link between Langhe and Roero. In fact, they are the two best-known and most popular tourist areas in Piedmont thanks to their historical-cultural and environmental value, as well as to the quality of their wine and cuisine.

The paper examines the following main topics:

- [the new expansion;](#)
- [changes in the territory;](#)
- [reclamation and restoration of the historical center.](#)

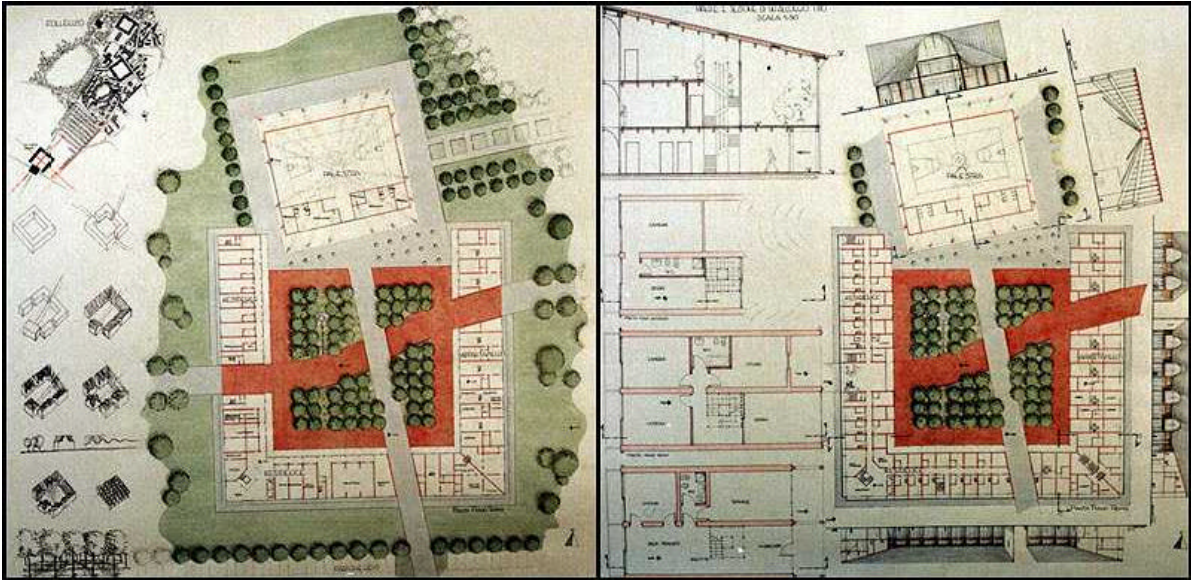
THE NEW EXPANSION

Due to the strong development of production activities related to the Ferrero and Cinzano plants located in Alba and S. Vittoria respectively, and commercial activities in the Bra, Pocalaglia, S.Vittoria and Monticello area, along the Alba-Bra route, the settlements located on this road, especially Cinzano and Macellai, have experienced an extensive growth. Similar considerations apply to the Roero hills, currently undergoing a significant increase in construction. The growth of tourism, the demand for new residential developments in green areas, and the increasing cultural and commercial activities in Pollenzo, lead to predict the need for an area where urbanization may expand; our proposal is intended as a part of a landscape reclamation plan.



The following specific projects are recommended: several residential developments, diverse as to home type and grouping (row houses, enclosed-courtyard houses, open-courtyard houses, houses around the Piazza Nuova); extension of the cemetery; sports facilities (including a gymnasium, tennis courts, new football pitch and parking lot) near one of the major connecting routes; parks and gardens with playgrounds for children and a camping area in the vicinity of the artificial lake. The camping area will be easy to reach from the main roads and tourist path network; it will be equipped with numerous facilities, such as a parking lot, separate areas for caravans, tents and bungalows, a vast playground, sports facilities including two tennis courts, one basketball court and a swimming pool, in addition to a bar, a restaurant overlooking the lake, a marina and a horse resting area.

Our proposal focuses more closely on the core represented by the Piazza Nuova (New Piazza), which will complement the five-piazza system and will be linked to it through an additional stretch of the straight-line road built in Carl Albert's days, presently ending at the entrance to the "Agenzia". This road will reach the new courtyard, after intersecting the central avenue envisaged in our territorial project. The piazza will become a pivotal point for town planning expansion.



The fronts of the buildings facing outward will be equipped with 2 m. wide revolving screens made of stainless steel curtains. The architectural use of such grids is still in its experimental stages, and is exemplified by some outstanding achievements in recent designs by Jean Nouvel, Dominique Perrault, Helmut Jahn, Alfredo Arribas, Hans Hollein.

The suspended panels are made to revolve around pins by means of an electric engine. The inward fronts of the buildings obviously recall the expressions of the "historicist" architecture that characterizes the neo-Gothic church piazza in Pollenzo, while the outward fronts reproduce the appearance of the large industrial buildings, and the reflecting quality of the steel screens will allow the buildings to blend harmoniously in the surrounding landscape.

These proposals of restoration and new construction combine historical and present-day elements. Color shade combinations will be retained, although innovative materials will take the place of the traditional ones used in past centuries.

Some of the tables are published in: DE ROSSI A., DURBIANO G., GOVERNA F., REINERIO L., ROBIGLIO M. (edited by), 1999, *Linee nel paesaggio*, UTET, Torino.