

POLYTECHNIC OF TORINO
FACULTY OF ARCHITECTURE 2
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Honors theses

Turin: a location for the cinema

by Alessandro Bonzano and Dario Zanon
Tutor: Alfredo Ronchetta

Our thesis focuses on the different ways cinema locations are employed in the town of Turin.

A location is a place purposely set where the resumptions of the film are carried out; the location includes as well the atmosphere and the “milieu”, which is the scenery of the action.

Turin architectural and town-planning system, has a very strong impact from the point of view of film setting. Its architectural looking shows as a formal unity. Today, cinema can enjoy spectacular settings: high and airy porticoes with their long perspective escapes, often have as a background a real architectural jewel. We could mention, for instance, Via Garibaldi, whose escape point is Palazzo Madama; or Via Roma, whose escape point is Palazzo Reale; or Corso Francia, with the Castle of Rivoli and Superga Cathedral.



The morphology of Turin area is unique, all over Italy. The river Po floating at the foot of the hill is an only prerogative which cannot be found in any other town. Moreover, from the top of Turin hill, you can enjoy a spectacular and suggesting view on the town.

Cinema's photographic aspect appreciates Turin's light. Mountains, being so close to the town, assure an optical effect which would be unthinkable in any other industrial town, where smog and mist generally can "filter" and impoverish the image.

Another typical characteristic of Turin is its versatility. On one hand you could say that Turin can be recognizable among many other towns, on the other hand she is anonymous. Just for this reason a film can be completely made within the city, without getting out of it changing the setting place. This is a great advantage, as film producers always need lowering all costs and expenses.

Some elements must be taken into consideration, in order to understand the development and the purpose of our work

During the 90es Turin had to face the slow but unavoidable decline of its biggest factory: the FIAT. The critical situation rapidly involved the whole area around Turin. The crisis was due to two main reasons. The first one was that due to globalization all manufacturing activities were moving away. The second reason was that Fiat itself was undergoing a big specific crisis.

At present, we are living in a decisive historical period: the birth of European Economic Union, in fact, brought new hierarchies among the different towns, and also competition among them is becoming stronger and stronger.

One of the first solutions Turin found to the crisis was the creation of the Strategic Plan "Torino Internazionale", in 2000. The general aim of the Plan was promoting the city and its metropolitan area all over the world.

The Plan was interesting for us, mainly for one of its specific goals: the one meant to promoting Turin as "the town of Cinema", both from a cultural and a professional point of view, trying to draw here film industries.

Speaking about cinema and film productions, Turin has a rich and important history, beginning with the first moving images. That is why Turin can be the ideal point to make the film industry start to living once again.

Moreover, Turin area hosts many companies whose aims are linked to cinema from a cultural and a professional point of view. The most important one is Film Commission, a non-profit organization, whose aim is promoting Turin in the world of cinema.

In order to understand the visual scenery the town can offer to a film setting, and in order to evaluate the kind of locations Turin and its area can offer to film productions, we took into consideration all historical and structural aspects of Turin, and we also interviewed some professionals working in its area.

From our interviews a new kind of professional came out: the "location finder" or "location manager", whose professional field is mainly connected with an architect's professional field.

One of the concrete aims of our research is creating an instrument working for promoting Turin as "The town of Cinema", inside the strategic Plan "Torino Internazionale". The cheapest and largest spreaded means for reaching both professionals and common people is undoubtedly an internet website.

Many films have been made and are being made in Turin. Moreover, the history of cinema has a great importance for the city. That's why our research is focused on pointing out the locations employed for each one of the films.



On one hand, our internet website is a real “ portfolio” of images, which can be shown to film producing industries as a database which can manage relations between films and their locations.

On the other hand, our aim is promoting Turin through its history, its structures, through the voice of its professionals and, above all, through the film images. We also tried to show in a plan, how an architect can cooperate in creating a database on locations.



For further information, e-mail:
Alessandro Bonzano : bonzos@tiscali.it
Dario Zanon : dariozanon@yahoo.it

Maintained by:
CISDA - HypArc, e-mail: hyparc@polito.it