



POLITECNICO
DI TORINO

Honors thesis

MASTER DEGREE IN SUSTAINABLE ARCHITECTURE

Abstract

Reuse of the Winter Olympic sites:
The Bob sleigh track of Cesana Torinese

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by

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According to the literature, each Olympics are characterized by different needs and purposes including territorial transformation, economic enhancement and tourism promotion of a territory or city. Events that heightens and influences the awareness, image, and economy of the tourist destinations that host it both in the short and long term. Precisely, this tourist component coupled with the economic impetus of the Olympics and its infrastructure interventions have the potential to bring significant social, employment and economic benefits. Goals selected according to a strong influence related to the Winter Olympics Games held in Turin 2006 and the future Beijing 2022. Two Mega Events that will be subjects of studying for the of the *Joint Studio 2016*, a program conducted in collaboration between the *Polytechnic of Turin* and the *Tshingua University of Beijing*.

One of the main objectives of this thesis is to identify which factor can contribute to making the Olympics more sustainable and responsive to the territory, thus limiting the spread and impact of mass tourism, when not dimensioned to the capabilities and needs of the territory and preserving local culture and economy. In this perspective, the design phase of the thesis propose the total re-use of the Cesana Olympic bobsleigh track, with the aim to identify and apply a universal method of a sustainable Olympic tourism. Using the ex-Olympic structure of Cesana - which is currently stopped and abandoned - for the valorization of the entire Susa Valley. Showing, in conclusion, how much the contemporary Alps can offer if released from the winter mass tourism. The project is intended as a strategy development model applicable before or after a Mega Event, providing the main guidelines for maintaining long-term technical structures built for a specific use, but related to events with a high affluence of public.

In view of the Winter Olympics Games of Beijing 2022 and China's current tourism momentum, the components of sustainable tourism have been sought out by analyzing different tourism trends. Based on the support of cultural diversity and local features that the Chinese nation already offers. Highlighting how through a sustainable tourism it is possible to implement the quality of life, the social, environmental and economic component. Preserving cultural identity and addressing the poverty of rural areas, safeguarding traditions, vernacular housing, UNESCO patrimony and natural reserves. All at a time when tourist destinations are firmly claiming to be healthy places to escape from the city where practise sports and wellness activities, spreading the use of new facilities such as ski resorts and eco-hotels.

The research was than focused on composing a list of external activities and programs most recurring in the existing cataloged structures. Furthermore, are identifying seven macro construction criteria related to eco-tourism, highlighting good lease, construction, and space sharing practices for a proper design approach to the site and to the local population. Collecting ten contemporary case studies analyzed to provide an overview of tourist destinations based on the diffusion of sustainable tourism, with dates open to the public by 2030. Among the selected examples emerges how the architecture of the sites echoes ancient Chinese building traditions, aiming for more factors in seeking harmony and balance with nature. A reworking functionalist, which is manifested in mimesis and in allusion to tangible elements of tradition. Against a rapid, replicative and mass catalog

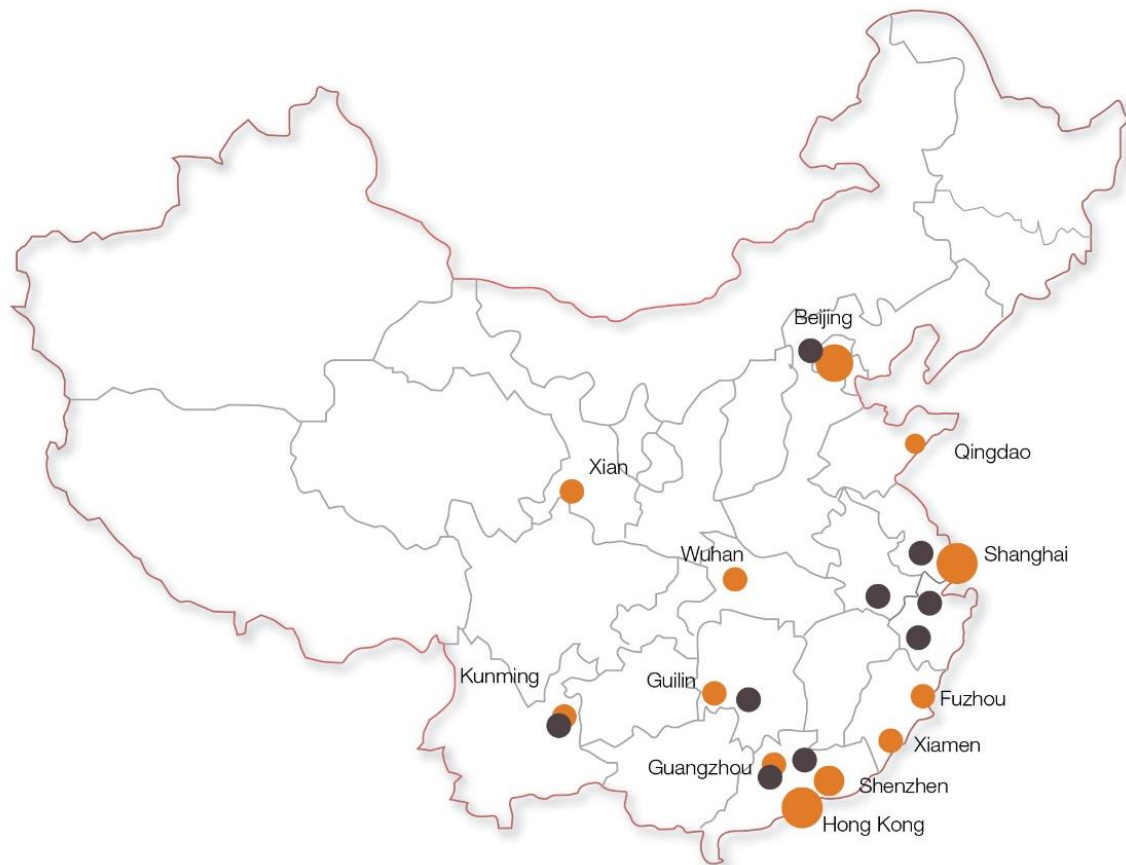
architecture that has depersonalized the specific, historical and territorial features of local architecture. Opposing a method that explores building techniques and figures a rich tradition content of meanings. With the intent to limit the import of Western models divorced from the forms of the ancient dwelling still present in the area, as demonstrated by the Crosswaters Ecolodge and the Yun House Boutique Eco-Resort.



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