



POLITECNICO  
DI TORINO

# Honors thesis

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COURSE OF ARCHITECTURE HERITAGE  
PRESERVATION AND ENHANCEMENT

*Abstract*

**Memory and Values at the center of the Valorization  
process: the case study of the former Piaggio Officine of  
Finale Ligure**

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The area occupied by the former Piaggio Workshops of Finale Ligure (SV), 50,000 m<sup>2</sup> today in a state of severe deterioration, is the subject of a debate about the future of the buildings that form the complex. Instead of proposals that envisage the demolition of the architecture of the former industrial site close to the coast, local associations have come up with proposals for the conservation of these architectures with a strong identity. The thesis is born as a tool to investigate the relationship between the heritage and the population and aims to deepen the motivations in favor of the conservation of these architectures. Motivations supported by the study and research of indirect sources, historical and archival, and the interrogation of direct sources, such as the local population. Particularly important was the consultation of the "Fondo Giuseppe Momo" at the State Archives of Turin (ASTO) where the design drawings by Giuseppe Momo, of the industrial architecture of Finale Ligure are kept, testifying their architectural value.

The thesis is structured in three parts. The first part outlines the frame within which the case study is located, the enhancement project applied to the theme of the redevelopment of the waterfront. The possibility of approaching this theme is presented through the discipline of economic evaluation and the discipline of restoration, to identify the critical and value elements of the case study. The panorama within which the former Officine Piaggio complex is located is outlined: the interventions and policies for the enhancement and requalification of the waterfront. In the second part, strategic analyzes were carried out on the territorial, legislative and landscape context and the cognitive framework within which the case study is located, the description of the architectures of the complex, their illustrious designer, Giuseppe Momo, the state of conservation and problems that are found, of the ongoing projects and of the ongoing debate. The third and last part concerns the analysis of demand and preferences. On the basis of the information obtained from previous analyzes, the thesis proposes to develop a meta-project proposal, constructed on the basis of disciplinary tools such as the exploratory survey through questionnaires. It is therefore proposed to develop a scenario hypothesis as the conclusion of an analytical process carried out following the use of canonical evaluation tools such as SWOT analyzes, to which were added innovative components, derived from the explorative investigation and the tool of the comparative analysis designed to compare the opinions expressed by the population interviewed with those expressed by the discipline of restoration. The determination of objectives and strategies deriving from these latest analyzes lead to the prefiguration of guidelines that aim to place themselves within the debate as a hypothesis, alternative to those proposed in the P.U.O., of conservation and enhancement of the buildings of the complex.

The exploratory survey through a questionnaire was conducted following inspections in March, April and May 2017 and during the FAI Spring Days 2017. Through the FAI Delegation of Alassio, Albenga and Savona, which obtained the possibility from current owner of the area, the GEFIM S.p.a. group, to open the big experimental hangar to visit. The questionnaires were administered in situ on a random sample of the population, with the aim of placing the respondents in the decision making process. On this occasion I had the opportunity to propose a second type of questionnaire to visitors, and to get in direct

contact with the association "Salvaguardia del Finalese" which took care of implementing active citizenship initiatives in favor of preserving this architectural heritage.



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