

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

Project of a multipurpose structure to valorize the exploitation of the enogastronomical culture of Langa and Roero

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We know that Langa and Roero, the place where we were born and we live, need a structure where all the tourist flow coming from all Europe to discover our food and wine, can find a function of reference.

Our project starts from this awareness.

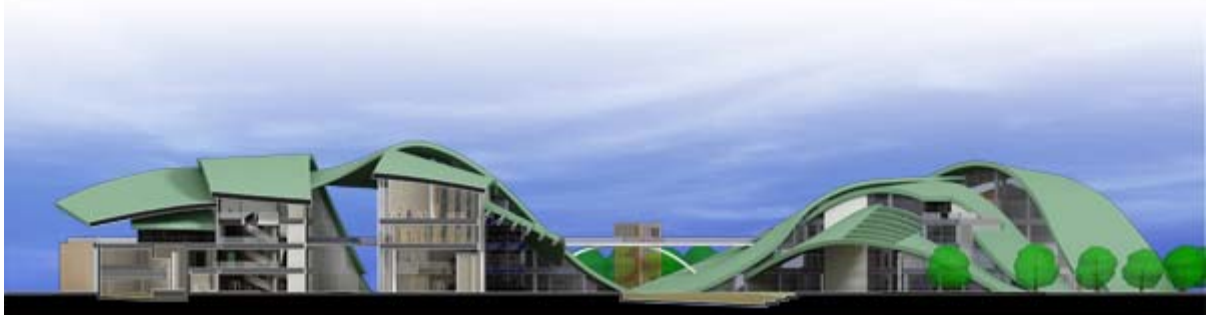
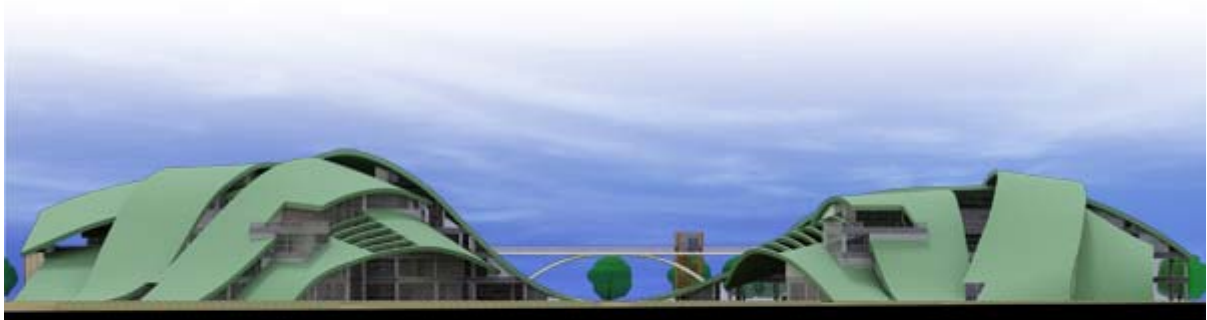
We thought about the whole building as an urban place of aggregation.

The square and all the different parts compounding it become a cultural place of exchange between the same users.

The library, the multimedia library, and the exposition place the Ferrero restaurant and the ateliers are the parts that give shape to our project. They have as common goal the increase in value of the local enogastronomical culture.

We were inspired by the surroundings. This place is marked by a multitude of hills, winding lines, slopes, winding roads and geometries. They characterize the life of the local population since ever, becoming part of the local culture. Beppe Fenoglio and Cesare Pavese works are a clear witness.

The rich agricultural and gastronomical activities are a consequence of the territory order. They are the same bases on which after the Second World War the industry started to develop, and the Ferrero is the most representative one.

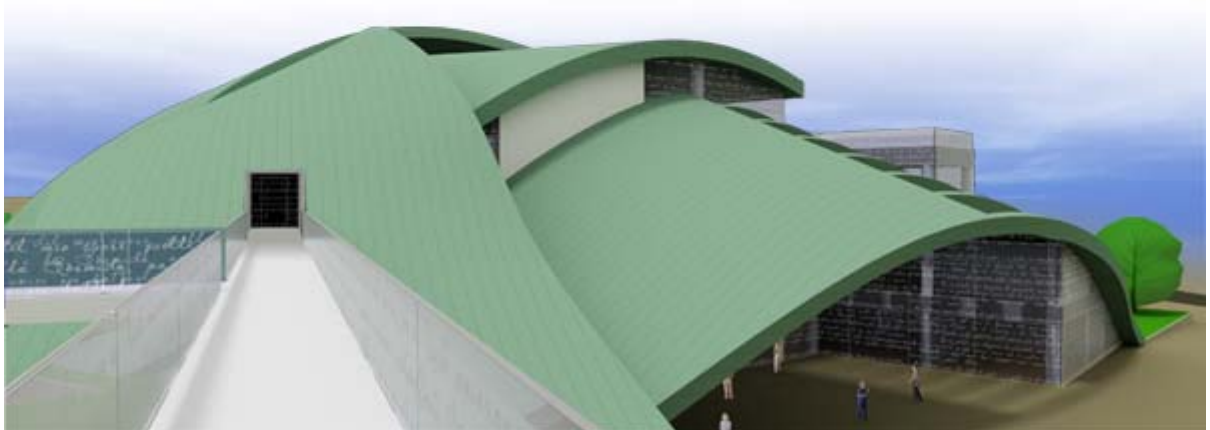


Hills above all inspired us toward soft lines, bends that carry the onlooker to feel himself in an environment similar to the landscape.

The building ideally made up by two hills consisting of the winding motion of elements similar to blades that constitute the covering of the whole building.

The outside collision is realized in structural glass, that allows to the light to enter in unexpected manner to the eye of the onlooker.

Such material, for its considerable symbolic content that we wanted to assign it, covers a role of fundamental importance to the inside of the whole project.

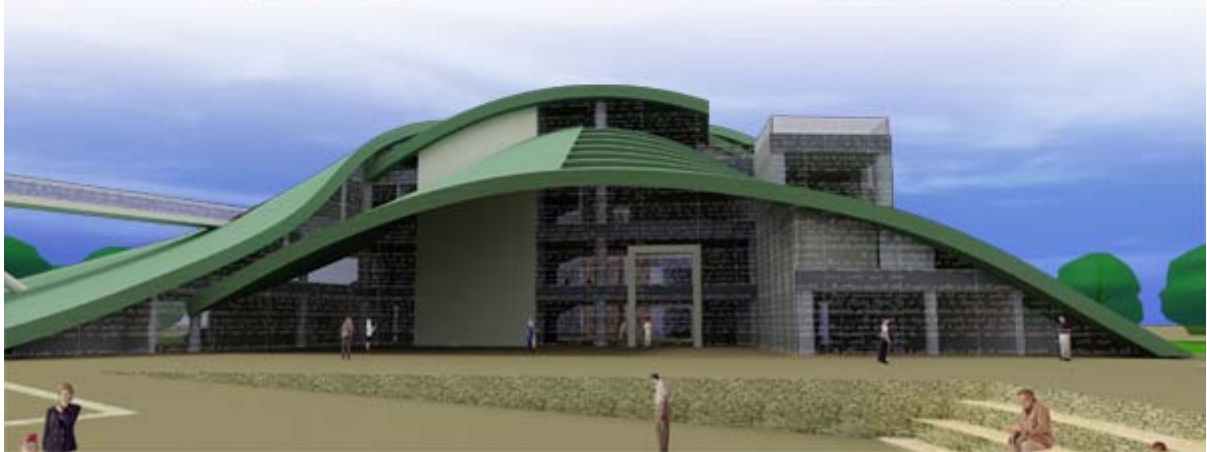
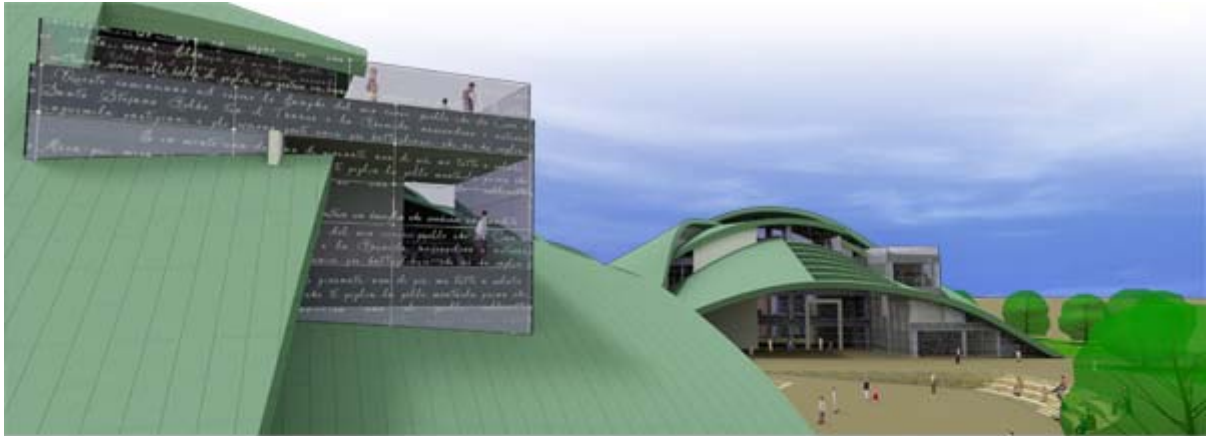


On the inside surface we realized, across the satinizing, quotation from the main works of the Beppe Fenoglio and Cesare Pavese, where they describe Langhe and Roero area, that our project is proposed to increase in value.

On this bases the decorations realized on the stained-glass windows have their symbolic role, to represent vineyards that cover most of the Langa and Roero slopes. The blades that cover the building represent the virtual scanning of the hills: we just need to observe the landscape to note how vineyards on the territory mark the slopes with always different shapes.

The view of the two "hills-building" is not ever entire. This confirm the feeling you have travelling along the tortuous roads of the territory.

The slopes of the hills always hide what it is behind it, stimulating the desire to continue to discover new scenery. In the same way the building discloses its look inviting the observer to seek always different perspectives.



The shape so described simply binding itself to the territory like spaciously described, enters in conflict with the local architectural culture.

We are in a territory in which rarely architecture is far away from the traditional shapes.

We wanted to demonstrate how it is possible to plan and create new shape using to the better one suggestion that the same nature can give us.

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