



POLITECNICO  
DI TORINO

# Honors thesis

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COURSE OF ARCHITECTURE CONSTRUCTION CITY

*Abstract*

**The former Viberti area, Turin (1918-2019).  
Transformation and its protagonists, between  
industrialization and negotiated urban planning**

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This dissertation examines the history of the Former Viberti Area (FVA) in Turin, from 1918 to 2019, highlighting the links between some of its specific features and the town's general history in the twentieth century.

FVA is located in the western quadrant of the town, at the north-eastern end of Pozzo Strada district, between the streets corso Monte Cucco, corso Peschiera, corso Trapani and via Tofane. From the 1910s to the 1960s the area was characterized by the presence of two important automobile companies: Automobili Ansaldo and Officine Viberti.

By means of an agreement between the local government and the area's owners, the Viberti Area was transformed, during the 1960s and the 1970s, into a residential area. It therefore constitutes a significant example of "negotiated urban planning" and, more precisely, of negotiated implementation of the town's master plan.

This dissertation is divided into four chapters. In Chapter one I present the historical framework, describing the various historical perspectives of the main post-World War II studies on Turin's history and their evolution. I examine the most significant books published since the 1950s. Then I present a general framework of the main historical, political and social events in the town's history from the late 1940s to the 1980s.

Chapter two presents three insights, showing the links between the history of the Former Viberti Area and the town's general history. The first insight analyzes the process of industrialization and de-industrialization of the town (from the 1850s to the 1980s), showing its influence on the growth and decline of the industrial companies of the Viberti Area. Then, I present the evolution of the urban planning instruments and the town's different master plans (from 1908 to the 1980s), showing how local and national urban planning choices influenced the development of the Viberti Area. Finally, I describe the changes of the town's professionalism in the post-World War II age, analyzing the main academic studies on the subject and presenting the choices of all the protagonists involved in the development of the FVA within the general historiographical framework.

The central part of the dissertation is dedicated to the specific history of the Former Viberti Area, describing it in two main phases: the first deals with the main events of the industrial history of the area between 1918 and 1960, while the second focuses on the transformations taking place from the 1960s to the present. Here, I analyze the urban planning negotiation process, its setbacks, the various companies and the individual professionals involved in the process. Particular attention is dedicated to Gefim, a company specifically established for the Viberti operation that is still a thriving real estate market operator.

Finally, through the analysis of archive documents and interviews with the area's residents and the architects who participated in the operation, I present the specific history of the individual sites that constitute FVA.

As a conclusion, I propose some reflections on the most significant issues of the study, such as the often difficult relationship between public and private interest which, in this particular case, found a positive balance, bringing interesting results appreciated by residents.





