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Turin city of the Cinema: new runs for the exploitation

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The morphology of the area of Turin, called the “Command Area” because of the many military functions that during the past time settled there, although its strategically position and its cultural richness, doesn’t own the prestigious role it should have merited.

This thesis tried to give back to that area value and identity: its development over the years made it a secondary axis because of urban, architectural and not less important political chooses more or less conscious that overshadowed this area from the functions that surround it.

Although many studies were made and solutions proposed, up to know this territory doesn’t show an effective urban project of retraining. We thought to move the first step of our project in the direction of the whole requalification of the area through the relaunching of the cultural sector and mostly the sector of Cinema and Media.

Because of that, our work used the collaboration of the company of the Italian public television, *R.A.I.* (Radio Television Italian) and *Film Commission*, the agency for the promotion of the Cinema made in Turin.

Studying the area we discovered that there was not a uniform design of that. So we made different solutions to bring together the fractures present in that territory and restore its centrality. We made a project providing guidelines in urban scale in the development far-sighted and reversible for the future. Then we decided, because of the area is localised behind one of the most ancient and glorious theatre of Turin, the *Ex Theatre Scribe* and just in front of the architecture-symbol of the town, the Mole Antonelliana, to build a square which should have a function of resting area for the people and at the same time

should become part of interconnection that doesn’t exist right now between the Museum of the Cinema (localised inside the Mole Antonelliana) and the surrounding area.

The meaning of this area was to become the hub of an urban net which would show the town by its locations present in movies. We chose not to act with a “rebuild” of an area today still destroyed since the period of bombing in the second world war, but to consider it like a nodal element of bigger net in the town, closely linked to general urban design.

The square report itself both with the theatre in front of it (the plan of the square is a modern traduction of the ancient plan of the Theatre Scribe) and with the Museum of the Cinema that we connect to it thanks to a underground corridor placed at the same level of the hall of the Museum of Cinema. Then the square is composed in a hypogeal part and a superficial part, that between them are specular in vertical way.

For the project we decided to use the same materials already present in the place or the surrounding area where was possible (stone of Luserna for mostly part of the floor) and other materials with a high grade of reversibility like the wood or the Corten for its short exigencies of upkeep.

The Scribe Theatre is nowadays completely abandoned and disqualified and because of that we thought important to study its historical phases and its meanings comprised with the architectures surrounding. We intervened on the subject trough the proposal of conservative restoration and a destination of use suitable to meet the modern needs of the many cultural institutions. In particular we proposed to put inside the new Theatre Scribe the exhibition area for the movie locations of Turin in their offices and at the underground level we projected a Cinema used for the exhibition of Turin's movie locations or rent by other cultural manifestation present in the area. The theatre and the new square in this way retrained (considered as a great space for cultural activities) would become an important centre to attract a greater number of users.

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