



POLITECNICO
DI TORINO

Honors thesis

Master in Architecture Heritage Preservation and Enhancement

60% of the Italian territory is composed of a rich apparatus of urban centers classified as "Inner Areas", which, seen their consistency in demographic and territorial terms, represent a great potential of economic development. The changes in daily life have become evident and have been accelerated by the pandemic that the States have had to face in the year 2020, and which is a turning point for many aspects of society: new ways of working, travel, communicate and go to school. Can internal areas benefit from the change that our society has undergone? What are the tools and emerging trends that can help to solve the problems of these territories? This is the premise that gave rise to the work of thesis that treats the Municipality of Spinazzola, an inland area of Apulia in the territory of Alta Murgia, in which it wants to propose a solution to the problems proper to the inner areas and to the problems of the small Municipalities of the South Italy. In the first part of the thesis there is the presentation of the territory surrounding Spinazzola through the analysis of the competitive framework. Following there is an urban and social analysis of the Commune. A rich set of case studies follows these descriptions and is functional to the identification of a design strategy. Finally, there are three development programmes of the Region that

frame the project intentions and the strategies of the same from the environmental, cultural, urban and infrastructural points of view. The second part of the thesis paper illustrates the design strategy emerged from the analyses conducted. The elaboration of the strategy sees the definition of a first macro-objective: to value the territory and the urban center working on its attractiveness and identity. Second move was to identify three scales of detail within which you can decline the objective and concretize it through more project actions: the territorial scale, with the development of a brand of the City, The urban one, with the regeneration of seven areas selected in the Municipality and finally the architectural scale, based on the recasting of artifacts traced within the transformation areas. The project, also developed with the participation of Spinazzolese citizens in some phases of the work, was designed to achieve several objectives: to develop a correct perception of the overall territory by working on communication outside the municipal boundaries; Raise the overall level of well-being of the citizens: green, welcoming, accessible and human-friendly city; re-analyze the existing buildings with new uses so as to stem depopulation and attract new users. The main beneficiaries of the project are the country's young population, the tourist and the worker. This is not the result of a random choice, but derives from analyses conducted on the territory that have highlighted the need to welcome new users, from the citizens interviewed during the inspections and, finally, from a look at the regional and national context. The thesis work does not want to be an elaborate and unambiguous, but a rich collection of studies and analyses made on the territory that have generated and that justify a large project proposal, a basis from which to expand the project and make it concrete.

Spinazzola: a project to promote the city and its land

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February 2021





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