



POLITECNICO
DI TORINO

Honors thesis

Master in Architecture Heritage Preservation and
Enhancement

Abstract

**From factories to malls: the progressive transformation of
the landscape in Northern Turin. A possible case of
branding as a gentrification phenomenon in Aurora.**

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The research seeks to provide a key to understanding the transformations affecting the North-East quadrant of Turin. With the transition to the post-Fordist system, Turin has had to shake off its industrial past by launching a massive tertiarisation of services, aiming to become both a center of technological innovation and an attractor of culture and events. The results of the urban regimes that implemented these transformations are still clearly visible today in some parts of the metropolitan fabric. However, it cannot be completely asserted that this process has been absorbed to the same extent in all its parts: in fact, there are still areas, especially in the northern part of Turin, which suffers from partial physical and social degradation and therefore struggles to find their new identity. The analysis in this thesis begins with an initial historiographical chronicle of the processes that took place from the 19th century until the second half of the 20th century, in which changes in market logic were matched by the major industrial disposals that began in 1980. This phenomenon has caused a downturn of function and labor in Turin and, especially in the northern sector, a large number of unused industrial voids, which have to some extent immobilized the city and its citizens. The municipality responded to this immobility by implementing specific transformations in the overall process of revitalizing the post-Fordist city. Each part of the city corresponds to different signs of transformation and some of the rehabilitations have triggered social processes that are partly related to the phenomenon of "gentrification". Starting from the national and international debate on the subject, and comparing the mature commercial gentrification of the Quadrilatero Romano and the historic San Salvario neighborhood, we will attempt to understand what is happening in northern Turin, specifically in the North-East quadrant, from a sociological point of view. In the Turin case, it is clear that the main actor in the reconstruction of the city is the Public. Consider for example the Passante Ferroviario and the Spina Centrale project, the 2006 Olympics and the Variante 200, as projects that partly affected the northern sector of the city. To support this thesis, I carried out:

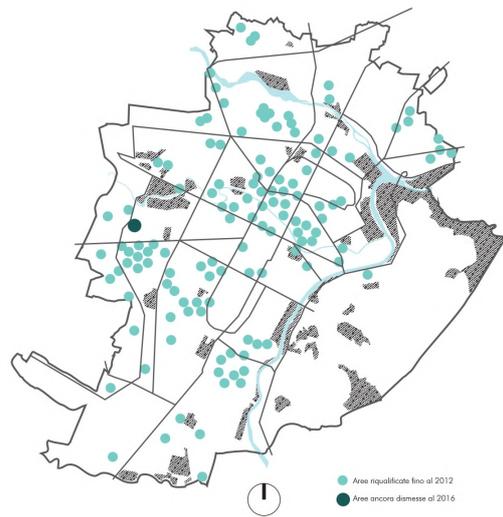
- analyses in a sample area, within the North-East quadrant of the city, in order to study the trends of real estate transformations from a residential and commercial point of view;
- a photographic exploration that shows the forms of change;
- and, a series of interviews to those who live and work in these places, in order to understand how the population sees and perceives the transformation.

Finally, three major projects are presented in order to better understand some of the requalification phenomena that result in the indirect revitalization of a given area surrounding their implementation, which, in different years, have brought about a series of changes in the area under examination.

Divestments until 1989

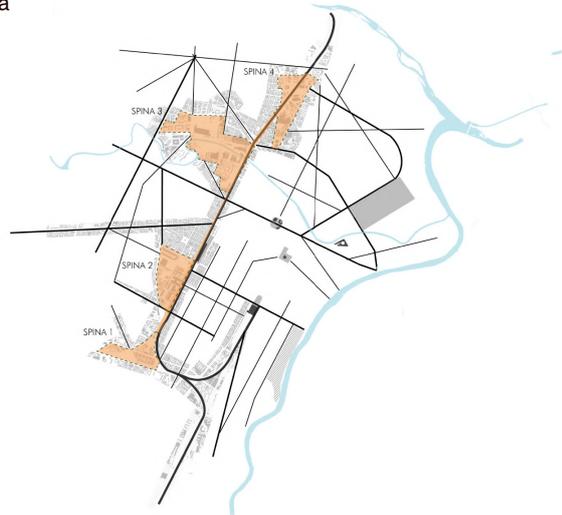


Redevelopments until 2012

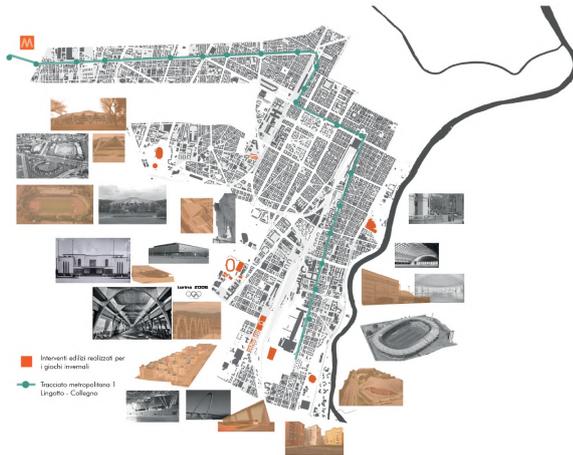


Factors triggering a gentrification process in Aurora

The design of Spina Centrale within Gregotti - Cagnardi's 1995 PRG.



20th Winter Olympics and the associated project for the first metro line.



Varinate 200 and La Metamorfosi project for the Aurora, Regio Parco and Barriera di Milano neighbourhoods, with annexed project for the second metro line.

