

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

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**Photography as (parameter) project. A visual narrative in time to Porta Palazzo**

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The project purposes an urban renewal of *Piazza della Repubblica*, a synergic point and an important square of Turin, where exists a dichotomy between day and night. During the day the square is full of colours, dynamic and lively; it is a market-place, a point of cultural and relational contact. In the evening, moreover during the night, it becomes a disquieting scenario of desolation and marginalization, a meeting point for use and trafficking of spirits and drugs.

The project aims to an urban renewal of *Piazza della Repubblica*, which could regenerate this area into a public and cultural place for the citizens, even in the evening time.

To realise this proposal it's necessary an accurate analysis of the square from different points of view: historic, economic, social and cultural point of view.

The square's history is told by a narration through images of its urban structure and its morphological changes throughout the centuries (1729 - adjustment of the *Contrada di Porta Palazzo* on Filippo Juvarra's plan, 1819 - final planivolumetric solution of Gaetano Lombardi, 1996 – the project of "The Gate-living not leaving") and in relation to the whole urban structure of Turin.

This kind of narration wants to underline the square's distinguishing features like the multicultural nature of *Piazza della Repubblica*, whose Porta Palazzo's market, has been all along a reference place for immigrants.

Since the beginning of the Ninety Century Porta Palazzo has been one of the main gateway for immigration to Turin (the immigrations from the country, from south Italy and the latest non-European one), which has affected some of the square's transformations.

Markets and immigration are closely related because markets represent the first working opportunity for immigrants. Porta Palazzo is, like other European markets, an intercultural place where people from different nationalities get in contact each other, where different Ethnic groups and products live side by side in the same urban background.

The architectural structure of this market-place has become a connotative visual sign of the district; it has been in time a sort of identification element of a specific area.

So the space has to be analysed also from a perception point of view: according to the studies of Kevin Lynch and Gordon Cullen I drew “mental maps” to retrace the perception dynamics of this space and to define the relationship between the subjective perception of the place and its representation.

The dichotomy between vitality, dynamism and colours of the day and loneliness, abandon and obscurity of the night comes back: colour and light versus absence of colour and darkness.

There is a special relationship between the colour and the visual structure of Turin and of *Piazza della Repubblica* too. That’s why I analyzed the prevailing colours and materials of the square on the base of the “*Piano Colore di Torino*” in order to make a chromatic and photographic survey of the square.

Colours characterize *Piazza della Repubblica*, which shows its chromatic richness through its multicultural soul, the multiethnic products of the market, the clashing signs of the new shops and the different nationalities of the people, who live and work in this area.

In *Piazza della Repubblica* coexist two diametrically opposite dimensions, which could lead up to the loss of the square’s identity. That’s why “LET’S LIGHT UP!”, the project we are speaking about, wants to “turn on the lights” on *Piazza della Repubblica* and it proposes an urban renewal, which would give this place back to the citizens also in the evening and night time.

Porta Palazzo is a “middle-earth” full of opportunities, that have to be seized to promote the interaction between different cultures and people.

Such a social and cultural integration can be reached through a requalification based on artistic collaborations and with an even more cosmopolite approach: join colours, light, sounds, images and the square’s area.

Meaningful expressions of this kind of merging are: the *Lichterfest* (Festival of Lights) in Berlin, the *Fête des lumières* (Festival of Lights) in Lyon and *Amare le Differenze* (Love Difference) of Michelangelo Pistoletto, which have been my design references. The project “LET’S LIGHT UP!” aims to turn, night and day, *Piazza della Repubblica* in an attractive and engaging place by means of video, images, words and sounds projections. The square’s buildings and its architecture would be ‘blank pages’ for new stories told by a LED and video mapping technology. The modern light designer technology would make *Piazza della Repubblica* an ever-moving stage, a theatre in continuous transformation.

**. . . LET'S LIGHT UP !!!**

PROIEZIONI DI IMMAGINI, CON FARI E PROIETTORI

FUSIONE TRA MOVIMENTO, LUCE, VIDEO E SUONO



CAMBI DI COLORE, DI FORME E IMMAGINI

GIOCHI DI LUCE E SUONI SINCRONIZZATI





In this way could be reached a social requalification of this square: a requalification that would give back to *Piazza della Repubblica* a strong identity also in the evening. This kind of work represents for me the meaning of the architecture, of this profession which expresses itself in lines and forms but should always have a social commitment.

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