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Honors theses

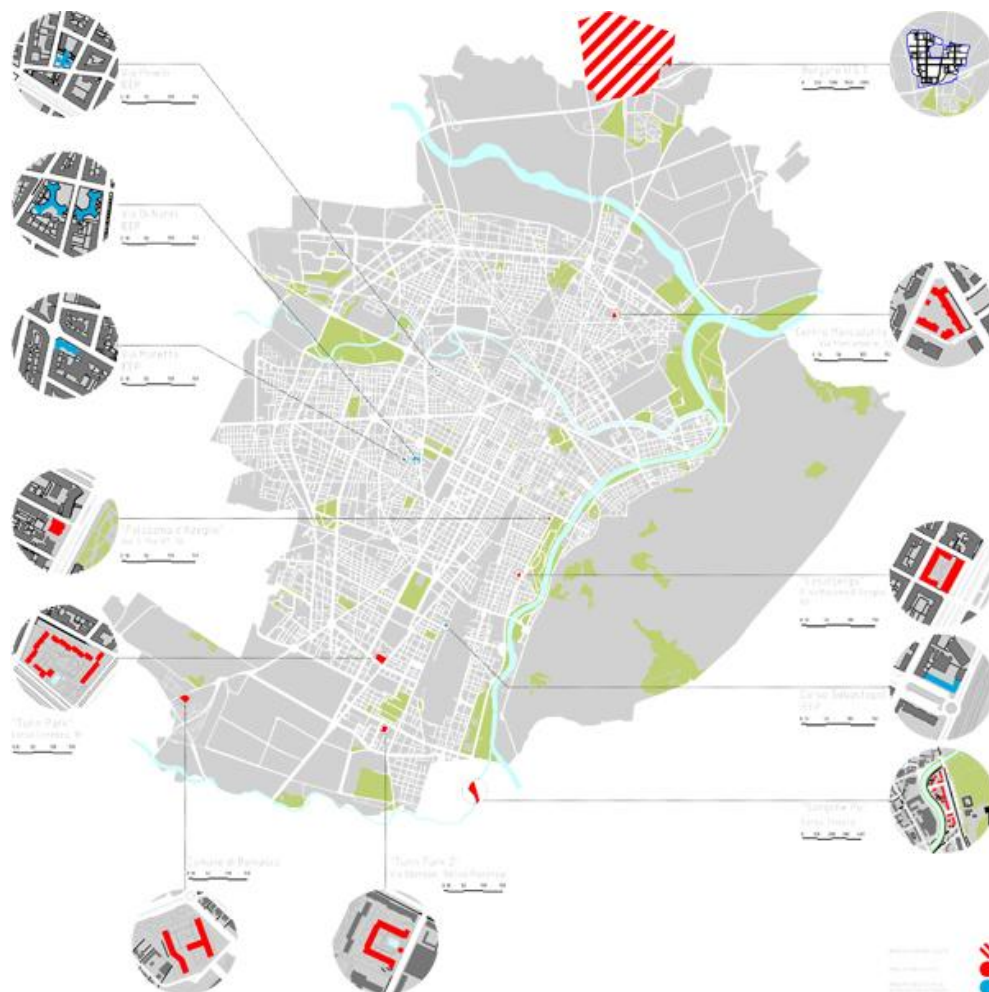
**The “Società Generale Immobiliare” in Turin:
housing interventions,
1945 – 1975**

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The work of this thesis is focuses on the study of high-rise residential buildings constructed in Turin between 1945 and 1975 and talk about the activity of one of the largest real estate company called “Società Generale Immobiliare” that operated in the city of Turin and on the internationally level in the construction field. The goal is to find all realized projects and not to identify the strategy by which the SGI moved in Turin during the period of economic boom in the country.



Map. Interventions of “Società Generale Immobiliare” in Turin. Case of studies

This research was carried out through the study of documents archived in the “Archivio Centrale dello Stato” in Rome, where were moved all archived documents of the company.

The first part of the thesis is a solid starting point to explore the conditions generated in the years of economic boom. Subsequently in this section of research to develop knowledge closer to the activities of the SGI, the work continues with a second section more specific about the history of this big organization, its contribution in the development of the country from urban and technology point of view. After the history of the general framework of the activity of SGI performed in Turin, followed more relevant descriptions of each case study, accompanied by a illustrative collection and by a general plans that explains the context in which the building is located.



1. “Turin Park” in Cosenza Course. General view of the park, 1970 (Archive of “Società Generale Immobiliare” at Central Archive of the State, Rome, Fotoalbum, case 174).

2. Oberdan Street. Plastic, 1969 (Archive of “Società Generale Immobiliare” at Central Archive of the State, Rome, Fotoalbum, case 175).

3. “Centro Mercadante” in Mercadante Street. View from S. Mercadante Street. 1972 (Archive of “Società Generale Immobiliare” at Central Archive of the State, Rome, Fotoalbum, case 172)



1. "Sangone Po". Masterplan, 1964 (Review "Società Generale Immobiliare. Realizzazioni e studi nel settore edilizio", 1964. Archive of "Società Generale Immobiliare" at Central Archive of the State, Rome).

2. "Casalbergo" in Massimo D'Azeglio, 60 Course. View from Massimo D'Azeglio Course, building 1, 1970 (Archive of "Società Generale Immobiliare" at Central Archive of the State, Rome, Fotoalbum, case 173).

3. "Palazzina D'Azeglio". Arch. Domenico Morelli. View from Massimo D'Azeglio Course, 1965 (Building Archive of Turin Municipality, register 1965-1-11213)

In Turin, studying the housing market in the city of this period, the SGI tried playing in advance, to find the most profit from the situation. In fact, rather than to influence the development of the city, we can say that SGI was always ready to intervene where if the opportunity arose, making attention to every class of the population. This logic could be confirmed looking at how all the case studies are located, scattered in all areas of the city: at the center - high-class buildings, and in the periphery - the middle class and social housing. At first were built IEEP (Institute for social housing) for realize non-profit homes for their employees. After that were born a big project of the complex "Sangone Po" on the border with the City of Turin, which bears the character of social housing. After completing the purchase of two areas in the early sixties of the areas in the center of Turin in Corso Massimo D'Azeglio, were finished two projects geared towards the luxury class: "Casalbergo" and "Palazzina D'Azeglio". Both of them are the types of elegant architecture, but of different size. If one was built on a human scale on a small area with only 21 apartments, the other has become a multi-use complex with offices, hotel, shops and living apartments.

During the same period are bought land in the City of Borgaro, Settimo Torinese and the City of Turin, it has begun a long period in which the SGI tried to build a town called "Satellite Cabianca", which had no success. And at the end of the sixties were built one after the other apartment's buildings in the C. Cosenza, Mercadante Street, Oberdan Street (now Piacenza Street) and in the City of Borgaro, aimed at the middle classes of the population, who were the main protagonists of the process of "great transformation". So we can see how with so few buildings SGI was able to cover all sections of society in the city of that period, establishing itself on the middle class of the population.

The "*economic boom*" expression defines an exceptional development and housing production increase with almost uncontrolled expansion of the construction sector. The purpose of this thesis is to explore the history of one of the biggest stars of this building expansion in example of the City of Turin and understand how different his strategy was compared to other big city where operated the "Società Generale Immobiliare".

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