

The markets as generators of urban sustainability. The case "Crocetta" in Turin

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The aim of this thesis is to investigate how the markets could become important tools for urban regeneration in a sustainable way. The work is developed through a preliminary research about good practices at European level and it ends with a redevelopment project of Crocetta Market in Turin.

The interest in this type of study stems from the desire to develop innovative strategies for the enhancement of markets, as places of tradition and folklore citizen, who were able to evolve in response to the changes in society, considered as a viable alternative to large retailers .

In the first two chapters, the research focuses on direct and indirect benefits that markets are able to generate within neighborhoods in territorial, social and economic way. In this part are studied issues concerning the environmental impact, such as supply chains, mobility, waste management and energy efficiency, making reference to the markets of major European cities including Barcelona and London. A major source is the documentation prepared by URBACT Markets: the project of good practice sharing between European cities, where Torino participates as a leader for his experience on the markets.

Subsequent chapters focus instead on Crocetta Market, which are reconstructed historical events; defined the relationship with the context in Turin, analyzed the regulatory framework and finally the redevelopment project.

There are two contributions that lead to the realization of the project for the Turin's market: the first, about design-type composition, allowed to set priorities for action through accurate analysis of the status quo; the second, economic, has instead allowed to identify a strategy for the financing-project through the adoption of successfully models tried in some European markets.

An analysis of the status quo that has emerged within the market coexist two "souls" with schedules and different types of customers: the food area, at Largo Cassini, which will appeal to customers in the quarter, and the extra food area, at the remaining streets, with customers who coming from Turin and province. The photographic research about different time slots time allowed to highlight aspects that are recognized fundamental for the final project.

In terms of layout, the project predicted: the redistribution of banks with the aim to improve the use of space by customers, vendors and residents; the inclusion of new services including bike-sharing, wc and collection of waste buried; the addition of a new product category "street-food" and covered with fixed benches (Fig.1 - 2), to raise the attractiveness of the market and, finally, the installation of sliding seats that invade the public space at the times when the market is absent . With the aim of slowing the traffic flows on adjacent streets was designed a raised floor near crossroads. In addition, the project involved the insertion of a pavement with uniform markings characterized by studs demarcation and numbering of the stalls, customizable with QR code and website. The choice of studs, easy to remove and transferable, allows any future amendments of the provision of the stands.

Although the project has sought to limit investment costs through minimal interventions, it was necessary to study a model of financing of the work in view of limited public resources (Fig.3). For this reason it was a plan of investment in public-private partnership, modeled on the markets of Barcelona, where the street vendors are configured as private investors, resulting in greater assurance of maintaining their jobs.

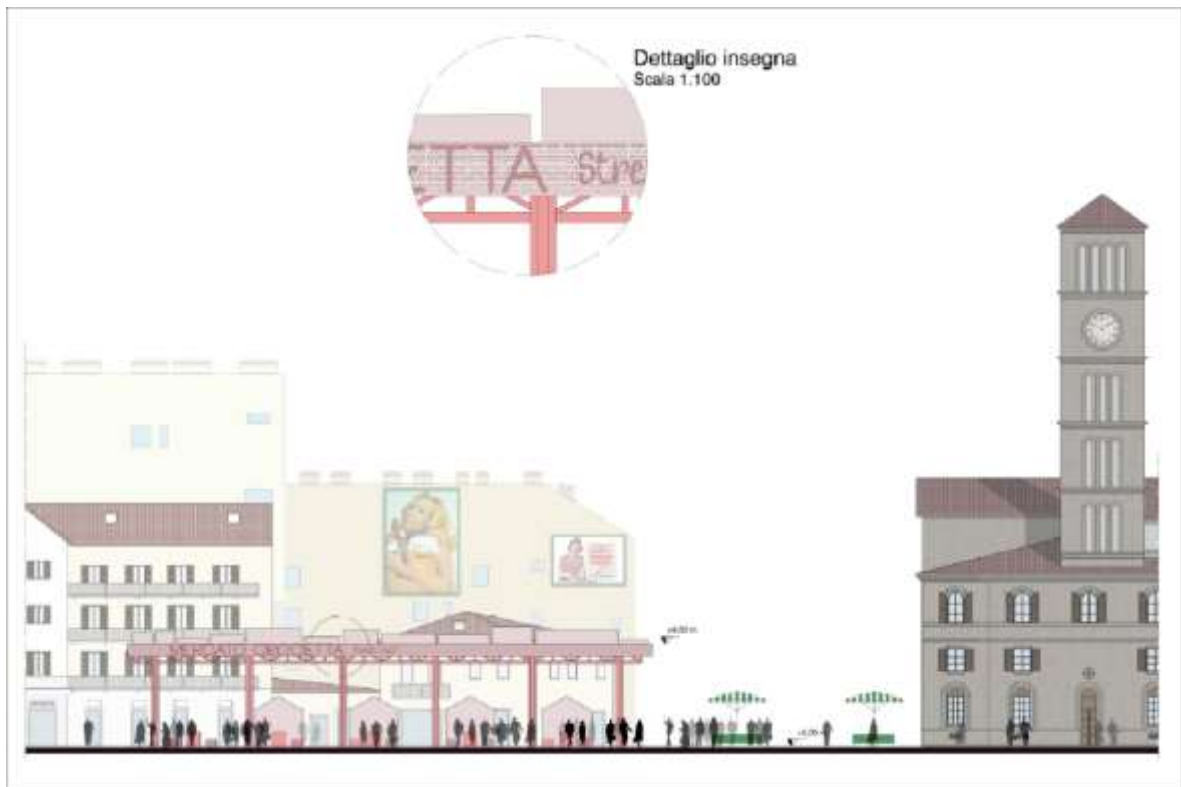


Fig.1 –Elevation of Largo Cassini with the new street-food area.

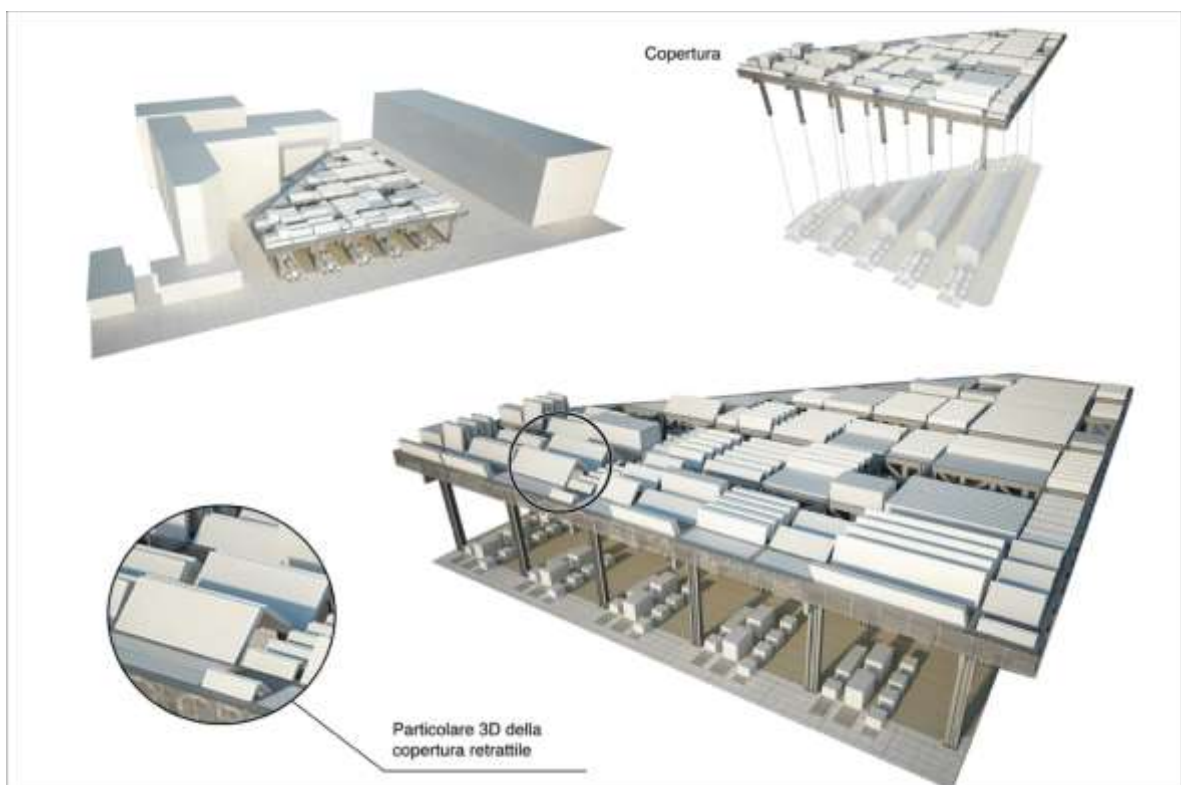


Fig.2 – 3D view and cover details.



Fig.3 – Summary diagram of the financing project.

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