



POLITECNICO  
DI TORINO

# Honors thesis

MASTER OF SCIENCE  
IN ARCHITECTURE COSTRUCTION AND CITY

*Abstract*

**“Turin towards the *new dimension*:  
the competition for the business center (1962-1963)”**

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The thesis recalls a subject already partially dealt with in previous studies, in order to attempt an integration with elements now considered fundamental for an as much as possible deep comprehension of the happening and of its importance, not only for one single city but also for the entire urban-architectural italian culture at that time.

The dissertation is therefore divided in two main sections. In the first one, the attention is mostly focused on Turin: the reconstruction of the main events - which was based on an accurate research in the Historical Archive of the city and the newspapers of that period - follows the debate, which was taking place at Palazzo Civico during those years, concerning the *directionality* and the consequent iter what brought about the Municipality to establish the competition announcement (and to the following abandon of the idea).

Moreover, in the first section it is possible to find the data sheets of 14 projects amongst the ones which were presented: due to the failure of every attempt to track the tables, it is based around the way the architects described their own proposals, therefore carefully analysing the projects' reports found in the private archives and in the monographs.

Lastly, it is reconstructed the critique related to the competition, divided in the one immediately following the prizegiving (on the greatest magazines and the local newspapers), and the opinions (even though few), which followed one another starting from mid 1960s until nowadays.

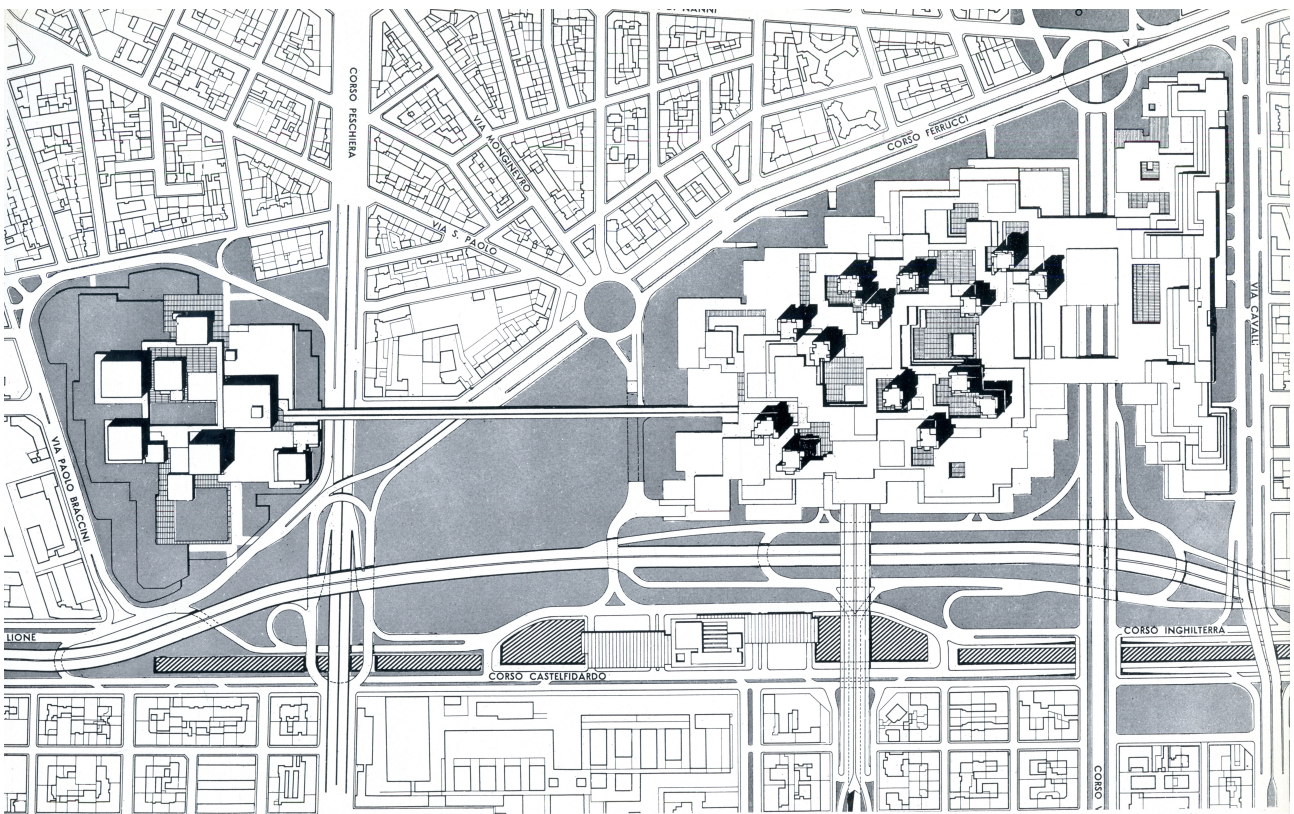
The second section takes its name after what might be called the *school of thought* in which it is necessary to include the contest, in order to comprehend not so much the ground of it, as an attempt at deciphering the choices made by those architects who in the major part are also fundamental figures of the debate about the italian architecture and city-planning at that time. The *new dimension* too is an already debated subject (even though probably less than other phases, if compared) and anyway very vast: this thesis aims at collecting the principal moments, especially related to the discussions on the urban project, and through the words of those experts and theorists.

The work continue considering the case studies, foreign and domestic, that end up influencing respectively the italian colleagues, and other examples of business centers, previous and contemporary, imagined or realized: in both the chapters, and analougously with the projects for the turinese competition, the treatise is not a posterior, but instead mainly based on the words appeared in the reports, magazines, reviews of that epoch.

This fundamental contextualization continues in the following paragraph, which aims at giving a definition of *business center* through what is adfirmed by one of the protagonists.

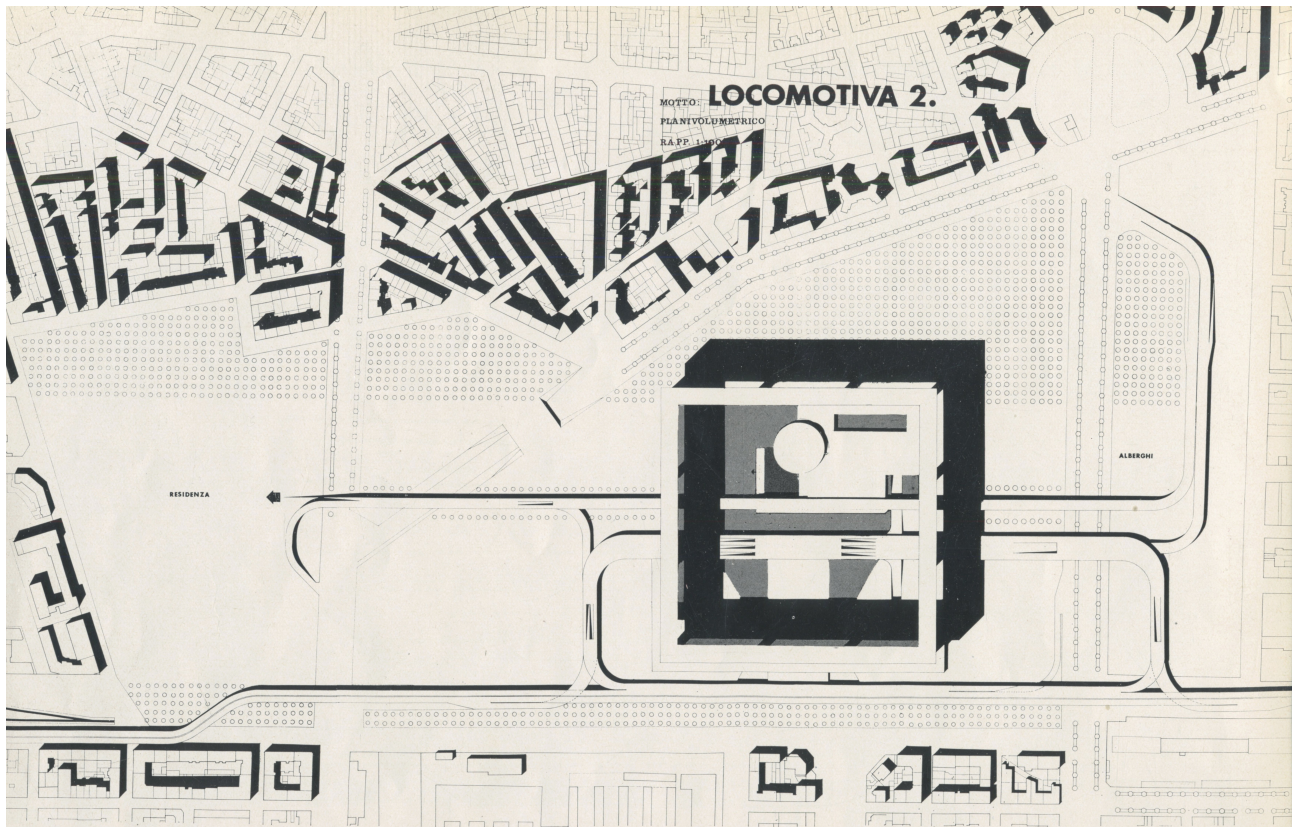
The work proceeds analysing the so-called *types of new dimension*, amongst which the megastructure, that has many contact points with the business center, is mentioned. Eventually, we quoted the considerations made by the very contenders, which we tracked down during the long research, both as a response to the critiques (positive and negative), and as a closure of the narration regarding the debate.

Once accepted the importance of the competition, in its form and contents, we concluded explaining and inspecting the topics of significant interest: the role acquired by some of the attendees inside the debates back then; the dichotomy megastructure-business center (or, to say it in other words, horizontal-vertical), tracable analysing the projects in the competition in their totality; the meaning of the *new face* that they wanted to confer to Turin, a city by then become post-industrial; the distance between administration and professionals; the connection between business center and outsourcing; the heritage (in the widest sense of the word) of the competition.



Akropolis 9, plan.





*Locomotiva 2, plan.*

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