

The Car Museum of Turin "Carlo Biscaretti di Ruffia": an hypothesis of enlargement e new identity

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The work we have developed during our degree thesis can be divided into two parts: the first one is dedicated to the research and to the mastering of the concept of "museum", the second part aims to study an hypothesis of enlargement and new identity of Turin's Cars Museum.

The choice of the subject was guided by the will of facing a significant case in the urban context in which we live located in a reality that has different real problems.

The first session of our research is about the historical role of the museum and about its social aspects. Then we tried to point out the links between the museum and its contents, that is what is exposed in a museum.

We analysed the socio-historical situation of Turin during the XX sec. and the connected car case: we tried to find out the links between the development in Turin and in other European and world urban realities.

This kind of study served to explain why a Car Museum was created in Turin, and not in other cities.

We then compared Turin's Museum with other European museums, that we have visited: the BMW Museum of Munich, The Mercedes Museum in Stuttgart and the Schlumpf Collection in Mulhouse. To conclude our research, we have added a part about the technological park of the Volkswagen Group in Wolfsburg.

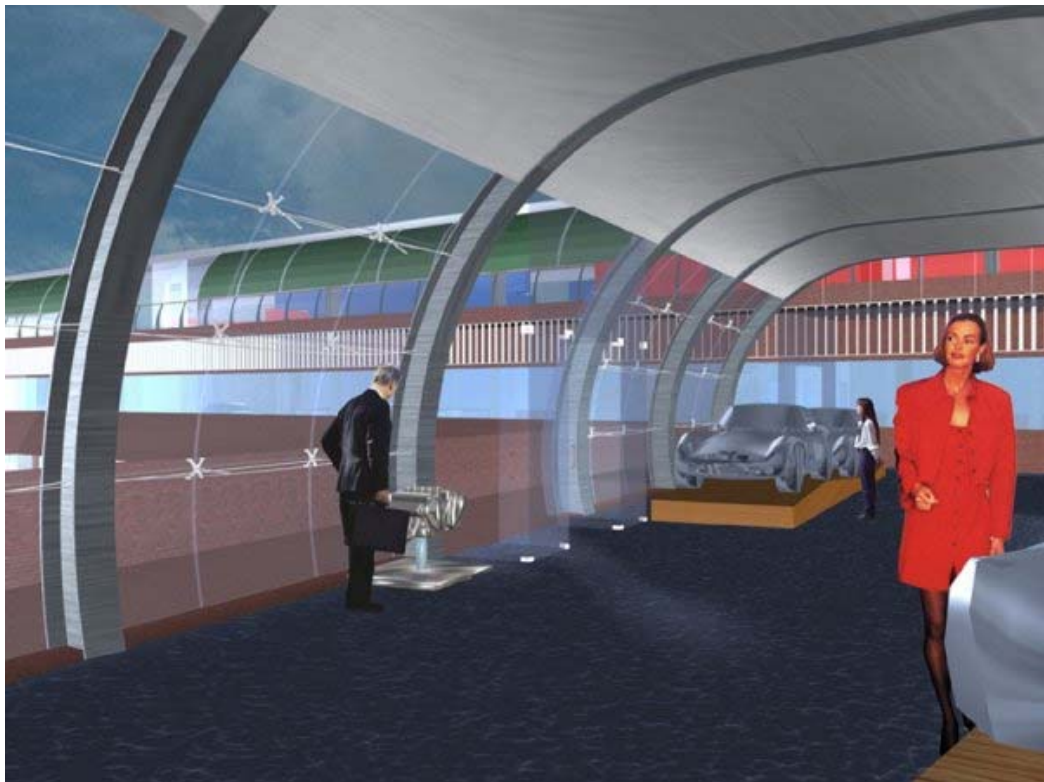
This introductive lead to the idea on a new displacement with a chronological order of the collection and was completed by the study of a new recording software, that is already in use in other museums around Europe.

In order to re-launch the image of the museum and to make the identification of the several activities of the museum easier, we have realized a new hypothesis of brand imaged designing a new logo.

The new project of the museum is based on the necessity of enlarging the space of the collection using the existing spaces in a different way and creating new ones. At this purpose we have projected new structures: the ticket-office brought to the main front (pic.1), two expositive spaces on the second floor (pic.2) and a multifunctional area on the top of the rear building (pic.3).



the new ticket-office to the main front



the inside of espositive spaces on the second floor



the inside of the new multifunctional area on the top of the rear building

All the new structures are made of glass and alucobond.
We have also verified the energetic behaviour of the building and analysed all its real needs taking the real values of temperature, relative humidity and sound levels. With this values we have confirmed the practicability of our ideas.

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