

POLYTECHNIC OF TORINO
FACULTY OF ARCHITECTURE 2
Degree in Architecture for the Restoration and Preservation of Architectural
and Environmental Heritage
Honors theses

Meeting the Heritage. Turin Museums and Migrant Population

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The work suggests a reflection about the relationship between Turin museum system and the foreign people living in town.

The research tries to understand how foreign people perceive the cultural supply of the City, which factors keep people away from culture and museums and what is different comparing to the Italian population, if foreigners can be considered as a peculiar slice of audience (or not audience) and can be the object of a specific marketing strategy aiming to involve them into museum fruition.

Chapter 1 explains the history and evolution of **museum marketing**, a subject in which an important role is played by *segmentation* and *targeting*, essential in order to know the audience and to understand its behaviour.

Chapter 2 faces some aspects of **migrations**, which are nowadays a structural element of European society, imposing a reflection concerning each aspect of everyday life, including culture.

Chapter 3 shows the features of **museum demand and supply** in Turin, both constantly increasing from a qualitative and quantitative point of view; concerning museum supply anyway, what comes out is a general lacking of attention to foreigners' requirements.

Chapter 4 contains the **survey**, carried out through two phases: a *qualitative analysis*, made up of interviews to "privileged witnesses" of migration and to people involved in cultural policies, and the following *quantitative analysis*, in which statistic methods were applied to data collected through focused *schedules*. The sample is representative of the real composition of migrant population in Turin, about geographic origin and age. The areas considered were those from which come the larger groups of migrant people living in Turin: Rumania, Maghreb, Albania, Peru, China, Africa.

Crossing the **results** of the two surveys, chapter 5 allows to say that migrant population is not a homogeneous group, nor the different approaches to culture can be explained through the geographic origin. It is interesting instead to divide the population according to the *inclination to culture*, inclination which is influenced by the cultural background of the subjects (studies, habits in the home Country, interest in art and culture) as well as, above all, by the real conditions of life and the degree of “stabilization” in the new Country (work, home, family), on which depends the order of priorities to face.

The research shows that people with a foreign origin are in fact under – represented inside the museums audience, but this is due to the presence of other requirements to answer before culture, first of all those connected with social inclusion and satisfaction of basic needs. Understanding the real reasons which keep foreign people away from museums can suggest *new museum strategies* which can take museums from exclusive places into inclusive non – places, thinking about the use, for example, of the heritage as a didactic instrument for teaching Italian language to adults, or widening museum supply through involving foreign artists living and working in Turin, or also using “non conventional” media for a more effective communication.

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