

POLITECNICO DI TORINO
SECOND SCHOOL OF ARCHITECTURE
Master of Science in Architecture for the Restoration and Preservation of
Architectural and Environmental Heritage
Honors theses

The museum system in Piedmont: analysis and general guidelines for its valorization

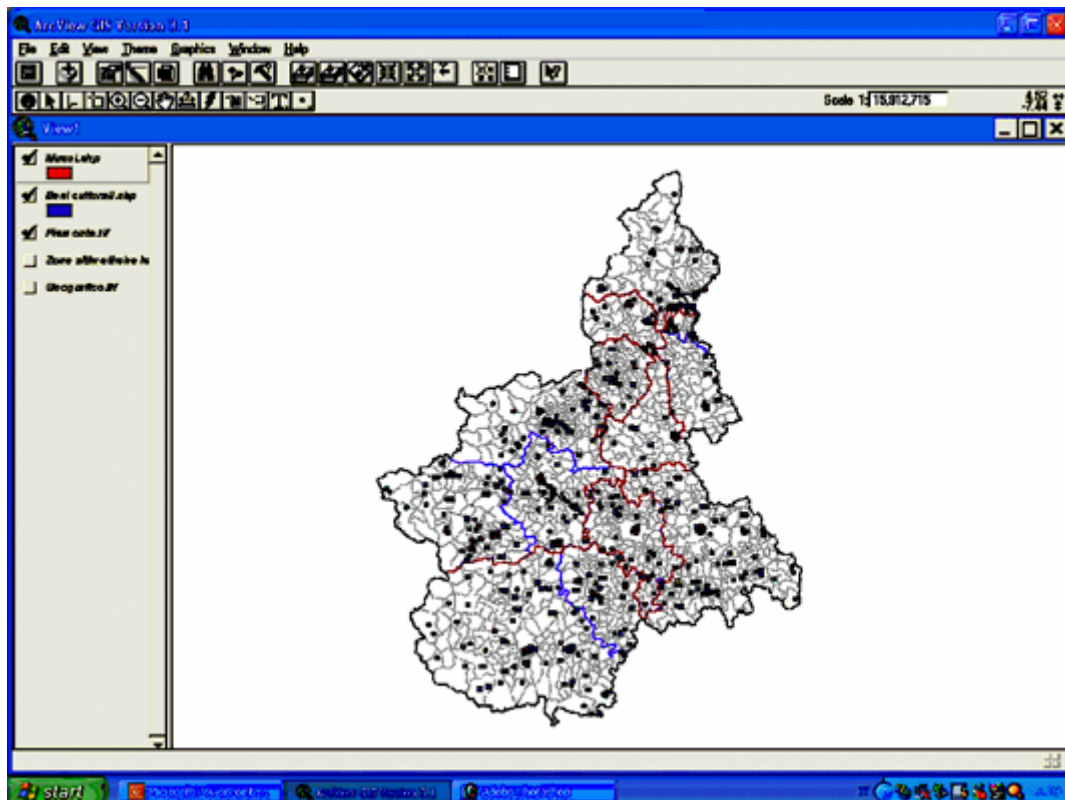
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Museums have a peculiarity that makes them unique and different from any other cultural good: they're both... and ... structures. The contradiction of these two aspects is only apparent: it's true that museums collect in a single building many objects, differing from each other for typology, temporal or spacial origin, but it's true indeed that these objects are collected by museums because they're symbols, metaphors that represent a territory, a figure or a community by the fact that they exist and they can be viewed by the public.

It's possible, by making a good use of this peculiarity, to create the idea of museum as the principal component of the whole "cultural landscape" and the main reference point of the "diffused heritage system", in order to leave that outdated image of an isolated and aimless institution.

This consideration gave origin to my thesysis, composed of three parts.



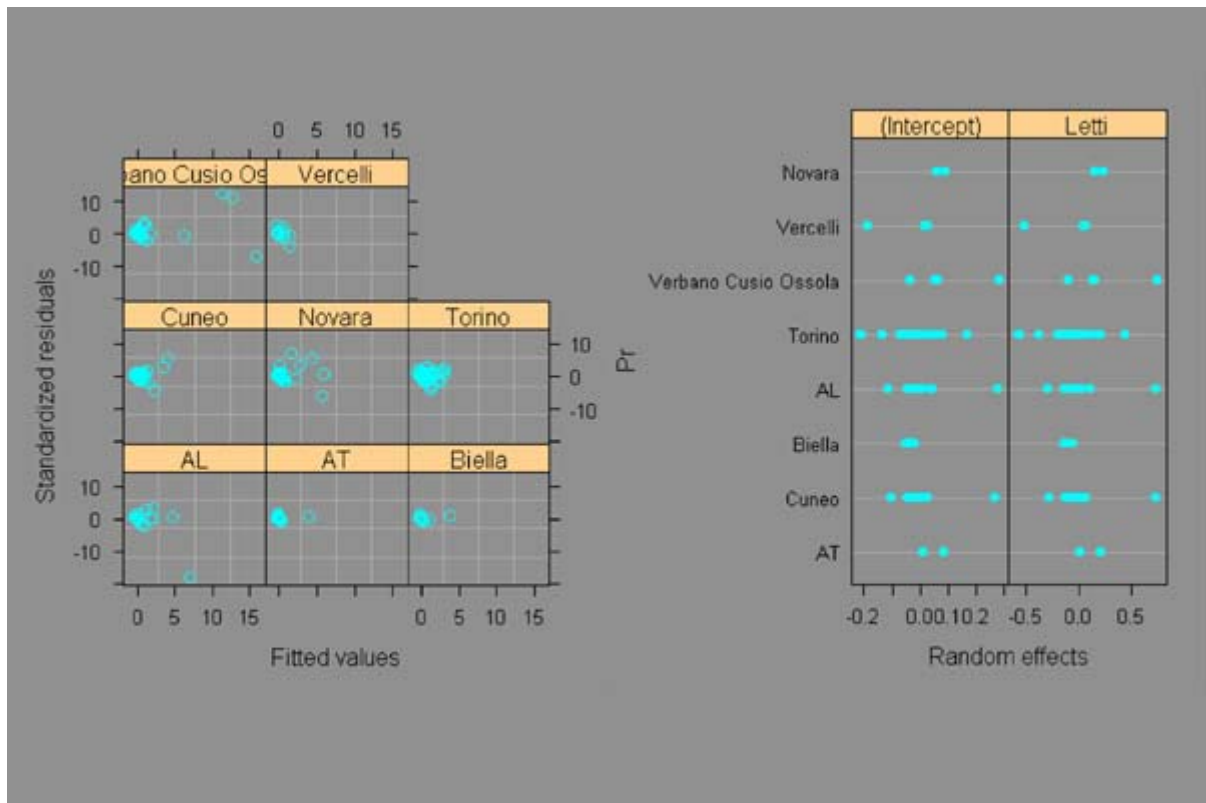
A GIS screen

First part consists in a qualitative and quantitative analysis of the whole museum system in Piedmont: it's principally a territorial analysis, that's why a GIS has been projected in addition to plans, in order to make multicriteria queries and render on graphics layouts the explored themes.

This analysis points out three principal problems in museums infrastructure: a tough disequilibrium between Turin area and the other Piedmontese districts, the lack of connection between collections and their reference territory, and finally the absence of cultural activities, meant as performances, services (guided visits, catering, relax, bookshops...) and valorization (promotion, marketing and communication with visitors) as a whole.

Second part identifies in french museum system the reference model for quality, management, valorization and system culture. Starting from a general vision of the whole heritage structure, a specific description of museum system is given, and a particular french district, Rhône Alpes, is analysed because of its spatial, morphological, geographical and cultural features, that makes it very similar and comparable to Piedmont. In Rhône Alpes we often find more extravagant than interesting collections, and accomodation facilities worst than in Piedmont, but the number of visitors is four times higher and, above all, distributed uniformly on the whole district, and not concentrated on principal cities.

Third and last part, after an exploration of piedmontese touristic flow, offers a statistic analysis in order to understand how museum presence influences the turistic flows volume in Piedmont and if exists a connestion between museums, accomodation facilities and number of visitors. *Multilevel statistical models* are used because they're able to represent hierarchical or clustered structures referred to a specific territory; the statistic analysis demonstrate that a correlation between cultural goods and tourism actually exists.

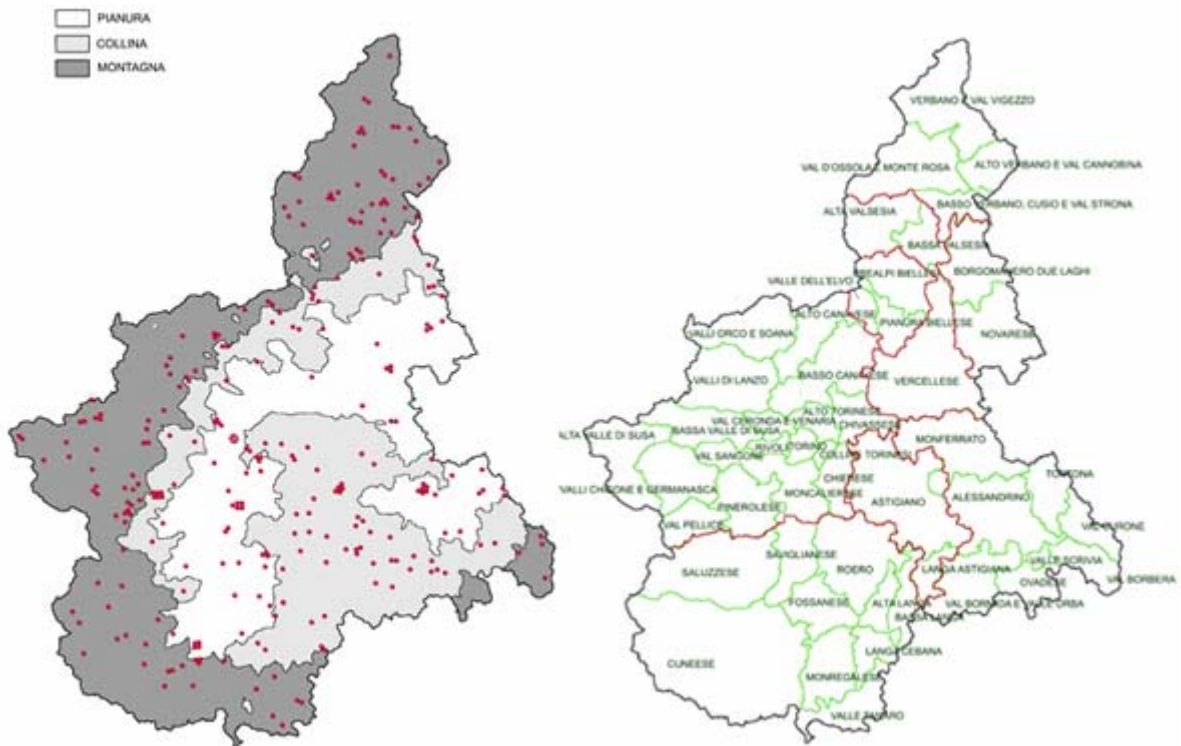


Statistic analysis: graphic layouts

This work allows to create a *managerial and cultural map* of Piedmont, where administrative boundaries are very different from the actual ones. In this state of things we find out that the management activity is fragmentary and not able to face up to complex and different realities. The current state of museums is more comparable to a group of single features than a synergetic and coordinated system (as it should be), while the collections are interesting and substantial.

In order to solve this problem is necessary, as explained in the last chapter of the thesis, to create *territorial subsystems*, or rather consistent groups of local governments that could actually be able to represent and manage the many different cultural realities in Piedmont; they could become the focus points of cultural nets, closed but bordering and related to each other.

50 subsystem has been determined, basing on geographic (hills, valleys, mountains), hystoric (Monferrato, Saluzzese, Saviglianese..), identity and cultural caratheristics, minding the economic importance of many cities too (Torino, Rivoli, Moncalieri, Novarese...).



Museums within three geographical fields and 50 subsystems

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