

POLITECNICO DI TORINO  
SECOND SCHOOL OF ARCHITECTURE  
Master of Science in Architecture  
*Honors theses*

**Study of a communicative method for the architectonic project.**

**Pedestrianization of Corso Marconi and design of a temporary exhibition center within the Castello of Valentino gate**

by Mattia Boero

Tutor: Oreste Gentile

Co-tutor: Evandro Costa

This thesis is focused on the realization of an urban requalification of Corso Marconi situated in Turin and the study of a temporary exhibition center to place inside the gate of the historic Castello in the Valentino park in Turin. Along the architectural and urbanistic work, the thesis is based upon the realization of a virtual communicative method able to spread and advertise this project. This has been possible through the aid of computer instruments that have given me the possibility to create a multimedia web site that is able to strengthen the bond between architects and local citizens, who are directly involved in this new urban transformation. The realization of this multimedia object has satisfied the communicative goals that, nowadays, must respect practical and precise demands such as easy access and clear information usability.



An historic research has been compiled in order to underline the importance that Corso Marconi, the nearby urban district and the Castello of Valentino have had in Turin's urbanisation history.

During the project phase, I tried to focus my attention in creating an all-around project in which every part would turn out well knitted together. This idea has been realized through the use of the water element: a small stream, that runs along the pedestrian avenue, links Corso Marconi with the temporary art center. As a support to the architectonic part, it has been developed another project based upon the idea of communication and multimedia in order to create, for the local citizens and for all those involved, an easy way to have fast information regarding the project and its development. The actual technology that allowed me to realize this idea is, without a doubt, an internet web site. In this case, web technology has centered my most important demand: fast information, in no time, in every place.



The web site has been divided into two macro areas, the first one with text information and photographic inputs especially for the architectural and urban part, the second one has been devoted entirely to communication capable of creating a community around the project. In this last section we can find instruments such as forums, polls via web and interviews that bond together professional people with common citizens that find themselves involved in first person in this new urban project.



Home   **Progetto**   Community   News   Contacts

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 il progetto   interviste   comunicati   chi siamo  
 gallery   sondaggi

**EVENTI > MARZO 2006**   **ARCHIVIO EVENTI**

**25-26 Marzo - Borgo Madama Cristina in Festa**  

 Sabato 25 e Domenica 26 Marzo, il Borgo Madama Cristina, sarà in festa, con banchetti, aperitivi, musica. Da segnalare

**1-31 Marzo - Mostra**  


**Calendario eventi** ?  
 <   Marzo 2006   >  
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 5  6  7  8  9 10 11  
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 19 20 21 22 23 24 25  
 26 27 28 29 30 31  
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Marzo 2006  
 Febbraio 2006  
 Gennaio 2006

The last part of the web site is dedicated to a news chart continually updated and a section dedicated to contacts.

For further information, e-mail:  
 Mattia Boero: [mattia\\_boero@fastwebnet.it](mailto:mattia_boero@fastwebnet.it)