



POLITECNICO
DI TORINO

Honors thesis

MSc ARCHITECTURE CONSTRUCTION AND CITY

Abstract

The project mapping and the regeneration of public space through an itinerant approach

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The light is one of the most important and expressive architectural elements: it alters space, shapes forms, stimulates senses, converts environment and envelopes people.

The light is a fact-finding intangible value, inserted inside artistic, symbolic and creative pleasure, but also present in everyday life. It is a useful and functional feature, that has recently forged new disciplines related to the control of artificial light, thanks to technological innovation and the consequent digitization of environment.

The thesis is inserted in this context by analyzing new technological options related to architecture, such as 'projection mapping' which has become a strong tool for reading and re-appropriation of places, reinforcing the 'cultural milieu' and facilitating the reading to 'city users'.

Art and technology blend together in real urban sensorial journeys. Static elements of the facades of the buildings disappear, becoming cinema screens. Squares and public spaces are transformed into audience, and cities convert into large theaters.

In the first chapter the research is focused on problems related to neglected public spaces, dissecting the arguments on the potentials of social urban places and the involvement of people through interactive tools such as 'augmented reality', 'Urban Screen' and 'performative art'.

Among the many methodologies of current intervention of public spaces we insert new concepts of 'urban reuse' and new development approaches. Two levels of intervention are proposed: as well as traditional systems we support project mapping as an activator of 'non-places', thus stimulating a sense of social identity among citizens, dynamically involved in urban transformation.



The second chapter describes and introduces project mapping inside the complex architectural, social and economic field, remarking some international events related to 'digital creativity' and promoting the area.

The third chapter shows the development of the urban upgrading project by way of itinerant project mapping. The final aim is to connect artistic installations, located in strategic points in the city, to each other, creating a new system of tourism.

Unlike other artistic performances, this project, entitled 'Carosello', becomes interactive thanks to a special software based on a simple QR code reading.



After, the chapter illustrates the creation in a small-scale of the project of the Medieval Village of Turin, in collaboration with the 'Fondazione Torino Musei' and the 'Invasioni Digitali Association', recreating an innovative museum itinerary. In particular, we have created a prototype of 'architectural dressing' on the facade of the Church of the Medieval Village. The goal is to invent a new cultural model through new innovative tools such as interactive video mapping.

Technological innovation and the consequent digitization of cultural heritage are nowadays indispensable assets to support the diffusion and fruition of historical-cultural heritage, as well as facilitators for the spread of knowledge.

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