



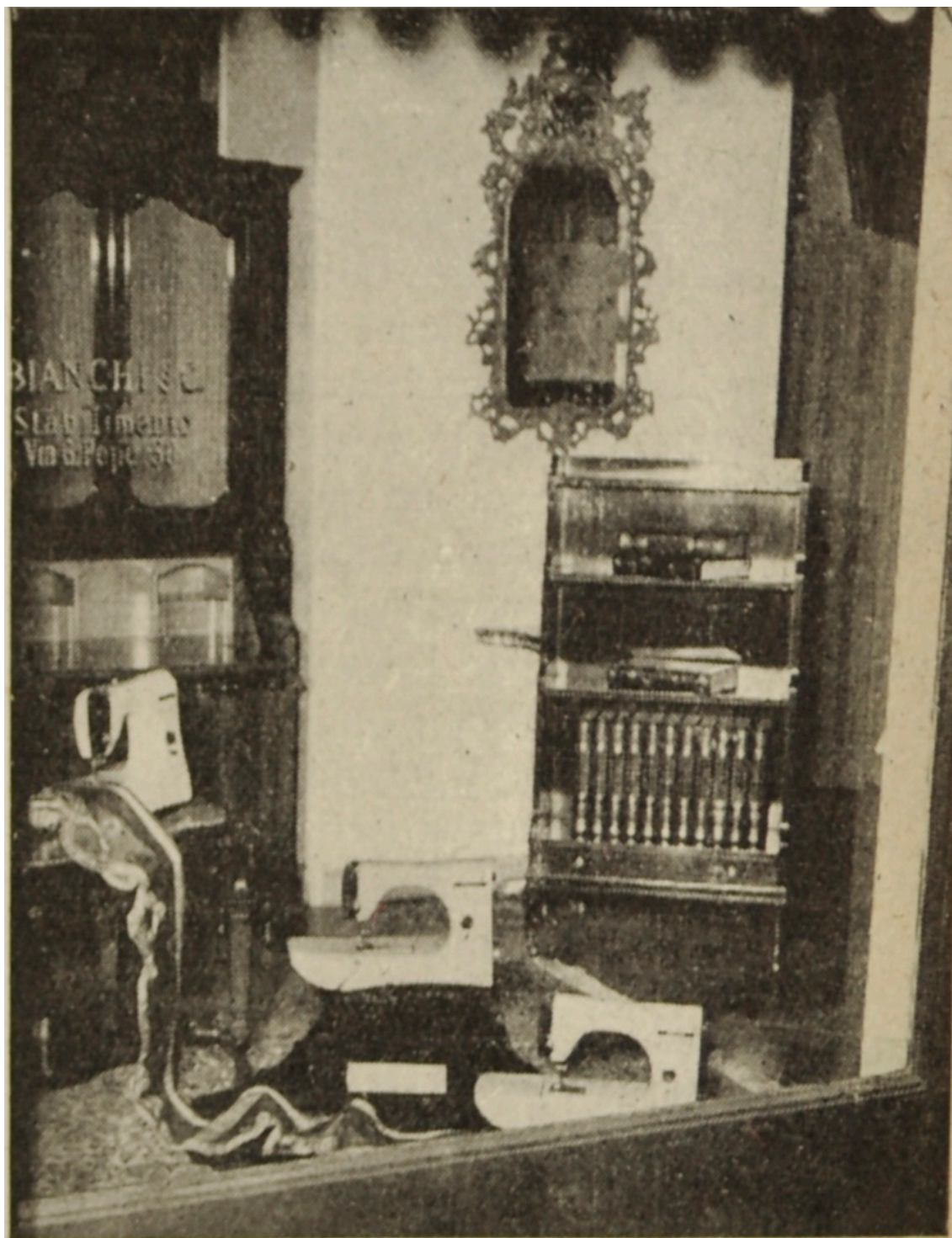
VIA SACCHI
BELOW AND BEYOND THE ARCADES
Design contest for urban regeneration

Call for students
Living lab via Sacchi

FUTURE

DAD, Politecnico di Torino

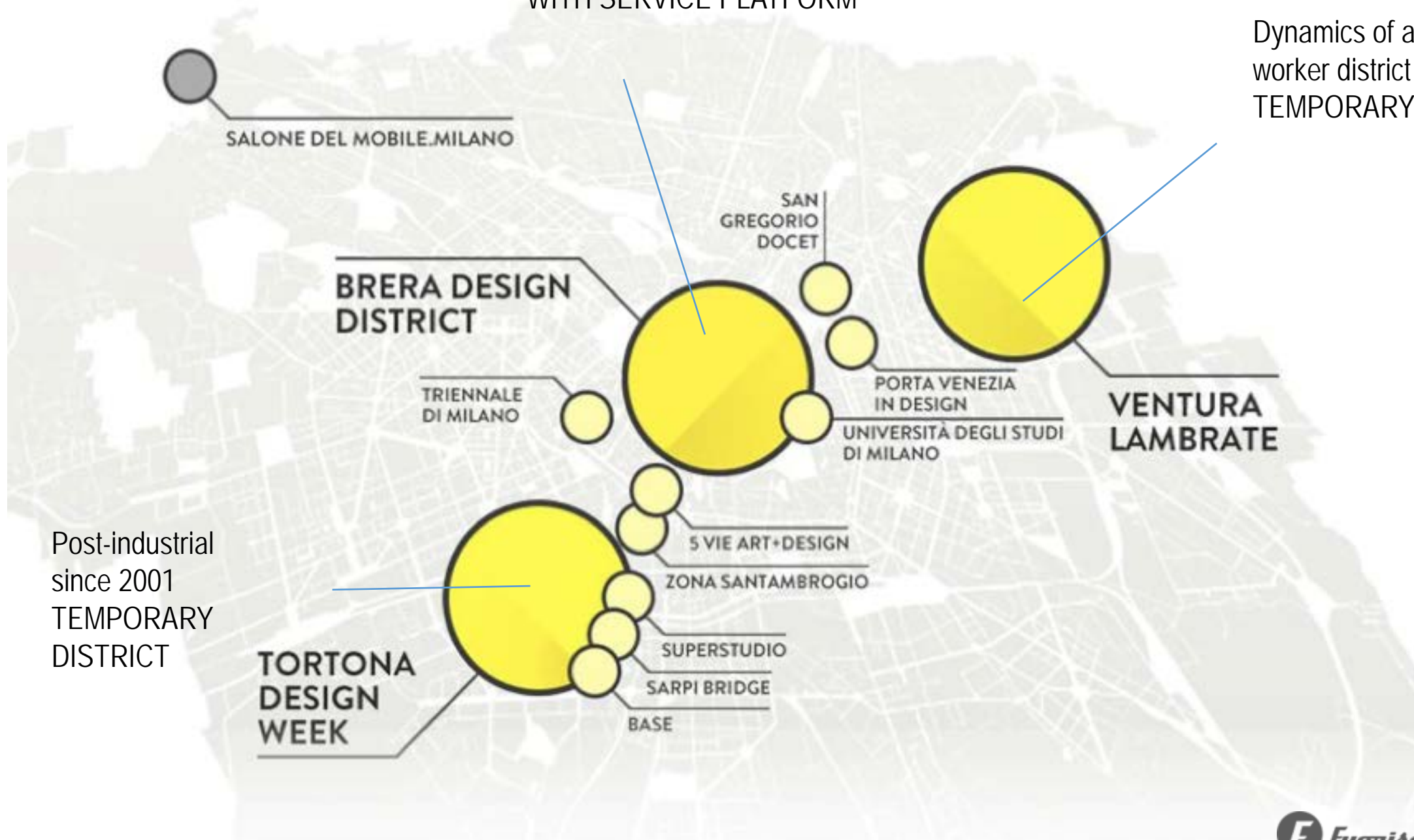
Creative and
inclusive district,
urban design role

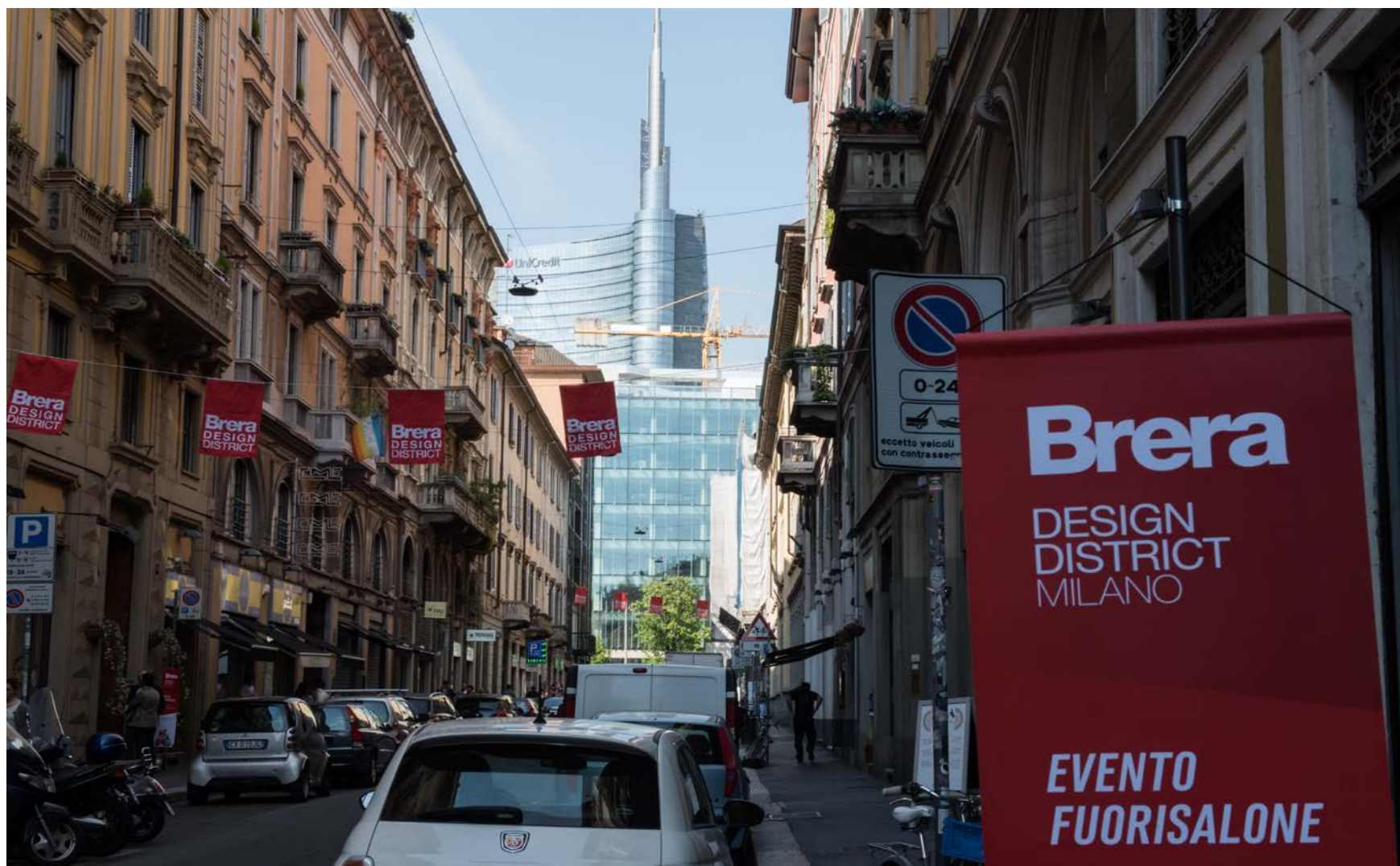




Historic stay (50s)
since 2010 Showrooms
PERMANENT DISTRICT
WITH SERVICE PLATFORM

Dynamics of a former
worker district
TEMPORARY DISTRICT





BRERA DESIGN DISTRICT (2010): EXAMPLE OF EVOLUTION OF A NATURAL SHOPPING CENTRE

CREATIVE INDUSTRIES

- a much wider productive set
- including goods and services produced by the cultural industries
- those that depend on innovation
- including many types of research and software development.

Concentric Circles Model⁸

Core cultural expression

- Literature
- Music
- Performing arts
- Visual arts

Related industries

- Advertising
- Architecture
- Design
- Fashion



Other core creative industries

- Film
- Museums, galleries, libraries
- Photography

Wider cultural industries

- Heritage services
- Publishing and print media
- Television and radio
- Sound recording
- Video and computer games

creative activities

Gli undici settori di Italia Creativa (valori 2014)

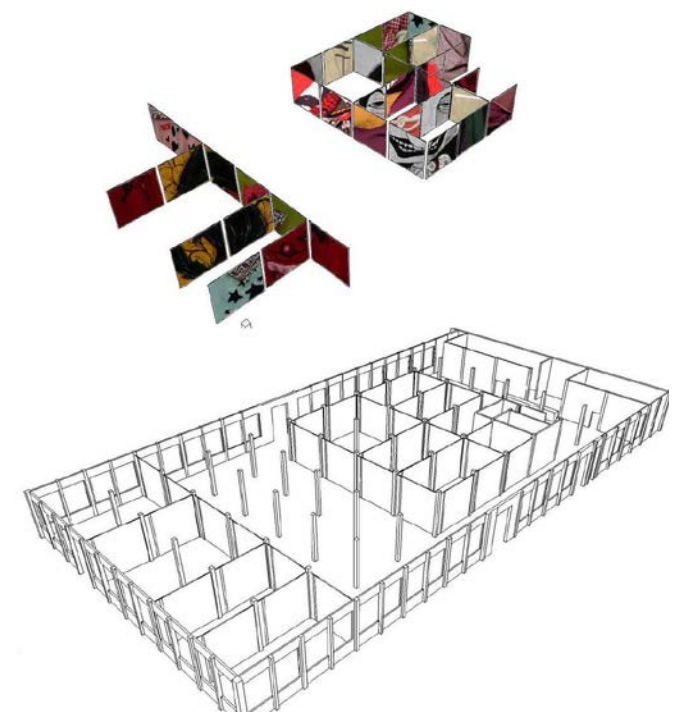


<http://www.italiacreativa.eu/>

Landry C. (1995), *The Creative City: A Toolkit for Urban Innovators*, Routledge, London.
 Florida, R. (2002). *The Rise of the Creative Class*, Perseus, New York.
 Throsby, D. (2008), *Modeling the cultural industries*, in *International Journal of Cultural Policy*, 14(3): 217-232.
 CREATIVE ECONOMY REPORT
 > WIDENING LOCAL DEVELOPMENT PATHWAYS, United Nations/UNDP/UNESCO (2013)

reuse & temporary

- spontaneous processes, occupations, economic reuse ...
- public / private organization
- experimentation: startup cultural, social and youth enterprises



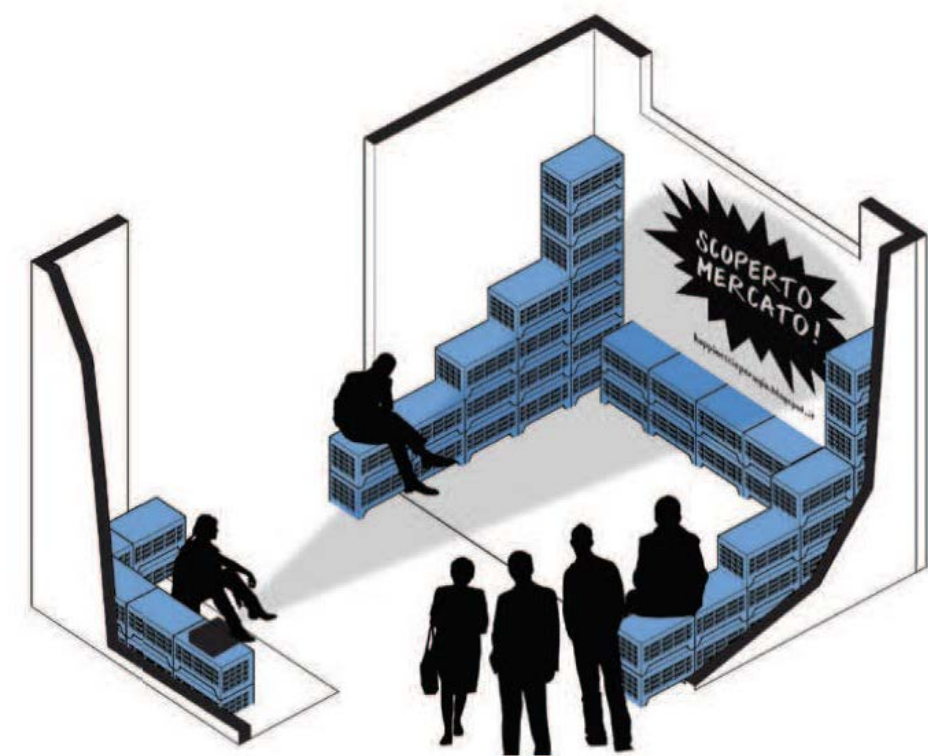
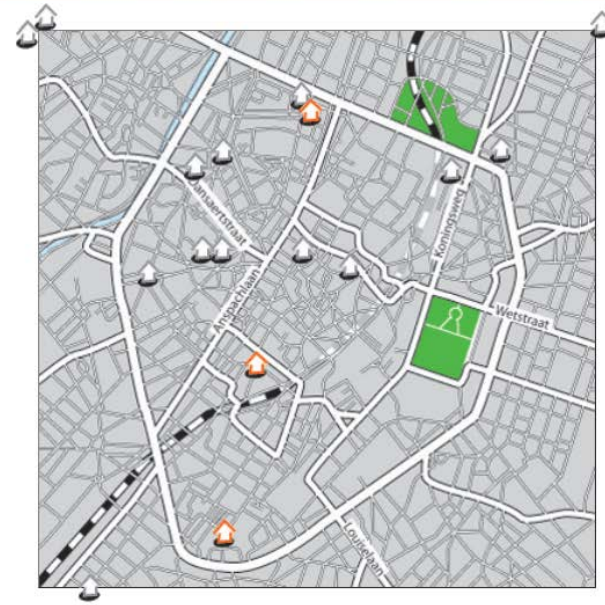
FESTARCH | Happinessie workshop 2012

How temporary reuse?

- Identify potential local resources
- Analyze site conditions (degradatic / abandonment / equipment)
- Assess compatible activities
- Check the authorization obligations
- Make known, inform
- Propose forms of regulation of use between inhabitants / occupants / owners ...

USING VACANT BUILDINGS AS WORKSPACE

PRECARE is operating as an intermediary between property-owners of temporary vacant premises and artistic or social initiatives in need of workspace. Since its origin **PRECARE** has been opening fourteen buildings - for a period of six months to five years - and providing over a hundred initiatives with a workspace. The project **PRECARE** was discontinued in January 2010. This website serves as an archive.



We re-start Italy is the "road book" by Giovanni Campagnoli. ... Today Italy is "full of empty spaces" and being able to reuse even a small part, entrusting them to cultural and social start-ups, can become a low-cost lever to promote youth employability.
<http://www.rusiamolitalia.it/>

Inti, G. Cantaluppi, M. Persichino, *Tempo riuso. Manuale per il riuso temporaneo di spazi abbandonati*, Altreconomia, 2014
 © 2009-2012 temporiuso.net



social inclusion & creativity

Self-meetings, creative cooperative actions, story-telling of the territory ...

Social Street

- citizen = final recipient of cultural action
- ICT for the communication of cultural heritage
- collaborative mapping
- socialize with neighbors
- public spaces as an integral part of the living environment.

Network of neighborhood areas

- to encourage street life in areas not frequently visited
- to improve conditions of protection and safety
- to multiply places of conviviality and of tourist interest

Loose Space

- multi-purpose spaces available for events / activities

Fusion Space

- digital network of social value: ambient displays, urban screen, phone-based service
- intelligent and livable urban spaces
- virtual and collaborative environment





urban climate environment

- comfort in uncontrolled temperature spaces
- attention to historical solutions
 - urban morphology
 - shading - sunscreen
 - wind
 - placement of barriers
 - materials (floors, barriers, display cases, intrados covers: high-emissivity finishes)
 - urban vegetation ...
 - direct energy supplies

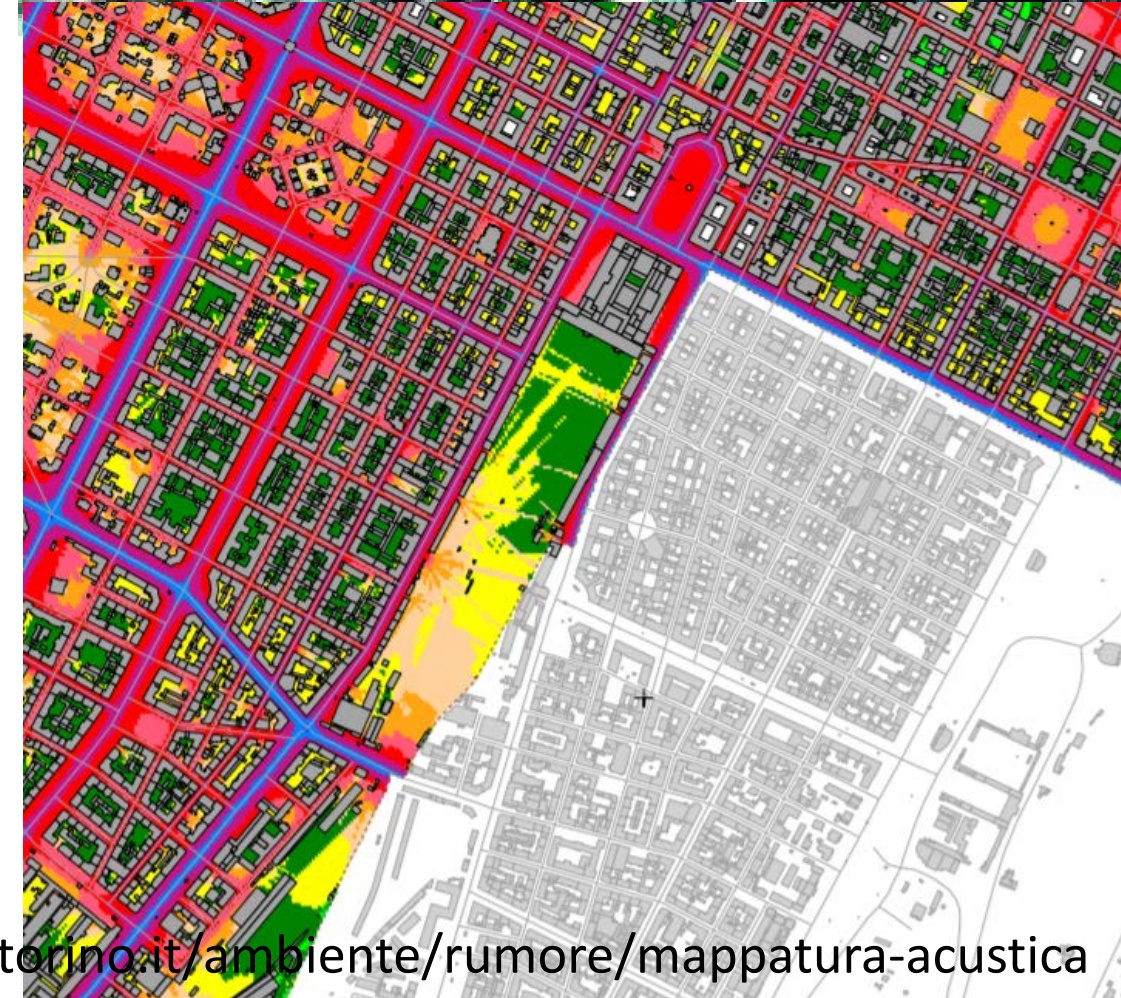
sound environment

acoustic comfort

traffic noise control - acoustic climate

acoustic landscape (soundscape)

sound space construction





smart street

Utrechtsestraat Climate Street

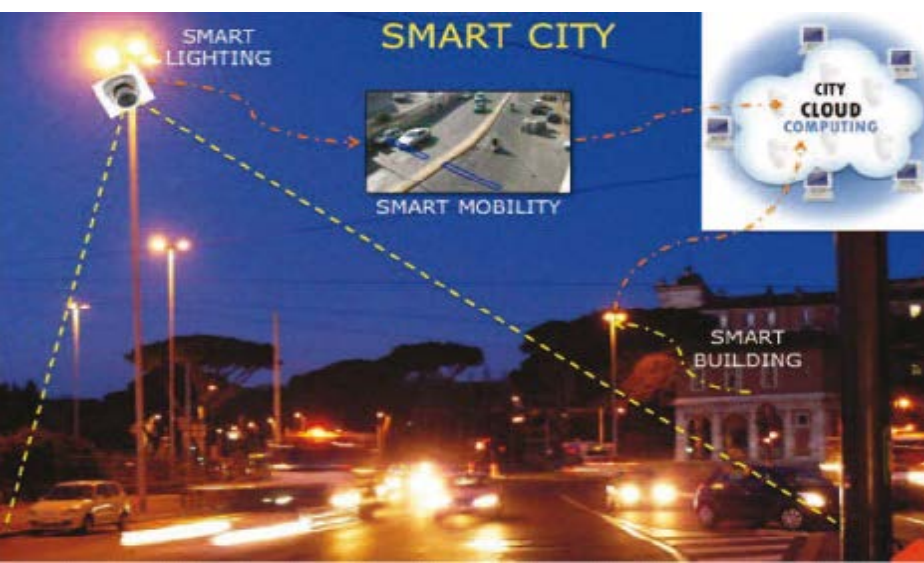
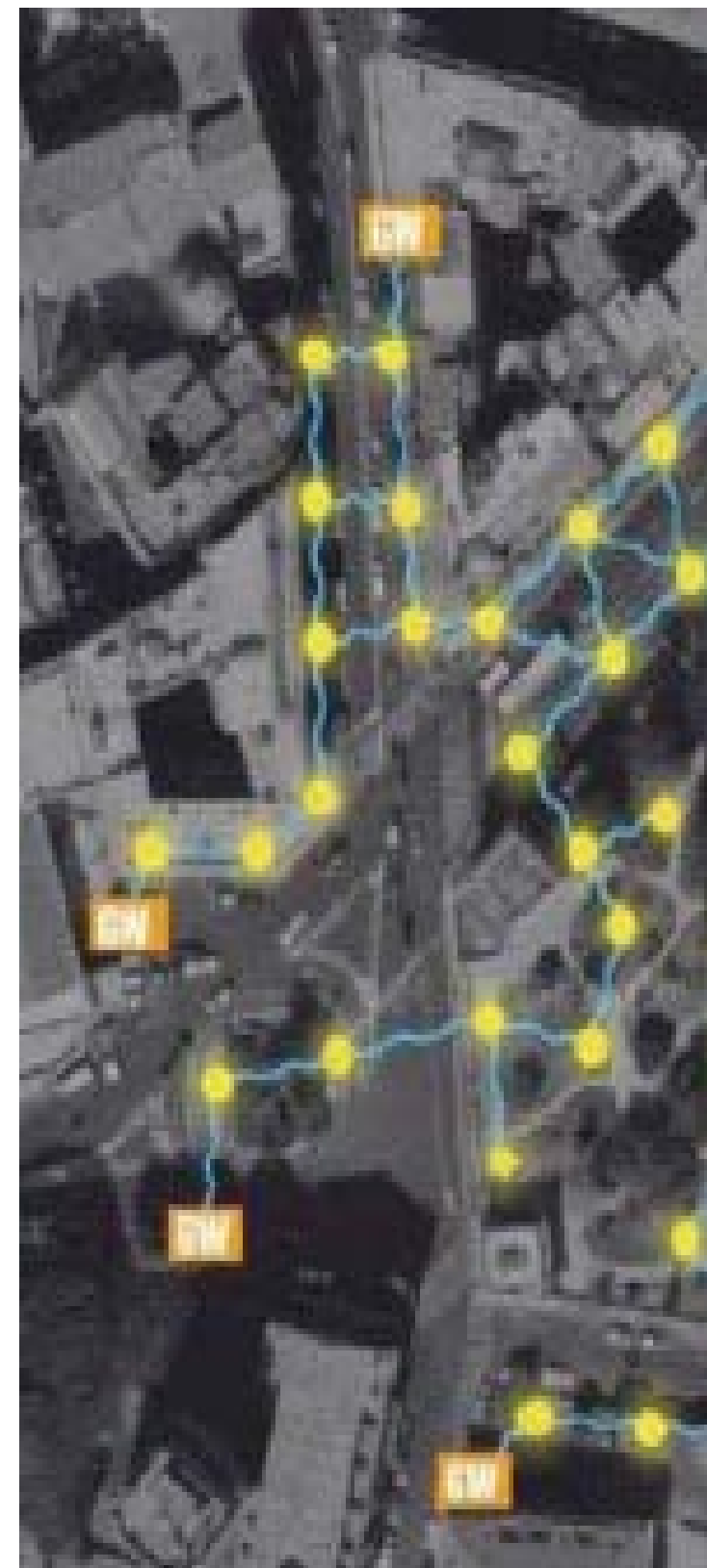
First project of sustainable trade route in Europe:

- decrease in Co2 and No2 emissions
- installation of «smart meters» and «smart plugs» to monitor and reduce energy consumption
- collaboration with local entrepreneurs
- energy consumption control for position and flow sensor lamp systems
- BigBelly smart solar powered bins, able to compact waste.

© Amsterdam Smart City



smart lighting



interactive bus stations

- shelters with users' services
- station for electric bikes with self-service charging
- backlit and heated places
- touchscreen map, information
- loan library books
- automatic cafeteria
- make-up area



Marc Aurel, Osмосе, RATP, Parigi (2012)

© Aurel design urbain 2018

Photographie Y.Monel

Via Sacchi what will it be?

SUSTAINABLE, INCLUSIVE, CREATIVE



Consultations with citizens, co-design. First ideas ... 10th October 2017

Practicability and transportation

- Facing the eastside degradation challenge-perceptive critical issues and physical degradation: equipped parking / break areas, loisir
- Open connections with the railway-porticoes, discontinuities in the traffic barriers
- Enhance ground lighting and signage
- Give visibility to the railway area. Enhance the exit of the railway station on Via Sacchi
- Connect through cycle path via Sacchi and via Nizza
- Regenerate public transportations: decreasing the street's section dedicated to tramways and buses and favoring tramways and cycle paths inside a green belt with interactive bus stops, (multimedia and information media)
- To pedestrianize private traffic/reverse vehicle travel direction to the south / reduce vehicular circulation (restricted access for residents)
- Increase the quality of the cycle path. Provide more bicycle parking (Porta Nuova station bike) and bike sharing

Greenery and social use of public space

- To build an urban green system: green flooring, planters, plantscreens, green roof on railway flat roofs
- Enhancing and making accessible the existing greenery
- Provide bioclimatic installations: photovoltaic roofing, eco-boulevard equipment
- Protect street ends from noise pollution
- Security, trash and pollutant monitoring services
- Services to better use public space (fitness, gaming ...)
- Urban Info-point via Sacchi-Porta Nuova. Create a "neighborhood home" of the Borgo San Secondo

Image and communication

- Strengthen the presence of associations for social and cultural purposes
- Make the commercial image perceivable from the street
- Control of the solar irradiation + under the arcades
- Enhance lighting (eastside in particular for safety); bring in to Via Sacchi the "Luci d'artista"

Creativity and culture street

- Promote commercial activities – restaurants and street food with evening opening
- Extend arcades' function: outdoor activities, *dehors*, kiosks (fixed closed stalls)
- Promote spaces for proximity services (sport, social inclusion, culture ...) and to attract young people
- Strengthening cultural tourism: historical shops, Railway station....
- Reuse the underused historical railway-related buildings as multi-purpose spaces
- Open courtyards for temporary installations
- Promote thematic monthly markets and events



Via Sacchi what will it be?



SUSTAINABLE, INCLUSIVE, CREATIVE

Consultations with citizens, co-design.

First ideas ...

October 20, 2017

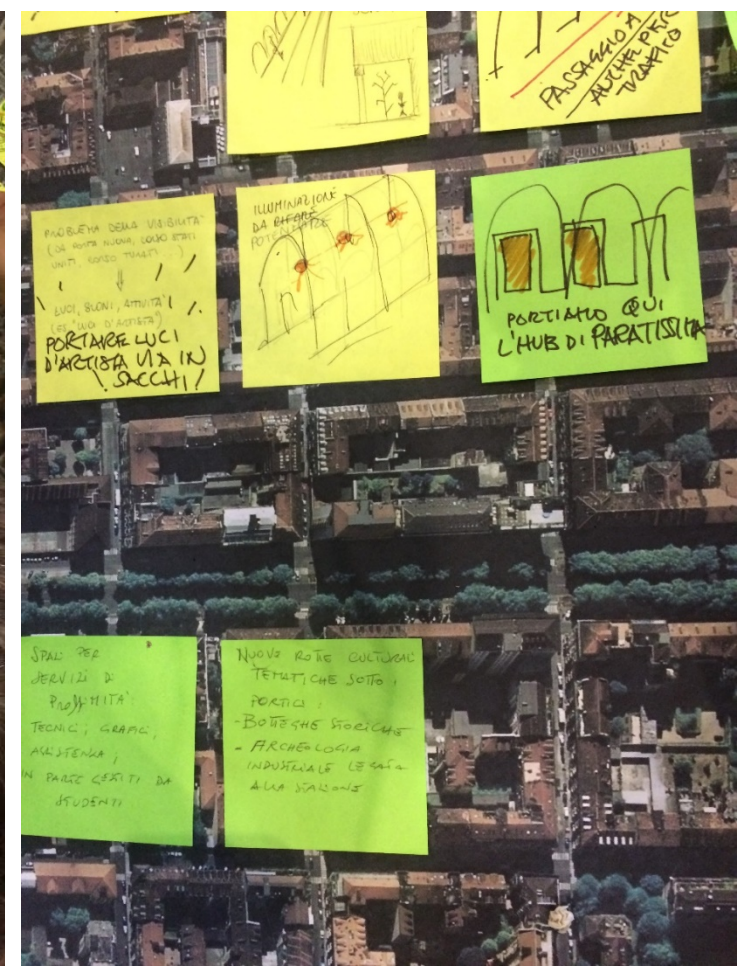
City of Turin Civic

«Tavolo Progettazione Civica»

October 2017

Infopoint tables of Fondazione Contrada Onlus

- Better training for civic education: avoiding investments from bicycles under the porticoes, putting ashtrays in front of the condominiums ...
- Encouraging the equipment of empty shops to use them for temporary use
- Requesting incentives to the municipal administration: to organize public events, to simplify the authorization procedures and to reduce the municipal taxes for temporary use
- Encouraging the cleaning of the facades under the arcades
- Increasing the control of the municipal police



Via Sacchi what will it be?



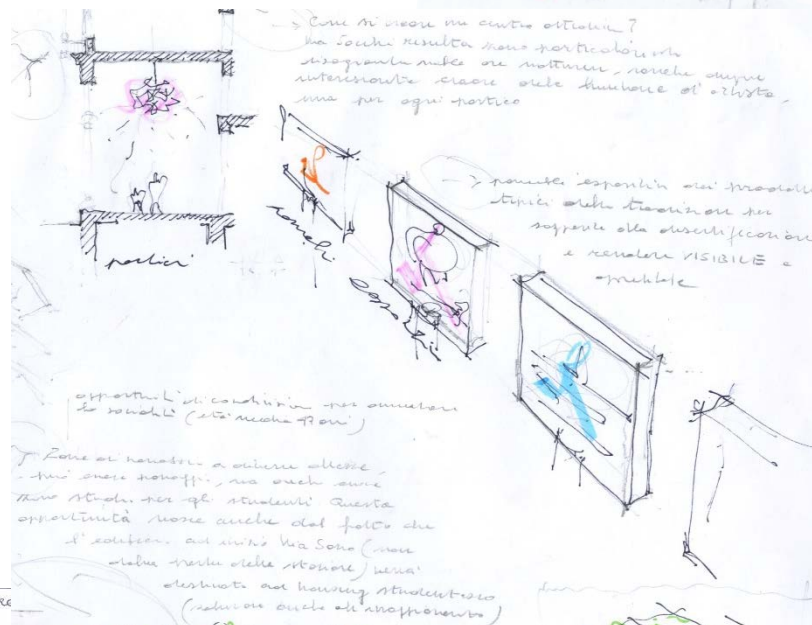
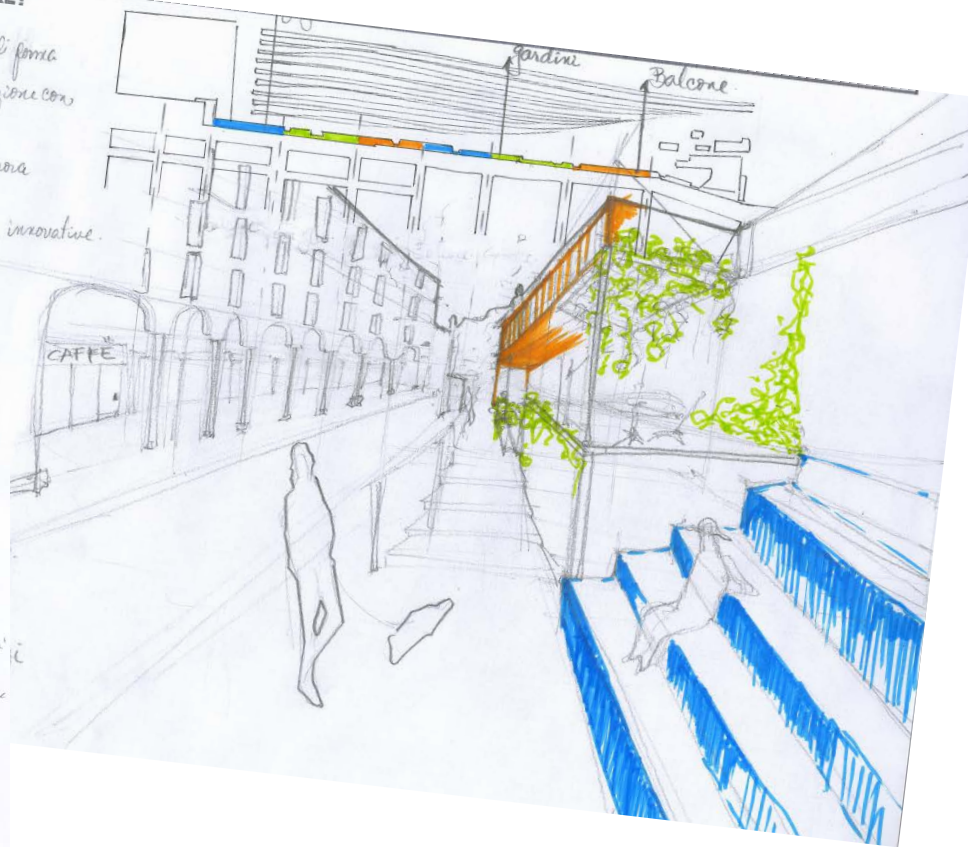
SUSTAINABLE, INCLUSIVE,
CREATIVE

Scenarios, result of the first consultations with citizens, stakeholders, students

VIA SACCHI: COSA FARE?

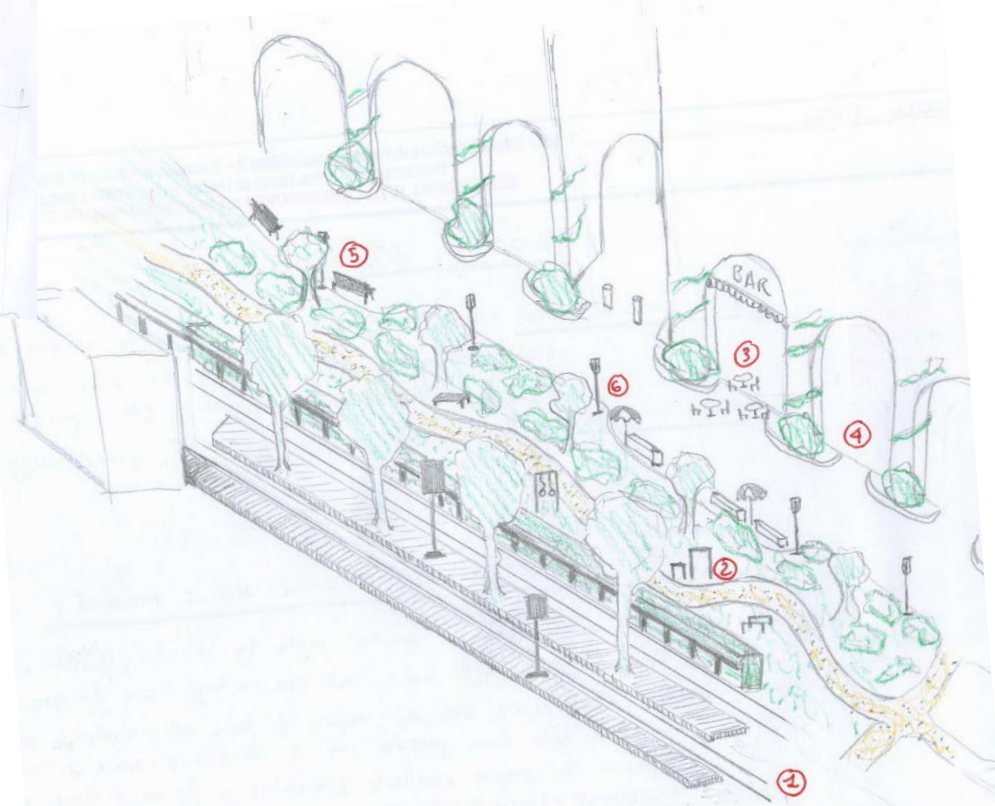
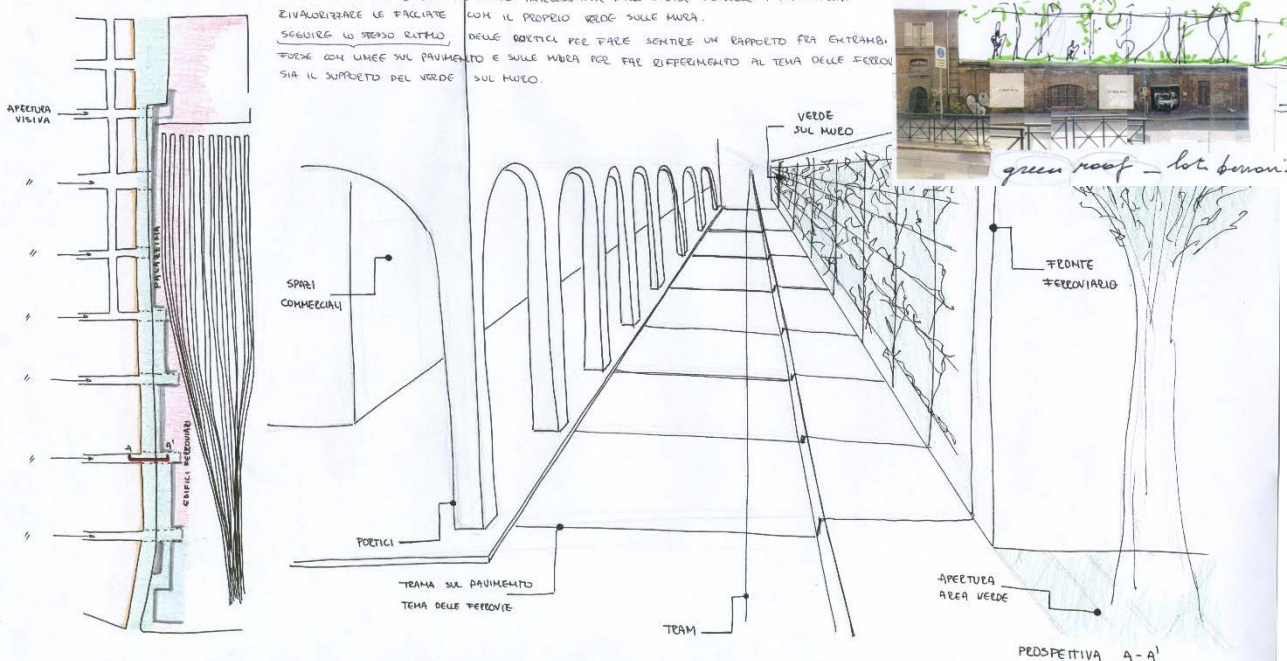
- Rilancio del commercio
- Aprire una interazione di forma diversa
- possibilità di una interazione con la ferrovia
- funzioni della creatività
- passaggio culturale dove si trova lo stesso valore.
- Integrare con servizi sociali innovative.

APRIRE
INTEGRARE
US
INTERAZIONE

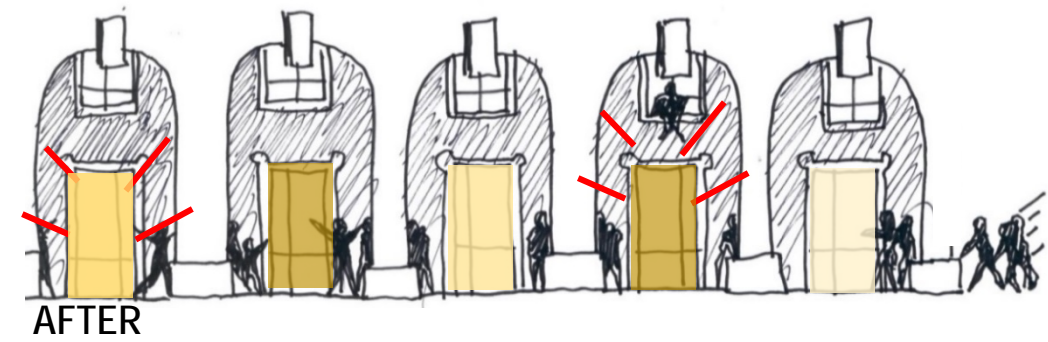
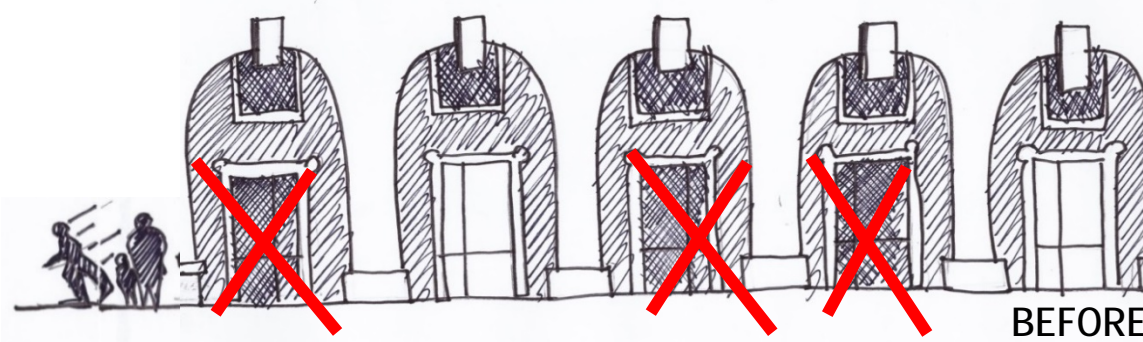
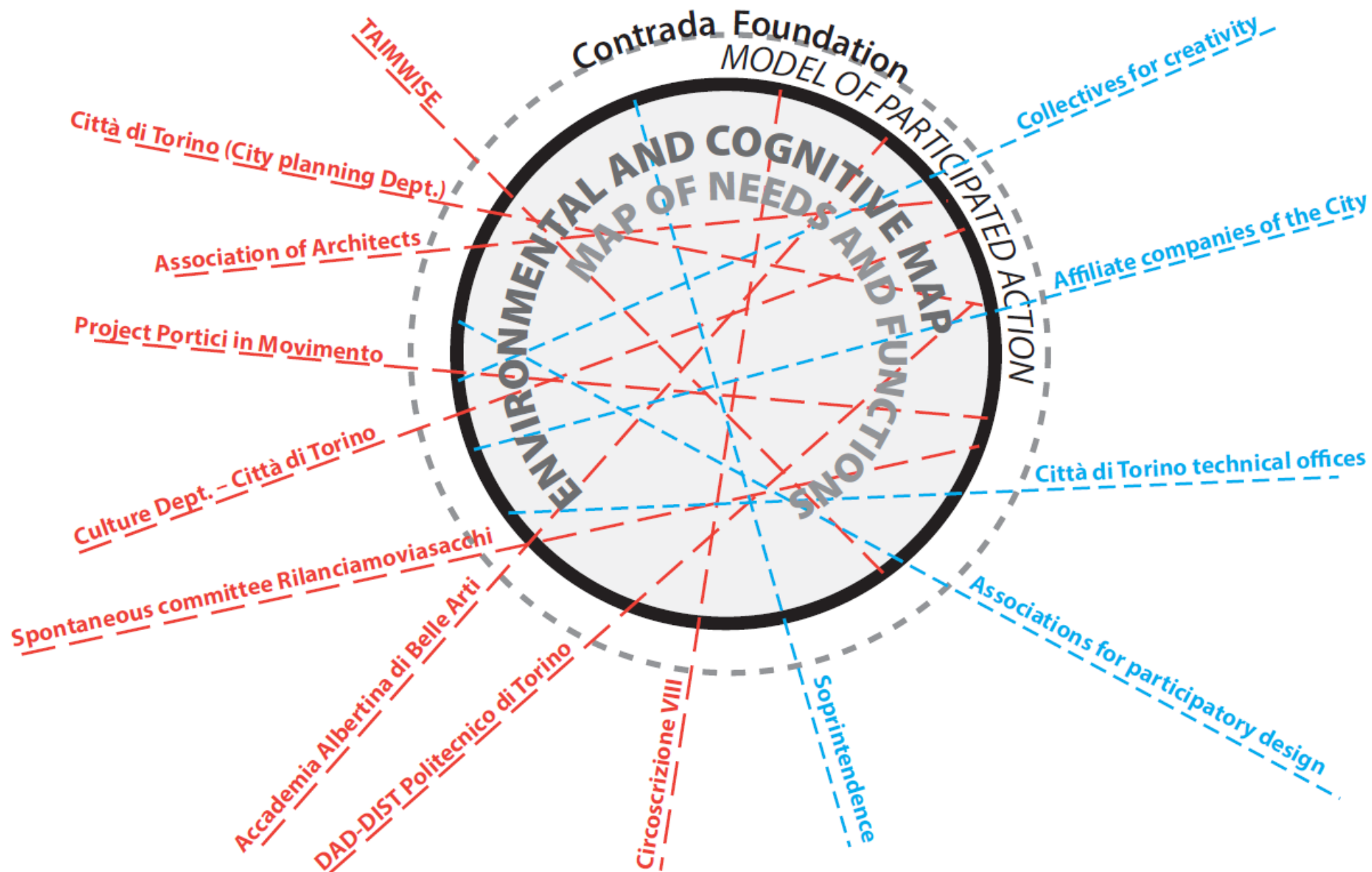


VIA SACCHI: COSA FARE?

L'APERTURA PUNTUALE DEL FRONTI FERROVIARIO, IL CUI SI REPERE ANCHE PER DARE SPAZIO DEI PEDONI E DARE UN VISIVO INTERESSANTE DALLE STRADE TRAVERSI A VIA SACCHI. RIVALORIZZARE LE FACIATE CON IL PROPRIO VEDE SULLE MURA. SEGUIRE LO STESSO RITMO DELLE BOTTEGHE PER FARE SENTIRE UN RAPPORTO FRA ESTERNO E INTERNO CON LINEE SUL PAVIMENTO E SULLE MURA PER FARE RIFERIMENTO AL TEMI DELLE FERROVIE SIA IL SUPPORTO DEL VERDE SUL MURO.



Via Sacchi What it IS: a model of participated action





Via Sacchi what will it be?

empty shops =
resources for sustainable
re-development
spaces for new uses

arcades =
urban brand
+ security

intermodality =
more integrable
system

public / private
road transport / rail / underground / SFM



creative activities & creative industries

social inclusion activities, accessibility

cultural & educational activities

business & commercial services

railway station - airport terminal - vehicle / cycle
parking - car / bike sharing - cycling - pedestrian



Via Sacchi what will it be?

SUSTAINABLE, INCLUSIVE, CREATIVE

creative activities & creative industries

social inclusion activities and promotion

integration of accessibility & environmental sustainability

cultural & educational activities

business & commercial services

- crafting
- artistic craftsmanship
- co-working, smart-working
- shared office spaces
- making
- production and sale of services and creative products (recycling, smart factory, digital makers)
- customing
- product customization
- art&design
- hub of associations and incubators
- social innovation spaces
- offices of non-profit associations
- neighborhood center
- Info-point, district promotion center (Borgo San Secondo)
- ring via Sacchi – Porta Nuova – via Nizza
- integration of new activities and events
- green spaces
- accessibility and enhancement of the proximity greenery
- cycling improvement
- improvement of the bike path quality and connection with via Nizza
- smart autobus stops
- coffee book
- bookshops / cafeterias / conference spaces
- circus, dance, wellness
- circus art schools, dance schools, performing arts
- wellness centers and physical activity (*healthy lifestyle*)
- showcase & digital showcase
- flags, new equipment and multimedia in the shop windows
- temporary store
- showroom / sale time spaces
- digital shop - *click and collect*
- spaces for viewing and delivering e-commerce products
- container / kiosk
- small closed desks, innovated by the local tradition

REUSE THEMES



POLITECNICO DI TORINO

Dipartimento di Architettura e Design



VIA SACCHI
BELOW AND BEYOND THE ARCADES
Design contest for urban regeneration

TIMELINE participatory action



10/10
LIVING LAB 1
VIA SACCHI
DESIGN FOR
URBAN
REGENERATION
KICK OFF

2017

INVITALACULTURA visite guidate

CULTURA FERROVIARIA:
NARRAZIONE A DUE VOCI

28/10

PORTICI A CONFRONTO:
BOLOGNA/TORINO

25/10

DISPOSITIVI DI RIGENERAZIONE E
RIFLESSIONE SULL'ANELLO

20/10

IL PIANO DEL COLORE
A TORINO 1997-2017

16/10



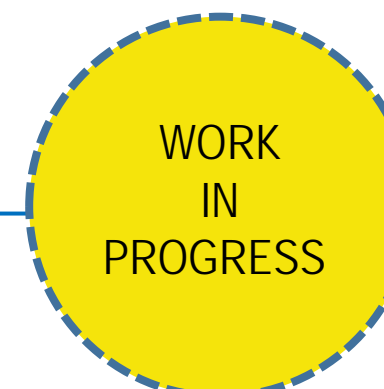
july-september
STUDENTS
CALL FOR CONCEPT



october
SEMINARY
EXHIBITION

october
CALL
EVALUATION

2019



WORK
IN
PROGRESS

2018



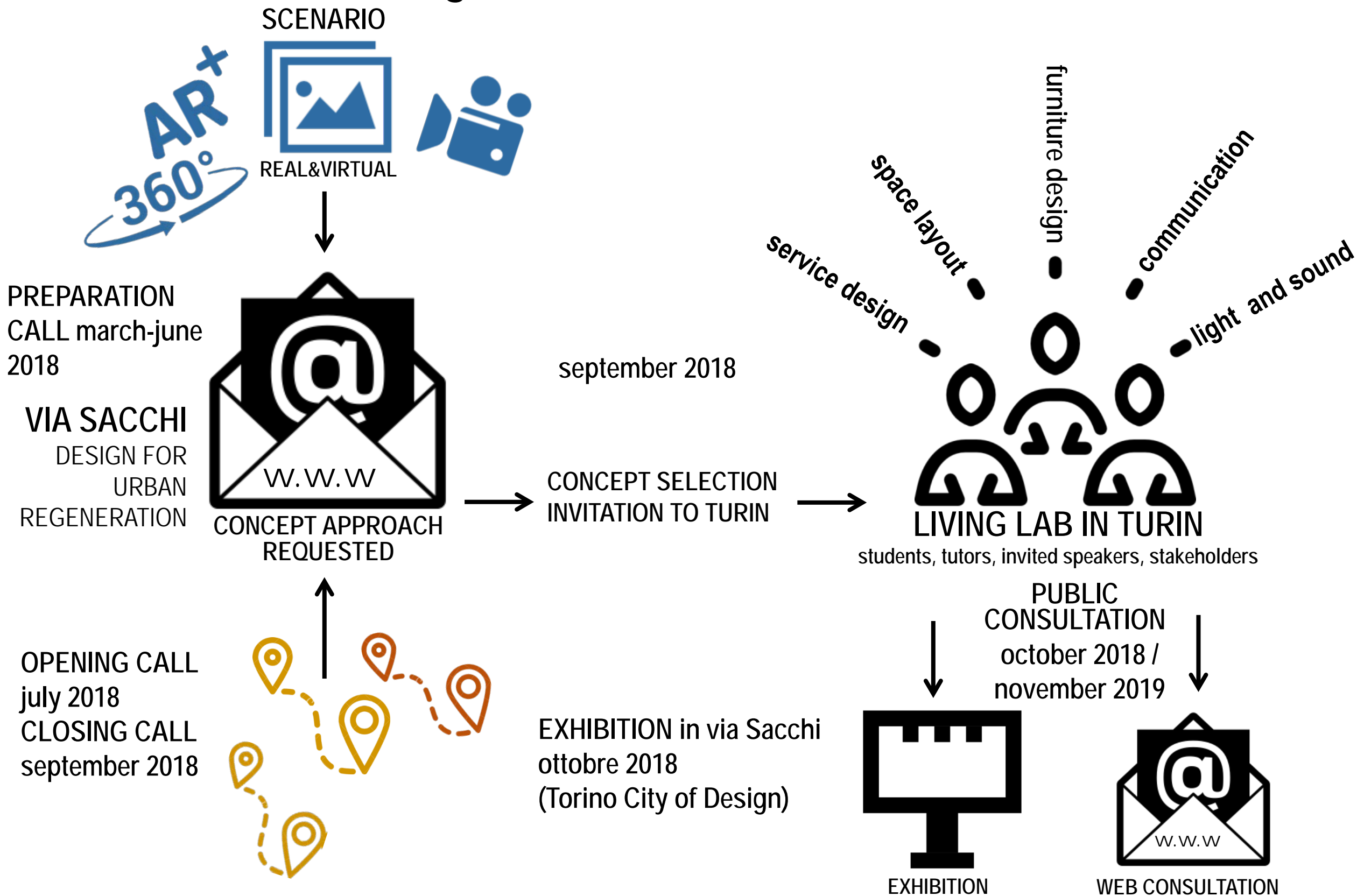
february-march
LIVING LAB
VIA SACCHI
DESIGN FOR
URBAN
REGENERATION
PUBLIC
CONSULTATION

STUDENTS
IN TURIN



STUDENTS call & Living Lab I DAD PoliTO

TIME LINE 2018





design aims

> functions and ways
of use of the streets

> elements
of the urban scene
respecting the historical values

> analogical and/or
digital solutions for
the communication



VIA SACCHI

BELOW AND BEYOND THE ARCADES

Design contest for urban regeneration

design opportunities

viasacchi.designcontest.polito.it

lost green area
light & sound scape,
communication and relations space

arcades
shop windows, showcases, sunscreens,
information signs, urban equipments, light scape, ...

tram & bus stops
eight stops

pedestrian crossings
accessibility & safety

station's gallery
via Sacchi gate
signalation & new uses

cycle path
track & signaling

walls
railway border to host?

architectural barriers
solution for shop with steps, visually impaired paths, ...

station's gallery
via Nizza gate