

ITALIAN WEEK 2019  
FEBRUARY 24-28  
**TURIN**  
THE ROYAL CITY



“From an austere industrial city to the thriving capital of world-class museums and the Slow Food movement: the touristic rebirth of Turin”

Elisabetta Girardi

Wednesday, February 27<sup>th</sup>  
Loyola University | Knott Hall B03









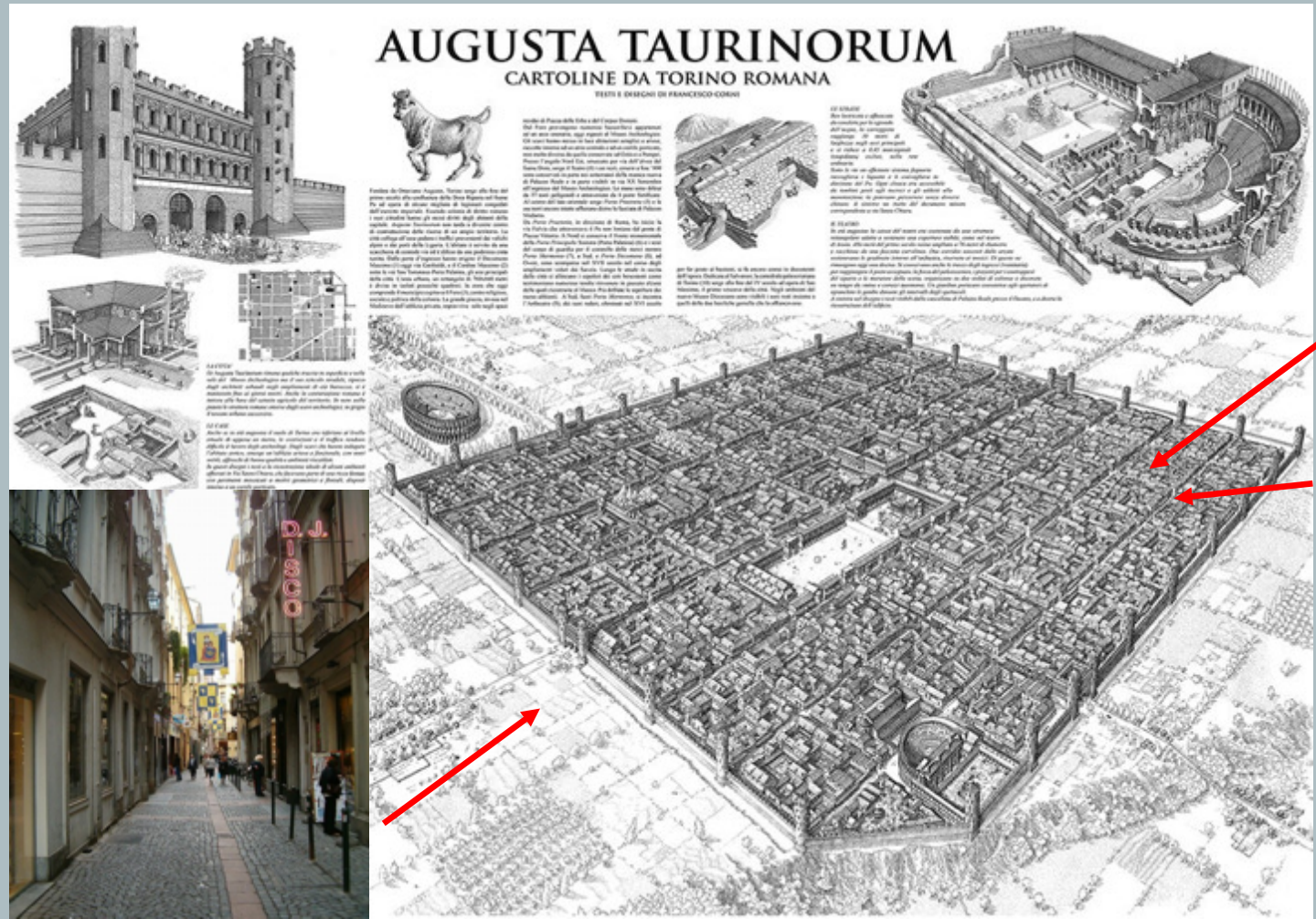
# BRIEF HISTORY OF TORINO

## 0 - 1900 AD





The modern  
Quadrilatrello Romano



Cardus

Decumanus

27 AD



Founded as Augusta  
Taurinorum by the  
Romans

476 AD



Fall of the Western  
Roman Empire

# MIDDLE AGES



Ostrogoths



Arduinic dynasty



COUNTS (THEN DUKES) OF SAVOY

473 - 940 AD

From 1092 on





# THE HOUSE OF SAVOY



Emanuele Filiberto di Savoia  
Founder of the Savoy State

Savoy becomes  
a kingdom

1562

1715



Filippo Juvarra

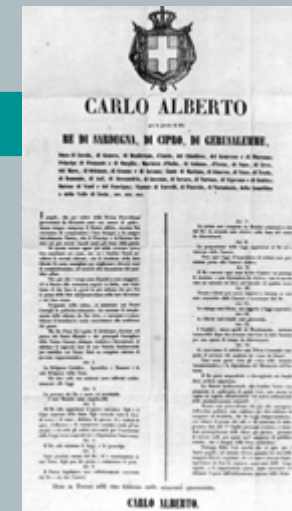
Napoleon conquers  
Northern Italy (and  
Torino)



Carlo Alberto di Savoia  
King of Piedmont and  
Sardinia  
and his Albertine Statute  
(Italy's first constitution)

1800

1848



# MODERN ERA



“IL RISORGIMENTO”



1815-1871

Giuseppe Mazzini and Camillo Benso Conte di Cavour



Vittorio Emanuele II di Savoia,  
King of Piedmont and Sardinia  
leads the unification of Italy  
Torino becomes the first capital



1861

(two world wars and Mussolini)



Giuseppe Garibaldi

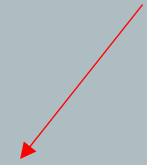


# INDUSTRIAL TORINO (1900 - 1990)

(Founded in 1899)



Il Lingotto



# FIAT



“Italy’s Detroit”



Agnelli family 10



# 1950-1975

## Fiat attracts immigrants from Southern Italy



By 1971, Torino's population reached 1.2 million

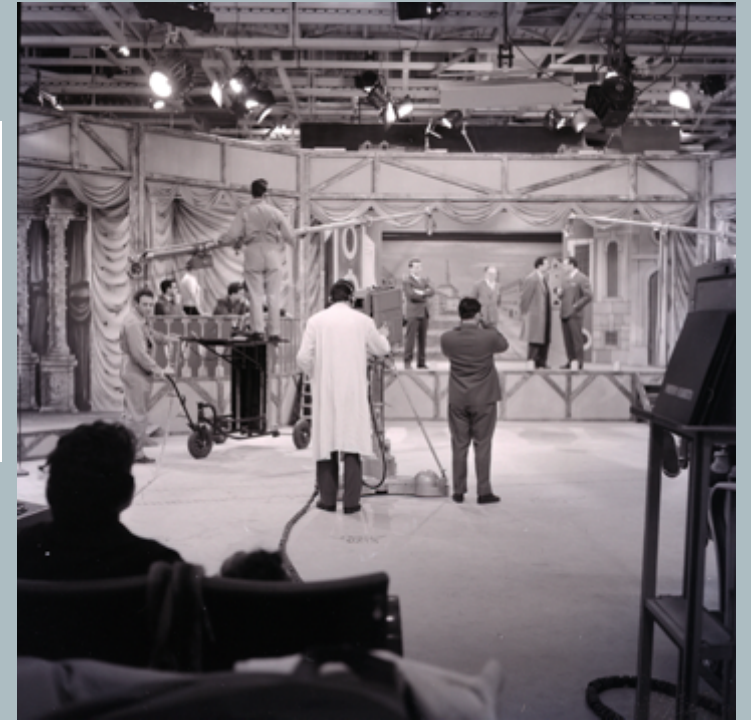




First  
cinema's  
kolossal



Radio and TV



Polytechnic University

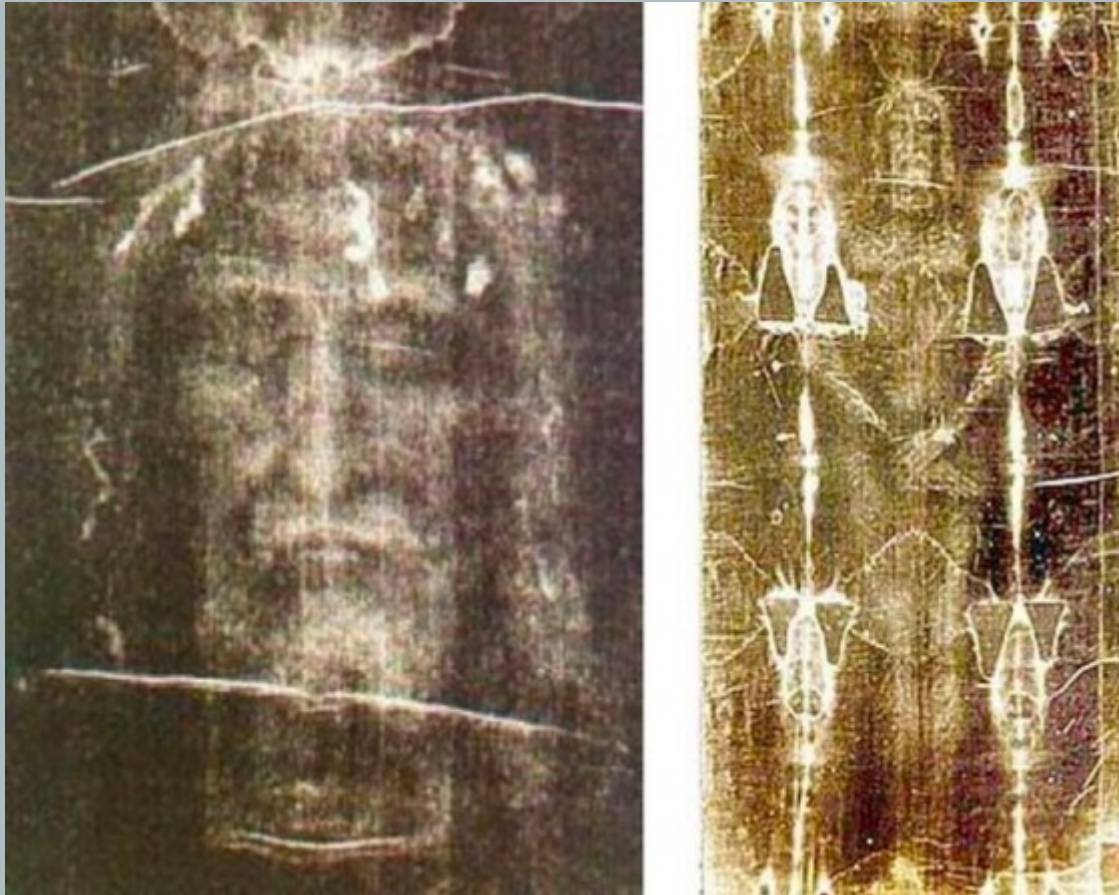


TORINO'S  
INVENTIONS

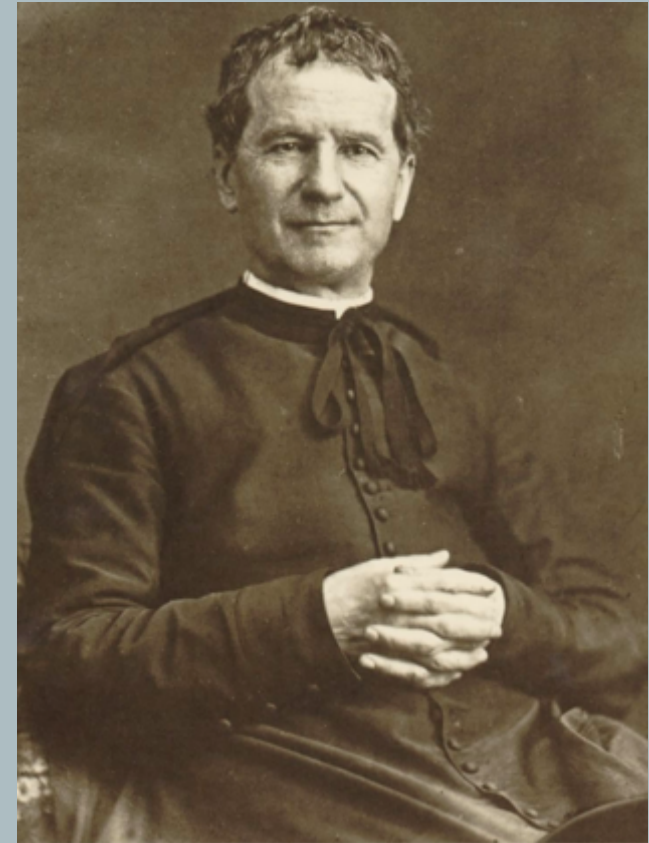


**THINGS TORINO  
WAS FAMOUS FOR**

# THE HOLY SHROUD



# DON GIOVANNI BOSCO







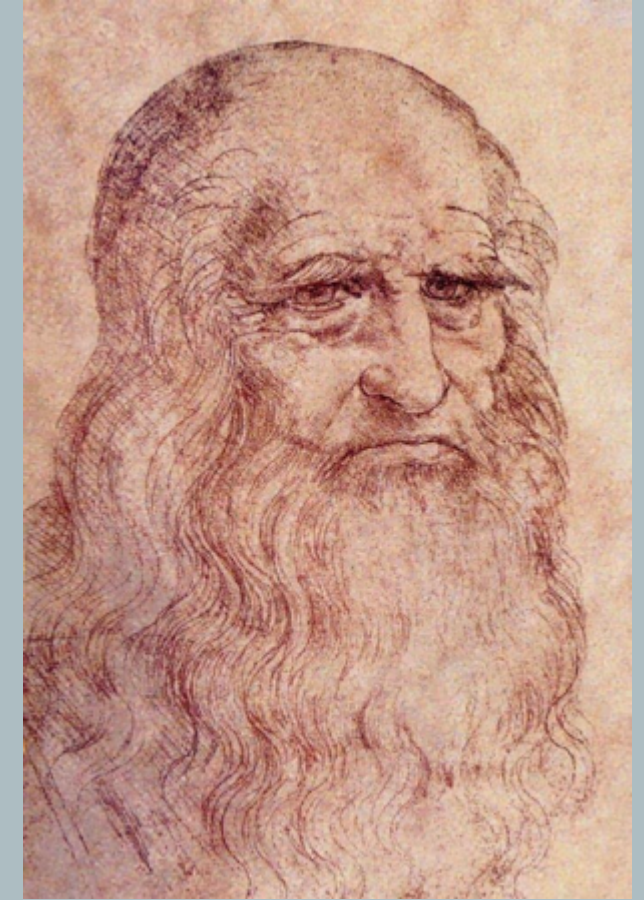
MOLE ANTONELLIANA  
MUSEO NAZIONALE DEL RISORGIMENTO ITALIANO

# The Mole Antonelliana



2 cents Euro coin

The baroque  
architecture



Leonardo's self-  
portrait



# TORINO'S ARCHITECTURAL STYLE

# Art nouveau & Liberty



Baroque

Arte Povera





# TORINO: THE CITY OF WORDS AND THOUGHT

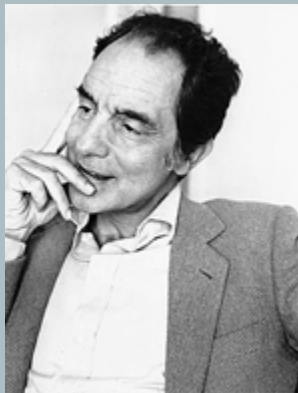
**Primo Levi**



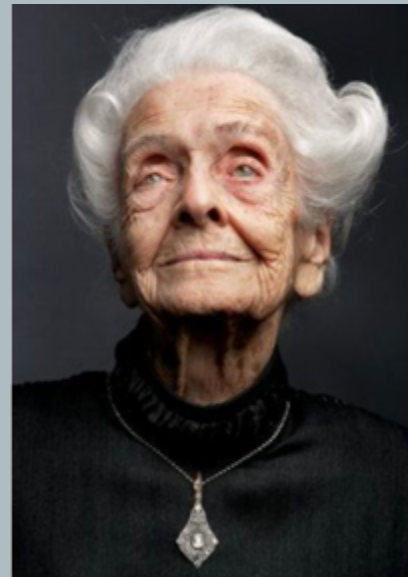
**Piero Gobetti**



**Antonio Gramsci**



**Italo  
Calvino**



**Rita Levi-Montalcini**

# SPORT



GRANDE TORINO



JUVENTUS

Together they won 41 Italian championships



# TORINO IN THE POP CULTURE



From the movie  
"The Italian Job"



From the movie  
"Deep red"

But for most Italians Torino was this:



**ELEGANT BUT AUSTERE  
GLOOMY AND COLD  
FOGGY  
INDUSTRIAL**

**“UNDERSTAMENT”  
DEFINES  
THE *TORINESE***





1990-2005



ECONOMIC CRISIS

- BIG AUTOMOTIVE INDUSTRY CRISIS
- FIAT STRUGGLES IN THE GROWING GLOBAL ECONOMY
- IT STOPS PRODUCING ENGINES IN TORINO



IN SEARCH OF A NEW IDENTITY FOR THE NEW MILLENNIUM



February 10<sup>th</sup>,  
2006

"The world comes to Torino"



# THE 2006 WINTER OLYMPICS



Torino is the second largest city ever to host the Olympic Winter Games (after Vancouver)

“Those 15 days were wonderful, magical, fantastic. One of the biggest emotion, besides the competition, was to see people on the street always happy, smiling, kind. The *torinesi* suddenly realized how cool was to be at the center of the world, and they indulged in it.”





- The Olympics are the symbol of Torino's wish to become something else from the capital of Savoy and Fiat
- The city was already transforming, but the Olympics helped shaping the external image



It offered Torino a **GLOBAL STAGE** and new strategies to tackle the challenges of the present

**And made the *torinesi* finally proud of their city**



# THE POST-INDUSTRIAL TORINO

# THE CITY TRANSFORMS: A NEW LANDSCAPE

The project “le spine”





# Re-qualification of entire areas



The new train station  
"Porta Susa"



The metro!

# RECONVERTING URBAN HERITAGE



## OGR – Officine Grandi Riparazioni

example of industrial archeology





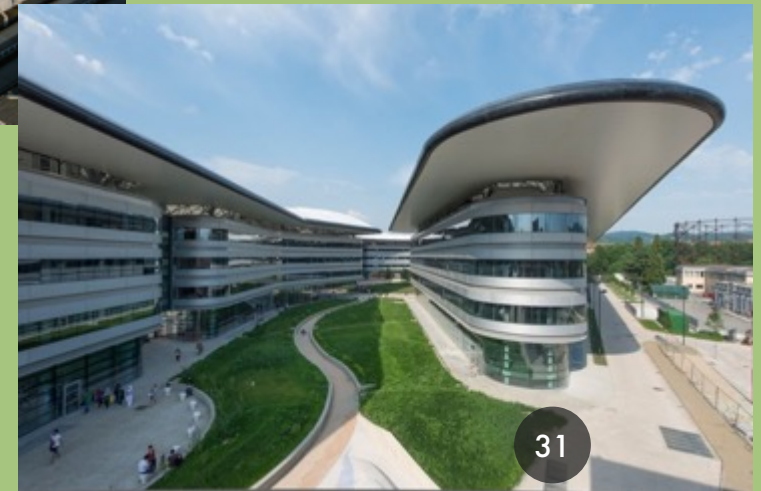
Pinacoteca Agnelli

# The new Lingotto By Renzo Piano



Palasozaki by Arata  
Isozaki

Polo universitario  
Luigi Einaudi  
by Norman Foster

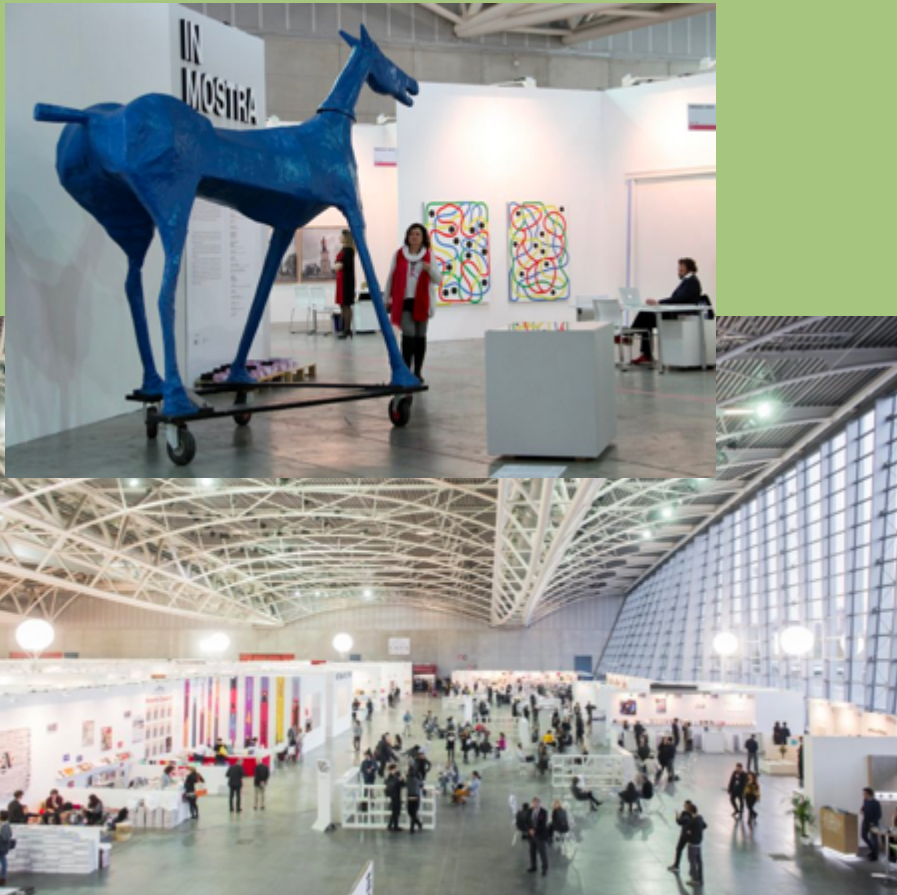


# A NEW CULTURAL IDENTITY

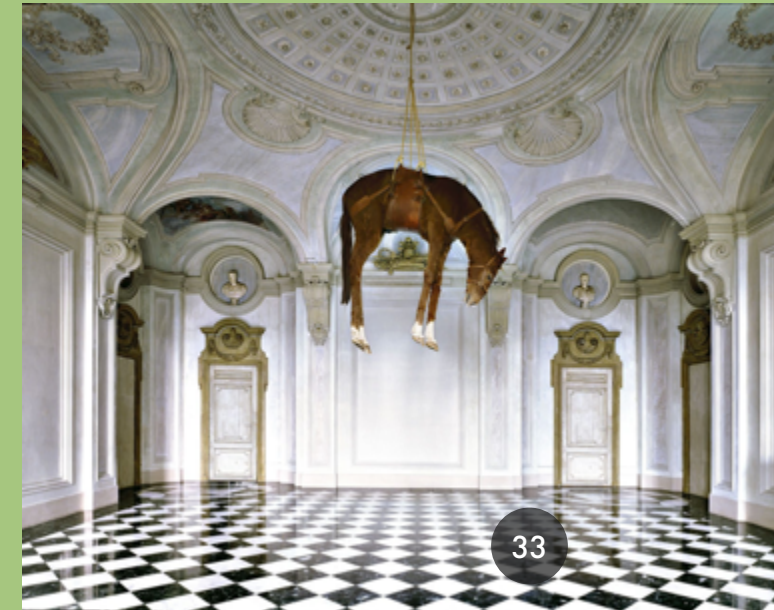


# ARTS EVENTS AND MODERN ART MUSEUMS

## Artissima



## Luci d'artista



## Castello di Rivoli

# THE INTERNATIONAL BOOK FESTIVAL



(170.000.00 visitors at last year's edition)









THE OLD,  
ROYAL  
PAST  
COMES  
BACK





# RELAUNCHING MUSEUMS

## Museo Nazionale del Cinema





# Museo Egizio





# Museo dell'automobile



# TORINO, CAPITAL OF "GUSTO"

"gusto": flavor, taste (for food), style.  
but also: pleasure, enjoyment





<https://www.youtube.com/watch?v=Q8QoCSDkIn0&feature=youtu.be>

## SLOW FOOD MANIFESTO

### *INTERNATIONAL MOVEMENT FOR THE DEFENSE OF AND THE RIGHT TO PLEASURE*

Born and nurtured under the sign of Industrialization, this century first invented the machine and then modelled its lifestyle after it. Speed became our shackles. We fell prey to the same virus: 'the fast life' that fractures our customs and assails us even in our own homes, forcing us to ingest "fast- food".

Homo sapiens must regain wisdom and liberate itself from the 'velocity' that is propelling it on the road to extinction. Let us defend ourselves against the universal madness of 'the fast life' with tranquil material pleasure.

Against those - or, rather, the vast majority - who confuse efficiency with frenzy, we propose the vaccine of an adequate portion of sensual gourmandise pleasures, to be taken with slow and prolonged enjoyment.

Appropriately, we will start in the kitchen, with Slow Food. To escape the tediousness of "fast-food", let us rediscover the rich varieties and aromas of local cuisines.

In the name of productivity, the 'fast life' has changed our lifestyle and now threatens our environment and our land (and city) scapes. Slow Food is the alternative, the avant-garde's riposte.

Real culture is here to be found. First of all, we can begin by cultivating taste, rather than impoverishing it, by stimulating progress, by encouraging international exchange programs, by endorsing worthwhile projects, by advocating historical food culture and by defending old-fashioned food traditions.

Slow Food assures us of a better quality lifestyle. With a snail purposely chosen as its patron and symbol, it is an idea and a way of life that needs much sure but steady support.

An event by



XII EDITION

# Terra Madre

## SALONE DEL GUSTO 2018

#food for  
change

September  
20 / 24  
Turin



slowfood.com





# PIEMONTE'S MOST RENOWNED FOOD PRODUCTS





1946





# THE INVENTION OF EATALY

## First EATALY in Torino



Worldwide locations in: NYC, Boston, Chicago, LA, Las Vegas, Tokyo, Osaka, Doha, Ryadh, Seoul, Dubai, Copenhagen, Munich, Moscow, Stockholm and Istanbul



# THE HISTORIC COFFEES







PIEMONTE HAS 45 MICHELIN STARRED RESTAURANTS (ITALY'S SECOND REGION!)

But also osterie, trattorie, bistrot...





# EUROPE'S BIGGEST OPEN AIR MARKET: PORTA PALAZZO



## A bold new project

“Mercato Centrale is a place where food is lived, told and prepared by artisans who respect it and know it deeply. It’s a space to be lived and shared and a container that becomes cultural and social content itself, without losing spontaneity and simplicity”



# THE NEW NUMBERS OF TORINO



- HUGE INFRASTRUCTURE IMPROVEMENTS IN ONLY 15 YEARS
- CHANGES IN THE CITY'S IMAGE
- ANNUAL NUMBER OF TOURISTS: 3.500.000, WHO HAVE THE OPPORTUNITY TO VISIT:
  - 84 MUSEUMS
  - 44 CHURCHES OF ARTISTIC INTEREST
  - 15 ROYAL MANSIONS (UNESCO WORLD HERITAGE SITES)
  - 25 THEATRES
  - 49 MARKETS
  - 22 MILLIONS OF M<sup>2</sup> OF PUBLIC GREEN SPACE

**TURISTS ARRIVALS INCREASED 250%. IT'S NOW THE FOURTH CITY MOST VISITED IN ITALY**

(Source: "Le città che si chiamano Torino", Artesera publishing, 2014 and <http://www.piemonte-turismo.it/tutti-i-dati-e-i-numeri-del-turismo-in-piemonte-nel-2017/>)

# THE WORLD RECOGNIZES TORINO

- 13 ARTICLES ON THE NYT SINCE 2006
- 12 ON THE GUARDIAN
- "TURIN LA GOURMANDE" FOR LE MONDE
- "TURIN SORBITO A SORBITO" FOR EL PAIS
- TORINO INCLUDED IN NYT'S BEST PLACES TO VISIT IN THE WORLD IN 2016
- SOLE 24H NAMED IT THE "COOLEST CITY" IN ITALY IN 2016
  
- PIEMONTE NAMED "BEST REGION TO VISIT IN THE WORLD IN 2019" :  
[HTTPS://WWW.LONELYPLANET.COM/BEST-IN-TRAVEL/REGIONS](https://www.lonelyplanet.com/best-in-travel/regions)





# CONCLUSIONS

TORINO USED RESILIENCE STRATEGIES TO COPE WITH THE ECONOMIC CRISES THAT HAVE HIT THE CITY

1. IT USED ITS **GLORIOUS HERITAGE** (ROYAL AND INDUSTRIAL) TO REINVENT ITSELF IN THE MODERN WORLD
2. ITS **RICH CULTURE AND TRADITIONS** SUPPORTED IT TO SUSTAIN AND RELAUNCH THE FAME (AND THE RESPONSIBILITY) THAT CAME WITH THE OLYMPICS
3. THE **HUGE INFRASTRUCTURE** IMPROVEMENTS HELPED ALSO THE MIND OF TORINESI IN DIVING INTO THE NEW MILLENNIUM'S GLOBAL STAGE WITHOUT FEELING THE UNDERDOGS

TRANSITION IS STILL IN PROCESS

# *Grazie!*

A special thank you to Giuliana Risso-Robberto and Loyola University for inviting me and Luigi Marchionni, who heard this presentation more times than he needed



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