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3. Thematic focus

X **Design**

4. Introduction

PRESENTATION OF THE CITY'S MANAGEMENT TEAM

The process of candidature preparation has been initiated by ASI (the Italian Historical Automotoclub Federation), in close cooperation with the Municipality of Turin; the Assessor Maurizio Braccialarghe's Office was assigned the task of coordinating the activities. Other sectors of the City Administration were activated too; namely "Cultural Activities and Events", "Urban regeneration, Quality of Life, and Community Projects", "Smart City Project", "Urban Planning", "Promotion of Youth and Female Employment".

The team is complemented by the expertise from Polytechnic of Turin, ASI, MAUTO (the National Automobile Museum), as part of the Steering Committee, which also includes Fiat Group Automobiles, public entities such as MiBACT - Regional Directorate for Cultural Heritage and Landscape of Piedmont, the Superintendence for the Architectural and Landscape - Piedmont Region, local associations such as the Chamber of Commerce and higher education institutions as IAAD - Institute of applied Art and Design, IED - European Institute of Design.

MOTIVATION OF APPLICATION

The candidacy is prompted by a founding vision for the future of the city, already initiated in the first years of the 21st century, which saw Turin undergoing deep changes following a period of economic and social crisis due to the decline of the traditional manufacturing model in the western world, with the transition from a mainly industrial centre, essentially dominated by areas and businesses related to the automotive sector, to a city transforming itself, open to new technological innovations, culture, art and tourism.

In a balance between tradition and innovation, design - specifically car design -, represents one of the added-value assets of the city, given its strict relationships with know-how and creativity, traditions and innovation, quality and aesthetics, ideas and results.

In the transition process - already expressed in the "Strategic Plan of the City" (2006) - from place of material production to a creative and information hub, Turin has identified the interdisciplinary approach between the automotive and design industry as the key point for the implementation of its urban development, as it represents an element of continuity and innovation.

This cross-disciplinary approach finds its roots in the sixteenth century, during the first industrialisation phases with the advent of proto-industrial weaponry workshops first and coachbuilders later, the development of that urban fabric which paved the way for the birth of the new automotive industry between the early nineteenth century and the beginning of the twentieth century, followed by the rise of the large industry during World War I, combined with new developments in design and, later, the

gradual passage from the internal design developed within factories to the international market of design services and related technology.

Two key phases characterize the transformation of Turin into a modern city.

In 1865, the transfer of the capital city from Turin to Florence was tackled by the development of new industries, with the rise of several sectors – steel, mechanic, chemical, textile industries -, including the automotive. Of all Italian cities, Turin is the one that best capitalised the opportunities offered by the new business. From the late nineteenth century the city saw the birth of pioneering companies of the automotive business and other related businesses besides FIAT and Lancia, which would become true giants in the business in the following decades. Among the “boite”, that is small-size body shops, and factories – the twentieth century saw the birth of over 70 car manufacturers and 80 coachbuilders. The industrial concentration was favoured by a mix of different geographical and social factors.

Hence, the city saw the rapid development of a number of working class neighbourhoods. At the beginning of the twentieth century, a new type of industrial architecture style emerged, such as the Lingotto. Dismissed industrial sites used to be regarded as abandoned and empty spaces, while they turned out to be key resources for the sustainable development, through **different types** of renovation processes: the rise of a post-industrial aesthetics, the compliance of the urban marketing, the experimentation of new environmental restoration methods (Park Dora).

Four integrated city-branding themes characterize the candidacy of Turin as Creative City; namely:

AUTOMOTIVE HISTORY AND INDUSTRY. The city has been considered “The capital of automotive” for a hundred years, and its territory followed a consequent development model, as testified by the significant presence of several factories, the great interest for products and events related to the history of automotive, the attention given to studies on the culture of labour, the important role played by car design, the success achieved by important museums as well as the variety of events and exhibitions that take place in town every year.

Development perspectives are related to industrial and cultural tourism, through the integration of virtual networks of industrial archaeology heritage, products and production centres, designers and car manufacturers, the technological evolution through trademarks and patents, in conjunction with museums archives and libraries (MAUTO, ASI). In addition, these perspectives are also connected to research and development.

DESIGN AND CREATIVE INNOVATION. Design interacts, at different levels, with several sectors of the local productive fabric, playing an increasingly important role in the economic and social development of the city.

The contiguity looking at the future of design abilities and artistic skills lies in the consideration of design as a creative industry that characterizes the territory, starting from car design. Promotion and support of the city's assets are related to a broad concept of contemporary creativity, which goes beyond the strengthening of the design regional system through the network of companies, universities and training institutes, events and promotional entities (called 'Piemonte Design Sistem').

This development perspective looks at the improvement and integration of other sectors of the cultural industry as well as new types of cultural enterprises, in particular public art and contemporary visual arts (Gallery of Modern Art, Castle of Rivoli, private foundations, Artissima), cinema (Film Commission, Museum of cinematography), multimedia (Fert), concerts and live performances. The city boasts cutting-edge artists and institutions as well as a variety of relevant professional and theoretical skills combined with an articulated structure of universities and training institutes. The collaboration between cultural institutions and the academic world is another key factor to strengthen and promote an integrated and multi-disciplinary cultural offer, also through incentives to support the mobility of artists and creative professionals, the promotion of international exchange programmes, scholarships and high-profile awards.

TECHNOLOGY INNOVATION FOR MOBILITY AND AUTOMOTIVE. The automotive tradition innovates itself through processes based on the application of new technology, which are related, among others, also to the development of mobility service networks through the use of ICT. In this perspective, innovation involves sustainable and original concepts of man-vehicle-context interfaces, projects to improve mobility of individuals and goods within urban areas (Polytechnic, private businesses) through sensor infrastructures, mobile sensors, ITS systems also connected to social media communities, business intelligence tools and instruments to improve integrated mobility.

The automotive tradition itself is related to the presence of internationally-renowned research facilities and institutions – such as GM Powertrain Engineering. The Polytechnic carried out research and development activities ranging from specific areas related to the development of new vehicles to general studies on mobility, by interacting with companies and stakeholders in the business and supporting the vocation of Turin and its urban fabric towards international developments characterized by such R&D and training activities.

URBAN REGENERATION AND SUSTAINABLE DEVELOPMENT. Starting from the mid-90's, following the rethinking of the identity of the city, a number of processes of urban regeneration and

redevelopment EU projects were initiated in the outskirts of town and in the public social housing. Urban regeneration is key to rebuild social cohesion and regenerate the city through visions for a strategic development that have a positive impacts on the lives of residents, material and immaterial actions aimed at promoting the right to socialize in public spaces and access to services, stimulating participated projects.

The yearly objective of the municipal administration is to extend opportunities for digital and social inclusion, adopt instruments and measures to determine good practices and besides keeping an ongoing attention to the improvement of urban living, starting from a functional development of public spaces in terms of image and use.

GEOGRAPHICAL AREA

Turin is located in the Upper Po Valley, in the North-Western part of Italy; its territory being bounded by the rivers Stura di Lanzo, Dora Riparia, Sangone and Po, crossing the city north to south, dividing the urban areas from the surrounding hills, the whole characterized by beautiful landscape and views.

Its location is key for the development of the design industry too: the variety of scenarios continue to be a constant source of inspiration for the great designers.

OVERVIEW OF THE CITY

The city boasts a 2000 year-old history. The ancient Taurasia was refounded during Roman times and named 'Augusta Taurinorum', becoming an important centre for communication with Gaul; it became the main city of its county, expanded by the Carolingians until the tenth century. The House of Savoy definitely acquired the territory of the city in 1280, which was declared the capital of the Duchy in 1459, maintaining its status, until its occupation by the French troops led by Napoleon in 1800.

During the Duchy period, the city and its territory underwent a deep planning process, with the development of a system of residential buildings of high Baroque monumentality. The Residencies of the Royal House of Savoy were included in the World Heritage List by UNESCO.

Turin grew into an increasingly important cultural, social and military centre of the common national interests, a main player in the Italian Resurgence. The first capital of the new Kingdom of Italy from 1861 to 1865, the city lost its status after four centuries and sought a new identity in the development of its industries. In 1884, the 'General Exhibition' was the first event marking the transformation into a new industrial hub. The World War I period coincided with the growth of its industrial production. After the second global conflict, the intensive industrialisation revolves around the automotive as well as other businesses involved in the supply chain, design and car parts production.

Turin has maintained its easily-recognizable characters of Roman and Baroque town, and is now one of the main academic, cultural and scientific hubs in the country.

The latest development phase coincides with urban transformations and restorations of buildings, in line with two major events in the early 21st century, the 2006 Winter Olympics and the celebrations for the 150th Anniversary of the Unification of Italy in 2011.

INFRASTRUCTURES

The city and its territory are served by a broad network of highways, railroads (connections with the international high-speed railway lines inaugurated in 2006, and the new regional railway network) and international airports (Caselle and Malpensa). The strengthening of cross-border relationships with other European hubs for the transportation of goods and passengers is envisaged through the so-called Corridor 5 and the Two-Sea Corridor.

In the last twenty years, the Italian 'Motown' has evolved towards the development of innovative and sustainable infrastructures for urban mobility, implementing a network of cycling routes and supporting the availability of services such as bike and car-sharing.

In addition, the city enjoys an extended network of optic-fibre and broadband connections as well as 'fast internet'. Constantly on the rise are then the new generation computerized services based on ICT technology and extended to the whole region (Programme RUPAR2). The main public urban areas and spots are covered by free Wi-Fi.

MULTICULTURAL PROFILE OF THE CITY

Since the early twentieth century, the city has been constantly affected by relevant migration flows; first, with migrants coming from other parts of the region as its industries started to develop; then, from other Italian regions following World War II as its industries enjoyed a great growth; finally, since the late twentieth century, by migrants coming from non-European countries. The city is constantly engaged in building up a welfare system open to multiculturalism.

Currently, foreigners make up 14.8% of the residing population and the city has signed partnership, cooperation and town twinning agreements with 47 different cities from 30 countries worldwide. This cultural diversity constitutes a formidable drive towards the city's creative and technology growth.

MUNICIPAL/GOVERNMENTAL STRUCTURE

The Municipality carries out its tasks through two different and complementary structures: the institutional or political structure and the administrative structure. The Mayor, directly elected by

voters, is at the top of the political structure and appoints the City Executive Council, which shares his/her objectives to be pursued and lies at the top of the administrative structure.

The City Council (consisting of 40 counsellors elected by voters, plus the Mayor) is the representative body entrusted with providing the general guidelines for the city's policies and exerts also the political-administrative control over the activities of the Municipality; it concurs in defining and amending the program guidelines presented by the Mayor by adopting resolutions and approving motions; it also exerts a control activity, through the periodic assessment of the implementation of the program guidelines.

The City Executive Council collaborates with the Mayor in governing the Municipality and in the implementation of the guidelines and programmes voted by the Council. It consists of a maximum of 11 Assessors, including the Deputy Mayor, all appointed by the Mayor.

Turin is divided into 10 districts, each one of them has its own Council (elected by residents), an Executive Council and a President, chosen among the elected counsellors.

The administrative, financial and technical management of the municipal body is carried out by office and department managers, who independently organise their human and material resources, entrusted with independent expenditure powers and control functions.

Above the Municipality, there are the Metropolitan City, the Provincial Administration, and the Regional Administration of Piedmont.

OUTLINE OF URBAN PLANNING POLICY AND STRATEGY

Creativity and interdisciplinarity are considered key elements in the transition towards an information-based society and economy, in light of the direct impact of the cultural and creative potential on the whole metropolitan and regional area. Looking forward to building an information-based city, the "Strategic Plan of the City" (2006) focused its attention on cultural production, as it is considered a different, though not less creative, area than technology; it is actually deemed complementary to the latter.

As for urban planning, in the last two decades the City has undergone a process of complex transformations carried out through policies, visions, instruments and practices focusing on the central issue of the transformation of a city traditionally based on heavy industries to a contemporary centre able to take on the new challenges and processes fuelled by the globalization, in economic, cultural, social and urban planning terms.

The Municipality has largely implemented the provisions included in the General Plan of 1995 and started several initiatives that resulted in great transformations of physical spaces in the town centre as well as in the outskirts, changing their use and also their perception by the local population, developing then a number of prestigious cultural facilities and infrastructures, such as the underground line 1 and the 'Spine System', a network of roads and green spaces built on the embankment of the underground railway.

Urban transformation projects are bound to playing a strategic role as engines for development also in the next decade, experimenting new ways and methods to take on the challenges, innovative partnerships and project financing, with a particular regard to interventions of urban regeneration, settlements and infrastructures (Underground Line 2, eco-friendly neighbourhoods in the 'Variante 200' area, renovation of former industrial sites).

In line with the development perspectives centred around creative and sustainable innovation is the candidacy of Turin to join the initiatives of the EU Smart Cities network and the strategic actions to support businesses creating high-tech products and services, reduce energy consumption of buildings, promote clean and integrated transportation systems, improve the city's tourism attractiveness and, in general, improve the quality of living of its residents. The strategic project 'SMILE Smart Mobility Inclusion Life & Health & Energy' (2013) has been developed in collaboration with major research and training centres, local businesses and associations, with the objective of creating a shared planning instrument for Turin Smart City.

FACTS AND FIGURES ON POPULATION AND ECONOMY

Turin is the main city in the north-western part of Italy and the capital city of the region Piedmont, the fourth most populous city in the country and third city in the country in terms of economic output.

It counts 897,682 residents (2013-07-30), the over 65s representing 23% of its inhabitants, whereas 14.5% are minors; the population is composed of 52.3% women.

The city lies at the centre of a metropolitan area with a total population of 2.2 million people, enjoying a geopolitically advantageous location near the borders of Switzerland and France. It is the first Italian city in terms of FDI (foreign direct investments) attraction.

Piedmont facts & figures: 1st Italian region for private investments in R&D, 460,000 companies organised in innovative, flexible and efficient clusters, 1st Italian region for expenditure on innovation in the manufacturing sector, 1st Italian region to have established a regional agency dedicated to inward and outward investments, 1st and only Italian region to have created a dedicated financial tool.

5. Creative assets and programmes

CREATIVE ACTIVITIES AND PROGRAMMES

Style, in Turin, is not just a distinctive feature of the city. Ideas take shapes and “passion lives here”, following the motto of the 2006 Winter Olympics.

AUTOMOTIVE HISTORY AND INDUSTRY

Turin represents the capital of the historical motorism, not only at national level but also at the international scale. The city hosts the headquarters of ASI and other dedicated clubs, that represents one of the richest cultural milieu at the international scale and a source of inspiration for the modern designers. In the twentieth century, Turin design developed within factories, thanks to a close relationship between automotive technology, design and artisanal skills of masters in the likes of Bertone, Giugiaro and Pininfarina, plus other renowned car design centres, resulting in the production of beautiful cars and sustainable artefacts. Today, over 100 companies operate in the field of industrial design in its territory, including countless young designers and creative minds from the Polytechnic, the IAAD, the IED.

DESIGN AND CREATIVE INNOVATION

In addition to the design, other forms of creativity have acquired and played an important role in the last 20 years, in particular contemporary art projects.

The Turin area boasts several strategic facilities dedicated to contemporary art, in terms of vocation, presence of qualified artists, venues, museums, galleries and public institutions and in light of the strong investments supporting initiatives in this field. “Contemporary Art Turin Piedmont” is to be seen as an organic set of institutions, structures, spaces, events and people.

A history of making and openness to international markets led Turin to be awarded the title of first “World Design Capital” in 2008 by the Icsid (International Council of Industrial Design Societies).

TECHNOLOGY INNOVATION FOR MOBILITY AND AUTOMOTIVE

Turin’s distinctive feature is the direct relationship between technical skills, creative team design and entrepreneurship, within an industrial and technological environment that underwent several changes and developments, whose real identity is represented by its continuity. In the last ten years, the automotive industry has been affected by deep changes and transformations, including its manufacturing basis and the capacity to innovate, in that mix of technology and informal knowledge that is usually shared by all the so-called ‘car guys’.

Since the 90’s, the cluster of automotive suppliers operating in the Turin area has been strengthening its relationships with international groups, shedding a light not just on the main local auto manufacturer but also on a myriad of local small and medium sized enterprises, with the presence of catalysts such as Mesap, a mechatronic innovation hub that converges into the automotive.

Working in partnership with the Polytechnic and carrying out extended research activity in the automotive sector is the Research Center GM Power-train, the first specialized in diesel engines in Europe. The research capacity in automotive technology and design finds its reference points in the FIAT Style and R&D Centre as well as other internationally-renowned R&D centres.

URBAN REGENERATION AND SUSTAINABLE REDEVELOPMENT

The post-industrial changes are evident from the architectural evolution of the city, which can be observed in the infrastructures built for the 2006 Winter Olympics such as the Sport Centre, the Oval, the redesigned Palavela and the indoor market of Repubblica Square, the Dora University Centre in the gasometer area, the restoration of the former general markets – MOI and the futuristic connecting walkway of the Lingotto, the Eat-Italy centre hosted by the former Carpano winery, the former Maglificio Torinese now called Basic Village and hosting the headquarters of the company Robe di Kappa, the former factory Colongo now housing the Piedmont Film Commission, the new eco-advanced railway station of Porta Susa, the new headquarters of Lavazza (as well as of the IAAD – Institute of Design and Applied Arts) with the site of the former power plant of via Bologna, the Church of Santo Volto with the new settlements of Dora Park and ‘Spina 3’ and ‘Spina 4’ occupying the former sites of the heavy industries.

CONSUMPTION AND ENJOYMENT INFRASTRUCTURES

-CULTURAL CENTRES AND ASSOCIATIONS

In a cultural crossover, the city combines the automotive and design with a wide range of cultural, recreational and leisure activities, cultural centres, high-profile and internationally-renowned associations. The city promotes the valorisation of civil and cultural rights through the endorsement of a relevant number of cultural associations related to a variety of regional and ethnic origins. The “Municipal Intercultural Centre” was created in 1996 with the aim of providing native residents and migrants with equal opportunities to access inter-cultural training initiatives.

Turin’s UNESCO Centre was founded in 1983 in agreement and collaboration with local bodies of the Piedmont region and national authorities.

-LIBRARIES

The city is home to hundreds of entertainment centres and venues, numerous commercial activities connected to culture as well as art and design galleries and libraries. The decentralized network of municipal libraries in each district is combined with the presence of high-profile libraries of great scientific and historical interest, all connected online thanks to the implementation of regional ITC resources, such as the National University Library of Turin, the Library of the Polytechnic, the Piedmont History and Culture Library, the Art Library of the Turin Museums Foundation, the Central Civic Library, the Royal Library.

-PRODUCTION CENTRES

Turin and its economy are investing on productions characterized by strong intangible inputs, based on research and innovation, in order to redesign the city's future following its industrial decline; automotive and ICT are among the areas that are deemed strategic for the redevelopment of the city. Numerous manufacturing and high-tech companies are present on the territory, operating both in the traditional fields of the automotive and mechanics industry as well as in the electronic and micro-electronic business, such as Fiat, Alenia, STMicroelectronics.

A process known as 'third industrial revolution' is currently spreading, involving major players in the industry, where the objective is to achieve an 'intelligent manufacturing system', characterized by a new concept of production, innovative manufacturing methods and use of human resources, based on lowering the average age of the personnel employed as well as on extensive market research. Examples of this type include the new Maserati of Grugliasco, the former Pirelli factory of Settimo Torinese, now a cutting-edge industry specialized in F1 tyres.

The design industry alone accounts for over 10% of the regional GDP. The rest is contributed by companies involved in the production of goods, 79%, academic institutes, 12%, and services for 10%. The role of tourism is increasingly significant in terms of impact on the urban economy, in the areas of city break, art and culture and MICE, with a growth in number of visiting tourists of 173,7% (2002-11) and an increasing presence of international visitors (33% of sales).

-MUSEUMS

AUTOMOTIVE HISTORY AND INDUSTRY

Turin is home to several significant automotive museums and contemporary art museums.

The MAUTO – National Museum of the Automobile - was founded in 1933; Carlo Biscaretti was the first curator of its precious car and document collection, including archive and library. The Museum has reopened with the aim of being a reference point for everyone, not just car lovers. It takes visitors through a comprehensive journey through the history of automobile, from production to its use as a mass transportation system, the symbol of one of the most important traditional products in the country. The museum boasts one of the rarest and most interesting collections in the field with almost 200 original cars from 80 brands covering a period between 1769 to 1996. In 2013, the British newspaper 'The Times' included the MAUTO in the list of the best 35 museums in the world. The offer in this field is completed by the Fiat Historical Archive, the Historical Collections of the brands Fiat and Lancia and the historical and documentation archive of the ASI.

Of great interest is then the Bertone Museum, located in Caprie and under the patronage of the Ministry of Culture.

DESIGN AND CREATIVE INNOVATION

On the other hand, the network of contemporary art museums includes public institutions, such as GAM–Gallery of Modern and Contemporary Art and Contemporary Art Museum of Castle of Rivoli, plus important private art collections such as the Museum Foundation Sandretto Re Rebaudengo, the Foundation for Art CRT, the De Fornaris Foundation, the Merz Foundation, the Agnelli Gallery, these last two housed in former industrial buildings.

In 2013, GAM, CRT Foundation for Art and De Fornaris Foundation presented the Turin contemporary art scene in New York, within the celebrations for the Year of Italian Culture in the United States of America.

The City aims to strengthen the links between different cultural activities, that can rely on an extensive network of internationally renowned institutions, such as the Palazzo Madama, the MAO, the Egyptian Museum, the Reggia di Venaria, the Stupinigi Palace, the Museum of Cinematography, the Foundation for Books, Music and Culture, the Luigi Einaudi Foundation.

-FESTIVALS, CELEBRATIONS AND FAIRS

The city offers visitors a variety of festivals, celebrations and fairs throughout the year, with a strong emphasis on automotive, art and culture, looking at future developments with great dynamism.

AUTOMOTIVE HISTORY AND INDUSTRY

In the motor sport field, Turin used to be home to the Motor Show in Italy, following its industrial history and traditions. The Valentine Park hosted also a number of 'extra championship' F1 Grand prix editions. Turin is the capital of historic automobiles, contributes to the creation of jobs and offers great

opportunities to collectors and visitors alike through the organisation of a number of historical and vintage car and motorbike rallies, which are frequently held in town, hosting also with the yearly edition of the 'Automoretrò and Automotoracing Salon' at the Lingotto.

DESIGN AND CREATIVE INNOVATION

The contamination between car, industrial, architecture and landscape design in the twentieth century goes through the school of the Polytechnic of Turin. Moreover, it lies at the basis of contemporary urban design, to be interpreted according to the concept of Historic Urban Landscape (HUL), following a recent recommendation by UNESCO (2011).

Already in 1995, the exhibition 'The territories of automotive' contributed to spread knowledge and information on the peculiarities of the Turin design industry in 22 countries.

Following the first edition of 'Torino Design', an itinerant exhibition featuring over 400 products designed and/or manufactured in Piedmont (1995-2000), the event Sistema Design Italia (2001) (Italy Design System) helped create a Permanent Observatory on local designers, which finds its visibility in the exhibition 'Piedmont Turin Design' as well as in many other shows and events organised in Italy and abroad. In 2008, during 'World Design Capital', Turin hosted over 300 events in a single year, including exhibitions, shows, international workshops and conferences, organised by public and private subjects. For the whole 2008, Turin and Piedmont interconnected design and their territory in an 'experimental workshop' that involved a wide range of different players and people (design, collecting, graphics, scholars, institutions). The project was aimed at creating an open and user-friendly system, originating from pre-existing traditions but suitable to constitute a reliable model crossing the temporary boundaries of this very experience. In the same year, 'Changing the Change', an international design research conference, was held in town.

The city hosts the yearly editions of 'Torino Design Week' and 'Torino OPERAE' market – exhibitions and workshops of design, that involve several young designers and experts working on anti-product design and digital-based productions. Young talents are promoted in events such as 'Torino Lab – Industrial typical products Design Contest', and 'Canavese Connexion' and 'Torino Connexion', besides the numerous collaborations with design schools organising seminars on young entrepreneurship.

The connections between public art and design emerge also in several initiatives that have been undertaken since 2005, aimed at exploiting the cultural and creative skills of artists and designers to regenerate critical urban areas, such as the actions 'Paratissima', which turn deteriorated urban districts into attractions: 'closed spaces' that open themselves up to the community in a physical and virtual dialogue. This is an international art and culture event realised outside the institutional contemporary art circuit. 'Arte Plurale', for instance, is a contemporary art exhibition carried out in specific facilities dealing with disabled or mentally distressed people.

Every autumn, the city is home to one of the main events in the business, 'Artissima' – International Contemporary Art Show, a must-see event in the international circuit dedicated to new forms of expression and promotion of young artists from several countries, with the participation of international art galleries, events and workshops. The contemporary and modern art museums, the 'PAV – Living Art Park' organise simultaneous shows and events and the magic of 'Luci d'Artista' (Artist lights) literally takes the town centre by storm with an array of luminous installations that are a great draw for tourists. As for digital art, Turin hosts two major events, 'VIEW conference' and 'Share Festival'. VIEW is Italy's leading digital media conference, which has exceeded expectations once again with a line-up of outstanding filmmakers and computer graphic designers, practitioners, and visionaries gathering for days of inspirational talks, extraordinary educational workshops, and astounding visual and audio experiences.

URBAN REGENERATION AND SUSTAINABLE REDEVELOPMENT

In 2008, Turin, the only city in Italy, organized the 'UIA – International Union of Architects Congress', an international event held every two years and attended by over 10,000 participants; in 2016, the AIAPP - the Italian Association of Landscape Architects in collaboration with the International Federation of Landscape, will organise the 'World Congress of Landscape Architects', with over 3,000 participants expected. More generally, the city is already working on a schedule of cultural events and initiatives, which will be presented as an integrated part of the '2015 International Expo' in Milan. In 2015, Turin will thus have additional reasons to celebrate its international status.

Other regular events include the International Gourmet Festival, MITO-Settembre Musica, Turin Jazz Festival, Traffic Turin Free Festival and the Turin Film Festival.

'Turin Film Festival' is one of the most interesting movie festivals in Europe and one of the many of its kind held in Turin. Literature lovers will find writers, publishing houses and literary training schools in town, such as the Holden School, the long-standing publishing house Einaudi as well as internationally-renowned events such as the 'International Book Fair', which contributed to the award of the title of World Capital of Books with Rome in 2006/2007.

TECHNOLOGY INNOVATION FOR MOBILITY AND AUTOMOTIVE.

The city's excellence in the field of automotive technology is evident also in a number of international events on technology innovation related to the automotive business, such as the 'ITS - intelligent transport systems World Congress' in 2000, the 'European Parking Association Congress' in 2011 and the 'SAE - Society of Automotive Engineers 2013 Design, Manufacturing and Economics of Composites' Symposium.

-POLICIES AND MECHANISMS SUPPORTING ARTISTS AND CULTURE PROFESSIONALS

The city is engaged in the creation of visions, strategies and primary actions for 'Torino Metropoli 2025' (Metropolis Turin 2025); under this perspective and the new strategic plans, the creative sectors, including their suitability to facilitate social inclusion, will play a relevant role, along with the promotional activities for the smart city. The plan of the city, as stated by the Mayor, is aimed at supporting these new urban vocations within the ongoing transformation process, this without increasing the occupation of land, through the reuse of former productive and military sites, and also by creating increasing opportunities for research, higher education and hospitality, supporting innovative enterprises and business incubators as well as culture and arts.

The Municipality of Turin, the Provincial Administration, the Regional Administration of Piedmont, the Chamber of Commerce of Turin, the Compagnia di San Paolo and CRT Foundation (bank foundations) work together in this direction. Supporting initiatives are promoted also by CNA and Confartigianato Torino (Artisan Association of Turin) and Unione Industriale (Industrial Union).

The 2012-2014 Plan for Contemporary Art is currently promoting a number of initiatives and contests, in partnership between public and private subjects, along the Po river and in neighbourhoods involved in the urban regeneration process; likewise, the Regional Directorate for Cultural and Environmental Assets is promoting two projects to support young local artists and promote contemporary art in Europe through a series of events, exhibitions, artist exchanges and workshops.

HUMAN RESOURCES

-LOCAL CREATORS PRESENT AND INVOLVED

In the car design and design business, a special mention goes to a restricted number of designers and design firms located in Turin or the surrounding areas, from major design centres such as the Fiat Style Centre, Giugiaro Italdesign, Bertone, Pininfarina, I.D.E.A., to the design firms Tom Tjaarda Design, Leonardo Fioravanti, Flavio Manzoni (Head of the Design Division at Ferrari), Aldo Brovarone with Studiotorino. Iconic Turin designers created some of our most famous cars, from Pininfarina's 124 Sport Spider, to Bertone's X1/9 and the Cinquecento, which was designed by Italdesign. It's a legacy that continues today, with the Fiat 500 winning the Compasso d'Oro, Europe's oldest and most prestigious design award. Contemporary car design is the result of decades of knowledge and know-how. And we distil everything we've learned along the way into every car we produced.

-PROFESSIONAL ASSOCIATIONS INVOLVED

The integrated city-branding themes for the candidacy of Turin refer to a broad and articulated system of professions, businesses, research and training activities that are related to each other.

AUTOMOTIVE HISTORY AND INDUSTRY

ASI - headquartered in Turin - includes around 300 clubs, is member of FIVA, presented the 'Carta di Torino' (Turin Blueprint) in 2013, a document providing car and motorcycle lovers and operators worldwide with a guide for the restoration and preservation of historical vehicles. The ASI manages the national registry of vintage and historical cars and motorcycles, organises events, promotional activities and training courses. The above 'Blueprint' - awaiting UNESCO recognition - marks the boundaries between preservation, repair and restoration of historical vehicles and highlights the importance of maintaining and respecting the historical features of artefacts, not just with regard to vehicles, but also historical buildings and facilities connected to this sector, such as factories, car and motorcycle racing tracks, photography and documental archives.

DESIGN AND CREATIVE INNOVATION

The promotion of local design is now directly connected to survey and identification activities carried out by permanent design observers belonging to the main national trade association, ADI-Industrial Design Association, by the Association TURN-Design Community and by the Polytechnic of Turin - Design School as well as by a number of other schools and associations. The city boasts a relevant presence of cultural centres, art galleries and associations operating in the fields of design and creative industry. Directly connected to architecture are also the activities carried out by OAT-National Council of Architects, Planners and Landscape Designers and Conservationists and FOAT.

TECHNOLOGY INNOVATION FOR MOBILITY AND AUTOMOTIVE

Turin is home to the most important automotive and motor associations in Italy. ANFIA-National Association of Automotive Industries, which comprises the main firms in the business. ATA-Technical Association of the Automobile was founded in order to increase technical awareness on the automotive sector in Italy, it counts over 3000 individual members and over 200 partners among the most important universities and manufacturers. SAE-Society of Automotive Engineers - Turin Group is a professional engineering society whose members represents practically every engineering and scientific

discipline, part of SAE International, a global association of more than 138,000 engineers and technical experts.

-JOBS CREATED IN RECENT YEARS AND EXPECTED

90,6% of MSc graduate students from the Polytechnic of Turin find employment within a year in engineering (6.5% of them continue their university career) and 73.2% of them in design and architecture (3.2% of them continue their university studies). As for the graduates from the University of Turin, the average employment rate within a year is 67.7% (19.1% of them continues their university studies). (Data AlmaLaurea 2012). The variety and quality of the educational offer in the Piedmont region (BA Degree course in Design and Visual Communication and MSc course in Eco-design at the Polytechnic of Turin, IAAD – Institute of Design and Applied Arts, IED – European Institute of Design) and the Albertina Academy of Fine Arts, is reflected also on the number of start-ups and enterprises created by young entrepreneurs (over 40 start-ups created between 2007 and 2012, including more than 30 design firms) with further margins for growth expected in the next years, due to increasing internationalisation. As for the automotive and technology research field, the innovative business incubators offer good perspectives for the creation of new jobs, such as I3P (ranked fourth in Europe and first in Italy) of the Polytechnic of Turin, with relevant positive effect in terms of spin-off generation. In addition to this, the University of Turin provides the Innovative Business Incubator I3T and additional jobs are created thanks to the support offered to companies within the scientific and technology parks, such as Environment Park and Virtual Reality and Multimedia Park.

-PRESENT AND FUTURE PLACES DEDICATED TO PRODUCTION

Piedmont is the region with the highest specialization in the automotive industry in Italy; as of 2013, it accounts for 48.2% of the automotive industry in the country, with 872 companies and a turnover of almost 18 billion Euros. As for the automotive supply chain in Piedmont, it includes a total of 90,437 workers (2012), 9,568 of them operating in the Engineering & design area and 31,297 employed by subcontractors. In the territory of the province of Turin (2007), workers involved in car manufacturing and car components represented 33% and 23% of the total workforce respectively, with a density index of approximately 3 operators per square kilometre in both sectors, highlighting a strong and enduring degree of specialisation. Under equal conditions, companies in the automotive business located in the Turin area perform better than similar companies located elsewhere in Italy.

With this regard, the regional business system in Piedmont was able to contain at 5.2% the contraction in revenues, also thanks to the recovery in the Engineering & Design sub-cluster business, which registered a +1.9% per cent in contrast to the trend. This cluster is made of modules and systems suppliers (OEM) consisting mainly of large Italian, multinational and foreign groups boasting high innovative products and production methods.

Connected to the automotive business, the ITS sector - intelligent transport systems - plays a relevant role in the region: over 150 public and private R&D centres and companies are active in the field; over 30 ITS-related research projects are currently being developed with the participation of at least one company or R&D centre; 2,000 skilled staff operate with various skills and functions in the ITS and info-mobility fields; technical and entrepreneurial traditions with the presence of Fiat Group, Iveco, Magneti Marelli and related activities; Infomobility Promoting Committee with members from public authorities and governing bodies. '5T - Technology Telematic Transportation Traffic Turin' manages the Traffic Operation Centre in the Metropolitan area of Turin, integrated with a Public Transport real-time Monitoring System, in order to improve traffic conditions and the performance of the Public Transportation system. It is a key player in the implementation of the Regional Info mobility Plan; it is also coordinating the project Piedmont Integrated Ticket.

-EDUCATION/RESEARCH/CAPACITY BUILDING

TECHNOLOGY INNOVATION FOR MOBILITY AND AUTOMOTIVE

Among the R&D centres in the business, GM-Powertrain Engineering Center, born in 2005, creates highly-specialized and international jobs (624) related to excellence (15 Test Cells, 12 Laboratories) in the fields of internal combustion engines with high efficiency, inductive charging engines, bio-fuels, composite materials and green productions with an eye to low environmental impact products.

The CRF-Fiat R&D Centre is another key player for innovation development, employing almost all of its 900 workers in Turin. Founded in 1978, CRF's mission is to develop and transfer innovative products, processes and methods in order to improve the competitiveness of automotive products. Also through the cooperation with a pan-European and increasingly global network of more than 1700 partners from the business and academic world, CRF conducts collaborative research initiatives at national and international level in partnership with all major public and private stakeholders involved in Sustainable Mobility. Moreover, CRF participates with a leading role in the European 'Green Car Initiative' and 'Factories of the Future' and it is also actively involved in several key European Technology Platforms.

The Polytechnic of Turin offers technological excellence in its historical context. It promotes the ability to carry out theoretical or applied research, the capacity to achieve effective and reliable production processes or organise services and structures. The research activities carried out by the 'e3 group -

Engines, Energy and Environment', focus on the efficient use of energy from fossil and biofuels by means of internal combustion engines in order to minimize their carbon dioxide and pollutants emissions, thus preserving our environment. The Polytechnic is a member of the major European interuniversity networks (CESAER, CLUSTER, ECIU, EUA, CMU) and draws up about 800 contracts per year with industries, public and local administrations.

In the field of next generation electric/hybrid mobility, integrated Decision Support Systems are currently being experimented in accordance with the increasing development of urban infrastructures in order to support a sustainable mobility model, such as walking and cycling trails, with extension and monitoring of the cycling network, car and bike sharing and urban smart grid.

DESIGN AND CREATIVE INNOVATION

URBAN REGENERATION AND SUSTAINABLE REDEVELOPMENT

Among internationally-renowned R&D centres and high-quality design and engineering centres are TESCO, Changan Automobile European Design Center, Italdesign Giugiaro, Pininfarina. They provide a wide variety of services, ranging from creativity to engineering, validation and prototyping, aiming to the industrialization of new vehicles and products. They all possess a high level of expertise in integrated projects, including methodical creativity, architecture and concept definition, engineering simulation, validation and homologation. Bordering the boundaries of art and design, a specific attention is dedicated to management, economy and planning of policies on culture, art and media.

The "Fitzcarraldo Foundation" supports sustainable systems and synergies for Arts and Culture through specific actions aimed at promoting the ideas, by favouring cross-cultural cooperation and empowering of the actors involved; it is responsible of the 'OCP-Cultural Observatory of Piedmont'.

-EDUCATIONAL PROGRAMMES AND INSTITUTIONS INVOLVED

Turin is a large university city with a total of 100,000 students, 15,000 of which are foreign, and two excellent public higher education institutions, Turin University and the Polytechnic of Turin, which cooperate with over 400 university institutions across the globe.

The city is home to two government universities and two privately-financed universities offering BA degree courses and Master's Degree courses in the fields of design and arts, showing a great vocation towards the automotive and car design sector.

TECHNOLOGY INNOVATION FOR MOBILITY AND AUTOMOTIVE

The Polytechnic of Turin is a leading technology and academic institute both in Italy and at European level: it counts about 32,000 students (16% of them from 100 foreign countries); 840 professors and researchers, 538 post-doctorate fellows. Of great relevance is the role played as an international pole of attraction for students involved in mobility and automotive studies, through a number of specialized courses and an educational offer revolving around Engineering, Design, Architecture and Urban Planning. Since the 1990's, this University has activated a BA Degree course in Car Engineering (BA Degree course and MSc course in auto motive engineering), which aims at forming and training engineers provided with technical-scientific and organisational skills to meet the demand and requirements of the automotive industry; in 2011, the Polytechnic of Turin signed a collaboration agreement with the Windsor University in Canada and the International Joint Master Degree in Automotive Engineering.

DESIGN AND CREATIVE INNOVATION

The first school in Italy to activate a course in 'Car body design', now called 'Transportation Design', the IAAD - Institute of Design and Applied Arts was created in 1978 by a group of professionals working in the field of visual communication and product design, soon becoming a reference point for schools, training institutions and businesses. Since 2005, its first level undergraduate courses have been recognized by the EABHES (European Accreditation Board of Higher Education Schools) for the achievement of the European Bachelor of Science in Design.

The IED - European Institute of Design has been active in Turin for twenty years in the fields of training and research, covering a wide range of sectors, such as design, fashion, visual arts and communication. Part of an international network, it organises three-year undergraduate courses, update and professional courses and permanent training, advanced training courses and Master's Degree courses. The IED welcomes around 800 students a year (Master's Degree in Interior Design, in Sustainable Architecture, Transportation Design Work Experience). Also the Albertina Academy of Fine Arts of Turin offers a three-year course in Fashion design, a two-year Design course and a course in Web Design. The design courses offered at the Polytechnic of Turin are split into a three-year BSc in Design and Communication, an MSc in Eco-design (the only one in Europe) and a PhD program in Industrial Design Production Systems, the highest level of university education. The range of courses is completed by a Master in Marketing Communication Design - a joint course, accomplished in conjunction with the Management Department of Turin University, to further develop the strategic and planning-related aspects of design, communication and marketing - and the Master in Transportation 3D Modelling, to educate experts in 3D modelling applied to the transport sector. The BSc in Design and Visual Communication forms designers capable of elaborating concepts for new products featuring

cultural contents: environmental sustainability, design 'for all', ergonomics, in addition to the psychology of consumption and cognitive ergonomics. The MSc in Eco-design is one of the most innovative educational programmes at international level and is pursued in close collaboration with Kyoto Club, Club of Rome, ZERI/Blue Economy and other institutions.

URBAN REGENERATION AND SUSTAINABLE REDEVELOPMENT

Schools are characterized by an international vocation and an environment prone to cultural exchanges. The schools of the Turin University and the Polytechnic of Turin offer courses at all levels of academic education to form professionals able to know and operate in the fields of historical and industrial heritage, handling both material and immaterial assets. The School of Architecture covers design through three Master's Degree courses revolving around the development of cultural heritage, the relationship between architecture and city and environmental sustainability. With regard to the history of labour, of particular relevance are the research and training activities carried out by the ISMEL – Institute for the preservation of memory and culture of labour, entrepreneurship and social rights, by the Nocentini Foundation and by the online Centre on industrial history and culture.

-LEVEL OF QUALIFICATIONS

University education in the above fields is offered through a number of BA degree, Master's degrees, and PhD courses.

-ANNUAL NUMBER OF GRADUATES IN THE CREATIVE SECTOR

The Polytechnic of Turin has a turnout of around 1,500 graduates a year in the fields of design and architecture and 3,400 in engineering. This figures are completed by the graduates from the IAAD – Institute of Design and Applied Arts and the graduates from the Master's Degree courses offered by the IED – European Institute of Design and the Academy of Fine Arts.

-AWARDED/PROMINENT PROFESSORS IN THE CREATIVE SECTOR

Achille Castiglioni (one of the most prominent industrial designers), Giuseppe Ciribini (technology theoretician), Giorgio De Ferrari (design), Luigi Bistagnino (system design).

Dante Giacosa, who is considered the inventor of the first subcompact car, the FIAT 500, used to teach engine design at the Polytechnic of Turin.

-INTERNATIONAL REPUTATION

The City of Turin's policy is heavily oriented towards internationalisation and the continuous development of projects that allow bringing the very best local resources into play. Because of the historical roles it has played, Turin has always been a city open to the international dimension.

Over the years, the City has signed cooperation and partnership agreements with more than 50 cities in every continent and is the seat of leading international agencies: ITC/ILO, UNICRI, the UN Staff College and the European Training Foundation. The reputation of its design culture is highlighted in a number of international conferences and exhibitions, thanks to a network of relationships that involve also the Regional Administration of Piedmont and the Italian Institutes of Culture abroad. Several international exchange programmes cover also architecture design and post-industrial design, such as the workshops in Architectural Design for the reuse of the industrial structures, in collaboration with the School of Architecture, Tsinghua University, Beijing.

-INFORMAL EDUCATIONAL OPPORTUNITIES

Other educational and information opportunities are related to secondary and vocational schools in the region as well as a variety of web resources and services connected to the fields of automotive, design, creativity and cultural heritage.

AUTOMOTIVE HISTORY AND INDUSTRY

The web portal 'Storiaindustria.it – Online Centre on Industrial History and Culture' presents and offers access to events related to industrial history and includes also the 'Fiat Historical Archive' and other cultural areas that shared significant aspects and relationships with the automotive industry: vocational and technical schools, the advertising sector, products, sport competitions and architecture.

The general offer related to the city's cultural and industrial heritage can also be found on the portal and the apps CSI-Piemonte (CSI-Piedmont) and Turismo Torino (Turin Tourism).

In addition, the website 'MaToSto – Historical Trademarks filed in Turin' allows exploring the history of patents and trademarks that played a relevant role in the automotive history; finally, the ASI website is a source of useful information on historical vehicles.

DESIGN AND CREATIVE INNOVATION

The web portal 'TO-DESIGN' of the Chamber of Commerce of Turin offers a comprehensive list of designers and design-related companies, including pictures of their work, products and projects in the fields of industrial, automotive, graphic, interior, fashion and culture & territory design. The proposal aims to improve the international visibility of the design system and facilitate demand matching in the field.

The online database 'Contemporary Art Turin Piedmont' gives voice to the 'art system' that operates on the territory. It is the place to find information, itineraries, opportunities and documents. 'PAPuM', instead, develops a virtual interactive itinerary through a number of public spaces, by enabling viewers

to admire urban artworks created from the late nineteenth century up to this day, and also temporary works of art.

URBAN REGENERATION AND SUSTAINABLE REDEVELOPMENT

The web portal 'MuseoTorino' (Turin Museum), which was awarded an international prize in 2011, aims at disseminating information on the city through a number of thematic itineraries that cover several urban areas. It is a non-traditional, virtual and innovative museum, as it consists of an interpretation centre whose objective is to offer a key to interpret and understand the city's cultural and environmental assets, this project continues to grow and include new sites.

6. City's contribution to the Creative City Network

OBJECTIVES

- STRENGTHEN THE CREATION, PRODUCTION, DISTRIBUTION AND ENJOYMENT OF CULTURAL GOODS AND SERVICES AT THE LOCAL LEVEL

In recent years, the city of Turin has been enjoying a period of far-reaching re-evaluation at international level, both for its scientific and technological assets and aspects related to its historical, cultural, artistic, sports, tourism, conference and wine and food resources. Turin is showing the world how to take on the challenges of change and diversification with a great spirit of innovation and attainment, forging itself a pioneering role as a workshop for experimenting and developing new entrepreneurial attitudes, alongside its more traditional manufacturing vocation.

By becoming a member of the UNESCO Creative Cities Network, the city aims at joining the global network of creative cities worldwide, in order to share its own experiences in innovation with other urban centres. Turin has played and still plays a central role in the design industry in terms of size and competitiveness in Italy. The typical car design style has been extended to object design, fashion design and interaction design, all features that characterize the 'Made in Italy' and the products manufactured by companies in this area. At the same time, the city has developed an extensive contemporary art system, consisting not just of a series of exhibitions and events, but also laboratories for education, training, promotion and use of contemporary art, through the development and support to projects that facilitate the dissemination of this art form on the territory and the integration of the new forms of expression into the local context. Generally, the city promotes strong international relationships in the field of education, training, culture and research, through specific exchange programmes with public entities, associations and companies in many countries, favouring thus the development of a strong international character that contributes to enhance the creative potential of the city. Re-thinking the model of industrial city, information and culture means to consider the city as an incubator of ideas suitable to promote and implement a number of creative strategies on the territory in accordance with the internationalization offered by joining the UNESCO network.

Quite significantly, the Chinese magazine "World Architecture" dedicated a special issue to Turin (2013), as the first European city regarded as a model of technology and energy efficiency as well as for its social and urban living quality, which connects the physical dimension of the city to its residents.

The four city-branding themes proposed are the following:

- **AUTOMOTIVE HISTORY AND INDUSTRY**
- **DESIGN AND CREATIVE INNOVATION**
- **TECHNOLOGY INNOVATION FOR MOBILITY AND AUTOMOTIVE**
- **URBAN REGENERATION AND SUSTAINABLE REDEVELOPMENT**

-PROMOTE CREATIVITY AND CREATIVE EXPRESSIONS ESPECIALLY AMONG VULNERABLE GROUPS, INCLUDING WOMEN AND YOUTH

The City of Turin represents a national reference point for integration policies and hospitality offered to new citizens. In the following years, the city could become a creative hub for the planning of events and initiatives aimed at improving educational and training opportunities as well as initiatives of cultural exchange in the fields of art and design, in order to improve social integration, with measures and initiatives supporting creativity, activities and employment of a young workforce coming from different areas/countries. This is the direction taken, for instance, by a number of projects of sustainable and creative intervention with the entrepreneurial empowerment of young people looking for employment opportunities in the creative sector. The initiative 'Turin Social Innovation' (2013-14) intends to support the creation of start-ups by young entrepreneurs, which are able to meet emerging needs and implement innovative ideas, through the development of the territory and the community. The project aims to create innovative businesses and spin-offs from public research bodies, and extends the services provided by public university incubators in Piedmont to those companies willing to start businesses characterized by social innovation as their added-value. This is also the direction taken by the 'social innovation' projects developed in town and selected by the competition notice MIUR 'Smart communities and social innovation'. Among them, we would like to mention the following: 'Orti Generali - Urban agriculture and social inclusion', 'City BUGs - Social tool for the identification of problems on the territory', 'First Life - A virtual window on your neighbourhood', '5 Terre Smart Start - Multimedia totems for the promotion of local enterprises and companies', 'Do It Alone - Meeting the great demand for jobs by young residents'.

Following an initial verification of requirements and assessment of the projects, a number of selected young participants can access the project; supported by a tutor, firstly they focus on their ideas with greater detail, in order to evaluate the opportunity of submitting an application to access the

entrepreneurial coaching programme Turin Social Innovation. Selected projects are then supported in the elaboration of their business plans, market and competitors analysis, definition of the business model and planning of the economic-financial steps needed, besides enjoying an initial financing. To strengthen this perspective, Turin promotes the project and development of 'Creation of innovative business: Social Innovation' under the 'SMILE Smart Mobility Inclusion Life & Health & Energy' action No. 15, in addition to 'FaciliTo Giovani' and the web portal Turin Social Innovation. The dissemination of a 'social innovation' culture (new solutions to meet emerging and impellent social needs with the ultimate objective of improving the social well-being) among young people constitutes a stimulus to explore new markets and exploit new opportunities.

A significant step towards the UNESCO Creative Cities Network initiative is the development of a specific website and the organisation of a number of workshops that may facilitate the exchange between different experiences of business incubation, crowd-funding, temporary reuse of dismissed industrial sites as well as initiatives and forms of social innovation and inclusion created by young designers, architects, urban designers and artists operating in different cities and regions.

Thematic workshop activities may facilitate a comparison and exchange of ideas between a variety of needs and requirements arising at local level in different countries, through innovative methods of communication between public and private actors, innovative animation tools and dedicated web platforms.

-ENHANCE ACCESS TO AND PARTICIPATION IN CULTURAL LIFE AS WELL AS ENJOYMENT OF CULTURAL GOODS

The city aims to improve the competitiveness of its tourism system through the integration of primary and secondary tourist offer (hot-spots, Wi-Fi for tourists, platforms for tourism offers, tourist signs, guides), instruments and initiatives to support a tourism-friendly culture, platforms for the exchange of information between different actors involved in dynamic tourism planning, measures to improve accessibility. Starting from the improvement of initiatives such as 'Made in Torino tour the excellence' promoted by the Chamber of Commerce of Turin and its Province (2013-14), aimed at raise awareness on local enterprises and production sites as well as the inclusion into international and European information networks, such as 'ERIH - European route industrial heritage', where the Lingotto has already been picked as a potential anchor point. In the specific field of automotive, thanks to the actions carried out by ASI, Turin plays a role in the coordination of historical car and motorcycle events in Italy, including the option of developing a network of motor cities and an automotive park.

The interactive digital city is a model to improve tourism and cultural offer, targeting cultural tourism and achieving a greater dissemination of information.

Potential developments involve cultural innovation operations carried out through localisation and digitalisation tools, such as the recent project 'SMARTOUR Cultural Heritage'.

Additionally, Turin has already different digital platforms to spread knowledge - www.museotorino.it, www.storiaindustria.it, www.istoreto.it, CSI Piedmont - and relevant information on its cultural and historic tourist attractions; these experiences can be presented to or compared with other similar initiatives in place in other cities.

As for the enjoyment of cultural assets and services at a local and international level, the project provides for a number of activities related to the tourism industry, from visits to dismissed factories to research and production centres, traditional products characterizing the design and automotive industry, trademarks, products, social testimonials and excellence in the field of historical cars and motorcycles.

The industrial tourism sector comprises a variety of experiences and events that can be compared with events and websites of other cities, with the objective of improving the entire UNESCO network.

One of the potential cards that Turin can play is the dissemination of information and visits related to its architectural assets, archives and libraries. In particular, among the most significant buildings testifying the history of the automotive industry, we would like to mention the group of factories of Mirafiori (inaugurated in 1939, the oldest car production site still active in Europe), the complex of Lingotto in via Nizza, in particular with the beautiful building designed by Trucco and the testing track on its roof, the complex FIAT Grandi Motori (these last two were declared assets of cultural interests by the Ministry of Culture). Moreover, we cannot forget the 'FIAT Historic Archive', hosted by a building in Nouveau style which constituted the first extension (1907) of the auto workshops of Corso Dante, where the company was born, which includes an amazing array of documents over a surface of 5,000 linear metres, from the early 1900's to the 1980's, covering different areas of the industrial history of the Fiat Group (administration, finance, human resources, production, communication, design, R&D, technology) and its products (cars, trucks, tractors and construction equipment, trains, aeroplanes, marine engines), and the 'FIAT Historic Centre', created in 1999, a museum that intends to summarize and showcase the entire history of the FIAT Group.

The tourism industry and offer can further be exploited, as it is already enjoying a strong growth in town, for instance with regard to the city's history and the presence of prestigious museums and buildings, such as the Residences of the Royal House of Savoy, already included in the World Heritage List by UNESCO in 1997: the Command Zone, which articulates through the Royal Palace, the Royal Library and the Royal Arsenal, the Prefecture Palace, a former seat of the Royal Secretary of State, the State Archive, the Royal Theatre, the Military Academy, the Royal Stables, the Royal Mint; Palazzo Chiabrese, Palazzo Madama, Palazzo Carignano; the Corona di delizie and the Hunting Residences consisting of the Castle of Valentino, Villa della Regina, Castle of Moncalieri, Castle of Rivoli, Venaria Reale, Castle Village of Mandria, Stupinigi hunting lodge; without forgetting the several nineteenth-century holiday and leisure spots around town, such as the Castle of Racconigi, the Castle and Agency of Pollenzo, the Castle of Govone and the Castle of Aglié.

Another key factor for the development of tourism involves a focus on the works of public art that are literally changing the aesthetics of the city, such as the installations located on the new Railroad embankment system (Mario Merz, Per Kirkeby, Giuseppe Penone, Tony Cragg, Marco Gastini, Corrado Levi, Water Pinchler, Stefano Arienti, Gilberto Zorio and Janis Kounelis).

-INTEGRATE CULTURAL AND CREATIVE INDUSTRIES INTO LOCAL DEVELOPMENT PLANS

If we compare the automotive sector to other complex areas such as electronics, we can notice a limited standardization of products and processes. Know-how related to research and development is key for the industry; this is often a kind of tacit and non-codified knowledge that can only be transferred through personal relations. Within the 'motor city' cluster, a key element is represented by the physical vicinity between actors supplying such knowledge and subjects who receive it; here too, the project envisages a number of actions to improve exchange and dissemination of information within the automotive industry as well as other creative industries. The project Technology District 'Turin Wireless' was started in 2001 with the objective of creating and promoting a true 'ICT Valley' centred on the city. Turin intends to further develop the territorial network which already includes large management centres and businesses, involved in the production of complex systems or specialized in the creation of high-value products or businesses, research and development centres, high quality education universities, museums, libraries and archives. The interaction between actors from different areas can produce combined economies and exploit a number of competitive advantages, for instance leveraging on collaborations between a variety of fields, such as design and ICT, creative arts and multimedia, automotive technology and car engineering.

The prospect offered by Turin to the member of the Creative Cities Network goes towards the creation and dissemination of information on the development of the design system related to the 'motor city' cluster. It covers optimisation in terms of ecological saving, communication developments of the cluster image, augmented visibility and capacity to build relationships with other social actors.

This model can be applied to clusters of other cities, starting a positive debate through seminars and workshops. In line with the 'motor city' innovation is the intelligent and sustainable mobility sector, always with an eye open on the demands of residents, showing a variety of projects – in collaboration with local research centres, universities and businesses – aimed at implementing its objective through the ongoing projects 'SMILE – Turin Smart City'.

In the ITS (Intelligent Transport Systems) and infomobility fields, Turin boasts other important developments, related to ongoing experimental research, with positive effects on the quality of living for the local populations. The proposal refers here to different international research projects.

The main ongoing projects are 'Optimod'Lyon' on multimodal real time passenger navigator, 'Alpinfonet' on Sustainable Mobility Information Network for the Alpine Space and the reorganization of the PT network of the Torino metropolitan area. The 'Smart-way' project on a real time Public Transport, which just ended. 'Opticities' project intends to develop and test interoperable ITS solutions in six different cities in order to provide urban citizens with the best possible journey conditions and optimize urban logistics operations. As highlighted in SMILE action No. 1, 'Participated Mobility', Turin aims to develop a variety of infrastructures that can be related to the optimal use of data on mobility, the development of new system of data collection, method of data transmission and communication, implementation of integrated systems and platforms to share data and information on mobility for the benefit of users, companies or stakeholders, also in terms of an open data system.

The understanding of the kind of effects on the conduct of citizens arising from ITS, is fundamental to evaluate their impact on the community, the economy and the environment. The idea is to start a dialogue and exchange of information with other cities involved in the UNESCO network – through local surveys – aimed at establishing the impact and results of the ITS strategies on services for end users.

AREAS OF ACTION

The candidacy of Turin offers to the Network members the development of initiatives that highlight a willingness to collaborate in order to promote creative innovation and cultural diversity.

Areas of action can be referred to the following macro-areas:

TERRITORY – improvement of the structures and infrastructures of the creative industries;

CULTURE – exploitation of material and immaterial cultural assets;

CULTURAL VALUES – improvement of the social quality and fight against social exclusion, especially with regard to youth and migrants;

INTEGRATED VISION – capacity to extend relationships with other areas of excellence in R&D and production;

ECONOMIC DEVELOPMENT – capacity to attract events, create spin-offs and build further international partnerships;

TOURISM – promotion of new forms of tourism, tourist areas and itineraries following the automotive and design history and future developments.

-PILOT PROJECTS: INITIATIVES THAT DEMONSTRATE THE IMPORTANCE OF CREATIVITY AS A KEY TO DEVELOPMENT

According to the Design Piedmont approach (Chamber of Commerce of Turin) 'design is an interdisciplinary activity, regarded as the capacity to innovate reality starting from planning actions according to available resources, following a given timeline and with results originating from a balance between the interests of producers and consumers'. Interdisciplinarity is a key feature of the process.

The event 2008 Turin World Design Capital allowed strengthening the system of relationships between regional and international operators, supported by local government institutions and bank foundations.

World Design Capital™ generated an exchange of experiences on design as a means for improving urban quality of living from a social, environmental, economic and cultural standpoint, conferring also an important value to the city, to be reinvested in time. The themes developed by 2008TWDC were the following: design and the city, self-production, sustainability, urban spaces, investments in creativity, conservation, towards society, flexibility, sprawling.

At the same time, training methods are based on the synergy between technology and experimentation, creativity, strategy and integrated communication, in order to provide young professionals with effective know-how and tools to meet the ever-changing demands and requirements of the market. The BSc programme in Design and Visual Communication and the MSc course in Eco-design at the Polytechnic of Turin undertake an ethical approach based on the concept of sustainable development, both from a social and an environmental viewpoint, maintaining the cultural roots of the products without impoverishing the producers and respecting the legislation, which offers information on the production chain and creates development and job opportunities. A culture in which interest in innovation relates to a vision of the problems from a different angle and with a multidisciplinary approach to the production system, which is also attentive to the human components.

Our proposal is to export the successful intra-disciplinary 'experimental workshop' model that Turin has implemented and disseminated on the territory to the UNESCO network; what we envisage here is an itinerant system of activities, which, following the implementation and improvement of the web platforms, may assume different forms and connotations in each city, according to the issues and themes proposed by this candidacy, through the following activities:

- thematic seminars for young designers
- short internships and training courses.

The approach 'Creative City for the regeneration and sustainable urban redevelopment' looks at several recent experiences of architectural transformations based on the reuse of existing structures and facilities and at the combination of the activities: the Lingotto, the MOI, Eataly (former Carpano factory), Toolbox to the south; the Dora Park, the Sermig and others, such as the Einaudi University Centre to the north. Cases in point regard the restoration and conversion of buildings for post-industrial use and innovation of creative sectors. 'TNE - Torino Nuova Economia' (New Economy Turin) in a small area of the Mirafiori automotive complex, Fiat's historical factory, with the plan for the creation of the first citadel for sustainable mobility, along with the Design Centre of the Polytechnic of Turin, for R&D and educational activities, and the largest commercial and exhibition centre in Europe dedicated to cars (70,000 square metres), called 'Mirafiori Motor Village'. 'OGR - Officine Grandi Riparazioni' (1885), once dedicated to train maintenance, now hosts the Citadel of the Polytechnic of Turin - with research activities (SiTI), classrooms, laboratories, tech companies (Boella) - and the 'Cantieri OGR Torino', a place for experimentation and production within contemporary cultures, a platform to harmonise dialogue and collaboration between different areas, thanks to the contamination of ideas, a centre where cultural productions and applied technology coexist and cooperate, driven by the close relationships between artists, designers, local and international businesses.

Development perspectives for the creation of new hubs involve other relevant post-industrial areas, such as the former general markets – MOI area, which is connected to the Lingotto through the 'Olympic Arch' passageway, or the 'Citadel of Culture' along the Po River (former Turin Fair).

Such spaces and containers represent ideal places for the creation of laboratories that may stimulate experimentation and collaborations with other creative cities and, following a shared local development model, host workshops and other events according to the principles of sustainable production. The model proposed by the city revolves around new importance given to dismissed industrial areas, connected by an infrastructure network linking, at the same time, historical places to information and production sites. In this sense, architecture schools and the 'Metropolitan Urban Center' can play a leading role. The projects for the conversion of historical industrial buildings and infrastructures are clear examples of how contemporary cities may transform themselves through the re-interpretation of their industrial background while improving the quality of open spaces.

Following a number of case studies already examined in collaboration with academic institutes and universities, the successful 'experimental workshop' model addresses this issue as well.

Moreover, following previous experiences carried out in Turin and other cities in Europe, the 'experimental workshop' model may also involve the design and testing of eco-friendly and smart equipment to be destined to public open spaces, in accordance with the ITS points.

The issues covered by this approach are related to ICT, interaction design, interaction between urban and car design as well as environmental management technology (water, climate, soil, waste disposal). The cities invite residents, artists and designers to imagine how they would like their future city to be enabled and shaped by technology. This approach needs to strengthen and encourage the micro-local communities to facilitate citizen-local government relations and to promote participatory, integrated and interactive public spaces design.

Under specific conditions awaiting urban intervention, the workshops can be integrated by contests on design, urban design and public art open to young creative people in all network cities. This is the direction taken by Turin with the event 'Promenade of arts and industrial culture', which has given birth to a contest and a workshop; thanks to the EU funds support (2014), it will produce a number of low-budget public artworks to be installed in a public park, created by young artists.

Events held in Turin on a yearly-basis and responding to the above concept of broad creativity – such as Artissima, Artist Lights, Book Fair, Gourmet Festival, Turin Film Festival – may also focus on the specific issues of urban design and urban regeneration in conjunction with their calendar of events.

-PROMOTING GOOD PRACTICES: EXCHANGES ON PROJECTS AND MEASURES OF PROVEN EFFICIENCY AND EFFECTIVENESS

Eco-design represents a key issue for the dissemination of knowledge and information, connecting a number of research and design activities of the City (Polytechnic of Turin, University of Turin). The role of eco-designers is to evaluate and manage the environmental, social and economical impacts that products or services will have on the different steps of the whole life cycle. Eco-effectiveness produces 'Zero Emissions' systems, in which the concept of waste does not apply anymore: any process output is fully employed as input in other processes. In this perspective, operational dissemination of eco-design has already been covered by a number of researches that could be extended to the UNESCO network.

The projects 'EDEN' (EU Inter-regional Programme Alcotra 2007-2013) aims to facilitate the development of new environmentally-friendly design processes and products, by encouraging companies, through information and training activities, to produce in accordance with eco-friendly practices and facilitate the exchange of information both on the development of new products and marketing practices.

The proposal would like to promote the development of eco-design guidelines for manufacturing sites and companies in order to obtain environmentally-friendly products and processes involved in the life cycle, with the ultimate objective of improving the reference best practices. The idea of a network of relationships between production centres following the principles of systemic design, besides modifying internal processes and improving the existing relations, is suitable to facilitate the birth of new self-generating and self-financing local businesses inside a strong territorial micro-economy.

-STUDIES: RESEARCH, ANALYSIS AND ASSESSMENT OF THE CREATIVE CITIES EXPERIENCE

Cultural and art district development

Turin has focused its attention on the issue of cultural districts, giving birth to the 'EBLA- International Center for Research on the Economics of Culture, Institutions, and Creativity' of the Turin University joined by other universities. The studies undertaken focus on the value of artwork and the assessment of investments in culture, in order to show that cultural assets and resources are one of the key elements of any strategy and policy aimed at promoting social and economic the development in the long-term. The Torino area is developing a Cultural District devoted to culture, knowledge and art. A

compared analysis of the different territorial brands and districts that characterize the design cities involved in the network, starting from local research and meetings, is an additional proposition offered to the UNESCO network.

-MEETINGS: CONSULTATIONS, GATHERINGS AND VIRTUAL CONVENTIONS

The 20th Winter Olympic Games and the 9th Winter Paralympics in 2006 were the occasions for a further leap in quality as the city opened its doors to the world, giving it the opportunity to present itself in a new guise at a global level. In 2011, the 150th anniversary of the Italian Unification represented another occasion for the city's international exposure, welcoming visits of more than 100 overseas delegations and hundreds of thousands of visitors.

Museums, consultation documents and virtual conventions. historic and modern design

Turin, the Italian capital of automotive, after having been the capital of the country: from industry to design, manufacturing, engineering, research centres and production. For the capital city of Piedmont, automotive is not just production but a cultural and social.

Starting from the MAUTO network, we can envisage the development of a number of virtual conventions on car design – car production – car history that may allow creating a common information system in the field.

The service offered by MATto Materials for Design and the work carried out within the Ecopack Observatory are equally important for the consultations and research activity. The former (MATto) is a library of state-of-the-art materials and semi-finished products, used in support of the Study Course and also by local SMEs, via the free advisory service, MATto_materials for design, organised in collaboration with the Turin Chamber of Commerce.

The observatory, on the other hand, is a tool which combines theoretic research and teaching, creating a complete screening of packaging, both sustainable and not, partly updated by the course students, so that they have the chance to work in close contact with researchers and, consequently, develop and hone their critical thinking skills.

-COOPERATION PROGRAMMES: NORTH-SOUTH AND SOUTH-SOUTH INITIATIVES TO SUPPORT MEMBER CITIES IN NEED OF ASSISTANCE

The City of Turin has implemented a number of programmes and activities that raise great awareness on issues such as peace and disarmament, intercultural understanding and cooperation with developing countries. The presence of important international institutions, the dynamic network of associations and the variety of projects organised in recent years in the city have created an intense network of relationships with developing countries as well as encouraged exchange, cultural awareness and innovative practices. Turin has implemented numerous operative tools in support to international activities and, for the solidarity projects in particular, has created a specific 'International cooperation and peace department'. This department aims to: strengthen the political efforts of international cooperation; defend and promote global and local heritage; create peace based on the principles of social justice and respect for freedom and human rights; promote social relations in a secure environment; promote sustainable development.

The areas of action are: protection of the environment (garbage collection, safeguarding of the water supply); health and social education to promote equal opportunities; human rights; professional training; economic development; government and management of the urban territory and training in the public utilities sector (water, garbage collection, transport).

The following countries are involved: Albania, Argentina, Bosnia-Herzegovina, Brazil, Burkina Faso, Cape Verde, Ecuador, Guatemala, India, Morocco, Senegal, Serbia, Sri Lanka, Palestinian Territories, Uruguay. The course 'Cultural Projects for Development' is developed in collaboration with the ITC-ILO of the United Nations and attracts mostly students and professionals from developing countries.

In this perspective, through the collaboration with local universities, ITC-ILO, UNESCO and the network of Creative Cities, Turin could implement a number of on-line cooperation programmes on eco-friendly and sustainable design and offer them to countries already involved in the project.

-TRAINING AND CAPACITY BUILDING: EXCHANGE OF INTERNS, TRAINEES AND LEARNING MODULES

Stage & Job Placement. Design

The connection between knowledge and know-how is a prerequisite to create and develop cultural, creative and critical skills that are the ultimate objective of any training activity.

The structure and activities of the courses in Industrial Design have been adjusted to the demands and requirements expressed by the market over the years, offering good opportunities to find jobs in a variety of sectors and in short time, in particular thanks to the relationships developed during the internships.

Stage & Job Placement of the various educational institutions is an opportunity to connect businesses with educational and research activities; this service created a data collection (check-list) and storage

system, which is now available online, with the objective of providing information to the Creative Cities network for the exchange of internships and workshops, combining thus training and educational activities with research and job experiences. In preparation there is also a specific program for the formation of a new designers in the transportation sector, integrating engineering and design expertise. The main objective of the training program will be re-reading of automobile product in line with the research on sustainable mobility.

The Polytechnic's research labs are places to refer to as an area where the creativity of students and researchers how to develop interacting with the productive system.

The 'Politodesignworkshop' is of outstanding interest within the scope of the educational programme: consisting of a week-long workshop, now in its 13th edition, it offers students unusual design experiences, linked to the worlds of art, photography, theatre and music, using its own methods and media. The aim is to prepare them for working experiences before internships or to encourage them to fill in any gaps in their education with regard to the poetic and expressive possibilities that specific working environments can offer.

The involvement of internationally renowned professionals and famous designers in the workshops is indicative of the attention that the authorities and companies concerned are willing to dedicate to an educational programme that is increasingly based on the strong partnership between the academic world and the industry.

Stage & Job Placement. Historic Cars and Motors

Turin historic motor city can offer to the UNESCO town vast and unique training opportunities in the historic vehicle sector (network of highly specialized craft operators, database development, preservation of historical products and vehicles, dissemination of knowledge on historic cars restoration), starting from the specialised 800 hours course that ASI has organised in cooperation with other training stakeholders (Filos and Piazza dei Mestieri), to offer chances of job placement to young and qualified students from all over the country.

-POLICY MEASURES: INITIATIVES LINKED TO LOCAL AND/OR NATIONAL DEVELOPMENT PLANS

The Turin territory will be soon reorganised from an administrative and planning point of view into the 'Metroopolitan City model'; at that scale all the strategic planning decisions will be taken to integrate the various sectors and to promote the social and economical integration, as well as all the activities related to the design sectors and their innovation capacities.

THE CREATIVE CITIES MISSION STATEMENT

HUMAN RESOURCES

-LOCAL CREATORS PRESENT AND INVOLVED

Research and educational institutions, such as the Polytechnic of Turin with its School of Design, the European Institute of Design (IED), Institute of Design and Applied Arts (IAAD) and University of Turin are the main stakeholders as for human resources.

The candidacy of Turin Creative City also interests the group of large companies and firms operating in car, product and service design business in the region - such as I.D.E.A. Bertone, Italdesign, Pininfarina, Ghia, Fioravanti, Tjaarda Design, Fiat Style Centre and CRF.

-PROFESSIONAL ASSOCIATIONS INVOLVED

The initiatives in the design and automotive business are supported by professional associations, which officially endorse them and are present on the territory: ADI- Industrial Design Association, CCIAA- Chamber of Commerce of Turin, CNAPPC- Council of Architects, Planners, Landscape Designers and Conservationists, ASI- Italian Association for historical cars and motorcycles, ANFIA- National Association of the Automotive Industries, AIPAI- Italian Association for the Industrial Archaeological Heritage. Each association will collaborate in their fields of competence.

In addition, the project envisages the potential collaboration of Turn - design community of Turin and associations of young creative people and designers and, in the field of automotive, ATA- Technical Association of Automobile and SAE- Society of Automotive Engineers - Turin Group.

-JOBS CREATED AND EXPECTED

-PRESENT AND FUTURE PLACES DEDICATED TO PRODUCTION

Changes driven by globalisation, the international fragmentation of production processes and the application of information technology, have had an extremely relevant impact on the automotive business, prompting car manufacturers and their suppliers to carry out intense reorganisation of spaces and facilities dedicated to production, resulting in the development of transnational networks and supply relationships.

This project envisages the reorganisation of an 'automotive district', through the development of an industrial plan centred around Turin as a city of innovative cars, and through partnerships for common R&D projects or in collaboration with universities and public or private research bodies. The analysis carried out (Bank of Italy, Chamber of Commerce) show that the physical vicinity with decision centres of car manufacturers and the relationships with the other players in the industry (auto part manufacturers and suppliers, R&D centres, training centres) allow businesses achieving better performances, especially within the E&D sub-clusters - Engineering and Design and OEM Original Equipment Manufacturing, looking forward to the perspectives offered by global markets and the recovery of the European market.

The persistence of 'motor city' refers to urban areas where large car manufacturers were created and grew, places where agglomeration economies have developed, such as business centres of major companies, R&D centres and high-level training and education institutes in the automotive business. The strengthening of the sub-cluster involved in maintenance, repair and training of historical cars and motorcycles represents an additional chance for the 'motor city'.

7. Communication and visibility assets

- LOCAL PROGRAMMES AND MEDIA DEDICATED TO CREATIVITY

Turin may have felt overshadowed by larger, more established Italian cities that played a dominant role among Europe's traditional design centres in the past. Until very recent times, the character of the city was predominantly defined by its local automotive industry. However, the city has experienced a remarkable metamorphosis into a vibrant cosmopolitan city in recent years, the result of an aggressive transformation strategy aimed at renovating the whole city. Design has always been a cornerstone of the Made in Italy and Turin is a shining example of what can be achieved when the full power of design is unleashed. As for the Turin-Piedmont design system, public authorities and governing bodies actively support cultural and promotional activities aimed at raising awareness on a high-quality kind of "make design", which needs to be brought into open light and disclosed from the traditional secrecy that has always surrounded it, a typical feature of operators in this field and also related to the traditional understatement of the Piedmont region. Relations have become increasingly international and new opportunities and patterns have arisen.

The portal To-Design.org (active since 2008), showcasing companies, R&D centres and events related to regional design, offers the chance to promote products and services on international markets. Products and services can also be promoted online through a 'Virtual Design Center', used to disseminate information on operators and their products; the whole can be offered to and shared with the cities included in the network.

Multi-annual Public Art Plan 2014/2016 contains measures aimed at the definition of an organic process for the enhancement of existing assets and increase the quality and quantity of works and relationships that exist in the territory between art and the public. The key principles underlying the activities planned are: redefine, communicate, participate. Redefining the perimeter of art, procedures, actors to generate new and constructive relations between the Public Art and the territory and its citizens; communicate art in emotional, dynamic and multimedia manner; increase the participation and knowledge of the specific themes of both citizens and tourists.

A local development perspective is related to cultural tourism programmes revolving around the industrial age, starting from a web platform and apps suitable to integrate and promote the tourist attractions offered by the city, regarded also as the capital of historical automotive, combined with its historical character related to the stately residencies of the Royal House of Savoy and the contemporary city living around visual and public art works.

Additionally, the local administration strongly supports activities in the field of industrial tourism, motorism and cultural and artistic tourism; this is supported by the design and implementation of specific web platforms and apps, that are expected to integrate the traditional offer in the cultural and heritage tourism, in line with the innovative approach adopted by Turin.

-AWARD PROGRAMMES AND OTHER TYPES OF RECOGNITION

Several award programmes and contests already exist in town, such as the Contest 'Turin Lab - Typical Industrial Products' at a local level and Design Contest and Design Index at a national level.

In the same line there's also the context 'D.A.B.' organised by the Offices of the Superintendence (Direzioni DG PaBAAC e DG Valorizzazione del MiBACT - Direzione Regionale per i Beni Culturali e Paesaggistici del Piemonte - Soprintendenza per i Beni Architettonici e Paesaggistici) of the cities of Turin, Asti, Cuneo, Biella and Vercelli, to design artistic objects and artefacts to be used in the bookshops of the Museums belonging to the new line called 'Prodotti GAI per i Musei Italiani' (GAI products for Italian Museums).

The same line of products may be extended to the automobile related museums and those related to car design and industrial heritage (MAUTO, ASI, Archivio storico Fiat, EUT - Ecomuseo Urbano di Torino).

These experiences may give birth to web contests between the UNESCO cities, preferably open to young artists and designers, to create an object or a graphic element to promote their local brands (in particular, with regard to design, production and urban landscape).

As a part of the proposal advanced by Turin, a possible theme could also revolve around the creation of an object symbolizing the historic automotive (ADI).

In the proposal of Turin, there is also the opening - as proposed - design ideas competitions for the reuse of brownfield sites in the metropolitan area, open to young creative and professionals in the network Unesco, in collaboration with local trade associations (OAT, ADI).

-EVENTS (LOCAL, NATIONAL, INTERNATIONAL)

Design e car design

Turin's facilities allow for the organisation of international design exhibitions and meetings in town. 'Piemonte Torino Design' (Piedmont Turin Design) has constituted an itinerant exhibitions at international level, which can be constantly integrated by new products designed and/or built in Piedmont. Besides forming the documental material of the exhibition, products are archived as Piedmont Turin Design Collection and properly updated online (www.piemontetorinodesign.it).

Besides the cultural tourism, a particular attention must be given to Global Events held in recent years, such as the 2006 Winter Olympics and the 150th Anniversary of the Unification of Italy in 2011, where Turin showed great organisational and management capacity.

The following are example of key events organised by the major stakeholders in Turin, that are active in relation with the candidature to the Creative Cities Network. This permanent structure will be available to the partners of the Creative Cities Network of UNESCO.

Historic vehicles

The event that ASI will organise in Turin in the coming months will be specifically contribute to the Creative Cities Network; in particular, the 'Concorso di Eleganza per Automobili' (Concourse of Elegance for Automobiles) and the "Concorso di stile per Automobili Storiche" (the Style Concourse) to be held at the Parco del Valentino, thanks to the contribution of very famous car designers.

ASI will also contribute with its stand to the annual Vintage Vehicle Fair in Turin, called 'Salone Automoretrò' and Automotoracing' held at Lingotto.

Industrial Tourism and Heritage

The Italian Association for the Industrial and Archeological Heritage (AIPAI - Associazione Italiana per il Patrimonio Archeologico Industriale), which is member of the TICCIH (the International Committee for the Conservation of the Industrial Heritage) and the Polytechnic of Turin already cooperated to organise an itinerant international exhibition dedicated to the industrial heritage (UIA, 2008). Most of the material is still available for similar events to be organised within the Creative Cities Network.

Additionally, the local Association of the Architects, Landscape Architects and Conservators organises every year in Turin the Architecture Festival ("Festival di Architettura"), which has a very high level of public participation. A special session of the Festival is going to be dedicated to the contemporary architecture and urban design, as contribution to the Creative Cities Network.

Automotive and Motorism

The Polytechnic of Turin is planning to organise a series of events and meetings to accommodate the stories told by different categories of stakeholders in the automotive sector; ranging from the students, to the fans and the citizens, as well as the tourists; the various aspects are covered, as concept definition, engineering, validation, prototyping, simulation, homologation industrialization.

Art and design

The Albertina Academy will organise in 2015 the International Festival of the Art and Design Schools ("Festival Internazionale delle Scuole d'Arte e Design"); the initiative predicts the arrival in Turin of undergradate and graduate students from all over the world, presenting the most advanced reflections on the future development of the art and design in the different countries. The young artists will be hosted in the various university's residences, while the productive and performing activities will take place in the various cultural venues of the City. It is foreseen the participation of about sixty Art Schools from all over the world, with a special attendance from the recently emerging countries, as Arab and African States. The event will be very large, consisting of expositions of painting, sculpture, multimedia installations, performing arts, video and every other artistic expression, thus offering a quite complete state-of-the art at worldwide level.

The venues of Pinacoteca Albertina will host various exhibitions related to the human body artistic representations, the relationship between the human body and the environment, the machines used by man in the various historical periods. The curators will be part of the Academy staff, while many of the installations will be realised also by the participants. Other

members of the Creative Cities Network may be given a special role in the preparation of the event.

Expo Milano 2015

On the occasion of the coming Expo 2015 Piedmont and the Metropolitan area of Turin are expected to attract about 3 millions visitors; the design sector is particularly involved in relation to the food production and distribution and to the tourism infrastructure. 'ExpoExto' is the registered label to be used by all the major events that Turin is going to organise to complement Milan in hosting the visitors. Fiat-Chrysler Group, which is supporting the Turin candidacy to the Creative Cities Network, is one of the key partners of the Expo 2015.

The related events to be organised and hosted by Turin intend to represent a stimulus to the real cooperation amongst the Creative Cities stakeholders. In relation with the major topic 'Feeding the Planet, Energy for Life', other themes may be equally well treated, such as art and sustainability. A completely innovative way to experience the whole set of events may be organised through the implementation of a high degree of digitalisation of the proposed events. A dedicated multilingual cloud platform may contribute to engineer a joint Creative Cities Network set of activities, that will be physically located in Turin but available to the whole group of members around the world; the topics will be those related to the eco-design, car design, industrial heritage reuse and urban landscape.

Night of Creativity collective event

The event has been organised since 8 years and it is financed by the European Union with the support of the local Bank Foundations and it is called 'The Night of Researchers'. It has a very rich program with the main purpose of involving a larger public within the science themes and than to contribute to the general understanding of its importance for the social development. The event takes place simultaneously all around Europe and in Piedmont it is organised also in other cities in addition to Turin. In fact, other similar events, such as the "Art City White Night" are organised in Turin as well as Bologna and other cities.

The 'Night' format may become an interesting model for the entire Creative Cities Network, that could be connected on that very same day by promoting laboratories, on line activities, games and simulation, as well as conferences, scientific café, events, opening museums; this will also contribute to increase the tourism attractiveness of the cities involved.

In the specific case of the Creative Cities Network a dedicated event may be named 'The Night of the Creativity', to be launched simultaneously in all the members cities. Turin may well contribute with the first night dedicated to the 'automotive – from the past to the future, from the projects to the researches'. Other cities may contribute with different issues related to design.

The following events are to be hosted by the City of Turin and made available to the entire Creative Cities Network; they all go in the direction of re-inventing a model for the post-industrial cities, based on knowledge and culture. These initiatives will be coordinated and designed in cooperation with the other members of the Network.

Promote creativity and creative expressions especially among youth

- Sharing the current initiatives through the creating of a specific web platform;
- Organising seminars and workshops (with the possibility to be followed on a distance) with the other cities members of the Network to design common strategies in the field of business incubators, crowd funding, reuse of dismissed industrial areas.

Enhance access and participation in cultural life

Industrial and creative Tourism promotion

Thematic networks related to industrial tourism, design and artistic creativity for the citizens and the various categories of users, reinforcing the UNESCO networks, namely:

- Confronting the various initiatives and communication tools adopted by the various cities;
- Sharing the various tourism offers in an integrated and coordinated way;
- Coordinating the web platforms, mobile apps in the perspective of expanding the tourism potentials.

Integrate cultural and creative industries into local development plans

Design and creativity within the cluster 'historic – motor city'

The proposal to the other members of the Creative Cities Network is within the framework of training in the system design related to the cluster of 'historic/motor city', based on the following specific elements:

- improving the eco-environmental sustainability in research, production and services;

- improving the services for a better quality of urban life (e.g. mobility, public space quality, etc.);
 - converting the planning assets of the cluster into a proper communication campaign;
 - Improving the visibility and the social relationships with the other sectors of the creativity.
- A constant dialogue with the 'clusters' of the other cities may regard the strategies and the specific interventions, such as seminars, experimental workshops and large public manifestations.

Pilot projects: initiatives that demonstrate the importance of creativity

Interdisciplinary experimental workshop (ew)

The model of 'Experimental Workshop' is proposed, in combination with interdisciplinary seminars to be organised on the territory in an itinerant way, to the other member cities; each of them may have its own characteristics and may be implemented through;

- dissemination events;
- thematic Seminars for young creative people;
- short training stages

The following are few examples:

-EW design

To be organised on the following themes:

- transportation & future (innovation, sustainability and documented projects on mobility)
- systemic design (applied to the territorial branding)
- Cultural heritage (the contribution of the design and the new ICT technologies to the valorisation of the architectural and landscape heritage)

-EW industrial heritage and urban re generation

The pilot projects to reconvert industrial and tertiary historic architectures and to confront strategies and planning experiences in reusing of built and open spaces.

The main themes could be:

- the role of the industrial heritage and the industrial park;
- limitations and rules in conservation and transformations;
- intervention processes and private and public property regimes;
- destination for the activities devoted to the youth creativity, culture, leisure time and associations, innovative artisans, tourism welcoming;
- destination and smart facilities for the public spaces, open to urban regeneration (ICT, interaction design, ITS, urban design, environmental management technologies);
- social inclusion modalities
- valorisation through public art.

Each workshop may be related to a specific concourse to be designed on the role of the youth and creativity, urban design and public art.

Studies: research, analysis and assessment

Cultural and art district development

An additional proposal to the UNESCO Creative Cities Network is about the modalities of city promotion and branding, in relation to the various cultural offers and art districts; this is a process that will involve various disciplines' specialists, as sociology, urban planners, architects, industrial designers, public artists and media specialists. This joint activity can be carried out through the organisation of specific meetings and based on existing researches on the territories.

'Art Guest'. Knowledge and cooperation for the creative industries

This is an international project design to identify and experiment policies, projects and actions that are capable to generate additional knowledge, cooperation and sense of citizenship, through a larger involvement in contemporary art.

The project includes the following main actions:

- dissemination of the knowledge of the different partners on the specific themes;
- involvement of other Cities and Administrations that are active in cultural exchanges and members of networks and web platforms;
- organisation of seminars, workshops, festivals.

Meetings: consultations, virtual conventions

Museums, consultation documents and virtual conventions. Historic and modern design.

It is proposed to open a consultation and confrontation to create an information and knowledge system (based on data bases, data panels, virtual conventions, best practices evaluation) connecting the various existing systems on the theme of design that are already active in the UNESCO Creative Cities Network members. The local contribution of Turin is related to the existing information platforms of ASI, MAUTO, FIAT archive, on line Centre of History and Culture of Industry, as well as the 'Nord Ovest

since 1850 (about historic automotive car design), the MATTO Materials for Design, the Piedmont Turin Observatory on Design (studies, companies and products related to design) and the Contemporary Art Torino Piedmont (about public art).

Cooperation programmes: initiatives to support member cities

Information and brief training on the issues of the eco-sustainable design and system design.

By networking the existing local partners – namely, the Polytechnic and University, the ITC-ILO, the Turin's UNESCO Centres – with the Creative Cities Network members Turin will be able to launch a web based information package on the themes of the eco- and sustainable design and system design, to provide specific assistance to the other members on those issues.

Training and capacity building: Exchange of interns, trainees and learning modules

Stage & job placement: design

It is an already existing and well functioning web platform that connects training centres and business operators, as well as research centres. This system is to be proposed to the UNESCO Network to promote exchange of stages and workshops, combining training, research and working opportunities.

Stage & job placement: historic cars and motors

Turin offer a highly specialised network. The existing training activities can be open to the international set of UNESCO cities.

8. Budget

The table below illustrates the estimated budget that the City of Turin intends to devote to the activities related to the Creative Cities Network; these are all internal resources.

Additionally, all the current members of the Steering Committee committed to contribute to the coming activities both in terms of human and financial resources. In fact, all the activities that are listed in the chapter nr. 7 of this document are already planned by the various stakeholders with the intention to be framed within the UNESCO Creative Cities Network.

Items	Details	Expenses Amount (in US\$)
Staff	internal members of the unit dealing with the project	1.182.605
Equipment	Facilities and technical equipments	556.780
Communication	multimedia, web platform, press release, etc	626.085
Services	Specialised services	139.130
Meetings	Facilities and participants costs	695.650
Miscellaneous		278.000
Total (available from the budget of the City of Turin)		3.478.250