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Title: New direction

This project deals with transformation of post industrial site, through new typology, as opportunity for mixed-use development of Turin.

Proposal is located in Turin, one of the former industrial cities in Italy and currently the fourth largest city in Italy. The city is widely known for being home to automotive-related industry.

In the 1970s and 1980s, the oil and automotive industry crisis severely hit the city, and its population began to sharply decline. Turin suffered a structural, economic and social crisis caused by rapid de-industrialisation. In effect city was left with large voids in its urban fabric.

In 1995 the first development plan re-launched the city by converting, completing and reorganising existing built-up areas. Even though a lot has been improved, vast areas remain disused.

Winter Olympic Games gave Turin a shot at embracing an image of modern, vibrant and innovative city but also allowed it to develop tourist movements linked to sport.

Large void left from industrial era poses a rare opportunity to place building of substantial size that otherwise wouldn't find space in the city. These unique conditions allowed for experiment with unusual building types such as an indoor ski slope.

The purpose of it is to provide skiing conditions with real snow all year long. This new typology is not competing with real ski slopes and mountains. It is designed as an alternative to swimming pools, gyms or skateparks.

This project is designed based on analysis of the post-industrial imprints in relationship to the structure of the city and an in depth research of Turin's transformation and its wish to rebrand itself.

Proposed sport facility incorporates two abandoned factory buildings and integrates the industrial scale within an existing urban grid.