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Theme
• Functional or symbolic requalification
• Memory and people’s participation

Title
Requalification, symbolic value and audience engagement of automotive heritage. (The Turin case study)

Abstract
The present study analyses the high symbolic value linked to car-heritage, outlines the conservation and reuse of the architectural sites, the enhancement of others tangible and intangible cultural testimonies. It examines the loss of industrial memory values and identifies audience engagement strategies having the aim to historicize and re-appropriate of the memory, according to conservation objectives, with reference to the well-known case study of Lingotto and Turin area, in Italy.

Symbolic values & reuse
Individual and collective mobility connotes – in local/global perspective – the twentieth-century transformations. The emotional connection and the fascination of automobiles drives the growing interest in the entire automotive heritage.

The deindustrialisation has determined the phases of indiscriminate demolition as well as reuse, often characterized – in Stuttgart, Wolfsburg, Turin, Coventry, Gothenburg – by the loss of industrial legacy signs, the total removal of machinery and work evidences, as well as by the replacement of essential elements of the architecture.

The strategies of the post-industrial valorisation of vestiges, therefore, require the development of the cultural attitude in sharing knowledge and competences.

Research approach
In this perspective, the project ‘Torino Automotive Heritage Network’ (TAHN) envisages the enhancement and the construction of a cultural system of the automobile legacy in the territory with reference to current resources, consisting of archives, patents, technologies, work memories, car collections, architectures of car factories and company towns, landscapes transformed by the car, sites of heritage led regeneration.

TAHN is a project by Turin Polytechnic, National Automobile Museum, City and Turin Tourism. The disciplinary fields involved are the construction history – with attention to the introduction of reinforced concrete –, the rehabilitation of the heritage – in relation to the creative and training industry established –, the conservation of historic vehicles – with reference to the Turin Charter of the FIVA –, the systematization of the historic archives. Finally, the studies regard the socio-economic potential of industrial tourism in terms of citizens’ awareness and audience engagement.

Audience engagement and edutainment of automotive heritage
The attention is on storytelling and living history, towards divulgation of cultural values and scientific understanding. In this field, the European Commission promotes the potential of digital engagement of wide audiences and of empowerment of the younger generations.
The attraction to technological themes become fundamental in historical-scientific communication, and the industrial tourism refers to the cultural scenario and *loisir* quality of the territory; it can combine the past and the contemporary.

The edutainment process is a ‘hybrid form’ to create a synergy between the educational and the entertainment value. In the case of Turin, the former Lingotto factory takes on a high symbolic value recognized by wide audiences and heritage experts. It is one of the more famous European factories in ’20s — called by Le Corbusier "one of the most impressive sights in industry" and cited by Banham — and influential on the architecture progress. The Lingotto, therefore, constitutes an essential point of reference for the territorial integrated project of the automotive heritage enhancement.

The brand identity and image for its economic relaunch – as a center for trade, higher education, tertiary sector and hospitality – significantly link to the rediscovery of the industrial-past, after thirty years of post-industrial recovery. An edutainment approach concerns the dissemination of scientific research results to the wide public through a multimedia exhibition — “Lingotto vive & rivive” (2020) — inside the shopping center, in the preserved factory.

The local partnership between corporations, municipalites, research and safeguard institutions becomes an important perspective for an integrated approach. The aim is to increase the level of involvement - through physical/virtual tours and social networks - claiming and checking the cultural value of communication and dissemination.

**Key words**

Motor-town
Industrial Heritage Reloaded
audience engagement and edutainment