



# Project details (Italy)

## “Portare le periferie al centro”

### Bringing the outskirts inside

<https://prezi.com/view/IgPeJ99j6AgYLc1Tc9s1/>

## Summary

In December 2019, after a week of an enriching Erasmus+ experience, we, seven young adults decided to no longer accept the conditions of the world today. As we were showing our international guests Turin, we saw the city as if it was for the first time: through different eyes, with different observations. But as we did so, we could no longer ignore the things we saw. More specifically, we no longer wanted to accept the wide gap between the suburbs and the city center.

This is why we are presenting a project today that is supposed to bring comprehensive fundings to the areas we are focusing on. By investing in cultural events and promoting the active engagement of locals we hope to draw enough attention and to shine a light on neglected areas with all their issues.

In the following plan we will lay out what our goals are, how we want to reach them, which support we need, how we plan on organizing and in which ways we are going to promote our project.

## The context and the problems

The main problem we have individuated, generally speaking, is the gap between the attention given by the people to the centre of the city compared to the suburbs. Turin is a former industrial city, but since the most important companies moved their factories abroad, formerly flourishing places are mostly known for their ongoing degrade and abandonment. Concrete examples of this are, for the northern Turin area, the neighbourhood of Barriera di Milano, Borgo Vittoria, Aurora, Regio Parco and Barca. The main events of Turin are usually located inside the city centre. Thereby the city is showing its beautiful and splendid face. Anyhow, this can not happen when there are people living with serious issues just a few miles away from the polished buildings of Piazza Castello. These problems are mostly created due to the distribution of funds dedicated to other, strategically more important places.

## Target area and Beneficiaries

The target area is the Northern part of the metropolitan city of Turin that could be seen as an example for the development of other places. We chose it because of its industrial history and its highly diverse population. The results will bring benefits to the city of Turin and its residents, giving attention to the problems encountered on the territory. Only by actually raising awareness on these issues, change can be made.



## Goals

- Giving more **attention** to the Northern suburbs: Decentralizing culture
- Investing in the **enhancement** of the area: Attracting funds by pointing out problems
- Better **communication** inside the areas: Strengthening community and local activism
- Improve **ecological conditions**: Promote good, institutionalized practices for environmental protection

## Description of the activities

- What? We want to attract attention by organizing various cultural events
- How? Depending on the zone and the location we are planning on organizing art exhibitions, music, theatre, open-cinema and other workshops. However, the main goal is to involve as many locals, especially young people, as possible.
- Where? Since the northern outskirts of Turin mainly consist of abandoned industrial spaces, such as factories but also parks and residential areas, we want to use spaces that are either untanented or unknown.
- When? Since we want to build a comprehensive program to attract as much attention and funding as possible for the area, we are aiming towards an all-year-round experience. Based on the seasons we focus on different activities.

Inside	January
Example: Cecchi Point, Via Antonio Cecchi 17	February
	March
	October
	November
	December
Outside	April
Example: Aurelio Peccei Park, Piazza Ghirlandaio	May
	June
	July
	August
	September



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## Duration

Since there are many incalculable factors such as the actual number of involved locals and the bureaucratic procedures inside the municipality of Turin, this project is running on a lot of risks. Therefore we decided to start an experiment of one year, starting in April 2020 and ending March 2021.

During this period, monthly workshops will be held on weekends. In case of astonishingly positive feedback and/or support from local politicians, the frequency can be altered.

## Impact and results

Our project is supposed to work on many levels: The short-term objective is to focus more on the suburbs of the city than on the city center. The mid-term objective will be to increase the number of people visiting the place, so that not residents as well as tourists get to see the “other” face of Turin. Of course the long-term objective remains to rehabilitate the places with a comprehensive funding by the city. The short and medium terms objectives will both contribute to that explicit goal.

At the same time the safety of the area will increase: The actual situation is one that neglects its residents and definitely is lacking in safety, for example because of poor lighting and urban deterioration. Safety at the same time includes also the relationship between people.

A neighbourhood where people feel safe is one in which they want to spend time. Therefore we aim towards promoting local activism, especially regarded to environmental issues. Sustainability and green growth is essential for the development of suburbs.

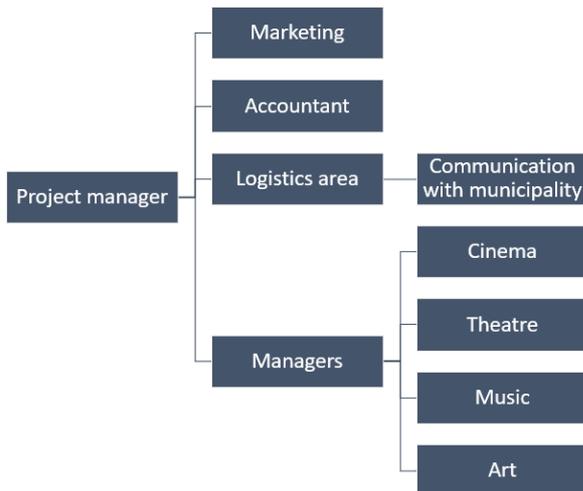
## Partners

The partners of the project could be the following:

- Spazi Reali: By involving Spazi Reali we hope to get in touch with other associations, as well as being able to attract young people who are already involved in activities of that project in local activism.
- Acmos: Since more than 20 years ACMOS is one of the most important associations in the territory. Casa Acmos, located in Barriera di Milano could be a partner thanks to the strong role they have gained during the last years in promoting the northern suburbs. Projects such as Orme, a theatre group, could be a great possibility to plan workshops. Fas.Ter is really involved in the issues of our target area and therefore provides a great support in choosing the work fields. Xforming Media Lab, a confiscated gallery in Regio Parco, also sounds like a great possibility to enhance our fields of work.
- RetròScena and Sità Scoté: Over the course of the last few years, they have both gained more and more support regarding cultural and social events in the territory. We would like to cooperate.
- Case del Quartiere: Even though there are many organizations spread widely across our target area, we want to build a connection between those singular projects by cooperating with locations such as Cecchi Point.

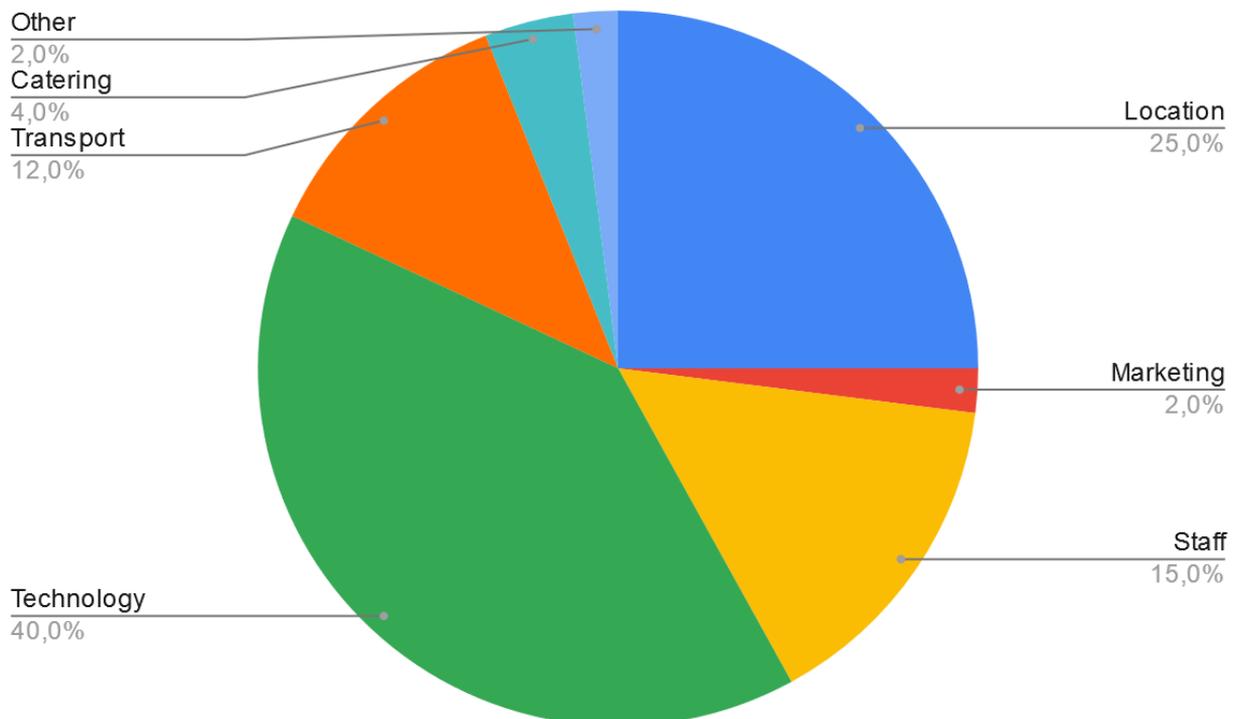
- Municipality of Turin: Since our goal is to revitalize the abandoned areas of the city, we want to create a close relationship and cooperation with the metropolitan city of Turin in order to ensure the realization of long-term goals.

## Team



In order to have suitably organize the single events, the team should consist of a project manager who coordinates everything for the special event. There should be responsible for the promotion of the events as well as an accountant for the management of the expenses and the income. The people involved in the logistic area have to organize the location and turn them in suitable places to host events. There should be a person who will manage the communication with the public administrators. The single areas of interest should have a manager to coordinate the performances: cinema, theatre, music and arts.

## Budget



This is a general indication of how the budget should be distributed among the different fields. The cost of rent is not taken into consideration because this project is oriented toward those areas who are public but



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in an abandoned state. The “staff” voice includes the specialized personnel, such as technicians, who can not work on voluntary basis. The voice “other expenses” could be related to eventual costs that were not included in the main categories, such as emergencies.

## Strategy of sustainability

In order to sustain the project, there has to be made sure that the existing funds for the area get used for the promotion of culture in the area. Thereby we will use a lot of our capacities to focus on municipal tenderings and announcements. Since one of the biggest Italian banks, Intesa San Paolo, is located in Turin, we want to try there as well. Like in every non-profit project, of course we are in need of donations, too. But as we are all part of different organizations with very active people engaged in different types of volunteer work, we expect to be able to activate some fundraising ourselves.

Another important funding could come from the European Union, since our project idea started with the background of an Erasmus + exchange and is applicable in many different cities that are having the same issues. Thereby we could enlarge our impact and work as an example for sustainable, inclusive and equal city development. Anyway, since our project is not coordinated by professionals, everything is yet to discover.

## Strategy of communication

The events will take place every month which means it would be challenging to coordinate them. One of the possible solutions is to have a meeting with all the people involved in the project three months before every event in order to choose the location, the theme, the number and type of performances, as well as the deadlines. Since there will be maximum one event per month, we are confident that our way of coordination will work out well.

Our marketing manager will deal with the promotion of the events by using social media through the pages of all the partners, by flyering activities and spreading the posters on the notice board of the offices of each partner organization.