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General town planning scheme, strategic plan, and urban project in Turin*Carlo Alberto Barbieri*

The structure of Turin's economy, architecture, and construction industry is changing. After being an unchanging city-factory for an extremely long period of time, it is now trying to become a contemporary city full of innovative enterprise, technology, research, training, exchange and commerce services, and sport. And not only this, it wants to be qualified, with multiple jobs as well as a transcalar system of mobility and access: an organised city enjoying architecture and public art. This attempt is becoming increasingly conscious that the city is passing through a profound town planning transformation process equipped with suitable instruments so that interventions do develop. I refer to both the PRG (General town planning scheme) of Gregotti-Cagnardi in force since 1995, and the Strategic plan (approved and put into action between 1998 and 2000); the 2nd metropolitan and transregional Strategic plan in preparation will be both more explicit and further reaching. In terms of being planning instruments and processes, the Prg and the Strategic plan have developed positive interrelationships. The progressive profound change is materialising and accelerating as a result of the extraordinary opportunity presented by the 2006 Winter Olympics being held in the city. The Turin urban transformation project has above all been tested by the redevelopment of disused industrial areas since the end of the 1990s, and more recently in the transformation of several large public structures, which up to present in terms of urban 'metaproject' or

'metaplan'. This profile has also made it an interesting instrument of conscience, research, exploration, and involvement in the consensus in which the 'form' has often been the chosen language to communicate and understand it.

As instruments, urban projects and complex programmes represent two innovations in the Italian experience, and do so in Turin: working for both projects and subjects, seeking to transform containers (objects in the physical city) and the contained (urban functions) within the existing city. However, if by the urban project one wishes to underline the content of form and architecture in and for the city, there is also the impression of an as yet insignificantly reduced deficit. This would be in the case of the initial very effective but episodic interventions (Lingotto, Venchi Unica, etc.), in which the architect has above all operated inside the property and given very little consideration to the urban context. This has affected the interventions to transform large tracts (for example the four environments of the 'Central spine' in the Prg), where property and construction interests have agitated for episodic operational projects, often changing or neglecting the Prg's planning-architectural aims. Lastly, this has affected international tenders, where the architect has often interpreted the area of the city affected as space for 'his own project' rather than as a structural and collective urban project within the context of a city.