PORTA PALAZZO DISTRICT
THE PLACES
THE PEOPLE
Edmondo De Amicis
“Porta Palazzo: the belly of Torino.”

Gianni Farinetti
It is an exotic and astounding “elsewhere”… it’s like the sea… smelling, … unfathomable… at times black..”

A Balon worker
“Porta Palazzo has all that Torino needs but it doesn’t want outside its house.”

Youssef, a Moroccan boy
“Porta Palazzo is a poor man’s internet. The physical network of virtual ties.”

Lamsouni, Moroccan poet
“Porta Palazzo is the thermometer with which one measures the city’s coexistence status.”
PORTA PALAZZO IN FIGURES

- 500,000 m² works area
- 51,300 m² Piazza della Repubblica
- 5,000 m² shopping area
- 1,000 pitchmen
- 4 covered markets
- 250 stores on the square
- 100,000 clients per week
- 5 tons of garbage/day
- 2,300 small concerns
- Balon and the flea market (500 pitchmen – 350 non professionals)
- 800 buildings of which 10% in very bad conditions
- 11,000 inhabitants
- 13% unemployment
- 28% foreign residents (7.7% in Torino)
- 4% criminality (2% in the whole province)
## The Context

### Weak Points
- Fragmented urban “fabric”
- Constant immigration
- Coexistence among different interests, cultures and life styles
- Slow sedimentation of cultural and social practices
- Conflicts and tensions among global scenarios and local effects
- The national stereotype of the “dangerous area”
- Urban redevelopment still underway in blighted areas

### Strong Points
- Rich architectural heritage
- A very strong trade vocation
- Porta Palazzo market: an area of ethnic and cultural stratification
- Balon - Italy’s most important flea market
- Multicultural identity
- A rich associative life
- Liveliness: a place of ongoing exchanges of merchandise, information and opportunities for new relationships
- An exceptional social security cushion
THE GATE PROJECT
FROM THE URBAN PILOT PROJECT TO THE LOCAL DEVELOPMENT AGENCY
HOW IT TRANSFORMED

UPP  
Urban Pilot Project  
1997 - 2001

5 intervention areas  
19 actions

Committee members  
5 Municipality of Turin, 1 Chamber of Commerce, 2 Bank Foundations, 3 profit associations.

Budget  
European Union  
Municipality  
Ministry

Local Development Agency  
2001 - 2010

5 areas  
130 actions  
3 services

Committee members  
7 Municipality of Turin, 1 Chamber of Commerce, 2 Bank Foundations, 3 no profit associations

Budget  
Urban Regeneration Sector  
of Municipality  
Fundraising
THE CHANGE

UPP

- MARKET TREND
- SECURITY NETWORK
- SUSTAINABILITY
- A PLACE TO LIVE
- CITY NETWORK

LOCAL DEVELOPMENT AGENCY

- ECONOMICAL AREA
- SOCIAL AREA
- SUSTAINABILITY AREA
- BUILT UP AREA
- CULTURAL AREA

TERRITORIAL HELP DESK

- SOCIAL ACCOMPANIMENT
- TERRITORIAL CONSULTANCY
- COMMUNICATION SERVICES
WHAT IT DOES......

- Promotes innovation
- Strengthens and creates complex public policies on the territory
- Outlines the needs and strategic intervention areas
- Attracts new economical and know-how resources
- Contributes to manage micro-conflicts and mend a fragmented social tissue
- Contributes to effectively put the existing services and resources in a network
- Accompanies the local community in “managing the transformation” predisposing consultancy and technical assistance mechanisms
- Enhances the value of identity and its social and cultural heritage

....IT LOOKS AFTER THE TERRITORY
HOW IT DOES IT......

- By collaborating with institutions, bodies and foundations to outline strategies, opportunities and intervention directions
- By involving the citizens and both public and private players
- By stimulating the constitution of citizen networks, economical operators and cultural associations
- With a transversal and interdisciplinary approach (non sector policies)
- With a deep-rooted presence on the territory (input-output)
- By setting shared rules: representation, discussion modalities, and issues to tackle
- By bringing out the necessities and real vocations starting from the identity, the heritage and material and immaterial resources
- By Listening and helping to establish a “trust and loyalty” pact
- By accompanying constitution and consolidation processes of entrepreneurial businesses and associations
HOW IT IS FINANCED

BUDGET THE GATE / 2009
312,000

HUMAN RESOURCES
64,000

FUND RAISING
370,000

OTHER COSTS
18,000

158,000

72,000

GATE RESOURCES
82,000
12%

FUND RAISING
600,000
88%

= GROSS RESOURCES ON THE TERRITORY
682,000