L’eredità di un grande evento sportivo per il territorio. Olimpiadi e Paralimpiadi di Torino 006

Progetto Sentedalps, Torino 30-31 marzo 2006

Scenarios on Torino 2006’
legacies

Piervincenzo Bondonio, Egidio Dansero (Unito & Omero),
Alfredo Mela (Polito & Omero)
OMERO: who we are

Senior researchers

• Luigi BOBBIO (politologo)
• Piervincenzo BONDONIO (economista)
• Egidio DANSERO (geografo)
• Chito GUALA (sociologo)
• Alfredo MELA (sociologo)
• Sergio SCAMUZZI (sociologo)
• ... remembering Anna SEGRE (geografa)

Junior researchers

Domenico Arresta, Sandro Baraggioli, Nadia Campaniello, Sonia Catalano, Silvia Crivello, Luisa Debernardis, Domenico De Leonardis, Paola Perotto
OMERO: our research fields

The Road to a Cultural, Sports and Leisure District in the Olympic Valleys and Turin as City of the Alps (Bondonio)
> the possible links between the City and the Alp Valleys
> the local development strategies and long term economic effects

Olympic Communications and Piedmontese Identity (Scamuzzi)
> the image of Torino & the citymarketing strategy “after” the Games
> how to overcome the “One Company town” stereotype

Territorial and Environmental Transformation - the Olympic Legacy of Torino 2006 (Dansero, Mela, Segre)
> special concerns about the Legacy considering the environment
> scenarios for the territory not involved directly by the Games
OMERO: our research fields

Surveys: Public Opinion, Expectations and Assessment of the City of Turin and the Alp Valleys (Guala, Scamuzzi)

- Torino: 5 longitudinal Surveys from Nov 2002 till March 2006
  4 surveys before the Games, 1 after the OWG
  900 interviews per year, total 4,500
- Alp Valleys: 4 long. Surveys, 3 before the Games, 1 post event
  400 interviews per year, total 1,600
- main issues: monitoring the attitudes for nearly 5 years, and comparative analysis between the two main areas

The Institutional Legacy & the Governance Networks (Bobbio)
- decision process about OWG (exceptional challenges and problems)
- coping with the environmental impact and the local communities
Before the Olympic Games: the legacy of past events in Turin

- The Lingotto area
- The “Spina centrale”
- The Valentino area
- The medieval village
- B.I.T
- The palasport Ruffini (Italia’ 61)
- The Stadio Comunale (Littoriali ’33; Football Championship ‘34)
- Torino esposizioni
- Palazzo a Vela
- Stadio delle Alpi (Football Championship ‘90)
- The river as axis of transformation
The Olympic space of Torino 2006 (source: http://www.atriumtorino.it)
The Alpine Space of Torino 2006
(source: http://www.torino2006.org)

The Susa Valley

The Chisone Valley
The urban space of Torino 2006
(source: http://www.torino2006.org)

The University campus

The military hospital

The old stadium

The “Olympic district” of Lingotto

2 km

The Lingotto area

Olympic villages
Media villages
MPC-IBC
Official cerimonies

The “Spina centrale”

Ice
Competition
Venues
Ice palace ISOZAKI and the renewed stadium
Ice palace exPalavela (Gae Aulenti)
The Olympic village and the Lingotto
The Olympic village, the Lingotto and the Oval
Spina 3 and the Media village
Ski jumping in Pragelato
Bob sleigh in Cesana
The Olympic legacy

- A double face concept: for the Olympic movement and for the Olympic territories
- Fascinating but ambiguous. Overlapping meanings with impacts, effects ...; which temporal and spatial scales are to be considered?
- Muldimensional: Tangible and intangible legacy
- O.L. is a project, still open for Torino 2006
- How can O.L be transformed into territorial capital?
# Turin-Valleys

<table>
<thead>
<tr>
<th>Types of Legacy</th>
<th>Sure effects</th>
<th>Expected Effects</th>
<th>Risks</th>
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<tbody>
<tr>
<td><strong>Material legacies</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Olympic facilities (sport structures, villages, ancillary works, accompanying works)</td>
<td>- Re-use of residence; - University campus; - New exhibition/multifunctional places;</td>
<td>- New capacity of private investments; - Capacity of attracting other events;</td>
<td>- Uncertainty about future destinations of facilities;</td>
</tr>
<tr>
<td>Infrastructural facilities</td>
<td>- Improved accessibility;</td>
<td>- New territorial structure;</td>
<td>- Urban sprawl; - Congestion;</td>
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## Turin-Valleys

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<td><strong>Immaterial legacies</strong></td>
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<tr>
<td>Mentality</td>
<td>- Broad mindedness;</td>
<td>- Cosmopolitan frame of mind;</td>
<td>- Cultural conflicts;</td>
</tr>
<tr>
<td>Image</td>
<td>- Improved visibility;</td>
<td>- New place in international imaginary;</td>
<td>- Fading of Olympic image;</td>
</tr>
<tr>
<td>Governance</td>
<td>- Cooperation between public agencies;</td>
<td>- Strategic planning;</td>
<td>- Conflicts; - Narrow coalitions;</td>
</tr>
<tr>
<td>Know how</td>
<td>- Improved management skills;</td>
<td>- Excellence in organizing events;</td>
<td>- Loss of skills;</td>
</tr>
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</table>
Torino 2006: a complex spatial structure at the regional scale

The Susa Valley

The Chisone Valley
• Transforming an “abstract space”, passing through a “dream space” (the Dossier one) into an Olympic territory, but …

• Torino 2006 is both:
  - A temporary spatial system
  - A glocal space
  - A turning point in the space-time

• Olympic legacy, “patrimoine”, “territorial capital”
The territorialization process (2)

Three main levels of territorialization:

- **Nomination**: e.g. the “Medals plaza”, the “Olympic district”, the “Olympic valleys” ...
- **Reification**: e.g. Olympic facilities, venues, infrastructures
- **Organization**: the structure of this territory, in order to manage it
  
  - Torino 2006 comes out from an original and still nascent forms of territorial sinergy between Torino and its metropolitan area on the one hand, and the Alpine valleys on the other, which are now being addressed by the “Torino, City of the Alps” project ” and other metaphors
The territorialization process (3)

Three overlapping cycles (each one with the 3 above mentioned levels):

• **Olympic territorialization** (since 1998 to 9-2-2006)
• **De-territorialization** (since 27-2-2006 to ...)
• **Ri-territorialization** (with different possible degrees of success: oblivion; transformation with recycling; reuse; use in continuity with Olympic use): transforming Olympic legacy into territorial capital.
It is necessary to project not only the Olympic legacy,…

… but its transformation into territorial capital, used and shared by the different social components of the Olympic territory

Specifically: could the Olympic territorial synergies become an Olympic legacy?

We are faced with different scenarios:
## 1. The « inertial » scenario

| Vision                      | No global vision for the Olympic territory  
|                            | Re-use of existing facilities |
| Governance                  | Only at a local level |
| Territorial structure       | • Competition among mountain districts  
|                            | • Competition among Turin districts  
|                            | as single spatial actors |
| Policies/plans              | Only « ordinary » policies at a local level |
## 2. Network of top-level localities

<table>
<thead>
<tr>
<th>Vision</th>
<th>Strengthening the network of existing and new high-level activities (Torino’s museums, historical monuments, Alpine tourism etc.) for an international demand</th>
</tr>
</thead>
<tbody>
<tr>
<td>Governance</td>
<td>Focused governance: only main stakeholders</td>
</tr>
</tbody>
</table>
| Territorial structure               | • Susa Valley and Pragelato  
• Torino: historical sites, museums, exhibition facilities, sports facilities as a specialized network of places                                                                                             |
| Policies/ plans                     | Creation of an agency for the management of top-level facilities                                                                                                                                       |
Scenario 2: Strengthening the links between top-level localities

The Susa Valley: top-level sports district

The Chisone Valley

Turin as a top-level district (museums, cinema, hallmark events)
### 3. « Creative maturity »

<table>
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<tr>
<th>Vision</th>
<th>Olympic territory as a global district for sports, culture, leisure for the local demand of a « mature », high income region</th>
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<tr>
<td>Governance</td>
<td>Extended governance both at a local and non-local level (multiple stakeholders)</td>
</tr>
</tbody>
</table>
| Territorial structure   | • Torino  
                          • Middle-earths  
                          • Susa, Chisone and Germanasca Valleys as a global spatial system                                                      |
| Policies/plans          | Strategic plan of the Olympic territory. Local and non-local policies                                                      |
Socio-economic theory and practice show there is another promising perspective:

the creation of one or more cultural district(s) in the Olympic territory, as a legacy of the Olympic territorialization, which can make stable some of the Olympic territorialization
Cultural district: what is it?

CD can be many different things, but it always is a model of local socio-economic development, somehow based on the production of culture-based goods (and services), which are “unique” of the place (i.e. idiosyncratic), for historical or legal reasons (property rights).

Many (at least 4) kinds of CDs are analysed in literature and observed in practice:  industrial, museum, institutional, and metropolitan CD. Two of them (museum & institutional) were used in our research. Let’s look at some among their features.
Tourism models and O. legacy

Sinergia Torino-Valli

Modello neve-centrico sinergico

Modello Torino-Alpi

Valli: modello “invernale”

Modello neve-centrico

Modello Torino-centrico

Autonomia reciproca

Valli: modello “leggero”

Turismo montano “dolce”
Research Olympic legacy: perspectives of cooperation

OMERO

SITI: Monitoraggio territoriale di TORINO 2006

IRES (Istituto di ricerche economiche e sociali del Piemonte) (Varie indagini su implicazioni economiche e territoriali)

EAU VIVE-COMITATO GIORGIO ROTA: Rapporto annuale sulle trasformazioni della “grande Torino”

... altri enti di ricerca ...

Protocollo d’intesa per la creazione di Centro Studi a servizio dei Grandi Eventi
• coordinamento ricerche (valutazioni su Torino 2006 e prospettive per altri grandi eventi)
• centro di documentazione (che raccolga e gestisca il patrimonio di documentazione prodotto in questi anni dagli attori olimpici)