

# TURIN AND THE POLITICS OF VISIBILITY INTERNATIONALISATION, BRANDING AND CITY REPOSITIONING

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FIAT MIRAFIORI



SALUTI DA



FIAT 850

TORINO



# TURIN: KEYWORDS

Industrialization/deindustrialization

Urban regeneration

Creative city

Mega-events

Economic crisis

Smart city

...



**Politics of visibility:** selective storytelling has moved (and still is moving) the boundary between the visible and the invisible in order to promote the city

# THE IDENTITY OF THE CITY: TURIN AND INDUSTRIALISM

- Industrial culture is palpable in stereotypes about the inhabitants, historical events, economic specializations, urban landscapes
- Share of employment industrial sector (Province)
  - 1996: 36,4%
  - 2006: 34,9%
  - 2015: 30,1%



# CAPITOL

CINEMA  
CAPITOL



## TORINO VIOLENTA

GEORGE  
HILTON  
EMANUEL  
CANNARSINI  
E  
CARLO AUSTRI







# THE EVOLUTION OF THE 'SELECTIVE STORYTELLING



1970s/1980s      Fordist crisis

1980s/early 1990s      internal debates: what to do in case of a FIAT crisis?

Late 1990s      let's join the new economy!

1999-2006      the hype of the Games: Turin is changing!

2006-2010      chasing big (and not so big) events

2010-2016      crisis

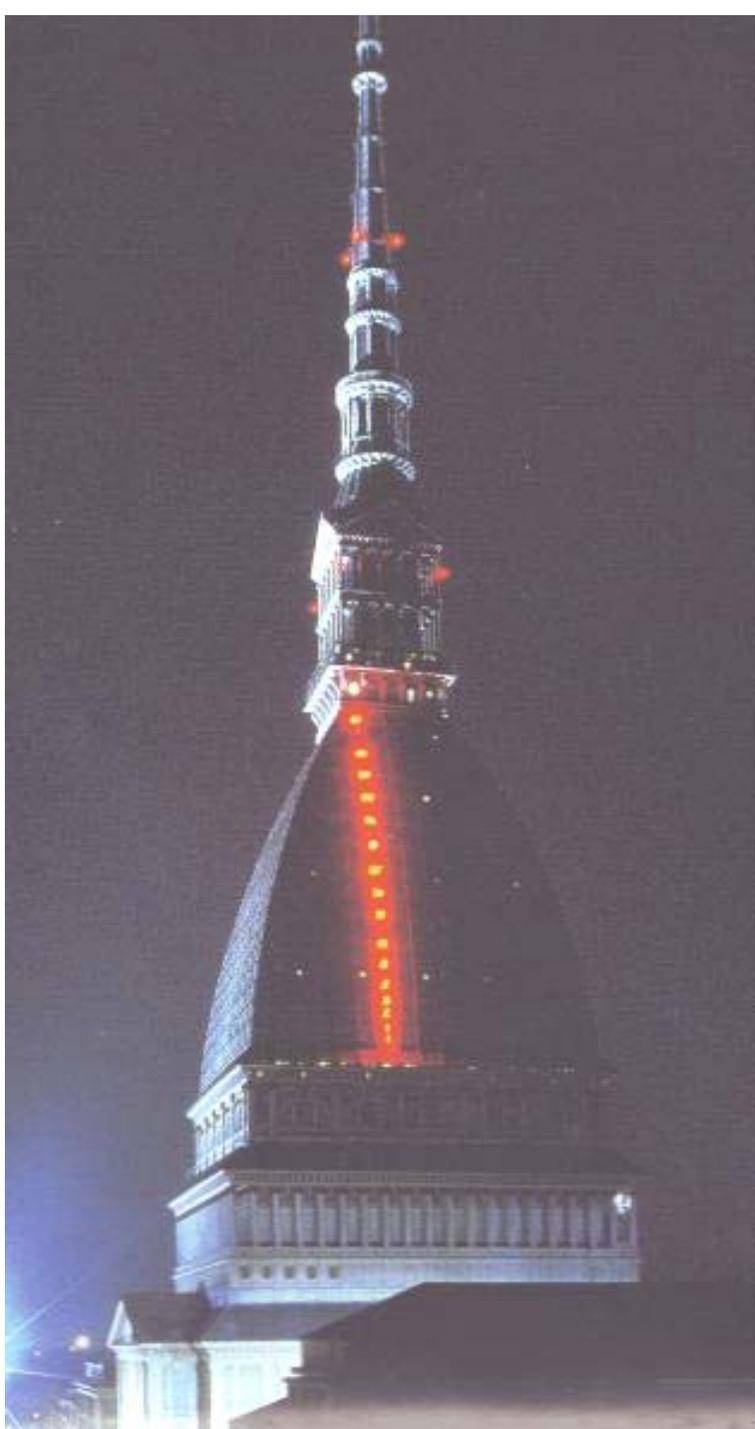


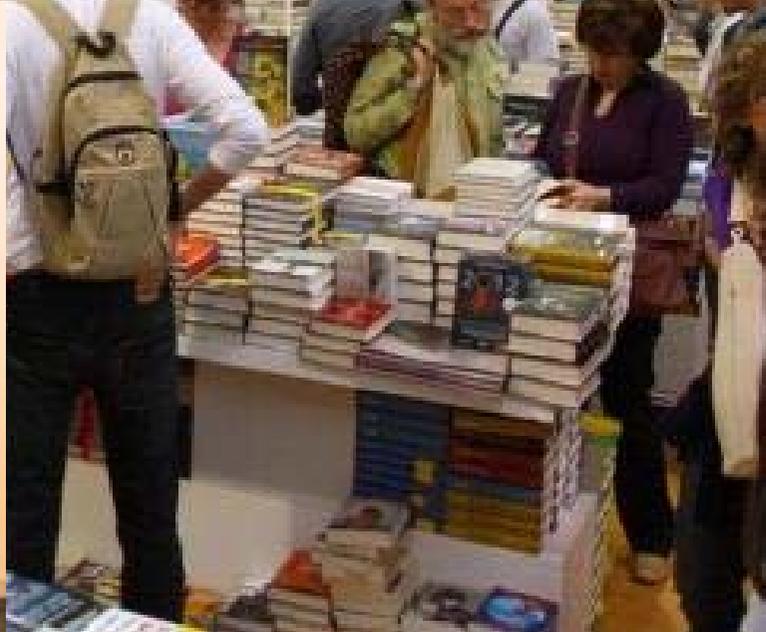
Motorola mette le ali a Torino

# VISUAL MATERIALS: BRANDING THE CITY, 2006- 2010











# A SNAPSHOT OF THE CRISIS IN 2016

**Unemployment:** 11,9% (in 2006 it was 4,1%)

**Business failures:** 519 (in 2007 they were 256)  
'a Spoon River of enterprises'

**Public debt per-capita:** about 3,520 euros per head  
(total debt 3 billion euros)

## AN UNEXPECTED CRISIS

Survey, 2004: *people agreed with the project of hosting the Games with a percentage of 79%, while negative opinions made up just 2%. More than 90% said that they feel proud that Turin won the bidding competition for hosting the Games*

Survey, 2006: *53% were confident that the positive effects of the Games will be long lasting for years*



# WHICH ECONOMIC VOCATIONS?

October 2014: FIAT Chrysler Automobiles (**FCA**) → headquarters in London and Amsterdam

Severe **cuts in the cultural sector** (2012 protest) involving about 37.000 workers



# WHICH ECONOMIC VOCATIONS?

Cultures and practices 'on the margins' have been 'reinvented' in order to diversify the economic basis and/or as rhetorical devices.

Examples:

- **Cinema**
- 'Informal' urban practices, such as **urban gardening**
- **Food** (enogastronomy)



# REPRESENTING WHAT?

## Turin as a **cultural city**

industry / culture / consumption → **high-quality enogastronomy**

*in the framework of the on-going crisis of the local economy and, partly, of the local cultural industry, food has been reframed as both a cultural experience and a local industrial activity*

**THE CAPITAL OF TASTE**

[www.turismotorino.org/enogastronomia/en](http://www.turismotorino.org/enogastronomia/en)

A trip to Turin also means a journey into taste, to savour with intimate pleasure in a medley of sensations.

Here the **appetizers** come in an infinite variety based on meat, fish, vegetables, eggs, salami and cheeses; all obviously to be served with "**grissini**", invented in the 17th century for Prince Victor Amadeus II of Savoy.

Any first course has to include "**agnolotti**", meat filled pasta which is dressed with either gravy from the roast, or butter and sage, ragout sauce or meat sauce.

The main courses are always very "important": from **mixed fried fondele** - an incredible selection of meat and vegetable ingredients - to "**saugna cauda**" in which in dry cabbage, "gialla" cut floes, terradisa are included, peppers and many other rare vegetables, to **mixed boiled meats** accompanied by tasty sauces such as *branzino verde* and the typical *condi*.

Not to be missed is the wide range of high quality handmade **cheeses** coming from our Alpine valleys.

And of course, all of this washed down with the greatest and white **wines** of the province... But that's another chapter...

Savour all this and much more at the "**Ristorant dei Sapori Torinesi**"; find them at [www.turismotorino.org/en/sapori\\_torinesi](http://www.turismotorino.org/en/sapori_torinesi).

And then, not to be missed is **Sabaletto**, located in the historic center. Consider a real treat to the tongue: a valuable sample of quality and local food, one with the ancient use in New York, Tokyo and Istanbul. [www.torino-city.it](http://www.torino-city.it)

However, a true Torino dinner must be preceded by the fun ritual that takes place late every afternoon in the cafes, wine bars and clubs along the river... the **aperitif**! A cocktail or a glass of vermouth to go with sandwiches, cold cuts and local cheeses, pasta and risotto, marinated specialities, and the evening is ready to start!

If then, in the middle of the day, strolling through the elegant colonnades of the center, your eye is caught by the inviting windows of the patisseries and the historic cafes, give in to the temptation of "**glacéons**" and chocolates, cakes, small "**biscotti**" and, essential in Torino, the hot drinks like "**bicerin**", "**zabaglione**" and **hot chocolate** in a cup...

... and as regards chocolate, accredited sources say that the first commercial source brought to Piemonte in 1764 by Emmanuel Philibert of Savoy... was it just by chance?

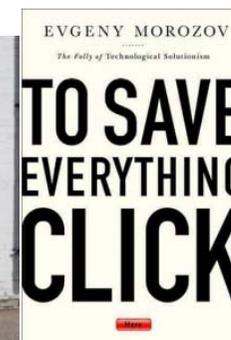
Also remember the cream **crostini** from Torino: by 1817 these were reserved for the Prince, the cream cakes in dark chocolate and put in a stick, and today there's still no one to invent them back the world as a trademark for high quality.

**TORINO 2019**  
CAPITALE EUROPEA DELLA CULTURA  
SOSTENITORE CANDIDATURA

# JANUS BRANDING: OPEN PROBLEMS

External image → luxury, food, consumption [framed as culture]  
[no mention of the crisis]

Internal discourse → hope for the future, new technologies [smart city]  
[no mention, but implicit references to the crisis]  
“a smart city is able to spend less and better without lowering the quantity and  
ces provided to citizens and businesses”





# THANKS!

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