Architecture & Taste Expo Tour

Turin and the Cuneo Province

Architecture and Taste Itineraries
‘Architecture & Taste Expo Tour’ is a project promoted by AIM. The chamber of Architects of Milan, Turin and Cuneo offers, during Expo Milan 2015, guided tours that lead to the discovery of places where architecture meets taste around Milan, Turin and Cuneo province, between history and innovation. The nutrition Expo theme represents an occasion to show the peculiarity of a territory that has been able to combine his strong agricultural vocation thanks also to lucky geographical conditions; an area rich of water, mountains, hills and valleys. Since the 19th century, the entrepreneurial attitude of its inhabitants made it the most important manufacturing Italian area.

The tours vary between the subjects and areas of interest. Guiding visitors at the discovery of historic centers, including the theme of historical structures and spaces reuse in the city, showing the metropolitan area of Turin and Milan. In addition, corporate museums and recovered disused areas help the visiting of agricultural production places like the Langhe vineyards and the Cascine of the Po Valley.

The six itineraries show the peculiarity of every area but also the strong links among different involved realities; some examples are the birth of espresso coffee machine (designed in Turin and produced in Milan) or Cuneo’s area vineyards that deliver high quality wines and raw material for the production of “Martini” and “Campari” factories. Added to the excellence of food production, the itineraries also propose a visit to innovative buildings strongly linked to their cultural context. Examples could be the new Egyptian Museum in Turin, the Prada Foundation in Milan and local architects jobs able to combine Italian tradition and innovation.
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Introduction

With great pleasure we support the project ‘Architecture & Taste Expo Tour’: an innovative project complementary to other initiatives of architecture discovery, already launched by the Chamber of Architects of Milan (the “Architectural Walks”, discovering modern architectures of Milan, “A changing Milan”, that maps all urban transformations, “The city changes, and us?” That shows contemporary architecture to schools). This project links architecture, wine and food excellences of the territory that extends from Milan to Turin and Cuneo’s province, around Expo area, in order to offer to Italian and foreigners visitors different itineraries on architecture and food themes. Public buildings, museum corporations, restaurants, farmsteads, cafès, historical and future markets: it’s the exploration of food product chain that develops along sale, consumption, architecture and design itineraries. This is the heart of a sustainable way of life.

The itineraries, born from an idea of the “international network” focus group, grew up with the partnership of the Chambers of Milan and Cuneo’s Architects and with AIM (Association of Metropolitan Interests) support. AIM promotes, on Expo 2015, a variation of itineraries focused on architecture and food theme. The project, addressed to architects and people interested on the topic, is an opportunity to discover different entities in Lombardy and Piedmont areas where, through history and innovation, architecture meets taste into cultural, production, commerce and restoration places.

In Turin, places of food and wine join the most recent architectures that represent new ways of living and contemporary insertions in the historical centre. The aim is to involve international visitors that visit Expo 2015, in the projects that transformed Turin in an architectural research lab.

Valeria Bottelli
President of Chamber of Architects of Milan

Marco Aimetti
President of Chamber of Architects of Turin
Architecture and food: what an unusual and interesting duo!
The architecture durability and the spontaneity of taste create original reflections. The requirements of a good architecture are the same of good food; both cannot exclude the goodness of raw materials and a strong cultural background. What kind of architectures? What kind of food? Expo talks about nutrition, food, people and nations, similarity and differences; architecture brings these contents, too. An ethics of nutrition will soon be perceived and land-planning approaches will completely change, in a sustainable perspective. This initiative, emphasizing on “minor architectures”, drives in this direction fitting completely with the essence that leads the activities of the Chamber of Architects of Cuneo’s Province.

With Architecture & Taste Expo Tour AIM continues its activity with guided itineraries discovering new architectures and urban innovations started 13 years ago with the project ‘Knowing Milan’ that involved more than 25 tours and almost 25,000 people. In 2015, the Expo year, itineraries go beyond the metropolitan area and try to reach a bigger territory, covering the area of Piedmont, which represents (with Milan) a unique manufacturing landscape linked to nutrition theme. The 6 itineraries offered allow architects and people, which are visiting the big Expo event, to increase the knowledge of the taste theme, getting in touch with productive excellences, countryside, but also cities centers that during Expo 2015 will host a lot of tourists. Architecture & Taste Expo Tour is also the occasion to show, the architectural quality of Turin, Milan and Cuneo innovation of experts belonging to the involved Chambers.

Claudio Bonicco
President of Chamber of Architects of Cuneo

Carlo Berizzi
President of AIM
Itinerary 1

- Porta Palazzo Market
- Hollywood House
- Egyptian Museum
- Senate House
- Isolato S. Chiara
- Luoghi Comuni
Itinerary in the historic centre of Turin

The route starts from one of the oldest districts of Turin that has its epicentre in Repubblica Square. In this area, it is located the Porta Palazzo Market, projected by studio Fuksas, is one of largest markets in Europe and Palatino Centre. It has taken the place of the historical clothing market and offers different business activities also related to restoration. In the nearby it takes place the Luoghi Comuni, an innovative social housing project focused on food as a connection element between various communities living in the area. All around this area visitors will find interesting architectural transformations; among these the old popular theatre, Hollywood House that, destroyed during the war changed its vocation becoming a cinema, currently closed since 2008. Architect Luciano Pia has entirely renovated the complex, which distinguishes by its almost spherical shape, redeveloping it to residential and commercial use. A short distance away, it is located the Isolato of Santo Stefano, within the Roman four-sided district. Since the conclusion of the second World War it was strongly compromised and degraded and only a small part of it wasn’t destroyed. From parking area, thanks to Isolarchitetti project, it was transformed into a multifunctional centre hosting a hotel, a boarding school university and an underground parking.

In the same view of recovery of existing assets without altering architectural traces, should be read interventions to Senate House, Isolato of Santa Chiara and Palace Bricherasio.

Turin also hosts a museum of excellence in its historical heart, the Egyptian Museum.

The Egyptian Museum is second of importance only to that of Cairo, recently restored in its museum phats thanks to Isolarchitetti project in collaboration with production designer Dante Ferretti. Turin city centre also hosts many cafès and historical places associated to food. Visitors will find Chocolate Gobino, Caffe Mulassano, Del Cambio restaurant and Circolo dei Lettor. The latter combines the pleasant ritual of feasting, with a series of cultural activities for a varied public.
Porta Palazzo Market

The Market of Porta Palazzo district, born in 1835 in Repubblica Square, has brought back together markets that were settled in Palazzo di Città square and Corpus Domini Square and today it is the largest market in Europe. The square is dominated by canopies for sale of products and it has become a meeting and exchange place between various communities that inhabit the area and the entire city. Here we find market for fish and food, the Palatino Centre and the impressive metal structure called Tettoia dell’Orologio.

Palatino Centre

Designed by Studio Fuksas, it is a five levels building, three of which used for commercial activities and the last one dedicated to restaurants. The shopping area is organized along the perimeter of the building and creates a “space-square” in the central part, in correspondence of two underground iceboxes of ‘700, brought to light. The metallic cover allows infiltration of natural light through vertical and horizontal glass plates.
**Luoghi Comuni**

Luoghi Comuni is a social housing project sponsored by Compagnia Di San Paolo Housing Program in collaboration with Ufficio Pio. The project includes two structures: Luoghi Comuni Porta Palazzo and Luoghi Comuni San Salvario, both developed around a central core represented by the Temporary Residence, with its restoration activities. Food becomes an exchanging element of union between the different communities that inhabit the area.

**Hollywood House**

Projected by Luciano Pia, Hollywood House was a small popular theatre built in the XIX century, currently a residential building. The southern glazed frontage is protected from the sun direct irradiation and from the greenhouse effect by a windy double “skin”. There is a hollow space for ventilation between the two glazed surfaces that takes air from the garden facing north where the air is cleaner and cooler. The southern frontage has a double curve to improve the efficiency of the solar exposure and to soften the volume.
Isolato Santo Stefano

The Santo Stefano district, destroyed during the second world war and then used as parking, has been restored by Isolarchitetti, Fusari, Durbiano and Reinerio architectural project. The project is integrated with the existing urban and architectonical signs of the preexisting context. In the complex there are different spaces: a hotel, a university college and a four-level multi-storey underground car park.

The Senate House

Senate House is located within the Roman walls of the city and it is one of the oldest buildings in Turin. As a consequence of the Second World War it was damaged, but the historic facade of the ‘400 was preserved. The De Ferrari studio project provides for the inclusion of a tower that connects the historic façade of the post-war building. The complex is partly residential and partly commercial. On the top floor two terraces offer panoramic views of the historic centre.
Isolato Santa Chiara

The roman four-side district is one of the oldest area in Turin. At the end of 80s architects Gabetti & Isola transformed an old warehouse into a residential complex. The project proposes a yellow façade that recalls the historical context and maintains the old warehouse structure whose roof was used to create raised internal roads. Typical architectural elements of Gabetti & Isola, as loggie and inclined volumes can be found indoor.

Carignano Theatre

Carignano theatre, recently renovated, is an historic theatre for staging of plays built by Carignano Princes of and located in the historic centre of Turin. The project involved different elements: the entrance hall, the stairwells, the roofing and the façades, where a Serliana was excavated and the external flooring was restored. It is also interesting the recovery of an ancient underground beer cellar that has been turned into a theatre’s foyer.
Egyptian Museum

Born in 1824, it is the most important museum dedicated to Egyptian art in the world after the one in Cairo. Isolarchitetti with the Dante Ferretti’s set designs, signed the renovation project and the re-functionalization of the museum that now has doubled its spaces (10 thousand square meters now available for 4,500 exhibition object) also thanks to old Savoy Gallery annexation. The new route is characterised by large glass and aluminium cases (instead of the classical nineteenth century containers) enlightened from above. A series of panels and video contributions tell the stories of great nineteenth-century discoveries. The underground floor houses ticket offices, cloakroom, bookshop, laboratories and services. Through a vertical link, visitors arrive to the second floor where there is a large room on three levels and sixty meters long, from which the path starts. Among the recoveries there is the nineteenth-century decoration of the ceiling of Gallery of Sarcophaguses, the outfitting of transept designed by director Ernesto Schiaparelli and white marble staircase of Mazzucchetti.
Bricherasio Palace

Noble residence built in 1636 and seat of the Palazzo Bricherasio Foundation until 2010 (renovated by Dal Bianco, Campanino, Cinquetti architects), it was purchased by Patrimoni Sella & C. S.p.A. Bank that promoted the restoration and the adaptation in new seat of the bank. The new project of architect Michele De Lucchi respects the architectural history of the building, adapting it to new functions through use of light and innovative materials.

Places of food between fashion culture and innovation

Mulassano Cafè
Historical place for Turin’s inhabitants, attended by intellectuals and artists, it is recognisable by its Art Nouveau style. It was designed in “modules” in order to be dismantled and reassembled elsewhere. It is also famous because “tramezzini” were invented here.

Del Cambio Restaurant
Founded in 1757 and frequented over the years by artists as Casanova, Mozart, Goldoni, Balzac, La Duse and Callas, has been recently renovated. The new spaces, enriched by the contribution of the artist Michelangelo Pistoletto, alongside those historical, perfectly preserved, create a strong contrast between the two sides.

Circolo dei Lettori
Located in the seventeenth century Graneri della Roccia Palace, offers an extensive program full of activities and events that joins the culinary tradition excellence. Here visitors will spend a day full of good food and culture.

Gobino Chocolaterie
Temple of chocolate is considered an authority in production and distribution of typical Turin’s Giandujotto. Tasting paths audio with photo and video installations are also organised inside. In addition to the historical location of Via Cagliari, located above the original family workshop, there is another shop in Via Lagrange always in Turin.
Itinerary through reuse and transformation places in the metropolitan area of Turin

The tour aims to explore and discover different realities related to production of excellence. The symbol of industrial Turin transformed into places that express a different vocation through innovation and strong architectural vivacity. Ex Tobler represents a significant example linked to reuse: the historical ‘900 building, seat of Chocolat Tobler, was converted in a residential complex built around a courtyard. Its exterior façades maintain their original structure. Turin has been for years the symbol of Italian car industry. Lingotto, one of the largest Fiat factories, operative until 1982, met a long and complex redevelopment project. Renzo Piano Building Workshop Studio was one of the main actors that contributed to the entire area redevelopment in a multifunctional centre, keeping almost intact the outside original structure. Inside the complex it is located the Pinacoteca Agnelli and Eataly. The first one, designed by Renzo Piano studio, is architecturally recognisable from its pentagonal treasure chest which stands on the cover.

In the ex Carpano, now Eataly, food can be bought and consumed in an atmosphere where traces of industrial pre-existence are clearly visible in the structure of the coverage and in the large tanks on ground floor. Another place radically transformed in its functions, is Piazza dei Mestieri. Founded as a tannery in the early ‘900, in 2003 it become a training centre for young adults. Credit for the redevelopment project is to have respected architectural signs of the past especially from structural and decorative elements points of view. The route also passes through Intesa Sanpaolo Tower that arises in the city skyline with its 168 meters, as modern counterpart of the Mole Antonelliana. The tour ends at Martini Visitor Centre, located in Pessione, that since 2008 is the official cultural centre of Bacardi Group. Several thematic areas are hosted inside such as Museum of History of Enology, Martini World Gallery, Historical Martini & Rossi Archives and the Martini Terrace.
Ex Tobler

The historic twentieth century building projected by architect Fenoglio, Chocolat Tobler seat, after years of abandon, has been redeveloped into a new residential function by Cucchiarati Studio. The project reinterprets the courtyard in a common garden while apartments occupy all the possible volume through a game of joints. Thanks to it, hanging gardens have been obtained. There are 75 lofts with terraces, private gardens and green roofs, characterized by low operating costs.

25 Green

Projected by architect Luciano Pia, it’s a green building that represents a green lung inside the city. There are 63 residential different units fitted with wide terraces of irregular shapes that surround the trees. One of the project’s aims is to increase the energetic efficiency; for this reason several integrated solutions have been adopted: continuous insulation, heating and cooling systems which make use of geothermal energy with heat pumps and recycling of falling rain to water the green.
**Turin Expostitions**

Turin Expositions is a fair complex born as Fashion Palace. The building was designed in 1938 by architect Ettore Sottsass. After Second World War, the central pavilion was renovated and extending and was created a self-supporting roof of prefabricated vaults designed by Pier Luigi Nervi. Engineer Pier Luigi Nervi has also projected a new large pavilion characterized by an impressive ribbed vault supported by four arches.

**Merz Foundation**

Merz Foundation was born in 2005 as a centre for contemporary art, exhibitions and cultural events. The building, an ex power station, is an example of industrial architecture reconverted in a new centre of cultural diffusion. The building, which has a surface of 3,200 square meters, maintains the simplicity of the original structure. In the underground floor visitors can admire tanks that reflect the historical vocation of the structure.
Lingotto

The Lingotto was one of the main Fiat factories. Inspired by North American industrial architecture, the project started in 1915 by engineer Trucco, recalling the Hennebique method for the construction of reinforced concrete structures. In 1982 the factory was closed and Renzo Piano Building Workshop was in charge for the conversion of the entire complex into a multifunctional centre that has maintained outside the industrial original structure.

Pinacoteca Agnelli

Designed by architect Renzo Piano and opened in 2002, it is located in a suspended structure on Lingotto’s roof. The exhibition route develops on six levels, five of which overlook a courtyard. The sixth level hosts the permanent exhibition and stands out above the test track where there is the “treasure chest”, a pentagonal volume with blank walls in metal sheet. Piano honours the aero-naval world through the elevation of the structure as of an aircraft carrier bridge deck.
Ex Carpano - Eataly

In the Ex Carpano headquarter, famous for the vermouth production and open since 1908 until the late ‘80s, it is located Eataly, a new gastronomic centre. The restoration project, curated by Negozio Blu and Bartoli studios, preserves the historical identity of the building.

The low-tech intervention underlines the pre-existing historical structure that is adapted to new functional needs. The main entrance is located on the façade in front of the Lingotto complex, where a red bricked wall is enlightened by three large windows: one, on the ground floor, marks the entry into the Eataly’s world and the second highlights the cultural spaces located on the first floor: the museum and the congress hall. Over the threshold visitors enter into a space, which was dedicated to the mixing of vermouth and where are still tanks. Finally, after the monumental hall, the itinerary leads to the central axis, where the real architectural intervention is the roofing of streets and courtyards. This creates an urban microcosm, through a totally glazed structure supported by industrial type beams.
Automobile Museum

Born in 1960, it houses more than 200 cars dating back to mid 800, until today’s vehicles. In 2005 Cino Zucchi, Recchi Engineering and Proger1, won the competition for the renovation of the building. The intervention includes the development of a new exhibition wing and the reorganization of driveways and walkways. The volume, with its sinuous façade, is set on a basement that houses complementary functions as meeting spaces, the bookshop and the café.

Intesa Sanpaolo Tower

Designed by Renzo Piano, is the highest building in Turin after the Mole Antonelliana. The tower, 168 meters high, has a transparent crystal and steel structure. It occupies an area of 7,000 sqm on 44 floors of which 38 are above ground. The top of the tower, reachable with a lift, welcomes a bioclimatic greenhouse, with tall trees that occupies three floors of the building. In this space a restaurant, a function room and a café are also located.
Porta Susa Station

Included in the Spina 2 urban transformation context it is one of the major railway stations of the city and a new public space. The project winner of the competition, of architects D’Ascia, Magnaghi and parent company in Paris Arep, is a 385 meters long and 30 meters wide glass gallery that covers over 15,000 sqm. Covered by solar panels and natural ventilation, the gallery, supported by 106 different arches, harks back to nineteenth-century passages containing inside shops, restaurants and services.

Dora Park

The park is located in the Spina 3 where until the ‘90s Fiat and Michelin factories were raised. In 2004 with the closure of industries, architect Peter Latz won an international competition. He already had designed the post-industrial Thyssen Park in Ruhr. The park is divided into five lots and each part integrates natural environments and existing structures that testimony the industrial past of the area, and now they are preserved with new functions.
Piazza dei Mestieri

Founded in 2003 as a training and job placement school for young people between 14 and 25 years, Piazza dei Mestieri is located in a former restored and redeveloped tannery of the early ‘900.
The project, managed by Camerana and Partners, tried to maintain visible the original structural and decorative elements as much as possible.
In the case of the structures, in fact, it has been left almost always in sight, the first among building systems of “Hennebique” beams and columns ever made in Italy.
The first examples of this type of construction were made in France in the end of seventieth-century.
The restoration project is characterised by redefinition of functions and features of existing spaces, with the consolidation of facilities, to make them responsive to performance criteria and to implementation of energy performances to obtain a suitable environmental comfort and savings in in terms of used resources and of production of pollutants.
Martini Visitor Centre

Located in Pessione, it is the cultural centre of the Italian Bacardi Group. Born in 2008 as a communication tool of the history and cultural policy promoted by Martini over the years. It tells visitors the birth and development of the company famous all over the world with its brand.

Inside there are different spaces: Martini Museum of History of Enology, World Martini Gallery, Historical Martini & Rossi Archive, Martini Terrace and the store (Martini bookshop).

In the ancient building wing of the, originally occupied by workplaces, there is the Martini Terrace located upon the Museum of History of Enology. Museum and Terrace were born in 1961 and represent two key elements around which the Visitor Centre complex developed.

The architectural style of the building is classical as can be seen from large and bright rooms that are hosted. Behind the halls, in a fair location, there is café that recalls the atmosphere of the American cafes.
Itinerary between territories of Cuneo Province

Cuneo’s province is one of the richest places from historical, landscaping and gastronomical point of view of all Piedmont. In its territory visitors will not only admire landscapes, but also discover places related to food and wine, along with truffles, true Italian excellence famous also overseas.

The itinerary spreads touching different entities that fully reflect the binomial Architecture and Food. Among these, La Brunella Winery, recognisable by a glass jutting space dedicated to tasting, and the Cascina Adelaide composed almost entirely of underground spaces wrapped in a green cover. In the nearby of the Barolo town, Ceretto winery is located with its berry glazed cantilevered over the vineyards. Credit of Ceretto family is to have given birth to a fruitful collaboration with artists and designers to embellish the properties. Not far away there are other two wineries: “Astemia Pentita, a “pop” winery architecturally recognisable by two large cases of wine overlapping each other and Terre Da Vino Winery both projected by architect Gianni Arnaudo.

The itinerary touches the Agenzia di Pollenzo; a noble home of the Savoy House, currently a multifunctional centre of excellence hosting realities related to food and education. Indeed it houses the University of Gastronomic Sciences, founded on idea of Carlo Petrini, Slow Food founder. In the same complex there is also a four-star hotel, a restaurant and the wine bank, an interesting wine cellar where as large encyclopaedia the best wines of Italy are collected.
Espaci Occitan

It is an association that brings together public agencies of Occitan alpine area and deals with promotion of the culture of local Occitan language. Located in Val Maira, in the heart of the Occitan valleys of Piedmont, the cultural centre Espaci Occitan guests the Institute of Studies Occitan and the museum Sòn de Lenga. The project, designed by Barbero Giuseppe, was developed from an environmental sustainability point of view: materials are natural and locally produced and energy and environmental performances have been optimized through a solar thermal plant for the production of hot water.

The exhibition space is defined through a path, partly glazed, interrupted by irregular volumes that create new perspectives, angles collected defined by walls and open green spaces. The large windows allow visitors to explore the visual and cognitive space of the museum and, sliding, they allow entrance and exit of visitors. In this way the charming outdoor space becomes an integral part of the museum space creating a fluid continuity between different environments.
by imposing gabions of stones ensure the optimum humidity for the conservation of wooden barrels. The architecture is an iron frame covered with marine wooden slats and zinc-titanium metal alloy composed of zinc, titanium and copper, light gray laquered. The use of these materials is imposed by the need of creating a harmonious and fluid connection with the surrounding environment.
La Brunella Winery

It is located in Castiglione Falletto, heart of Barolo, on top of a hill overlooking the vineyards. The architectural design of the winery was projected by Boroli studio. Next to the historic winery La Brunella, a new winery dedicated exclusively to production of Barolo and its famous cru was built. In order to avoid a fabrication of history, all adopted formal choices, reinterpreted in modern ways, forms and details of traditional local context. The complex is composed of three distinct areas: underground floor, ground floor and tasting room with its transparent walls.

To external fronts a cladding of oak slats was applied. It was obtained from barriques used to recall the production cycle of Barolo and to give a strong camouflage with the terroir. When it is not windy the oak slats release delicate aromas of wine and sweet tannins. For the roofing a solution to double pitch has been adopted. It recalls the traditional geometry of housing characteristics of the historical context in which the winery is harmonically integrated.
Cascina Adelaide

The farmhouse, designed by Archicura Studio, is located in a small valley near the town of Barolo. The volume, completely underground, is enveloped by a green roof that connects the building with the ground level. Among the spaces that are generated inside there are the hall and a circular courtyard. An open pocket arch toward the hill creates a place dedicated to tasting and events. The hall, accessible from the principal floor of the yard of pre-existing Adelaide Farmhouse, looks out through large windows on the opposite hill and on underground ageing wine making and bottling rooms. The bearing structure is covered with topsoil, always kept alive with an automatic watering system that ensures a complete green cover. Furthermore, at a 30 centimetres depth there are located continuous planes of containers of water. This evaporation system provides water to the green roof stabilizing, at the same time, the entire complex temperature.
Ceretto Winery

The Ceretto family is one of the most important vineyards owners of Piedmont. In the ‘60s the first wineries owned by the family were created, today, they own 4 independent wineries, each dedicated to specific wines. Each of these wineries has the name of its geographical position. Merit to Ceretto Family is to have invested in the image of their products by committing the design of their labels and of their bottles to famous designers. They have also given rise to a fruitful collaboration with artists and architects to embellish their properties. Among them there are the transparent cube of Bricco Rocche or the head quarter of the company, the Cantina Monsordo Bernardina and the Acino a totally glazed sphere suspended on the slope of the rows. In parallel, the family has supported art projects such as Chapel of Barolo, painted by Sol LeWitt and David Tremlett, exhibitions of contemporary art, design projects for restaurants signed by artists like Kiki Smith, Robert Indiana, Francesco Clemente, Donald Baechler, Anselm Kiefer, John Baldessari, Philippe Taffee and Lynn Davis.
Terre da Vino

Designed by architect Gianni Arnaudo, the winery produces only piedmont wines from more than 5,000 hectares of vineyards. The entire project is inspired by architectural forms of ancient farmhouse of Langa and sinuous lines of the hills. The expansion, completed in 2010, is about 4,600 sqm, and 30% of the structure is covered by extensive green roof. The attention on new technologies and the respect for tradition are merged into the design of the two buildings, one dedicated to production and the other to offices and wine house.

L’Astemia Pentita

Located on Cannubi hill, the heart of Barolo, is a winery designed by architect Gianni Arnaudo. It has two massive overlapping wooden crates that are ironic about the power of marketing and the label often prevalent on the quality of the content. The project also aims to reduce as much as possible external volume, which is about 200 square meters, while, under the hill, the productive part is developed and its extends for approximately 4,000 square meters.
In 1835 Carlo Alberto of Savoy on the area of the Roman city decided to build a royal estate called Pollentia since its inception called “Agency”. The entire complex is organized around a court whose formal features seem to recall a medieval style recognizable by the openings of lancet external walls and battlements that compose the fronts of the buildings.

In 1999, the entire property was bought from Agenzia di Pollenzo S.p.A. for being restored and transformed in a place where many food-related activities were held. In fact inside are hosted the University of Gastronomic Sciences, a four-star hotel, a prestigious restaurant and the Wine Bank. The architectural design for the restoration has considered the need to maintain unchanged in its shape and style the building complex but at the same time, it had to adapt to new upgrading work request. Outdoor spaces have also been subject of intervention: the entire park has been restored and inside it, some of the remains of the ancient pollentino settlement have been brought back to light.
**Wine Bank**

Born in 2001, the Bank collects the historical memory of the best Italian wines, selected and strictly preserved. The Bank is located in Agenzia of Pollenzo cellars, built in 1838 by Savoy House. Renovated, it stores wines of 300 producers and it is open to the public that can taste good wine. The activities of Wine Bank is also realized in a series of initiatives: courses, tastes and travels in the production lands of Italian and foreign wines.

**Rocca Civalieri Hotel**

The villa, summer retreat of noble Piedmont families, and the connected buildings have been restored with a dark copper cladding that respects the original structure of the building. Today there is a conference centre, a hotel and a spa. The copper coverage was used to emphasize the additions that overlap the original structure. The same material, placed horizontally, surrounds also a new building that guests a spa with function of dividing two separate areas outside.
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**Info and booking:** Maart number 0280886493 email info@maart.mi.it

**Project in collaboration with:**

![Maart Logo](image1)

Company active in cultural tourism. It hadles the project and tour management.

![To(ur)arch Logo](image2)

Member of the Guiding Architects worldwide network, it organizes architectural tours in Turin area.

![Bellissimo Logo](image3)

Creative group experts in communication and design area. Creative Partner of initiative, it designed the logo.
AIM is a no profit cultural association founded in 1987 which have involved Milan’s banks and companies to support the activities and projects elaborated inside the association. Purpose of AIM is to be centre of ideation and promotion of initiatives who support Milan and its metropolitan area in its economic, social and cultural development. In 2015 AIM’s partenrs are: A2A, Banca Intesa, Gruppo Bancario Credito Valtellinese, Fondazione 3M e Scenari Immobiliari.
Architecture & Taste Expo Tour

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