POLITECNICO DI TORINO
Repository ISTITUZIONALE

From Territory Patrimony to Food Innovation Design

Original
From Territory Patrimony to Food Innovation Design / Remondino, C.L., Stabellini, B., Gaiardo, A., Tamborrini, P.M.. - ELETTRONICO. - (2017), pp. 331-339. (Le Vie dei Mercanti - XV Forum Internazionale di studi Napoli - Capri 15 - 16 - 17 June 2017).

Availability:
This version is available at: 11583/2675225 since: 2017-06-27T14:17:17Z

Publisher:
La scuola di Pitagora

Published
DOI:

Terms of use:

This article is made available under terms and conditions as specified in the corresponding bibliographic description in the repository

Publisher copyright

(Article begins on next page)

28 November 2026

Fabbrica della Conoscenza

XV INTERNATIONAL FORUM

Le Vie dei Mercanti

Carmine Gambardella



WORLD HERITAGE and DISASTER

WORLD HERITAGE and DISASTER

Knowledge, Culture and Representation

La scuola di Pitagora editrice

Fabbrica della Conoscenza numero 71
Collana fondata e diretta da Carmine Gambardella

Fabbrica della Conoscenza
Collana fondata e diretta da Carmine Gambardella

Scientific Committee:

Carmine Gambardella,
UNESCO Chair on Landscape, Cultural Heritage and Territorial Governance
President and CEO of Benecon,
Past-Director of the Department of Architecture and Industrial Design University of Studies of Campania "Luigi Vanvitelli"

Federico Casalegno,
Massachusetts Institute of Technology, Boston

Massimo Giovannini,
Professor, Università "Mediterranea", Reggio Calabria

Bernard Haumont,
Ecole Nationale Supérieure d'Architecture, Paris-Val de Seine

Alaattin Kanoglu,
Head of the Department of Architecture, İstanbul Technical University

David Listokin,
Professor, co-director of the Center for Urban Policy Research of Rutgers University / Edward J. Bloustein School of Planning and Public Policy, USA

Paola Sartorio,
Executive Director, The U.S.- Italy Fulbright Commission

Elena Shlienkova,
Professor, Professor of Architecture and Construction Institute of Samara State Technical University

Isabel Tort Ausina,
Director UNESCO Chair Forum University and Heritage,
Universitat Politècnica De València UPV, Spain

Nicola Pisacane,
Professor of Drawing – Department of Architecture and Industrial Design_University of Studies of Campania "Luigi Vanvitelli" - Head of the Master School of Architecture – Interior Design and for Autonomy Courses Department of Architecture and Industrial Design - University of Studies of Campania "Luigi Vanvitelli"

Pasquale Argenziano,
Professor of Drawing – Department of Architecture and Industrial Design_University of Studies of Campania "Luigi Vanvitelli"

Alessandra Avella,
Professor of Drawing – Department of Architecture and Industrial Design_University of Studies of Campania "Luigi Vanvitelli"

Alessandro Ciambrone,
Ph.D. in Territorial Governance (Milieux, Cultures et Sociétés du passé et du présent – ED 395) Université Paris X UNESCO Vocations Patrimoine 2007-09 Fellow / FULBRIGHT Thomas Foglietta 2003-04

Rosaria Parente,
Ph.D. in "Architecture, Industrial Design and Cultural Heritage" at University of Studies of Campania "Luigi Vanvitelli"

Editorial Committee:

Pasquale Argenziano
Alessandra Avella
Alessandro Ciambrone
Nicola Pisacane
Ciro Ferrandes
Rosaria Parente

Carmine Gambardella

WORLD HERITAGE and DISASTER

Knowledge, Culture and Rapresentation

Le Vie dei Mercanti _ XV International Forum

La scuola di Pitagora editrice

Carmine Gambardella

WORLD HERITAGE and DEGRADATION
Smart Design, Planning and Technologies
Le Vie dei Mercanti
XV Forum Internazionale di Studi

editing: Ciro Ferrandes

© copyright 2017 La scuola di Pitagora s.r.l.
Via Monte di Dio, 54
80132 Napoli
Telefono e fax +39 081 7646814
www.scuoladipitagora.it
info@scuoladipitagora.it

ISBN 978-88-6542-582-4

È assolutamente vietata la riproduzione totale o parziale di questa pubblicazione, così come la sua trasmissione sotto qualsiasi forma e con qualunque mezzo, anche attraverso fotocopie, senza l'autorizzazione scritta dell'editore.

Il volume è stato inserito nella collana Fabbrica della Conoscenza, fondata e diretta da Carmine Gambardella, in seguito a peer review anonimo da parte di due membri del Comitato Scientifico.

The volume has been included in the series Fabbrica della Conoscenza, founded and directed by Carmine Gambardella, after an anonymous peer-review by two members of the Scientific Committee.

Conference topics:

Heritage
Tangible and intangible dimensions
History
Culture
Collective Identity
Memory
Documentation
Management
Communication for Cultural Heritage
Architecture
Surveying
Representation
Modelling
Data Integration
Technology Platforms
Analysis
Diagnosis and Monitoring Techniques
Conservation
Restoration
Protection
Safety
Resilience Transformation Projects
Technologies
Materials
Cultural landscapes
Territorial Surveying
Landscape Projects
Environmental Monitoring
Government of the Territory
Sustainable Development

Disasters:

Earthquakes
Tidal waves (or tsunami)
Volcanic eruptions
Floods
Hydrological risks
Fires
Landslides
Avalanches
Meteorite impacts
Hurricanes and tornadoes
Terrorist acts
Armed conflicts
Effects caused by mass migration
Predation
Unplanned urbanization
Uncontrolled development of tourism

WORLD HERITAGE and DISASTER
Knowledge, Culture and Rapresentation

Le Vie dei Mercanti
XV Forum Internazionale di Studi

Napoli | Capri
15 - 16 - 17 June 2017

President of the Forum

Carmine Gambardella
President and CEO Benecon,
UNESCO Chair on Cultural Heritage,
Landscape and Territorial Governance

International Scientific Committee

Components:

Aygul Agir
Professor, Department of Architecture, Istanbul Technical University

Ahmed Abu Al Haija
Professor and Head, Environmental Design, Urban and Architectural - Heritage, Faculty of Engineering, Philadelphia University, Jordan

Ali Abu Ghanimeh
Vice president Al al-Bayt University Almafraq – Jordan

Pilar Garcia Almirall
Professor, UPC Ecole Tecnica Superior d'Arquitectura Barcelona

Pasquale Argenziano
Professor Università della Campania 'Luigi Vanvitelli'

Alessandra Avella
Professor Università della Campania 'Luigi Vanvitelli'

Harun Batirbaygil
Head, Department of Architecture, Okan University, Istanbul

Cevza Candan
Professor, İstanbul Technical University

Federico Casalegno
Professor, Massachusetts Institute of Technology

Joaquín Díaz
Professor and Dean, Technische Hochschule Mittelhessen-University of Applied Sciences , Department of Architecture and Civil Engineering

Yurdanur Dulgeroglu
Professor and Head of the Department of Architecture, İstanbul Technical University

Yonca Erkan
Chairholder UNESCO Chair, Kadir Has University

Kutgun Eyupgiller
Professor, Department of Architecture, Istanbul Technical University

Yankel Fijalkow
Professor, Ecole Nationale Supérieure d'Architecture Paris Val de Seine, France

Carmine Gambardella
Professor, CEO and President of BENECON, UNESCO Chair on Landscape, Cultural Heritage and Territorial Governance

Paolo Giordano
Professor, Coordinator of the Ph.D. School in Architecture, Industrial Design and Cultural Heritage, Università della Campania 'Luigi Vanvitelli'

Xavier Greffe
Professor and Director, Centre d'Economie de la Sorbonne Paris

Manuel Roberto Guido
Director Enhancement of Cultural Heritage, Planning and Budget Department, Italian Ministry of Heritage and Culture

Bernard Haumont
Professor, Ecole Nationale Supérieure d'Architecture Paris Val de Seine

Tatiana Kirova
Professor, Polytechnic of Turin

Alaattin Kanoglu
Professor, İstanbul Technical University

Ilknur Kolay
Professor, Department of Architecture, Istanbul Technical University

Mathias Kondolf
Professor, and Chair, Landscape Architecture and Environmental Planning, University California Berkeley

David Listokin
Professor, Edward J. Bloustein School of Planning and Public Policy, Rutgers University

Andrea Maliqari
Professor and Rector of the Polytechnic University of Tirana

Sabina Martusciello
President of the Degree Course in Design and Comunication, Università della Campania 'Luigi Vanvitelli'

Massimo Menenti
Professor, Department of Geoscience and Remote Sensing, Faculty of Civil Engineering, Delft University of Technology, The Netherlands

Rusudan Mirzikashvili
Head of the UNESCO and International Relations Unit, National Agency for Cultural Heritage Preservation of Georgia

Louise Mozingo
Professor, and Chair, Landscape Architecture and Environmental Planning, University California Berkeley, USA

Maria Dolores Munoz
Professor, UNESCO Chair, EULA Environmental Centre, University of Conception, Chile

Florian Nepravishta
Professor and Dean of the Faculty of Architecture and Urbanism, Polytechnic University of Tirana

Raymond O' Connor
TOPCON Positioning Systems CEO

Jorge Peña Díaz, Professor
Facultad de Arquitectura, Instituto Superior Politécnico José Antonio Echeverría, Cuba

Rosaria Parente
Ph.D. in "Architecture, Industrial Design and Cultural Heritage" at University of Studies of Campania "Luigi Vanvitelli"

Nicola Pisacane
Professor Università della Campania 'Luigi Vanvitelli'

Adriana Rossi
Professor, Università della Campania 'Luigi Vanvitelli'

Michelangelo Russo
Professor, Università di Napoli Federico II

Paola Sartorio
Executive Director, The U.S.- Italy Fulbright Commission

Lucio Alberto Savoia
Ambassador, Secretary General Emeritus, Italian National Commission for UNESCO

Maria Anita Stefanelli
Professor, Department of foreign lenguagers, literature and Culture, Università degli studi RomaTRE, Roma

Elena Shlienkova
Professor, Professor of Architecture and Construction Institute of Samara State Technical University

Eusebio Leal Spengler
Professor, Historiador de la Ciudad de La Habana Presidente de Honor del Comité Cubano del ICOMOS

Isabel Tort
Professor, Director of the Forum UNESCO – Univ. and Heritage (FUUH) Programme Univ. Politècnica de València UPV, Spain

Andrey Vasilyev
Professor, Head of Department of Chemical Technology and Industrial Ecology, Samara State Technical University

Ornella Zerlenga
Professor, Università della Campania 'Luigi Vanvitelli'

Scientific and Organization Committee:

Alessandro Ciambrone, Coordinator of the scientific program and relationships with the International Scientific Committee

Rosaria Parente, Scientific Assistant of the International Committee President

Ciro Ferrandes, Luciana Abate, Giovanni Bello, Giuliana Chierchiello, Enrico De Cenzo, Carmine Maffei, Graphics and layout

Peer review

Scholars has been invited to submit researches on theoretical and methodological aspects related to Smart Design, Planning and Te- chnologies, and show real applications and experiences carried out on this themes.
Based on blind peer review, abstracts has been accepted, condi- tionally accepted, or rejected.
Authors of accepted and conditionally accepted papers has been invited to submit full papers. These has been again peer-reviewed and selected for the oral session and publication, or only for the publication in the conference proceedings.

Conference report

300 abstracts and 550 authors from 30 countries: Albania, Australia, Benin, Belgium, Bosnia and Herzegovina,California, Chile, China, Cipro, Cuba, Egypt, France, Germany, Italy, Japan, Jordan, Kosovo, Malta, Massachusetts, Michigan, New Jersey, New York, New Zealand, Poland, Portugal, Russia, Slovakia, Spain, Tunisia, Turkey.

200 papers published after double blind review by the International Scientific Committee

Le Vie dei Mercanti
XV FORUM INTERNAZIONALE
WORLD HERITAGE and DISASTER
Knowledge, Culture and Representation
Naples 15 - Capri 16,17 June 2017

From Territory Patrimony to Food Innovation Design

Chiara Lorenza REMONDINO[1], Barbara STABELLINI[2], Andrea GAIARDO,[3] Paolo TAMBORRINI[4] .
(1) Architecture and Design Department, Politecnico di Torino, Torino, Italy,
chiara.remondino@polito.it
(2) barbara.stabellini@polito.it
(3) andrea.gaiardo@polito.it
(4) paolo.tamborrini@polito.it

Abstract
Mainly characterized by culture and tradition, the territories change and communities enhance themselves, always requiring more ways of interaction and communication. It is precisely these characteristics that bring new challenges, which can only be answered by enabling a continuous process of innovation and requalification through the collaborative path of research and constant dialogue between the actors involved.
Know-how, cultures, and techniques related to innovation, defined as a mix of shapes and disciplines, are the main topics of the Innovation Design Laboratory of the Politecnico di Torino which fix itself the goal to teach and understand changes and evolutions that can take place in the various fields, developing concepts and projects of impact. This is the aim of the Food Innovation Design project, where through the food topic, it was possible to open new design opportunities able to meet the particular contextual need by forecasting and transmitting value with their action enabling sustainable innovation.
This paper presents the path of the project with the explanation of the design process adopted within his methodology and three real outcomes. As a case studies, choose among the most critical area of the Turin's neighborhood, they explain how it was possible to transform the endogenous resources in new innovative value able to increase the quality of life of his inhabitant.

Keywords: systemic innovation design, territory, food, sustainability.

1. Introduction

Starting from territory and his elements of identity like natural and cultural heritage, infrastructures, characteristics of economic systems and so on, strongly come to light the food question which represents not only a primary good, but also a global common language, a means of expression of community's traditions, a vehicle for interaction and exchange among different ethnic groups and cultures, a source of well-being and health for different populations target, both inhabitants (elderly people, youth, children, foreigners-natives) and city users (employees, visitors), symbolic element of socio-cultural identity and urban attractor, even against new emerging polarities like universities. This scenario becomes even worst if we pair these kinds of issues with the growing demand for sustainability in the society, economic and environmental factors. All these aspects are the precondition why nowadays there is more attention to the research for tools able to handle the increasingly complex phenomena.
How cans the food question influence the context is well being? How food and design can enable re-qualification process in the areas involved?
This is the challenge at the base of research and educational path developed during the last years in the Innovation Laboratory of the Politecnico di Torino.

The research exposed aim to understand changes, forecast, and evolutions that can take place in the context of the city of Turin to develop innovative projects with impact by spreading value and enabling enhancement and requalification with the use of the food topic and focusing it on existing resources.
More specifically, to do that, the Laboratory adopted an interdisciplinary approach where know-how, knowledge, cultures, and techniques related to innovation, defined as a mix of shapes and disciplines, with the contribution of three main fields: design for innovation, sociology of innovation and innovation management.
The Innovation Laboratory is focused on driving, with a specific methodology, the innovation process of development as a mix of creativity with particular attention to environmental, economic and social sustainability themes [1]. With the sociology of innovation, the project aims to apply the appropriate tools for the study and the evaluation of the territorial potentially, in the more general outline of urban sustainability, with the social implications of innovation. These are factors influenced and shape by the organizational models and processes of territorial technological advancement in the innovation field. Therefore only with the help of innovation management, it is possible to go beyond actual system by outline how the territorial system works, and which are the principal players involved.
A tangible multidisciplinary approach that allows learning and constantly experimenting the complexity of relations at play and the strength among them [2], is the most important characteristic of the Food Innovation Design project.
Through some specific case studies, the paper wants to show how an appropriate quality and quantitative territory fieldwork and a multidisciplinary approach allows highlighting potentialities and strong points otherwise not easily identifiable. This process can enable new good design practices in a perspective of sustainable innovation and entrepreneurship, starting new requalification process in the areas involved.

2. Innovation Framework

The innovation practice involves many aspects, from technical and economical to cultural fields, and its impact is a critical and a great driver for the construction of a better future [3]. Innovate is hard because it requires a correct cultural approach, considerable time and resources, a strong coordination and cooperation, hard work, appropriate spaces, knowledge, and tools [4].
As a matter of fact, when it comes to innovating it is necessary to have information and materials organized according to specific logic, analyzed and verified for giving and organic and clarity unity to all the results of the project able to explaining why such a result has taken shape in a particular way [5]. This structure needs tools and method to increase the understanding of the complex system where we will introduce our innovative initiatives as to reach real impact results.
For that reason, we developed and used our methodology, the Systemic Innovation Design Methodology, during the educational and research path in the Innovation Laboratory.
Within this experience, the challenge's project was to design and develop sustainable innovation into different territorial contexts. Following the Systemic Innovation Design Methodology, the designers involved in the project were able to go from the contextual analysis phase into the concept development phase following specific steps taking into account the relations between people, the activities and the resources of the context of action with the multidisciplinary approach described before [6].
Starting from the analysis phase to arrive at development phase, and passing through the concept, the outcomes results have the goal to enhance the resources existing according to with culture and local knowledge and identity to produce new growth and well-being for individual, society, and context.
In the specific case of the Food Innovation Design, the project focus on introducing innovative design project within specific areas of the city of Turin to enhance the territory from their existing resource with the food vector.
The creation of social and environmental innovations involved the food as an innovation vector able to connect the contextual identity, information, cultures, resources, and assets with the need of the people living in it with the goal to reassemble all of them in new forms able to create new and better values for the socio-economic development [7].
The design process formulated within the Systemic Innovation Design Methodology starts from an overview of the thematic actions that an innovative sustainable project has to explore:

1. carefully context analysis;
2. the requirements identification of that the project is seeking to fulfill;
3. the vision and the design of what it takes to meet them;
4. the result, regarding how this will be adopted and the measure of its performance.

It is possible to find each of these prerogatives in the three leading stage of the project process: exploration and formative phase, research and analysis, concept and development. All the process is thought to focus on real problems.

2.2 Exploration and Formative Phase

The intent of this phase is to introduce the themes of Innovation Design, the approach and the methodology used in the Laboratory. The Innovation Design field of study acts with a vision and a process that start from the meaning, by answering "why" we need to introduce or develop an innovative initiative overturn the traditional engineering and economic perspective that starts from the "how". To act in this point of view is it necessary to explore and analyze the context of action in many perspectives very carefully.

The multidisciplinary approach in this phase, that include innovative trends, entrepreneurship, and data visualization lessons is necessary to set the initial scenario around the topics and are preparatory for the next stage.

2.3 Research and Analysis Phase

The research and analysis phase is a strategic and a basilar stage for the project's development. Identification, selection, and reorganization of the data in the context, where the project is acting, are possible only with a deep analysis conducted on all the characteristic that compose the context itself.

To collect all this data, the course taught the tools and the method during the sociology innovation course.

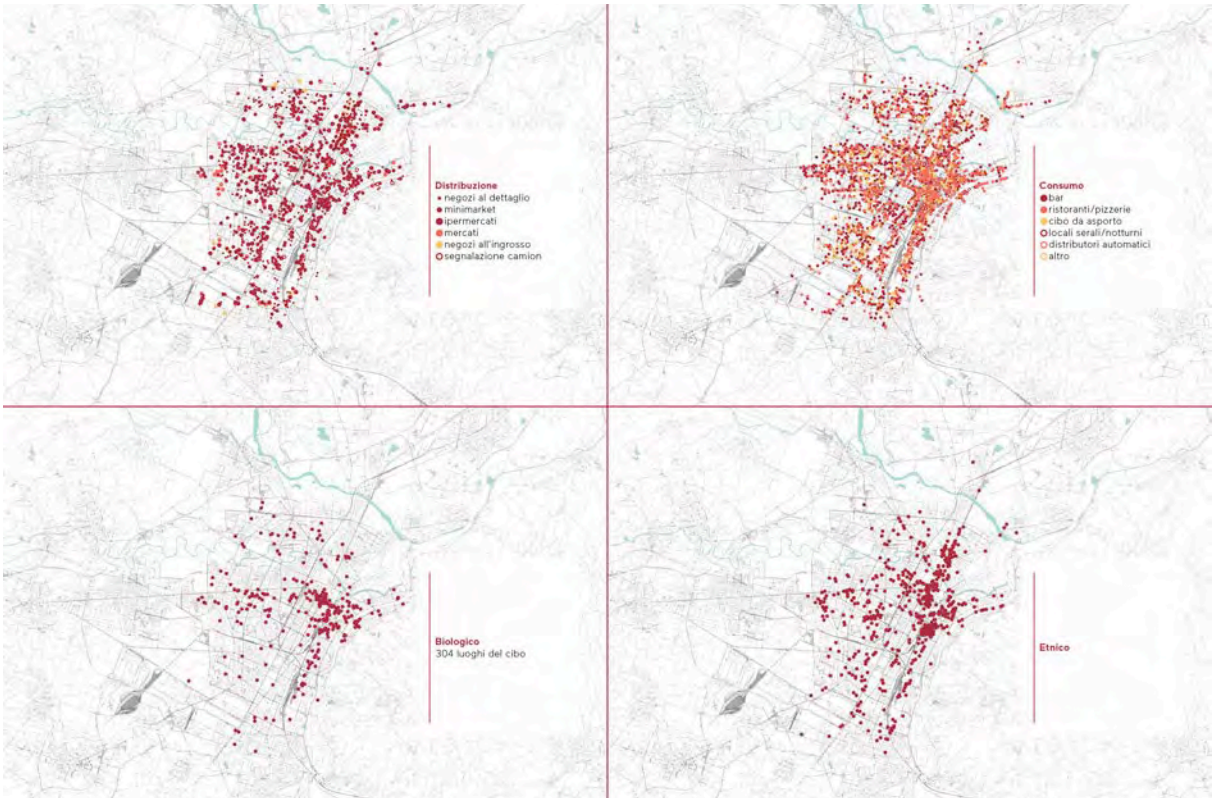


Fig. 1: Analysis Maps Examples

The different teams analyzed different types of qualitative and quantitative information on the natural, anthropic, social and economic context aspects [8]. These data were collected, analyzed and structured from existing information, like database research, open data, reports, case studies, scientific and general reviews and from a step of information integration research conducted in the field.
During this step, all the existing data collected are blended with survey, direct perception and empathy analysis. So every designer can build a careful analysis on the livability, the everyday life and the perception of the area. These aspects made a significant contribution to know the neighborhood aspects. This vast amount of data and information material is then structured by using the information and data visualization rules [9] in different maps that are going to compose the project data book (Fig. 1). This report contains all the contextual data correlation, the list of criticalities and the list of potentialities of the territory necessary to start to design the innovation initiative

2.4 Concept and Development Phase

In the last phase of the project, the designer starts to design an innovative initiative concept able to introduce a value improvement in their neighborhood following the results of the analysis and research phase. To do that it formalize some project guidelines to set the values and the goal of improvement that they will introduce with their action.
Every decision, every project development has to be aligned and coherent with the data book and the guidelines. This process leads the designer to design concept and develop a project based on objective fact, trust on real data with a better possibility to reach an outcome of success.
All the project outcomes were accompanied with a project book where it will be possible to find all data collected during the research and analysis phase, but also all the essential aspects of the concept as clear purpose identification, user identification, value and functional maps, product or service blueprint, business strategy, communication strategy and expected sustainable impacts.

3. Food Innovation Projects Overall Results

The qualitative and quantitative analysis carried out on the field have allowed the teams to obtaining an overall picture of the different neighborhood of Turin very exhaustive and complete with the identification of specific potential and strengths of each district.
All this information were structured in several maps and visualization in the project data book.
The data analysis derived from ethnographic research has given rise to peculiar characteristics of each reference district with the design of 27 innovative results very different to each other although the food topics were the common theme.
The projects resulting differ by user and actors involved, theme and kind of outcome project.
In fact in the 27 projects developed we can find an innovative proposal for users ranging child to senior users, from tourist to worker involving actors from the citizen to institutions (fig. 2).
The key issue is the construction of the network of actors involved in the project; networking is, in fact, considered essential for the growth of an ecosystem because of cooperation and inclusion processes help optimally managing the project [10].
Also, the theme has wide range spacing from various issues as the multicultural integration, the cultural heritage, the social inclusion, the sport, and tourism promotion, the health enhancement and the traditions and cultures valorization.
Even the outcomes of projects have followed this trend with the developing of a different series of product, service and models design, digital or analogic.
However, considering different possibilities that bring out the expansion of the project to cross-cutting themes, user specifications to which the project intends to address and actors that are thought to be involved in the same project, it goes without saying that the tools are configured differently from time to time, thus creating digital platforms and applications for smartphones, paper guides in support of visiting and exploring the city, the cargo-bike projects associated with planning events or the proposal of new services.
Three cases study were selected among those who turn out to be the most significant outcome, and we will be described below.

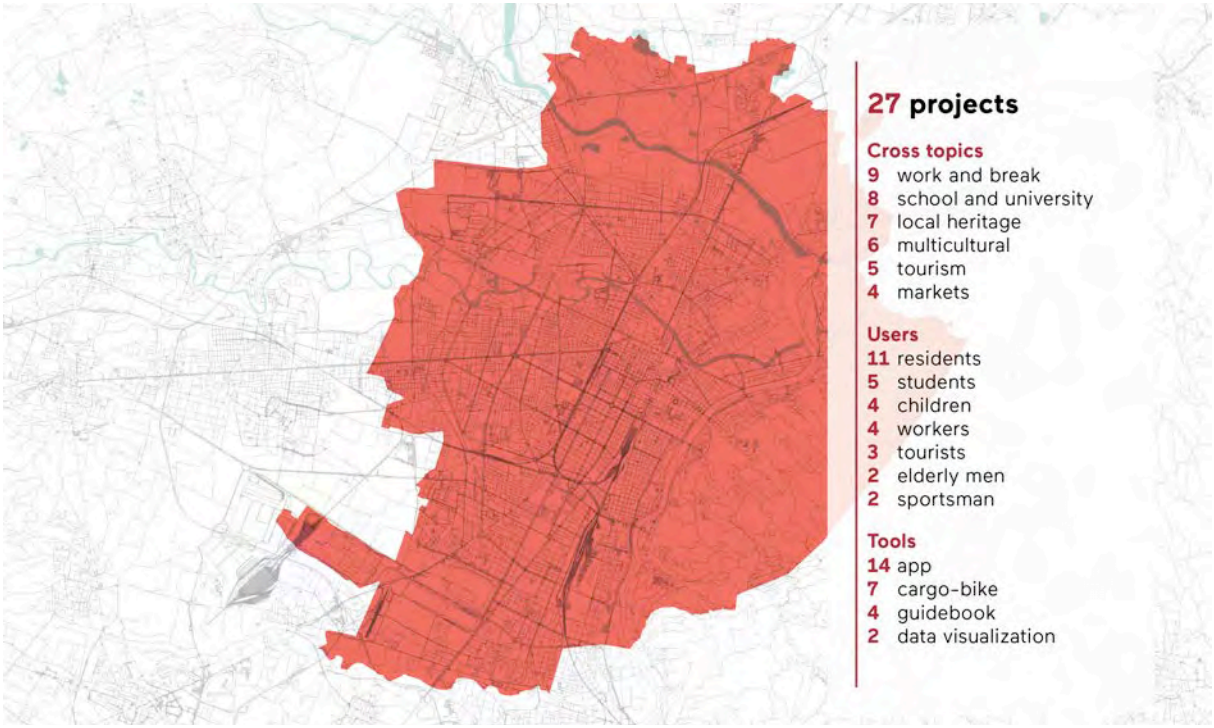


Fig. 2: Overall Projects Results.

All three projects start from the analysis of three different neighborhoods in Turin, but with similar characteristics from the social point of view: they appear to be, in fact, the most marginal neighborhoods of the city where the impact of the outcomes will be most considerable.

3.2 Mens Sana

Mens Sana is a project consisting of a network of services developed around the issues of food and healthy living, by relating agricultural and socio-cultural resources that characterize the area and the needs of the considered utilities, also controlling the isolation and impenetrability which have always distinguished the neighborhood.

The area analysis has indeed shown that the Falchera district, one set in the far northern suburbs of the city of Turin district unlikely of passage for non-residents because of the position that constitutes and define a particular isolation, appears to be almost a separate town with an active industrial center for the city itself.

On this basis, the project is directed towards two distinct categories of users with the goal of creating a true social network between the resident community and the employees of the industrial area on the edge of the same neighborhood.

The proposed network of services aims to promote the consumption of healthy food, creating a local culture related to food and the conducting of a 360-degree style of life. The project consists of food delivery services and packed lunch, delivered directly to the workplace and in offering agricultural and sporting activities after work for CNH employees and residents. Membership of the network is based on a system of credits you can spend on the same network for the proposed activities, the system managed through a simple application designed specifically.

Cascina Falchera, a place that kicked off the expansion of the district and for this reason, it preserves a particular value in the collective imagination of the community, was identified as an active and proactive hub, ideal for the coordination of services and activities of an entire project. The impact of the project can be multiple; the creation of a new service on the neighborhood could make this less isolated, enhancing and reinforcing the sense of belonging and identity that characterizes the community. The project also creates new jobs within the area, taking advantage of green areas and farmland not widely used outside and bringing the strong industrial reality confined to the territory.

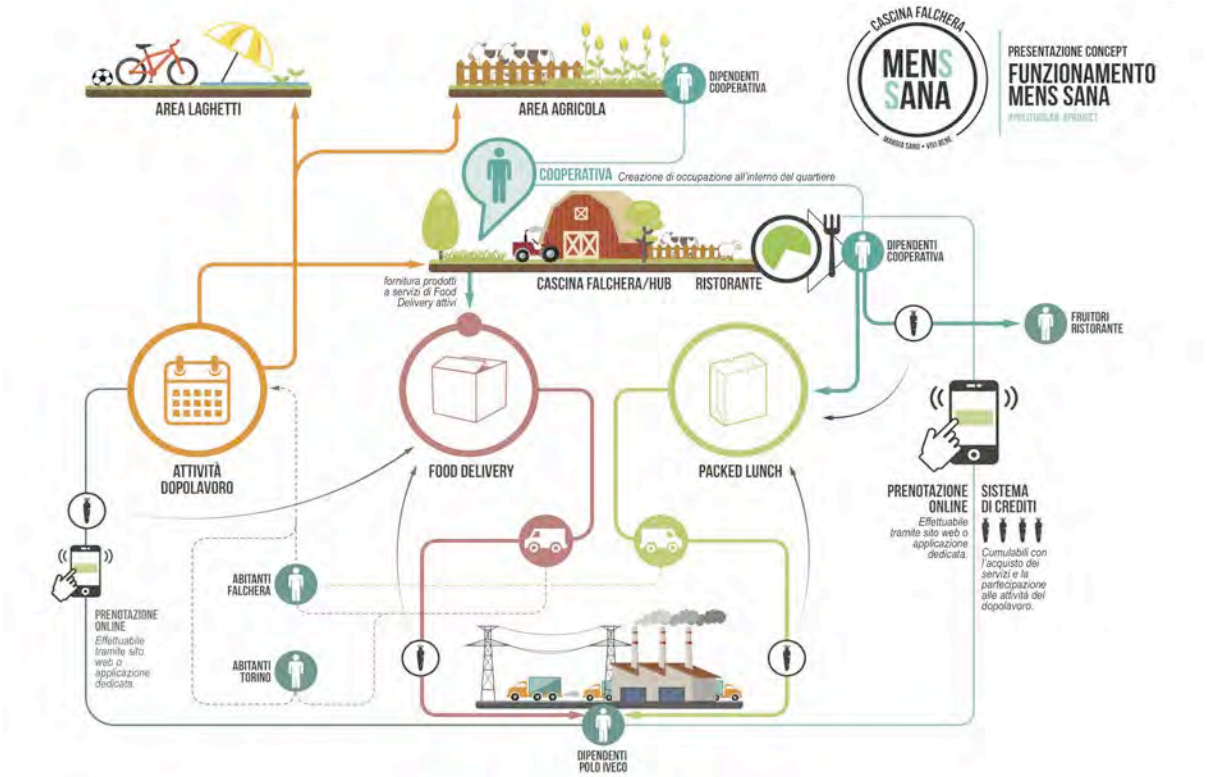


Fig 3: Mens Sana – Functional Concept Schema.

3.3 Mirafiori

The Mirafiori project aims to create a new value chain connecting the local players in order to generate economic, social and environmental objectives in the neighborhood, starting from the food surplus.

The analysis of the homonymous district, located in the southern suburbs of the city of Turin and known historically to the strong impact of Fiat industry, which made the area one of the most populous city, has shown that this area was severely affected by problems such as social isolation and integration. Strong potential of the district, however, was detected in the CAAT (Centro AgroAlimentare di Torino), which provides today, almost constantly, the majority of small retailers and street vendors present in the city of Turin, but also a great source of excess.

The aim of the project then becomes to recover food surpluses identified in the structure of CAAT, managing working through dislocated structures on the territory, enhancing the skills of those involved in the distribution of the service and the food preparation, thereby generating actions social interaction between people from different biographies.

Mirafiori is therefore proposed as an interdisciplinary laboratory oriented to the empowerment of people in marginal condition, where food becomes a means to initiate and trigger a series of actions for a return to the neighborhood community placing.

The Mirafiori project may have internal and external impact to the neighborhood, not thus remaining confined to administrative boundaries. Within the district, it can offer an alternative to the food surplus by supporting needy people in the area, through active community involvement and participation. Externally, the implications are in terms of image, requalifying and bringing to a social plan an area always associated with the gray industria.



Fig. 4 : Mirafiori – Food Chain Schema

3.4 Walkeat

Walkeat is as an association able to create a network of connections between people and places food on the Barriera di Milano district in Turin. The aim of the project is to use food as a vehicle for cultural exchange, eliminating the prejudice of the inhabitants of Turin and integrating the ethnic groups that live in the neighborhood.

The project stems from the analysis of Barriera di Milano district, a borough built as a proletarian and laborer, located a few kilometers away from the city center. To date, this zone, it is one of the neighborhoods with the highest rate of foreign inhabitants and is therefore of particular interest and sensitivity of the issue of multicultural and integration.

The initiative includes a series of thematic food and wine tours for adults and children and school groups. These routes different themes ranging from architecture to photography, to the enhancement of street art, very present in the neighborhood. The tours are run by the ambassadors of the figures, which offer their knowledge, ideas and experiences about the area and the food are being proposed, making the experience more immersive and less touristy.

The project goal is to enhance the quality of the context to create a relationship between the places of the food offering the user a complete experience is formed by local flavors and ethnic, immersed in the characteristic culinary and cultural landscape that the district offers.

The service wants to make to feel participants and residents involved in the place that they reside and live, increasing the flows of people who frequent it, improving the image of the area and its integration in the city of Turin.

The enhancement of the food places of Barriera di Milano can have strong repercussions on not only economic, but also social; improved communication and attractiveness of the area can requalify a heavily discriminated neighborhood negatively associated because of the high percentage of foreign residents.



Fig. 5: Walkeat – Food and Street Art Tour Example.

4. CONCLUSIONS

The purpose of the workshop Innovation is double. On one hand, it wants to help, inspire and to advocate into the innovative speech the new generations of designers by making them aware of their important role, with a strategic responsibility, to shape the future of human society with their project action. On the other hand it wants to test and redefine our methodology and tools to concretize in real innovative activities, the approaches and the vision teach and experiment in the Laboratory.

After this project experience, and the first result, we can state that the results accomplished the purpose with the creation of innovative initiatives going beyond the mere commercial and technological aspect, focusing on the social and environmental requalification as a primary aspect.

The use of the same methodology with the same topic, the food, in different territorial context has produced significant results with different souls. So we are confident that through the iteration of this case study presented in this paper, our research team will validate and communicate even more the importance of the role of design as a strategic guidance for innovating, preserve, and enhance the territory peculiarity.

The design is a strategic tool for positive change and for affecting the territorial value systems by creating new values and by leading the society towards a more sustainable life.

Bibliographical References

[1] NIDUMOLU, Ram; PRAHALAD, Coimbatore; and RANGASWAMI, Madhavan(2009) *Why sustainability is now the key driver of innovation*. Harvard Business Review. pp. 56-64.

[2] BISTAGNINO, Luigi, (2016). *microMACRO: micro relazioni come rete vitale del sistema economico e produttivo*. Edizione Ambiente.

[3] *European Commissio*n.(2012) Systemic innovation report. SIE (Social Innovation Europe).

[4] BRAND, Reon and ROCCHI, Simona (2011) *Rethinking value in a changing landscape, a model for strategic reflection and business transformation*, Philips Design paper.

[5] DEGRAFF, Jeff, and LAWRENCE, Katherine (2002). *Creativity at work: Developing the right practices to make innovation happen* (Vol. 28). John Wiley & Sons.

[6] GAIARDO, Andrea, and TAMBORRINI, Paolo (2017). *From Eco-to Sustainable Innovation: Approach and Methodology to Guide Design Initiative into the Innovation World*. In Sustainability Through Innovation in Product Life Cycle Design (pp. 691-704). Springer Singapore.

[7] GAIARDO, Andrea; REMONDINO, Chiara L.; STABELLINI, Barbara; & TAMBORRINI, Paolo (2016). *Polito Innovation Design Lab: the case study of innovation design for food*. Newdist, 55-63

[8] FULTON, Suri J. (2008). *Informing our intuition: Design research for radical innovation. Rotman Magazine, 52-57.*

[9] CIUCCARELLI, Paolo. (2012) *Visual Investigation for Understanding Society*, Malofiej, International Infographics Awards.

[10] HWANG, Victor W., & HOROWITT, Greg (2012). *The rainforest: The secret to building the next Silicon Valley* (p. 304). Los Altos Hills, CA: Regenwald.



benecon
knowledge network



United Nations
Educational, Scientific and
Cultural Organization



UNESCO Chair on Landscape,
Cultural Heritage and Territorial Governance
BENECON Research Centre of Competence of
the Campania Region for Cultural Heritage,
Ecology and Economy. Naples, Italy



PEGASO
Università Telematica



PATRONED BY



UNIVERSITÀ DEGLI STUDI DELLA CAMPANIA
LUIGI VANVITELLI

DIPARTIMENTO DI ARCHITETTURA
E DISEGNO INDUSTRIALE



forum UNESCO
UNIVERSITY AND HERITAGE



UNIVERSITAT
POLITÈCNICA
DE VALÈNCIA



Organizzazione
delle Nazioni Unite
per l'Educazione,
la Scienza e la Cultura



Commissione Nazionale
Italiana per l'UNESCO



THE US - ITALY FULBRIGHT COMMISSION
Linking Minds Across Cultures



UNIFARCO



DOLOMIA
LUCE, VITALITÀ, RESPIRO