

PhD in Architecture. History and Project (DASP)

Research Title: Automotive Heritage Network

Funded by	DAD/Ateneo fondi CRT Turin Automotive Heritage Network - TAHN Memorandum of Understanding between the City of Turin, MAUTO - National Automobile Museum, Politecnico di Torino, ISMEL - Institute for Memory and Work Culture, TurismoTorino (published on 29 June 2021).
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Contact	Website Torino Automotive Heritage Network (TAHN) expected soon. http://www.ismel.it/multimedia/379-torino-automotive-heritage.html
Context of the research activity	<p>The PhD theme arises in the context of TAHN, which aims to promote the historical heritage of the Turin area related to the automotive and transport sector, from the past to the future. The perspective of study is about the implementation and integration of knowledge from local to international, in relation to historical researches and applicative good practices in the main world "motor-towns", such as Wolfsburg, Coventry, Gothenburg, as well as partner cities of the UNESCO Creative Cities Network such as Detroit and Nagoya.</p> <p>Therefore, the TAHN project will aim to:</p> <ul style="list-style-type: none">- Identify the territorial brand linked to industry and to the history through the inventory, catalogue and enhancement of places, that memories and multimedia documents testify. The assumption of symbolic values of the <i>car as an object</i> stimulates corporate and territorial brand strategies aimed at the recovery / transformation for <i>patrimonialization</i> and cultural tourism strategies. The culture and legacy potential of the automobile heritage is connected to the capacity of innovative territorial and open-air automotive museum, conceived to attract and provide an experience for local and foreign visitors.

	<ul style="list-style-type: none"> - Build the Turin area as the international headquarter for the physical and digital collection of the historical and technical archives and product collections. Respondent for this aim is the implementation of interdisciplinary methodological approach. References are made to research on sites and, in general, on the cultural material heritage of the <i>automotive system</i> of the Turin area, developed by the Politecnico, University of Turin, ISMEL, MAUTO, ASI. The presence of the most relevant public and private archives focused on car design and production (MAUTO, FIAT-Maire Tecnimont, City of Turin, Politecnico, <u>Soprintendenze</u>, CNR, National Cinema Impresa Archive, enterprise's historical archives ...) is essential for the research activities. - Outline the heritage-related aspects indispensable to build a bridge from the past over the present. The local development of innovation - digital transformation and ICT, car and service design, additive manufacturing – is influenced by urban attractiveness, according to models of learning cities - for the production and exchange of knowledge - and of creative cities. Industrial legacy, therefore, represents an available opportunity for redevelopment, in terms of its morphology, infrastructure, construction and architectural features as well as its economic, entrepreneurial, research and educational elements. The territorial continuity of the automotive sector and its brand heritage is central to the gradual emergence as a motor town for research and development of sustainable and smart mobility.
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<p>Objectives</p>	<p>The research objectives refer to the in-depth study about heritage and communication, according to the TAHN project.</p> <p>They concern the architectural heritage of the automobile, which is constituted not only by factories, but also by representative offices, supply points, infrastructural systems, service stations, garages, showrooms, mechanical workshops as well as works of art in harmony with the expansion of the road network and the elements imprinting the landscape.</p> <p>About the first issue, the in-depth study of the architectural heritage is crucial, in particular as regards factories built in Turin from the end of the 19th century to the 1930s, characterized by a construction system in reinforced concrete. Archival and bibliographic sources namely include the historical collections and the archives of the Politecnico di Torino.</p> <p>The heritage comparison regards particularly the French, German and English areas.</p> <p>In the “motor-town” the identity and physical morphology have been reshaped for its role as the centre of the automobile, re-</p>
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functionalizing, conserving and transforming - since the 1980s - sites for the creative / tertiary industry, cultural sites and museums. The reference also goes to sites and architectures of the heritage regeneration, whose conservation and transformation plays an essential role in the urban regeneration and re-development.

The peculiarity of the *automobile system* involves considering the interrelationships with mobile heritage - vehicle and component collections, archives, funds, documents, production lines) and the intangible heritage - experiences of making, historic car restoration techniques, transport & car design.

The research topic requires the construction of the knowledge network between:

- archives of multimedia documents, technological and design projects related to the car, its architecture and infrastructures, to the company town;
- trademarks and patents of historic companies, in relation to the advancement of production technologies that testify to the evolution and skills;
- archives and documents of work memories;
- archives of the authors who produced the architectural heritage and their testimonies in criticism;
- collections of cars and components, advertising; coherent art collections that connote the complexity of the automotive system and its influences.

The innovative integrated research approach is aimed at deepening the recognition of heritage and identifying digital network architecture by making accessible the objects of knowledge, from the research approach to the dissemination. The integrated branding activities aimed at the reconstruction of local identity and the implementation of cultural tourism.

The analysis must refer to the progressive development of data set formats (graphic, textual, multimedia, virtual models ...), virtual 3D architecture, virtual - augmented reality tools and narrative interaction with users (storytelling, gaming ...). These grants are aimed at different audience engagement for the implementation of Physical and Virtual Tours of the automotive heritage, relating to international case studies.

Further references for the research activities are constituted by the network of institutions, centres and research associations that are interested in the knowledge and communication of the automotive heritage in a multidisciplinary perspective

(AIPAI Italian Association for Industrial Archaeological Heritage, TICCIH The International Committee for the Conservation of the Industrial Heritage, ERIH European Route of Industrial Heritage,

	World Forum for Motor Museums, national automobile museums, FIVA, Industrial Heritage - Historic Environment Scotland, English Heritage, British Motor Industry Heritage Trust, CILAC France, University of Michigan - Heritage Project).
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Skills and competencies for the development of the activity	<p>The candidate must have skills and competences in the fields:</p> <ul style="list-style-type: none">- Basic knowledge of the historical-construction context and initial research experience on the industrial sites of the early 1900s;- Basic knowledge of historical heritage cataloguing and digital archiving systems;- Attitude to multidisciplinary integration;- Basic knowledge on digital website development, 3D design software, augmented reality systems and virtual reality.
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