GLASGOW TOURISM POSITIONING

Turin

Overview of conclusions:

- There are some striking similarities between Glasgow and Turin – size, industrial history, football and grid-plan – to name a few. Turin is Italy’s third largest city with a population of 0.91m lying at the heart of a metropolitan region of 2.2m. It has moved from an industrial city to an attractive 21st-century European city. The city centre is designed on a grid-plan that lends itself to pedestrianisation and easy/logical navigation.

- Turin has transformed the city and established its reputation as a destination over the last decade. It hosted the 2006 Winter Olympics and that created a spotlight for the city, a springboard for developing leisure tourism and an opportunity for investment in particular to public transport and new visitor attractions. It also used 2011, the 150th anniversary of Italian Unification as an additional target to complete projects. In the last 10 years tourist visits to the city have trebled to around 6 million per annum – a significant legacy of the Winter Olympics.

- Turin is a UNESCO city of design and has used that as an umbrella theme to link industrial heritage, food, local culture, art galleries and museums – more as a way of thinking about development than a way to take the city to market.

- Turin’s best practice strength is its integrated strategic approach to planning and regeneration that opens up the city and connects it better. That approach has led to strategic interventions that join up neighbourhoods and open up areas for new visitor/leisure uses underpinned by investment to the transport infrastructure.

- The approach began as a city masterplan developed during the 1990s and then supplemented with a series of project plans that have focused on the re-use of former industrial land and property as part of the restructuring of the city’s economy. Those uses have frequently been about heritage and leisure.

- Key projects have delivered the creative re-use of industrial heritage assets most notably:
The iconic Fiat factory in the Ligotto district with the race track on the roof that is now a public space (shopping centre, theatre, hotel, convention centre, and art gallery) and linked by a bridge to what was the Olympic Village and now a housing area.

The Dora Park – a river park that opens up a previously post-industrial area of contaminated land. While Glasgow’s river front is arguably less challenging, it shares some of the same issues about access, waterside land uses and joining up different areas along and across the river.

Turin doesn’t stand out as best practice for innovative ‘making it easy’ tools for visitors to get around the city. There are places that use signing, trails and transport information linked to marketing activity better than Turin (see our main paper) though it did develop a sophisticated wayfinding plan for the 2006 Winter Olympics. Online consumer commentary and research papers imply that it could welcome and direct visitors better.

Turin was shortlisted to become European City of the Year 2015 by the Academy of Urbanism (AoU). Its urban masterplanning and the city’s strong and effective civic leadership and partnership approach were two areas which it singled out as best practice.

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<th>Area</th>
<th>Findings</th>
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<td>Dora Park</td>
<td>Turin has created a new city park – Dora Park - which has regenerated the previous industrial areas and which retains elements of the former industrial landscape on heavily contaminated land. The river park incorporate pedestrian and cycle routes. The park is divided into 4 parts with the divisions created by the river and main highways. Each of the four areas has been given a different name to help create their sense of identity and retain their links with the industrial past e.g. ‘Michelin’. There is a steel bridge that crosses the park and links it with the different residential areas. They have created various structures in each park area e.g. events arena, covered markets, adventure playgrounds etc – all significant architectural designs either using industrial structures or mirroring the industrial heritage of the area. The whole has been designed to open up the river and encourages much higher levels of use. It is an internationally known example of best practice.</td>
<td>Use a big design led strategic approach to developing the potential of the Clyde (which is synonymous with Glasgow’s heritage as a city) to connect different parts of Glasgow and provide a much stronger leisure/visitor corridor.</td>
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<td>The Fiat Factory, Lingotto</td>
<td>Renzo Piano won an architectural competition in the 1980s to create an exciting public space for the city with the Fiat factory with a rooftop car track as the centrepiece . The Lingotto district, which took its name from Fiat’s enormous car</td>
<td>A focus on creating a neighbourhood rather than a single building. It is the multiple business and leisure uses</td>
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factory, has been transformed with hotels, galleries, exhibition centres, shopping malls and a Slow Food superstore (Turin is the capital of Italy’s slow food movement). Renzo Piano built the Agnelli Art Gallery on the rooftop of the old Fiat factory. More recently, Lingotto’s Winter Olympics venues have been remodelled to create new sports and leisure facilities.

Visitor attractions

The creation of new high profile museums and galleries, and the redesign of existing ones, focuses on creating exciting high profile visitor attractions. For example, the National Cinema Museum where visitors can wander through the darkened themed rooms, watching film clips, reclining in the lounge area surrounded by screens, learning about the history, practitioners and technology of cinema and a lift allows you to whiz up to the top of the Mole Antonelliana tower via a glass panoramic lift suspended only by cables, to reach an unparalleled vista of Turin’s rooftops and landmarks. The Museum is open until 11pm on Saturdays.

Links with the region

Turin is the city of Piedmont region renowned for its food and the city for coffee and chocolate. They have seen the food offer and leading on the Slow Food movement as a key part of their visitor positioning. Eataly is a local retailer who is helping create a global positioning around food [http://www.eataly.com/](http://www.eataly.com/).

Turin is increasingly taking a city region approach to position the city as a leader of a wider area and is also strengthening links with Milan and France.

Working with neighbourhoods

Turin complemented big strategic projects with a grassroots approach within neighbourhoods. These projects are community rather than visitor driven but are an important part of creating authentic quarters that can appeal to visitors. Turin promotes and contributes to a series of initiatives, cultural events, animation and social initiatives designed to encourage local residents to reclaim and develop their public spaces.

and mix of public and private sector facilities that makes this a special place.

Rethinking the visitor experiences at some of the museums and galleries and how they can be made more exciting, stand out and visitor focused.

Leadership of the city region tourism offer

Engagement with local residents and businesses in opening up neighbourhoods for tourists to experience and enjoy.
### Transport investments

Investment in transport improvements in three public transport corridors running north-south across the city linked by a new metro line. This has included burying major rail lines and developing new stations to create new nodes of accessibility around which regeneration and development have been focused.

Reduction and removal of traffic and parking from the historic core of the city to recover and enhance the public realm, and investment in the restoration of key heritage sites and buildings.

Glasgow has already invested in its underground transport and in quality pedestrianisation. It is about overlaying the Turin thinking to how you present neighbourhoods and direct visitors to them and around them.

### Getting around the city by public transport

Turin has an efficient system of city connections with buses and trams managed by GTT. They invested in driverless trams when they hosted the Winter Olympics in 2006. However using the bus and train system is quite complicated. The information provided is not visitor friendly and is rather fragmented. There are some useful instant helps such as the ability to send a SMS at the bus stop to get real time information. [http://www.gtt.to.it/urbana/percorari.shtml](http://www.gtt.to.it/urbana/percorari.shtml) (However real time information on electronic screens on bus stops is commonplace in the UK, so this doesn’t feel particularly innovative). Wikitravel does not imply that this is an area that Turin provides best practice. [http://wikitravel.org/en/Turin](http://wikitravel.org/en/Turin)

### Signing and wayfinding

Turin developed local integrated signage and wayfinding proposals for the Winter Olympics in 2006 for strategic journey touchpoints to provide legible mapping and direction, while thorough and logical it does not offer significant learning opportunities for Glasgow. [http://www.steerdaviesgleave.com/sites/default/files/services/Wayfinding.pdf](http://www.steerdaviesgleave.com/sites/default/files/services/Wayfinding.pdf)