

*When Torino was awarded the XX Olympic Winter Games, it could have been considered a point of arrival for many recent policies involving the city. Being chosen to host the Games has sparked a process of transformation that is similar to two other transformations that have taken place in the past century. The first occurred when Torino became the first capital of newly-united Italy; the second when the city structured itself as one of the most significant examples of a European "one company town".*

*The local authorities have decided to use the Olympics as a point of departure for a new pathway. Over the next few years, the renovated city will witness international cultural, economic and sporting events, that will emphasize all of which will highlight Torino's widespread creative and planning capabilities.*

*Design is perhaps the feature that more characterizes Made in Italy - from the automotive industry, from consumer products to fashion - and is deeply rooted in our territory. The theme of design is therefore an important key to understand also how Torino is transforming itself from a production-based city, able to serve the needs of the national community, into a planning-based city serving the needs of the international community. In fact, local excellences can create a new economic system which is more balanced and sustainable.*

*This book is made of ten stories that illustrate a dominant characteristic of Torino: the awareness that the city's memorable tradition can be used to design a new, shared future.*

*Sergio Chiamparino*

MAVDR OF TORINO