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"Quali confini? Territori tra identità e
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Industrial Tourism as New Path for Systemic Development of the Territory

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ICT e *Innovazione* per Società e Territorio

UNIVERSITÀ
DEGLI STUDI
DI TORINO
ALMA UNIVERSITAS
TAURINENSIS



Ministero
dei beni e delle
attività culturali
e del turismo

How can industrial heritage represent a boost for economic players who have to create/consolidate their own business models?

- **Research idea and partnerships**
- **Context and case study: Biella and its territory**
- **Model E3** 
- **Research and development of the project “on the field”**

This research idea focuses on the definition of a “journey” hypothesis (for example Biella’s territory) where the entrepreneurial history can be re-lived (for example the “Strada della Lana”) by collocating the old firms (narrating their industrial traditions) and underlining their new (successful) enterprises.



Silicon Valley
study tour
network



Unione Industriale Biellese



Associazione Tessile e Salute

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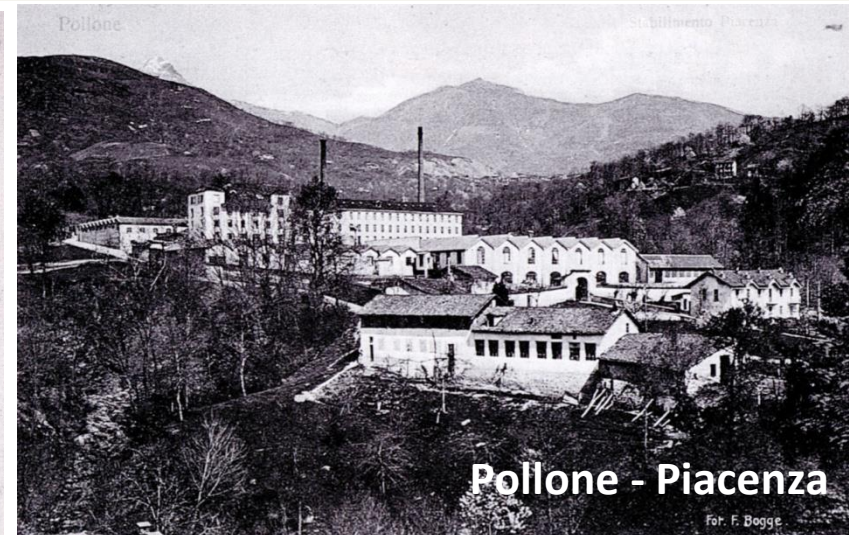
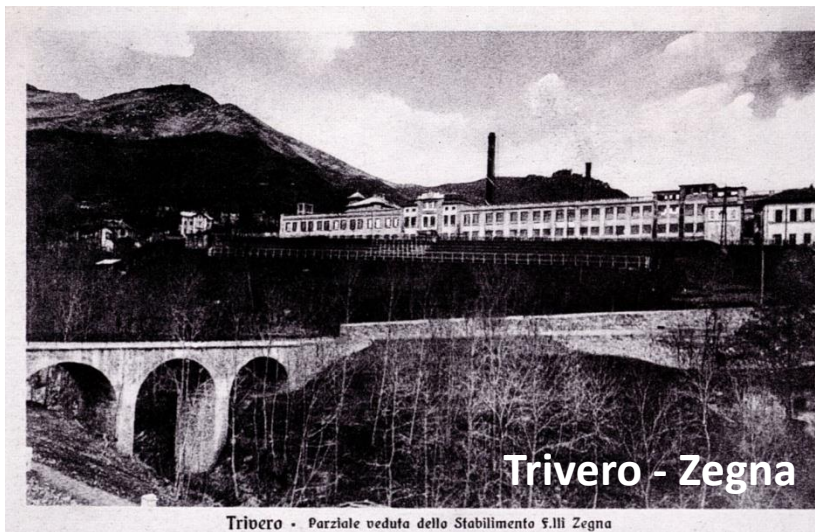
Context and case study

The «old»



La Strada della Lana - main historical wool manufactures

Context and case study



Context and case study

La Strada della Lana - historical manufacturing plants that still exist today

The «new»



Context and case study



Pollone- Piacenza



Biella- Pistoletto

(not only) operative plants ...



Trivero - Zegna

Context and case study

some factories which are no longer operative



Camandona – ex Lanificio Carlo Barbera



Biella - Ex Pettinature Riunite



Biella – ex Lanificio Pria

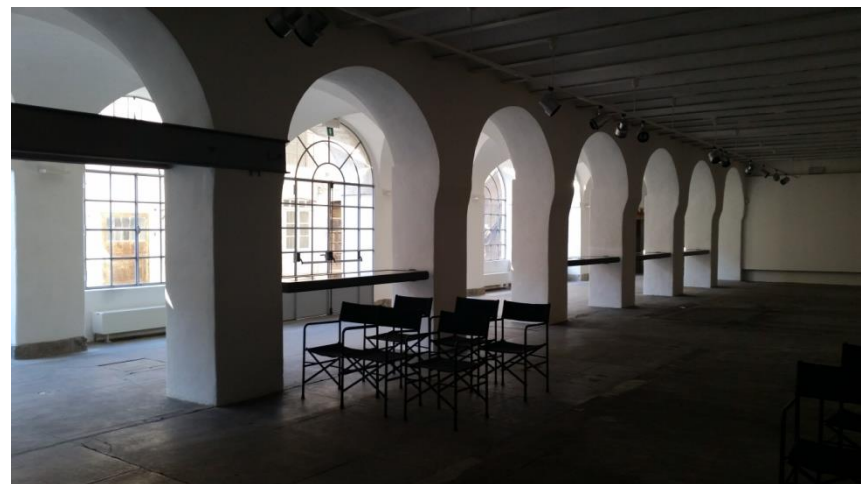
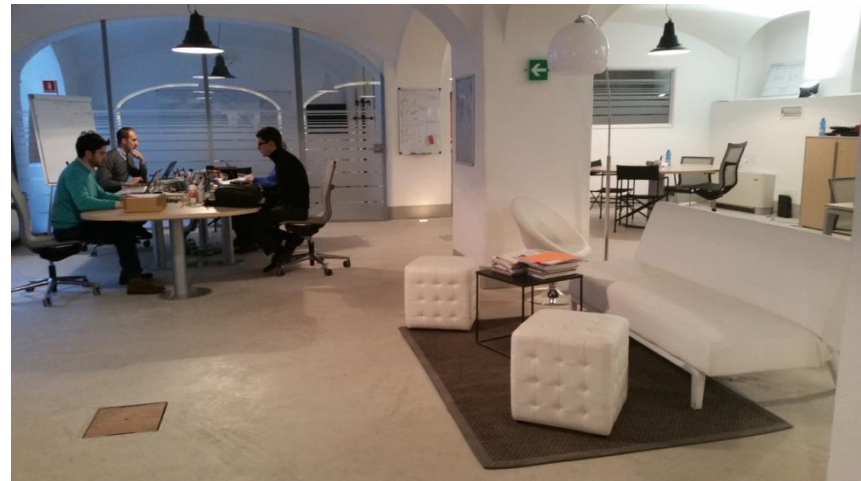



Pettinengo– ex Lanificio Bellia Bernardo

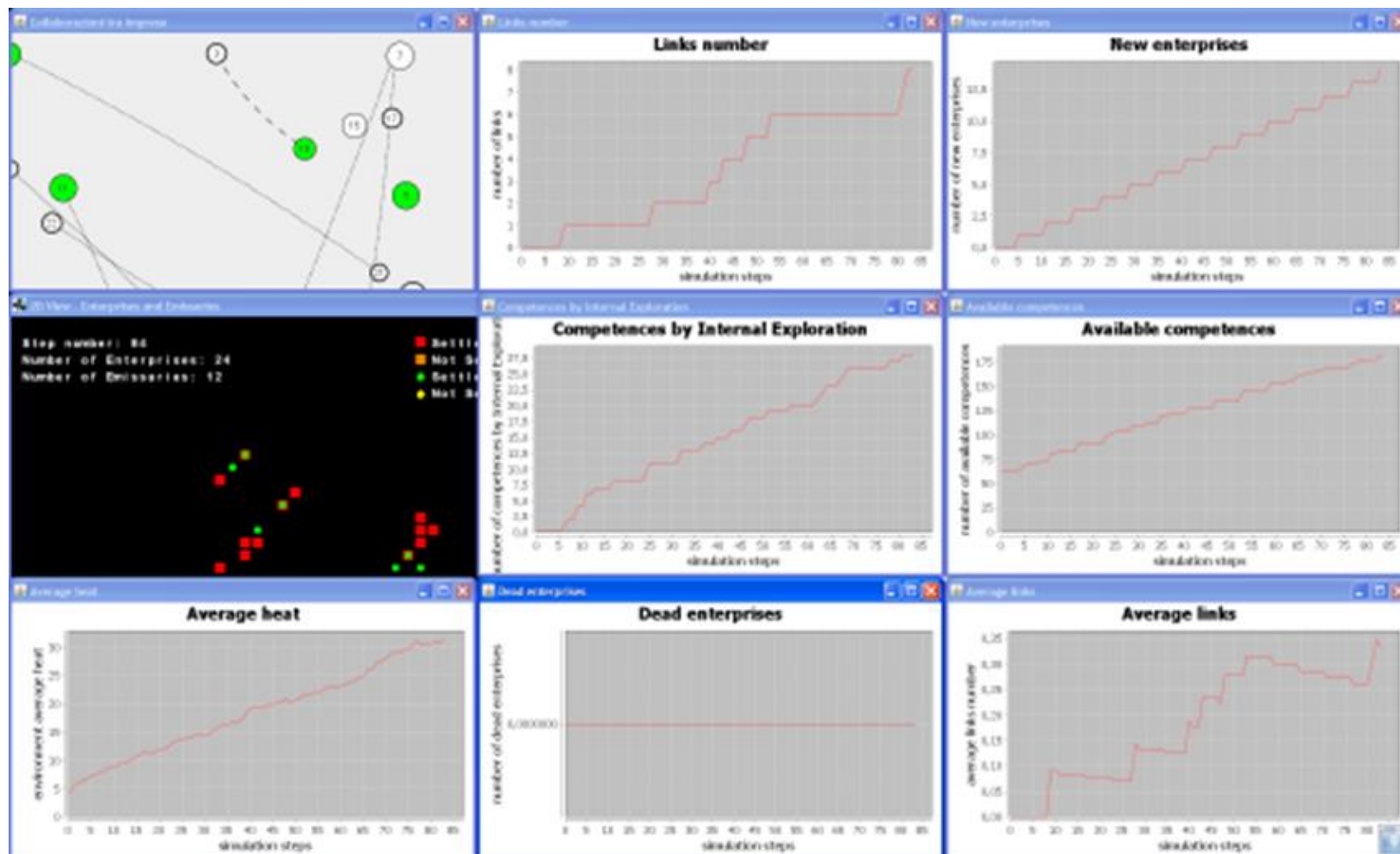
Context and case study



Context and case study

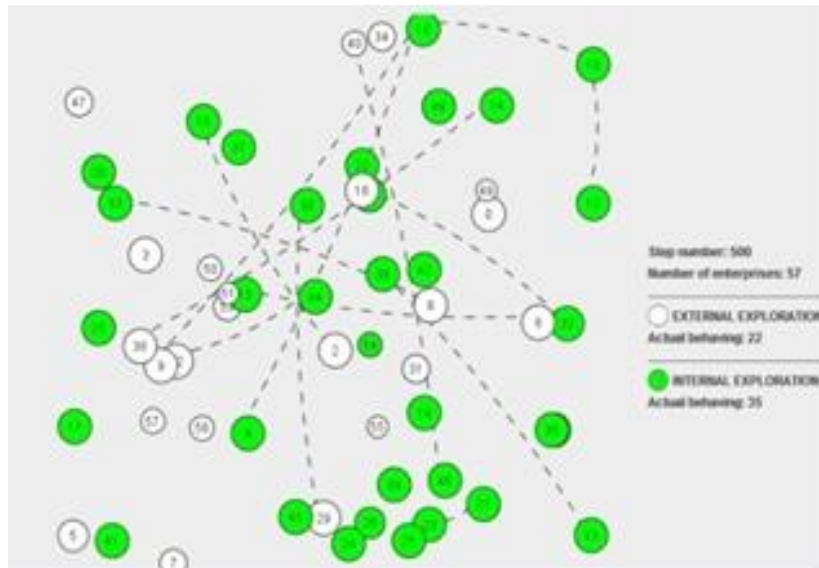


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PIRONTI M., REMONDINO M., PISANO P. (2010, 2012)

The «old»

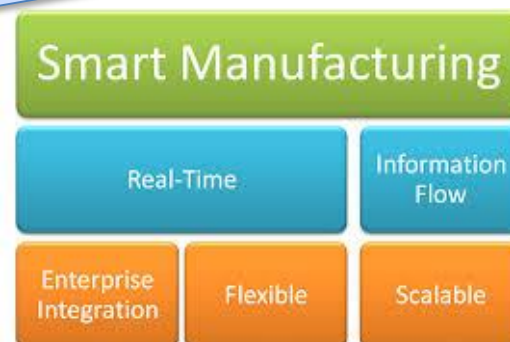


The «new»



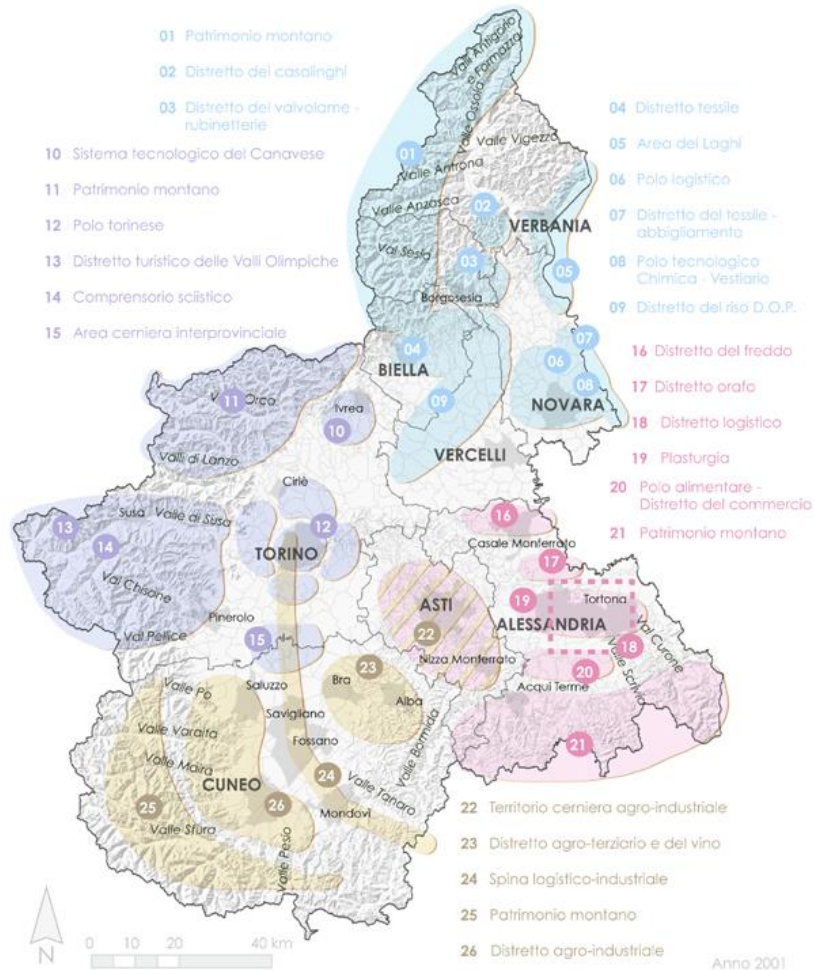
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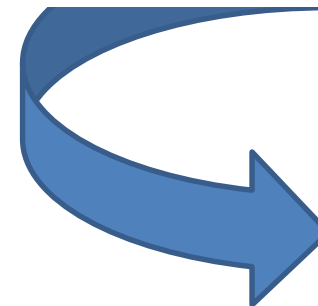


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Re-built this approach in different «valley» (Ivrea, Cuneo, Verbano, ...) in Piedmont and not only...



Overtaking «Palio di Siena» Syndrome



From «Palio di Siena Syndrome» ...
the competitor's goal is
losing so that the
opponent loses too,
instead of winning
together

... to the strength
of team-work!



