

How a City can win Olympics: the 2006 Winter Games and the Legacy

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The Olympic Legacy: possible scenarios for territory

Who we are

Silvia CRIVELLO

Egidio DANSERO

Domenico DE LEONARDIS

Alfredo MELA

**Dipartimento Interateneo Territorio, Politecnico e
Università di Torino**

**Dipartimento di Scienze e Tecniche per i Processi di
Insediamento, Politecnico di Torino**

Our researches

- Participation at the “Environmental Consultative Assembly” of Toroc;
- AlpCity project;
- Territorial and environmental transformations as olympic legacy of Turin 2006;
- Environment and olympic legacy
(PhD’s thesis in Territorial Planning and Local Development)
- Cities as organizing systems of megaevents
(PhD’s thesis in Territorial Planning and Local Development)
- Women, cities and Olympic games
(to be published in Sociologia Urbana e Rurale)

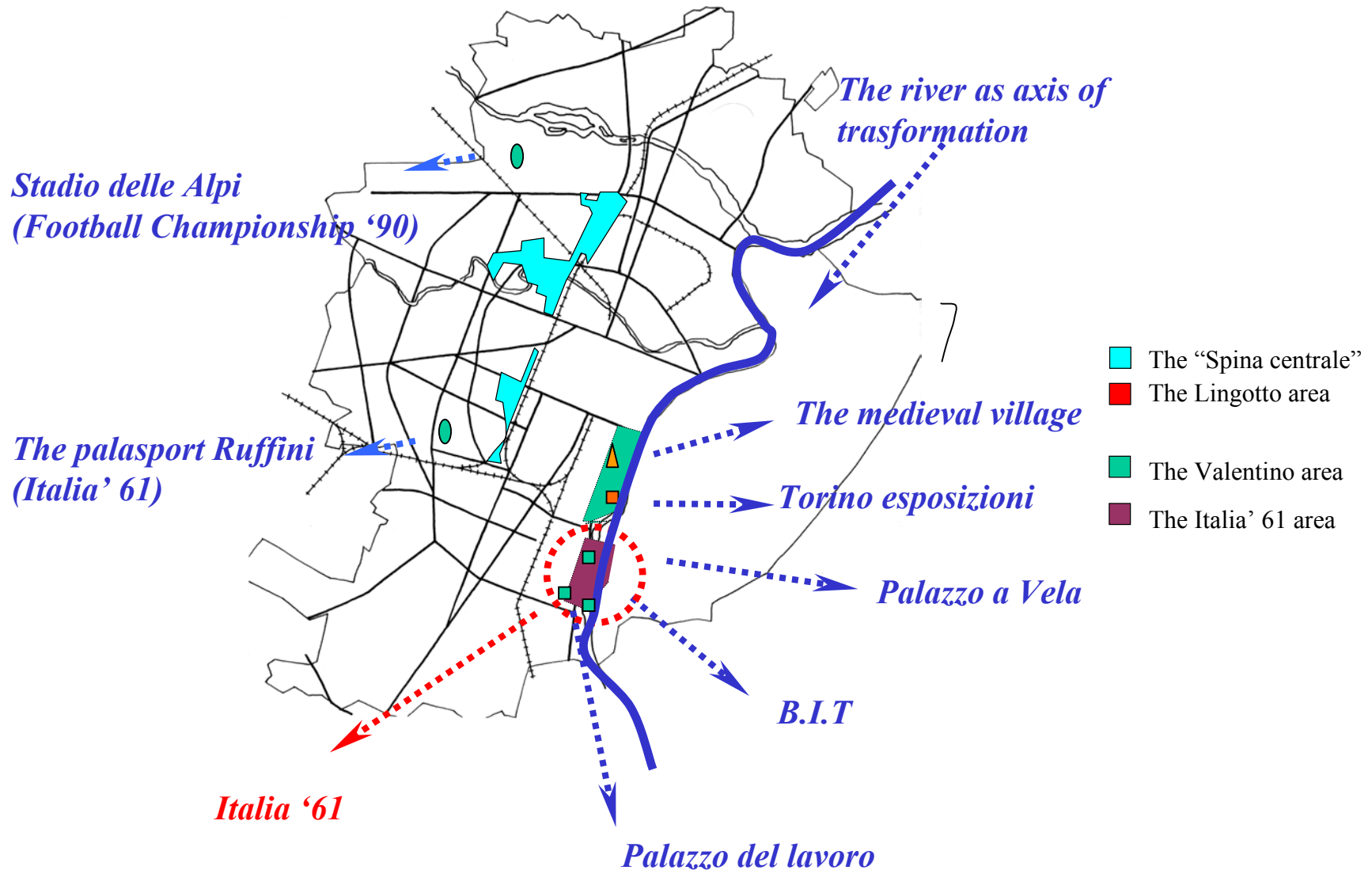
Turin-Valleys

Types of Legacy	Sure effects	Expected Effects	Risks
<i>Material legacies</i>			
Olympic facilities (sport structures, villages, ancillary works, accompanying works)	<ul style="list-style-type: none"> -Re-use of residence; -University campus; -New exhibition/multifunctional places; 	<ul style="list-style-type: none"> -New capacity of private investments; -Capacity of attracting other events; 	<ul style="list-style-type: none"> -Uncertainty about future destinations of facilities;
Infrastructural facilities	<ul style="list-style-type: none"> -Improved accessibility; 	<ul style="list-style-type: none"> -New territorial structure; 	<ul style="list-style-type: none"> -Urban sprawl; -Congestion;

Turin-Valleys

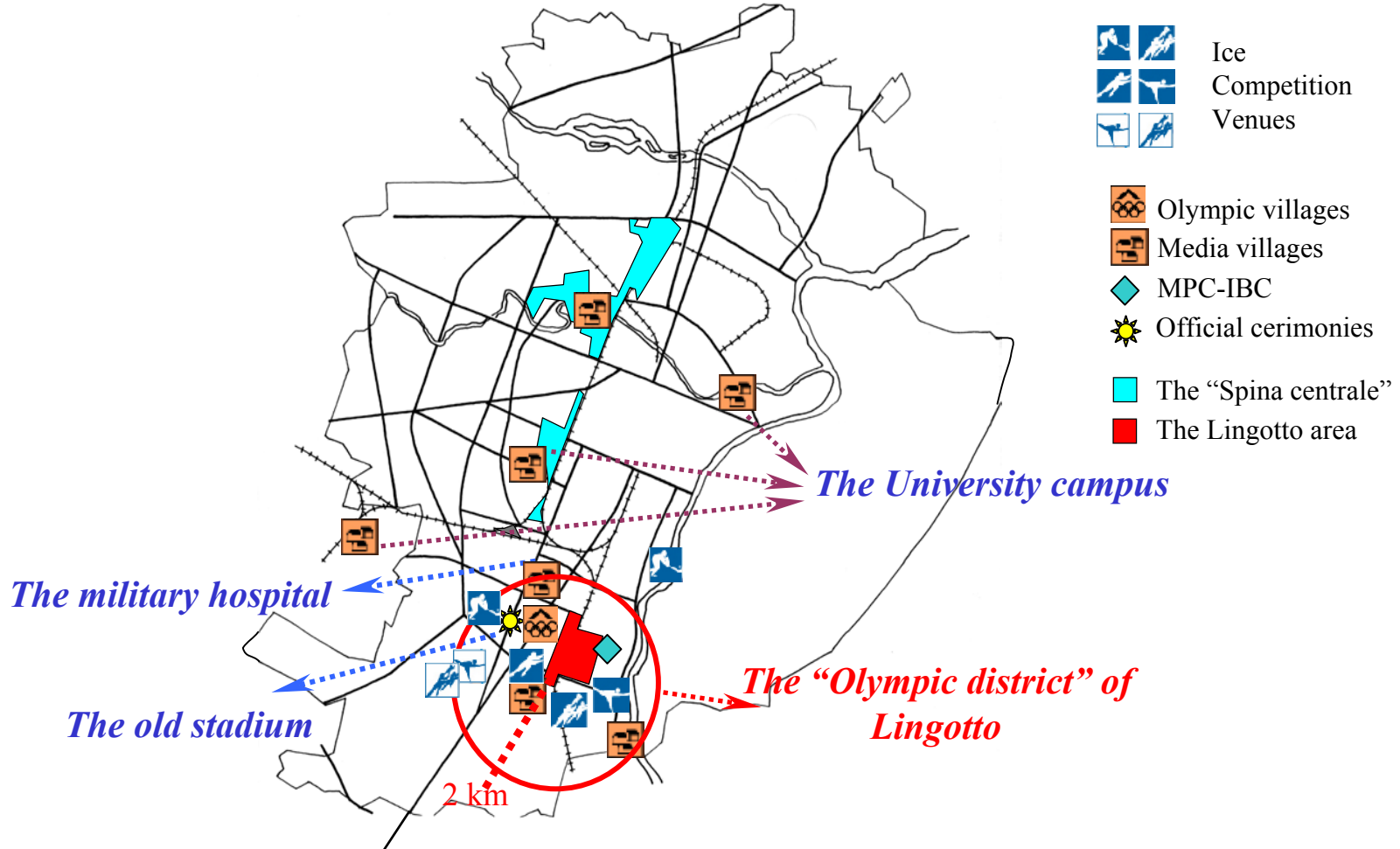
Types of Legacy	Sure effects	Expected Effects	Risks
<i>Immaterial legacies</i>			
Mentality	-Broad mindedness;	-Cosmopolitan frame of mind;	-Cultural conflicts;
Image	-Improved visibility;	-New place in international imaginary;	-Fading of Olympic image;
Governance	-Cooperation between public agencies;	-Strategic planning;	-Conflicts; -Narrow coalitions;
Know how	- Improved management skills;	-Excellence in organizing events;	-Loss of skills;

Before the Olympic Games: the legacy of past events in Turin



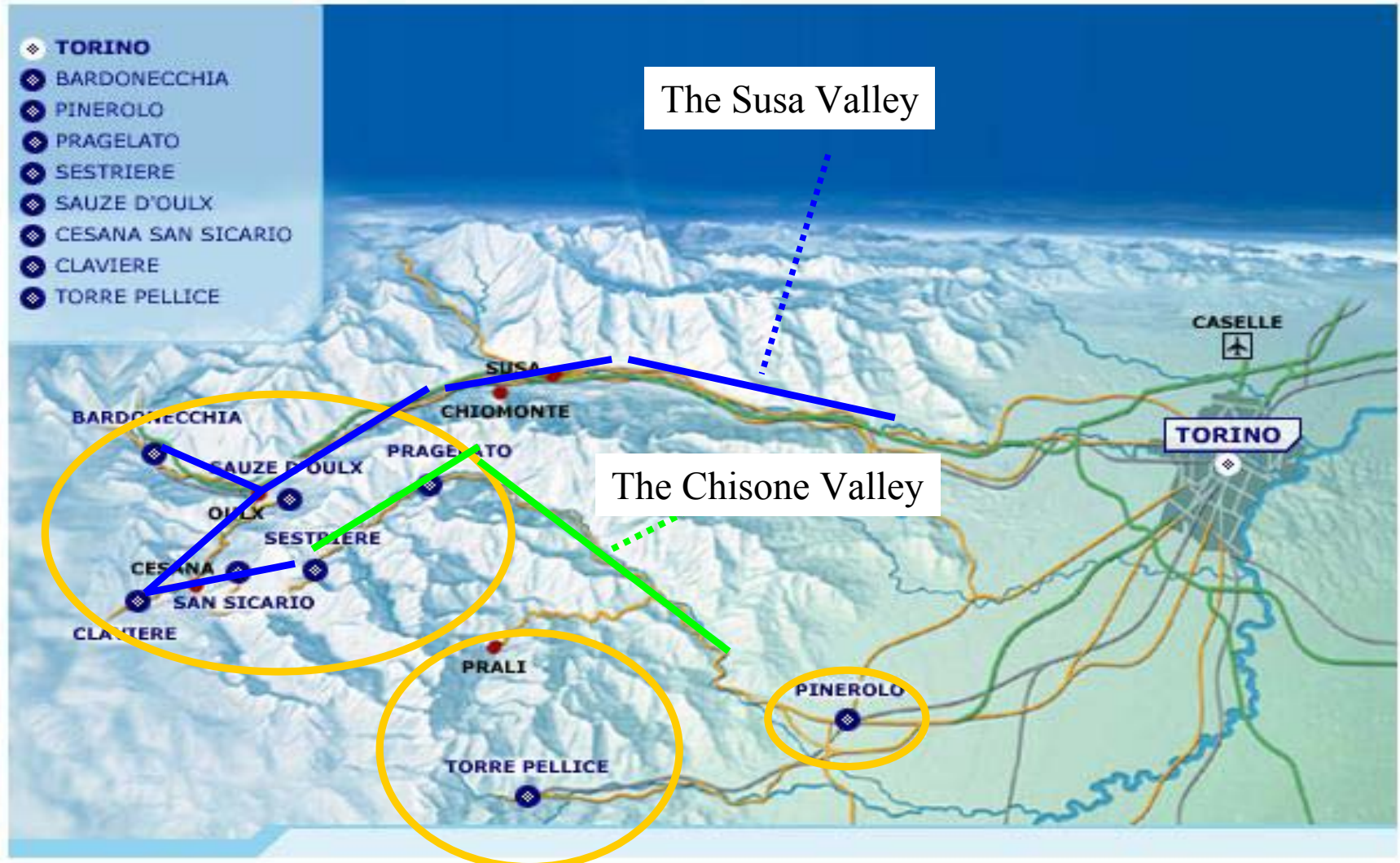
The urban space of Torino 2006

(source: <http://www.torino2006.org>)



The Alpine Space of Torino 2006

(source: <http://www.torino2006.org>)



The Olympic space of Torino 2006

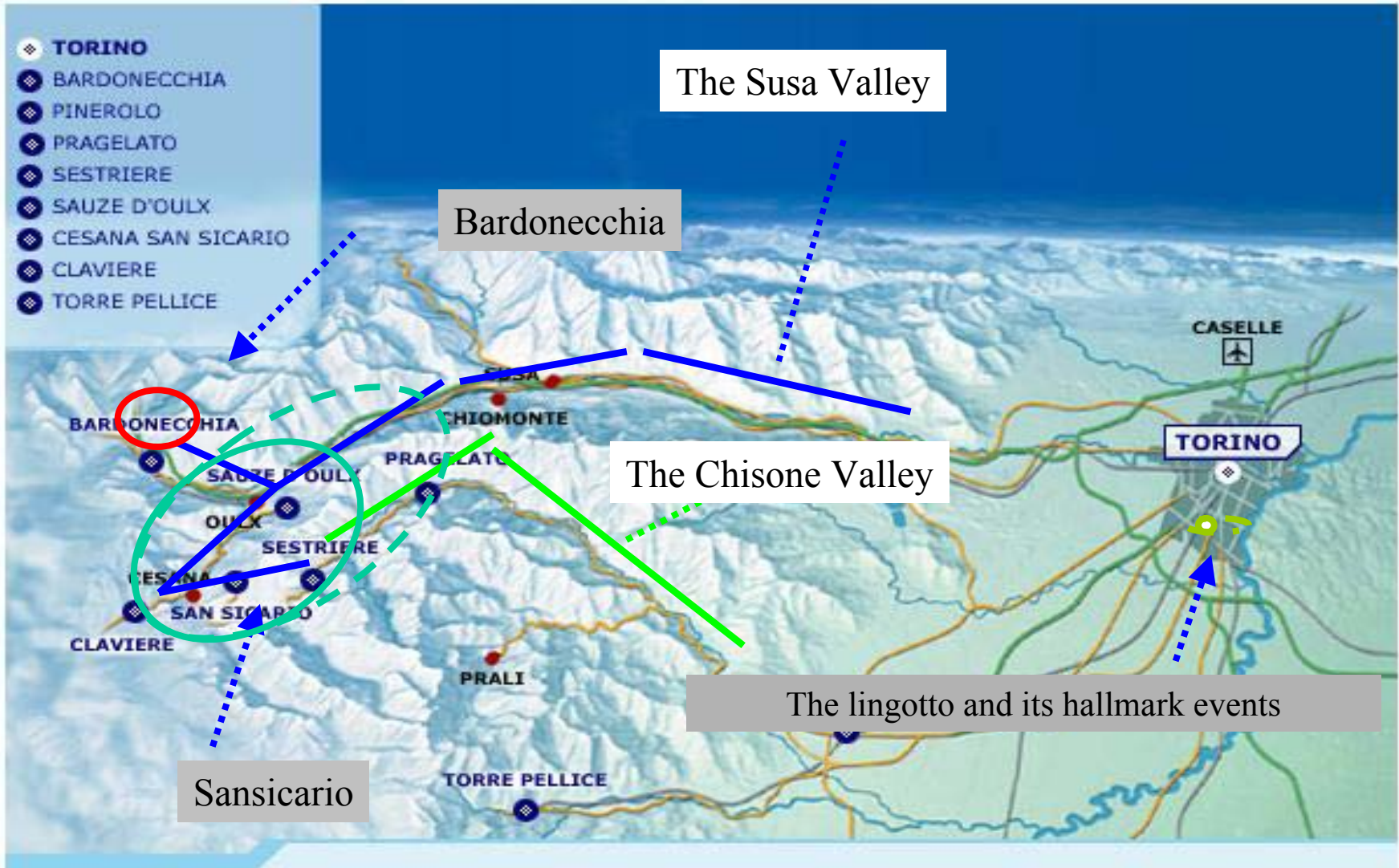
(source: <http://www.atriumtorino.it>)



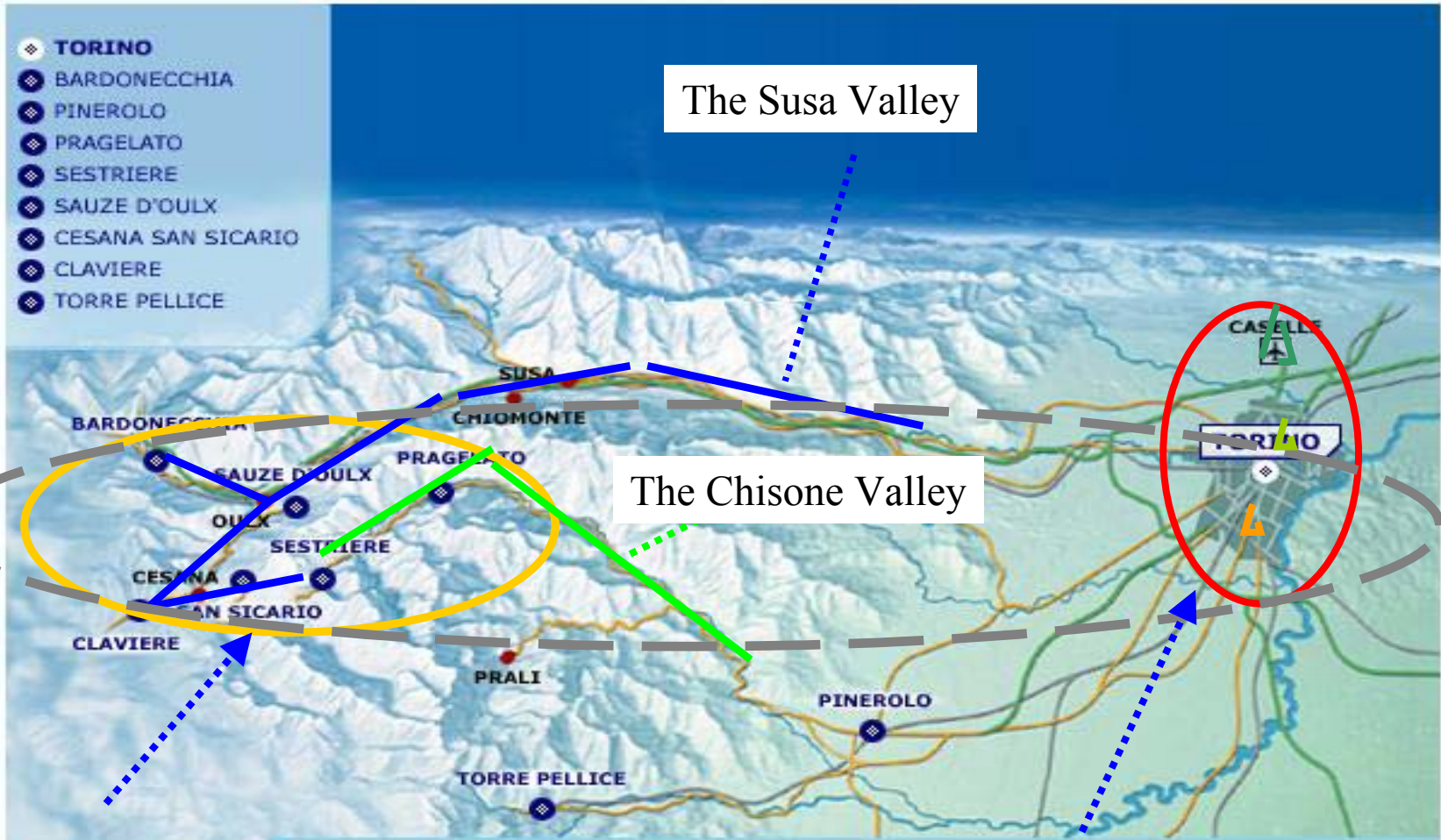
Possible Scenarios

Scenarios (*)	Areas	Activities	Relationship between areas
1) Inertial re-use of facilities	<ul style="list-style-type: none"> • Competition mountain districts; • Competition Turin districts; 	Strengthening of existing single activities;	0
2) New international position	<ul style="list-style-type: none"> • Susa Valley and Pragelato; • Torino; 	Strengthening of the network of existing and new first-rate activities (culture districts, cinema, museums, alpine tourism etc.);	+
3) “Creative maturity” (* IRES	<ul style="list-style-type: none"> • Turin; • Mid lands; • Susa, Chisone and Germanasca Valleys; 	Improving of qualified services for a regional demand (mountains as leisure places, soft/cultural tourism, quality of environment, etc.);	++

Inertial re-use of facilities



New international position



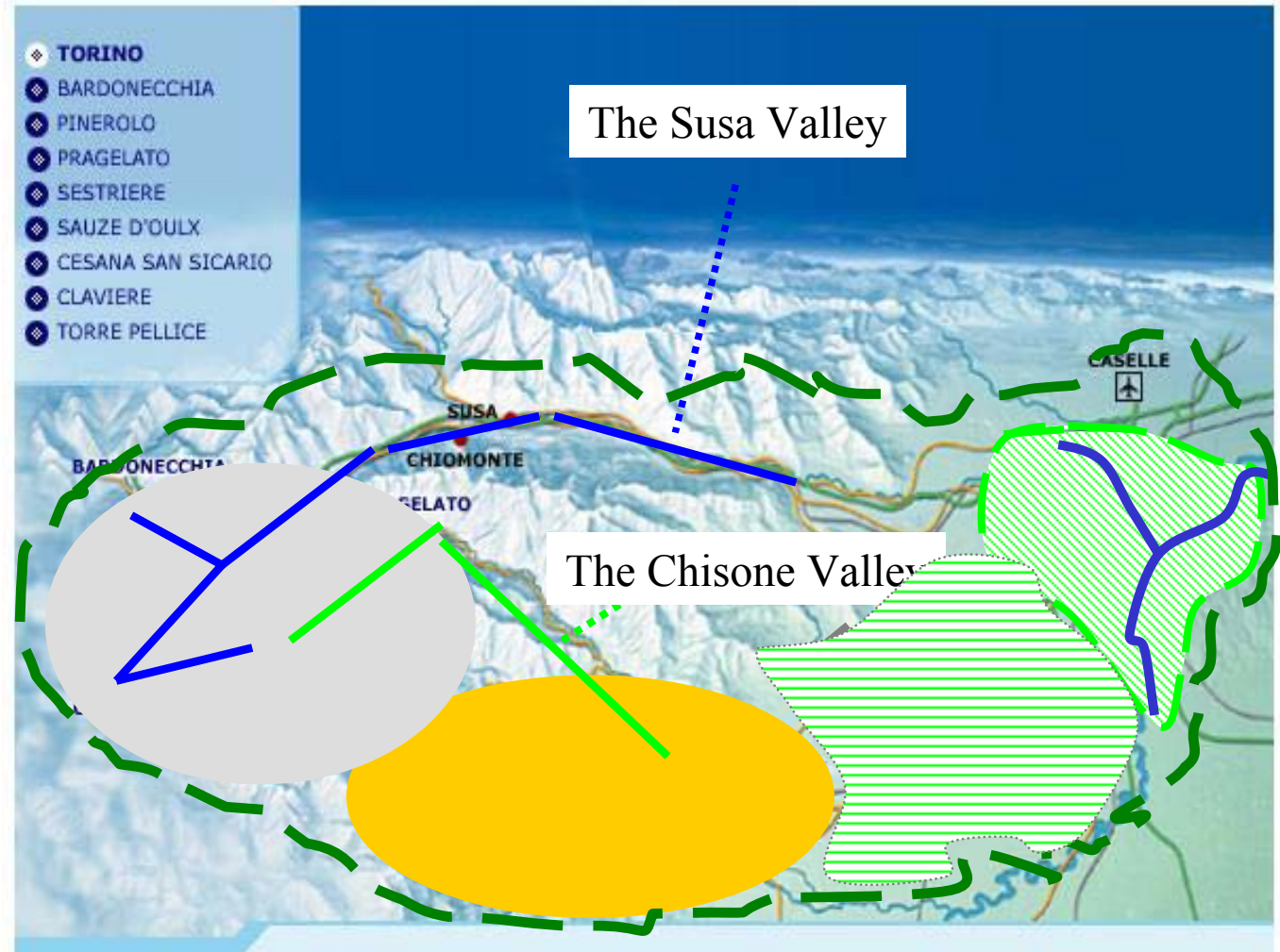
Cultural district (museums, cinema, hallmark events)

“Creative maturity”

Winter sport districts

Soft/cultural tourism with emphasis on local identity

Improvement of environmental quality in Turin and mid lands



Conclusions

- Possible combination between scenarios 2 and 3.

CONDITIONS:

- Extended governance in Olympic territory;
- Turin-Alps relationship;
- Strategic planning and visioning;