

LE PROSPETTIVE DI PROCESSO E PIATTAFORMA DIGITALE NELLA VALORIZZAZIONE DEL PATRIMONIO CULTURALE DELL'AUTOMOBILE

ROSSELLA MASPOLI

Politecnico di Torino, Dipartimento di Architettura e Design
rosslla.maspoli@polito.it

Abstract

The article first examines how a wide repertoire of material and immaterial aspects of motoring have shaped contemporary society. At the end of the traditional industrial phases, the problem of the recognition of this immobile and mobile material culture, and its *patrimonialisation* and *historicization*, currently arises.

The current research - with the Memorandum of Understanding TAHN Torino Automotive Heritage Network - focuses on the problem of the historicisation of automotive culture from the end of the 19th century to the 1930s, considering the case of Turin, the traditional Italian 'motor town', in comparison with the Motor Valley in Emilia-Romagna and other international cases, from Wolfsburg to Detroit. The central theme is the prospects of digitalisation to make documentary sources - both tangible and intangible - accessible to a wide public and to stimulate processes of valorisation, of the architectural heritage of the historic car factories and of the «company town».

Each tangible heritage site will be considered as a «point of interest», accessible through geographical coordinates and described through various textual, graphic, video and sound media from different periods. The result is a digital plan of knowledge through the theme of «edutainment», in the sense of education and entertainment.

Keywords: *automobile heritage, patrimonialisation, valorisation, digital platform*