



**THE FIRST**  
DESIGN AND ART  
DISTRICT IN **TURIN**

11.02.26

**STARTING**  
POINT



# TURIN & DESIGN

OPPORTUNITIES

**STARTING**  
POINT



# The Legacy

---

# STARTING POINT



## **2008** – World Design Capital:

Turin at the heart of the national and international scene.

A year of events, exhibitions, and initiatives that strengthened networks between industry, craftsmanship, and creativity, enhancing local skills and know-how.

# STARTING POINT



**Torino**  
City of Design



**unesco**

Member of  
the Creative Cities Network

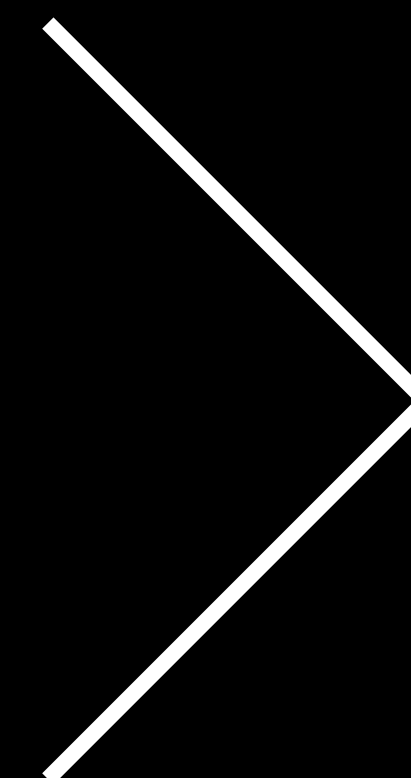
**2014 – UNESCO “Creative City of Design”:** an official recognition that makes Turin the only Italian city in the Design category, certifying its vocation for innovation, sustainability, and the role of design as a driver of cultural and economic development.

**STARTING**  
POINT



*THIS LEGACY IS THE SOLID FOUNDATION FROM  
WHICH TO REIGNITE DESIGN IN TURIN TODAY.*

Cassese



History



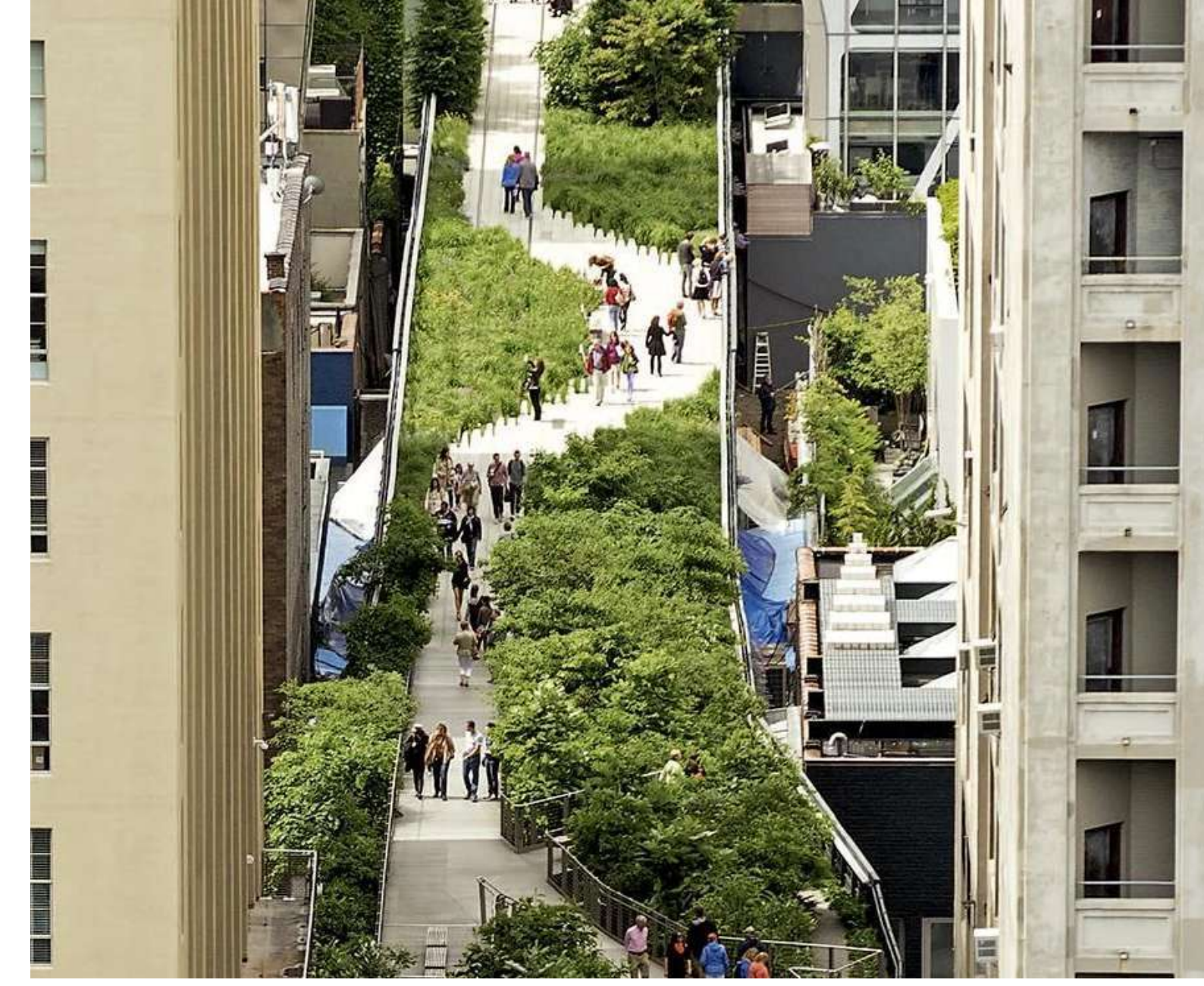
**WYNWOOD** MIAMI (USA)

**EL POBLENOU** BARCELONA (SPAGNA)



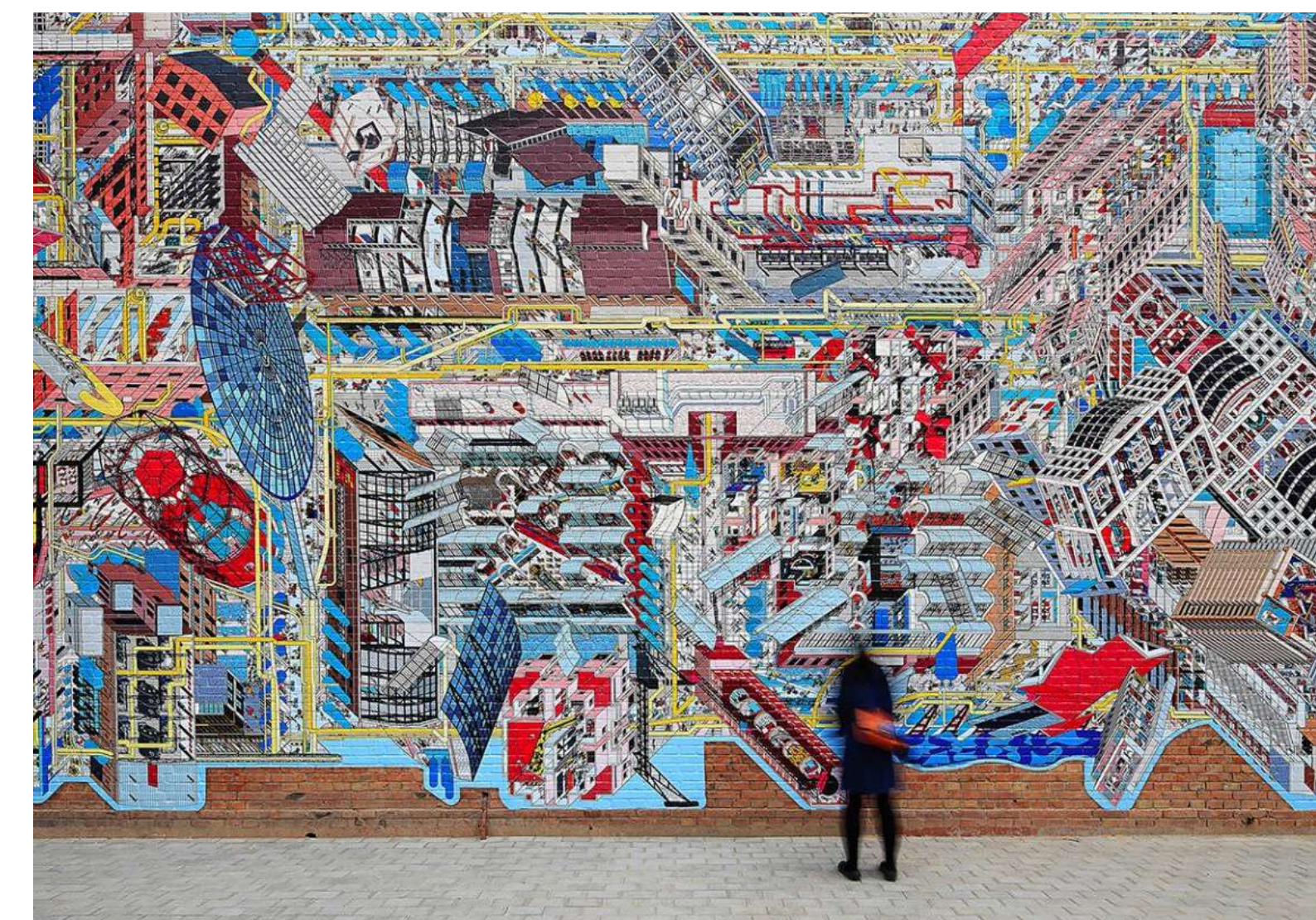
**WEST LOOP** CHICAGO (USA)

**PORTO DI ANVERSA** BELGIO



**HIGH LINE** NEW YORK (USA)

**798 ART ZONE** PECHINO

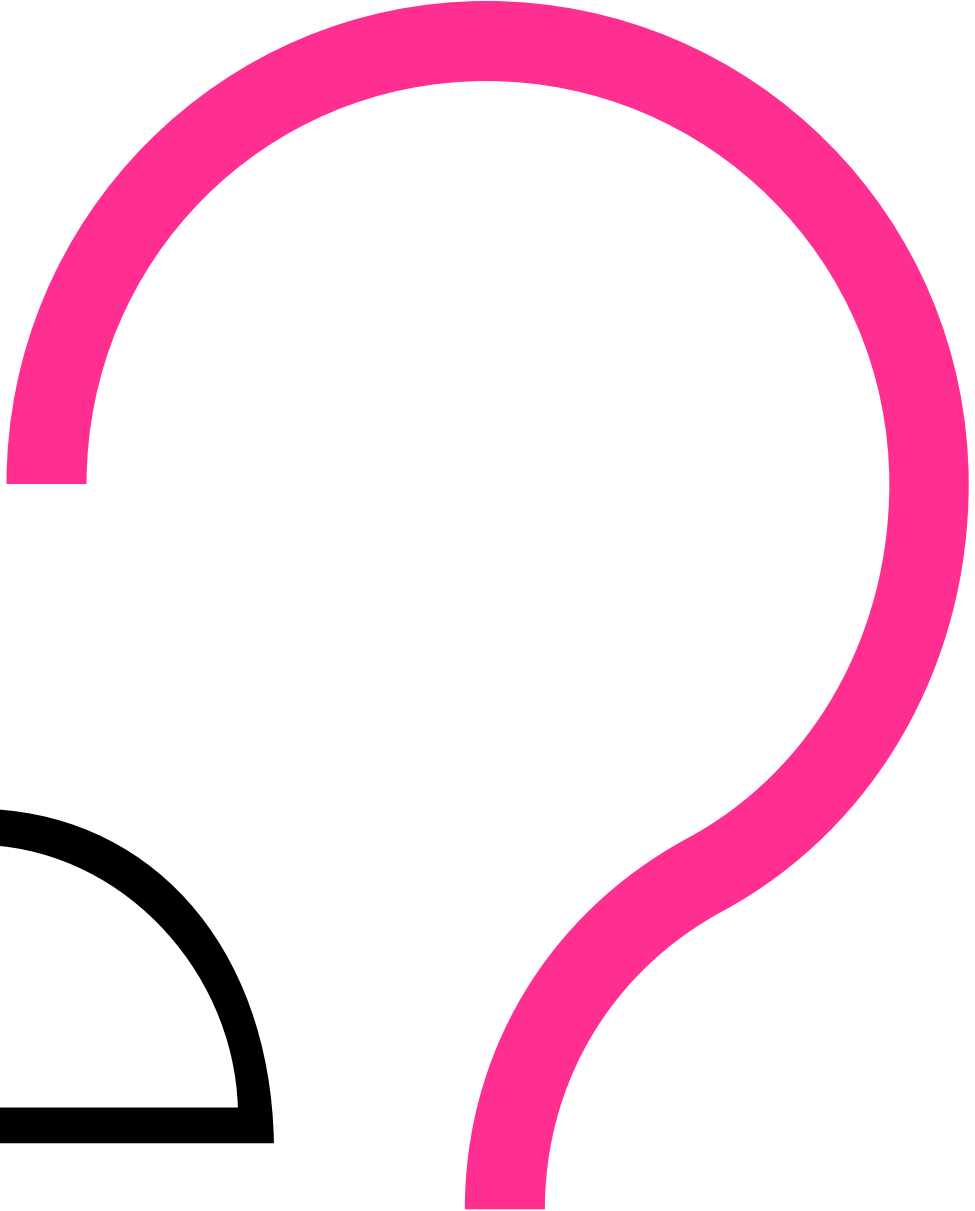


**BARRIERA DESIGN DISTRICT**

NEW  
VISION



Where?



NEW  
VISION



... in Turin?



NEW  
VISION



Why?

BARRIERA DI MILANO



BARRIERA DESIGN DISTRICT

# WHY BARRIERA DI MILANO?



A neighborhood in transition: from industrial suburb to urban future lab.

Barriera di Milano is one of Turin's most densely populated and multicultural neighborhoods. Originally a working-class and industrial area, it is now undergoing a profound transformation. In recent years, public and private initiatives have been helping to reactivate spaces, connections, and opportunities in a territory rich in identity but marked by inequalities.

THE EVIDENCE |

THE  
STRATEGIC  
POSITION

**THE** EVIDENCE |

“Barriera is a mental suburb”

THE EVIDENCE |

15 MIN



BARRIERA DESIGN DISTRICT

**THE** EVIDENCE

NEAR MILAN



THE EVIDENCE |

AEROPORTA  
20 MIN



BARRIERA DESIGN DISTRICT

# THE OPPORTUNITIES

NEW BUS  
STATION ON  
VIA FOSSATA  
WITH A BAR  
AND A  
RESTAURANT.

2027



# THE OPPORTUNITIES

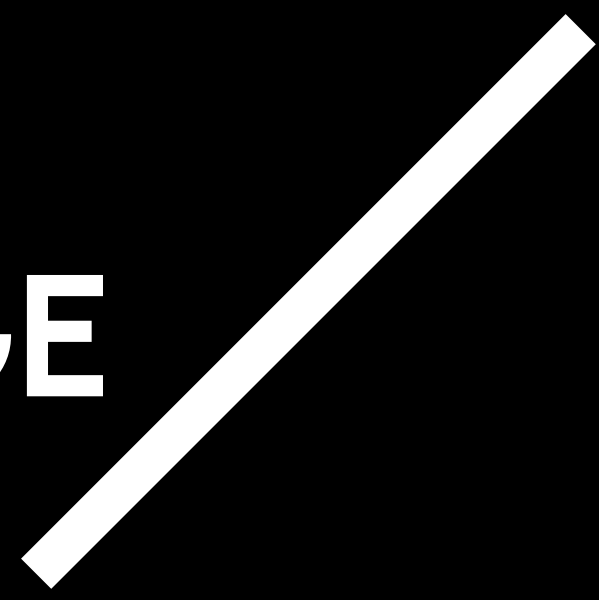


Vision and investment for the future

IL  
CONCETTO BASE

shine  
a light  
on

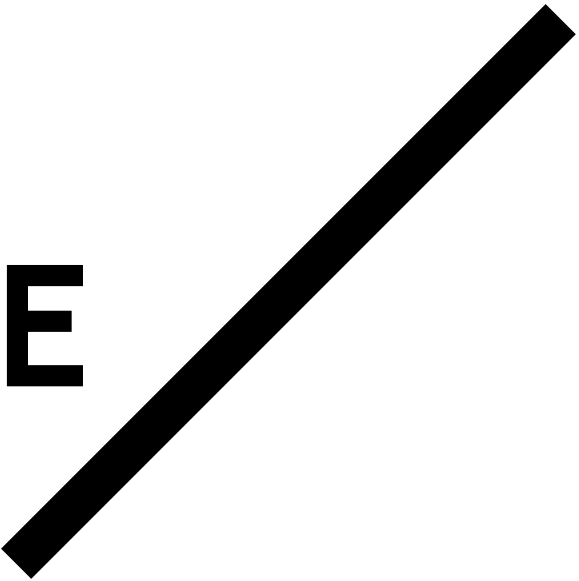
THE NEW  
CHALLENGE



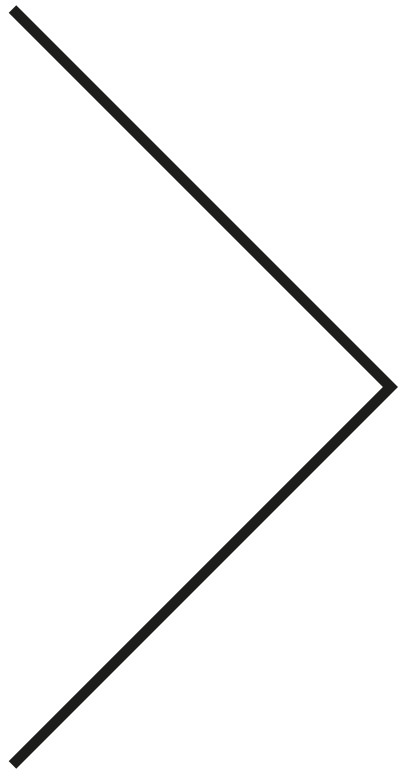
...and now?



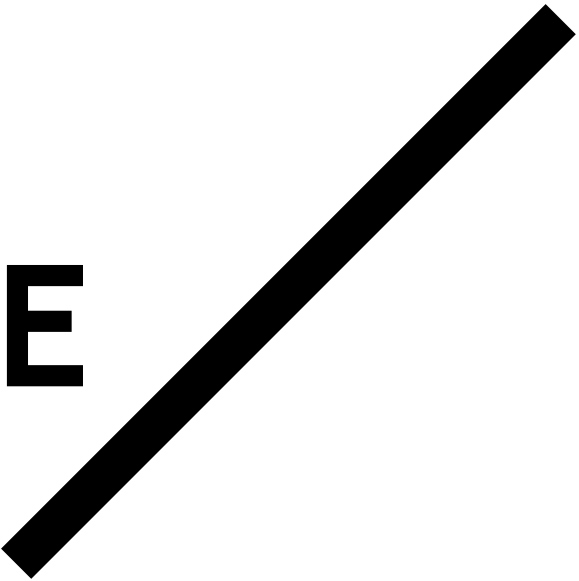
**THE NEW  
CHALLENGE**



A new is  
beginning!



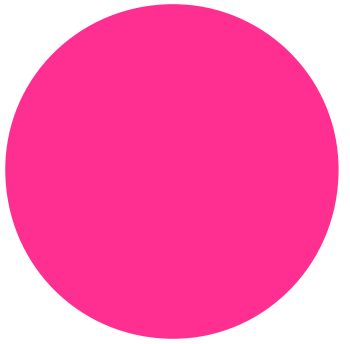
**THE NEW  
CHALLENGE**



**WW**

**h**

**Y**



**Barriera Design District**

# THE STRATEGIC POSITION

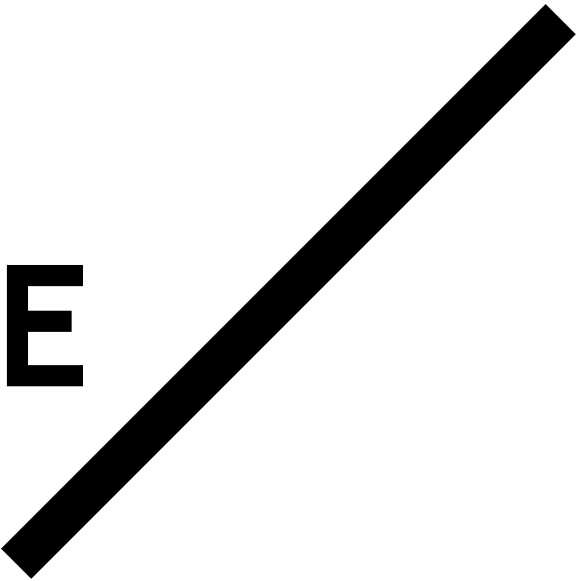


Located in a **key area** of Turin

*“Barriera is a marginal state of mind”*

*Just **15 minutes** from Turin's city center and **20 minutes** from the airport, Barriera is adjacent to the upcoming coach hub and serves as the **gateway** for those arriving from the **Milan** highway.*

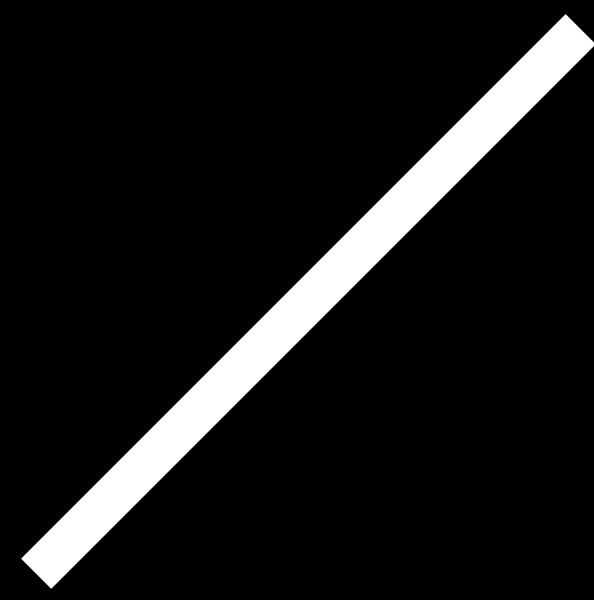
**THE NEW  
CHALLENGE**



**How** **www**?

**Barriera Design District**

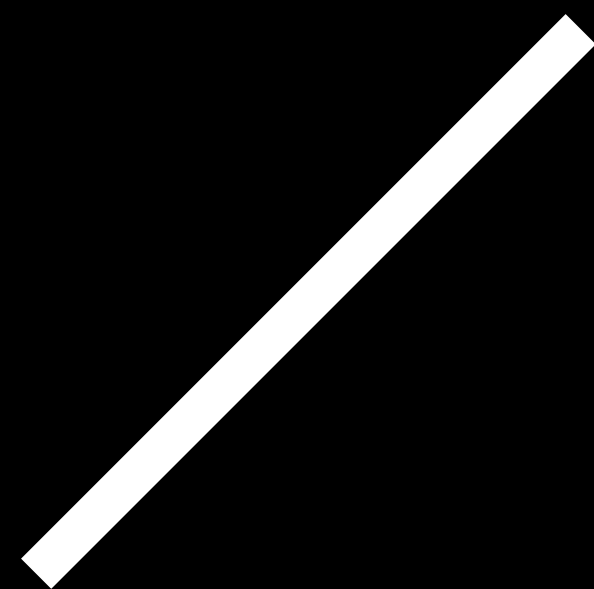
THE  
PROJECT



Creating the **first district** in the city of Turin  
dedicated to **Design, Art, and Culture.**

**Barriera Design District**

THE  
PROJECT



# BarrieraDesignDistrict

*Territorial marketing initiative*

*(Design/Art/Culture)*

THE **NEW**  
STORY

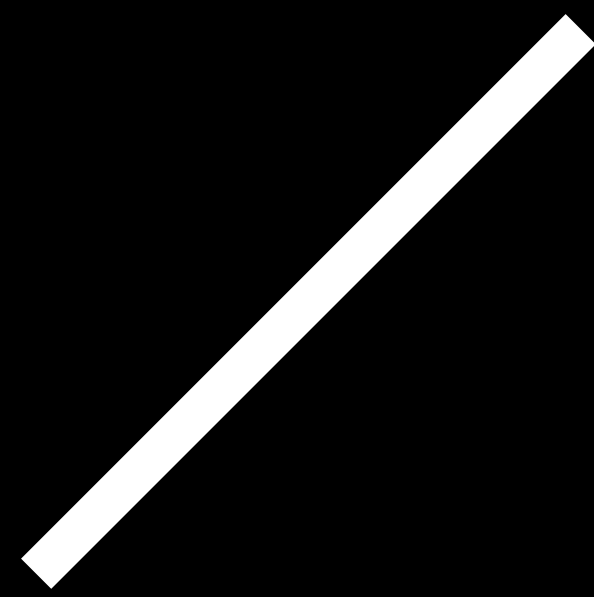
WHAT IS **BARRIERADESIGNDISTRICT?**

*A territorial marketing initiative that, through a dedicated communication plan, aims to promote local excellences and foster commercial and real estate development in the area, enhancing the cultural offering and appeal of the district by merging tradition and innovation in the widespread field of design, art, and culture.*

*It will operate by involving both existing brands and professionals in Barriera, as well as investors, sponsors, and temporary exhibitors who find in the district's unique and evocative industrial locations their ideal showcase for promotion.*

**Barriera Design District**

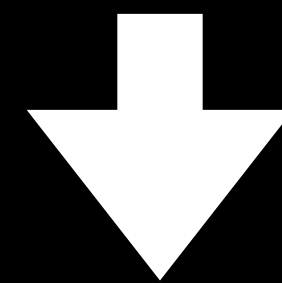
THE  
PROJECT



PROJECT **DEVELOPMENT**

# Brand identity

THE "LOGO"



THE  
LOGO



BARRIERA  
DESIGN  
DISTRICT

*The **BDD** logo is represented by an open "B".*

*A **graphic sign** intended to communicate the **dynamic** and open **evolution** of the neighborhood. More than just a letter; it is a **visual metaphor** expressing the neighborhood's openness to the world, both **culturally** and **experientially**.*

THE  
COLOR



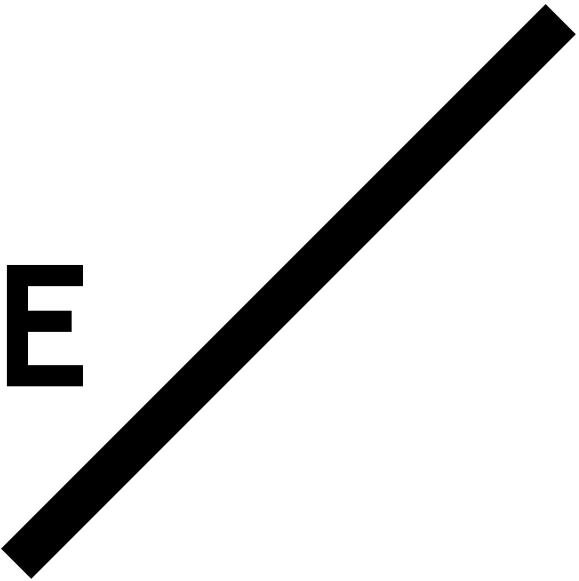
# magenta 100%

Magenta is a **vibrant** and **bold color**, commonly associated with creativity and originality.

It is used to express innovative ideas and concepts.

It can be used to create striking visual accents and to achieve a strong impact effect.

**THE NEW  
CHALLENGE**



**FoR**



**Barriera Design District**

THE  
ENGAGEMENT



Discover the new **Barriera Experience!**

---

*An itinerary to discover a neighborhood in **deep transformation.***

**Barriera Design District**

THE NEW  
CHALLENGE



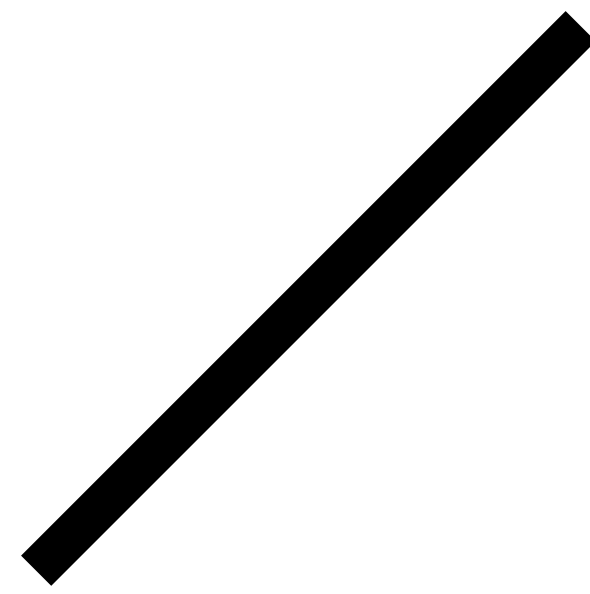
“FOR **CHANGING THE NARRATIVE** OF THE TERRITORY”

**BD**

BARRIERA  
DESIGN  
DISTRICT

**shine  
a light  
on**

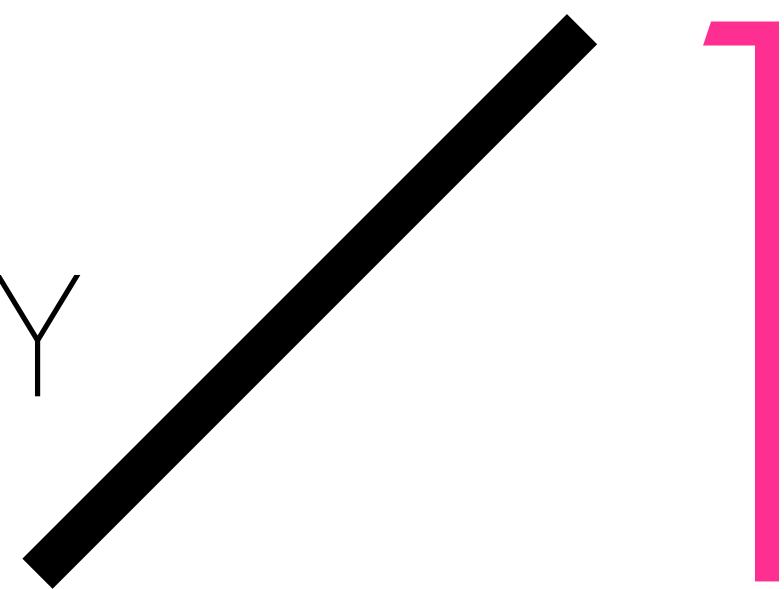
THE  
VISION



**Barriera Design District** is an **city imaging** project

A collective initiative aimed at creating and promoting the best possible image of Barriera di Milano, and by extension, of the entire city, with the goal of generating tangible, **shared** value.

# THE **GREAT** OPPORTUNITY



## **AURORA BARRIERA**

*A territorial project for Aurora and Barriera di Milano*

*Sustainability, beauty, and inclusion are the key words guiding the urban regeneration project in the neighborhoods of Aurora and Barriera di Milano.*

*This large-scale project aims to redevelop streets, public spaces, and services to improve the lives of those who live, work, and spend time in this part of the city.*

*The first step in realizing the project is the creation of a Masterplan, a comprehensive plan that defines the guidelines for urban regeneration interventions.*



**25.8  
mln**

€ DI INVESTIMENTO

**Barriera Design District**

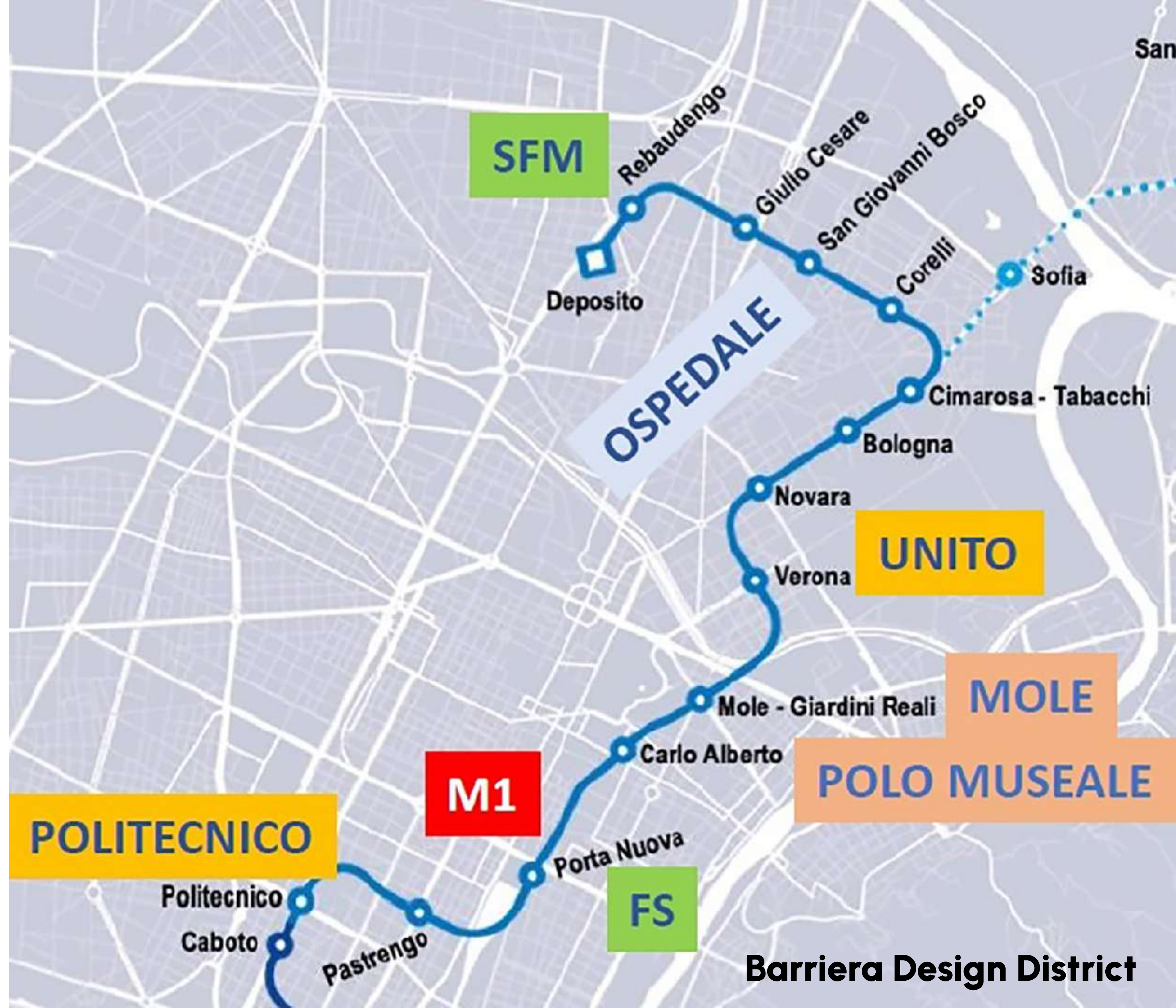
THE GREAT  
OPPORTUNITY

2

# Vision and investment for the future:

METRO 2

With the construction of the new Metro Line 2, the area will become even more accessible, **increasing its appeal for businesses, creatives, and visitors.**



# PARADIGM SHIFT

To see this important infrastructure not as a one-way transport **monodirezionale**

PERIPHERY → **CENTER**

But as **two-way**

**CENTER** → **BARRIERA**

**HOW?**

By creating a "**virtuous attractive movement**"



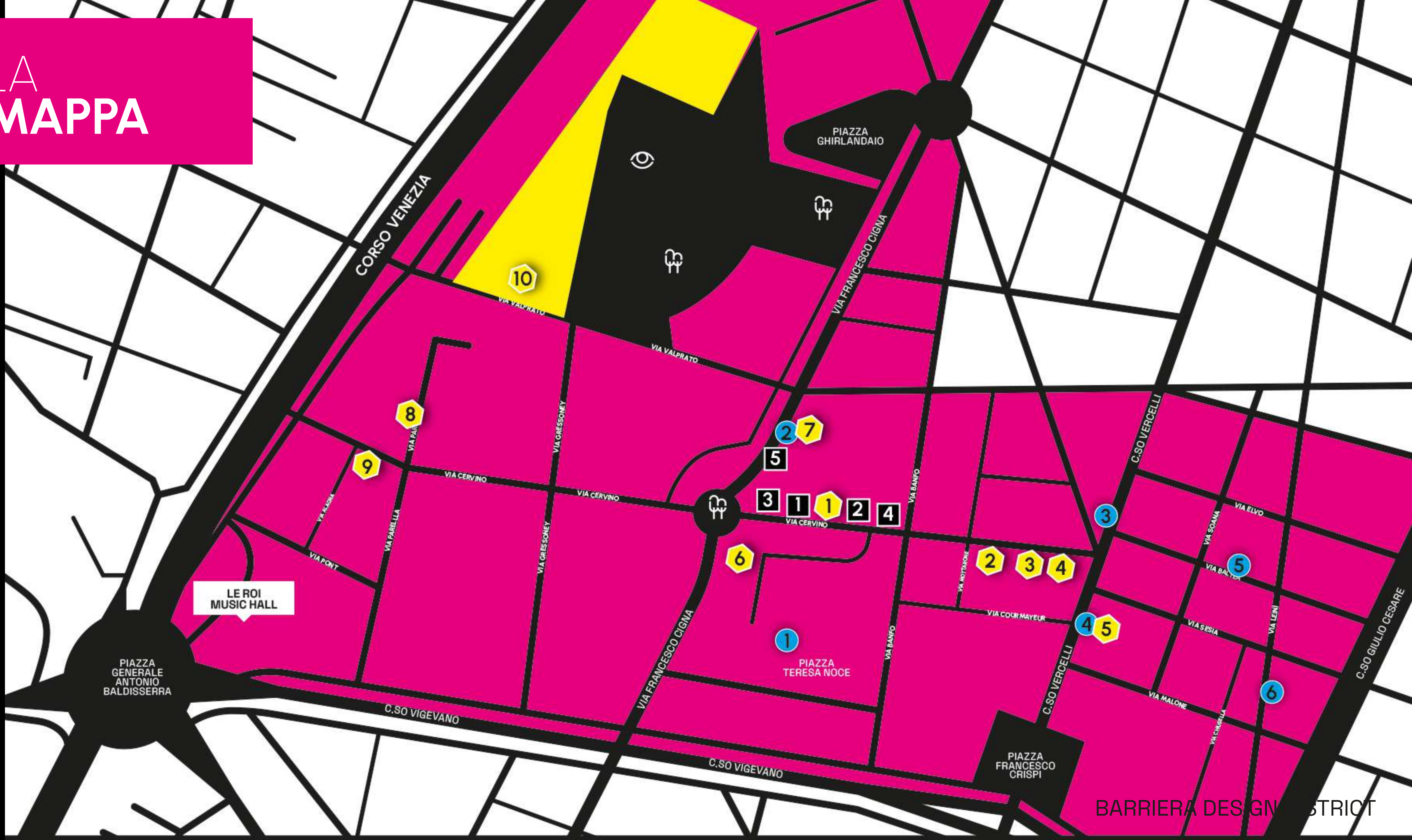
THE  
AREA



# THE MAP

BARRIERA DESIGN DISTRICT

# LA MAPPA



LE ROI  
MUSIC HALL

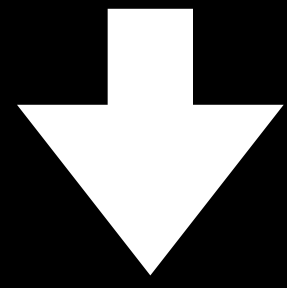
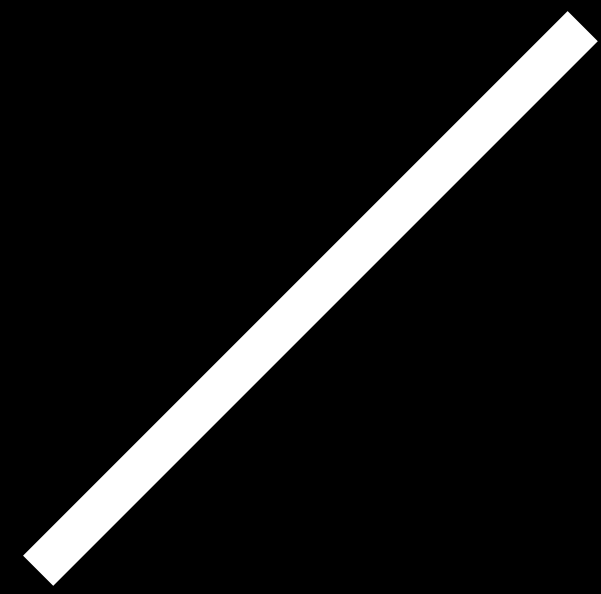
PIAZZA  
GENERALE  
ANTONIO  
BALDISSERRA

PIAZZA  
TERESA NOCE

PIAZZA  
FRANCESCO  
CRISPI

BARRIERA DESIGN DISTRICT

# THE ECOSYSTEM



**FURNITURE AND URBAN  
ART  
STREET ART  
COORDINATED PLAN  
TOURIST SIGNAGE  
AREAS DESIGNATED FOR  
MARKET EVENTS  
INFO POINT  
DISTRICT TOUR  
STREET EVENTS**





BARRIERA  
DESIGN  
DISTRICT

# WHAT ARE WE DOING?

CREATING A CREATIVE DISTRICT THAT WILL **TRANSFORM** THE NORTH OF TURIN



BARRIERA  
DESIGN  
DISTRICT

*TO TELL THE PEOPLE OF TURIN AND FOREIGN TOURISTS  
ABOUT THIS PART OF THE CITY AND ITS TRANSFORMATION.*

WHAT  
WE DO



# ITOUR



TOUR

**SOMEWHERE**  
TOURS & EVENTS

STARTING FROM **SEPTEMBER 21, 2024**

# Barriera Design District

A new era is beginning

<https://www.somewhere.it/prodotto/barriera-design-district/>

TOUR

**SOMEWHERE**  
TOURS & EVENTS

### ***BDD Tour – Barriera Design District: Discovering Post-Industrial Turin, from Docks Dora to EDIT***

The tour curated by Barriera Design District offers an exploration of post-industrial Turin, focusing on areas that symbolize the city's urban and cultural transformation. The itinerary unfolds through regenerated spaces and new creative hubs, where industrial heritage meets contemporary vision.

The journey begins at Docks Dora, historic railway warehouses now converted into a cultural hub, home to creative studios, artist ateliers, and art galleries. From there, the tour moves through former industrial sites that now host design labs, social initiatives, and innovative enterprises.

Key stops include the area of the former Incet factory, a landmark example of urban regeneration, now housing a mix of coworking spaces, a craft brewery, and contemporary lofts. The tour ideally concludes at EDIT, a multifunctional venue that blends cuisine, artisanal production, and hospitality in a space with strong architectural character.

# SPECIAL PROJECT

## B EER!

SPECIAL EDITION  
EDIT X BDD

*To strengthen the district's sense of identity,* a special-edition craft beer was created in collaboration with **Edit Brewery**, featuring custom-designed graphics by the designers at **Velvet Studio**.

### Where can you drink it?

EDIT, Il Cavaliere, Via Baltea 3, Italy Inn, Da Baffo, Muro, Amen Bar and ...more



COSA  
FACCIAMO



# EVENTS



# CULTURAL PROJECTS

## TALKS

marzo - giugno 2025

*A narrative window onto the city's artistic landscape, with a focus on the creative realities that inhabit the district. The aim is to give space to diverse voices, to collect and build an archive of our time, our places, and the practices that define the contemporary. A selection of artists is invited to share a space of reflection on our society, generating questions and infusing the district's spaces with visions, stories, and encounters*



**Barriera Design District**

PARTNERSHIP

IAAD X P+ARTS

*P+ARTS (PNRR - Partnership for Artistic Research, Technology and Sustainability) presents a two-year project supporting artistic and cultural innovation, led by NABA (Nuova Accademia di Belle Arti). The project brings together eight private and public Higher Artistic Education institutions (AFAM) and two public universities (Politecnico di Bari and University of Bolzano), initiating the creation of an innovation ecosystem around AFAM and fostering global collaboration through partnerships, cultural exchanges, workshops, and exhibitions related to technological and environmental transformation. The plan developed by IAAD, with the aim of promoting urban regeneration through these interventions, focuses on the context of the Barriera Design District.*



**Barriera Design District**



# DIALOGUES, "RISPETTI"

17-22 marzo 2025

*Annual exhibition promoted by IAAD which, for this edition, will take place in the spaces of the Gagliardi and Domke Contemporary art gallery (within the Barriera Design District), presenting a theme centered on plurality, suggesting that respect is not a single concept but multidimensional, just like dialogue. It encourages participants to explore new ways of connection and exchange. The theme of dialogue represents the meeting point between design and contemporary art and invites participants, through an open call, to propose a work capable of challenging the traditional boundaries between artistic categories.*



**Barriera Design District**




# EVENTI

## THE FLAIRY MARKET 2025



the  
**FLAIRY  
MARKET**






16 maggio h. 13 - 20  
17 maggio h. 10.30 - 20  
18 maggio h. 10.30 - 18  
SOLO  
EXTENDED  
VERSIONI!

**EDIT GARDEN**  
p.zza Teresa Noce 15A



Evento di Lifestyle, Moda e Design  
@theflairymarket

con il patrocinio di:  

in collaborazione con:  
    

the  
**FLAIRY  
MARKET**

Sabato 29 Novembre h. 11 - 20  
Domenica 30 Novembre h. 10 - 19



**EDIT GARDEN**  
p.zza Teresa Noce 15A



Evento di Lifestyle, Moda, Design

con il patrocinio di:  

in collaborazione con:  
   

progetto grafico: ornamento del cinque - www.d15.it



BARRIERA DESIGN DISTRICT

# EVENTS

12-13 OCT 2024  
**TRIP**  
A JOURNEY THROUGH  
ART, DESIGN AND MUSIC

**B** BARRIERA DESIGN DISTRICT

**TRIP** FIRST EDITION 12 — 13 OCT 24 TORINO

Un'opera collettiva: un viaggio esperienziale tra location diverse.

MUSIC

EXHIBITIONS

WORKSHOPS

TALKS

INSTALLATIONS

Scopri gli spazi, le idee e gli artisti del distretto e i suoi ospiti.

**UN VIAGGIO TRA ARTE DESIGN E MUSICA**



# TRIP

# AGENDA

FIRST EDITION 2024

## EXHIBITIONS

ACCREDITO OBBLIGATORIO PRESSO CONCRETO  
Via Cervino 24 - DALLE 10.30

12-13 OTT

11.00-19.00

**DOCKS DORA**  
Via Valprato 68

OCTAVIO FLOREAL STUDIO  
**OCTAVIO FLOREAL**  
scultura, pittura, installazioni

DIEGO DOMINICI STUDIO  
**DIEGO DOMINICI**  
fotografia

CINGOMMA FACTORY  
**DAVIDE RACCA & LUX AETERNA**  
installazione

DUE LINEE ARCHITETTURA  
**MAURO BAILO**  
pittura

DUE LINEE ARCHITETTURA  
**DIEGO POMARICO**  
pittura

ELISABETTA RICCIO STUDIO  
**ELISABETTA RICCIO**  
fotografia

IL CERCHIO E LE GOCCIE  
**EDOARDO BANSONE**  
pittura, scultura + open lab

ANGELO BARILE ATELIER  
**ANGELO BARILE**  
pittura

**CONCRETO**  
Via Cervino 24

**ALINA KLEYTMAN**  
installazione

**BRUNA**  
installazione sonora

12-13 OTT

17.00-19.00

**EDIT**  
Via Valprato 68

EDIT LOFT  
**MATTEO MELOTTO**  
audio video

EDIT LOFT  
**FABIO ZANINO**  
scultura

EDIT - PIANO TERRA  
**CHIARA VIVALDA & JOHN BRIGHWOLF**  
audio video

EDIT - SALA LIQUIFADE (PIANO 01)  
**TOMMASO MONTALDO**  
PANTA STUDIO - audio video

12 OTT

11.00-19.00

**BANSONE TATOO STUDIO**  
Via Cervino 13

**ERICA GARIBOLDI**  
audio video

**FABIO ZANINO**  
scultura

**CORN 79**  
pittura

**ENOTECA PRUNOTTO**  
Corso Vercelli 70

**ALBERTO CHIMENTI**  
fotografia

## L I V E

12 OTT

**DOCKS DORA**  
Via Valprato 68  
OCTAVIO FLOREAL STUDIO

11.00-12.00 COLAZIONE D'ARTISTA  
**OCTAVIO FLOREAL**

**LABORATORIO VENTRE**  
Via Cervino 60

14.00-17.00 WORKSHOP  
**FABIO ZANINO**

14.00-17.00 WORKSHOP  
**DIEGO POMARICO**

**CONCRETO ROOFTOP**  
Via Cervino 24

18.00-21.00 PERFORMANCE SONORA  
**BRUNA & SABINA KAUFMAN**

21.00-23.00 DJ SET  
**TORADIO**

13 OTT

**DOCKS DORA**  
Via Valprato 68  
OCTAVIO FLOREAL STUDIO

11.00-12.00 COLAZIONE D'ARTISTA  
**OCTAVIO FLOREAL**

**MAGAZZINI TESSILI**  
Via Cervino 13

15.00-19.00 WORKSHOP  
**SLOW TIMES**  
CARLOTTA SCOTTI & MICHELE POLI  
sound / meditazione

**CONCRETO ROOFTOP**  
Via Cervino 24

19.00-22.00 DJ SET  
**THE ROBINSON**

EVENTS |

# 2025 extended

17 maggio - via Cervino

An increasingly widespread event  
across the territory.



the  
**FLAIRY**  
MARKET



**BARRIERA**  
DESIGN  
DISTRICT

**EXTENDED  
VERSION!** 17 maggio  
**h. 10.30 - 20**  
**VIA CERVINO**

affida ad hoc | via cervino 26A | 10126 torino



**CANTIERI  
APERTI**

in cura di Enrico Fabiani e Elisa Fabiani  
La mostra (dal 05.25 al 10.02.2025) si svolge nel prestigioso  
Spazio Jobod spazio di design nella sala 205,  
dell'edificio in trasformazione.  
**Inaugurazione 05.05.2025 (18.00)**  
ore di visita: **17.05.2025** 25.05.2025 17.06.2025 17.07.2025  
Info: [pubblicita@barriera.com](mailto:pubblicita@barriera.com) 23.05.2025 (09.00)



MOSTRA FOTOGRAFICA di  
**DIEGO DOMINICI**  
17.05.2025 17.05.25 19.00-20.00



**la MIA  
Esperienza  
in Luce**

In collaborazione con:  
Esperienza in Luce

Con il patrocinio di:



GAGLIARDI ED OMKE COMTEMPORARY PRESENTA  
17.05.25 10.30-21.30

**SVELA E RIVELA**



OPERE: CENTRO CONCRETO, GENERAZIONE, LUMI, VASA, SINGOLI PISCELI,  
SALVEMINI, SCHLEIBER, SERRA, STANGHER, TONON, VALZELLI

di susseguirsi ore 18.30  
**IN CORPO E IN SPIRITO** di voce e di immagini  
Faccia, filosofia e arte in un'atmosfera luminosa in performance e performance  
partecipativa  
Artista: Roberto Maria Colucci, Il poeta Daniele Gigli, Il filosofo Luca Berioce

VIA CERVINO 10 - TORINO Con il patrocinio di:  
+39 011 19230051  
[info@gagliardiomke.com](mailto:info@gagliardiomke.com)  
[www.gagliardiomke.com](http://www.gagliardiomke.com)



**MOCAMBO  
(RI)GUARDA**  
17 MAGGIO  
with **MAX PETRONE**



FENESAGGE

Con il patrocinio di:



STUDIO BOOFBALL® Sabato 17 maggio 2025  
VIA CERVINO 26

**CORSO DI  
DISEGNO**



Con il patrocinio di:



BARRIERA  
DESIGN  
DISTRICT | LO SCARABEO

Poster d'autore ispirati ai Tarocchi  
celebrano la magia e la bellezza  
del simbolo. Un incrocio tra arte,  
grafica e mistero sotto le stelle.

17.05 dalle 10.30 alle 19.30



**GOLDEN  
ART NOUVEAU  
TAROT**

Con il patrocinio di:




17 MAGGIO 10.30/19.30

VIA CERVINO

**LoLis  
in the  
ART**



Con il patrocinio di:



UN PROGETTO  
NELL'AMBITO DI  
14 THE CITY

patrocinio di:  
CIRCOLO  
D'ARTE  
D'AVANTI

# SOCIAL MEDIA: IG



barrieradesign...

Modifica profilo

Visualizza archivio

Strumenti pubblicitari



66 post 1.587 follower 106 seguiti

**Barriera Design District**  
The district dedicated to art and design.  
✉ info@barrieradesigndistrict.com  
📍 INFO E EVENTI  
🌐 [linktr.ee/barrieradesigndistrict](https://linktr.ee/barrieradesigndistrict)

21.800 account raggiunti negli ultimi 30 giorni. [Visualizza insight](#)



TRIP 2024



ASSOCIATI



Press Previ...



TheFlairyM...



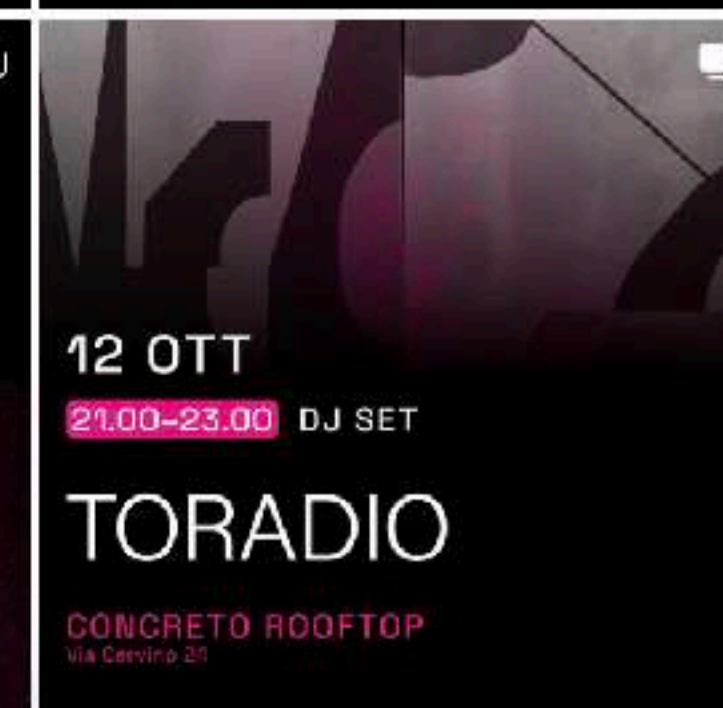
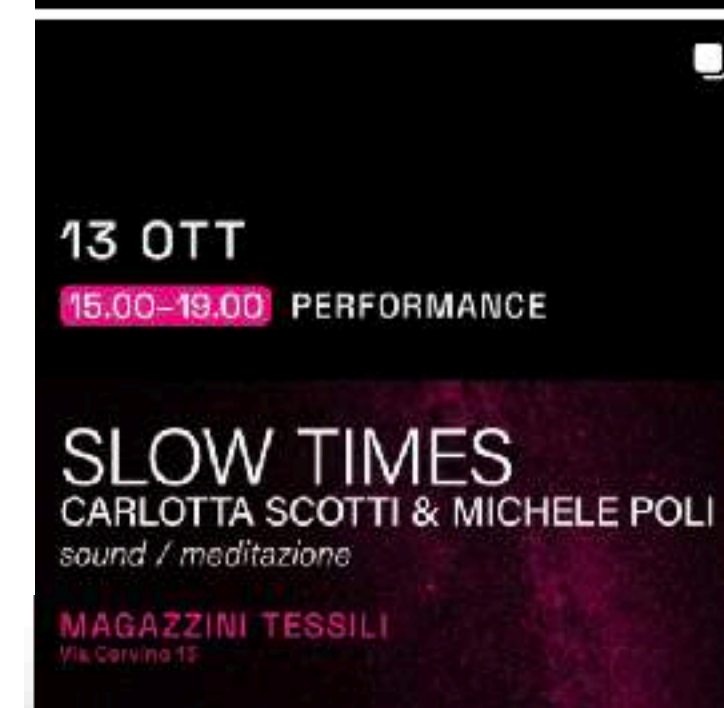
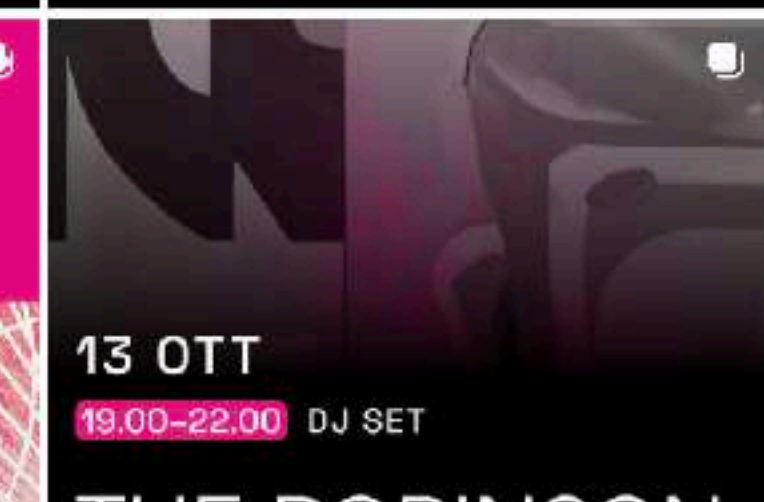
Nuova

POST

REELS

ELEMENTI SALVATI

POST IN CUI TI HANNO TAGGATO



# CULTURAL DISSEMINATION

MOLLINO  
12.12.2024

*Exhibition dedicated to the narrative of the spaces designed by architect Carlo Mollino, set inside the historic Turin venue Le Roi. A place conceived to be lived in, where light, mirrors, surfaces, and shadows intertwine to create a unique, dreamlike experience. Through the concept of sentimental archaeology, the event—introduced by owner Toni Campa—invited visitors to explore the symbolic and narrative value of the spaces, transforming them into living stage sets, suspended between reality and imagination. Exhibition design curated by lighting specialist Esperienza in luce*



# THE PARTNERSHIP

# THE TORINESER

**TheTorineser: telling the story of Turin through the covers of a magazine that does (not) exist.**

TheTorineser was created with the aim of capturing the city's evolution through the eyes of local artists, drawing inspiration from the iconic cover style of The New Yorker. A project that brings together auteur visions to give voice to the city's multifaceted identity.

**First cover of Barriera Design District**



WHAT  
ARE WE  
DOING | ?

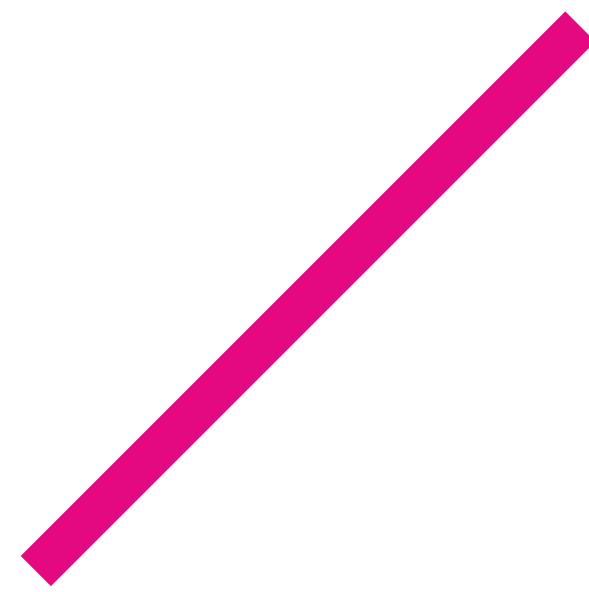
SPECIALI  
PROJECT



SPECIAL  
PROJECT

# Parco Pecccei Project

# SPECIAL PROJECT



*On June 25th, the urban regeneration project at **Peccei Park** was officially inaugurated, promoted by IAAD. as part of the **P+ARTS** program.*

*The project is curated by Lucrezia Nardi, curator and contemporary art lecturer at IAAD, with the support of Gianluca Bocchetta, founder and artistic director of Velvet Studio. Together, they lead the Barriera Design District APS association in a journey of mapping and co-design.*



# SPECIAL PROJECT



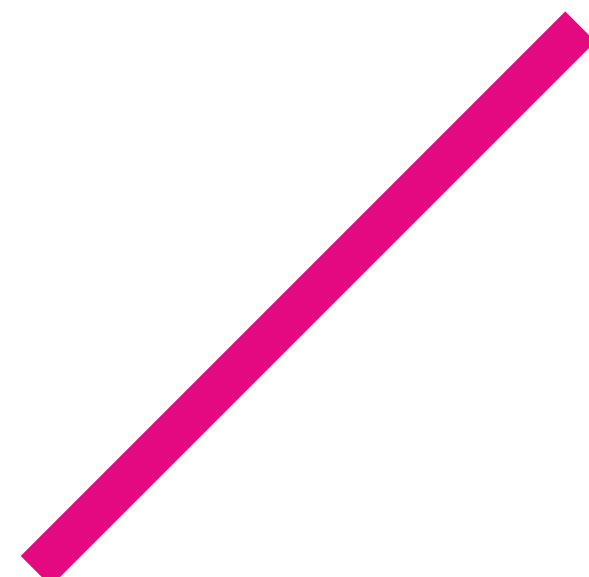
The three interventions, carried out with the patronage of the City of Turin, reimagine public space to create positive scenarios by merging art, design, and sport:

## TRAMA

Street art at the basketball court, redesigned by **Corn79** and **Edoardo Bansone**



# SPECIAL PROJECT



## MACHIA

A participatory  
sculpture created by  
artist **Fabio Viale**



## LAICOS

Urban furniture designed  
by the students of the IAAD. institute.

PARTNERSHIP



Politecnico  
di Torino

## /ARCHITECTURAL DESIGN WORKSHOP/

Lectures, meetings, site visits, and design activities aimed at reflecting on the urban regeneration of the Montebianco district (Barriera di Milano – Turin), a historically rooted area marked by the presence of numerous industrial buildings.

An initiative promoted by the Barriera Design District Association in collaboration with the Department of Architecture and Design – DAD, with the shared goal of fostering educational paths and socio-cultural promotion.

**Rethinking  
Borgata Montebianco**

WORKSHOP

**Via Banfo, progetto  
di riqualificazione urbana**

WORKSHOP DI PROGETTAZIONE ARCHITETTONICA  
a cura di  
Cristina Coscia – Silvia Gron – Alessio Primavera – Ivano Viotto

**20 marzo 2025**  
ore 9:00 – Sala Mollino Castello del Valentino  
Presentazione attività e temi di progetto

**21-22 marzo 2025**  
ore 9:00 – Via Banfo  
Sopralluogo sito intervento  
e visita quartiere con ospiti

**28 marzo – 4 aprile 2025**  
ore 9:00 – Sala Astengo Castello del Valentino  
Attività di workshop lavoro in gruppi di progetto  
Predisposizione maquette Incontro con esperti

**5 aprile 2025**  
via Banfo  
Allestimento Mostra Progetti

Il workshop è composto da lezioni, incontri, sopralluoghi e attività di progettazione, con lo scopo di ragionare sulle potenzialità di Riqualificazione urbana della borgata Montebianco posta all'interno di Barriera di Milano a Torino, in un contesto di matrice storica caratterizzato dalla presenza di numerosi manufatti di origine industriale. Il tema proposto riguarda la necessità di trovare un nuovo ruolo da assegnare alla via Banfo, connettore fra nuovi spazi urbani da valorizzare, e nel configurarne la pedonalizzazione si desidera delineare strategie d'intervento su alcuni manufatti industriali esistenti, prefigurando soluzioni concrete. L'attività nasce dalla collaborazione fra il Dipartimento di architettura e Design – DAD e l'associazione Barriera Design District – BDD con l'obiettivo comune di organizzare attività di formazione e di promozione socio-culturale.

Politecnico di Torino  
Dipartimento di Architettura e Design

B  
BARRIERA  
DESIGN  
DISTRICT

Politecnico di Torino  
dad.polito.it

# EVENTS



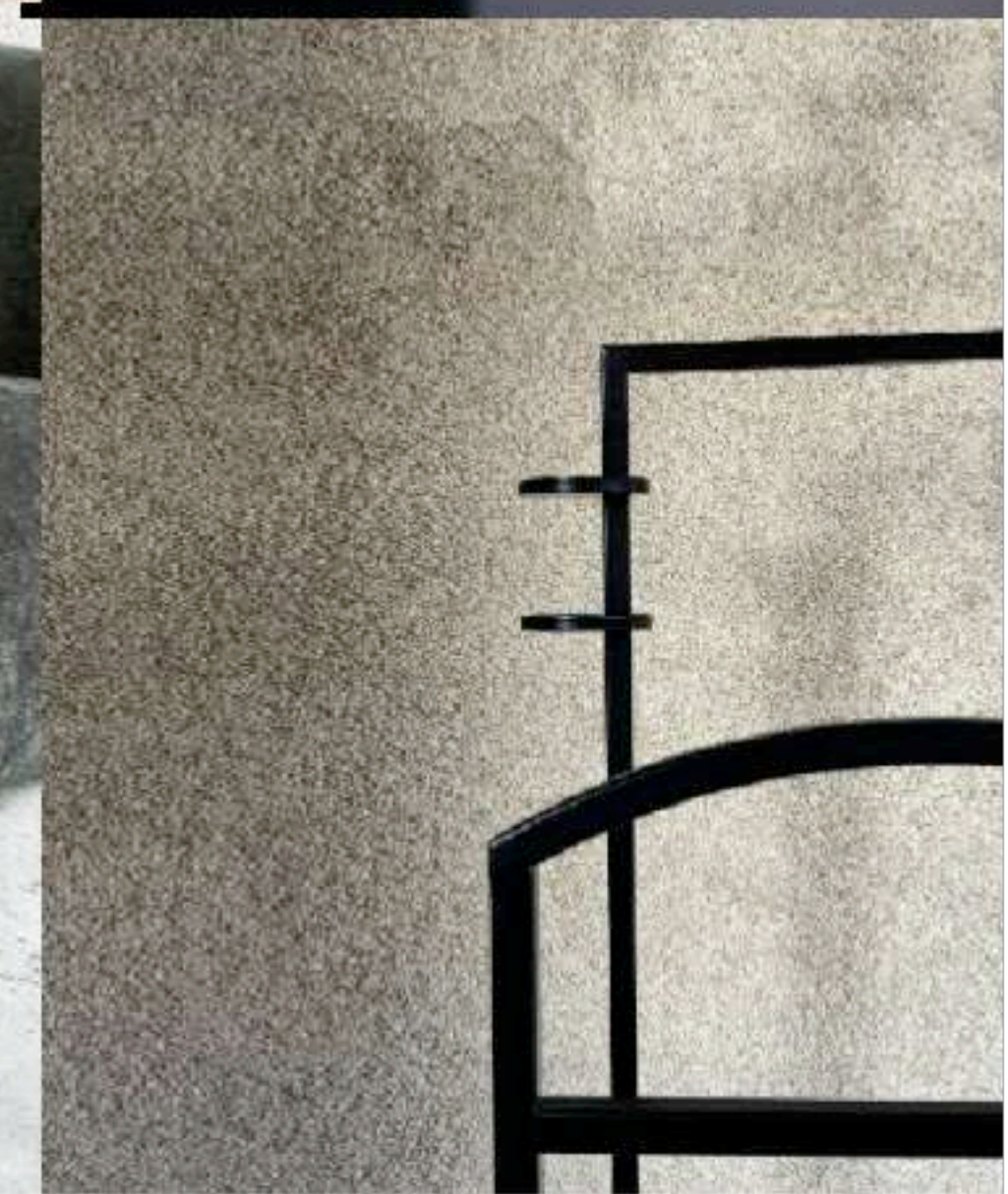
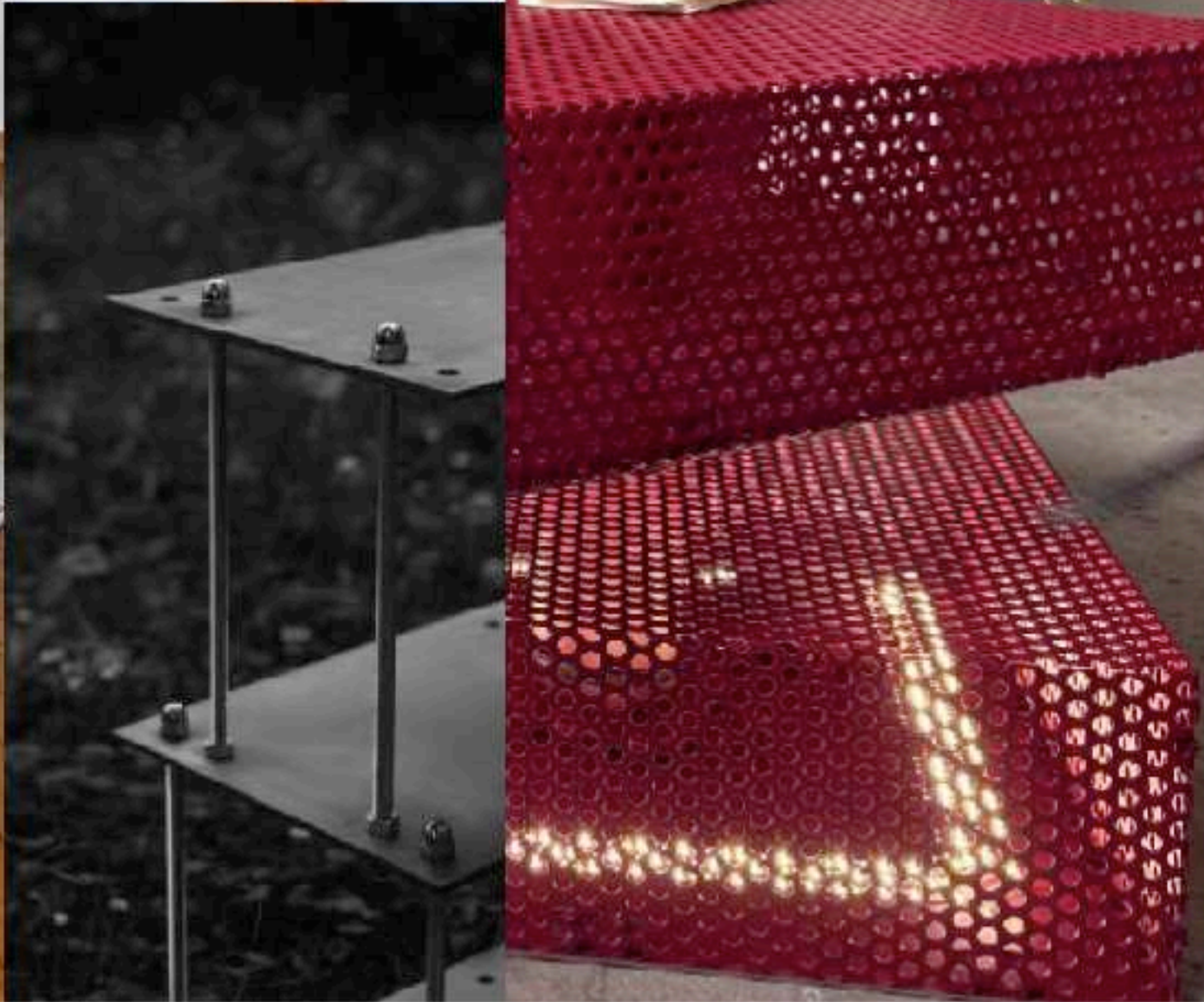
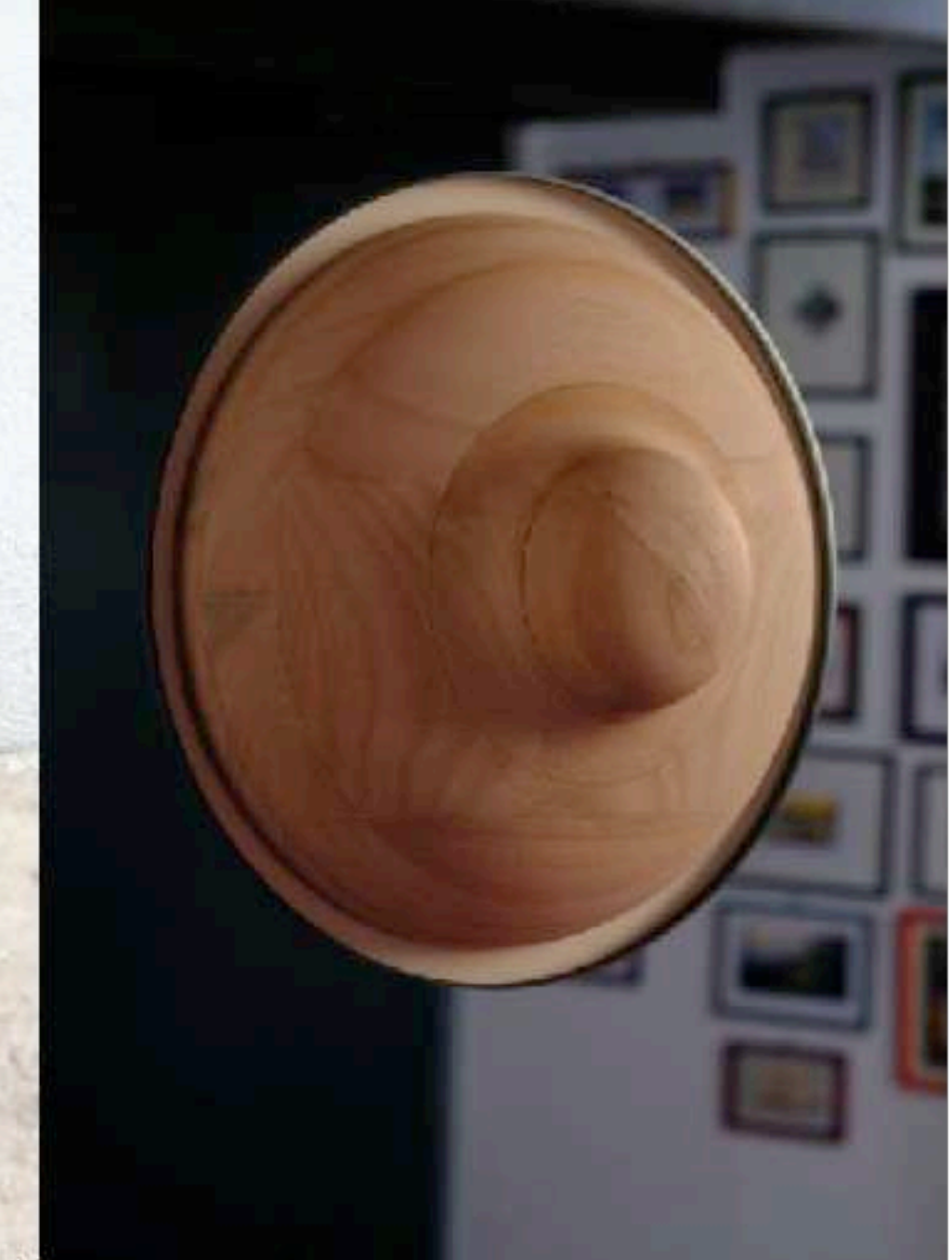
11-12 OCT 2025

**TRIP25**

A JOURNEY THROUGH  
ART, DESIGN AND MUSIC

**15 DESIGNER**  
**20 ARTIST**  
**15 LOCATION**





10 NEO LAUREATI **IAAD.**

BARRIERA DESIGN DISTRICT



HANNO AFFIANCATO **DESIGNER DI FAMA INTERNAZIONALE**

BARRIERA DESIGN DISTRICT



OLTRE 40 ARTISTI hanno esposto opere e progetti in spazi diffusi del quartiere.

BARRIERA DESIGN DISTRICT

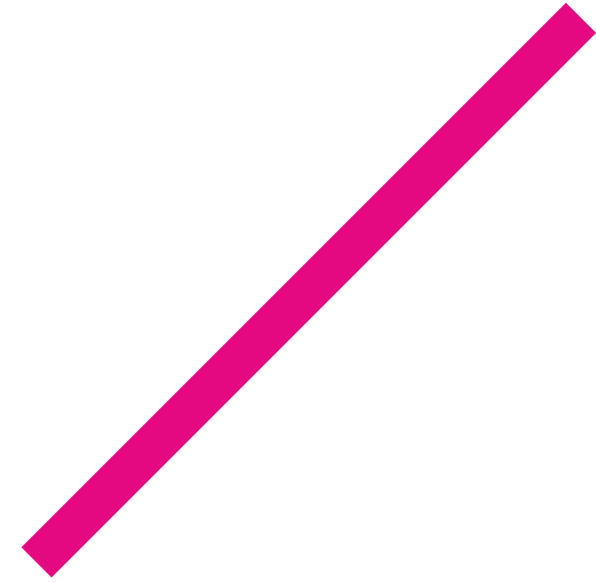
# EVENTS



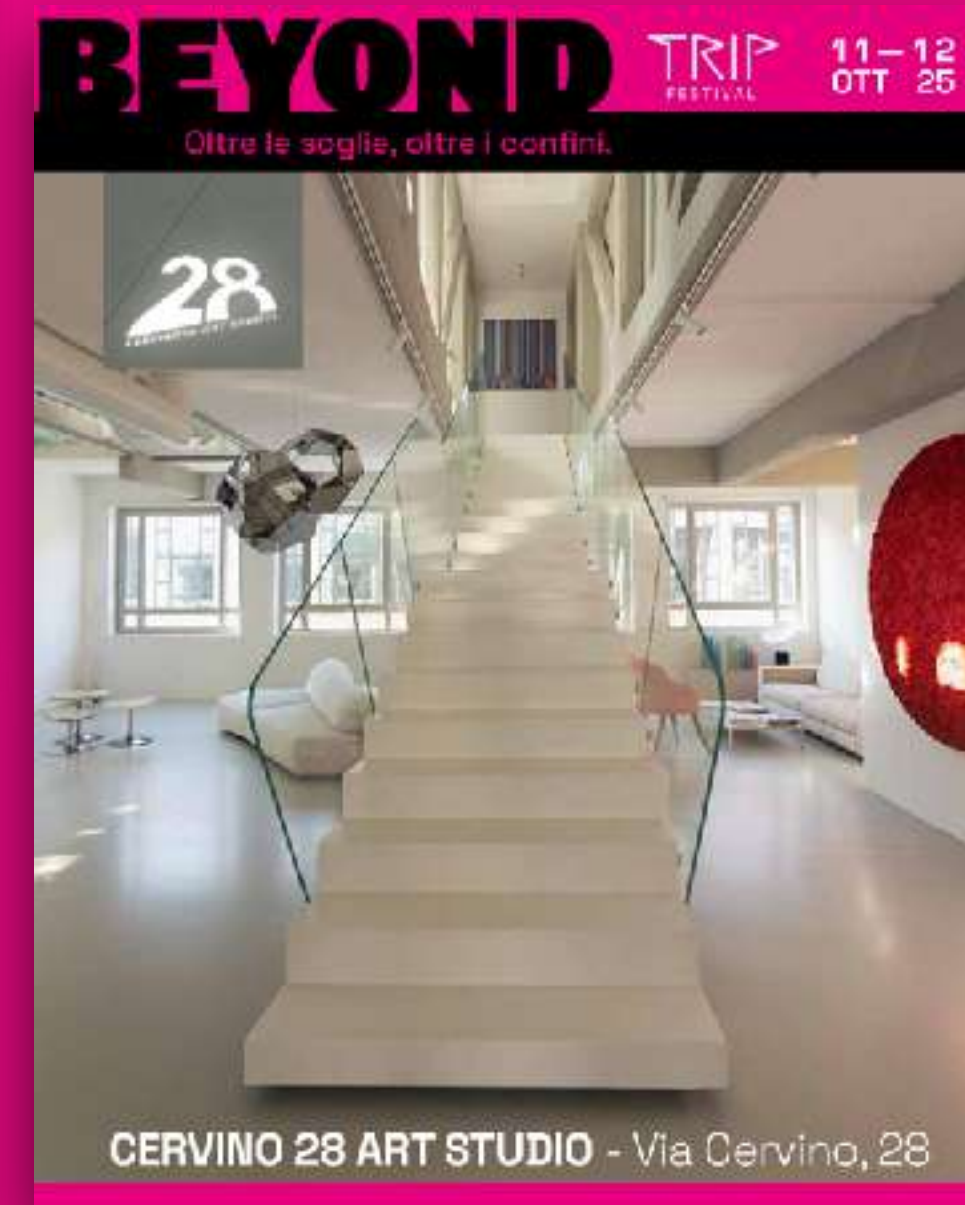
**BEYOND** TRIP IS A PROJECT THAT EXPANDS THE BOUNDARIES OF TRIP, THE FESTIVAL OF ART, DESIGN AND URBAN RELATIONS. IT BRINGS EXHIBITIONS, INSTALLATIONS AND CREATIVE INITIATIVES INTO NEW SPACES AND CONTEXTS, OFFERING AUDIENCES AN EXTENDED JOURNEY BEYOND THE CORE EVENT.



# EVENTS



**BEYOND TRIP** IS A PROJECT THAT EXPANDS THE BOUNDARIES OF TRIP, THE FESTIVAL OF ART, DESIGN AND URBAN RELATIONS. IT BRINGS EXHIBITIONS, INSTALLATIONS AND CREATIVE INITIATIVES INTO NEW SPACES AND CONTEXTS, OFFERING AUDIENCES AN EXTENDED JOURNEY BEYOND THE CORE EVENT.



ON  
SITE

BRAND IDENTITY



\*Immagini e realizzazioni puramente indicative

*\*Images and renderings for illustrative purposes only*

**Barriera Design District**

# BRAND IDENTITY

**qui  
sei in**

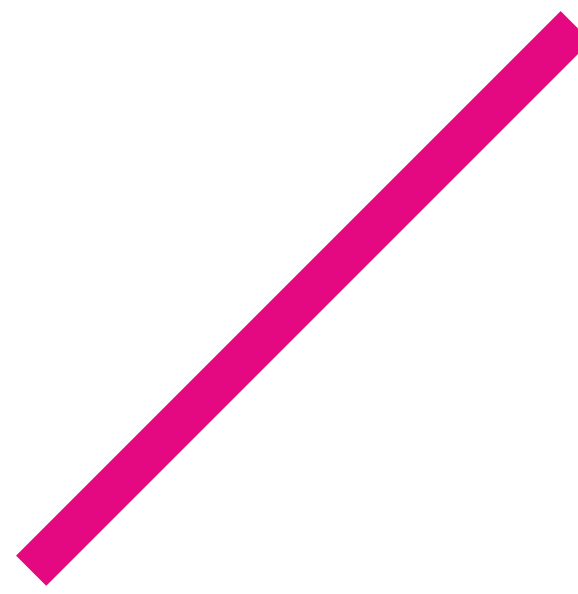
**B** BARRIERA  
DESIGN  
DISTRICT

DISCOVER MORE  
ON INSTAGRAM 

@barrieradesigndistrict

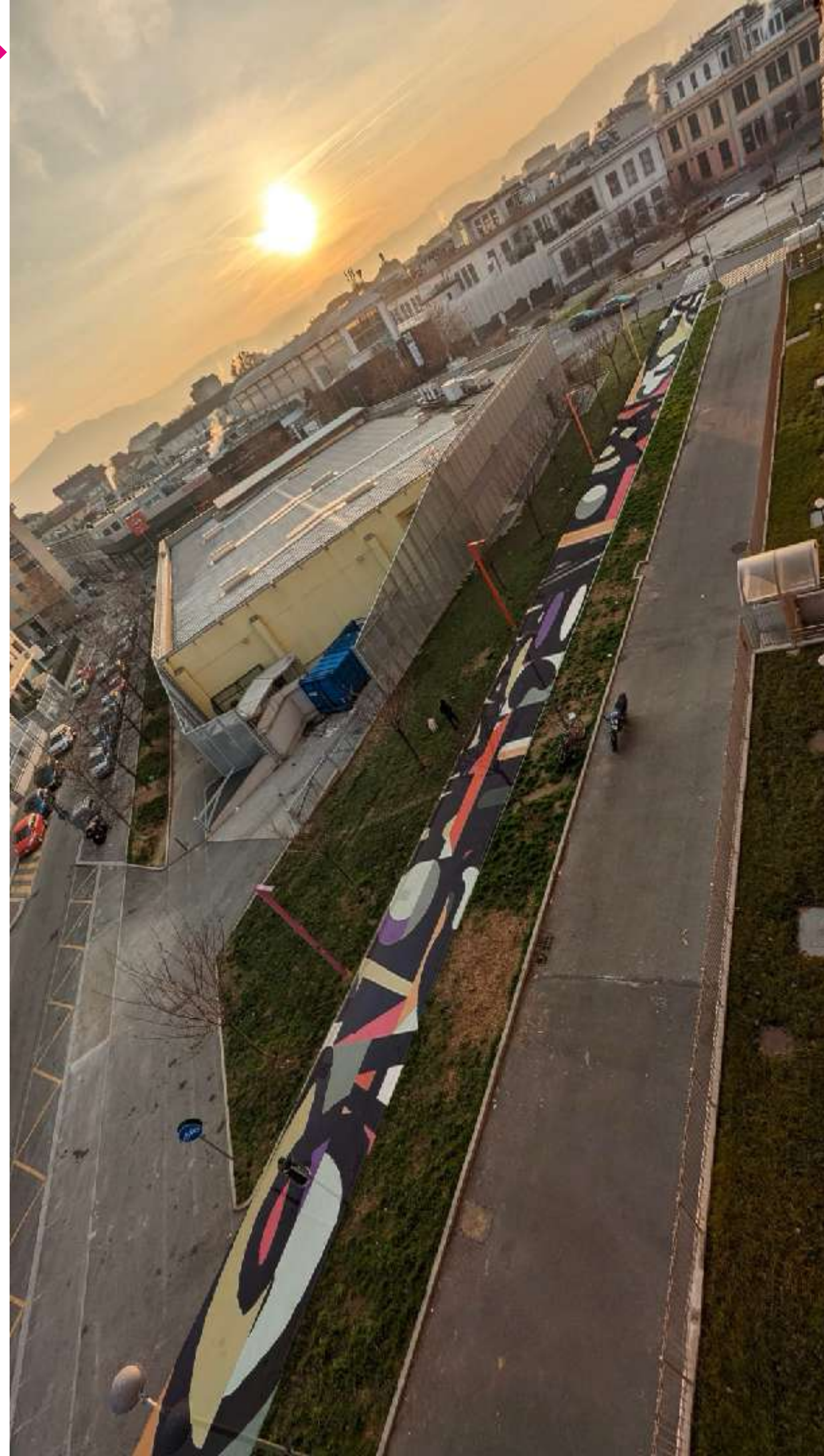


ON  
SITE



PROGETTO\*:  
**GRAFICA**  
**PAVIMENTAZIONE**

\*Immagini e realizzazioni puramente indicative  
*\*Images and renderings for illustrative purposes only*

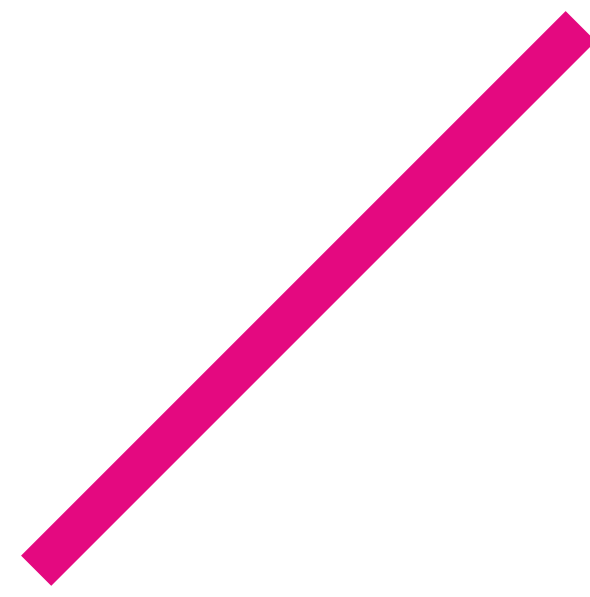


**STREET ART**  
**PARCO PECCEI**



**Barriera Design District**

ON  
SITE



PROGETTO\*:  
**SCRITTA 3D**  
**BARRIERA DESIGN DISTRICT**



**Scritta 3d per identificare l'area**

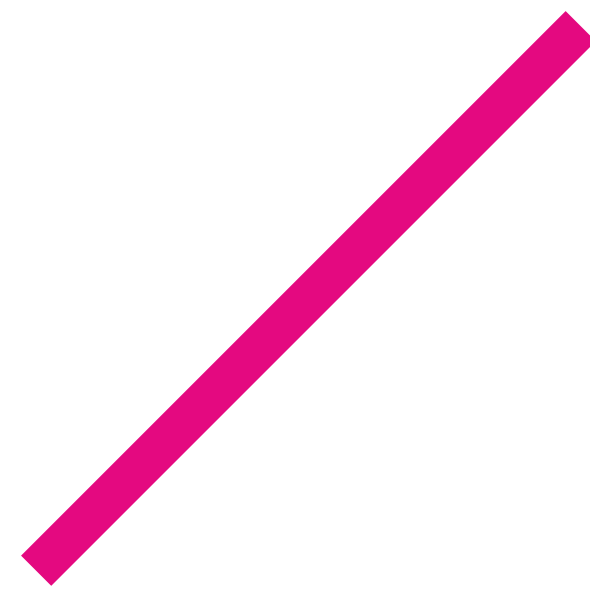


**Area identificata angolo via cervino/via Cigna (lato Brico)**

*\*Images and renderings for illustrative purposes only*

**Barriera Design District**

ON  
SITE



## BRAND IDENTITY

### PROJECT\*:

CUSTOM ICONS  
SIGNAGE (O BILLBOARDS, A  
SECONDA DEL CONTESTO)  
POINTS OF INTEREST



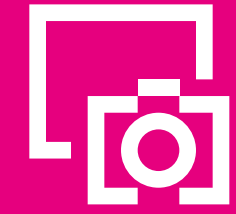
MAP  
POSITION



ACTIVITIES  
HEADQUARTER



POINTS  
OF INTEREST



ART  
EXHIBITIONS



BOOKSTORES



SHOPPING



GREEN AREAS



MUSIC



RESTAURANT



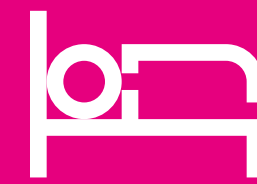
WINERIES



COCKTAIL BAR



BAR



HOTEL



BIKE



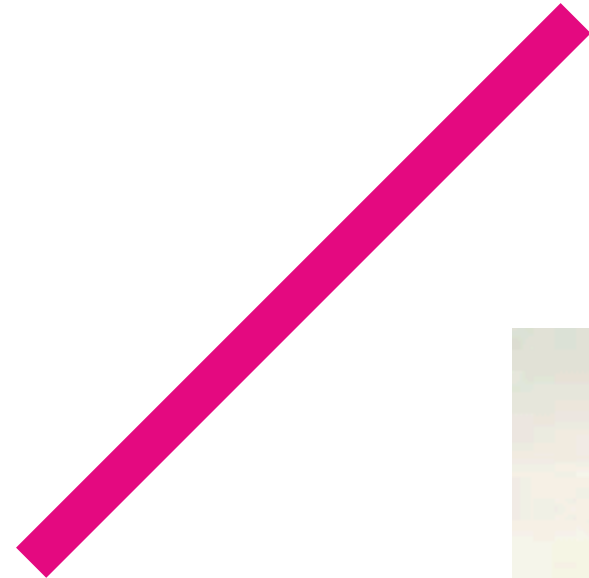
BUS



PEOPLE

*\*Images and renderings for illustrative purposes only*

ON  
SITE



BRAND IDENTITY



**MEF** MUSEO ETTORE FICO  
CONTEMPORARY ART MUSEUM



**LE ROI** MUSIC HALL  
ARCHITECTURE BY CARLO MOLLINO



**EDIT**  
RESTAURANT / COCKTAIL BAR



**PARCO** AURELIO PECCEI  
GREEN AREA

*\*Images and renderings for illustrative purposes only*

**Barriera Design District**



BARRIERA  
DESIGN  
DISTRICT

# Last

# CALL FOR DESIGNER

01.12.25

## Xmas B EER!

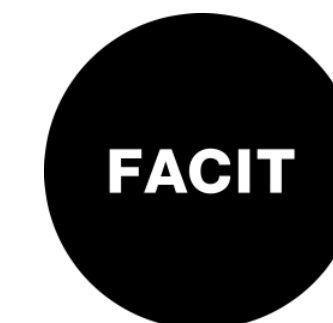
First special edition of BDD's iconic beerin partnership with EDIT

Objective: Increasing active engagement of the target audience.

Strengthening the community's sense of belonging.



# PARTNER



GAGLIARDI E DOMKE CONTEMPORARY



LAZZARIMARZANO  
AVVOCATI



ELLEMME S.p.a.  
PATRIMONI



Politecnico  
di Torino



ILTI LUCE

VELVETSTUDIO



SOMMO 1919



TIPOGRAFIA  
SOSSO

LAB CONCEPT STORE  
mies



HOUSE FACTORY  
REAL ESTATE ADVISORY



MURO  
osteria  
contemporanea  
bar



MOCAMBO  
ARTS AND CULTURE



Patrocinio di



BARRIERA DESIGN DISTRICT



**THE FIRST**  
DESIGN AND ART  
DISTRICT IN **TURIN**

Thanks