

Torino, a City to Discover

Natasha Lardera (December 17, 2012)



The City of Torino, the Torino Chamber of Commerce Industry Craft and Agriculture, Torino's Tourist Board, Enit, the Italian Trade Commission, The Italian Consulate in New York and the Italian Cultural Institute have come together to promote in New York one of Italy's most influential cities. A city with an eye to the future and strong roots in the past.

It was the capital of Italy in 1861, and since then it has been considered Italy's capital of industry, mostly based on the automotive. Yet, the City of Torino has developed a lot since then, and has turned into a city of multiple vocations... a city of culture, art, science, food and wine, tourism, and innovation. A city with a constant eye on the future, and therefore in continuous development.

This city, the capital of [Piemonte](#) [2], has been very active in promoting, here in New York City, what it has to offer and has organized a series of events that comprise a Program called "Torino, a City to Discover." The program has been put together by the City of Torino, the [Torino Chamber of Commerce Industry Craft and Agriculture](#) [3], [Torino's Tourist Board](#) [4], [Enit](#) [5], the [Italian Trade](#)



[Commission](#) [6], [The Italian Consulate in New York](#) [7] and the [Italian Cultural Institute](#) [8].

The main force behind it is the city's mayor [Piero Fassino](#) [9], who, unfortunately, could not participate to the events in person, but only via video.

"My Torino has evolved from a manufacturing city into a city of the world," Fassino said in the recording, "a point of excellence with a higher quality of living."

The goal is a simple one: promotion. At [Eataly](#) [10], the giant food emporium of Italian specialties opened by [Oscar Farinetti](#) [11] (who originally is from Alba, in Piemonte), representatives of the city's economy, art and tourism opened the dances with speeches, glasses of Barolo and delicious specialties, such as Agnolotti del plin con sugo d'arrosto (homemade meat-filled pasta served with a veal reduction).

"We are working hard on the internationalization process our mayor has started" [Giuliana Tedesco](#) [12], Deputy Mayor for Trade and Economic Development said, although the tie between Torino and the United States is already strong. One example is enough, the automotive industry which is known for its high quality and impeccable design.

The Consul General of Italy in New York, Hon. [Natalia Quintavalle](#) [13] stressed how major the contribution of Torino and the region it is the capital of, Piemonte, to the promotion of all good things Italian is. A few examples were provided by Mr. Farinetti: Lavazza coffee, the Slow Food Movement, Cirio, Bic, Einaudi and much much more.

There are some of the offerings of Torino which should be even more available overseas... lets use music as an example. At the lunch, the musical director of [Teatro Regio](#) [14], [Gianandrea Nosedà](#) [15] expressed his wish to have the theater tour the US. Teatro Regio is a prominent opera house and opera company. Its season runs from October to June with the presentation of eight or nine operas given from five to twelve performances of each.

And let's talk about art. Torino has conquered a leading role in terms of making the most of contemporary art. Like few others in Italy, the city stands out for the variety and wealth of art on offer during the year, thanks to the work of public and private centers committed to promoting art. These include [Castello di Rivoli – Museo d'Arte Contemporanea](#) [16] and the GAM, the [Galleria Civica d'Arte Moderna e Contemporanea](#) [17] which have become internationally recognized institutions, equipped with programs that unit retrospectives on the great masters, information on new trends, great thematic exhibitions on artistic evolution in the 20th century and permanent collections, which are constantly growing thanks to purchases and gifts.

GAM was in New York to celebrate the 30th anniversary of the [Guido and Ettore De Fornaris Foundation](#) [18] and present two different shows.

The Guido ed Ettore De Fornaris Foundation was created in Torino in 1982 according to the will and thanks to the bequest of the patron of the arts and art collector Ettore De Fornaris. Since then it has operated by means of personal financial resources in the field of the arts; in particular it buys paintings, sculpture, installations, graphic folios that are held and exhibited by GAM.

GAM's Director, [Danilo Eccher](#) [19], introduced the shows at a symposium held at the [Guggenheim Museum](#) [20]: the Morandi and Casorati exhibit will be at the Italian Cultural Institute until January 11th, 2013, while Italian Art: Contemporary Protagonists is held ad Industria Superstudio (this is also ending on the 11th). "We are here in New York not just because it is the world capital of art but because we want to create a strong relationship with it based on cultural and artistic exchange and dialogue.," Eccher said, "we want to to present an image of Italy that is enviable and admired."

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- [14] <http://www.teatroregio.torino.it/en>
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