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Social expectations and plan

Alfredo Mela

The execution of sociological researches, carried out while *Progetto preliminare* was drawing up, was important not only to give regards to Olivetti tradition of the city; these analysis, in fact, allowed to create a complete picture of feelings socially spread, concerning socio-economical context, most important noticed problems, expectations and cares relevant to territory.

In such view, two different surveys were carried out. The first one made use of interviews to qualified witness: social operators, economical and co-operation exponents. The second one consisted in a phone inquiry made up by a set of questions directed to a sample of 802 subjects representative of population both of Ivrea and of 9 surrounding municipalities. The two surveys aimed to different, but for many aspects complementary, purposes. In fact, interviews mainly regarded issues about a general vision of socio-economical development, as well as the structural requirements of territorial framework, in according with the vision. On the contrary, survey, carried out by a set of questions, allowed to understand public opinion trend about such specific themes, with particular reference to public utilities endowment, traffic and mobility problems, action priorities.

In succession, some peculiar aspects resulted by surveys are summed up. First of all, analyzing the obtained answers, a vision about the future of the city seems to be directed towards some essential things. Development model, wished for the city and its surrounding territory, will have to be in continuity with Olivetti heritage: so, it

consists in a model in which industrial activities characterized by high technological intensity are very important, even if in a post-fordism context. On the contrary, not necessary the activities which give relief to occupational crisis (as the big telecommunication undertakings) are destined to keep on this use also in the future. Their possible removal from the city will have to be make up for small and medium business and qualified services sector, such as university and high schools. In fact, the interviewees, asked about action priorities, pointed out, besides traffic and parking subject, also the opportunity to strengthen education buildings, in order to make the city competitive on a large scale.

Such themes involve the relaunching of Ivrea as centrality towards surrounding areas; infrastructures need to be strengthened in order to make the city play an important part as 'little capital'.

In general, matters about accessibility and transports assumed great importance: necessity to develop the railway junction of Ivrea, opportunity to reduce crossing traffic, problems about inner traffic, local transit and inadequate transit in farthest neighbourhoods, introduction of traffic limitation measures inside the city.

Valuation about life conditions in periphery seems to be positive, at least with respect to the average of suburbs of industrial cities. As regards the type of wished actions, directions concerning the necessity to strengthen public utilities system predominate. In general, the risk that population ageing and social aggregation buildings shortage could be an handicap with respect to farthest neighbourhoods, even if characterized by an

acceptable quality level, is strongly felt.

As regards historical centre, the main problem, highlighted by interviews, regards the redefinition of its role as central core of the city, by promoting recovery of old fabrics, improving public spaces, granting trading uses and increasing cultural and recreation activities.

Careful towards environment is a subject mostly present in interviewees' answers. In general, the awareness the city is situated in a great value environment is clear, as well as the relationship between city and its river should be mostly emphasized, by making the banks more enjoyable and realizing foot-ways near waterways, etc.

In conclusion, even if sometimes there is a difference between inhabitants' opinion and opinions of people who live in surrounding municipalities, on the whole of the answers, the influence of residence place is quite low and it doesn't encourage divergent attitudes hardly ever.

People gravitating on Ivrea generally behave as people living in a unitary urban area, in which surrounding municipalities are not considered as territorial bodies different from the other suburbs surrounding centre of the city. Choices of plan surpasses municipality boundary and they can be interpreted as important decisions about destinies of a system that assumes the features of a micro-metropolis.