



MANAGING THE IVREA WORLD HERITAGE SITE

Safeguarding heritage, fostering knowledge, engaging communities, supporting sustainable development

11 DECEMBER 2025

h 13.00 -14.30

LECTURE

**Room 7V,
CASTELLO DEL VALENTINO, Turin**

*Within the course History of Architecture and
Cities Lab B*

Erica Meneghin

Fondazione Santagata for the Economics of Culture

Architect and PhD in Architectural and Landscape Heritage from the Politecnico of Turin and MA in Natural Heritage Management. Currently serving as the Programme Manager of the Heritage Area at the Fondazione Santagata for the Economics of Culture, and also acting as technical consultant for the European projects and local development in the Local Action Group Valli di Lanzo Ceronda Casternone.

With experience as a researcher in the field of cultural heritage, she has contributed to the development of management and strategic plans for cultural institutions and UNESCO sites. Additionally, she is involved in the preparation of management and heritage impact assessments.



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PROGRAM

The Management Plan of the Ivrea Industrial City of the 20th Century World Heritage Site represents a comprehensive framework for safeguarding, understanding, and enhancing the outstanding universal value of a unique urban and architectural ensemble shaped by Olivetti's industrial and social vision.

Building on the principles of integrated conservation and participatory governance, the Plan combines protection and planning tools with strategies for knowledge dissemination, community engagement, and sustainable local development.

This presentation will outline the methodological approach adopted for the 2025–2030 update of the Management Plan, illustrating how the dialogue between heritage conservation, contemporary urban dynamics, and innovation processes informs the site's long-term vision.



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