



MAU, an Urban Art Museum

Turin, Italy

Case study collected by: Matera Hub

Thematic area: Digital and Heritage

Type of initiative:

The MAU- Museo d'Arte Urbana di Torino (Museum of Urban Art of Turin) is the first **project** under concrete realization, in Italy, aimed at giving life to a permanent **open-air artistic settlement** located within a large metropolitan center, with the added value of being an initiative started not from above but from the grassroots, with the consent and fundamental contribution of the inhabitants.

Budget:

Balance in 2002 -5275.78

Balance in 2013 +2608.81

Financing source:

Municipality (see [here](#))

Private foundations

Regional authority

Short description of the practice/model:



The MAU - Museum of Urban Art, located in the heart of Turin's Borgo Campidoglio, is an open-air itinerary that includes more than 200 works painted on the walls of the neighborhood's apartment buildings.

Duration

The experience duration varies from 2 to 5 hours and can be diluted throughout the day or the week and depends on how many works of art you want to see

Date/year (longevity)

From 1995 until now. The association MAU was born in the year 2000.

Geographical coverage

City of Turin

Local context

Borgo Campidoglio began in 1853 as a working-class neighborhood. This area still retains its original structure of low houses and narrow, winding streets.

Motivation/selection criteria

It uses digital tools to interact with the works of art; it re-visits the concept of heritage and intends it not just in the classical, mainstream sense

Networks/ actors supporting the practice

Artists, cultural guides, local residents, restaurant and shop owners, the Municipality, the Region, the tourists, the association managing the maintenance...

Actors

- ❖ 104 artists
- ❖ CulturalWay's tour guides
- ❖ People with reduced mobility, who are blind or deaf can book visits with different routes
- ❖ Residents of the neighborhood
- ❖ Local stores, wine bars and restaurants



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SUCCESS FACTORS

“Borgo Vecchio Campidoglio, a working-class neighborhood in the late 1800s, is a portion of urban space miraculously saved from the gutting carried out by the 1959 Master Plan, which has kept its grid-like structure made up of low houses with large inner courtyards equipped with green areas, subdivided by narrow streets, and a strong presence of artisan, commercial, artistic, social, and entertainment activities, all fostering the relationship of commonality among the inhabitants and a type of settlement, in a semi-central area of Turin, such as to make it a “town within a town”

MAU

MUSEO
DI ARTE
URBANA



Associated risks

This project strongly relies on public funds, although it also has an entrepreneurial component, which consists of:

- ❖ selling tours through the tour operator Cultural Ways;
- ❖ crowdfunding during events.

Therefore, the economic sustainability is not highly scalable and depends a lot on the attendance of events and tours.