



The New European Bauhaus in Torino

A collective vision to transform our city through sustainability, aesthetics, and social inclusion

Our Guiding Questions

Why are cities choosing to anchor their strategies in NEB principles?

What new partnerships and business opportunities are opening up?

How can local stakeholders and companies position themselves in this collaboration?

These questions will guide us through the challenges and opportunities that the New European Bauhaus offers to the city of Torino.

Why the New European Bauhaus?

Torino has chosen the NEB as a strategy to address future urban challenges with an innovative approach that goes beyond traditional technical solutions.

Holistic Approach

Combines sustainability, beauty, and social inclusion

New Challenges

Innovative solutions for unprecedented problems

Irresistible Transformation

Change as a beautiful choice, not an obligation





Torino's NEB

Manifesto

Strategic Choice

The Manifesto represents our shared vision for sustainable urban transformation.

02

Inclusive Collaboration

Created together with diverse stakeholders, citizens, businesses, and cultural organizations.

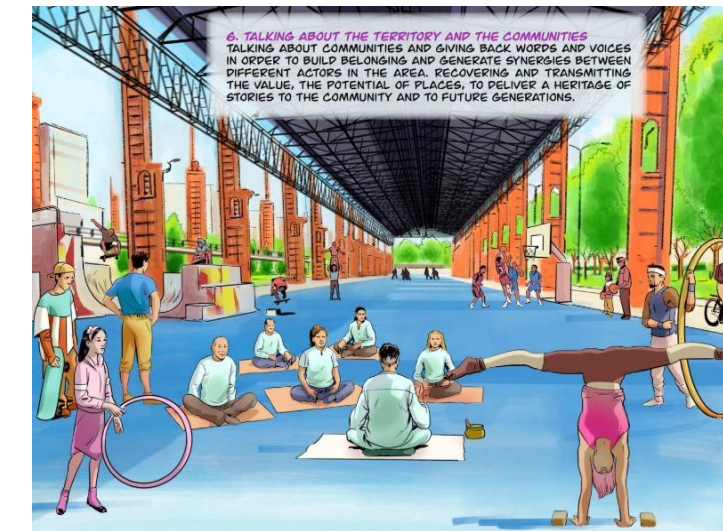
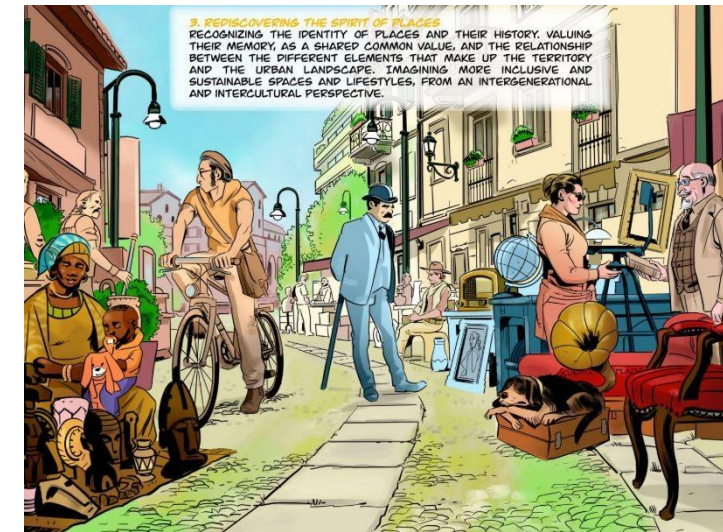
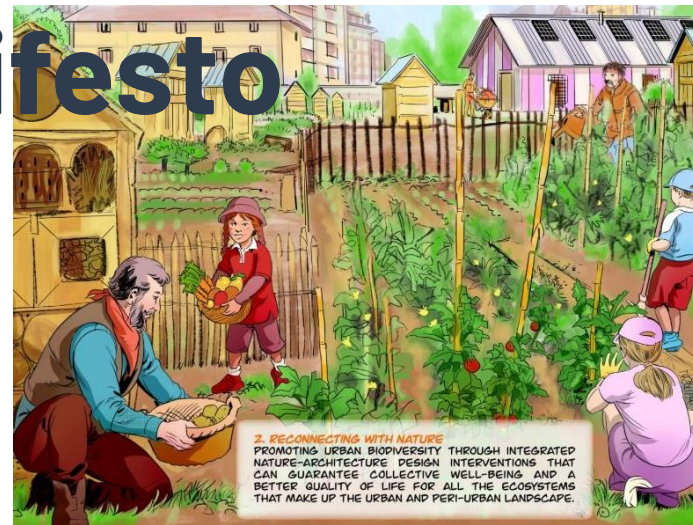
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Operational Roadmap

Provides a framework for collective action and concrete projects in the territory.

Torino's NEB

Manifesto



Concrete Examples in Torino



DESIRE Project and Cascina Falchera

Transformation of peripheral areas into social and cultural hubs with positive economic impact



Woodcircles project

International collaboration project demonstrating the circular economy in action



Aurora & Barriera Masterplan

Application of NEB principles to transform neighborhoods into new centers of opportunity



Business

Opportunities

Growing Sectors

- Circular economy and sustainability
- Social and cultural innovation
- Green transition and clean technologies
- Participatory urban regeneration

Added Value

NEB initiatives have already demonstrated their ability to generate **positive economic impact** by involving new companies and stakeholders in the social and artistic sectors.



New Partnerships and Opportunities

The NEB framework breaks down traditional silos, inviting broader and more innovative collaboration.



EU Projects

Funding and platforms for joint initiatives



Thematic Workshops

Spaces for discussion among diverse minds and complementary skills



International Recognition

European Capital of Innovation attracts investments and talent

New roles in the Transition

Vision

Art and culture as allies to overcome complex challenges

Inclusion

Every skill can contribute to projects



Participation

Become an active player in the transformation

Impact

NEB should not only be applied on Urban Regeneration

How to Participate



Study the principles

Understand the principles and opportunities of NEB in your City



Propose Projects

Develop concrete initiatives that embody NEB values



Identify Synergies

Find connections between your activity and NEB objectives



Join the Community

Participate in workshops and networking events



This is not just a mission for the city, but an invitation for everyone

No one should feel excluded from the initiatives of the New European Bauhaus. Every expertise can help translate the manifesto into tangible and impactful projects.

Let's Build the Future Together

Urban transformation is a collective journey. Let's work together to make our cities more **beautiful, sustainable, and inclusive**.

Thank You for Your Attention

I am ready for your questions and to begin this collaboration.



Contacts and useful links

[Torino's EU projects](#)

[Torino's NEB MANIFESTO](#)

[DESIRE project](#)

[NEBA project](#)

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