

Cluster Srl

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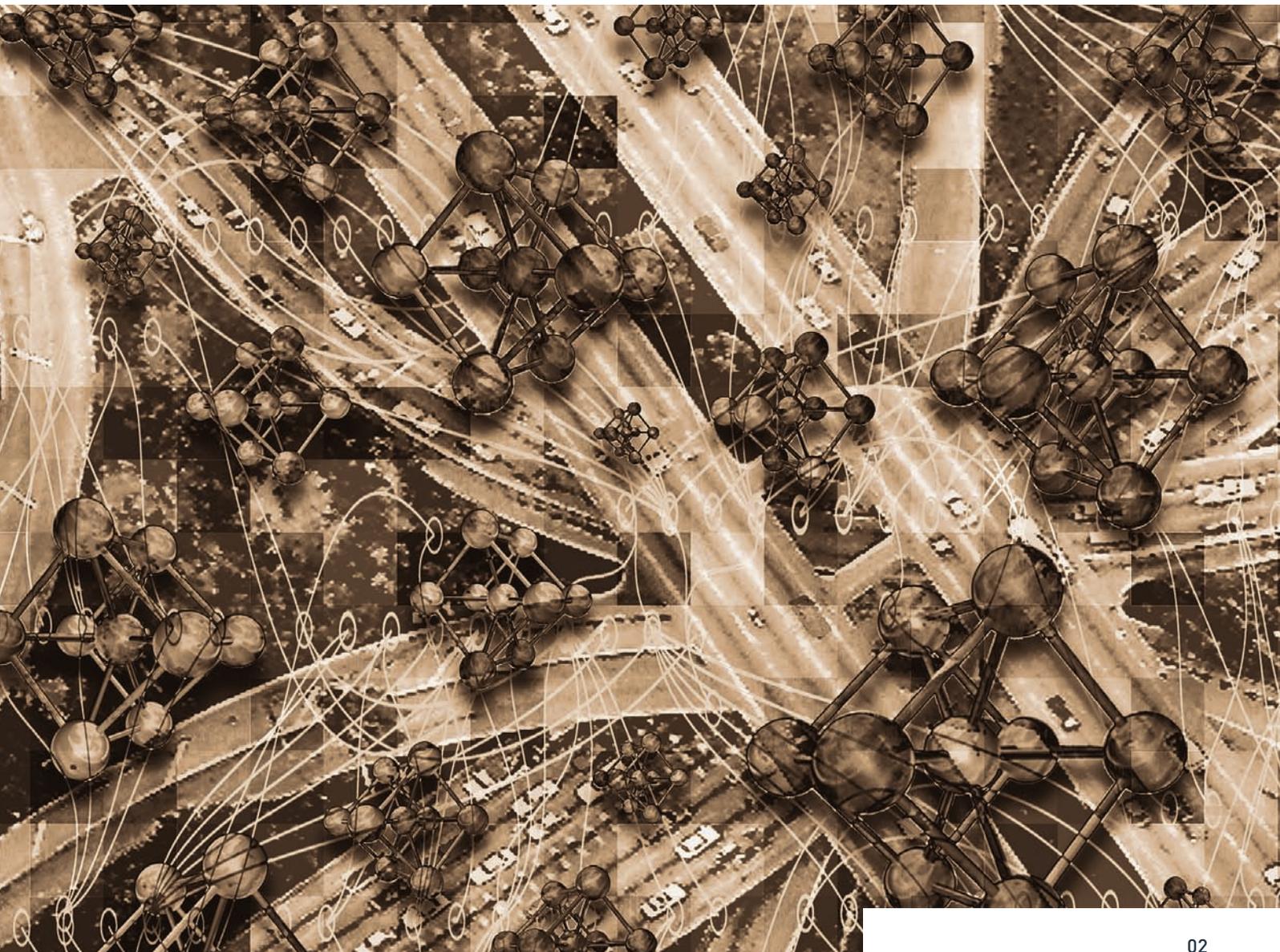
1 .Company Profile

Federico De Giuli architect, developer and entrepreneur from Turin, Italy founded **Cluster Project** in 2002 in response to the growing need for a more open, multidisciplinary approach to the development of innovation and creativity in city making processes.

The first step in this process was the launch of **Cluster magazine**, a bilingual publication with a worldwide distribution, which produced seven monographic issues and attracted a dedicated audience of considerable diversity cementing cluster's relationship with an active international network of individuals, which shares the same vision and has immigrated with **Cluster online** at www.cluster.eu

The central topics of **Cluster** are **city, design and innovation**, and since its foundation the Cluster project has staged and participated in cultural events, produced editorial work both off and online, and has carried out research and project development with the aim of sharing knowledge to mobilise new ideas for more liveable and less unsustainable cities.

Cluster is an independent organization, which through its efforts has actively participated in the revitalization and regeneration of Turin in its transition from a post-industrial city to a vibrant cultural hub in the northeast region of Italy.





3 .Project Design

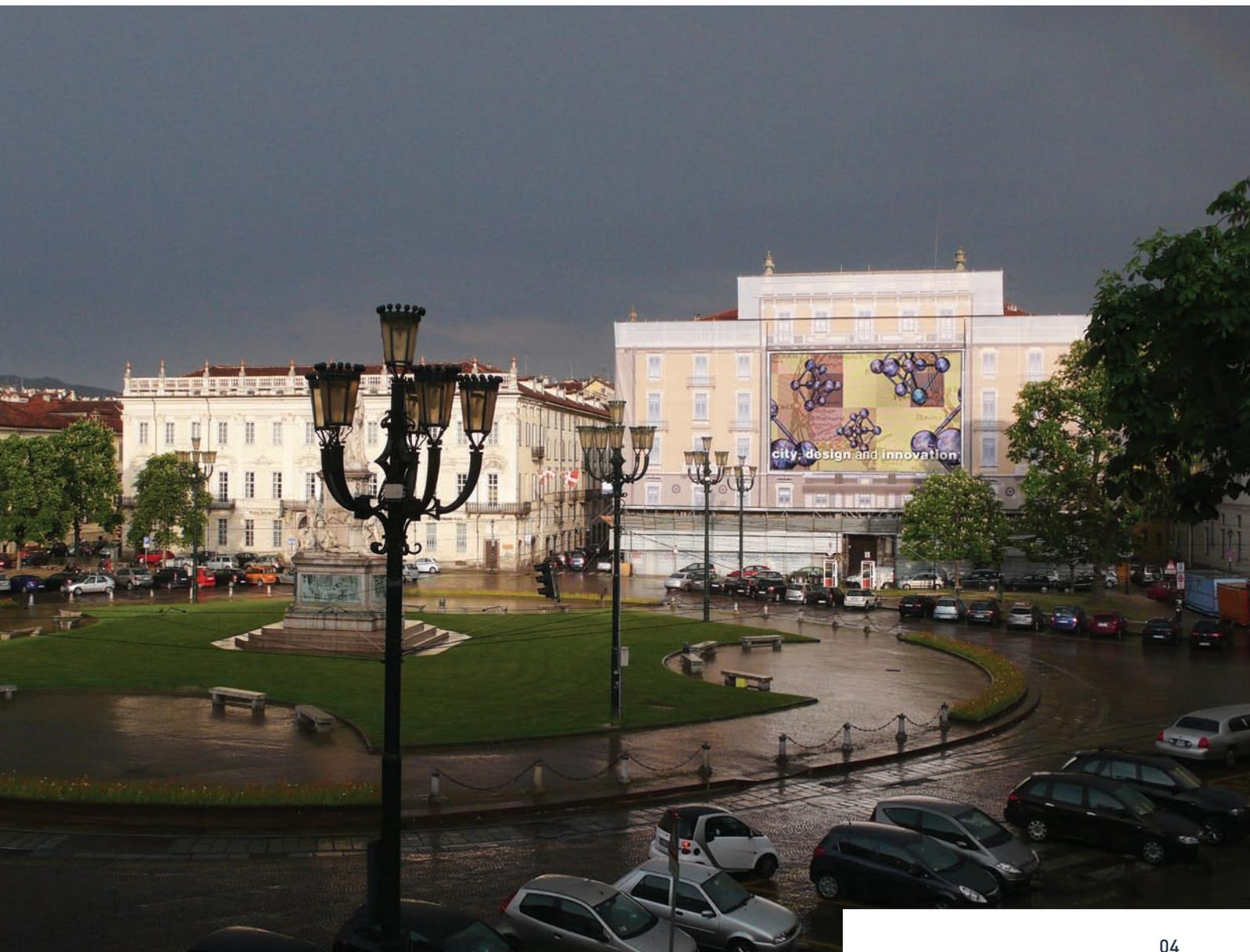
Cluster is interested in the development of, and collaboration with, projects that are designed to foster innovation and have the economical, social and environmental values of cities at their core.

Project: Hotel Carlina

In 2009/2010 Cluster coordinated the project design for the restoration of an important historic building in Turin known as “Palazzo Gramsci”, which occupies an entire block facing a civic square downtown. “Palazzo Gramsci” is a listed building destined to become a hotel.

“Hotel Carlina” is the first urban renewal project by Cluster and it incorporates the design and organization skills of the property development and management firm DORAPAL SpA., which has supported Cluster’s cultural activity over the years.

www.hotelcarlina.it





4 .Research and Education

In alignment to its project design, and editorial work, **Cluster** carries out research with the aim of developing innovation in the safety and sustainability of building techniques, new materials, participative urbanism and education.

Project: Safety and sustainability in building techniques and new materials

The research of **Cluster** is intended to facilitate technological transfer from different sectors and privilege the knowledge of new materials and new building practices.

Research projects underway include:
Constructing a ceiling made from lightweight composite material destined for restoration; testing innovative materials for the thermal insulation of efficient buildings and the passive house; finding solutions for the construction of light prefabricated homes; improving the sustainability and safety of construction sites.

Project: Urban Participation

“Oltre Torrente” is a neighbourhood in the city of **Parma**, which is undergoing a large urban revitalization program, as part of this program **Cluster**, in collaboration with the social cooperative “**Su Misura**”, has submitted a project proposal focused on civil participation and community building.

The concept of the project is to involve and engage citizens in the renewal process through different methods, from creating a community based agency serving residents on ground level to crafting a study course with the purpose of stimulating youth entrepreneurship in the area.

Project: Education

In 2010 **Cluster** joined forces with **IAAD** (www.iaad.it), the Turin-based *Institute of Applied Art and Design* founded in 1978, with the objective of developing new educational initiatives to enhance and broaden its international network.



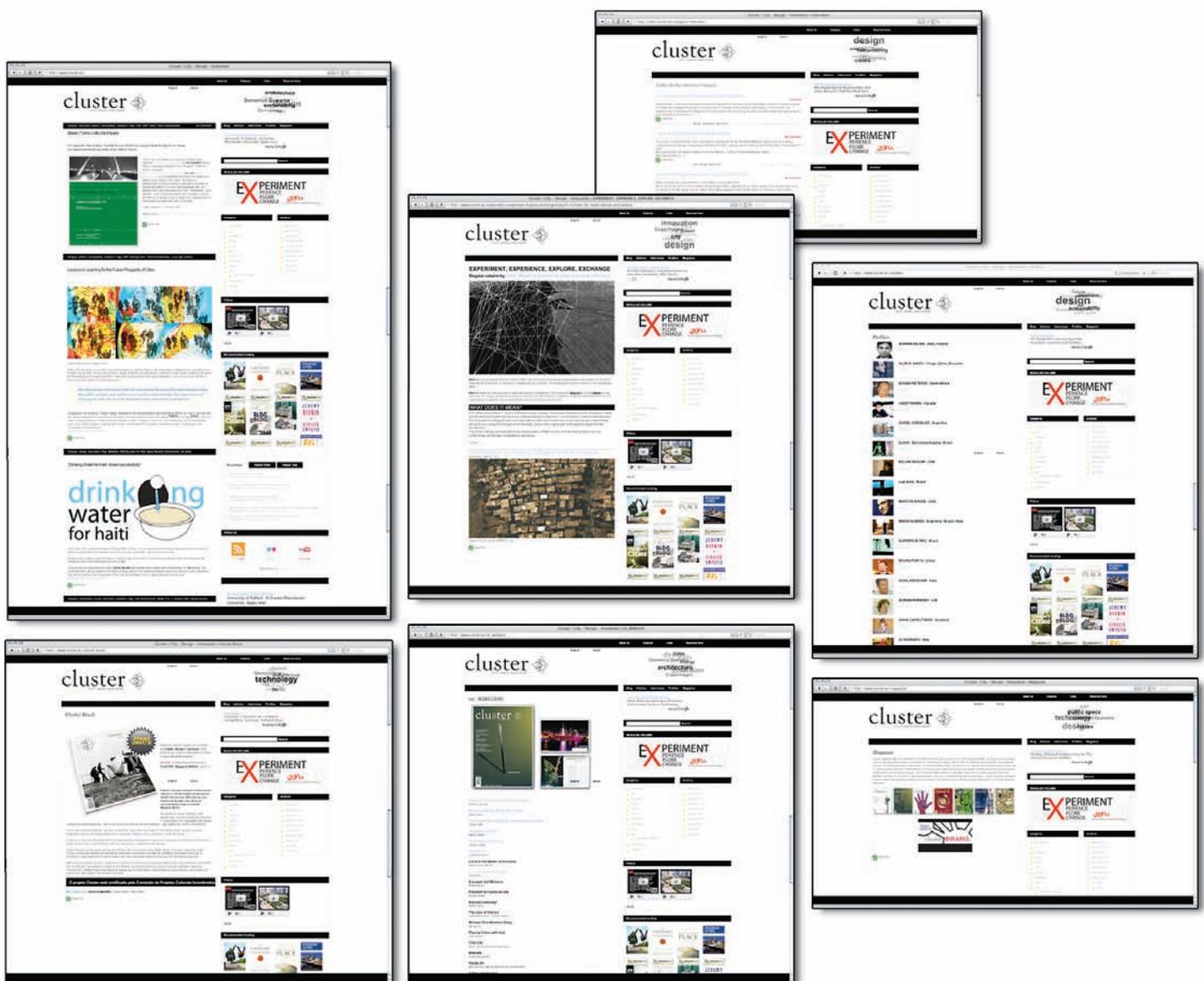


5 .Cluster website and blog

In 2009 Cluster magazine made the obvious and meditated shift from print to the Internet creating an open platform on city, design and innovation with a wider global reach.

Cluster website hosts: the full contents of the magazine in original and unedited English and Italian versions; a section dedicated to in-depth articles commissioned to experts in the field of city, design and innovation, and a popular blog which promotes the work of international professionals and influential thinkers, planners, architects and social innovators committed to improving the life in contemporary cities.

The Cluster blog also hosts guest bloggers from the Institute of Research for Experimental Architecture in Bern, RIEA.ch as part of its mission to share educational contents using new media and democratic channels of communication, and is open to collaborations from other parties with similar mindsets.





6 .Social innovation / Design that matters.

Project Good Cards: Citizens Shaping the City

The project Good Cards: Citizens Shaping the City was submitted by Cluster in response to a call for ideas launched by the city of Torino for a new Social Strategic Plan of the City of Turin 'Da Idea Nasce Cosa' in December 2009. "Good Cards: Citizens Shaping the City" resulted among the 10 best submissions and received a special mention.

The project is a large-scale, innovative citizen participation strategy proposed as a pilot project to forge civic culture through engaging citizens, and introducing a pedagogical agenda within the framework of the city government. The scheme is inspired by the social politics of the former mayor of Bogotá Antanas Mockus, and intends to engage the public in social change by promoting small voluntary actions; raise public awareness about the power of society; enhance the concept of citizen rights and duties; strengthen human relationships within the city's public space. The central premise of our proposal is that anyone can be an agent of change.

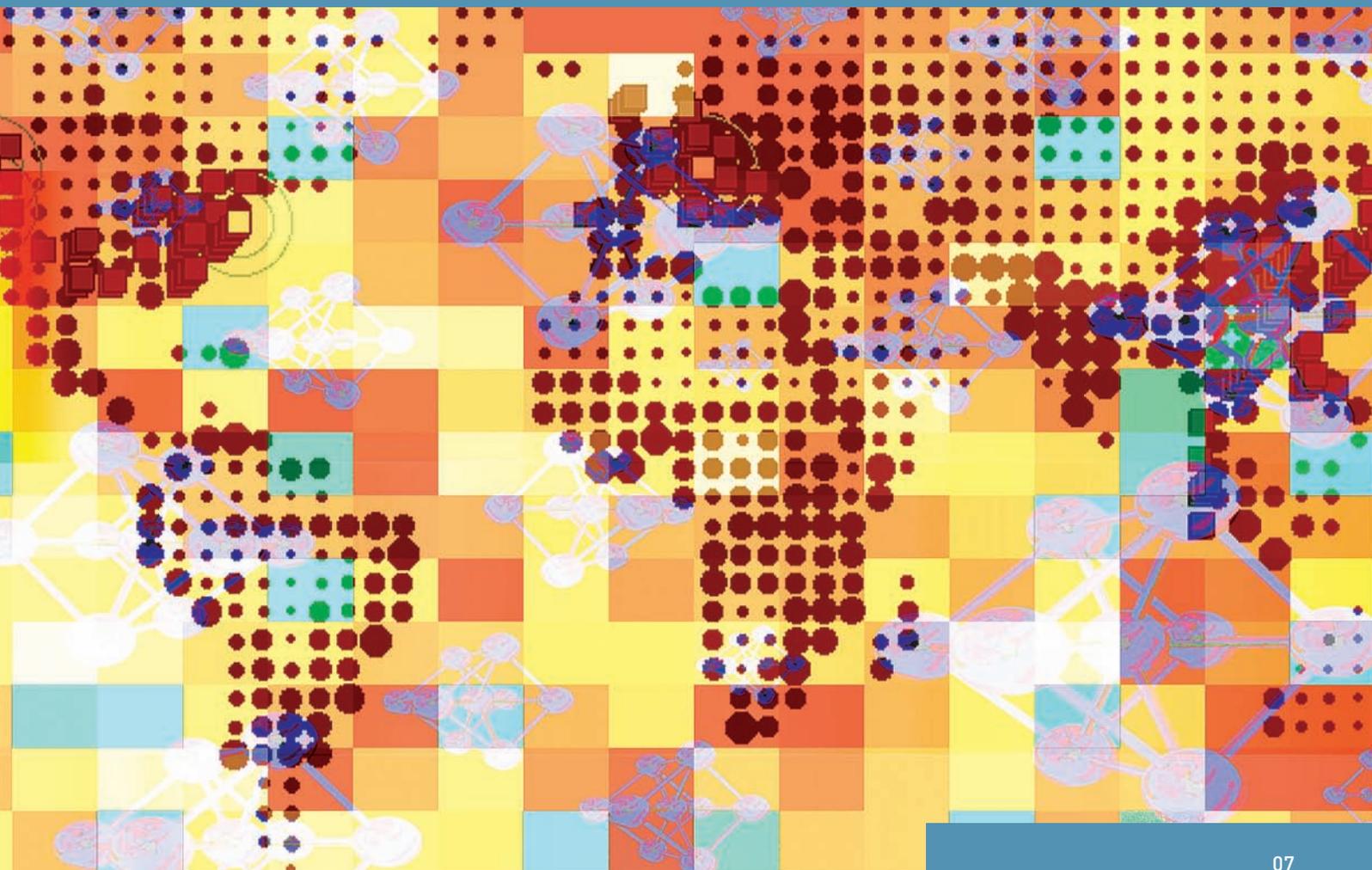
Project: 'Drinking Water for Haiti'

"Drinking Water for Haiti" was an innovative grassroots project devised to bring safe drinking water to earthquake victims in Haiti through online fundraising and humanitarian design.

The project, which was non-profit and volunteered by **Cluster** consisted of buying over 500 units of the LifeStraw – a design which won the coveted Index: design to improve life award in 2009 - and shipping and distributing them to Haiti in collaboration with the volunteers of the Baptist church. The fundraising was affected online by using social networking sites, the **Cluster website** and network. The operation was accomplished with success.

<http://www.cluster.eu/2010/05/27/good-cards-citizens-shaping-the-city/>

<http://www.cluster.eu/2010/01/26/drinking-water-for-haiti-please-help/>





7 .Publications

Over the course of time Cluster's commitment to editorial work has resulted in a printed publication, a record label and a film.

The magazine

The projects first venture in publishing was **Cluster magazine**, a bilingual magazine dedicated to **city, design and innovation** which had a print run of 15,000 copies per issue and an international distribution.

Cluster magazine pioneered the concept of harnessing the potential of innovation and creativity for positive societal change. The publication was one of the first to dedicate pages of unedited and in-depth contributions from some of the world's most influential thinkers, theoreticians and innovators on the subject, alongside those of emerging artists, designers, computer geeks and activists who were experimenting on these issues in artistic fields - both virtual and non. **Cluster magazine** never viewed the difference of opinion as a problem, but rather as the start of a conversation.

Section D of Vienna, a cutting-edge graphic design, renowned for creating the look of publications like *Frame*, designed the graphic outfit of Cluster.

<http://www.cluster.eu/magazine/>

Cluster magazine won the **Red Design Dot award in 2004**, and the **Best Editorial Design Award of the Creative Club Austria in 2003**.

Signatures:

Saskia Sassen, John Thackara, Nabeel Hamdi, Joseph Rykwert, Aldo Bonomi, Erminia Maricato, Michael Batty, Richard Florida, Predrag Matvejevic, Robert Neuwirth, Herbert Girardet, Marc Augé & Umberto Veronesi, John Berger, Corrado Levi, Lev Manovich etc.

Artists & Designers:

Casey Reas, HeHe, Studio Azzurro, Alexander Galloway, Eder Santos, Eduardo Kac, Brandon Ballangée, Dunne & Raby, Mario Suarez, Enrico De Paris, Kenneth Aronson, Carol Rama, Reed Kram and so on.





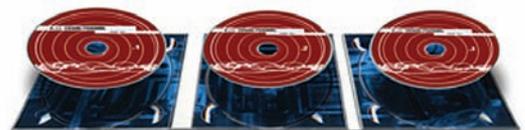
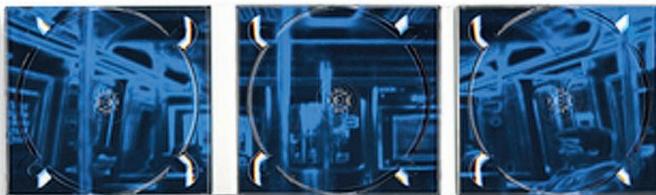
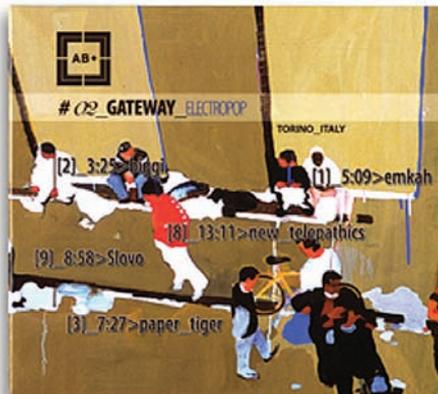
8 .The Record Label

Music has always featured in the work of Cluster, because of its power to engage with people collectively, break down boundaries and overcome distances.

In collaboration with AB+, a music club and recording studio located in Turin, Cluster organized live concerts with local and international artists, which were free of charge and open to the public. The performing artists recorded three CDs in collaboration with Cluster and DDE Records:

N°1 Sot – electronic jazz; N°2 Gateway – electropop; N°3 Evening standards – jazz.

http://www.abpiu.it/club/?page_id=24



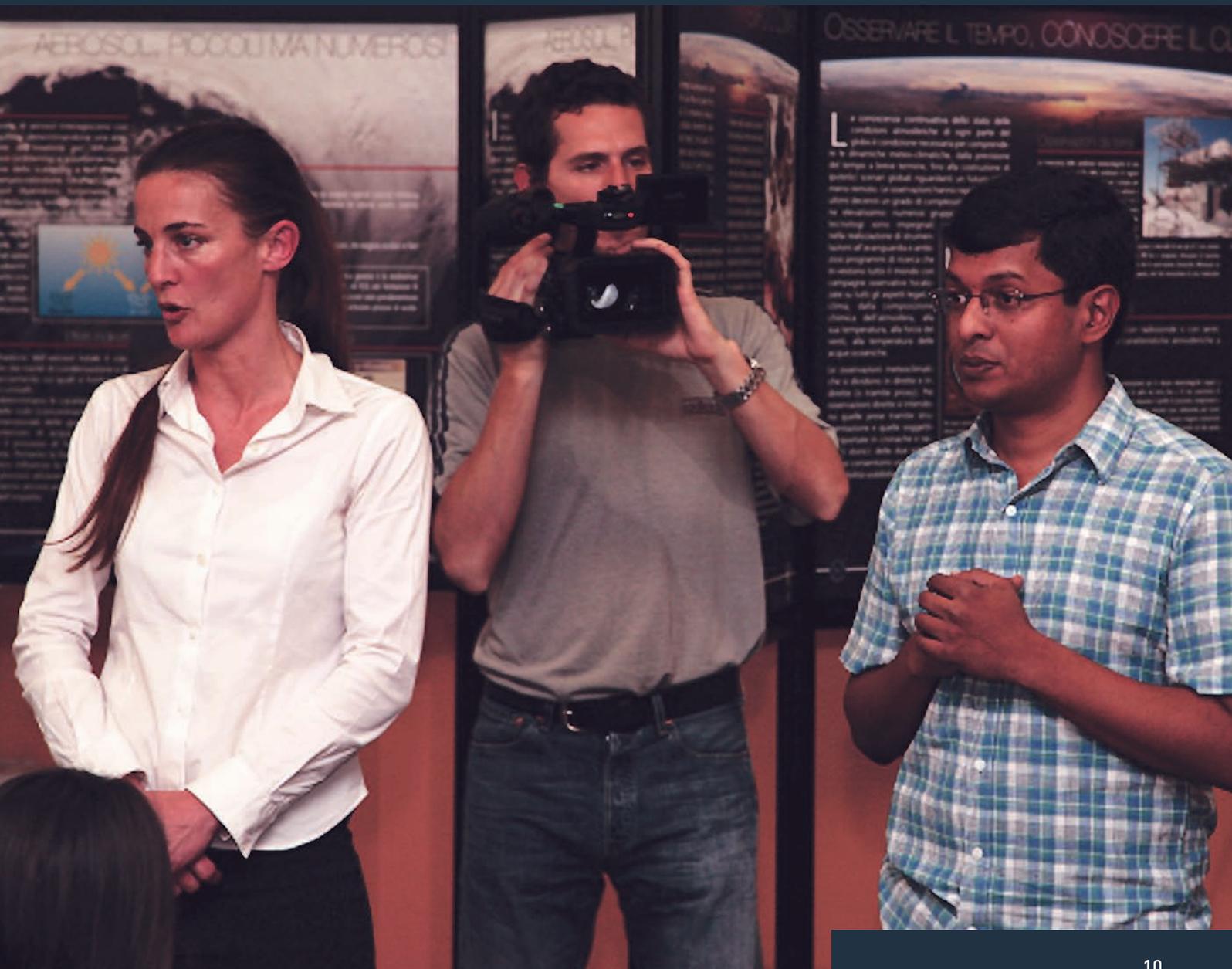


9 .The Documentary

In 2009 Cluster, in collaboration with the Associazione Eau Vive, produced a documentary directed by Chiara Pacilli on the urban transformation underway in Turin.

That year the Associazione Eau Vive produced city report covering **10 years of the city's transformation**, the results from this report were used in the making of the documentary and subtly elaborated into a story portrayed by two outsiders - an Indian software engineer visiting Turin for the first time as a speaker for the premier edition of the **Democracy Biennale**, and a French performance artist whose work is based on identity.

“C'erano una volta, un indiano, una francese...” takes the viewer on a journey across the city combining fact and fiction to reveal Turin from different perspectives: on one hand the reality of the report, and on the other the candid observations of the foreigners who explore the city in pursuit of each other.





10 .Cultural Events

Cultural events intended as catalysts for economic and cultural growth within the urban context play an important role in the activity of **Cluster**, this includes visiting, hosting and participating in local and international events which range from design to real estate, and architecture to art.

Cluster is located in the fully restored historic building “**Casa del Pingone**” once the residence of Emanuele Filiberto Pingone historian and Councillor of the state of Savoy - where it houses a space equipped to host meetings and presentations for cultural events.





10_1 .Cultural Events

A list of events in which Cluster has participated are:

2010_Magazine Presentation.

www.cluster.eu/2010/11/04/san-rocco-innocence-magazine-presentation/
Presentation of a new magazine on architecture “San Rocco”, with panel discussion and launch in the Cluster headquarters.

2009_Biennale di Democrazia.

www.cluster.eu/video-conference-260409/
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Cluster invites collaborator Sunil Abraham to participate as speaker in three conferences on the event agenda during the premier edition of the Democracy Biennale held in Turin, and organizes a lecture on “open culture” with alumni from the school ‘Piazza dei Mestieri’.

2008_World Congress of Architecture 2008 (UIA) held in Turin.

www.cluster.eu/2009/10/09/online-the-7th-edition-of-cluster-magazine-transmitting-architecture/

Cluster produces an entire issue of Cluster magazine dedicated to the event’s theme ‘Transmitting Architecture’ and organizes a panel discussion on the future of architecture during the event.

Speakers: Joseph Rykwert, Marcos Novak, Carlos Leite and Federico de Giuli.

2008 / 2006_Concerts

www.abpiu.it/club/?page_id=2&page=12

Cluster organizes in collaboration with AB+ club weekly concerts with jazz musicians and emerging bands from the international music scene.

Artists: Mike Maineri, Balkan Beats, Tomy Remi, Dani Siciliano, Biggi The Bigital Orchestra, Nouvelle Vague, Lautrec Feat. Julia Biel, Brisa Roché, Black Dog, Mikro Orchestra Project, Parov Stelar, Rainer Trueby, Micatone and more.

Past events in collaboration with Cluster include:

2007: C-Stem; View Conference, Resfest.

2006: C.Stem, To Share.

2005: Strangely Familiar Unusual Objects for Everyday Life, Eder Santos – The House of Floating Signs, To Share, Triple Helix.

2004: Cluster Visions.

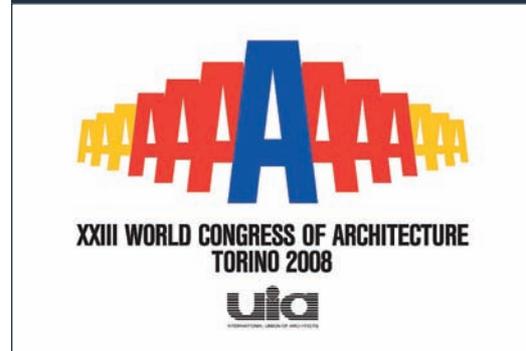
05.11.2010



25.04.2009



05.07.2008



2008 / 2006

