



SAN SALVARIO SOUND STATION - diffusive musical laboratory by The Agency for Local Development of San Salvario (the Agenzia per lo Sviluppo Locale di San Salvario)

The Agency for the Local Development of San Salvario has the objective to improve the social, economical, environmental and cultural aspects of the inhabitant's life quality as well as the every day life in the neighbourhood of San Salvario. The agency is based on the fact, that the participants are heterogeneous, with different experiences and knowledge. The aim is to share and conserve the existing variety and to retraining the neighbourhood in a socially and economically sustainable way. The agency is therefore a place where shared participation takes place and where the ideas about valorising the existing resources are elaborated.

San Salvario Sound Station is a biennial project (September 2007/ August 2009), which aims to be replicated in time. It is born within San Salvario but its offer is addressed not only to the neighbourhood and the city, but to all the region. San Salvario Sound Station was born with the will to encourage integration and multicultural education through music, a universal form of cultural expression, deep-seated in culture and identity but capable of influencing them, lightening the borders and bringing back the fluidity in a neighbourhood, that is represented as a natural scenario with initiatives that experiment with forms of fusion and social, artistic and cultural crossbreeding.

Within the laboratory, which is addressed to the youth in particular, they find a place for bizarre and multicultural musical disciplines, curated by an educational staff with a high artistic level.

The neighbourhood of San Salvario is characterised by some details that have determined the ideation and the development of the project:

- the school I.C Manzoni, with a strong presence of students with a migration background: the offer for musical formation is determined by the Italian scholastic system, something that has a dispersion of talents of the ex students
- the existence of secular and religious subjects, that operate with a great success in the fields of intercultural youth animation, involving a high number of young people
- a high number of music and music group, without any space to make music and to have meet and collaborate with other music and artistic groups coming from different places and traditions
- transversal popularity and capacity of music among its different forms and traditions, across generations and social, ethnic and cultural belonging

The project is build referring to the social actors and the usable spaces within the neighbourhood, believing San Salvario to become a diffusive multicultural centre that overcomes the concept of net and creates a cooperation between all the associated subjects within an articulated project.

The objectives of the project are:

- giving to the youths of the neighbourhood and of the city musical courses of a high level accessible to everybody
- guiding the formation of new and emerging musical professions
- disseminating the knowledge and the practice of music as a space of social and cultural encounter
- divulging San Salvario as the neighbourhood of music of Turin and the Piemonte

The activities of the musical and diffuse laboratory:

Formation (set up of 6 musical laboratories, January/ June 2008) :

- instrumental courses, where the instruments related to ethnic music of several types and origins from jazz, to pop and rock, electronic music and percussions
- laboratories of music, where the most experts students can use their developed individual knowledge by playing in real and own specialized music bands
- setting up two orchestras, one with young musicians, the other one with experts musicians
- concert and blitz musical program (may/ july 2008) carried out by a group of students, of teachers and of both, that will be developed within commercial activities, within the public spaces of the neighbourhood and the one of the Valentino.

Communication and promotion

The communication and information strategy foresees: a periodical production of illustrative leaflets and posters to promote courses and laboratories and the concert's calendar, distributed through a campaign all over the city about long lasting attachments, press office, realisation of an appropriate section dedicated to the neighbourhood's website with news and updates for the operators for media and the public

The patnership:

SAN SALVARIO SOUND STATION is realized by the Agency for the Local Development: I.C. Manzoni, Scuola Materna Bay, ASAI, Oratorio San Luigi, Parrocchia SS. Pietro and Paolo, Artintown, Teatro Baretto, Ass. Teatrale Orfeo, Alouanur, Gruppo Africano Cultura and Sport, Mergimtari, Bab Sahara, Ass. Argentino Italiana Piemonte ONLUS, Ass. Commerciale Borgo 8, Ass. Commercianti via Madama Cristina and Borgo San Salvario.

It has received the contribution of Compagnia di San Paolo (Area Social Projects) within the area of "Ripensare lo spazio pubblico (Rethinking the Public Space), conceived to develop the connection between the articulation of the public space and social and cultural relations' dynamic.

More info: <http://www.sansalvariosviluppo.it/>