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Fondazione
CRT

POP Report

2024

A project by



In collaboration with the Department of
Management of the University of Turin



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version of the POP Report



Italiano



English

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WELCOME TO THE POP REPORT 2024

This document was conceived to share who we are, what we do and where we are heading. It is a collective story that places at its heart the people, the projects and the impact generated by OGR Torino on the community.

OGR Torino is not just a physical place but a **community in motion**. A hybrid space where cultural production, technological experimentation, public events, educational activities, business acceleration and social life coexist. Here you will find stories, numbers, images, visions and, above all, a **voice open to dialogue with anyone who is part of Turin, its culture, technology and entrepreneurship**. This is our way of being transparent and connected with the community.

This POP Report stems from a voluntary, simple yet powerful intention: **to tell the story of OGR Torino in a clear, transparent and shared way**. It is not just a collection of data but a map of what OGR Torino stood for in 2024 — for the city, for those who experience it every day and for anyone who sees OGR Torino as a model.

We want to convey its complexity without complication, and show the breadth of an offering that in 2024 reached a further stage of development.

The POP Report is also this: a space for reflection, understanding and imagination. United by shared horizons.





Tech
9.1

ogr

Analisi e futuro

Tech
ogr

Tech
10.1-12.1
10-12

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Analisi e futuro





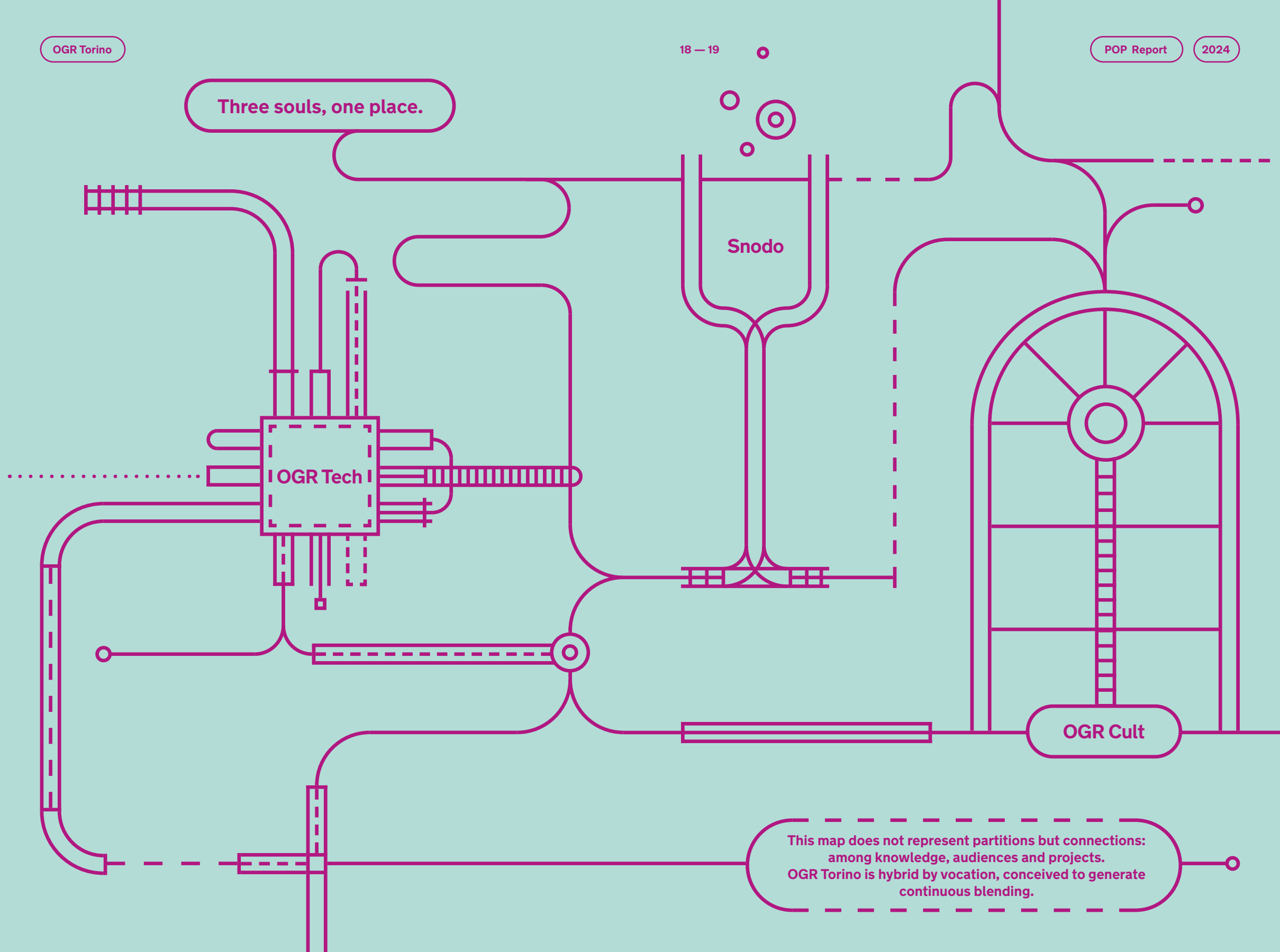
Three souls, one place.

Snodo

OGR Tech

OGR Cult

This map does not represent partitions but connections:
among knowledge, audiences and projects.
OGR Torino is hybrid by vocation, conceived to generate
continuous blending.



A NEW HORIZON

2

Anna Maria Poggi

Chair of Fondazione CRT

If there is a place that truly embodies the soul of our city, it is OGR Torino, the hub of Fondazione CRT.

No longer workshops, but a permanent lab for innovation, culture and the future.

Fondazione CRT had the vision – and the courage – to imagine all this when the OGR workshops still belonged to the past. It was here that Fondazione CRT made the largest investment in its history, through OGR-CRT, giving back to Turin not only a physical place but a new horizon.

Today OGR Torino is an open space that belongs to everyone, where the arts, culture, technology and research intertwine, blend and generate new opportunities.

In this context a unique ecosystem has emerged within the national landscape: a beating heart of innovation where universities, research centres, investors, corporations and startups find a network of expertise and resources capable of accelerating their development in concrete ways. Through 15 innovation programmes, more than 130 startups and scaleups are supported each year, in collaboration with over 80 private partners operating in key sectors such as aerospace, edtech, smart systems and artificial intelligence. Since 2020, the startups involved in the innovation programmes have raised more than 400 million euros in investments. Together with Fondazione ISI, we work to enhance data and networks as tools for the common good. It is a challenge that translates into a concrete commitment to building a more equitable, sustainable and inclusive urban model.

Five applied research centres also operate here, including the Italian Institute of Artificial Intelligence for Industry – AI4I: a national point of reference for the responsible use of artificial intelligence.

None of this happens by chance. It is the result of a vision that Fondazione CRT has developed over time, in constant connection with local institutions.

A vision of a city where research, the economy, the arts and culture are not separate worlds but forces that fuel one another, generating a tangible impact on people's lives.

OGR Torino is the most extraordinary challenge of Fondazione CRT's first 35 years. And it is from here, from this shared endeavour, that we aim to continue shaping the future. Together.

**A FACTORY OF IDEAS,
CONNECTIONS AND
THE FUTURE**

Davide Canavesio

Chair of OGR Torino

OGR Torino was revived in 2017 with a clear and ambitious vision: to transform a former railway workshop into a vibrant, dynamic lab where cultural excellence and technological innovation not only coexist but also interact and grow together.

Today that vision has become reality. In 2024, OGR Torino is a hybrid ecosystem in constant motion: a space where the arts and enterprises, startups and schools, young talents and families, institutions and citizens coexist. A crossroads where knowledge is tested, ideas converge and connections grow into a shared future.

We believe in the power of encounter: among generations, domains and perspectives. From this conviction arise our projects for accessible culture, inclusive education, environmental sustainability and impact-driven innovation. Our mission is to generate value through genuine integration of the contemporary arts, new technologies, scientific research and social cohesion.

2024 marked a turning point. We consolidated our offering and relaunched it with renewed strength: more culture, more education, more international connections. We enhanced technological infrastructure, strengthened networks and amplified our voice across the national and European landscape. The hybridisation between culture and innovation is no longer a gamble: it is our daily reality.

All this has been made possible by the strategic support provided by Fondazione CRT, which since the very beginning has always believed in the potential of OGR Torino and continues to sustain its growth. Thanks are also due to those who bring these spaces to life every day and help make them a civic, creative and productive powerhouse.

This POP Assessment is not just a report. It is an act of transparency, a proposal for a new approach, an invitation to participation. Telling the story of a hybrid institution like OGR Torino entails using new forms of expression that can connect numbers, trajectories and experiences. We invite you to discover, page after page, how all this takes shape, and to be part of this journey.

INSIDE THE POP REPORT: EVERYTHING YOU NEED TO KNOW ABOUT THE APPROACH

The 2024 POP Report of OGR Torino was built on three fundamental principles:

Accessibility ↘

All content is written and presented in a clear, concise and inclusive language, understandable even to non-experts.

Transparency ↘

The financial data are taken from the official financial statements of OGR-CRT S.c.p.A. as of 31/12/2024 and have been reworked to show their impact on the activities clearly and directly.

Engagement ↘

The cultural, educational, technological and community activities carried out in 2024 are faithfully represented, reflecting OGR Torino's many facets. The POP Report was prepared in collaboration with the internal team, relying on official material.

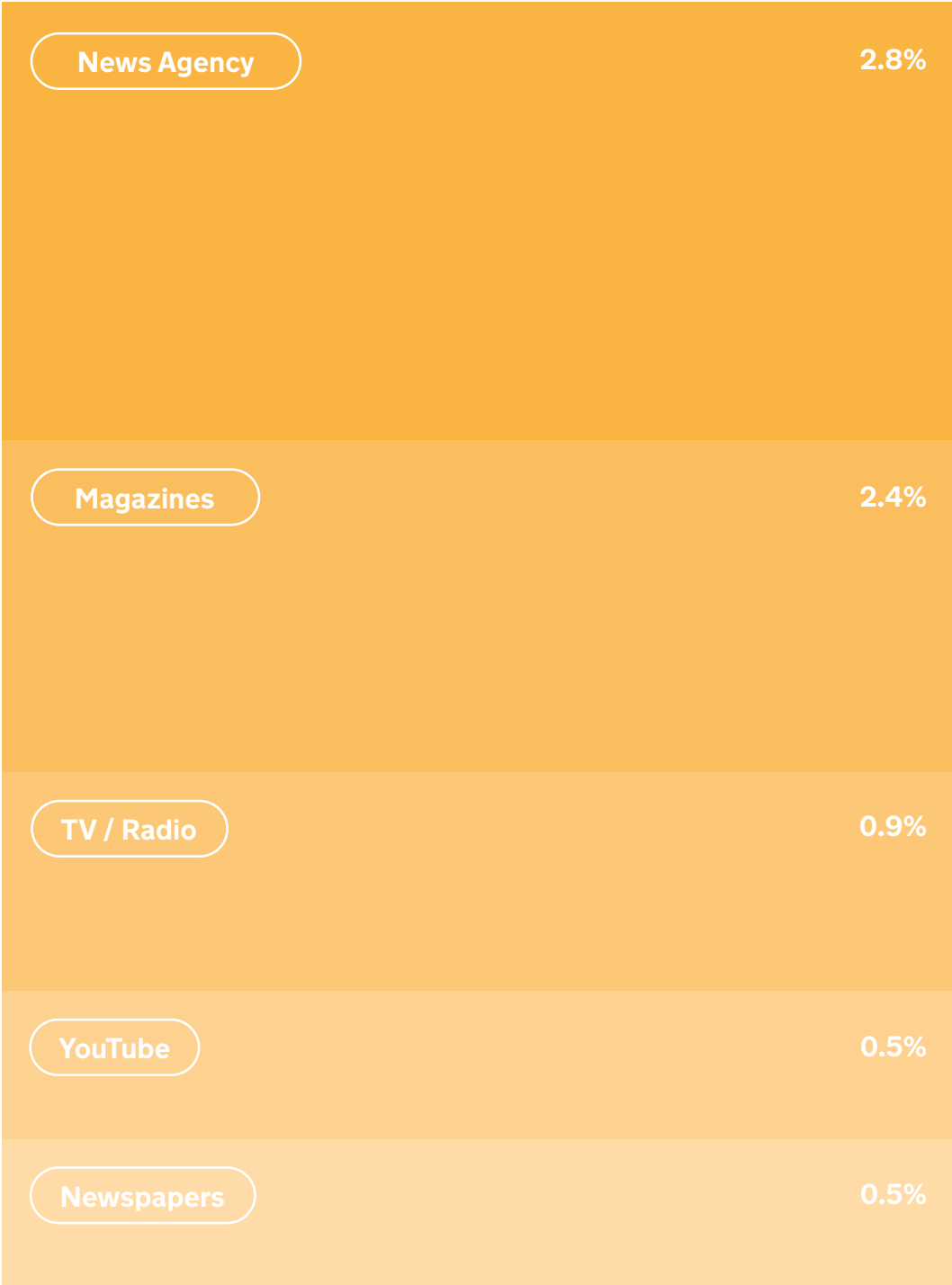
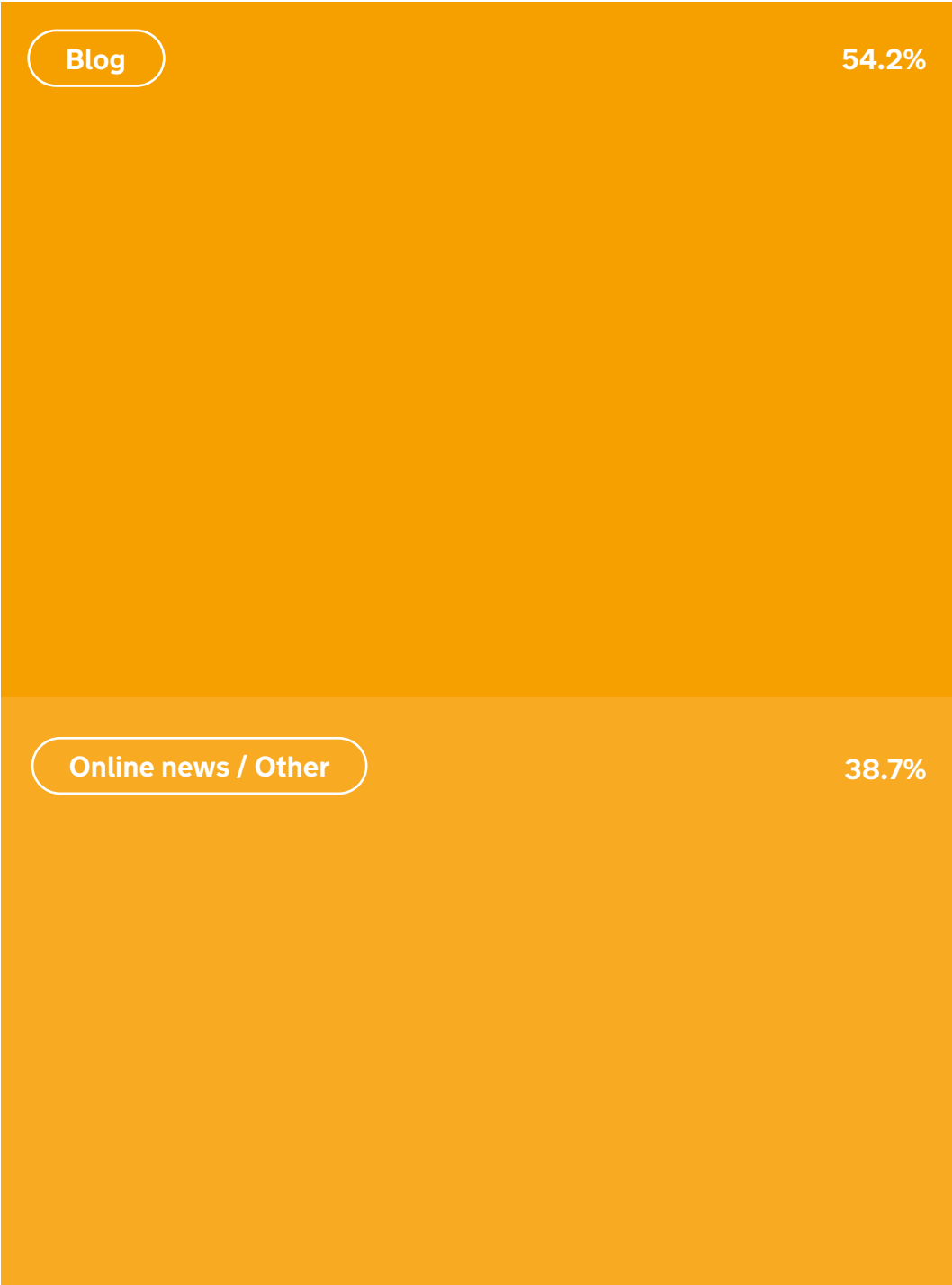
Qualitative data were also collected through ongoing engagement with the community, the analysis of digital interactions and a sentiment analysis presented visually.

One of the main ambitions of this first POP Report is to give voice not just to numbers but also to insights. For this reason we chose to complement the economic and operating data with a digital listening process, using the **social listening tool** Talkwalker, applied throughout 2024.

This tool made it possible to observe what **was said about OGR Torino in digital media, blogs, cultural portals, editorial channels and public social media platforms**. The sentiment associated with these contents was almost entirely **positive (54.7%) or neutral (45.3%), with 0%** negative, showing no trace of polarisation or reputational risk. This confirms a **public perception that is favourable**, stable and, above all, aligned with OGR Torino's institutional identity.

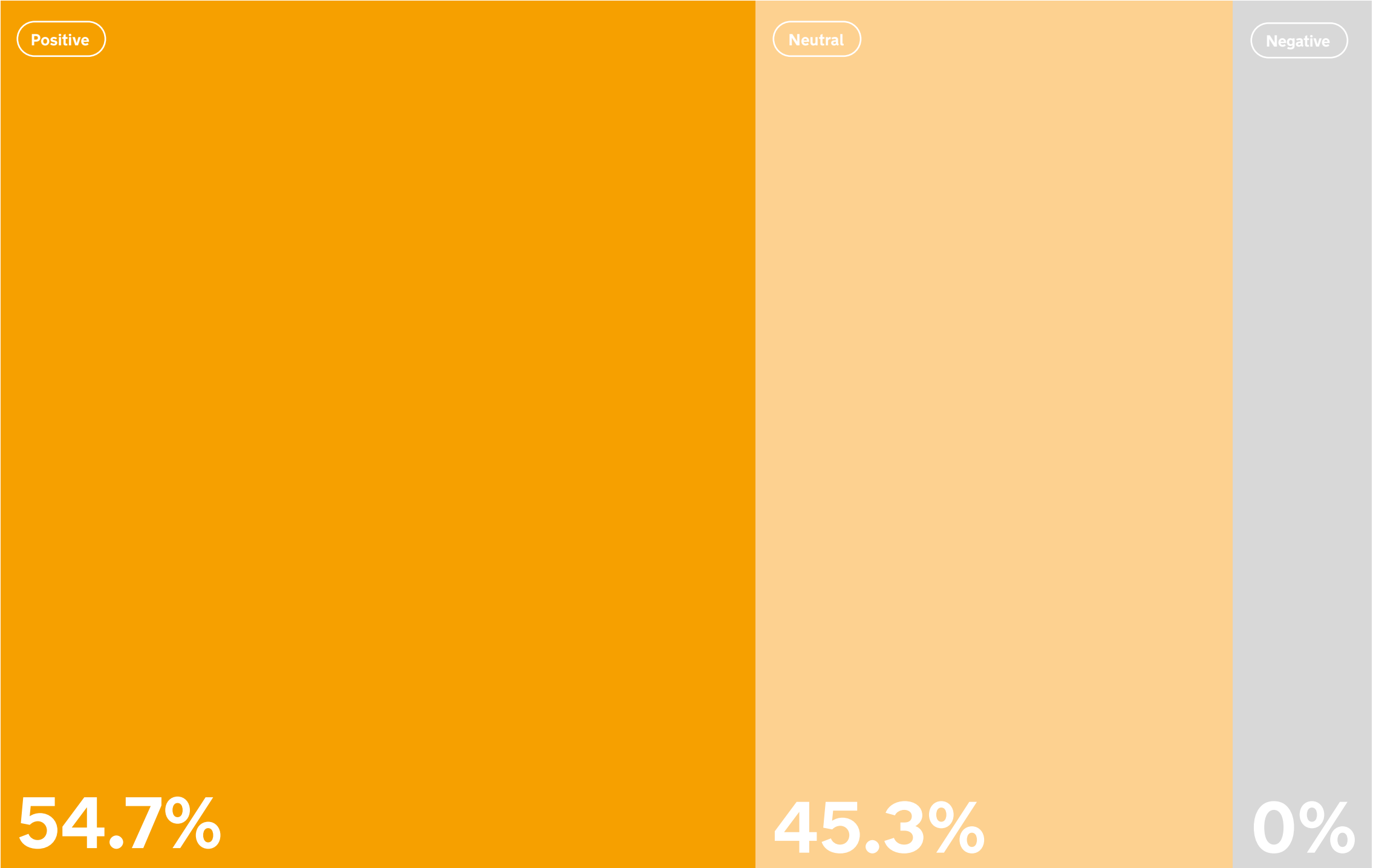
The most frequent key words portray OGR Torino as a cultural institution deeply rooted in the local community yet with an international outlook. Terms such as **art, audience, museum, programme, event, music, history, innovation, international, space, foundation and culture** form a word map that clearly conveys OGR Torino's **hybrid and multidimensional nature**.

Breakdown by Media



international
community region installation
area OGR initiatives foundation
talk
activity music research showcase
challenges appointments tradition origins
museums public spaces History culture
experience study art
Italy social events cinema galleries
edition novelty encounters association

How We Are Perceived Online



News about the Sentiment **POSITIVE**

From neon installations to an animatronic bear, here's what not to miss this Turin Art week

Turin Art week may be focused around four days of Artissima, Italy's leading art fair, but this year it also marked the opening of a number of significant exhibitions citywide that remain open long after the fair has ended. Once the centre of Italy's automobile production ...

Published on 19/11/2024 – Online News / England / www.theartnewspaper.com

Retinal Rivalry: Cyprien Gaillard at OGR Torino

“Any sufficiently advanced technology is indistinguishable from magic,” Arthur C. Clarke famously penned. Magic is precisely the word to describe the phantasmagoric effect Cyprien Gaillard conjures in his new stereoscopic work, ‘Retinal Rivalry’ (2024). Now on view in a large industrial hall at OGR Torino —the site originally intended for its colossal presentation ...

Published on 12/12/2024 – Online News / Germany

OGR Torino between Culture and Tech: 2 Million Visitors since 2017

A place that brings together art, culture, research and business acceleration in the heart of Turin. OGR Torino – opened in 2017 thanks to one of the largest urban regeneration projects in Europe – can be considered, as Managing director Massimo Lapucci puts it, “a unicum, a replicable model.”...

Published on 12/03/2024 – Online News / Italy / www.ansa.it

The TIM and Google centre for the development of artificial intelligence and cloud technologies opens at OGR

At OGR Tech an AI lab has been established to develop and test cloud technologies and artificial intelligence, to demonstrate their potential across sectors such as smart cities, tourism, manufacturing, retail, and finance...

Published on 09/06/2024 – Online News / Italy / www.lastampa.it

News about the Sentiment **NEUTRAL**

A “psychedelic” exhibition during Turin Art Week

... Staged at Binario 1 of the former Workshops until 2nd February 2025, the exhibition, curated by Samuele Piazza, offers an innovative interpretation of the film medium, transforming it into sculpture and accompanying the audience on a unique sensory journey. At its centre is Gaillard's installation, where moving stereoscopic images – one of his hallmarks – acquire a tangible physical presence in space...

Published on 31/10/2024 – Online News / Italy / www.arte.sky.it

EXPOSED Torino Foto Festival-New Landscapes-Nuovi Paesaggi

From 2nd May to 2nd June 2024, Turin will host the first edition of EXPOSED Torino Foto Festival, the new International Photography Festival of Turin. Drawing on one of the central themes of the Italian photographic tradition, the 2024 edition will be dedicated to New Landscapes...

Published on 16/9/2024 – Online News / Italy / www.artemagazine.it

Fondazione CRT and Fondazione Paideia, a project for inclusion in museums

TURIN – The new edition of Cultural Operators for Inclusion, a project by Fondazione Paideia and Fondazione CRT, provides free guidance on inclusive practices for those working at museums and in the cultural sector. The training courses, offered free of charge, are delivered by Paideia educators in collaboration with Fondazione CRT...

Published on 19/03/2024 – Online News / Italy / www.ansa.it

Not Just Tennis: Nitto ATP Finals and ISF join forces for promotion

...underlined Michelangelo Dell'Edera, Director of the Institute – they will carry out ongoing promotional activities before and during the Finals. For the first time ever, Italy will see its players compete both in the singles (Jannik Sinner, ed.) and in the doubles (Simone Bolelli and Andrea Vavassori, ed.)...

Published on 14/10/2024 – Online News / Italy / www.fitp.it

Why a POP Report?

We believe that every citizen has the right to know how the resources of a public space such as OGR are used. This report sets out what has been done, how it has been done and with what results – with clarity and accountability.

TRANSPARENCY

COMMUNITY

OGR Torino exists thanks to the people who bring it to life. This document seeks to give back the value generated collectively, while listening to the voices of those who have taken part, built and shared experiences.

ACCESSIBILITY

We have chosen simple words, straightforward images and clear visuals to make this account accessible to everyone, without compromising accuracy. A report should be accessible to all, not just a few

FUTURE

Telling the present helps shape the future. This report is a snapshot of a year, but it is also a promise: to pursue culture, innovation and inclusion with an outlook open to the world.

WHO WE ARE: HISTORY, VENUE, MISSION AND VISION

An industrial story turned into a civic project

At the end of the 19th century, during Italy's railway expansion, the Officine Grandi Riparazioni were established in Turin: a grand complex dedicated to the maintenance and conversion of locomotives and railway wagons.

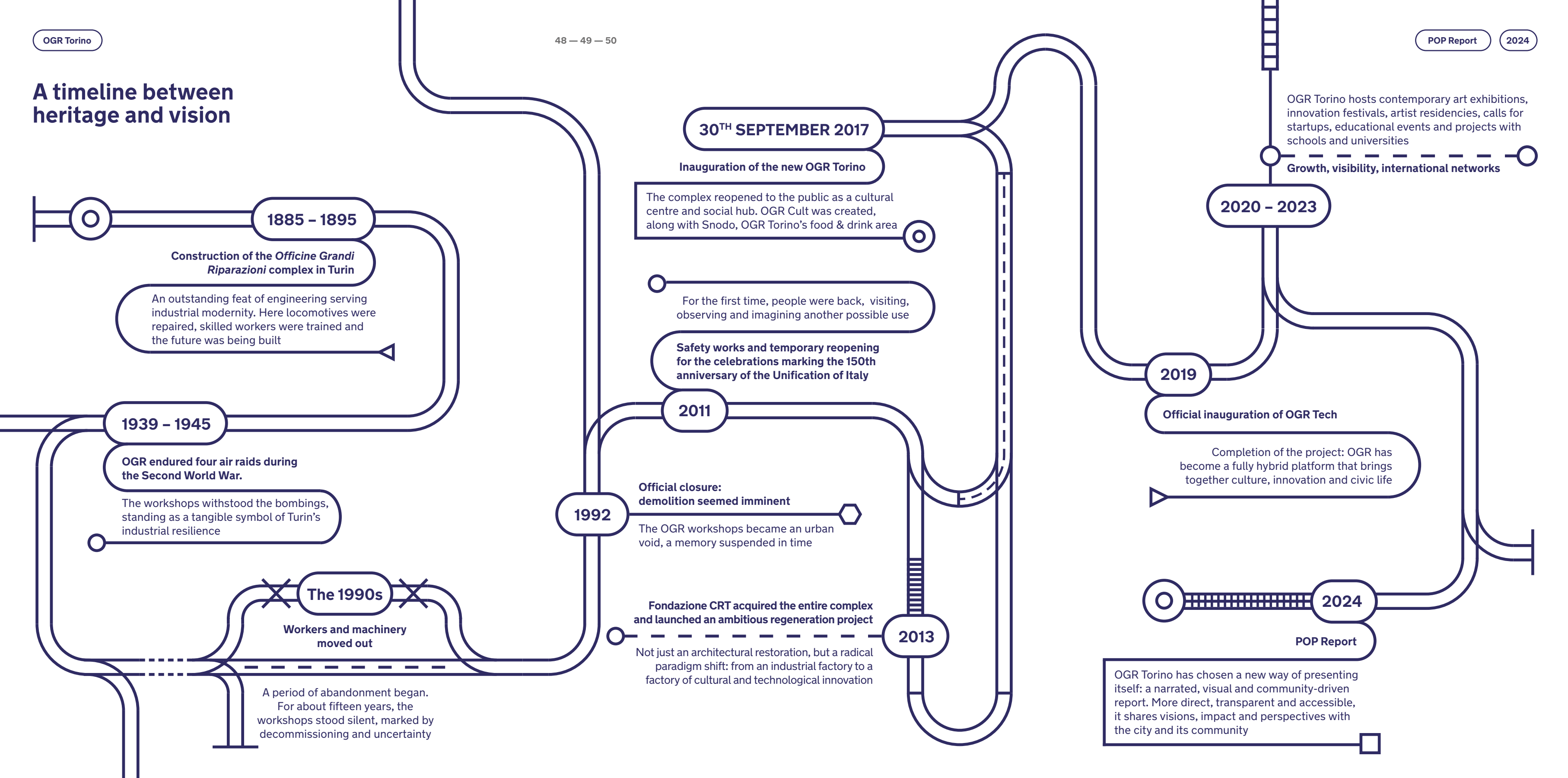
For decades, the OGR workshops were a vital hub of working-class Turin: part of a site covering more than **190,000 square metres**, with workshops, internal tracks, machinery, tools and factory life. Over the course of the 20th century, the OGR workshops withstood the bombings of the Second World War and silently accompanied the country's economic transformation. Then, in the 1990s, the spaces emptied and activity came to a halt. The workshops were decommissioned and, for more than twenty years, remained a major urban absence — a void in the heart of the city.

In 2011, on the occasion of the 150th anniversary of the Unification of Italy, a glimmer of hope emerged: the OGR workshops **reopened temporarily**, under safe conditions, to host events and exhibitions. **It was a clear sign.** Two years later, in 2013, **Fondazione CRT acquired the entire complex** and launched a **major regeneration** project that addressed not only the architecture but also the very identity of the place. The OGR workshops did not return to repairing trains but became a factory of imagination, relationships and knowledge.

2017 marked the beginning of a new phase: OGR reopened to the city as a **civic and productive** space committed to contemporary culture, innovation and exchange. In 2019, the project was completed with the launch of **OGR Tech**, a hub dedicated to technological innovation, entrepreneurial acceleration and applied research.

Since then, OGR has become **one of the most significant European experiments in urban regeneration with a cultural and innovative focus.** Not a museum, not a theatre, not a campus, but something that brings all these together. A **factory for the future**, as we like to define it.

A timeline between heritage and vision



The Venue

Today, OGR Torino is a complex covering over **35,000 square metres**, returned to the city thanks to a regeneration process that has preserved its original architectural identity while **radically transforming its function**. Not a museum of the past but a **civic facility of the present**: open, accessible and productive. The historic naves have become spaces for **cultural production, experimentation, co-working, education and encounter**. The spaces can be crossed on foot, with no fixed routes and no hierarchies of access. **The old tracks no longer carry locomotives but ideas.**

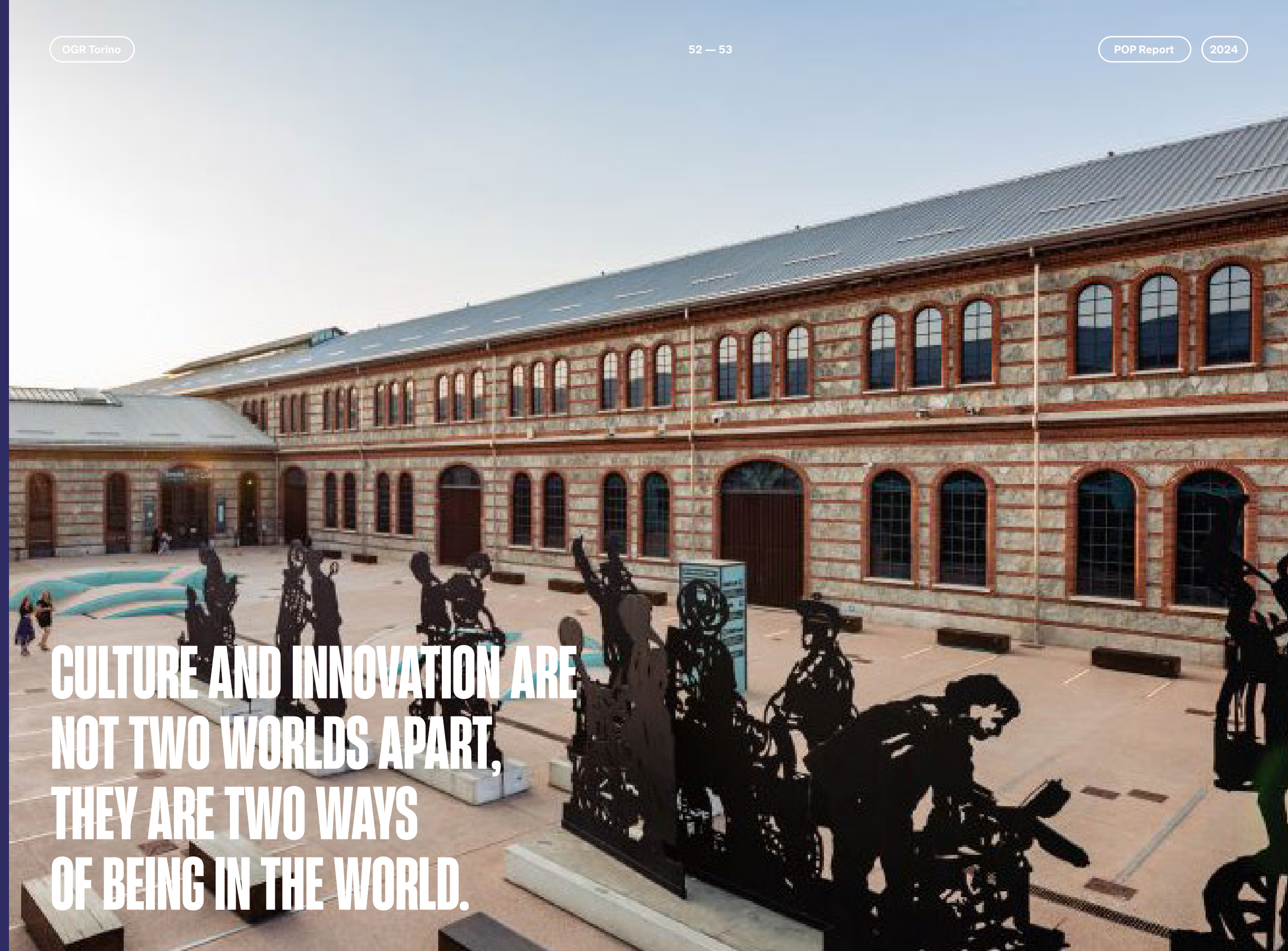
The architectural intervention respected the historic proportions and materials — steel, glass and bricks — while integrating **present-day technologies**, digital spaces, flexible facilities and full accessibility. The result is a place where **physical space coincides with design vision**: OGR Torino does not merely host content, **it is content itself.**

The three souls that shape the project — **OGR Cult, OGR Tech and Snodo** — **coexist and interact**. An art exhibition may run alongside a call for international startups; a children's workshop may take place in parallel with a forum on artificial intelligence. The physical **dimension of the place is consistent with its cultural mission**: to spark connections between innovation and heritage, between production and enjoyment, between art and enterprise.

In the redevelopment of the former train repair workshops, the deeper intentions of the project are clear: not to erase the past, but to **transform it into infrastructure for the future.**

This is the core design principle of OGR: **the integration of form and function, of heritage and present, of body and idea.**

This is what makes OGR **a platform rather than a building: an urban powerhouse of connection and transformation.**



**CULTURE AND INNOVATION ARE
NOT TWO WORLDS APART,
THEY ARE TWO WAYS
OF BEING IN THE WORLD.**

**OUR TASK IS
NOT TO REPRESENT.
IT IS TO GENERATE
OPPORTUNITIES.**





**A HUB OPEN FOR ALL,
GENERATING IMPACT,
NOT JUST EVENTS.**

Mission and Vision

The concept behind OGR Torino is to provide a new kind of infrastructure: **not merely a physical place, but an enabling platform** that connects knowledge, people and practices. OGR Torino does not represent; it **activates**. It offers spaces, networks and opportunities to generate culture, innovation and impact.

The mission follows interconnected directions: the **development of cultural, social and economic capital**, the creation of **global connections** and a collective response to the challenges of our time.

The method is clear: encouraging **convergence among excellence, regions and communities**. Over time, this approach has taken shape as a distinct identity: **an ecosystem in constant evolution**, designed to support talent, foster new projects and contribute actively to the development of the city.



Since its inception, OGR Torino's organisational model has been shaped to reflect the fluid and multifaceted nature of the project.

The Governance responds to this complexity with a clear and joined-up structure, where different roles work together to create shared value.

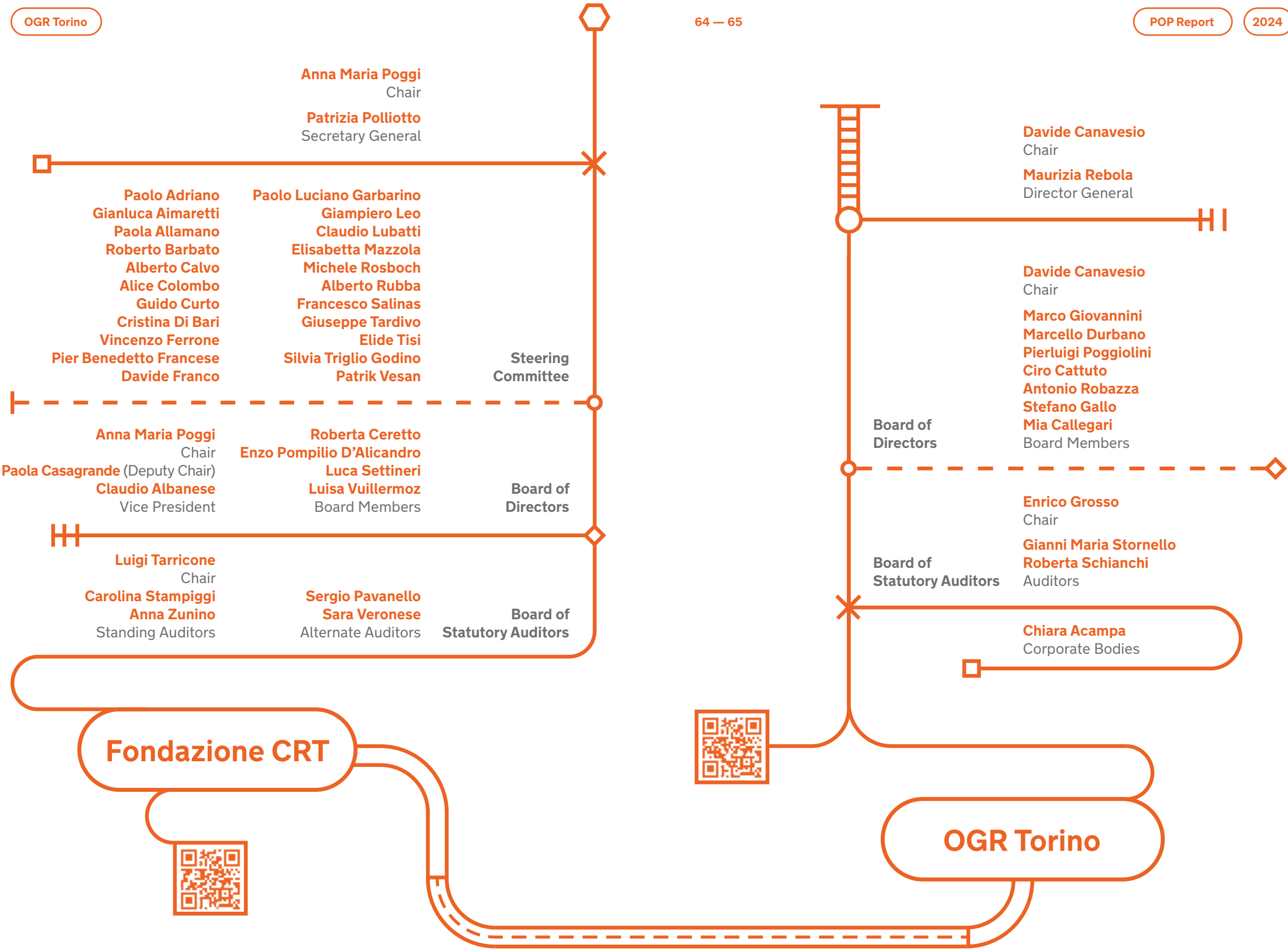
→ The **Board of Directors** steers strategic choices and ensures alignment with the founding vision.

→ **OGR Cult** and **OGR Tech** operate under a single direction, working in constant collaboration.

→ Cross-cutting functions (communication, events, external relations, security, environmental quality, certifications and gender equality) **support each project from within**, ensuring care, rigour, visibility and accessibility.

→ A **Certifications Oversight Committee** is in place to integrate environmental, social and governance issues into everyday decisions.

→ **Fondazione CRT** is not just the owner but **the driving force behind the entire OGR Torino project**. It ensured its creation, supports its evolution and safeguards its public mission. At a time when many institutions are being privatised or scaled back, OGR Torino stands as a model in which **philanthropic investment becomes lasting cultural and social infrastructure**.



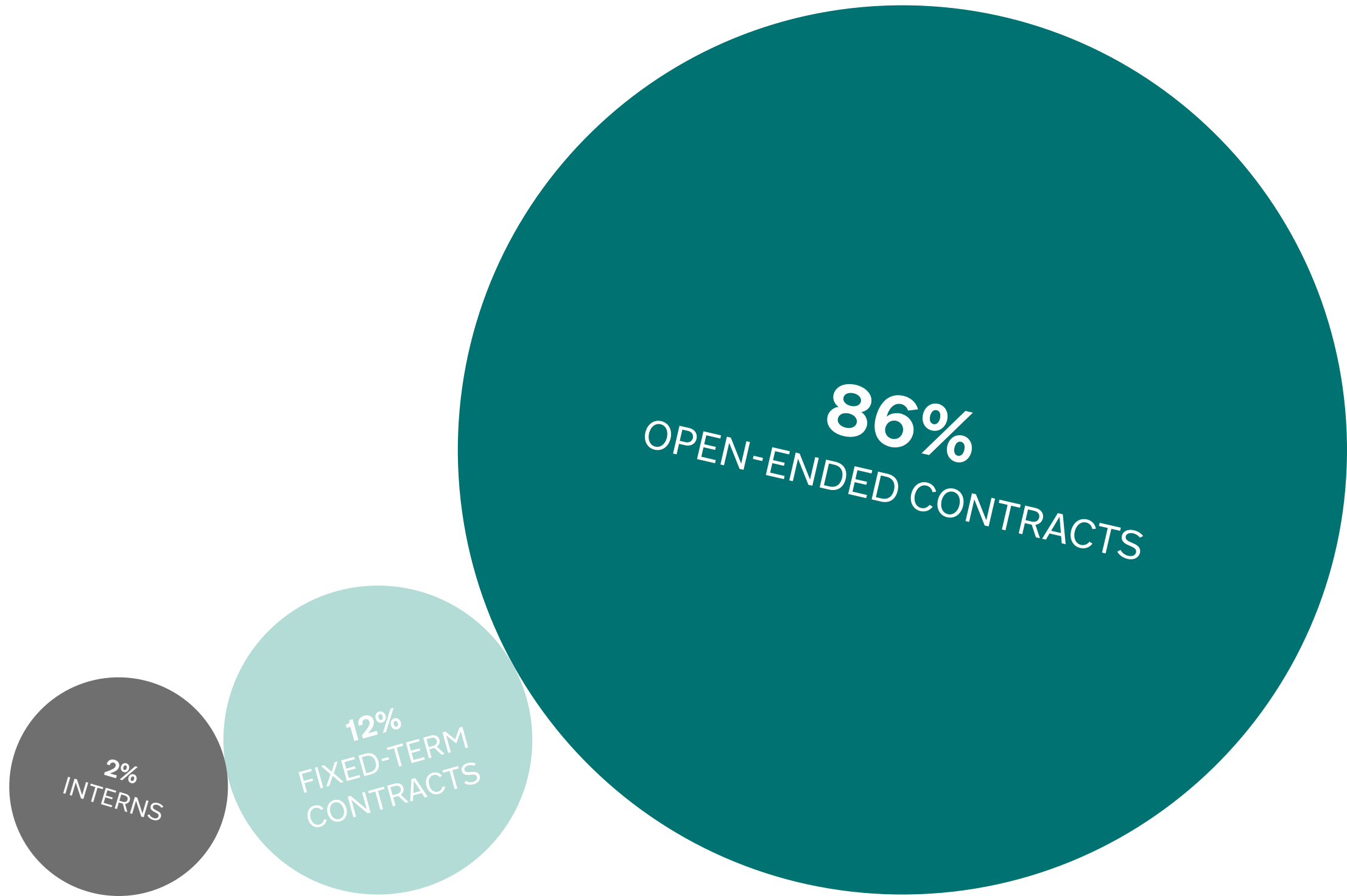
THE PEOPLE BEHIND OGR TORINO

OGR Torino is a place that thrives thanks to the people who design it, care for it and reimagine it every day. Behind every activity, every event and every project, there is a team working with skill and dedication.

The OGR Torino team brings together diverse backgrounds, expertise and generations, all united by a shared goal: turning ideas into reality and making complexity accessible by ensuring the right conditions.

Some build relationships, some welcome the public, some coordinate and some experiment. Some are on stage, others behind the scenes — all with the same care. It is not just a staff. It is a team. It is the heart of operations at OGR Torino, balancing stability and openness, professionalism and responsiveness. An essential part of the project, even if it often remains unseen.

Breakdown by Labour Contract



Breakdown by Level of Education

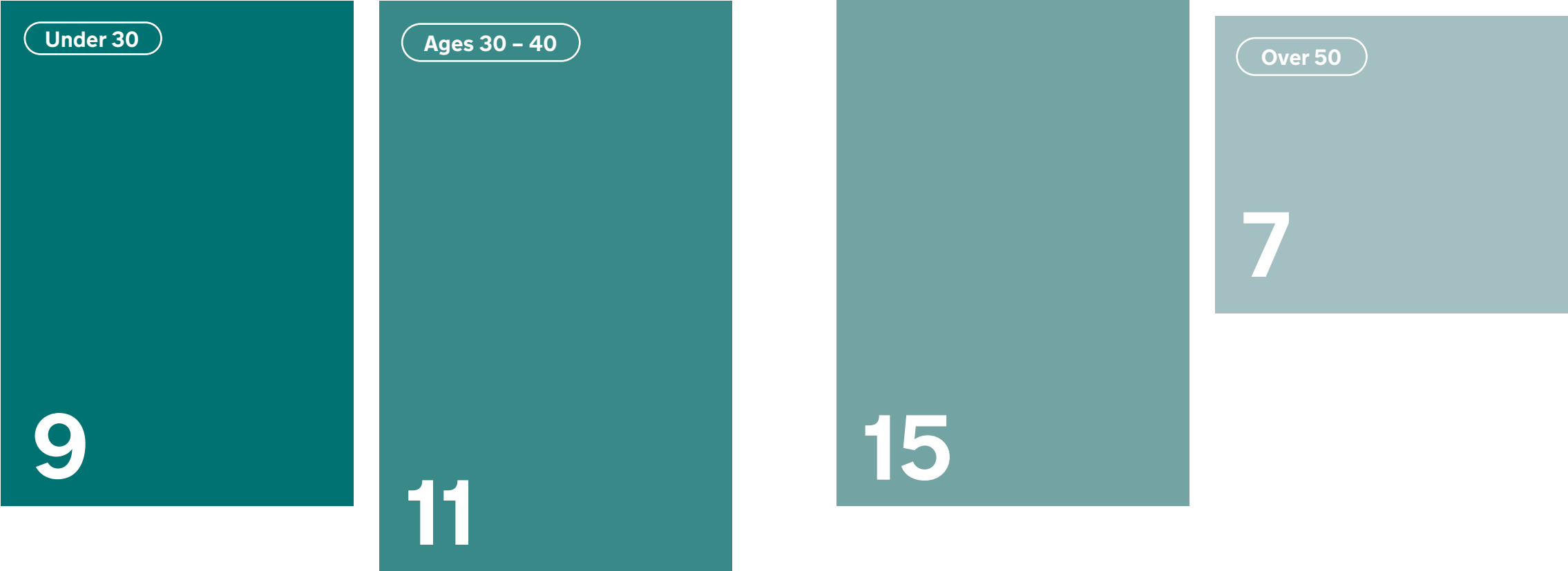
27 → University degree

15 → High-school diploma

36%

64%

The People Behind OGR Torino



OWNERSHIP, ALLIES, COMMUNITY: OUR STRENGTHS

Ownership and Strategic Direction

These are the entities that hold ownership and ensure strategic governance, safeguarding the long-term vision. **Fondazione CRT**, the majority shareholder, acquired the complex from **RFI Sistemi Urbani** and established the operating and development company **OGR-CRT S.C.p.A.** The minority shareholders, **Fondazione Sviluppo e Crescita CRT** and **UniCredit**, contribute to the stability and growth of the project.

Fondazione CRT

Fondazione Sviluppo e Crescita CRT

Unicredit

Who co-designs and implements content

They are the “**creative and design partners**”, who, alongside Fondazione CRT and OGR Torino, shape the cultural, scientific and experimental offering.

Artists, Curators, Museums, Foundations

Festivals and Fairs

Startups and Accelerators

Universities

Research Centres and European Institutions

The audiences who make it matter

They are the people who **give sense** to the project: by experiencing it and appreciating it, they make it rewarding and transformative.

General public: Visitors, Families, Students

Educational Communities

Participants in Labs and Workshops

Locals and Tourists



Those who support, share and connect

They are “**external enablers**” who, by telling the story and supporting OGR Torino, connect the project with broader networks and amplify its reach.

Regione Piemonte

Comune di Torino

Brands and Sponsors

Agencies and Service Providers

Media Partners, Journalists and Influencers

Cultural and Scientific Opinion Leaders

Those who keep OGR running day by day

They are the “**inner cogs**” of the machine: they keep it running, safeguarding the vision, guiding its evolution and turning it into action.

Board of Directors

General Management

Staff

Associates, Consultants and Technicians

Certifications Committee

OGR COMMUNICATION: PRESENCE, CONNECTION, LISTENING

For OGR Torino, communication is not just about promoting an event or informing the public. It is about building connections, translating complexity into shared languages and engaging with digital channels with coherence and awareness. It is an act of openness that makes what happens visible and, at the same time, shapes a recognisable public identity.

In 2024, communication proved its key role in conveying OGR Torino's many souls

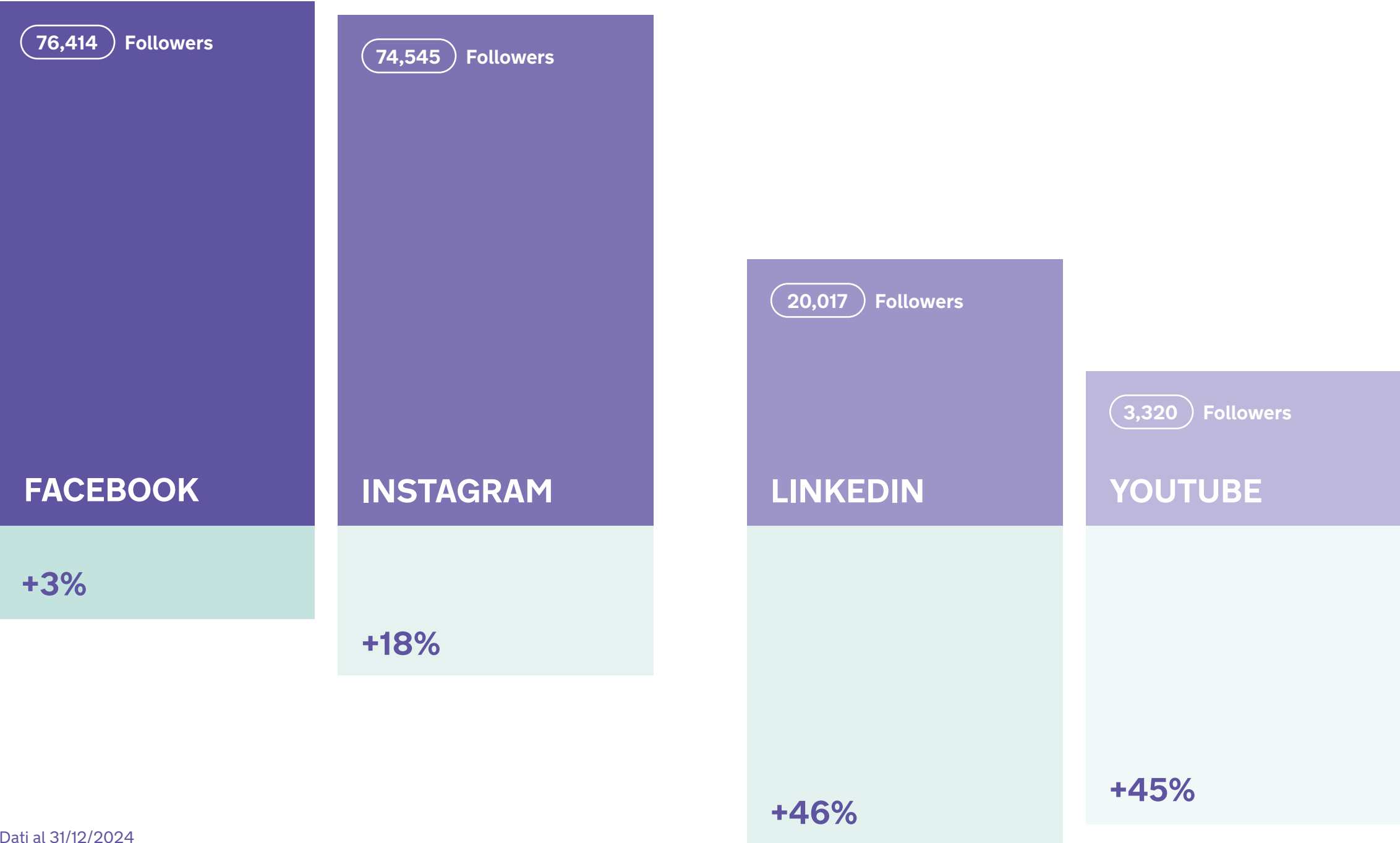
Exhibitions and concerts, labs and educational projects, calls and innovation pathways were communicated through a strategy that combined broad reach with content specificity. Each channel spoke its own language, yet always in harmony with the overall tone: accessible, clear, visually refined and never self-referential. Social media presence was strengthened across multiple platforms – **Instagram, Facebook, LinkedIn and YouTube** – reaching a steadily growing overall audience, with significant peaks on **LinkedIn** and **YouTube**, where follower numbers rose by **46%** and **45%** respectively. The newsletter also played a key role in building an informed and active community.

At year-end, OGR Torino ran eight distinct editorial lines, each addressed to diverse audiences: regular visitors, professionals and enthusiasts of innovation and culture, tech communities, families, and the cultural, music and local press. In total, more than **160 newsletters** and over **100 media communications** were issued. This set-up made it possible to reach over **23,000 subscribers**, with very positive results: almost one in two regularly opened OGR Torino's updates, with particularly high engagement in the more specialised lists.

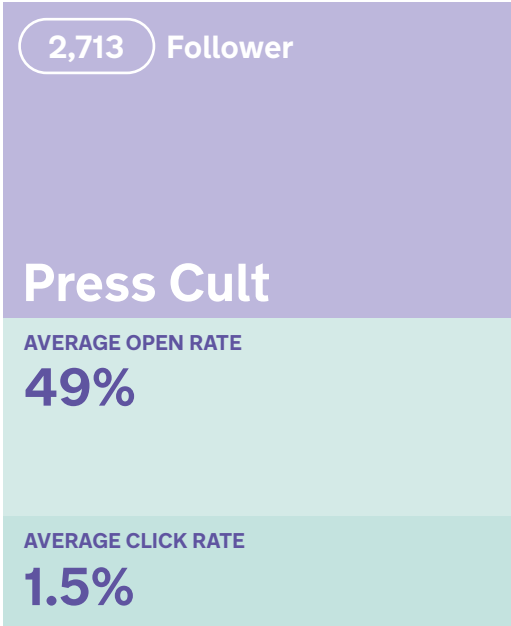
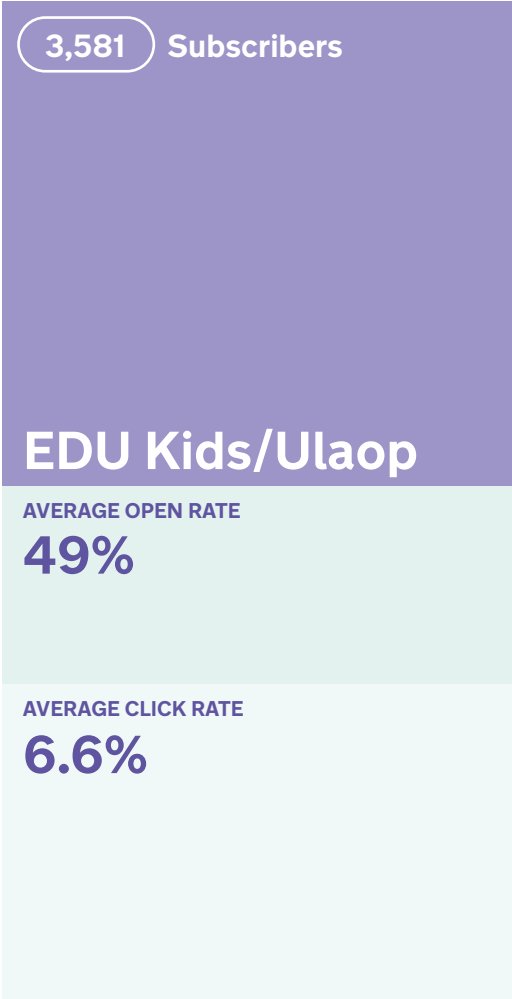
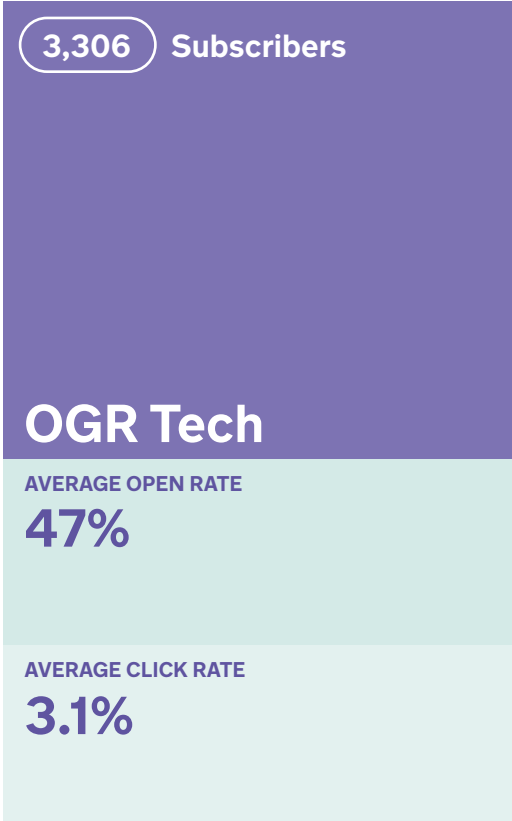
In some cases, more than one in five clicked through to find out more details. Digital communication was complemented by original multimedia content, with over twenty contributions produced and published during the year on the YouTube channel, and more than two hundred videos on Instagram – including short features, interviews, as well as artistic and musical clips.

These materials accompanied the main cultural and technological programmes, strengthening the **project's storytelling** and extending its reach beyond the physical space.

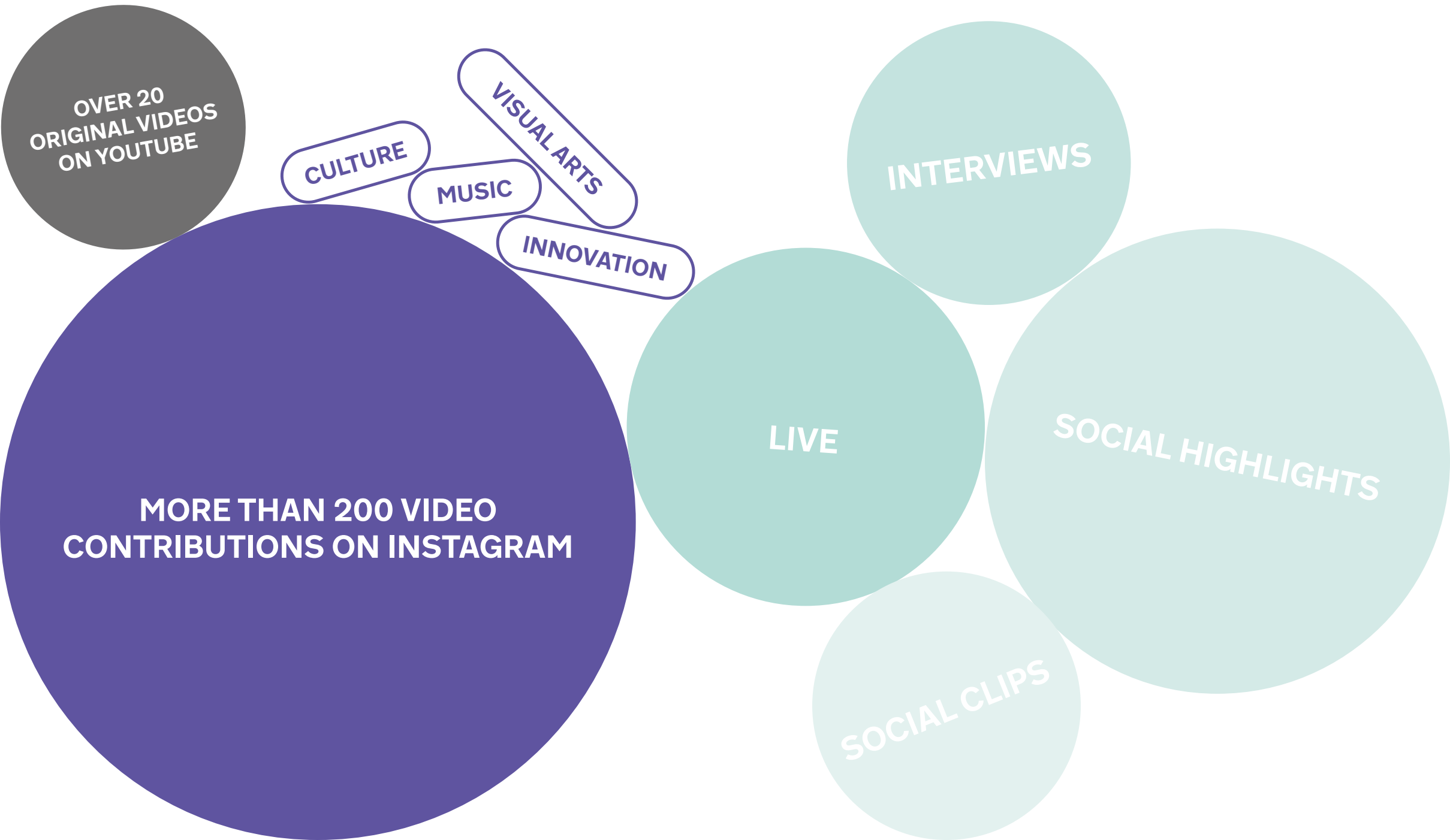
Social Media Reach



Newsletter



Multimedia Content Production



POLICIES, OBJECTIVES AND SDGs

At OGR Torino, the focus is not simply on doing but on setting direction, with identity rooted in a clear vision – defined both in the corporate charter and in daily practice – that unites culture, technology and citizenship.

Turning this vision into impact requires clear policies, shared objectives and concrete instruments.

From access to education to social justice, from the green transition to inclusive innovation, the SDGs provide a roadmap to act in the present while keeping the future in view. They are not labels to be applied, but a framework to measure consistency between what is declared and what is achieved. This is why, in OGR Torino's POP Report, the SDGs serve as indicators of impact: they help us understand which dimensions of change are being addressed by the activities, and with what intensity.

OGR Torino in 2024 was:

- **Classified** under a macro-category (exhibitions, concerts, tech events, services for startups, education, etc.);
- **Linked** to one or more relevant SDGs;
- **Assigned** an impact rating (1 low, 2 medium, 3 high) based on its transformative capacity;
- **Multiplied** by the actual number of events | actions | users involved.

The result is an indicator called WII (Weighted Intensity Index), which takes into account both the quality and quantity of impact.

To better understand the role of OGR Torino's various dimensions, we produced two versions of the SDG chart.

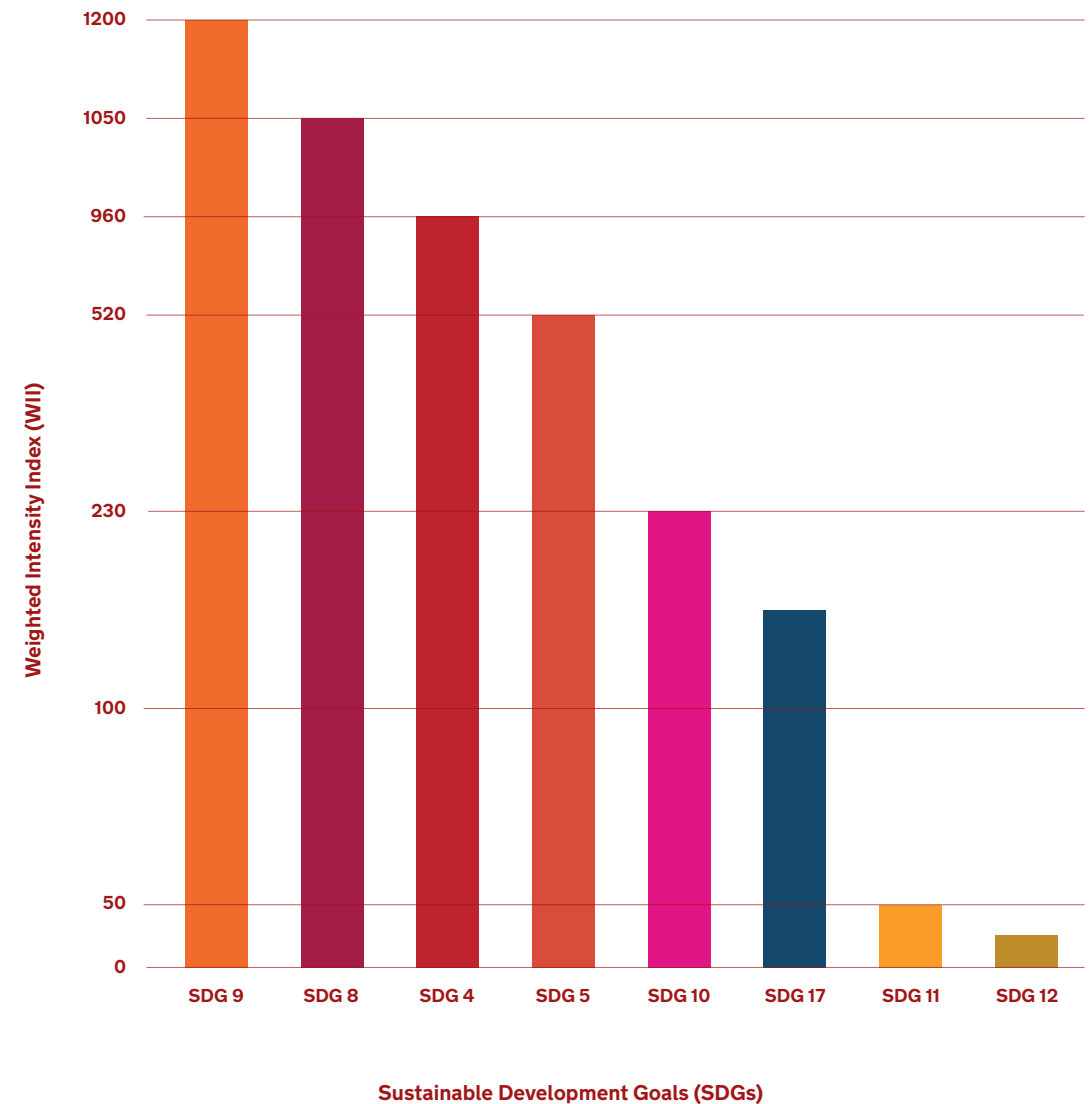
Impact of OGR Torino's Activities on the SDGs (WII) Excluding Snodo

In the first version, we provide a “technical” snapshot, based solely on measurable, planned and intentional activities. It reflects a scenario close to the traditional ESG framework, where value is expressed through actions, numbers and programmes

In this context:

- **SDG 9**
Industry, Innovation and Infrastructure rises to the top, driven by over **130 startups supported**, AI partnerships and technology programmes.
- **SDG 8**
Decent Work and Economic Growth ranks immediately after, thanks to the ecosystem built around OGR Tech.
- **SDG 4**
Quality Education secures a significant place with 261 free educational activities for families and workshops for children.
- **SDG 5**
Gender Equality holds a meaningful mid-level position, reflecting an increasingly structured commitment that combines public-facing activities with internal report supported by the adoption of a dedicated policy.

The chart provides a clear picture of the intentional impact generated by OGR Torino. Yet for this very reason, it risks underestimating the role of social spaces such as Snodo, of relational networks and of the informal connections that bring a community to life.



Impact of OGR Torino's Activities on the SDGs (WII) Including Snodo

The **second version** also evaluates the more everyday and broad-based dimension of the OGR experience: one that is not defined by an event or exhibition, but by an accessible, informal space visited daily by thousands of people.

This analysis therefore also **takes into account Snodo's activities**.

In this context:

• SDG 11

Sustainable Cities and Communities dominates, with over 50,000 WII points. This is because Snodo – OGR's food & drinks hub – is far more than a dining space: it is an urban connector, open and inclusive, where diverse audiences meet and interact

• SDG 5

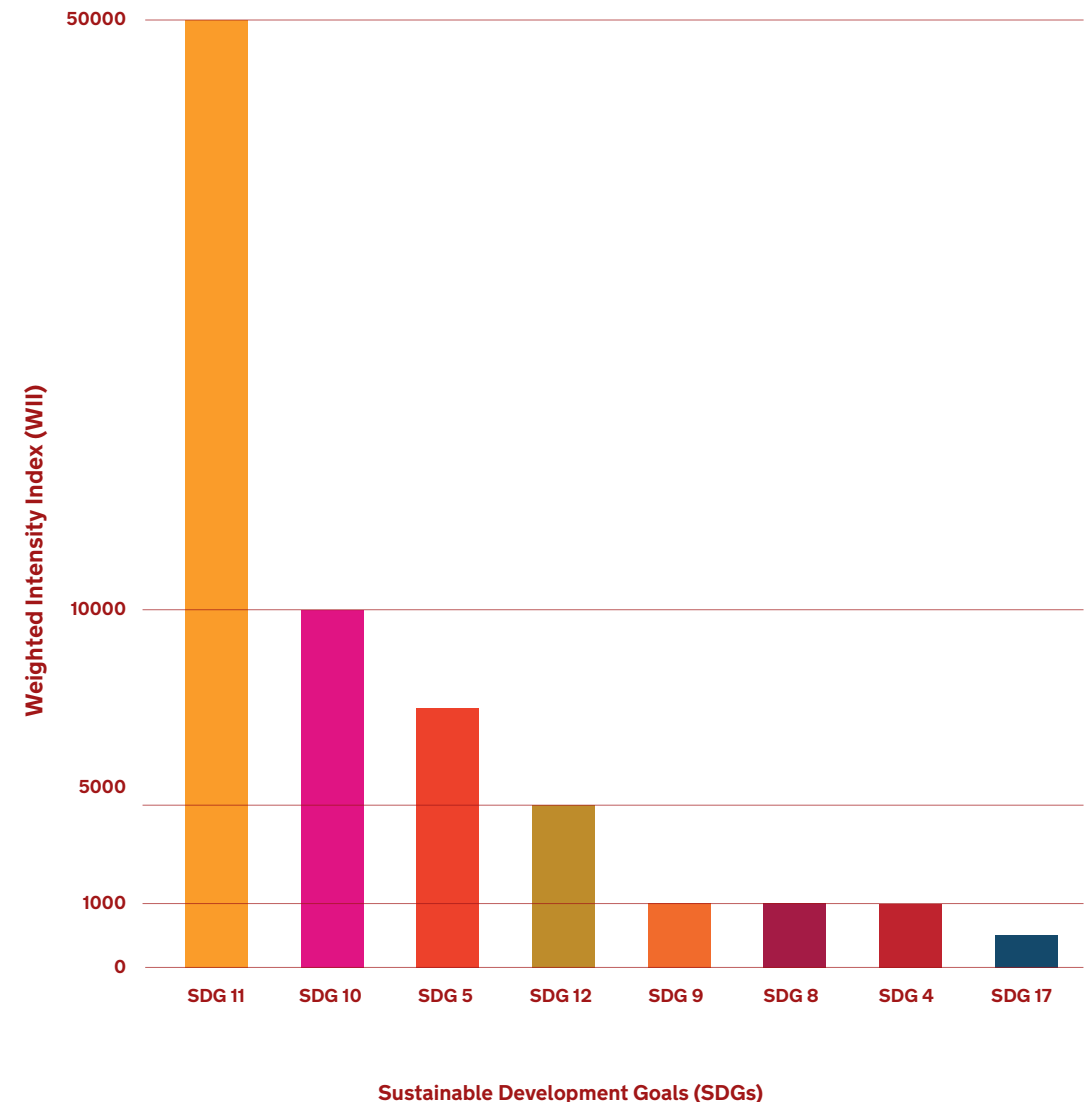
Gender Equality shows an even clearer impact when activities are assessed not only in themselves, but also in terms of the role they play in building an inclusive and informed community. Examples include STEM workshops for girls promoted with GirlsTech, OGR Talks on the gender gap, and the commitment **to revising internal organisational policies on equal opportunities and work-life balance**.

To obtain these results, we relied on conservative yet meaningful estimates, based on the high daily use not captured in conventional calculations and on the symbolic and relational value that Snodo holds within OGR Torino's civic fabric.

The two charts – one excluding Snodo, the other including it – **do not contradict but complement each other**.

They tell the same story from different perspectives, like two lenses with different degrees of focus. The first emphasises measurability and planning; the second highlights the broad, everyday impact of relationships and connections.

The truth lies in the middle ground: Snodo **is not an anomaly**, but an integral part of the OGR model. Its activities cannot be measured by the same metrics, but that does not mean they should be ignored. Presenting both perspectives means acknowledging the complexity of cultural and social impact: the **visible** and traceable, and the **diffuse**, built day by day through meetings, conversations at the same table, and ideas that emerge unexpectedly.



SUSTAINABILITY AS A DAILY PROJECT

Sustainability is not a label. It is a practice. And at OGR Torino it is a daily practice. It takes shape in the way spaces are designed, audiences are welcomed, relationships are built and priorities are set. **It is an integral part of OGR Torino's identity.**

It takes shape in the way a former industrial space becomes a hub open to all, and in the way culture, technology and philanthropy are transformed into shared value and heritage.

ENVIRONMENTAL

Mitigating the Impact of Activities

Enhancing the Existing Spaces

Mitigating the impact of activities by enhancing existing spaces and investing in clean technologies. In 2024, OGR Torino completed the electrification of 30 new temporary workstations, introduced tools for the digitalisation of access, and supported responsible consumption policies, even for Snodo's services.

SOCIAL

Expanding access to Culture

Providing free Educational Programmes

Expanding access to culture through free educational programmes and pathways to inclusion. The activities of OGR Kids & ULAOP, along with concerts, guided tours and workshops, involved thousands of families, students, citizens and tourists. The project is conceived as a barrier-free space for all.

ORGANISATIONAL

Transparency

Equality

Quality of Employment

Building an internal model that places transparency, gender equality and quality of employment at its core. OGR Torino has set up a Certifications Oversight Committee that integrates ESG principles (on environment, society and governance) into day-to-day decisions and promotes recognised practices, ranging from quality certifications to gender equality measures.

EVENTS AND IMPACT

12

In 2024, OGR Torino hosted more than **450 events, activities and programmes** – a remarkable figure. Each initiative was conceived to **bring together what is usually kept apart**: culture and technology, performance and learning, leisure and research, reflection and conviviality.

Not simply a matter of coexistence; it is a method. A children's workshop may take place alongside a European meeting on AI; an audience may move from an exhibition to a concert, from a talk to the courtyards; a brunch at Snodo may bring together innovators and startups, an aperitif may feature live jazz.

OGR Torino is not the sum of Cult + Tech + Snodo: it is a space that brings all these dimensions together.

And this openness creates impact. An impact that is visible in the numbers, but which begins earlier: **in integrated design, in hybrid thinking, in the way each activity connects with the others.**

A year in motion:

- The **major events** (Italian Tech Week, C2C, ATP The Final Set, Voices, View Conference...) involved **over 36,000 people** and placed Turin at the centre of international networks.
- **OGR Torino's original formats** (Club, Talks, Good Morning AI, thematic brunches) offered diverse and accessible experiences to **nearly 7,500 participants.**
- **Live music** drew more than 10,000 attendees across five sold-out evenings: from Cosmo to Robert Plant, from Tom Morello to Dogstar.
- The **exhibitions** attracted over **29,000 visitors** through projects co-produced with European institutions.
- The educational area offered **261 free events** for children and families, engaging over **10,000 participants.**
- The visitor reception and cultural mediation programme also included **69 guided tours** for schools, the general public and professional audiences.
- The innovation area generated **53 dedicated events**, support for **over 130 startups**, a local investment fund and new strategic partnerships.
- In the meantime, **Snodo** remained the go-to meeting point: a place for food, social life, work and transit, always open, always connected, enriched by an original and wide-ranging cultural programme with **bespoke formats.**

None of this is split into separate areas. It is experienced together, at the same time and in the same place. And that is precisely why it works. It is not about “offering more things”, but about **shaping an experience that holds differences together.** Its impact is measured by the way it generates closeness among different worlds.

The Impact of the OGR Experience

Educational Impact

261

activities for children and
family with OGR Kids & ULAOP

Cultural Impact

Exhibitions, concerts, talks and
performances attracting over

50,000
participants

Impact on Economy

and Innovation

53

Tech events

130+

startup supported

Relational Impact

A single space frequented by diverse
audiences who meet, interact with
and observe one another.

Impact of OGR Events





ITALIAN TECH WEEK 2024

25 – 27.09.2024

OGR Torino

Sala Fucine, Duomo e Binario 3

The annual conference on technological innovation, featuring expert talks, debates, masterclasses, a tech expo and networking.

VOICES IL POST

05.04.2024

OGR Torino | Sala Fucine

An increasingly popular format that has attracted the attention of a dedicated community. A sold-out day, a diverse audience and a message that resonated far beyond the hall. Voices has demonstrated that the podcast has become the new arena for civic reflection.

THE FINAL SET

NITTO ATP FINALS
CLOSING PARTY

19.11.2024

OGR Torino | Sala Fucine

An event that successfully brought sport and culture together. The final was broadcast on a big screen, sound curated by Movement and hospitality provided by Snodo: OGR as an urban space where different worlds can meet and coexist in the same evening.

C2C FESTIVAL 2024

03.11.2024

OGR Torino | Sala Fucine

One of the most anticipated moments of the festival, which confirmed OGR as a venue for cutting-edge electronic music. An international line-up, sold-out shows and a loyal following: the closing event left its mark both on stage and across social feeds.

OGR TALKS

10 events held between February and November 2024

OGR Torino | Sala Fucine e Binario 3

A live editorial forum. Each gathering generated participation, debate and content. From writers and journalists to philosophers and sociologists, musicians and athletes, the voices it hosted turned the talks into moments of active citizenship.

OGR X SNODO

EVERY DAY

**Snodo, located in the cross-section
of the OGR Torino building**

Much more than a dining space.
Snodo is a meeting place
where food and social life blend
seamlessly. A place of transit, pause
and connection that reflects OGR
without filters.

ROBERT PLANT SAVING GRACE

15.10.2024
OGR Torino | Sala Fucine

An intimate and engaging musical
experience, with folk, blues and
spiritual sounds that struck a chord
with the Turin audience.

SOLD OUT

DOGSTAR OGR SONIC CITY

30.06.2024
OGR Torino | Sala Fucine

An event that went viral even before
it began. Keanu Reeves' return with
Dogstar captured the attention of
fans and media alike, filling both the
hall and social media feeds.
A flawlessly executed pop coup.

SOLD OUT

SARAH SZE METRONOME

03.11.2024 — 11.02.2025
OGR Torino | Binario 1

An installation that set a standard.
The first exhibition by Sarah Sze
in an Italian institution attracted
both the public and critics, with a
display that transformed the space
into an experience. Photographs,
articles, word of mouth: art spread
throughout the environment.

CYPRIEN GAILLARD RETINAL RIVALRY

30.10.2024 — 02.02.2025
OGR Torino | Binario 1

A hypnotic journey through
images, architecture and urban
contradictions. Gaillard's work raised
questions, opened mental spaces
and suggested future visions. Steady
attendance and cultural engagement
made it one of the most acclaimed
moments of the season.

THE ECONOMY OF IMPACT

13

In 2024 OGR Torino generated over **5 million euros** in revenues through private events, tech projects, concerts, exhibitions and educational activities.

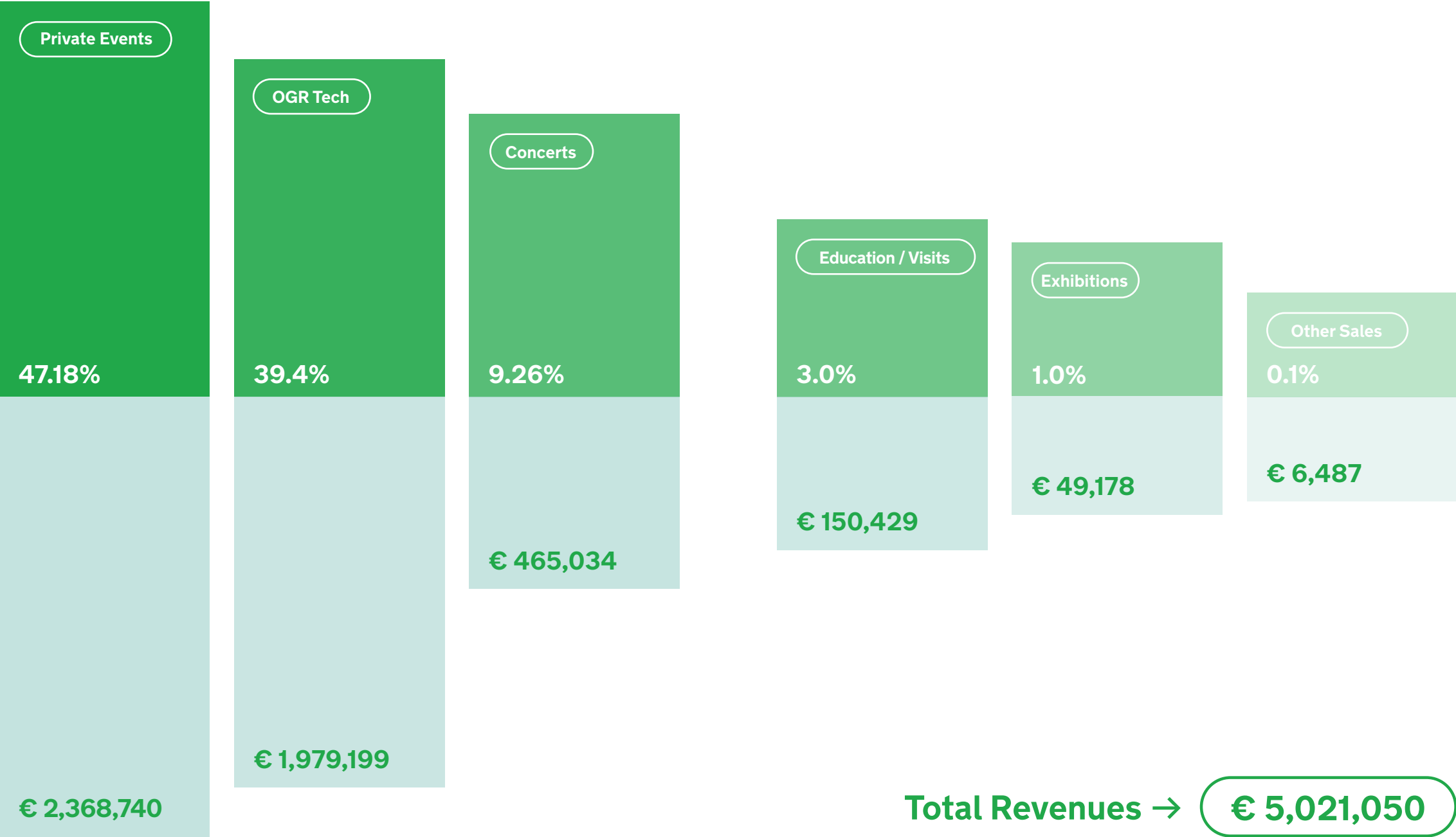
The contribution of the majority shareholder is essential to the success of the overall project: thanks to the **support** and **vision** of **Fondazione CRT**, OGR can offer a cultural programme that is rich, open and innovative.

OGR does not seek to maximise profit, but to create cultural value and generate social and economic impact.

All resources are devoted to keeping an inclusive and creative space alive, while the costs of services, management and operations are simply the price of keeping the system running.

Breakdown of OGR Revenues

FY 2024



After seeing where the resources come from, it's fair to ask how they are used.

In 2024, the cost structure reflects a mature model aimed at operational sustainability and alignment between mission and management. No item is excessive. Every investment serves the mission.

Staff ↓

With cultural, technical, curatorial and managerial expertise, staff come first. Not by chance. The ability to transform space into experience lies with people.

Outsourced Services ↓

These include artistic collaborations, event technologies, staging, security and production: the full range of services that enables OGR to operate with flexibility and quality.

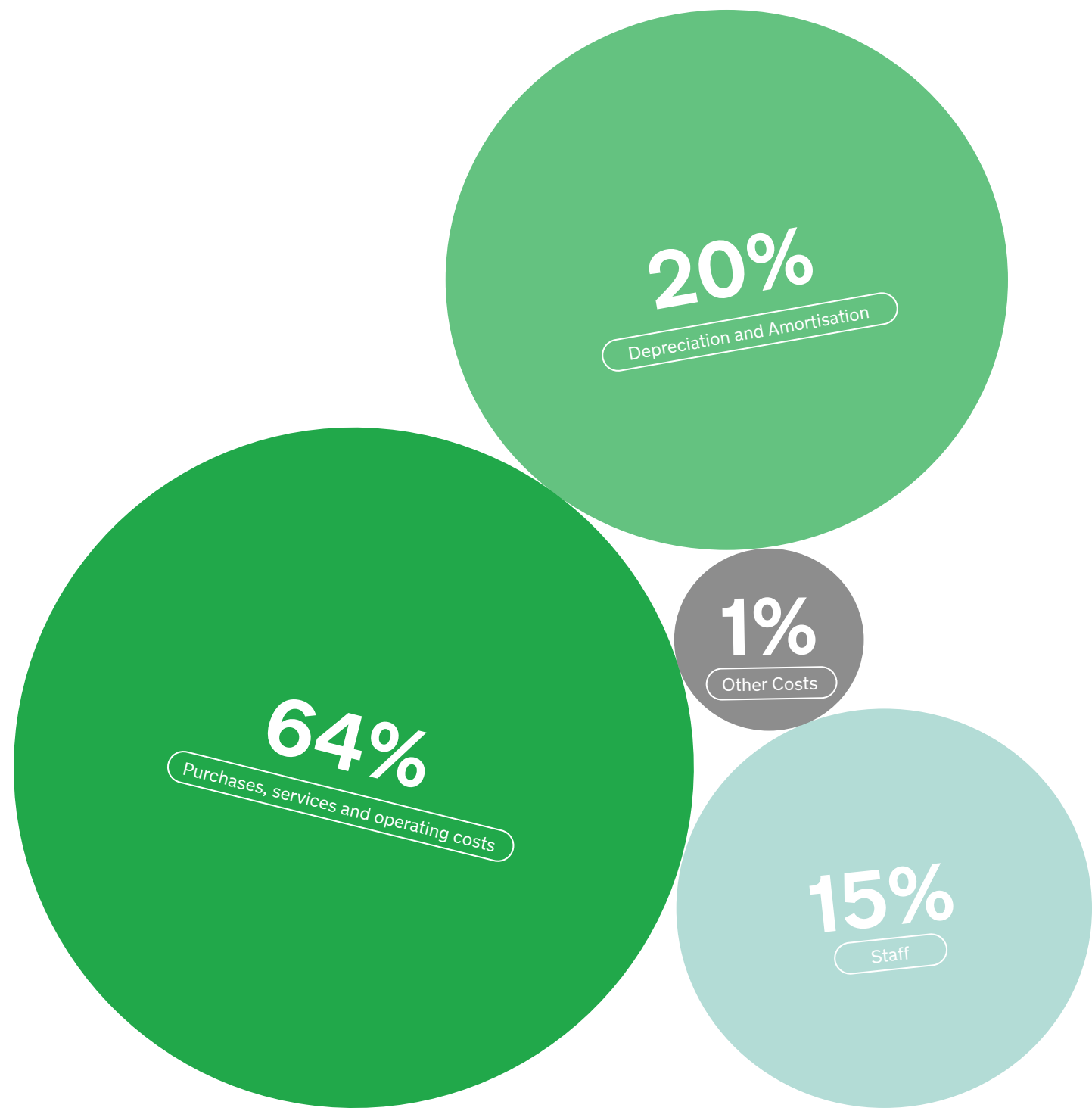
Maintenance ↓

It keeps a grand landmark building alive.

Communication tells its story.

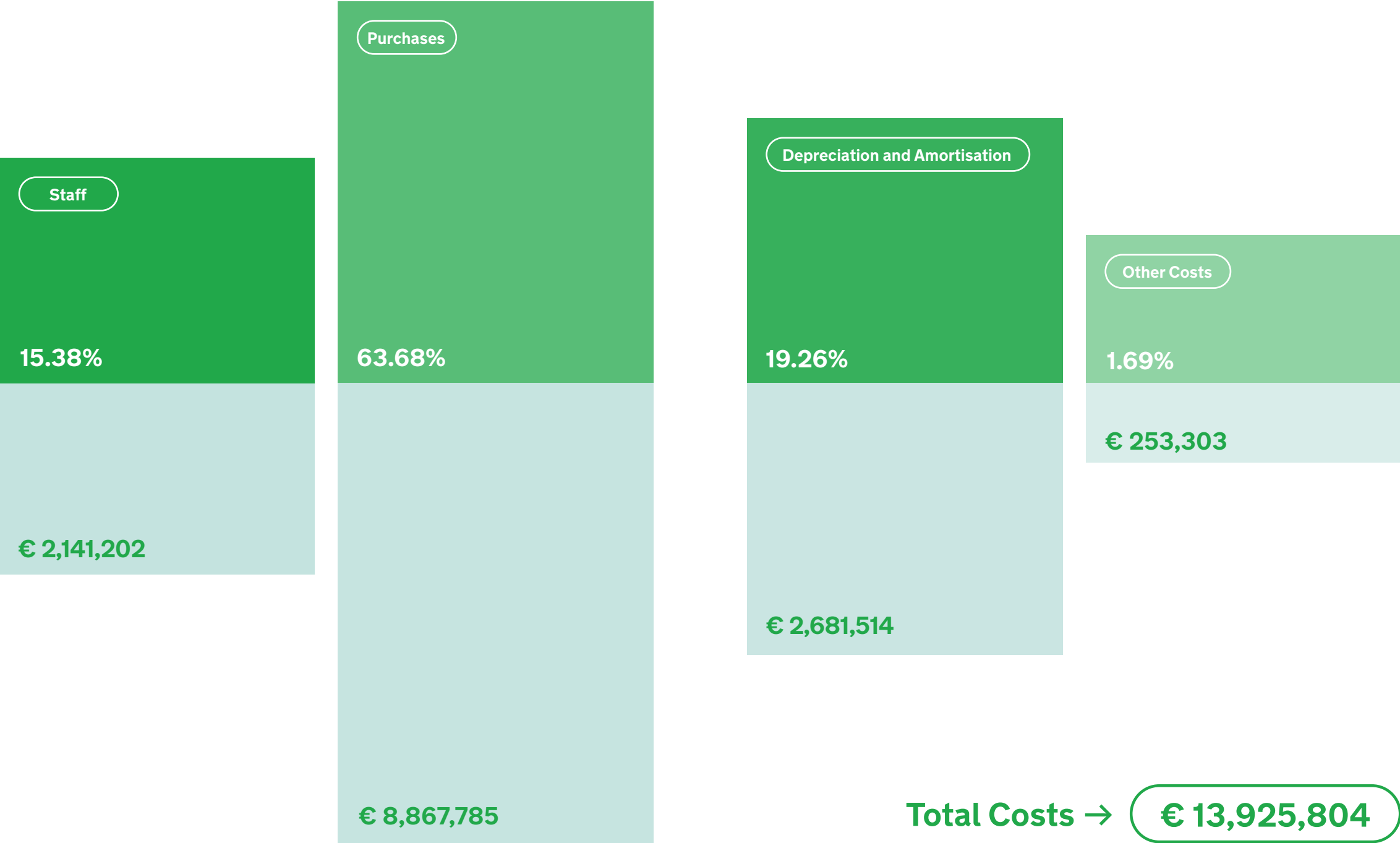
Maintenance preserves it.

The bottom line, as we have seen, is over 5 million euros in self-generated revenue and hundreds of thousands of people engaged.



Breakdown of OGR Costs

FY 2024



FUTURE PROJECTS

14

At OGR Torino the future is already under construction. Roofs that produce energy, spaces opening up, connections stretching from Turin to Silicon Valley. It is a practical future, built around a simple idea: **doing better, for more people, with greater impact.**

In 2025–2027 OGR will invest in sustainability, innovation and culture. New spaces - green, underground digital - will be created – international networks will be strengthened, and opportunities to enjoy and experience the spaces will multiply.

The goal is not growth for its own sake, but to **develop projects that succeed.** What is potential today is about to take shape.

FACILITIES AND SUSTAINABILITY

Photovoltaic system, 1,650 kWp

Green canopy project for Snodo

Underground parking (€3.5 million)

CULTURE AND EVENTS

Doubling of cultural events

More OGR Kids & ULAOP activities

INNOVATION AND TECHNOLOGY

Presence in San Francisco

Fund for Startups

Art & Technology Programme

Partnerships with AI centres

OTHER INITIATIVES

Upgrading of the Borsellino Building

New OGR website

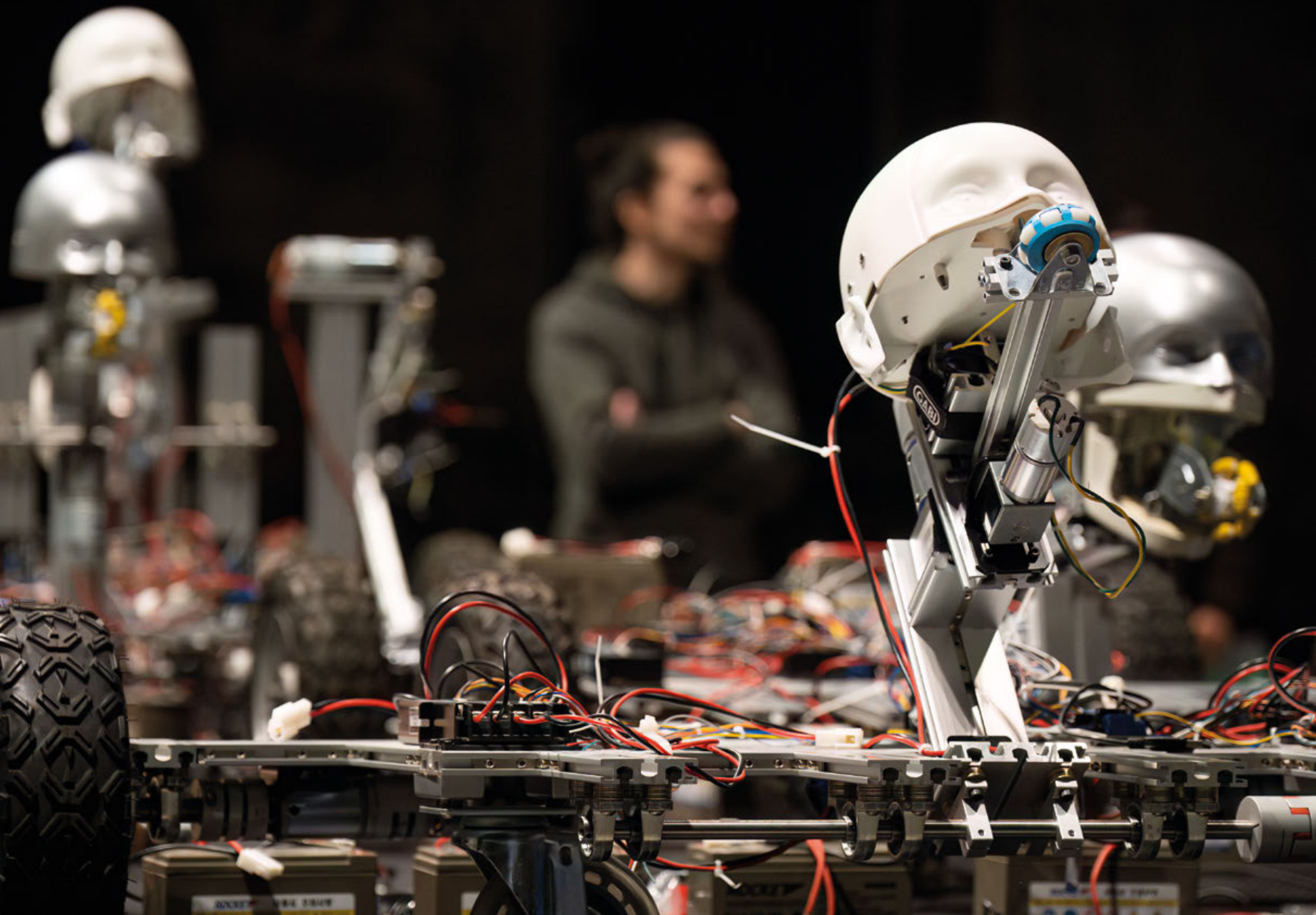


ISTARTER

Club Deal Online

Tech

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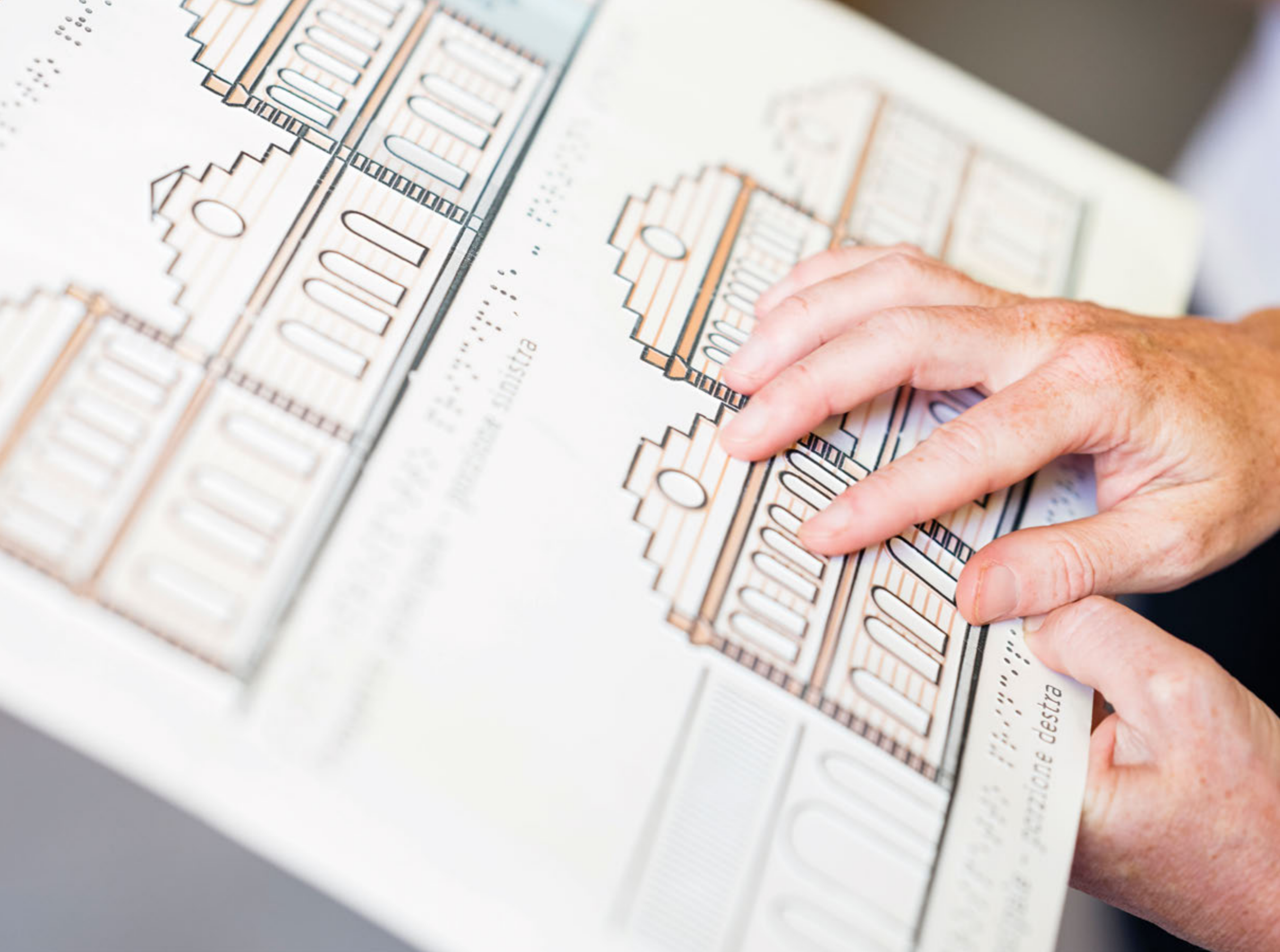














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