



Fondazione  
Compagnia  
di San Paolo

Elena Franco

CURRICULUM VITAE



# Elena Franco

## Professional experience

1998 - TO DATE

### Freelance architect

- Architect licence obtained in the first state examinations session of 1998.
- Enrolled in the Register of Architects of the Province of Turin under no. 4518 since 01/07/1998

Her career has focused on **4 areas of interest**:

- Urban and local redevelopment projects: since 1998 she has worked on over 50 strategic, local development and integrated urban trade management plans as a consultant for public bodies (Regions, Municipalities) and trade associations. In particular, she helped devise the Lombardy Region's commercial district policy and has worked with regional offices to support the approximately 200 such districts established in the region. She contributed to building an international network of stakeholders interested in the subject and, with the TOCEMA Europe association, designed the European quality certification for commercial districts.
- Town planning and commercial town planning: since 1998 she has completed 40 assignments for municipalities and trade associations in Piedmont.
- Public works projects: from 1998 to 2018 she worked as designer and construction manager on 25 public works projects for municipalities in Piedmont.
- Cultural projects for the enhancement of historical-artistic heritage: from 2014 to date she has carried out various enhancement projects through the use of photography, with a documentary and artistic slant. Her main independent research, entitled *Hospitalia. Or the meaning of care* led to a project exhibited in museums and institutional offices in Italy (Museum of Santa Maria della Scala Siena, Ca' Granda Milan, Galleria San Fedele Milan, Salone Dugentesco Vercelli, etc.) and abroad (Musée de Notre Dame à la Rose Lessines - BE, Musée de la Camargue Arles - FR, etc.) and to the creation of an informal network of around fifty European bodies interested in enhancing healthcare facilities and in transformation projects for decommissioned hospitals. She has an interest in promoting archives on the subject of health and welfare and recently completed a project of re-reading the historical archive of the Monte di Pietà di Bologna, which is held by Fondazione del Monte di Bologna e Ravenna. Her artistic projects have been recognised by awards including the *New Post Photography* - MIA 2020 prize.



2019 - TO DATE

## Member of the multidisciplinary project group

**Centro Studi Spedalità Cura e Comunità per le Medical Humanities (CSCC) [Study Centre on Hospitality, Care and Communities for Medical Humanities] of the SS. Antonio, Biagio e Cesare Arrigo Hospital, Alessandria**

- Thanks to her independent research project Hospitalia and the associated activities (publications, conferences, workshops, exhibition and artistic projects), she is involved in the work of the CSCC, making her crossover skills in the fields of art and architecture available to the centre.
- She was involved in the preparation of a project to promote the healthcare heritage of the city of Alessandria and the nomination of the Church of Gardella and the Borsalino health centre for the FAI "Luogo del Cuore" award in 2020.
- She was involved in drawing up the programme for the first Italian Medical Humanities Festival entitled "The Iconography of Charity", which took place from 21.09.2020 to 24.09.2020.
- She is carrying out work to investigate the iconography of charity, studying the healthcare company's picture gallery of benefactors.

2017 - TO DATE

## Artistic Director

**Arte Nova Foundation**

- She organises exhibitions planned by the Arte Nova Foundation to promote early 20th century culture.
- She oversees the exhibition projects carried out by the Foundation in partnership with other entities with the same purpose, including, on an ongoing basis, the Villa Bernasconi Museum in Cernobbio (Como).

2014 - TO DATE

## Contributor

**Il Giornale dell'Architettura**

- She writes regular articles on urban and local redevelopment for this newspaper.
- She has promoted the current Hospitalia project dedicated to recognising initiatives related to the healthcare heritage in Italy and around Europe.
- She writes about the relationships between photography, architecture and landscape.

SEP 2012 - AUG 2016

## Sole Director

**Town Centre Management Italia srl**

- She has worked on the dissemination of the town centre management methodology in Italy, collaborating with an international network of entities who, in various capacities, deal with the integrated management of urban commerce, including the Belgian association AMCV, the American International Downtown Association and Main Street Program, the Canadian Fondation Rues Principales, the British ATCM, the New York Project for Public Spaces association, etc.
- She also worked - from its establishment until 2015 - by virtue of a partnership signed with Reed Midem, on organising the participation of Italian local authorities in the MAPIC Commercial Real Estate Exhibition in Cannes, with a pavilion dedicated to trade districts.



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2014 - 2017

## Expert

### **Eupolis Lombardia - Istituto Superiore per la ricerca, la statistica e la formazione**

She carried out a scientific technical support task on Economic Development & Trade as part of the project entitled "Transposition and implementation of European strategies 2014/2020: identification of priorities and lines of action, organisation of an event dedicated to comparing the regions involved in the "Four Engines of Europe" initiative and analysis of the critical issues and development opportunities of the phenomenon of commercial decommissioning with a view to developing urban attractiveness" (activity code ECO14013 / 001).

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2011 - 2012

## Technical Advisor

### **Eupolis Lombardia**

She supported the regional organisation as part of research project 2011B028: Regional commercial districts laboratory.

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2010

## Expert

### **IRER - Istituto regionale di Ricerca della Lombardia**

- She was part of the research group looking into the "Development of the regional commercial districts laboratory. Analysis and proposals."
- She was part of the research group looking into the "Regional commercial districts laboratory. Second phase."

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2010

## Consultant

### **IREALP - Research Institute for Ecology and Economy Applied to Alpine Areas**

She worked as a consultant (monitoring# and diagnosis of pilot cases) on the InnoCité (Interreg IVB Spazio Alpino) Project *How to improve competitiveness of small*.

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2009

## Expert in town centre management

### **ERSAF - Regional Agency for Agriculture and Forestry Services**

She worked as an expert consultant in town centre management on the Innocité (Interreg IVB Spazio Alpino) Project - *How to improve competitiveness of small-medium cities under the influence of Alpine urban centres*.

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2005 - 2007

## Expert

### **Piedmont Region - Trade Department**

She worked as an advisor on the TOCEMA Interreg IIIC project run by the Trade and Crafts Department, with D.D. 16 November 2005, no. 488.



2006

## Research fellow

### Polytechnic of Turin - Faculty of Engineering, DISET

She carried out research activities on commercial urban planning.

2005 - 2008

## Technical secretariat

### South Turin - City of Moncalieri Lead Municipality Local Pact

She supported the Technical Secretariat of the Local Pact.

## Education

SEP 1992 - FEB 1998

## Master's Degree in Architecture

### Polytechnic of Turin

Final Score 110/110 cum laude.

SEP 1988 - JUL 1992

## Scientific Secondary School Leaving Certificate

### Liceo Scientifico Statale Isaac Newton, Chivasso (Turin)

Final score 57/60.

## Other professional experience

### POSITIONS AND APPOINTMENTS

- TOCEMA Worldwide (2016-to date) Association - member of the scientific committee
- Technical Scientific Committee Expert - Lombardy Region Economic Area (2010-2011)
- TOCEMA Europe (2008-2015) Association - member of the scientific committee

### LECTURESHIPS

- Expert lecturer in town centre management, place making and place management, trade districts for regions, municipalities, training bodies, chambers of commerce, trade associations since 2010 (including ANCI SA- ANCI Veneto, Confcommercio Veneto, Confesercenti Veneto, Fondazione Università Ca' Foscari, Scuola superiore per il commercio, turismo, servizi e delle professioni Confcommercio Lombardia, CAT Confesercenti Puglia, PA Advice, Cat Confesercenti Emilia Romagna, Cescot Veneto, Ente bilaterale Veneto, Confesercenti nazionale, ANCESTOR, Udine Chamber of Commerce - Friuli Future Forum, Servimpresa - Special Company of the Cremona Chamber of Commerce, Rhône-Alpes Region, PromoVarese, Lyon Chamber of Commerce)
- Lectureship in Medical Humanities on the Master's Degree course in Disability and Social Inclusion - Disability Managers and Independent Living", organised by the Department of Law and Political, Economic and Social Sciences of the University of



Eastern Piedmont in association with the SS Antonio e Biagio e Cesare Arrigo Hospital in Alessandria and S.I.Di.Ma. - Società Italiana Disability Manager A.Y. 2020-2021

■ SUBJECT SPECIALIST for the Urban and Local Policies course taught by Prof. Arch. Gianfranco Moras at the Faculty of Architecture I, Polytechnic of Turin A.Y. 2003-04, 2004-2005, 2005-2006

■ SUBJECT SPECIALIST for the Local Planning course taught by Prof. Arch. Gianfranco Moras at the Faculty of Architecture I, Polytechnic of Turin A.Y. 2003-04, 2004-2005

■ CONTRACT ASSISTANT of the Urban Planning Workshop held by Prof. Arch. Gianfranco Moras at the Faculty of Architecture, Polytechnic of Turin A.Y. 2001-02, 2002-03

■ SUBJECT SPECIALIST for the Analysis of Cities and Territories course taught by Prof. Arch. Gianfranco Moras at the Faculty of Architecture, Polytechnic of Turin. A.Y. 2000-01

■ SUBJECT SPECIALIST for the Local Planning I course taught by Prof. Arch. Gianfranco Moras at the Faculty of Architecture, Polytechnic of Turin A.Y. 1998-99, 1999-2000

## Personal skills

MOTHER TONGUE	Italian		
OTHER LANGUAGES	COMPREHENSION Listening / Reading	SPOKEN Interaction / Speaking	WRITTEN
FRENCH	C2 / C2	C2 / C2	C2 / C2
	Diplôme d'études de la langue française (DELF) awarded in 1992		
ENGLISH	B2 / B2	B1 / B1	B1

Levels: A1/A2: Basic user - B1/B2: Intermediate user - C1/C2: Advanced user

### OPERATING SYSTEMS PROGRAMMING LANGUAGES SOFTWARE

- Good knowledge of MS Windows
- Web tools, MS Office
- Good knowledge of Autocad, Photoshop, CorelDraw

## Publications (non academic)

1. E. Franco (edited by), Imago pietatis. L'immagine dell'Archivio Storico del Monte di Pietà di Ravenna [The Image of the Historical Archive of Monte di Pietà di Ravenna], ARTEMA, Torino 2020
2. E. Franco, Hospitalia. Or on the meaning of care, ARTEMA, Torino 2019
3. E. Franco, Hospitalia. O sul significato della cura, ARTEMA, Torino 2017



4. E. Franco, La rinascita dell'ex ospedale di Sant'Andrea a Vercelli [Rebirth of the former hospital of Sant'Andrea in Vercelli], Silvana Editoriale 2016
5. E. Franco, I Distretti del Commercio urbani e diffusi: governance, ambiti di azione e prospettive future [Urban and diffused commercial districts: governance, areas of action and future prospects], Regione
6. Lombardia - Direzione Generale Commercio, Turismo e Servizi, 2013
7. A. Airoidi, A. Bramanti, E. Franco, Linee guida indicatori di performance Distretti del Commercio, laboratorio dei Distretti [Guidelines, performance indicators Commercial Districts, Districts Laboratory], Regione Lombardia, Direzione Commercio Turismo e Servizi, 2012
8. E. Franco, How to improve competitiveness of small-medium cities under the influence of alpine great urban centres?, Innocité program guidelines, EU Alpine space, 2011, [www.innocite.eu](http://www.innocite.eu)
9. E. Franco, "Dagli interventi di valorizzazione del commercio urbano alla codifica della disciplina: il panorama internazionale" [From interventions for the enhancement of urban commerce to the codification of the discipline: the international scenario] in C. Salvatore, C. Rinaudo, Percorsi di valorizzazione del commercio urbano in Piemonte, L'artistica Editrice, Savigliano 2009 pp. 38-41
10. E. Franco, G. Codato, La riqualificazione urbana negli USA [Urban regeneration in the USA], dossier in [www.infocommercio.it](http://www.infocommercio.it), 2006
11. E. Franco, G. Codato, New distribution trends in Italy: potentially resourceful or disruptive? dossier in [www.ida-international.org](http://www.ida-international.org) 2006
12. G. Moras, E. Franco, G. Codato, Progetti innovativi per il recupero del paesaggio [Innovative projects for recovery of the landscape], ed. Celid, 2005.
13. E. Franco, G. Codato, Portogallo: rilancio del centro storico attraverso il commercio [Portugal, revitalisation of historic city centres through commerce], in "Mark Up", XII (2005), n. 124125, p. 70
14. E. Franco, G. Codato, Paesaggi fluviali, agricoltura e città [River landscapes, agriculture and cities] in "Trasporti & cultura", n. 11, marzo 2005
15. E. Franco, Il Piemonte sostiene il commercio [Piedmont supports commerce], in "Mark Up", XI (2004), n. 108, p. 58
16. E. Franco, G. Codato, A Montà sta nascendo un prototipo [A prototype is being born in Montà], in "Mark Up", XI (2004), n. 117, p. 74 (con G. Codato)
17. E. Franco, G. Codato, M. Marcantoni, Atti del Convegno, "Tra fede e ragione", Analisi storico-culturali ed architettoniche per la valorizzazione dei Comuni di Banchette, Fiorano, Lessolo, Pavone, Salerano e Samone ["Between faith and reason", historical-cultural and architectural analysis for the enhancement of the Municipalities of Banchette, Fiorano, Lessolo, Pavone, Salerano and Samone], sponsored by the Piedmont Region under Regional Law 58/78, of 8 March 2002; ed. 2004
18. G. Moras, E. Franco, G. Codato, L'approccio integrato alla qualificazione urbana. Modelli e strategie di Urbanistica Commerciale [An integrated approach to urban regeneration. Commercial town planning models and strategies] ed. Celid, 2004
19. E. Franco, G. Codato, Sostegno e rilancio della rete distributiva tradizionale in Piemonte, in "Urbanistica e Informazioni", n. 194, 2004, pp.9-11
20. E. Franco, G. Codato, I nuovi orizzonti della rivitalizzazione del commercio USA [The new horizons of commercial revitalisation in the USA], Dossier in "Mark Up", XI (2004), n. 120, p. 30-43
21. E. Franco, G. Codato, "Le ragioni per un confronto internazionale" [The reasons for an international discussion], in La qualificazione dei luoghi del commercio. Nuovi scenari



per i consumi. Realtà e modelli a confronto Proceedings of the Conference held in Turin on 11-12 February 2004

**22.** E. Franco, G. Codato, "Archiviare gli elementi che connotano il paesaggio. Applicazione ed esempi: il caso della comunità montana Dora Baltea Canavesana" [Archiving the characteristic elements of the landscape. Application and examples: the case of the Dora Baltea Canavesana mountain community], in L. Sasso (edited by) Archivi da Mostrare. Paesaggi e architetture in rete per una rete di progetto [Networked landscapes and architectures for a project network], ed. Lybra Immagine, 2004.

**23.** E. Franco, G. Codato, I negozi trasformano le strade urbane [Shops transform urban streets] in "Trasporti & cultura", no. 10, December 2004

**24.** E. Franco, G. Codato, I centri commerciali dall'America degli anni '60 all'Italia degli anni '80 [Shopping centres from America in the 1960s to Italy in the 1980s], in "Trasporti & cultura", no. 10, December 2004

**25.** G. Moras, E. Franco, G. Codato, Percorsi conoscitivi per la pianificazione territoriale a valenza paesistica [Cognitive paths for local landscape planning], ed. Celid, 2003.

**26.** E. Franco, San Mauro Torinese cambia forma [San Mauro Torinese changes form], in "Mark Up", X (2003), n. 102, p. 71;

**27.** E. Franco, Il commercio rilancia Roubaix [Commerce relaunches Roubaix], in "Mark Up", X (2003), n. 105, p. 74;

**28.** E. Franco, Rivitalizzare i centri minori si può [Minor centres can be relaunched], in "Mark Up", X (2003), n. 107, p. 80

**29.** E. Franco, "Precisazioni sui castelli del Roccolo a Busca, di Envie e di Novello" [Clarifications on the Roccolo castles in Busca, Envie and Novello], in AA. VV., Dal "castrum" al castello residenziale. Il medioevo del reintegro o dell'invenzione [The Middle Ages of reintegration or invention], Istituto Italiano dei Castelli - Polytechnic of Turin, CELID, Torino 2000.

**30.** C. Anselmo, E. Franco, Il Palazzo Municipale di Brandizzo. Breve profilo storico-architettonico [Brandizzo Town Hall. Brief historical-architectural profile], Blu Edizioni, Peveragno (CN) 2000

**31.** Gruppo Giovani (edited by), Tesi di laurea discusse negli atenei torinesi concernenti strutture fortificate [Degree dissertations on fortified structures presented in the universities of Turin], Istituto italiano dei castelli, Rome 1996

**32.** In addition to these publications, she has written articles for the *Giornale dell'Architettura*.

## Personal details

I consent to the processing of personal data contained in this Curriculum Vitae pursuant to the GDPR 2016/679 and to the dissemination of the same through the website and the social media channels of Compagnia di San Paolo for reasons of transparency related to my office.

Torino, September 30<sup>th</sup>, 2020

**Elena Franco**