

## TURIN CHAMBER OF COMMERCE

### PROMOTING TERRITORY'S DEVELOPMENT

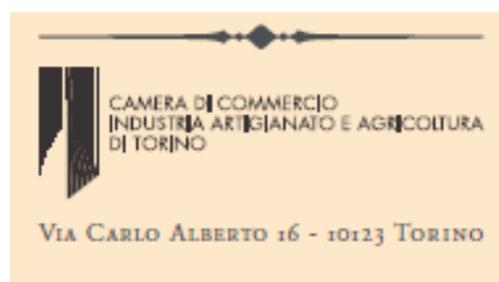
With over 235,000 companies registered, the Chamber of commerce, industry, handicraft, and agriculture of Turin promote the territory's economy and express the synthesis between the interests of productive realities and particular attention to the society and the consumers.

The institution offers to businesses administrative services, like business register management but also keeping records and roles essential to carry out the entrepreneurial activity. All services are made available thanks to an electronic management system, simplified and easy to access.

The Chamber of Commerce is also by the side of entrepreneurs with initiatives that support companies since their establishment: from creation to internationalization from the exchange of technologies to sector projects, in agribusiness to nanotechnologies.

For companies and consumers, the Turin Chamber of Commerce works in favor of market transparency and fair trade, through prevention and dispute resolution services, supervision of the public faith, protecting intellectual property.

The enhancement of the territory also passes through the direct organization or the support and promotion of events and initiatives of general interest able to promote, in Italy and abroad, the image and the knowledge of Turin, its businesses, its territory.



# BIRAGO PALACE



TURIN

LEAVE SPACE FOR EMOTIONS





## THE DREAM OF AN ILLUSTRIOUS PATRON

Behind a house like Birago di Borgaro Palace, a real symbol of an era, there is the taste and the sensitivity of his patron: Count Augusto Renato, fanciful and open-minded character. Belonging to an ancient and prestigious noble family, Count Augusto Renato accumulates in the first half of the 17th century a series of very prominent positions. Through his military career, he won the title of Generalissimo of the troops of the kingdom of Sardinia. Through attendance, at court, he becomes Knight of Honor of both queen Anna d'Orleans and queen Polissena d'Assia and educator of the future heirs to the throne.

## NOBLE, BRILLIANT ARCHITECTURE

No wonder then that after buying the land in the ancient Contrada degli Angeli, the current Via Carlo Alberto on June 13th, 1716, count Augusto Renato decides to choose as the architect of his residence the great Filippo Juvarra, then First Architect of His Majesty, already in Turin for two years at the time, at the service of King Vittorio Amedeo II. A choice that will allow the Palace to become one of the most elegant and well-known examples of late Baroque in Piedmont. Original but discreet, rich but balanced Birago di Borgaro Palace fully respects the



harmony, the fantasy, and grace typical of the Juvarra style.

## A MASTERPIECE RETURNED TO PRESENT

For the façade, the atrium and the courtyard the time has stopped. Almost everything has remained as it was conceived by Filippo Juvarra.

Characterized by the delicate balance of full and empty spaces, by the giant order of the first and second floor and by the alternating tympanum, curved and triangular, on the windows, the façade keeps intact the original elegance. Only the side walls of the original pediment, decorated with statues coming from the Royal Palace of Venaria, remain standing.

From the archway, there is access to the atrium, one of the most elegant in the city. An open space, characterized by big columns and a beautiful vault with lunettes. A real hall, in which one can stand and grasp immediately the splendid scenery of the courtyard of honor. It is right here, in the courtyard of honor, that it is possible to comprehend fully the style of Filippo Juvarra. Only the backdrop with the beautiful statue does not belong to the original architect's project. The result of the extraordinary imagination of the artist is instead the overall scenographic and theatrical effect, due to the curvilinear structure of the walls, which separate the courtyard of honor from the dedicated rustic courtyard for the carriages. The left wing still preserves today the sought-after "trompe l'oeil" effect wanted by the architect.

## INTERIORS: A DIALOG OF STYLES

Climbing the majestic staircase of honor that leads to the entrance hall you are faced with a completely different taste. The reason being, the new owners, the Della Valle family, They buy the Palace in 1858, giving it the stylistic impression that is still preserved today.

In the vault decorations and in fixed furniture, doors, blinds, and fireplaces dominate eclecticism and the neo-Rococo taste. Something that remains intact is the beauty of the grand staircase and the distribution of the apartments.



The view from the living room is splendid and embraces all the theatricality of the courtyard of honor. Just as beautiful is the view of the main salon, once intended, together with the entrance hall, to hold parties and dances, from which you can see only the green of the garden of Cisterna Palace, on the other side of the street.

## A PRESTIGIOUS VENUE DEDICATED TO THE CITY



In 2000 Birago Palace became the head office of Turin the Chamber of Commerce and hosts the Presidency, the Management, administrative offices, and representative offices.

This choice gave the institution all the prestige of a historical site of great artistic interest and to the Palace the opportunity to be reborn, with a series of important restorative and conservative interventions.

Today Palazzo Birago, embellished in the interiors too with furnishings from the Savoy residences and with some contemporary artworks too, often welcome citizens and tourists during exhibitions and events and it is frequently chosen as a movie set and for art installations.

The purchase and restoration of the Palace show a tradition of love for art and architecture, as shown by the history of the previous head offices of the Chamber of Commerce: Morozzo della Rocca Palace until 1942 and, until 1974, the splendid Lascaris Palace, today head office of the Regional Council. The history of the Turin Chamber of Commerce also prides itself with other locations signed by famous contemporary architects, like Gabetti and Isola for the nearby Stock Exchange Palace, and Carlo Mollino for the Palazzo Affari, today both headquarters of public offices, in via San Francesco da Paola 24, only few steps away from Birago di Borgaro Palace, the institutional site.