Turin Urban Art

Walking: 19.7 km, 4 h 55 min

In Turin, you don't always need to enter a museum to see some art. In San Salvario, you'll find it on shop shutters; in Barriera di Milano, it covers entire building façades, with Millo's large black-and-white figures; in Borgo Campidoglio, it has become part of the streets and buildings of an old working-class neighbourhood.

This itinerary takes you through painted Turin, the city of murals and urban regeneration projects. Some works tell stories of integration and coexistence, others preserve political memories, while still others have changed the appearance of squares and neighbourhoods. Some are by international artists, while others have emerged from collaborative work with local residents.

The stops we suggest are the essential ones. When you stay with us, you'll also receive the complete itinerary, with directions for getting from one place to another, a practical section on how to get there and back, suggestions on what to see and a final little tip to help you find all the works. Colazione da Augusta is a good starting point: after a peaceful night and a homemade breakfast, you can explore the city and return to relax in our garden.

One thing to bear in mind: street art can change, so before setting out, check that the works are still visible and that the directions are up to date.

Painted shop shutters in San Salvario



San Salvario: painted shop shutters and the art of integration

What it is: San Salvario is one of Turin's liveliest and most multicultural neighbourhoods. Over the past twenty years, it has been the setting for urban regeneration projects through art: shop shutters have become works of art, while blank building façades display murals telling stories of integration, coexistence and identity.

Why it's special: San Salvario shows that urban art can change a neighbourhood. It doesn't erase problems, but it creates beauty, dialogue and community pride. Walking here means seeing how art can be a tool for **social regeneration**, not just an aesthetic improvement.

The Whale of Porta Palazzo



Borgo Dora / Porta Palazzo – street art between multiculturalism and markets

What it is: This area has a **long history of murals** associated with hospitality and multiculturalism. Porta Palazzo is home to Europe's largest open-air market, a crossroads of cultures, languages and flavours. The street art here reflects this mixed cultural identity.

Why it is special: Borgo Dora/Porta Palazzo shows how street art can tell the living history of a neighbourhood. This is not art confined to a museum: it is art that exists alongside markets, ethnic shops and historic workshops. It is **popular** art in the truest sense of the word.

Museo Ettore Fico



Museo Ettore Fico, the beating heart of urban art

MEF – Museo Ettore Fico (Via Francesco Cigna, 114)

What it is: The MEF is housed in a **former ink factory**, a remarkable example of industrial redevelopment. It is a contemporary art museum that has also promoted street art projects in the surrounding neighbourhood.

Why it matters: The MEF has been one of the driving forces behind the **artistic transformation of Barriera di Milano**. It has brought international artists to work in the neighbourhood, involved local residents and turned grey walls into works of art.

Via Feletto street art



Via Feletto – the B.Art project and Millo's giants

What it is: The **B.Art** project has transformed **13 blank façades** in the neighbourhood into monumental works of art. The main artist is **Millo** (Francesco Camillo Giorgino), an artist from Puglia who has created a **unified visual narrative** through his giant black-and-white figures.

Millo's style: Millo's murals are **unmistakable**: enormous human figures (sometimes 15-20 metres tall) drawn in **black and white**, with clean lines and poetic compositions. His characters interact with natural elements: trees, birds, stars and plants. They explore the **relationship between humans and nature, between individuals and the community**.

Why it's special: Millo's murals have transformed a troubled neighbourhood (Barriera di Milano experienced social and economic problems for years) into a **public art gallery**. Residents have rediscovered a sense of pride and identity. Tourists come from all over Europe specifically to photograph the giants. It's **art that changes reality**.

Progetto B.Art



Progetto B.Art – the other artists of Barriera di Milano

Why it's special: The variety of **styles, techniques and artistic visions** shows how Barriera di Milano has become an international artistic laboratory. This wasn't a project imposed from above: it grew from the grassroots, with the active involvement of local residents. It's **participatory art**.

Bobby Sands



“Bobby Sands” mural – a piece of history

What it is: The mural depicts **Bobby Sands**, an Irish activist who died on hunger strike in 1981. It was painted in the 1990s and has become a **symbol of resistance and identity** for the neighbourhood.

The story: This mural is one of the **oldest and most respected** in Turin. It has been **recently restored** precisely because it is considered part of the city's street art heritage. It represents the political and social roots of Turin's urban art.

Why it's special: This mural shows that street art is not just about appearances: it can be **political, social, collective memory**. It's art that takes a stand.

Borgo Campidoglio



MAU – Museo d’Arte Urbana (Borgo Campidoglio) – Italy's first open-air museum

What it is: The MAU was founded in the **1990s**, when a group of artists began painting the façades of residential buildings in this **19th-century working-class district**. Today it has **over 100 artworks** spread across dozens of buildings.

The story: Borgo Campidoglio was a grey, run-down, forgotten neighbourhood. The artists saw its potential: large blank walls, perfect for turning into monumental canvases. They asked the residents for permission and began painting. The result is a magnificent contrast between old Turin architecture and modern art.

Why it's special: The MAU is a **pioneer of Italian street art**. When it was founded (in the 1990s), street art was not yet recognised as art. Here it became a **public, free, permanent museum**. It showed that art can exist outside galleries, that it can be accessible to everyone and that it can transform a neighbourhood.

Piazza Santa Rita



Piazza Santa Rita – urban art as a tool for renewal

What it is: Piazza Santa Rita underwent a major **urban art project** that revitalised the entire square, turning it into a **neighbourhood landmark** through colours, geometric shapes and installations.

The project: Local and international artists worked with the community to transform the square: **artistic paving, painted benches, decorated walls, sculptural installations**. These aren't just murals: it's **participatory urban design**.

Why it's special: Piazza Santa Rita shows that **urban art can be a tool for regeneration**, not only aesthetic but also **social**. The square has become a gathering place: markets, events and neighbourhood celebrations. Art has created a **lively public space**, not just something beautiful to look at.

These are the essential stops, but there's much more!

Book your stay at our B&B to receive:

The complete step-by-step itinerary

A practical information box – How to get there and back

Tips on what to see

One final little tip to help you find them all

When you stay with us, you have an ideal starting point for exploring Turin's urban art. After a peaceful night and a homemade breakfast, you can wander among Millo's murals and the colourful lanes of the MAU, experiencing the city like a guest in an open-air museum before returning to relax in our charming garden

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