

Photographic essay.

The F.I.A.T. Lingotto
&
MOI Wholesale.





This photographic essay attempts
to depict the two studied structures
in their current state:
the south ramp of the factory,
photographed by night,
and the food market,
photographed by day,
both in medium format.

In contrast to the comparative
narrative that confronted
the FIAT building
directly with
the merchants' building,
this essay establishes
an indirect diptych
between the two protagonists.
The outline presents
a harmonic composition
of each architectures.

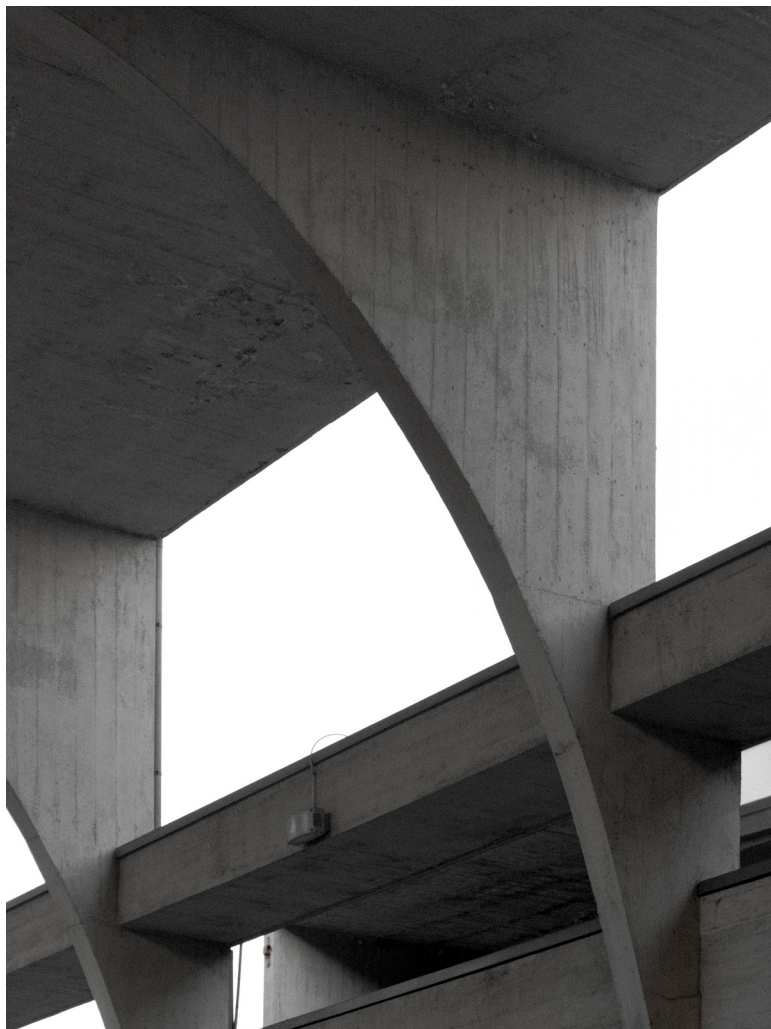
It symbolically portrays
the Lingotto at night,
drawing a picture of a monument
that has had its day
and can now finally rest.
The lights illuminating its ramp
symbolise a place that is no longer
an industrial archaeology.
Rather, it's a monument
which continues to nourish
our collective imagination.

The canvas exposing
the MOI at daytime
serves to underline
its own abjuration.
Like the Lingotto,
it has made the most of its
seventy years of existence.
But it has yet to experience
the bliss
of a well-deserved rest.
This is how this former
wholesale market
presents itself today:
as an archaeology that still
hasn't found its place.
It is precisely this position
of suspense
and indecision in time
that potentially offers it
a future destination.





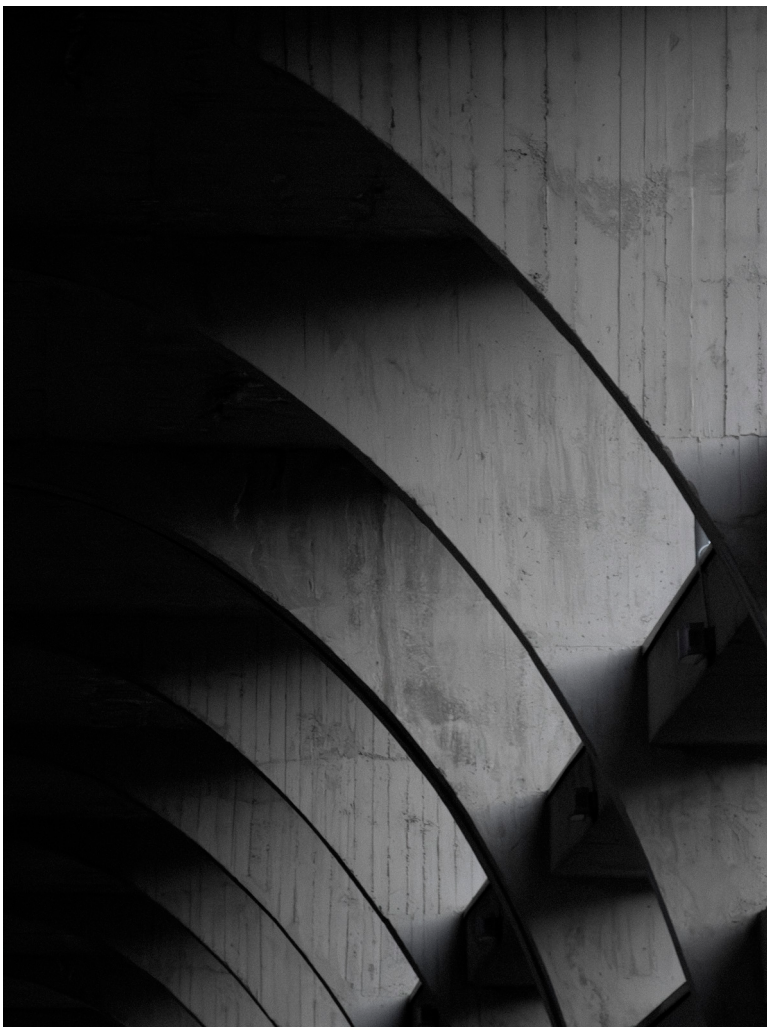




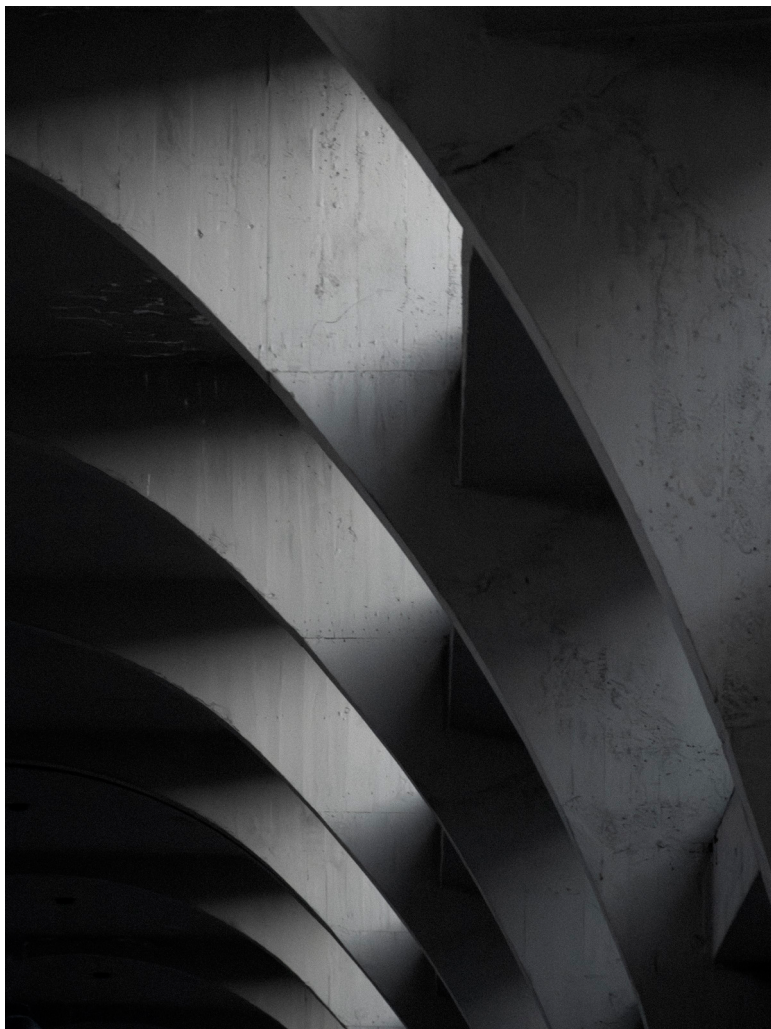


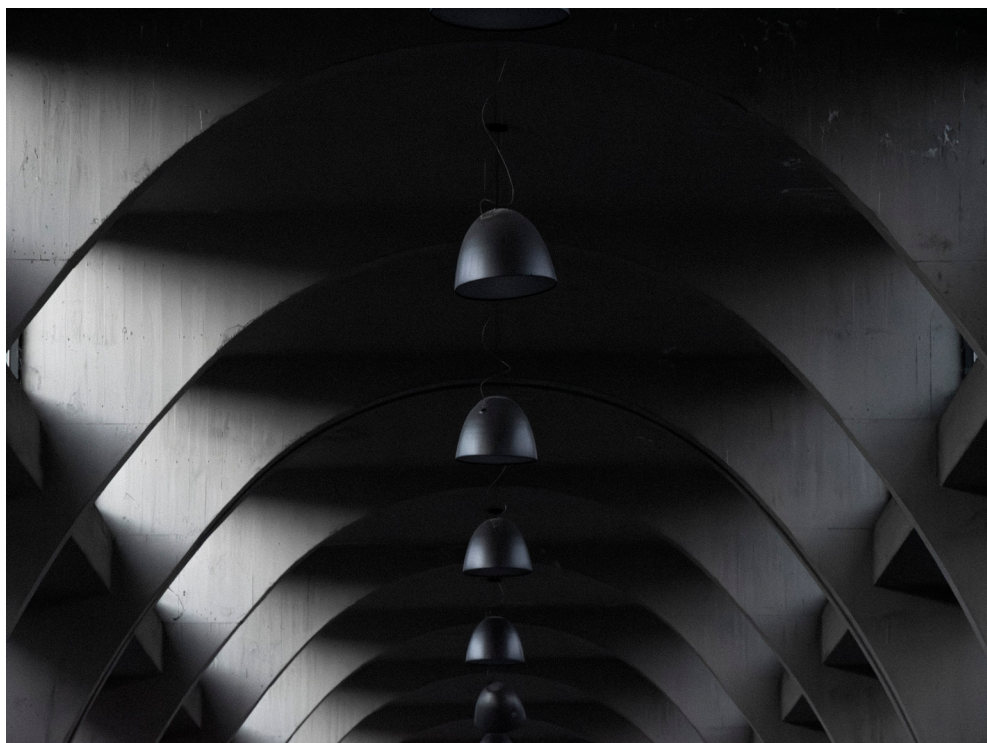


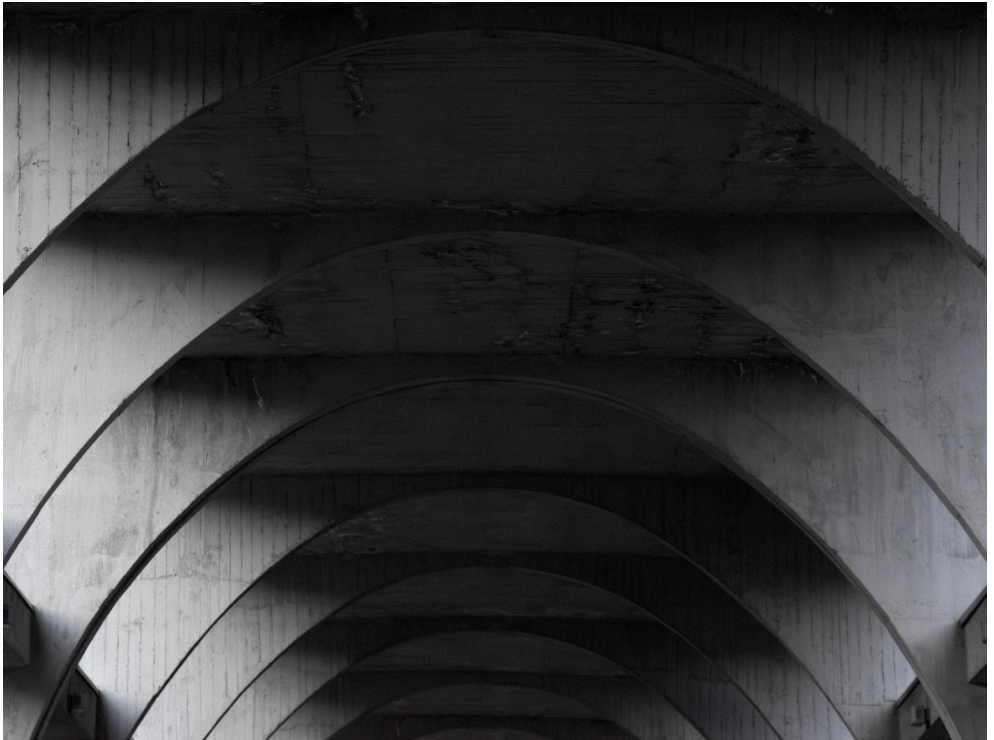


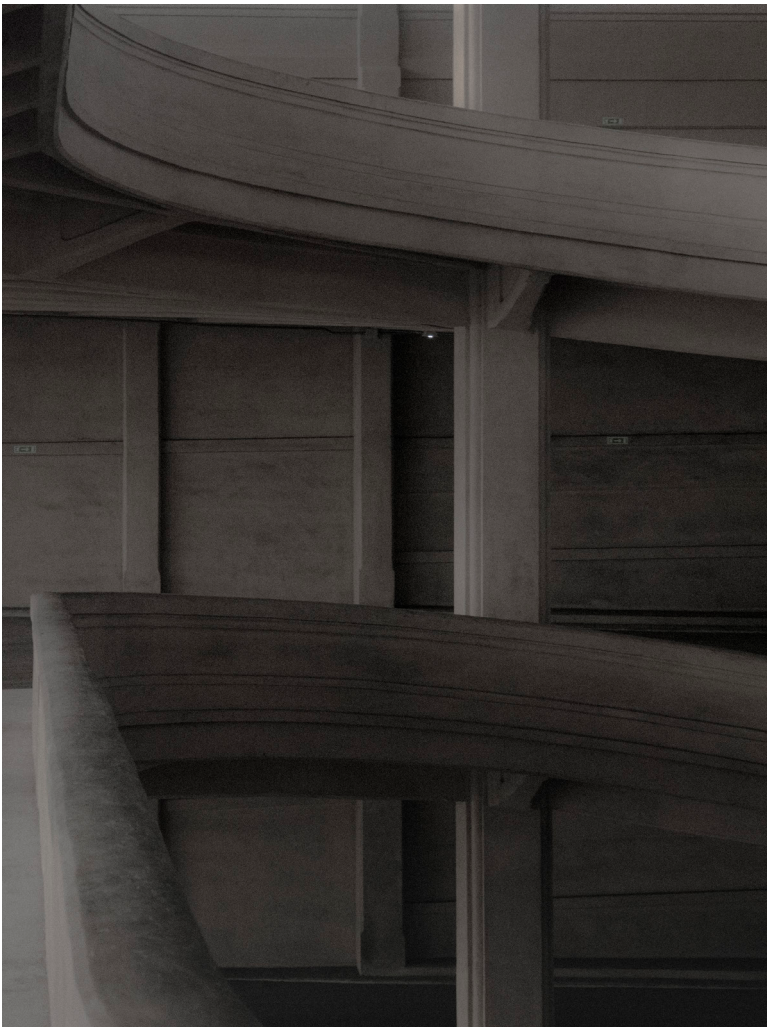










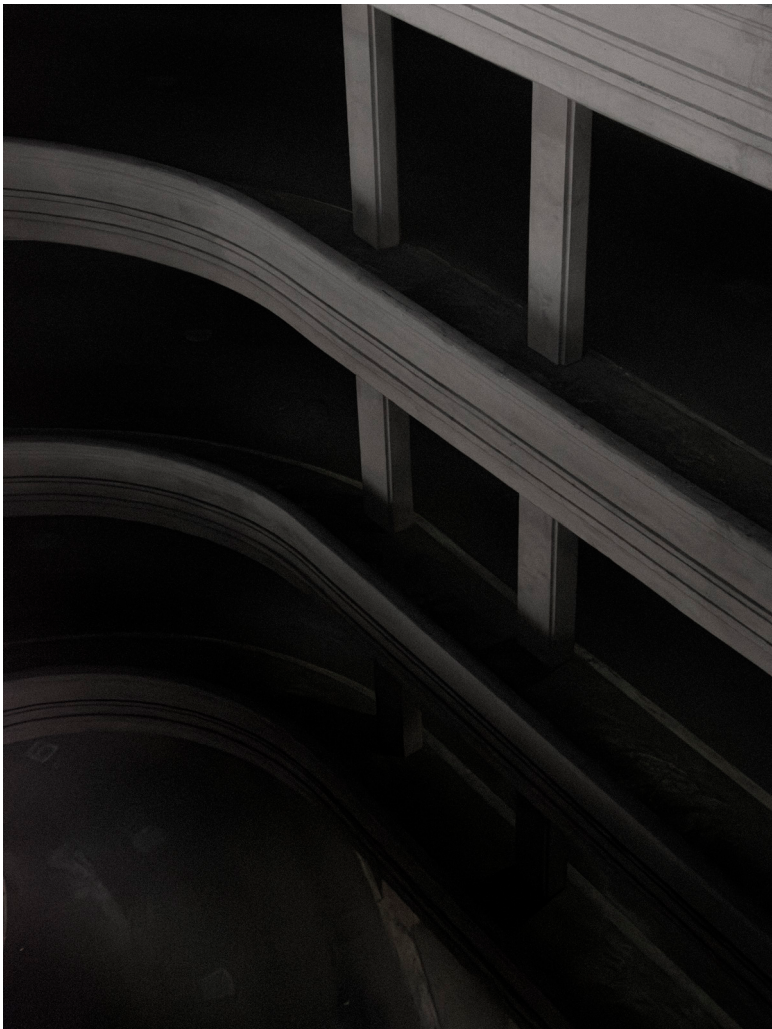


































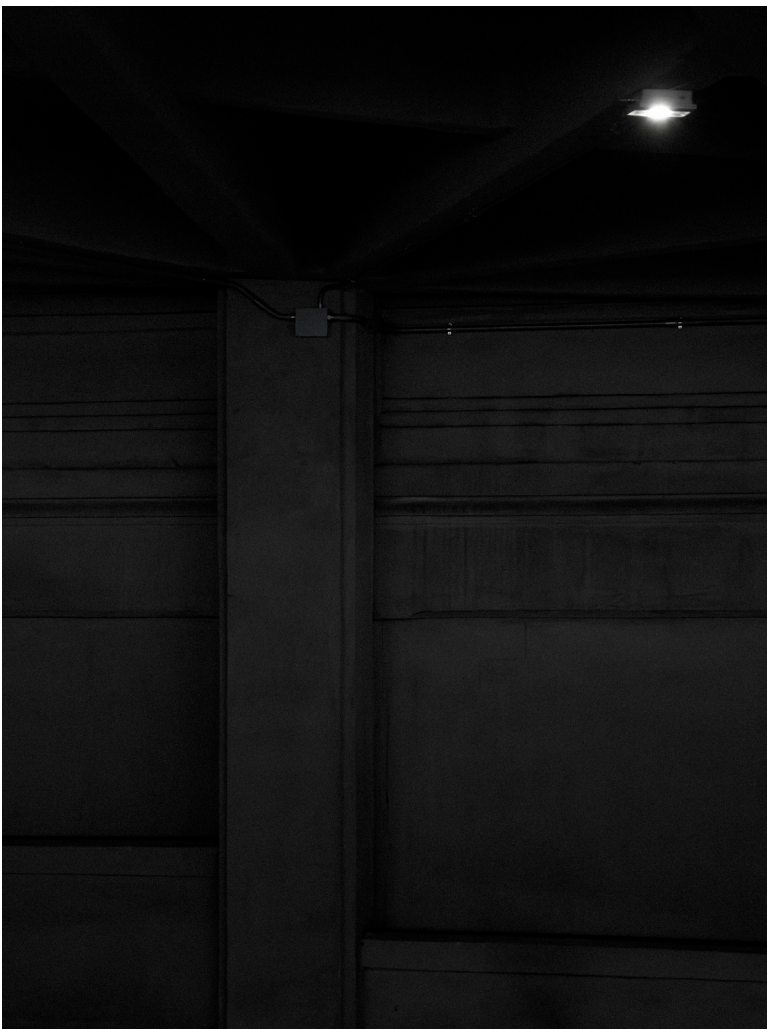


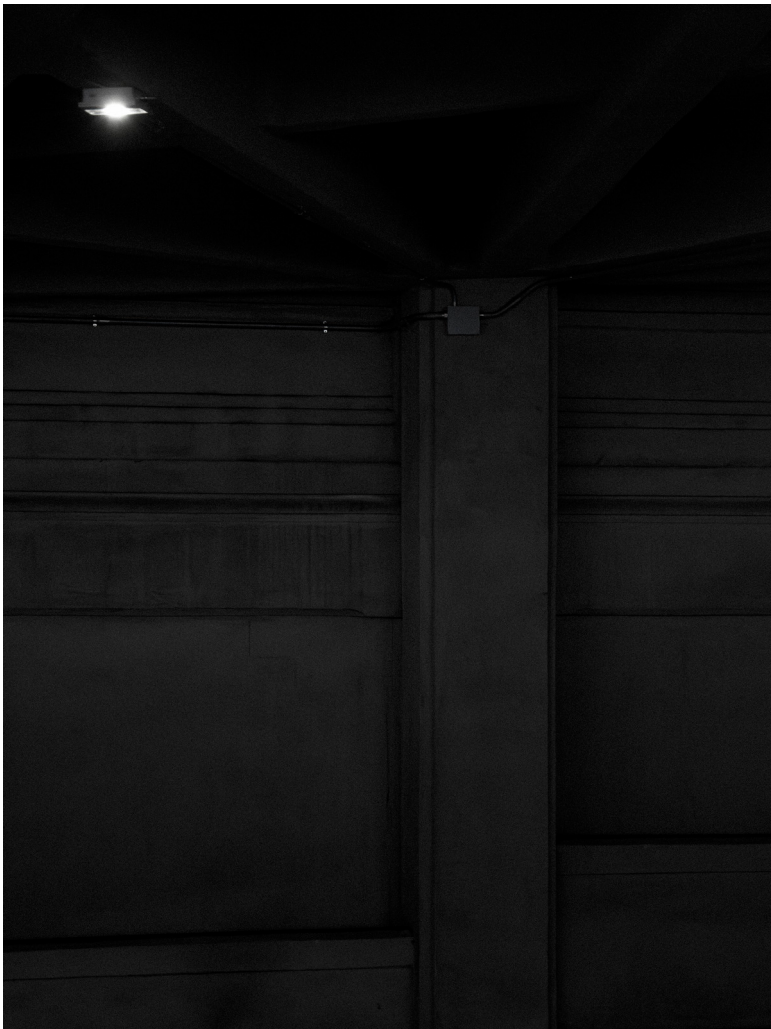












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