

SYMPOSIUM · TORINO - ITALY

Generation Place

24–25 February 2027 · Castello del Valentino, Torino

What does this place need to thrive — and how can tourism help?

2	20+	15+	89
DAYS	NATIONALITIES	SPEAKERS	PARTICIPANTS ONLY

turismo Torino e provincia since 1997

Place Generation

What does this place need to thrive — and how can tourism help?

For two days at the end of winter, 89 people who shape places will gather in a 17th-century castle on the banks of the Po to answer that question together. It does not start from tourism. It starts from place. And more and more people from inside and outside tourism are applying a Place First lens.

Anna Pollock was one of the first leading voices to say that a regenerative approach centres on place and its communities, trying to restore harmonious relations between humans and nature. **Enke Huang** is a placemaking specialist who starts from a deep understanding of places to create better neighbourhoods. Sometimes tourism can help. Sometimes it cannot. **Scuola Holden** has nothing to do with tourism: it is a school of storytelling, and will teach us how to tell place-specific stories.

And you? You will also have a voice at this symposium as a participant, because everyone can bring a real challenge from their own place. You'll leave the castle with great ideas from peers and experts from around the world.

At a glance

What?
Two days of symposium in Torino, one of Italy's most beautiful cities, at the end of winter.

Why a symposium?
It's not a conference. Symposium means dialogue: half of the programme is co-creation, for your challenges and our host city's.

Why now?
Tourism needs to be rethought from the place first, and placemakers need to understand tourism better. This is where both worlds meet.

Who?
Speakers and participants from all over the world: tourism, place marketing, citymaking, economic development, culture and beyond.

Legacy?
The start of a community that challenges you to put PLACE FIRST in everything you do. Not a generation of age, but a generation believing in Place First.

Why only 89?
To keep the community feeling, and to make sure everyone has their say.

Sponsors?
None. We choose to work independently and keep every session focused on our topics.

Where?
Castello del Valentino, a UNESCO World Heritage castle on the Po, gift of the Duke of Savoy to Christine of France. Workshops and dinners take us to other places of Torino's transformation.

Language?
English, with Italian translation.

01 — What you take home

- **An answer to your own challenge.** Pitch a real Place First problem and work on it with peers in small, facilitated groups.
- **Proof that it works.** Cases from Cleveland, Hawai'i, Helsinki, Luxembourg, the Dolomites, Sicily and the Solomon Islands.
- **A fresh lens on your daily work.** What Place First means for marketing, strategy, governance, stakeholders, sustainability and storytelling.
- **A community that keeps going.** Generation Place doesn't end on 25 February. It's the start of a network of people who put place first.

02 ——— Already confirmed speakers

SPEAKER	FROM	WHAT TO EXPECT	SESSION
Anna Pollock	**BRITISH** Conscious Travel / Place Generation	*The godmother of regenerative thinking sets the frame: what changes when we stop managing destinations as products and start stewarding them as living systems?*	**Place First: why?**
Luca Ballarini	**ITALIAN** Founder, Stratosferico	*The co-organiser of Utopian Hours on why not everything called placemaking really is, and what tourism and placemaking can learn from each other.*	**Place First: placemaking versus tourism**
Cristina Cerutti	**ITALIAN** Turismo Torino	*Presents The Torino Tale, the city's new tourism strategy, and guides the co-creation on Torino's challenges.*	**Place First for Turismo Torino**
Luca d'Angelo	**ITALIAN** Dolomiti Paganella DMO	*How Trentino's ski resorts work closely with stakeholders and communities to build tourism without economic leakage.*	**Place First: what it means for stakeholders**
David Ermen	**NEW ZEALANDER** Destination Capacity	*Is sustainability still a useful word, or too often misused? The man behind the GSTC criteria answers with cases from the South Pacific and the Solomon Islands.*	**Place First in sustainability**
David Gilbert	**AMERICAN** CEO, Destination Cleveland	*How Cleveland went from the laughing stock of the US to a respected city, by building its brand on its identity and its neighbourhoods.*	**Place First in branding**
Enke Huang	**CHINESE** Huang Consultancy	*An honest account of how hard community work really is, with lessons from Walworth in London.*	**Place First: neighbourhood is hard work**
Kaisa Kosonen	**FINNISH** Business Helsinki	*How the experiences a destination offers change when the place comes first.*	**Place First: regenerative experiences**
Cathy Ritter	**AMERICAN** Better Destinations	*The former CEO of two US state tourism offices shares the governance study she led for Hawai'i, built on deep engagement.*	**Place First: what does it mean for tourism governance?**
Scuola Holden	**ITALIAN** Founded by Alessandro Baricco	*How do you tell a story compelling enough to convince people that things need to change?*	**Place First in storytelling**
Dr. Antje Voss	**LUXEMBOURGISH** CEO, Luxembourg City Tourist Office	*How residents and visitors can both benefit from a thriving place, applying Hartmut Rosa's idea of resonance to tourism.*	**Place First: resonance tourism**
Edoardo Zaffuto	**ITALIAN** Founder, Addio Pizzo Travel	*Where tourism revenue really ends up, and what it takes to change that. Known across Italy for helping Sicilian businesses stand up to the mafia.*	**Place First: keep the value in your community**
Frank Cuypers	**BELGIAN** Place Generation	*What works, and what doesn't, when you put a place at the heart of your strategy. Lessons from places around the globe.*	**Place First: what does it mean for strategy**
Elke Dens	**BELGIAN** Place Generation	*What it feels like to be in the middle of the shift: seeing the same place, visitors and numbers differently, before anything else changes.*	**Place First: what does it mean for marketing**

03 —— Programme

Day 1 · Seeing places differently

From why Place First matters, to what it means to see and act differently, to places already working this way.

GET INSPIRED

- **Place First: why?** What changes when destinations become living systems instead of products. *Anna Pollock (UK)*
- **Place First in marketing.** How to do marketing in a regenerative way? *Elke Dens (Belgium)*
- **Place First in action.** Keeping tourism value in the community, and regenerative visitor experiences. *Edoardo Zaffuto (Italy), Kaisa Kosonen (Finland)*
- **Place First and stakeholders.** What changes in the way you work with local stakeholders. *Luca d'Angelo (Italy)*
- **Place First in sustainability.** A fresh look at a word that's often misused. *David Ermen (New Zealand)*
- **Place First in storytelling and branding.** How places tell their story and shape their identity. *David Gilbert (USA), Scuola Holden (Italy)*

SHARE YOUR PRACTICE

- **Pitch your Place First problem.** Bring a real challenge; your peers help you solve it in small, facilitated groups. This is where you collect insights and ideas you can use the next Monday.

Send us your pitch before 15 January 2027.

Day 2 · Widening the lens

Beyond tourism into strategy, placemaking and governance, and then out into Torino itself.

GET INSPIRED

- **Place First in strategy.** Lessons from destinations on four continents. *Frank Cuypers (Belgium)*
- **Place First in placemaking.** From the city scale down to the neighbourhood. *Enke Huang (China), Luca Ballarini (Italy)*
- **Place First in governance.** How it changes the way tourism is governed and managed. *Cathy Ritter (USA)*
- **Place First in art.** What tourism can learn from the art scene.
- **Place First in narrative.** The language and meaning behind how places are described.
- **Resonance tourism.** How a visit can resonate long after it ends. *Dr. Antje Voss (Luxembourg)*
- **Place First and the next generation.** A new generation of destination managers.
- **Place First in the meetings industry.** What putting place first means for conferences and events.

04 ——— Co-create with Torino

Torino is a city in transformation, and so is its tourism. Its new strategy, The Torino Tale, has just been launched, and it tries to answer questions that many cities have to deal with. Starting from Torino's specific questions and situation, we work together to create valuable insights and answers for every participant. In this session, you help shape tourism in Torino, and take home lessons for your own work and place.

Choose one of five tables:

- **Making social impact visible.** Torino wants visitors to see that their visit does the city good. How can any city make that visible, without turning poverty into an attraction?
- **Surrounded by green.** Torino has the hills, the Po, the Alps and a UNESCO biosphere label on its doorstep. How can a city turn its natural surroundings into something visitors can see, taste or do, in step with city life?
- **From craft to code.** Torino is full of ateliers, labs and tech spaces. How can a city open its makers' workplaces to visitors in a way that's worth it for the makers?
- **A living city in every neighbourhood.** Torino wants visitors to discover neighbourhoods beyond the centre. How can a city spread its visitors in a way residents actually welcome?
- **Growing without overtourism.** Torino wants to grow tourism without the pressure seen in Venice, Florence and Rome. How can a city grow its visitor numbers and stay liveable?

Choose your table before 15 January 2027.

CLOSING

We end the symposium together with an aperitivo at a special venue in Torino.



Torino at dusk, with the Mole Antonelliana and the Alps.

JOIN THE GENERATION

Be part of the generation that puts place first.

More speakers, sessions and evening plans will be announced as the programme grows. But with only 89 participants, the people who sign up early get in.

Torino · 24–25 February 2027 · 89 participants

- Prices range from €250 to €475 for the full two-day programme, with lunches, dinner, drinks and excursions included.
- No sponsors: we want to dedicate all the time and space to the content.
- Getting here? Easy, and no plane needed. Board a train in Paris, finish a good book, and step off in Torino about five and a half hours later. From Milano it's barely an hour: one espresso, one cornetto, and you're here.
- Pitches and table choices close on 15 January 2027.

Sign up at **placegeneration.com/generation-place-2027**

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