



Faculty of Design

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Case Study: Systemic Cycles – A novel, bio-regional, systemic service-experience design product prototype

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Day/Start-Finish	Actors visited	Themes & Activities	Stats
1-Monday Arrival by train via Torino Pinerolo-Bagnolo	Bikecafé Pinerolo Agriturismo Ai Prüsot	Emerging in the local bike culture and equipment check; Mobility and reviving (bike) tourism; Bike parts supply chain issues after Covid lockdown and regional-European alternatives; Piedmont culture;	Net riding time: 1.15h Vertical climb: 200m Distance: 19km
2-Tuesday Bagnolo-Montoso-Bibiana	Fit Milk Alpe SRL stone quarry Agriturismo Frutto Permessso	Spontaneous tour of dairy products; The origin of stone from the mountain quarry; Agritu open museum of regional (slow food) history; Food shopping of local agri products and joint dinner cooking;	Net riding time: 3.03h Vertical climb: 1170m Distance: 42km
3-Wednesday Bibiana-Saluzzo	Fit Milk Alpe SRL production Castello San Giovanni Historic city tour	Dairy products food tasting; Stone processing with own practice; History of Saluzzo and trading; High class dining;	Net riding time: 1.55h Vertical climb: 240m Distance: 32.5km
4-Thursday/Saluzzo-Piasco-Melle	Calce Piasco Kauss beer Ciclo Mattino Osteria Antagonisti Gipsy brewery Antagonisti	Limestone and lime-hemp building systems; Organic beer brewing; Cycling culture and material supply chains;	Net riding time: 1.28h Vertical climb: 340m Distance: 24km
5-Friday Melle-Sampeyre-Pian Muné-Oncino-Ostana		Start-up hostel; Re-building community; Valle Varaita actors on the fly; Ski station Sampeyre; Mountain tourism diversification; Cycling hard and in the night; Arriving after midnight in a hail storm;schön.	Net riding time: 6.02h Vertical climb: 2080m Distance: 59km
6-Saturday Ostana MonViso Institute	MonViso Institute Viso a Viso Merenderia Agriturismo A nostro mizoun	Relaxing; Cleaning, drying, organizing; Exploring place and actors of Ostana; Hemp systems; Pietra luserna stone products built-in; Systemic Design mapping and recap workshop at MVI; Joint cooking	Some local riding and walking within the village and around the MVI campus; Hemp design experience;
7-Sunday Retour		Recap, digest, relax; Retour by bike to Pinerolo for those who want	Retour by bike to train station Pinerolo (or by car drop off) Net riding time: 1.42h Vertical climb: -1280m Distance: 45km
Summary	14 actors visited and engaged with	New cycling experience for novices; Regional discovery; Regional weaving; Inner connection; New friends; New SD methods learnt; Many new ideas;	Net riding time: 13.03h Vertical climb: 4030m Distance: 176.5km