



PRESS RELEASE

- **DAP STUDIO WINNER OF THE PIRELLI RE COMPETITION FOR THE DESIGN OF AN OFFICE BUILDING OF AROUND 4,500 m² IN THE GRANDE BICOCCA AREA, MILAN**
 - **ECO-COMPATIBILITY AND ENVIRONMENTAL SUSTAINABILITY AMONG THE AWARD CRITERIA, IN ACCORDANCE WITH THE ECO-BUILDING PROGRAMME**
- **JURY LARGELY COMPOSED OF INDEPENDENT EXPERTS**

Milan, 26 July 2007 – **DAP Studio** has been announced as the **winner** of the **competition** organized by **Pirelli RE** for the design of an **office building** of around **4,700 m²** in the **Grande Bicocca** area in **Milan**. The competition was launched to redevelop the former Ansaldo canteen and gatehouse at 336 Viale Sarca.

The other competing firms that presented preliminary design proposals were: **Aiace S.r.l., Matteo Fantoni Studio, PARK Associati S.r.l. and UdA+_Ufficio di Architettura**. These are all young, up-and-coming Italian architectural firms that have already taken on projects for redeveloping dismissed urban areas and designing buildings for the services sector. Selection placed particular emphasis on their ability to respond to eco-compatibility and environmental sustainability requirements.

The aim of the competition was to produce a prestigious piece of architecture of great aesthetic value and with innovative technical and design features that comply with the principles of eco-sustainability. It is to be built in accordance with the eco-building programme recently launched by Pirelli RE to promote the construction of environmentally friendly new buildings.

The building will consist of a basement, a ground floor and four floors above ground and will be used for the services sector.

DAP Studio's winning design is the result of close attention to and analysis of the urban context around the competition area and to eco-compatibility and environmental sustainability concerns. The design phase of the project was preceded by a period of careful, all-round studies involving the entire area currently being converted and redeveloped.

This approach to the project has led to the creation of areas such as the café on the ground floor and a number of sports facilities that will be open to the public.

The ground-floor entrance has been designed as a wide open space, creating a place of transit and meetings that can be opened up to local residents.

Moreover, on the first floor above the café, another large area has been planned. The designers suggest this might be put to commercial use, possibly as an art gallery or as an extension of the bar, or it might be used as a formal reception area. This space consists of an isolated area at the end of the building with a small high-level piazza that can also be reached from the outside via a staircase on the façade as well as from the café. These areas would allow the building to interact with the surrounding area and create spaces where the users of the building and local residents can meet.

The classic separation between solid and void, interior and exterior has been relaxed to a certain extent, with the front of the building being transformed from an element of separation into an interface. In terms of volume, the design concept consists of a concrete structure containing a succession of volumes of variable sizes on various levels.

The shift in some of these volumes creates cantilevered bodies on the south façade, the roof of which has been designed for ideal exposure to the sun, with photovoltaic panels and recesses on the opposite side. The way the volumes are arranged in the design is particularly enhanced by the choice of the materials: as well as adopting solutions from industrial architecture, the cladding of the volumes with glass with transparent or white matt finishes, superimposed over walls and windows, helps create a particular sense of lightness.

In front of the window openings, the sheets of glass can be rotated, effectively shielding the façade from the sun.

As required by the competition brief, which was drafted in collaboration with iiSBE Italia (International Initiative for Sustainable Built Environment) to ensure eco-compatibility and environmental sustainability, the building will be constructed in accordance with technical criteria designed to achieve energy consumption at least 30% below the limits provided for by legislative decree D.Lgs. 311/2006. To achieve this, the following have been included in the project: increased thermal insulation, windows and doors with extremely energy-efficient glass, mobile solar shields, highly efficient heat exchangers for treating expelled air, variable-rate water and air distribution systems, free-cooling systems for the climate control of rooms, heating and cooling energy from the district heating and cooling network, photovoltaic cells, solar collectors and rainwater recovery systems for non-drinking uses.

Work is due to begin in the last quarter of 2007 with completion scheduled for mid-2009. The value of the completed real estate complex will be in the order of 17 million euros.

The Grande Bicocca project is a redevelopment initiative involving a substantial urban district of almost a million square metres in the centre of the metropolitan area of Milan. From the early twentieth century, this area was home to Pirelli factories producing tyres, electrical cables and other rubber goods, as well as many of Ansaldo's production facilities. In 1989, the architect Vittorio Gregotti won a two-stage competition for redesigning the area. Subsequently, over the course of the years,

many important architects have designed buildings in the district: Boeri, Castellini, Cerri, Rota and Valle, to mention just a few. In over seven years' work, the Bicocca area has been transformed into a centre of excellence in urban planning thanks to the wide range of attractions it contains: the Arcimboldi Theatre, the University, the Hangar Bicocca, an exhibition space for contemporary art, the Bicocca Village, as well as residential accommodation, numerous research centres and major offices for multinational corporations such as Deutsche Bank, Siemens, Hachette Rusconi and Johnson & Johnson.

Recent projects started up in the area include the redevelopment of the Sedici building, which is located alongside the Hangar Bicocca. It formerly housed a number of the Ansaldo Group's production activities. In September this year work is due to begin on the construction of HQ 2, the extension of Pirelli RE's current headquarters. Around 62,000 and 64,000 m² remain to be developed in the former Pirelli and Ansaldo areas respectively, with a total of around 85,000 m² due to be devoted to both ordinary and subsidised residential accommodation.

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