

## **General Principles**

The house is conceived as a modern building and an innovative son of the 21st century, capable of expressing its character both inside and outside.

A building not static but dynamic, interacting with people, its users, the whole city that is around.

Thus it becomes a building able of spreading the art and culture and at the same time to city, becoming a magnet, an attractor pole within the urban environment in which it is integrated.

It's a building that is projected into the future but at the same time seeking to maintain links with the historical tradition, the environment, usages and customs of a country where it is incorporated and draws inspiration from local characters to define its shape and identity .

A building that can be at the same time: both open and closed, external and internal, static and dynamic, material and immaterial and it can change its appearance during the whole day, seasonal weather, to evolve itself as time evolves and not ever be replica of itself.

The house becomes a place throbbing with life, where ideas are born, they are experienced and take shape. It is not a machine that is limited only to spread art and culture, but it generates, creates an incubator.

## **Planning Suggestions**

How not to be affected by the vivacity, the dynamism, apparently confused that hides a strict order, by the wealth of opportunities to interact, to meet, to exchange ideas, to come into contact with different traditions and cultures as we find in the Souk, the typical local market?

The atmosphere, the colors, the games of light and shadow are formed within this site thanks to the sunlight filtering through sunshade structures. The products exposed in this site have a mix of tones, strong and vibrant colors. The tissues exposed have iridescent colors and at the same time they are light and intangible as hanging and left floating in the open air.

This place is the symbol of vitality, dynamism, mutability, attraction and interaction, materiality and immateriality, flexibility and organization.

## **From Suggestions to the Project**

The house is designed like a building that is alive. It vibrates, communicates, spreads, creates and attracts so as is the Souk.

Its facades vibrate in the wind, communicate and reflect the different shades of natural light, inspired by the tissues hung from traders in the market.

The building is in fact constituted by a double skin, the inner cement and glass, the outer is a metallic fabric, a metallic cloth with a warp and weft. Inside of this are included Led which coordinated from a computer, modulate otherwise their color to form the image to be shown.

The skin of the building is constituted by the "media mesh" hanging panels mounted on the building, which become elements to ensure the natural lighting control of indoors and at the same

time they are screen that displays images, movies, messages. They can also inform on activities scheduled in the House, etc..

The House, to spread the art and culture, becomes a "Media - building" becoming a media for the users with which it interacts actively.

The building, due to its facades, lives at night and continues to interact with the city.

Think for example the ability to communicate of the north elevation, highly visible from the fast road, and the ability to attract and communicate with the urban environment.

Inside the facades have been obtained areas of green roof to bring more light and green inside the building.

But if the outer casing of the House is a media, also the internal partitions, both vertical and horizontal are a media.

For example, in the Reception Hall is designed to use tiles with integrated LED system with pressure sensors, which light up producing red light with the passage of users of the House, and then accompany them during their movements and routes inside.

The same system is also used for vertical walls, offering the opportunity to interact physically with the internal casing.

Holographic screens and retroprojection allow you to use the same elements of subdivision of the interior spaces of the House as a means of entertainment, with which users can interact in order to be informed about what takes place inside.

The roof has a lot of importance to the role it must play the House.

The coverage is arranged in green, so the building is characterized by areas of green roof installation with the recovery of rainwater placed at various altitudes and a large scenic garden present to the top floor.

Up to this system is positioned a surface with sunshade function, able to mitigate the summer heat due to radiation from the sun directly on coverage surfaces, increasing the temperature control exerted by the green roof.

Its shape is a metaphor, a "flying carpet" which takes off and brings the art and culture in every corner of the globe.

It's a very light, material and immaterial element consisting of a network of "wires" in red.

The wires are made of treaty and rubber-coated polypropylene with high durability in the time and stability of the color.

The wires are stretched to create the plot in order to create more dense areas and more rarefied areas.

It's an area which should not bear the load of wind or snow, but only its weight.

It is not opposed to bad weather. When it is stimulated by the wind it vibrates and whistles becoming almost a musical instrument played by the current of air.

Then the roof as the facade of the house, becomes a means to awaken in people feeling that are now numb.

Inside the roof is a hole that proceeds vertically developing cone section consisting of a self-supporting ETFE membrane that can bring light, air and green in the heart of the internal House. This solution, exploiting the principles of Bioclimatic architecture, enables significant savings on energy for lighting of the interiors and a considerable reduction of expenses for the summer cooling of the building, creating a natural ventilation to expel the hot air and to enter new fresh air.

In winter this system behaves like a greenhouse and then optimizes the solar contributions to natural heating of the site.

Along the development of this framework is derived the system of vertical relationship characterized by large areas of green inside, around which overlook the various rooms of house as on internal courtyards along which, video and monitor inform the user.

It's a building's lover of the environment, which takes the resources to live by the characteristics of the environment in which it is integrated.

The summer and winter air conditioning is connected to a natural heat exchange system with the terrain.

Taking advantage of the underground parking's wide area in contact with the terrain, there's a system of canals to direct contact with the underground that give or obtain heat depending on the season climate.

The terrain has, to a minimum depth of about 2m, a constant temperature throughout the year close to 14°C.

The canals, in contact with this mass, will take the temperature and then allow air in the rooms to heat or cool with a substantial energy savings.

The principle of flexibility is crucial in the arrangement of interior spaces, all designed as capable of being modulated and so easily adaptable to the diverse needs that the innumerable activities in the House request.

All the rooms can be "open" to come in the natural light through large windows and at the same time can be completely screened if the occasion demands.

On the floors and walls, is possible easily

to place and remove the panels on which to paint, draw, etc..

For the Performance and conference Halls the use of retractable seating systems hydraulically operated, allow to delete, add, move different files to the audiences, create new stage, have theater multiple solutions so as to have adaptable spaces depending on the type of event.

The black box designed for the Small Multimedia Performance Hall can carry out all activities of theater: dance, music and experimental cinema in complete freedom.

The Large Performance and Conference Hall is presented in a plant using a round shell shape, capable of optimizing the internal acoustic. It's like a musical instrument, and the solution to keep

low the distance from the last row to the stage allows you to create a more intimate than many theaters also organized according to the Italian style but the size is not on a human scale.

The house is organized in blocks sometimes overhanging sometimes re-entrant in order to achieve maximum flexibility and to allow the direct relationship between external and internal.

The pedestrian access to the house is done by following a "guided" way that accompanies the user in the heart of the building passing under a cantilevered bodies, walls on which are projected images, water, elements that create sudden games of light and shadow, reflections, glimpses of light, transparency, sounds, hisses, perceptible and imperceptible movements, spaces that are fragmenting between internal and external, that want to arouse emotion and involvement.