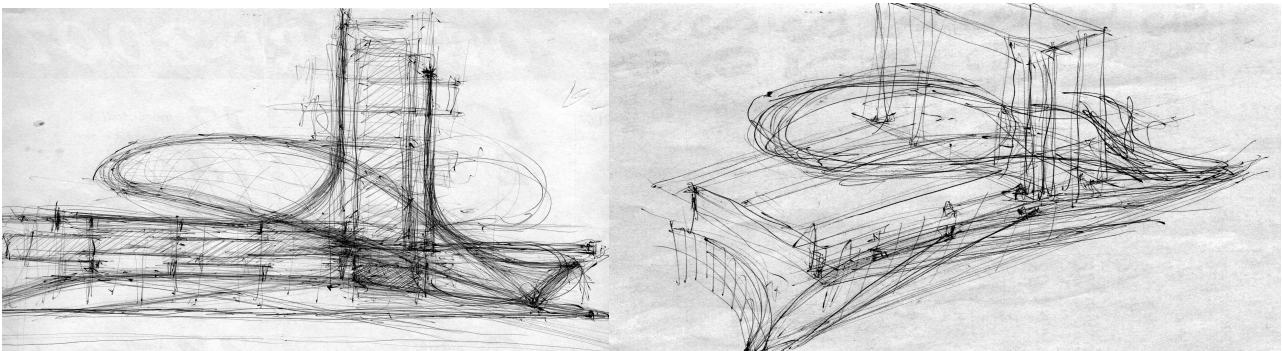
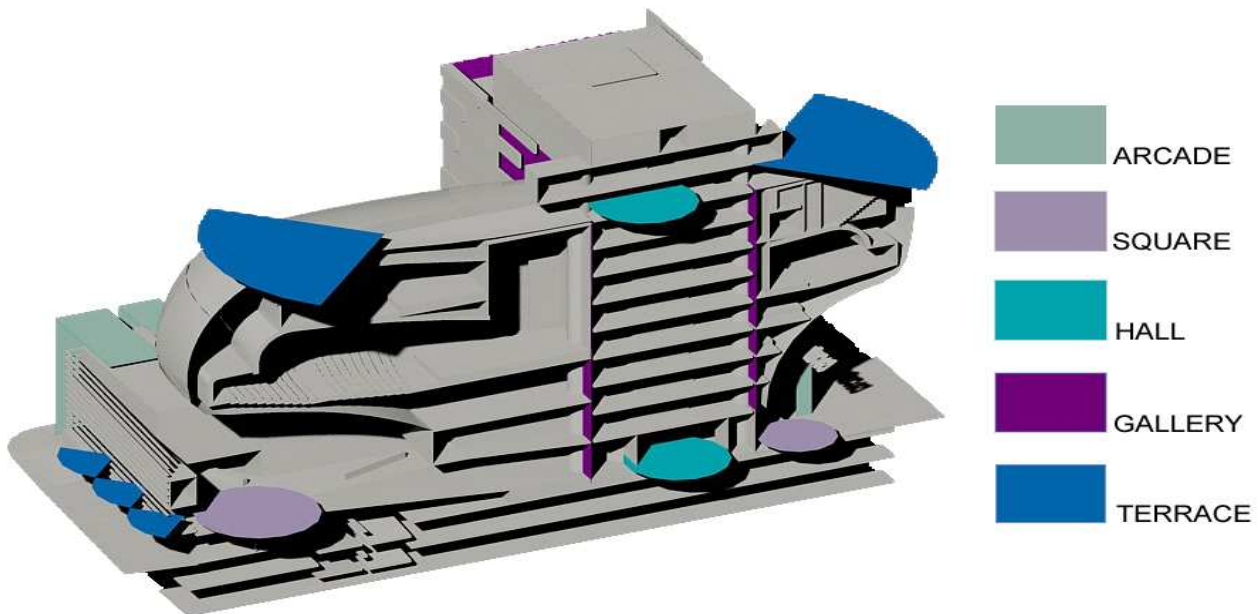


CONTEXT AND RELATIONSHIPS

The project mainly follows two guidelines: the first imprinted to listening to the places, the second sprung by the characteristics of the "cultural machine"; both conjugate memory and modernity through some typical elements "arcade-square-hall-gallery-terrace". The volume for the representation of events and shows from the cultural tower is separated clearly from them and at the same time it is easily rejoin to them with an accessible and strongly recognizable urban place. The plan is shaped as a means to exalt the distinctive characters of the place, trying to catch the conspicuous richness of its landscape in the most complete way, not only in relationship to the inhabited center, but also widening the horizons to all the characteristics that contribute to the formation of its identity. The external landscape interacts effectively with the community, affecting the private relationships between people, the use of recreational and public services and especially the emotional consideration of the space as desirable and captivating. Here comes the decision to direct the great theatrical and cultural building along the longitudinal north-south axis of the lot, so it can overlook at the two faces of the city, enjoy an ideal illumination and create a system of consecutive places "arcade-square-hall-gallery-terrace" along the axis north-south having a strong public connective and organizational character. In the project, the rigorous use of rectilinear geometrized spaces aims at defining three-dimensional plywood surfaces that purely contain the cultural spaces. They are distinguished from the sinuous and changing geometry of the volume reserved for the representation of events and shows, and from the concentric and winding structure for the raised open plaza, inherited by nature. So, it is essential the way in which a multifunctional system, like the one proposed by the competition, achieves an organic texture, that can qualify an urban place creating a pole of attraction and socialization. Actually the plan has aimed at this aspect: realizing a fragment of urban space with its well individualized buildings, with clarity. It is conceived as a sort of building-as-a-pathway, that turns it into an alive and dynamic organism. It is not a simple container of activities but a generator of movement able to stimulate new relationships between people and reality. From the outside, thanks to a translucent material, the cultural tower gives the idea of a soft volume with an effect of lightness, of luminescence and at the same time of compactness, contrarily to the machine for the representations that, thanks to the reflecting changing material and the sinuous form, highlights the idea of suspension on the void of the plaza, connecting itself with the city.





SYSTEM - ARCADE/SQUARE/HALL/GALLERY/TERRACE -

The perimetric **arcade** is conceived as an open gallery situated outside the ground floor of the building. It constitutes a system of covered paths, protected from the rain and the sun, and develops a decorative function.

The **square** is that part of city which has a the role to represent the identity formalized by the community through time. The project confirms and strengthens this usual role. The building overlooks the northern and southern squares and opens itself to them creating in this way a space of continuity with the adjacent streets. It proposes itself as a visual prolongation of them and giving the chance to catch a glimpse of what happens inside. All this is underlined by the paving of the squares, that from the surrounding sidewalks enters into the building. The new southern raised square assumes the function of public park connected to the inside accessibility of the new structure. It reflects itself in the overhanging volume containing the rooms for the events and is related to the outside urban context through "the ramp-paths of the transition", "the looking out paths" and "the place of contemplation."

The entry **hall** is the great reception area of the structure, and under the sky of the tower it is possible to meet someone and to listen to music and different sounds. The architectural and urban intervention proposes to use formally the concept of plaza, linked to the system of the pathways and to organize a system of spaces like the ramp square, having different characters, tied in a unique composite sketch that privileges the sense of the place, of the materials, of the colours, of the light.

The **gallery**, composed by pathways and volumes that define the plan, underline the wish to be connected to the city texture, creating differences of levels, both in the open spaces, and in the closed spaces. In this same area they produce spaces with different functions, living in a common idea of urban and architectural continuum. The architectural intervention, in symbiosis with the urban one, proposes a continuous search of common spaces, that can contribute to the

socialization of consumers, setting particular attention to the desire to live the architecture in all its aspects and functions, sensitizing people to the knowledge of the containers welcoming them. True point of meeting and circulation, it connects all the functions, representing them and comparing them with the city. The extremities of the gallery contain and order all horizontal and vertical services and systems of connection for things and people that through a dynamic game of transparencies animate the inside operation of the cultural building.

- The **terrace** represents the element of visual contact with the surrounding urban landscape, furthermore submitting it to the community as a place of service. With the identification of the pathways/ramps all around the gallery, the visitor is conducted aloft to conquer a panoramic point of view of great suggestion, holding installations, events, shows or simply a space of urban calm.

MATERIALS - SUSTAINABILITY- INSTALLATIONS

All the structural and architectural elements outside the cultural block are realized with the employment of cement that accelerates the decomposition of the pollutants of the air through a photo-catalyst oxidation, while the covering of the theatrical volume is constituted by reflecting plates with the insertion of photovoltaic cells with a southern exposure, giving, moreover, natural shading from the most direct and intense sunlight to the underlying squares. The skin of the cultural building, constituted by a translucent material, produces an effect of lightness, luminescence, at the same time shading and regulating of the bright and thermal flows. Inside, the spaces for circulation are in evident concrete processed with resins, the plaster and the masonries are painted in white; all of them are characterized by a simplicity and almost neutrality accentuating a clear legibility and availability of the public spaces. The halls are internally covered completely with panels in wood painted with staves, prepared and carved with a soft and winding pattern which creates an acoustics "configuration" and at the same time defines the image and the architectural character of the space. We have operated for an efficient and punctual planning answering to the necessities of the complex in comparison to the external climatic conditions and to the use of the spaces. The energetic strategy we have considered allows to achieve a sensible reduction of the consumed energy. This result is obtained not only through the use of correct passive ecological systems, and systems of environmental control, listed below, but also through the form and the alignment of the construction.

SYSTEMS OF CONTROL FOR THE QUALITY OF THE COMFORT:

- Solarium filters on southern surfaces with structural masses having high thermal inertia for the thermal accumulation.
- Recovery of heat produced by the computers and by the lights.
- Geothermal system for cooling/heating through ducts buried.
- Flooring with leakages air and with sensibility thermal valves.

- Thermal frames with double glasses having low emissions.
- System of solar-screening (lamels, portico, veils).
- Shading façades with good thermal performance.
- Introduction of spaces filter among the environments with different climatic characteristics.
- System of flexibility of the inside spaces.

SYSTEMS OF CONTROL OF THE NATURAL VENTILATION:

- Directional solar pipings of activation of the ventilated flows.
- Floor plate design allows cross flow ventilation.
- Use of the external air for the free-cooling reducing the loads of cooling with openable windows in all the spaces of permanence.

SYSTEMS OF RATIONALIZATION OF THE LITTER DISPOSAL:

- Ecological unity of temporary diversified recovery.

SYSTEMS OF RECOVERY AND REGENERATION OF THE WATERS:

- Tubs buried for recovery, filtration and redistribution of the meteoric waters of coverage.

APPLIED SYSTEMS OF RENEWABLE ENERGIES:

- Photovoltaic and thermal solar installations exposed southward.

The installations will be created after due assessment of building and energy costs, and of flexibility and simplicity of systems. The installations will be centralised so as to exploit the differences in load in the complex (non-simultaneous use) and thus improve performance while reducing running costs. The local air treatment units will be decentralised and spread through the building in order to respond quickly to the specific needs of each individual area, thus creating flexibility of use of the spaces.

The climate control system adopted is based on radiant/autoconvective terminal elements with water conveyance underneath the ceiling level, through what are known as "cold trusses".

An all-air system will be installed in the theatre hall, with "dislocated" distribution (low speed) through the seat support structures. The seats are mounted on independent "movable blocks"; the part below each "block" is hollow and creates a *plenum* system ensuring that treated air is distributed however the multi-purpose hall is being used. The "plenum blocks" will in turn be fed by plenum systems created in the mobile seat support structure which, when no seats are used, ensures that air is distributed uniformly at the floor level.

The "plenum platforms" will be fed in the different configurations through flexible channels.

The environments of permanence will have a floating floor that will guarantee the maximum flexibility of distribution both of the power supply and the net-dates.

The project foresees fire alarms and putting out fire fits with hydrants connected to the groups of pressurization and to the firefighting water reserve anticipated in the buried floor. All fire exits will meet in the open in the attainable areas from the means of help and in some cases the terraces will constitute a first safe place in case of a following checked outflow.