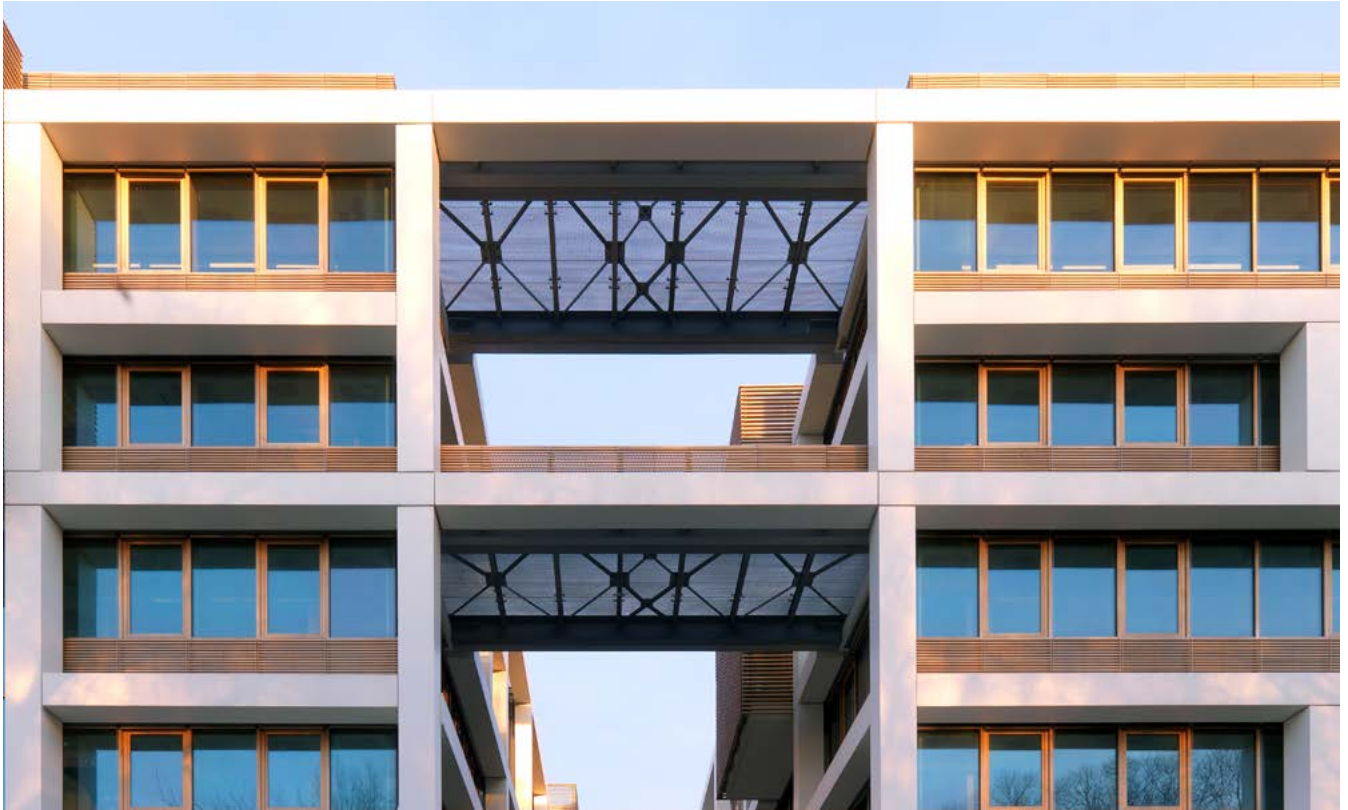


## RESIDENTIAL & OFFICE BUILDING, TORTONA 37



The Tortona neighbourhood, formerly one of Milan's main industrial estates, has turned into one of the most dynamic international hubs of fashion and design over the last 15 years. Here five white buildings, set around a landscaped garden to form a sort of courtyard, create a building project which redevelops the neighbourhood and restores it to the city through low environmental impact architecture. White & Green is a multi-purpose complex covering 25.000 square metres geared to mixed usage, energy efficiency, and a new form of iconicity: the principles underpinning the entire design strategy.

The building programme is designed around its distinctive location in an inner-city area serving mixed purposes. The architecture sets out to respond to this potential multi-city. The buildings are constructed over 6 levels and are combined into double-height structural units (H = 7 mt.). Each unit has an open-space design with an internal mezzanine offering maximum three-dimensional flexibility to serve an array of uses: lofts, offices, shops, restaurants and businesses will find spaces ready to be custom-designed to their specific needs. Versatile mixed usage culminating, on the roof, in a flat roof-garden and inner-city squares in the elevation affording views across the horizon.



Energy: an overall vision guided the design strategy to produce architecture cleverly coordinated with plant-engineering, so as to obtain maximum energy efficiency. Geothermal exploitation of ground water; interior comfort based on radiant panels in the ceiling and optimum ventilation; materials put to pure usage: glass, wood and even greenery (treated like an architectural material) are envisaged as they will evolve over time; there is even smog-consuming self-cleaning cement used for all the plaster work and exposed masonry to reduce pollution in the immediate vicinity (a local contribution to the general quality of the environment). A sustainable approach but not a recipe which can be repeated because it derives from a custom design for this distinctive construction in this specific location.

Finally, iconicity: a seamless façade on the outside, almost as if to provide protection against the "harshness" of the urban surroundings, links together the buildings into a smooth strip of solids and spaces. This creates a white orthogonal web, out-of-scale in relation to the heights between the various levels, which envelops and engulfs the transparent glass and wooden structures: an independent objects creating a new urban scale to how the building is perceived.



## FACTS

- Client: Pioneer Investment Management
- Location: Milan (IT)
- Provided services: Architecture
- Chronology: 2003-2009
- Building Area: 25.000 m<sup>2</sup>