

La Serenissima

IN TUNE WITH THE ORIGINAL LAYOUT, THE RESTYLING GIVES FUNCTIONALITY AND ENERGY EFFICIENCY TO THE BUILDING, OPENING ITS BEAUTIFUL GARDEN TO THE CITY.

Designed in 1962 for the Campari company by the Soncini brothers, this was deemed to be a modern and technologically advanced building for its time. Fifty years later, this redevelopment turned it into a functional and energy-efficient structure in tune – almost in co-design – with the original layout.



MILAN

TYPOLGY
**Office building
refurbishment**

CLIENT
Morgan Stanley SGR

LOCATION
**Via Turati 25,
Milan**

COMPETITION
2008
REALIZATION
2010-2012

PROFESSIONAL SERVICE
**Architectural project
Artistic site supervision**

AREA
sqm 8.500

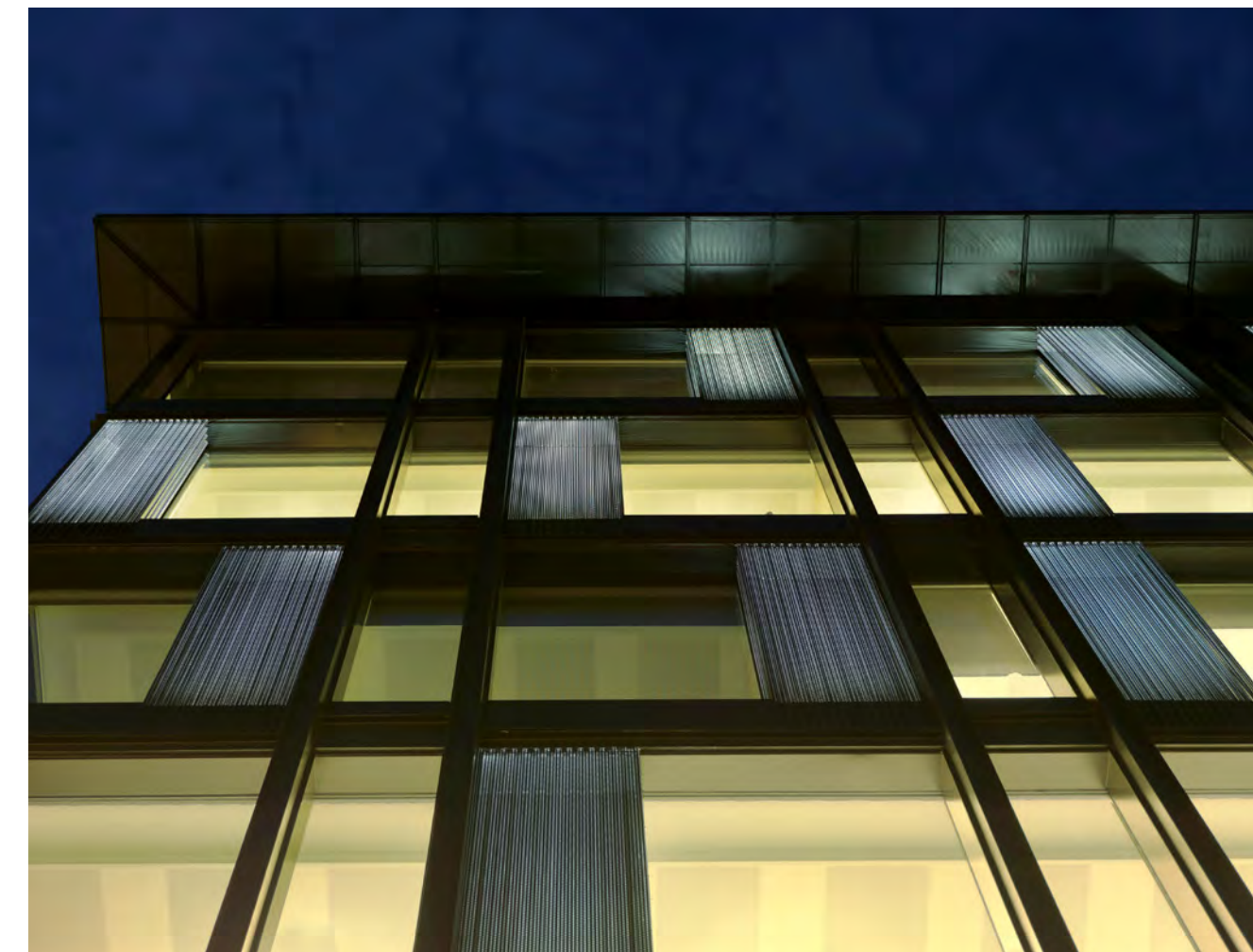
ENERGY CERTIFICATION
LEED Gold



Originally named 'the black building', this architecture remains true to its name even after renovation, although the redesigned internal garden – which is accessible from the street – tones down the monochrome of the fronts with a thousand shades of green.

The offices housed in the building were guaranteed plenty of space by recovering the unused areas on the ground floor, thus creating a new distribution and flexibility of the interior spaces.

THE CREATION OF A GLASS SKIN MADE UP OF VARIABLE MODULES RECOMPOSED THE NEW DISTRIBUTION OF THE GROUND FLOOR SPACES, THEREBY DEFINING A SINGLE ENTRANCE. AS WELL AS PROVIDING AN ADDITIONAL DEGREE OF FLEXIBILITY TO THE INTERNAL PARTITIONING, THE ALTERNATING ARRANGEMENT OF THE PRE-DRILLED ELECTRO-COLOURED ANODIZED ALUMINIUM ELEMENTS FRAMING THE TRANSPARENT MIRROR-EFFECT SURFACES SOFTENS THE CONTRAST BETWEEN THE LIGHTED ROOMS AND THE FAÇADE'S DARK PROFILE.

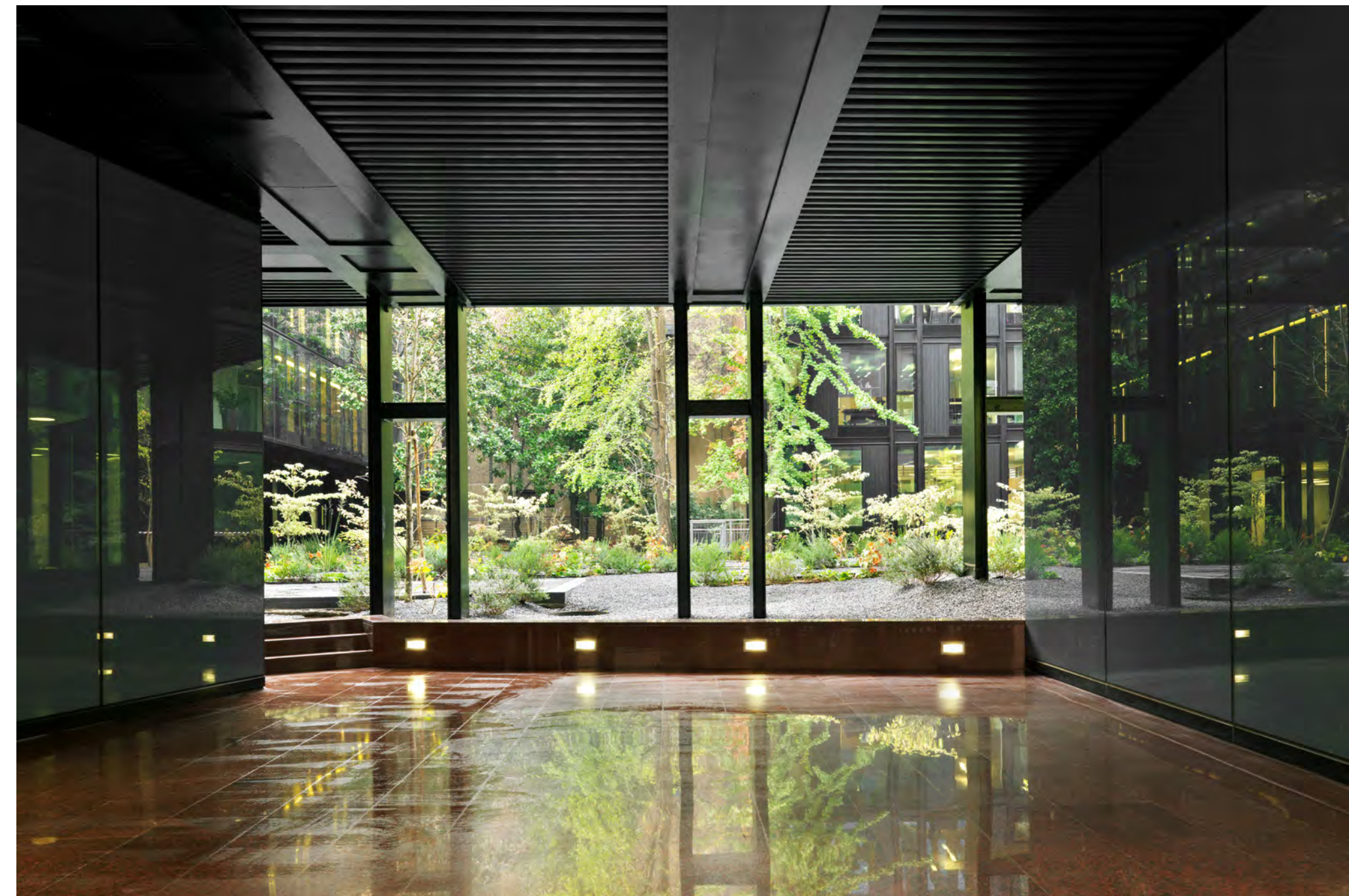




Along the building's side elevation, the façades feature smooth reflective surfaces made with sheets of low-iron tempered, extra-clear, or enamelled grey glass.

THE RESTORATION ALSO INVOLVED A COMPLETE RESTYLING OF THE INNER GARDEN. IN COOPERATION WITH LANDSCAPE ARCHITECT MARCO BAY, PARK ASSOCIATI DEvised A PROJECT IN TUNE WITH THE BUILDING'S NEW IMAGE.

The contrast between the floor's dark grey gravel, enlivened by the basement's original ventilation grids, the shades of the introduced plants and the verticality of the façades, created a new visual order and an innovative division of space. The result is a harmonious play between simplicity and circularity that emphasises the building, at the same time returning a magnificent urban garden to the city.



AWARDS

Rebuild 2013, 3rd Prize and Special Mention for 'Confort and Building Quality'

IQU Prize 2014, 1st Prize in category 'Architecture and the City'

IDA 2014, Silver Prize in the category 'Refurbishment'

