

Luxottica Digital Factory

FROM ENERGY TO TECHNOLOGY THROUGH ARCHITECTURAL QUALITY AND EXPERIMENTATION.

Paying the greatest attention to quality, using technologically innovative materials and seeking cutting-edge architectural solutions are the Digital Factory project's focal points. A retrofitting intervention that reinterprets the existing industrial building with contemporary top quality additions both to the façade and inside.

The building, formerly occupied by General Electric, in the via Tortona in Milan, is re-designed, becoming an open and flexible container where history, change and creativity find the ideal convergence ground.



MILAN

TYPOLGY
**Mixed-Use building
refurbishment**

CLIENT
Luxottica Group S.p.A.

ADDRESS
**Via Tortona 35,
Milan**

PROJECT
2017
REALIZATION
2017-2022

PROFESSIONAL SERVICE
**Integrated Design
Artistic Site Supervision**

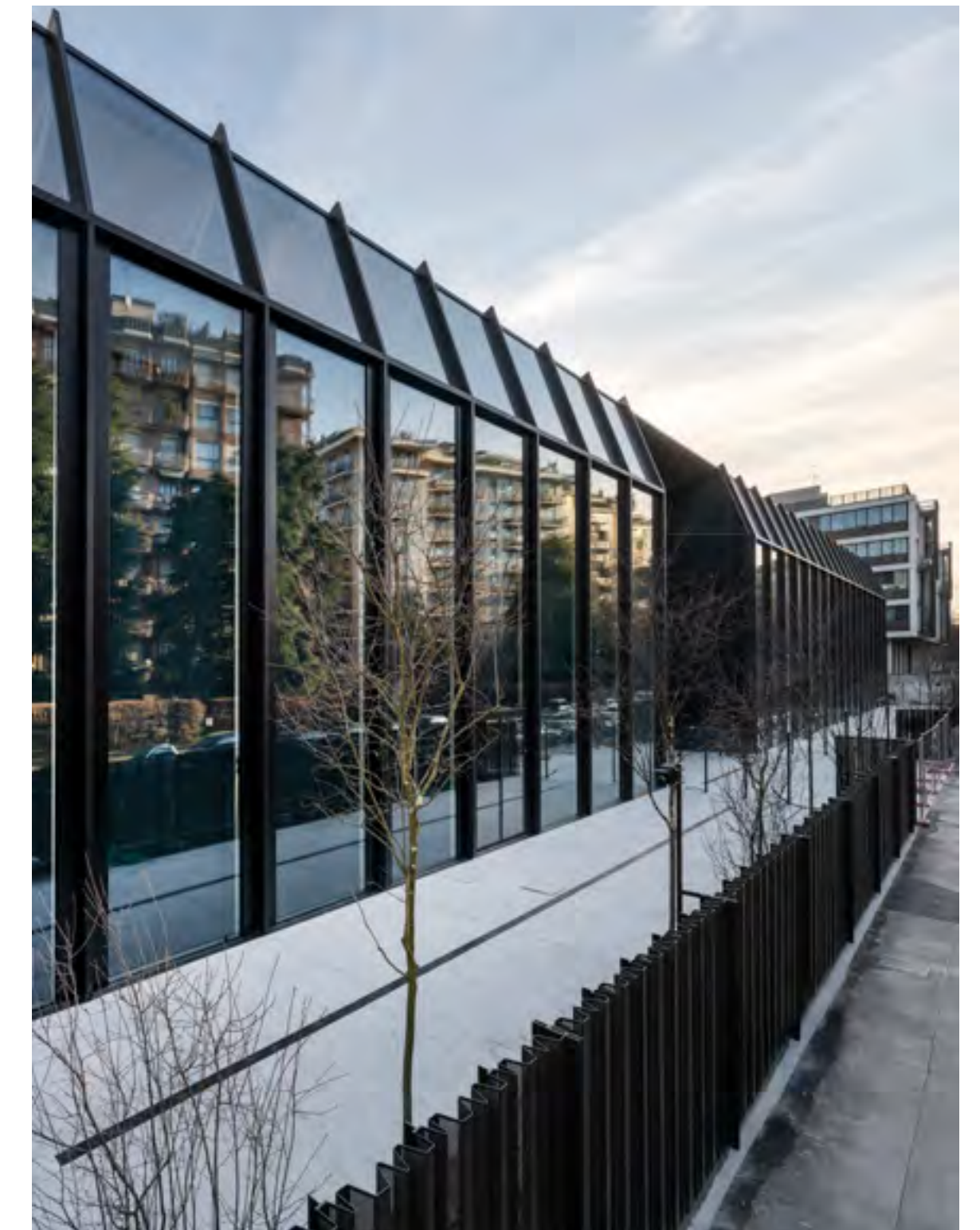
AREA
sqm 9.000

ENERGY CERTIFICATION
LEED Gold



The intervention emphasises the building's original shapes and lines by eliminating any later internal additions and by adapting the building to contemporary safety and sustainability parameters, while preserving the excellent reinforced concrete truss design and enhancing the façade's vertical shape.

THE CASING IS THE RESULT OF TECHNOLOGICAL AND STRUCTURAL RESEARCH AIMED AT LENDING THE BUILDING THE GREATEST TRANSPARENCY AND INDOOR BRIGHTNESS. THE DARING AND STARTLING FAÇADE OVERLOOKING VIA TORTONA CONSISTS OF A FULL-HEIGHT GLAZED STRUCTURE WITH VERTICAL METAL BLADES THAT BRING TO MIND THE SHEDS.



STRUCTURES
**MSC Associati,
Milan**

MEP
**ESA Engineering,
Milan**

FIRE PREVENTION
**ESA Engineering,
Milan**

LEED CERTIFICATION
**ESA Engineering,
Milan**

INTERIOR DESIGN
**StorageMilano,
Milano**



TRANSPARENCY IS REFLECTED ONTO THE INTERNAL SPACES THAT ARE COMPLETELY REINTERPRETED TO ACCOMMODATE THE NEW FUNCTIONS: THE SHOWROOM AND SOME COMMERCIAL SPACES ON THE GROUND FLOOR, AND THE DIGITAL LAB - A HIGH-TECH INNOVATION CENTRE FOR EYEWEAR - ON THE FIRST FLOOR.

Designed by Park Associati in collaboration with Storage Associati, the interiors are bright and comfortable and benefit from green leisure and informal meeting areas - the internal garden on the ground floor and the green patios on the first floor. The Digital Factory helps revitalize an area of the city that from suburban environment is being turned into a vital area, returned to the urban and social fabric.



