



Milano



Urban
Center

MILANO APERTA

NEW ARCHITECTURE

Itineraries to get to know new buildings
and neighbourhoods in Milan

Urban Center and AIM present
a mini-guide including three urban itineraries
exploring new or newly redeveloped outstanding
buildings, that all boast high-profile design,
advanced, top-quality building technology and – in
some cases – interesting redevelopment ideas.
Our itineraries lead northwards, in the immediate
surroundings of Milan in the East and along the
Naviglio Grande canal. Buildings and
neighbourhoods presented here are designed by
world-class architects.

Foto di copertina

Daniele Domenicali

Nuova sede 3M Italia

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Urban Center is a venue where Milan's City Administration meets the citizens and discusses with them; projects and transformation underway in the city are presented here and public debates, exhibitions and publications are arranged to illustrate the city's urban planning policies.

Urban Center Milano

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AIM is a private cultural association established in 1987 thanks to the commitment of a group of Milan-based companies and banks; it develops research, proposals and projects that aim to support Milan and its cultural and socio-economic development. This goal is achieved through publications, projects and initiatives for the community.

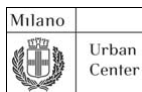
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Milano aperta. New architecture

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www.conosceremilano.it



Carlo Masseroli
Councillor for Local Development
City of Milano

Milan is buoyant and unlike all the large European capital that are now going through a major crisis, it is about to stage a new image of itself. Just walking around the city streets, one can see hundreds of active cranes. To confirm this liveliness, the three itineraries presented in Milano Aperta suggest a discussion on what Milan will be when it grows up. The city changes, it grows and transforms itself.

A discussion that starts from the city as it is and teases our imagination on how we would like it to be.

The question based on which we will be assessed is if our city works properly, if it helps families find a job, if its economic, social, creative and cultural activities will be able to grow and benefit everyone.

How can we promote Milan as the city of a thousand opportunities? How can we create the scenario that will prompt people to choose this city as a place to live and start a family? By building our future starting from our present. The Local Urban Planning Scheme is a benchmark for all opportunities, and the driver of our full potential. We continue a story that started long before we came and that we want to take a new course and a new direction. There is no greater ambition than what we promote with the Scheme. To all those who pursue the extraordinary, we answer that what is really extraordinary is the improvement of the ordinary. An uninhabitable metropolis does not happen by chance, nor is it an inescapable destiny. Together, we will prove it, together we will try to build Milan in the third millennium. It is not the ideal city because there is no such thing, but rather a city that people will choose as their own.



Ospedale Niguarda Ca' Granda Blocco Sud

Ever since it opened in 1939, Ospedale Niguarda Ca' Granda has always been a state-of-the-art facility in Italian hospital architecture and a fundamental pillar for care and culture. Today, seventy years after its establishment, the first phase of a major redevelopment is nearly complete, that extended and modernised its hospital facilities. The new "South Compound" is scheduled to open in July 2010, that includes high-care wards such as oncology, heart surgery, transplants, pulmonology and other surgical wards. The redevelopment also included the refurbishment of the Ponti Ward, now an integral part of the new compound, and the creation of a logistic unit – mainly underground – and of a technology centre with state-of-the-art combined-cycle power installations.

A long, transparent and bright gallery, created by a steel and glass structure, connects the new compound to the refurbished Ponti Ward and serves as a reception area equipped with retail stores, enriched by an art gallery exhibiting the Hospital's sculptures and paintings.

The new compound is equipped with 17 operating theatres that allow for the integrated use of new technology, including robot-assisted and radiological-guide surgery. Its 469 beds are located in patient rooms equipped with all modern amenities; walls are painted in light, relaxing hues following Jarrit Tornquist's colour design, that also aims at helping people find their bearings and at avoiding a feeling of displacement.

Internal logistics has been designed with great care: automatic trolleys travel in the over 2 km of underground corridors connecting the technology centre to the new buildings and the DEA Compound; a pneumatic tubes system is reserved to blood vessels and urgent analysis samples, whilst cases suspended on an overhead rail are used to transport vials and small objects.



Affori Centre

After Bovisa and Maciachini, another urban area in the North of the city is undergoing a deep metamorphosis: it is the Affori neighbourhood, between Via Pellegrino Rossi and the North railway, where post-industrial urban fabric is being transformed in new residential areas (including the former Corriere della Sera typography in Via Scarsellini) and modern service facilities. Soon, the area will be reached by Subway Line 3, with new stops at Affori Centro and Dergano.

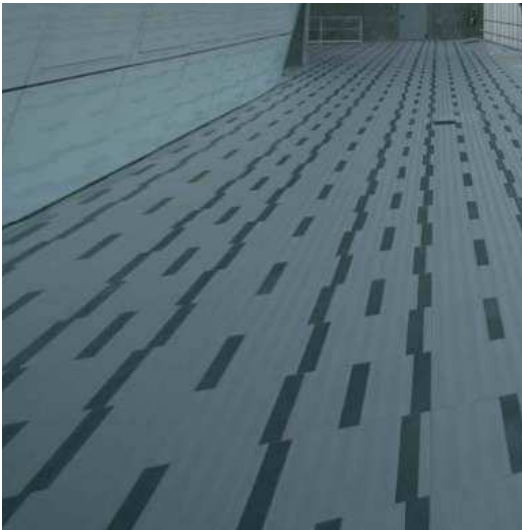
This is the location of the Affori Centre, an innovative service facility created from the total refurbishment of three pre-existing buildings.

The load-bearing structure has been elevated by one floor, with a glass curtain wall; its South façade is fitted with polycarbonate sunshades, in alternate green and clear stripes, that give the new building a colourful, unusual and very light image.

The winning idea behind this project, owned by CB Richard Ellis Investors and designed by Goring & Straja Studio, was that of joining the three buildings in a single 12,000-sqm complex by means of a full-height central hub that serves as a vertical and horizontal connection for the whole system. The inside of this impressive entrance hall is characterised by an elegant travertine floor and by red walls that provide for colourful traffic distribution to reach the five floors of office space.

The ground floor accommodates services and installations, whilst the two underground floors are used for parking. The entrance from Via Cialdini is through water fountains and a carefully groomed green area surrounds the whole building.

This high-tech building has been awarded the Silver status at pre-certification for Leed (Leadership in Energy and Environmental Design), that proves its high-level environmental sustainability; it is currently being reviewed for accreditation in the Gold class.



Belvedere Grattaciolo Pirelli

Built between 1956 and 1960 on Gio Ponti's and Pier Luigi Nervi's design, Grattaciolo Pirelli is one of the symbols of modern Milan and still is one of the most beloved and elegant urban artefacts in the city. Alberto and Piero Pirelli commissioned it to be the new headquarters of their company; in 1978, it became the headquarters of the Lombardy Region and its 127 metres made it the tallest building in the city until 2009, when the new Palazzo Lombardia surpassed its height.

In April 2002, a small plane crashed against the 26th floor of the building and caused severe damage; after that, the skyscraper was carefully refurbished to restore the façades, statics and flooring.

This conservative restoration project – the first in Europe to involve a modern building – was concluded in 2009 and the new 31st-floor belvedere opened. This space had originally been designed by Gio Ponti to offer a scenic view to the public, and it is now open to the community again thanks to the project developed by Infrastrutture Lombarde, that also co-ordinated the architectural project designed by Studio De8 + 2 Architetti. The large volume keeps the three-parts split created by the building's load-bearing structure, with the technical installations block at the centre covered by a white, curved glassy skin. This new skin gives the technical volume – that also houses an institutional meeting room – a softer feel by creating a clear, transparent space. Free space is designed to be extremely flexible; it can accommodate temporary exhibitions, conferences or official lunches, with its porcelain-clad ceramic tiles flooring as designed by Ponti and with the city's skyline as a backdrop all around.

www.grattaciolopirelli31.com



Nuova sede RCS MediaGroup

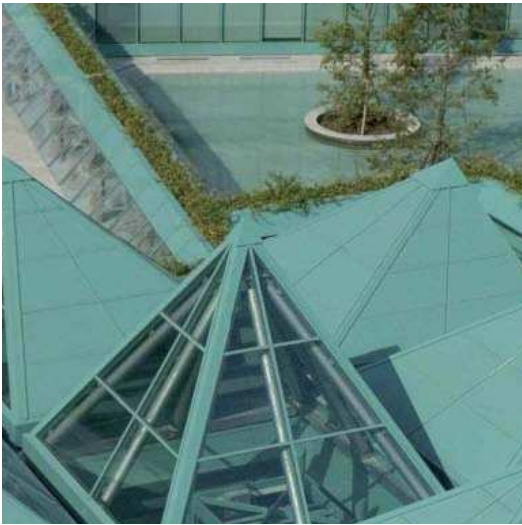
At the North-East border of Milan, between Via Palmanova and river Lambro, the first part of the new headquarters of RCS MediaGroup was recently completed, designed by Boeri Studio to host the offices of the largest Italian publishing group. It is a historic venue for the publishing business in Milan, and has been home to the Rizzoli production facilities ever since the 1960s.

The new 22,000-sqm complex features a courtyard with a low, 5-floor building, that leads to an 18-floor tower about 80 metres tall. The silk-screened cladding plates are like a second skin on the building and they display a peculiar colour-changing effect, its hue varying at different times in the day depending on different sunlight angles and intensity, on the weather and on seasons. Both the lower building and the square tower are embroidered with the motif of thin stripe-like windows that characterise the whole building.

The offices are populated by about 1,100 people every day; their layout is modular, open-space and they comprise flexible spaces equipped with innovative light-weight partitions. Silk-screened glass is also used inside, to highlight partitions at the different floors and to give a dynamic yet homogeneous image. A service area is accommodated in a pre-existing refurbished building.

Next to the new headquarters, that opened in 2007, the master plan for other existing Rizzoli buildings is now being completed: RCS Group's books and advertising offices will thus relocate from Via Mecenate to the new buildings designed by Stefano Boeri, Gianandrea Barreca and Giovanni La Varra, whilst in a final phase – to be scheduled – the old typographies will also be refurbished, to create another 44,000 sqm of office space.

www.rcsmediagroup.it



HeadQuarter IBM

Along the green shores of the Idroscalo, just beyond the unmistakable shape of Oscar Niemeyer's Mondadori headquarters – an architectural wonder from the 1960s – you reach Segrate, where the new IBM Headquarters is located. Built between 2002 and 2004 on Studio Isolarchitetti's design, it replaces the previous headquarters, designed by architect Marco Zanuso in the 1970s and demolished in 2006.

The design of the new headquarters is a reinterpretation of the Lombard farmhouse: the large central courtyard and the colours of the outer façades, in artificial stone with spiralling slanted stripes, replicate the typical shapes and colours of rural architecture. Four spikes, that cut through the centre of the courtyard, split the building in four blocks and open up views that allow it to interact with the surrounding landscape; this continues inside the courtyard, where the greenery and water plays are remindful of Lombardy's plains features. Inside, glass façades are juxtaposed to the material quality of the outer façades.

Four "portals", in different styles, mark the boundary between inside and outside and lead to the central reception area via covered passageways: here, reception desks are embellished by large "silver flutes", i.e. air ducts transformed in decorative elements.

The over 35,000 sqm of the complex accommodate more than 2,000 people. Offices are laid out in linear sequences of 6-workstations modules, interrupted by "piazzas" that serve as informal meeting places and rest areas. The lower floors are equipped with an auditorium, meeting rooms, a canteen and several service facilities.

www.ibm.it



Nuova sede 3M Italia

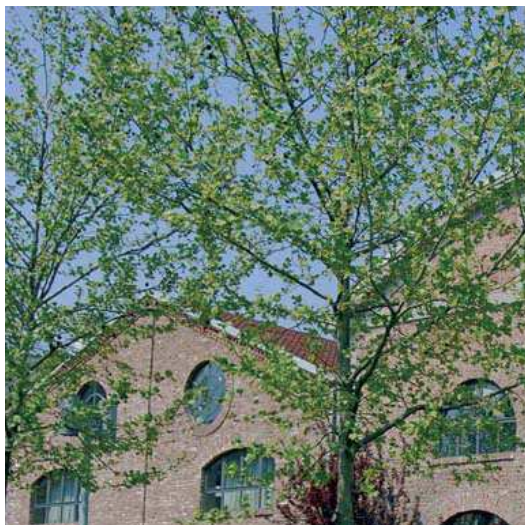
In April 2010, only 16 months after the first stone was laid, the first employees were already at work in the new headquarters of 3M Italia: the facility is located between Milan and Pioltello, along the Rivoltana road at the Malaspina Business Park, a few hundred metres away from the previous headquarters in Milano San Felice.

An impressive yet light elongated platform, over 100 metres long and 20 metres wide: this is the appearance of the new building designed by Studio MCA Mario Cucinella Architects, more than 10,000 sqm with offices, meeting rooms, reception and public areas, auditorium, bar and canteen and a large showroom that displays a selection of the over 75,000 products of the company.

The gilded sunshades over the clear external volumes make the facility look surprisingly dynamic, whilst two outdoor courtyards in the building optimise daylight at the about 600 workstations. Materials, colours and fixtures provide for a welcoming and dynamic environment.

A lot of care has been given to environmental factors, indeed this project has received several prizes and awards for quality and innovation at the workplace. Orientation, shape and materials were designed to minimize heat during the summer and thus contain air conditioning; terraces on the South front provide for shaded areas and serve as an environmental buffer by protecting from extreme weather changes. The geo-thermal and photo-voltaic installations, made with state-of-the-art technology, produce about 100,000 kWh per year, with an estimated 30-35% energy saving; this allowed the building to receive the energy class “A” certification from the Lombardy Region.

www.3mitalia.it



Quartiere ex Richard Ginori

A large triangular block of about 80,000 sqm enclosed between the Naviglio Grande canal and Via Morimondo used to host the factory of Richard Ginori, the oldest Italian ceramic manufacturing company, that dates back to the first half of the 19th century. When, after over one and a half centuries of history, the site closed, the area rapidly decayed, until in the early 21st century a redevelopment project started that transformed the complex in a real “creative village”; communication, fashion, industrial design and advertising now took the place of the ancient ceramic production business.

This is one of the most hidden and less known workplaces in Milan: along the Naviglio, it still displays the solid factory wall, but inside it hides a rich and articulated series of buildings (that used to be workshops, warehouses, service areas, offices and houses), that can only be seen from Via Morimondo.

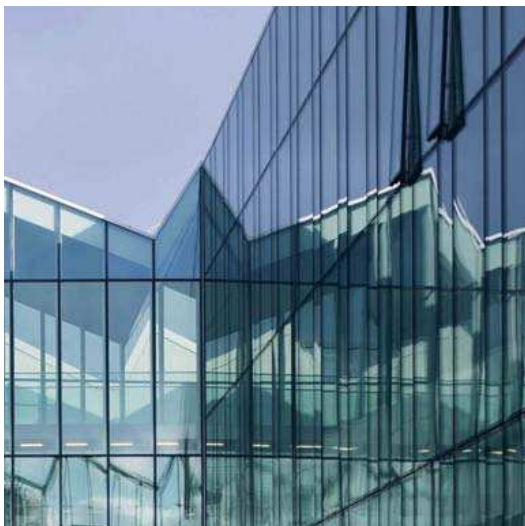
However, once inside, it feels like being in a corner of England: the buildings belonging to the industrial complex – of different times and shapes – have been redeveloped and refurbished with partial demolitions and reconstruction, to make them suitable for new uses and to comply with the new regulations, always respecting their original architecture.

The project of Architect Luca Clavarino, who collaborated with other architects, carefully designed the outer façades, that were at times just cleaned up and streamlined, whilst others were reinvented with an architectural language that turned out to be as consistent as it is at times surprising. Special elegance is also found in the design of interconnecting and shared spaces: green inner courtyards, covered passageways, a small central park, all joined together thanks to homogeneous elements used in streets, greenery, lighting and furnishings.



Tortona 37

The new service complex “Tortona 37”, designed by Architect Matteo Thun, is located in Via Tortona, at the heart of Milan’s fashion and industrial design district, on a site that used to be occupied by one of the many now abandoned industrial facilities in the area. This complex stretches over more than 28,000 sqm; it comprises five elegant buildings around a courtyard, characterised by an outside glass, wood and white concrete structure and interconnected by terraces-walkways. Each rectangular building has three double-height levels that can be split with indoor mezzanines to create charming and extremely versatile open spaces. All the rooms at the ground floor have a direct access to the courtyard, already planted with new trees, and provide an ideal location for showrooms, foundations, architecture, design and industrial design studios. The main element in this project is wood, which is not treated so as to allow for its natural evolution over time: large protruding bow-windows are made out of thick wooden sunshades, and the flooring of most shared spaces is made of wood and laid directly on the ground. The central courtyard has a large and sophisticated tree-planted garden that covers the roomy underground parking. The beauty and charm of this complex combine with the great care given to the environment: geothermal energy is used to produce cold and hot water, by taking water from the waterbed and using the most efficient heath pumps currently available. Ceiling-mounted radiant panels complete the system, so that temperature control is extremely silent and has a higher energy yield than conventional systems.



Showroom Ermenegildo Zegna

Refurbishment continues at the large facility formerly occupied by Riva Calzoni; in the last few years, the Fondazione Pomodoro was located here, together with an articulated complex of fashion showrooms and offices, and it is now enriched by a new important work of architecture: the new Ermenegildo Zegna Global Headquarters in Via Savona 56/A.

In 2010, this historic apparel brand celebrates its one hundredth anniversary: it was established one century ago on the Alps of Biella thanks to skilful young Ermenegildo, who founded Lanificio Zegna. Today, the group is active in 86 countries through 550 points of sale and it is one of the best-known Italian world-class businesses.

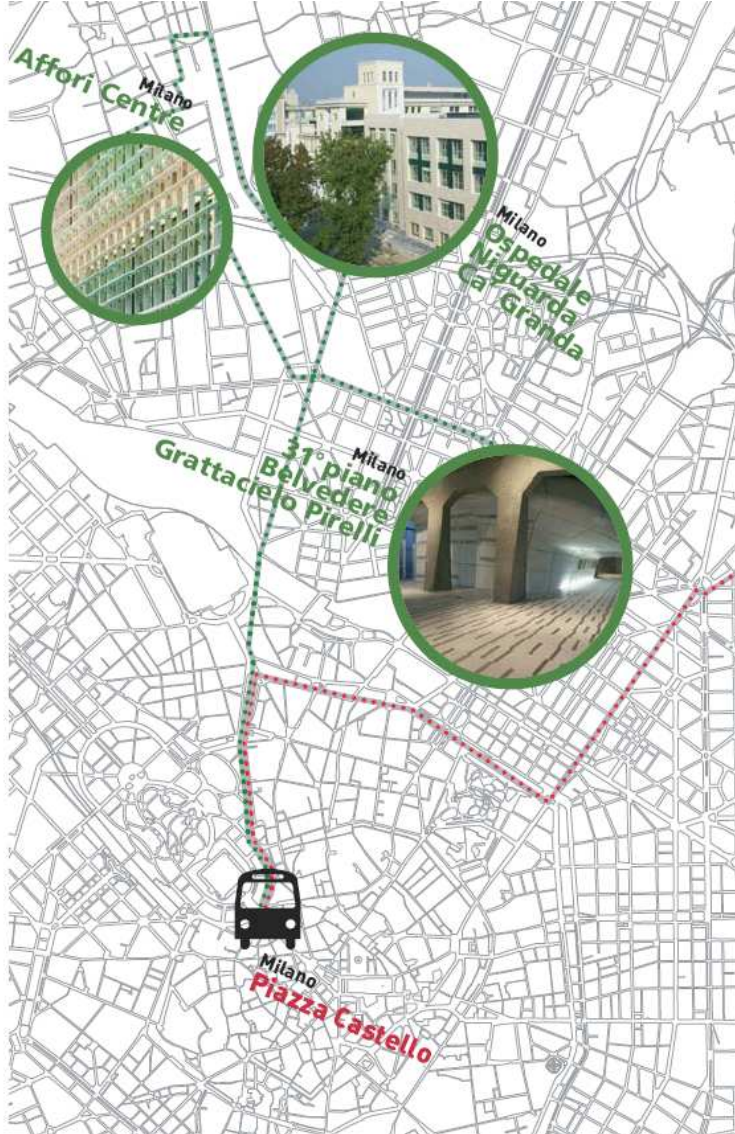
The Zegna headquarters was designed by Antonio Citterio and Partners with Studio Beretta; a pre-existing industrial facility has been replaced by a new volume that keeps the original shed roof, but displays a brand new transparency and lightness thanks to glass and steel. The building is located inside a courtyard system and its only access to the street is the entrance that leads from Via Savona to the wide and light glass atrium. From here, a full-height corridor starts with overlapping hanging steel and glass walkways that connect the spaces by means of suspended corridors, inspired to those that allowed visitors to watch the wool processing facility in the original wool factory. The new Zegna headquarters stretch over about 8,000 sqm and it accommodates all the management, style, design, store planning, sales and marketing offices of the group. Offices occupy 2,300 sqm and they are located all around an inside teak-floored courtyard-terrace. This new charming facility accommodates the showrooms for the different menswear collections of the group and a 600-sqm theatre.

Itinerario Strutture di servizio e terziarie: nuove sedi

Piazza Castello • Partenza verso via Legnano • Farini • Maciachini • Valassina e infine via Benefattori dell'Ospedale con arrivo al parcheggio davanti all'**Ospedale Niguarda Ca' Granda** •

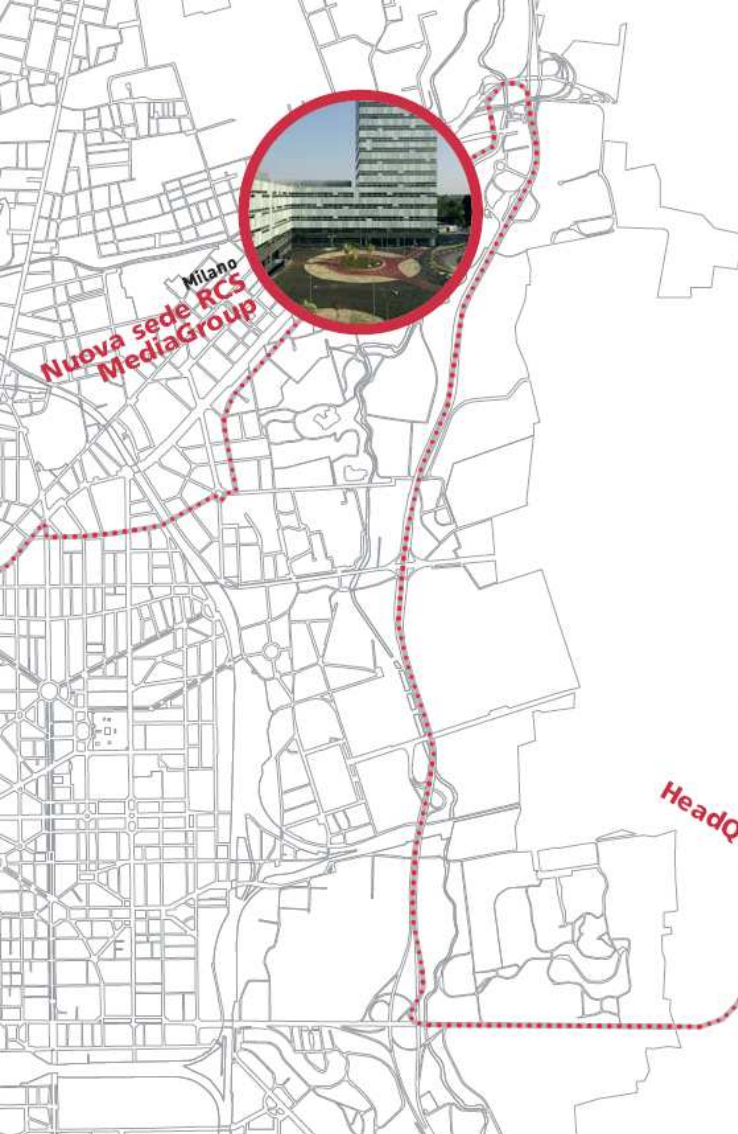
Ingresso a piedi per i padiglioni Sud e la Galleria • Partenza costeggiando il vivaio lungo via Margaria per immettersi su viale Enrico Fermi • via Brusuglio • Chianciano • via Mons. Luigi Martini • via Pastro, proseguendo in via Scarsellini e quindi arrivo in via Cialdini •

Arrivo ad **Affori Centre** e sguardo ai vari casi di rinnovo del quartiere che si spinge fino a Bovisa nella zona delle nuove Facoltà del Politecnico • Partenza da via Grazioli a destra in via Pellegrino Rossi • Imbonati fino a Maciachini • viale Marche • Lunigiana • M. Gioia • Galvani • Arrivo in via Fabio Filzi per la salita al **31° piano Belvedere Grattaciolo Pirelli** • zona di rappresentanza di Regione Lombardia.



Itinerario Editoria e innovazione: nuove sedi

Piazza Castello • tutto il centro verso piazzale Udine per uno sguardo sul "Nuovo quartiere terziario Metro Complex" • poi si prosegue per via Civitavecchia angolo Rizzoli dove è nato un nuovissimo "Quartiere Civitavecchia" di edilizia sociale nato nell'ambito del concorso del Comune "Abitare a Milano" • Arrivo in via Rizzoli e visita alla **Nuova sede RCS MediaGroup** • Si riparte verso via Palmanova • Tangenziale Est direzione Linate fino all' uscita Forlanini e da qui alla circonvallazione dell'Idroscalo si passa davanti alla sede Mondadori e si arriva poi all' **HeadQuarter IBM** • Da qui si torna sulla via Rivoltana e in località Pioltello si incontra la **Nuova sede 3M** • Rientro verso Linate e centro Milano



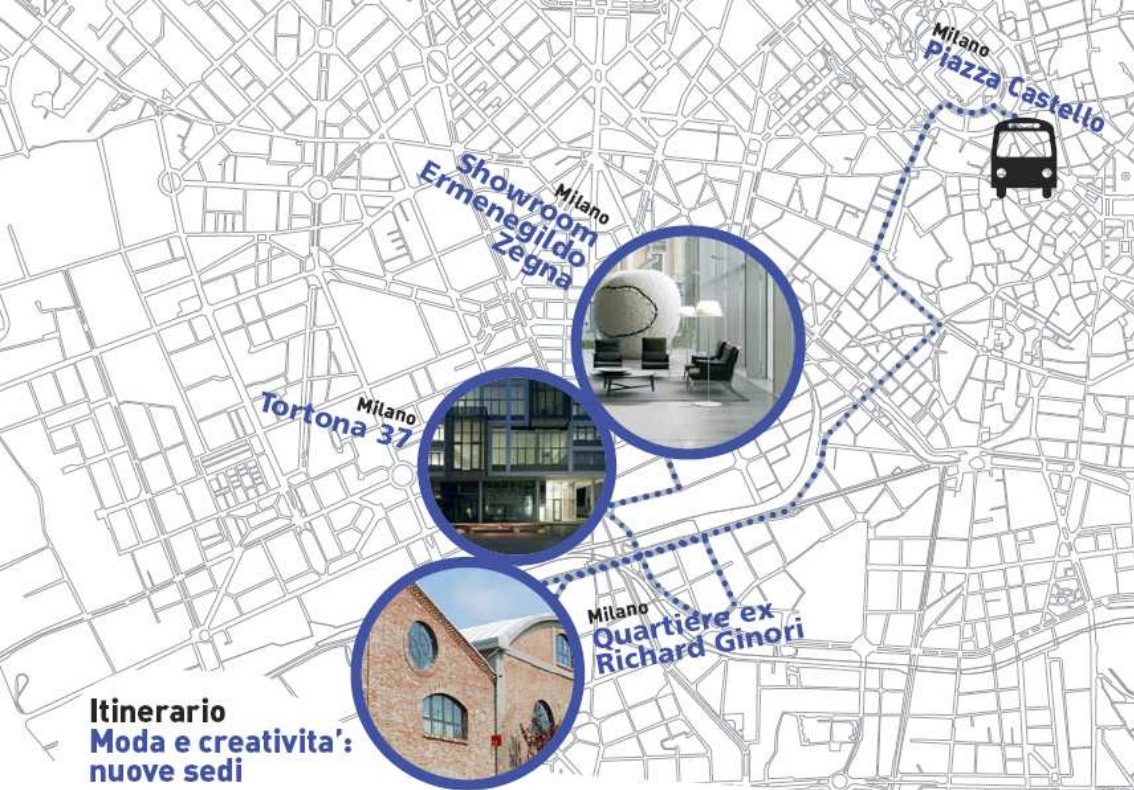
Milano
**Nuova sede RCS
MediaGroup**

Segrate
**HeadQuarter
IBM**



Pioltello
**Nuova sede
3M**





Itinerario Moda e creatività: nuove sedi

Piazza Castello • si parte verso via Carducci • De Amicis • corso Genova fino al piazzale della stazione di Porta Genova • via Lodovico il Moro costeggiando il Naviglio Grande fino a via Morimondo e arrivo al **Quartiere ex Richard Ginori** passeggiata tra ex laboratori, fornaci e uffici trasformati in show room, studi fotografici e di progettazione,

laboratori • Partenza da via Morimondo e si prende via Ludovico il Moro e Ripa di Porta Ticinese, a destra in via Villorosi fino a via Carlo Torre • a destra viale Cassala e, dopo il ponte, in via Tortona per la visita a **Tortona 37** nuovo quartiere terziario • si scende in via Tortona costeggiando fabbriche che ora ospitano show room fino

all' Hotel Nhow, design hotel • a sinistra in via Stendhal per arrivare in via Savona 54 alla sede e **Showroom Ermenegildo Zegna** • si prosegue poi lungo via Savona costeggiando tre nuovi blocchi di edifici sorti su altrettante aree ex industriali e ora residenziali • rientro lungo via Giambellino e Solari verso il centro città.

MILANO APERTA **LE NUOVE ARCHITETTURE**

Itinerari per conoscere a Milano
nuovi edifici e quartieri

Itinerari

Strutture di servizio e terziarie: nuove sedi

OSPEDALE NIGUARDA CA' GRANDA - BLOCCO SUD
AFFORI CENTRE
BELVEDERE GRATTACIELO PIRELLI

Editoria e innovazione: nuove sedi

NUOVA SEDE RCS MEDIAGROUP
HEADQUARTER IBM
NUOVA SEDE 3M ITALIA

Moda e creatività: nuove sedi

QUARTIERE EX RICHARD GINORI
TORTONA 37
SHOWROOM ERMENEGILDO ZEGNA

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Associazione
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Metropolitani

Si ringraziano per il supporto e l'ospitalità



Ermenegildo Zegna



3M



Media partner

