

THE PLAN

ARCHITECTURE & TECHNOLOGIES IN DETAIL

ITALO ROTA
CITTERIO
VIEL

MARIO BELLINI
RUDY RICCIOTTI
ELASTICOSPA

PARK
ASSOCIATI

GIUSEPPE TORTATO
MILANO LAYOUT

ALBERTO
CECCHETTO
CORVINO+MULTARI



EURO 15,00 ITALY ONLY

N° 063 - DICEMBRE 2012 / GENNAIO 2013

DECEMBER 2012 / JANUARY 2013 - N° 063

Wenn Design & Funktionalität aufeinander treffen ...

When design meets functionality ...

La Serenissima (Office Morgan Stanley) | Milan

Interview mit Studio Park Associati

Interview with Studio Park Associati



Architect Marco Panzeri



Architect Davide Pojaga

Panzeri & Pojaga über La Serenissima:

Uns von Park Associati war es vor allem wichtig, eine flexible Decke für den Investor zu finden. Wir haben uns bei der Suche nach einer derartigen Lösung bewusst gegen eine vertikale Gipskarton-Abschottung und für den Einsatz von horizontaler Abschottung in den Bandraster-Kassetten entschieden. Durch dieses System wird eine vollkommene Flexibilität unter den Bandrastern gewährleistet, wodurch die Raumaufteilung beliebig variiert werden kann.

Außerdem haben wir beim Projekt La Serenissima darauf geachtet, die Randbereiche möglichst optimal zu verarbeiten. FURAL hat dafür spezielle Passplatten gefertigt, die dann vor Ort nur noch montiert werden mussten. So konnte für den gesamten Bereich des Bürogebäudes eine horizontale Abschottung gegen den Längsschall erreicht werden.

Ihre Erfahrung mit FURAL:

In FURAL haben wir einen äußerst kompetenten Partner gefunden, der sich in puncto Qualität und Oberflächen von den übrigen Herstellern deutlich abhebt. FURAL zeichnet sich durch ein starkes Bewusstsein für Umweltschonung und nachhaltige Ressourcennutzung aus. Dieses GreenBuilding-Bewusstsein war für uns mit ein Grund, warum wir uns auch in der Vergangenheit schon öfter für FURAL-Metaldecken entschieden haben.

Nutzen der technischen Beratung von FURAL:

Bei La Serenissima haben wir von Park Associati die komplette Planung durchgeführt. Als es um die produktionstechnischen Einzelheiten der Deckensysteme ging, hat uns FURAL bei der Detailplanung tatkräftig unterstützt. Durch die hochwertige Beratung konnten wir die Grundrisse schließlich so anpassen, dass sich seitens der Produktion erhebliche Vereinfachungen ergaben.

FURAL in einem Satz:

Die Deckensysteme von FURAL erfüllen alle ästhetischen und technischen Anforderungen für eine moderne Bürofläche, die Verwendung von FURAL-Metaldecken gestaltet sich aber vor allem durch die hervorragenden Werte bei den Lärmschutzzertifikaten als interessant.

Panzeri & Pojaga about La Serenissima:

For us at Park Associati, the primary concern was to find a flexible ceiling for the investor. While searching for such a solution, we made a conscious decision against a vertical plasterboard separation and in favour of using horizontal separations in the strip grid cassettes. This system ensures absolute flexibility between the strip grids, allowing the room layout to be modified at will.

Furthermore, we paid great attention to the La Serenissima project to finishing the edge areas as optimally as possible. FURAL manufactured special shims for this purpose, which then only needed to be installed on site. Hence, it was possible to achieve horizontal compartmentation of longitudinal sound for the entire office building.

Your experience with FURAL:

In FURAL, we have found an extremely competent partner that sets itself apart from other manufacturers in terms of quality and surfaces. FURAL is distinguished by a great appreciation of environmental conservation and sustainable resource utilisation. This „green building“ awareness was one of our reasons for frequently deciding in favour of FURAL metal ceilings in the past as well.

Benefits of technical advice from FURAL:

We at Park Associati carried out all the planning for La Serenissima. When it came to the particulars concerning production of the ceiling systems, FURAL supported us actively in the detailed planning. Thanks to the high-quality advice, we were able to adapt the ground plans in such a way that substantial simplifications were achieved in production.

FURAL in one sentence:

Ceiling systems from FURAL meet all the aesthetic and technical requirements for a modern office space. However, use of FURAL metal ceilings becomes all the more attractive when the excellent values achieved in noise protection certificates are considered.



Guido Lovisolo
Area Sales Manager ITALIA
guido.lovisolo@gmail.com

„Wer eine Metalldecke sucht, wählt FURAL und ist begeistert.“

„If you are looking for a metal ceiling and you choose FURAL, you will be delighted.“



Giuseppe Bontà
Head of the Foreign Department
giuseppe.bonta@fural.at

„Architekt und FURAL - Hand in Hand zur besten Lösung.“

„Architect together with FURAL - hand in hand to the best solution.“



Bernard Niessen
Area Sales Manager BENELUX
bernard.niessen@fural.at

„Kleinigkeiten sorgen für Perfektion, aber Perfektion ist keine Kleinigkeit.“

„Small things lead to perfection, but perfection is not a small thing.“



Morten Lykke Palmus
Area Sales Manager SCANDINAVIA
morten.palmus@fural.at

„FURAL steht für perfekte Dokumentation und perfekte Logistik.“

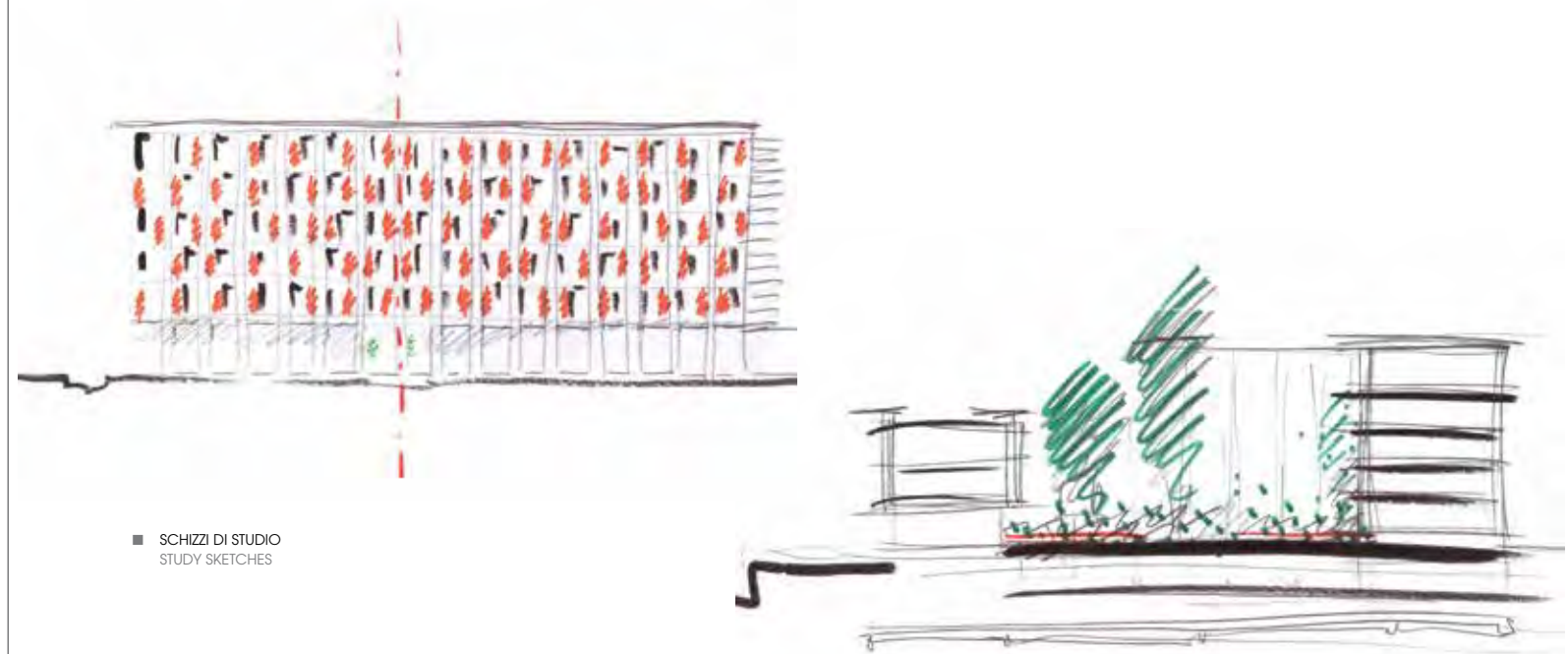
„FURAL means perfect documentation and perfect logistics.“

EDIFICIO DIREZIONALE LA SERENISSIMA
LA SERENISSIMA OFFICE BUILDING
MILAN, ITALY





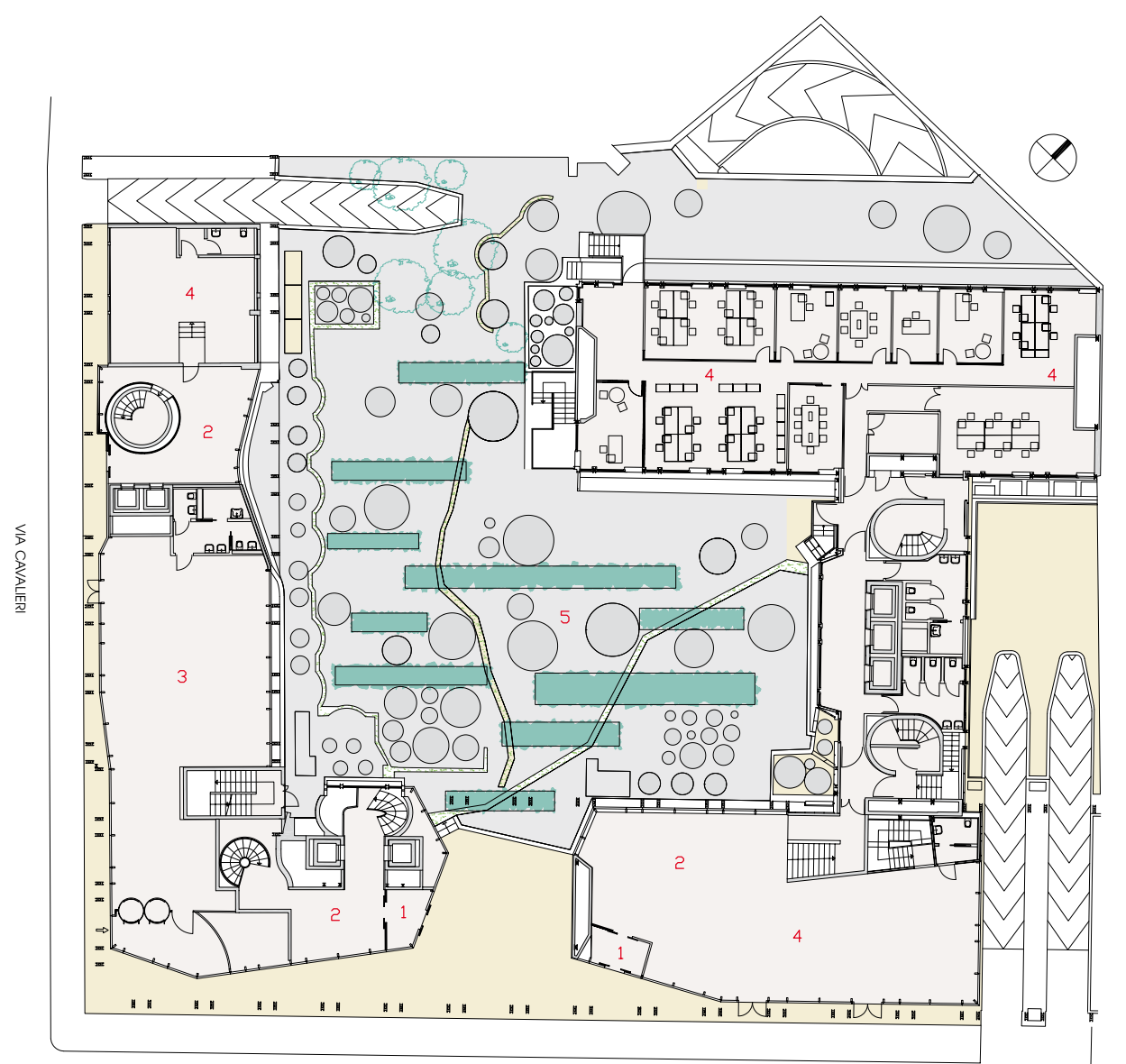
made in Italy



■ SCHIZZI DI STUDIO
STUDY SKETCHES

■ PROSPETTO SU VIA TURATI - SCALA 1:800
ELEVATION ON VIA TURATI - SCALE 1:800

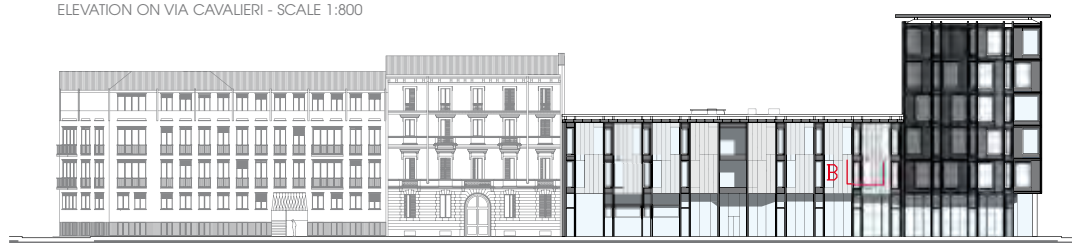




PIANTA PIANO TERRA - SCALA 1:400
GROUND FLOOR PLAN - SCALE 1:400

- | | |
|---------------------|--------------------|
| 1- INGRESSO | 1- ENTRANCE |
| 2- RECESSION | 2- RECEPTION |
| 3- BANCA | 3- BANK |
| 4- UFFICI | 4- OFFICES |
| 5- GIARDINO INTERNO | 5- INTERNAL GARDEN |

PROSPETTO SU VIA CAVALIERI - SCALA 1:800
ELEVATION ON VIA CAVALIERI - SCALE 1:800



La riqualificazione operata da Park Associati dell'edificio direzionale La Serenissima a Milano, progettato nel 1962 per la società Campari dai fratelli Soncini e caratterizzato dal colore brunito delle strutture metalliche in facciata, ne ha recuperato l'immagine moderna, togliendone l'asprezza brutalista attraverso il minuzioso ridisegno delle partizioni della facciata. Nel corpo di fabbrica principale: una grande partizione alternata a una piccola ma con la grande a sua volta divisa in una parte tamponata e una vetrata tale da generare un secondo motivo che ammorbidisce un ritmo altrimenti troppo secco del tipo a-b-a-b. Nel corpo di fabbrica minore, un sistema leggermente più complesso, con rientranze che danno corpo al volume, ma che comunque gioca sugli stessi moduli e sotto-moduli di base. Con il risultato che l'edificio, pur conservando un aspetto unitario d'insieme, ha ritmo, misura e leggerezza.

Infine la collaborazione con Cino Zucchi. Il terzo eroe dell'High Touch a cui spetta il merito di aver introdotto all'interno dell'architettura italiana, attraverso un cauto ma costante sperimentalismo, forme e temi ripresi dalla più recente sperimentazione europea. Ma senza perdere mai l'attenzione all'architettura della città, intendendo questa non alla Aldo Rossi, e cioè un sistema di forme facilmente definibili dal punto di vista iconico, ma come un sistema di relazioni tali da garantire spazi

accattivanti, vivibili e comunque pensati a misura degli utenti anche nella scelta dei materiali. Salewa Headquarter, vista in questo senso, è un'opera chiave che racconta il punto di vista di Zucchi e, insieme, di Park.

La collaborazione con Zucchi non si ferma a questo edificio. Con ottimi risultati, come ci mostra per esempio la ristrutturazione dell'edificio direzionale Generali, la cui unica nota di demerito è, a parere di chi scrive, la grande vetrata giallo-verdognola sopra l'ingresso, una concessione alla moda dei vetri colorati diffusasi in Europa a partire da un fortunato edificio di MVRDV ad Amsterdam.

Bravi come professionisti, come ci testimoniano le case ad Azzate - un'opera difficile in cui i tetti inclinati convivono con un'immagine moderna e allo stesso tempo rassicurante - Park mostra migliori potenzialità nei progetti più visionari. Tra questi vi è la Regnum Tower ad Istanbul. Tre sottili prismi arcuati delimitano un nucleo centrale vetrato. Ricorda vagamente un progetto di Manfredi Nicoletti le cui strutture furono inventate da Sergio Musmeci. Testimonianza di come il gruppo milanese sappia pescare dalla tradizione, riattualizzandola attraverso il filtro dell'High Touch.

Luigi Prestinzenza Puglisi

The conversion by Park Associati of La Serenissima's Milan office, whose signature burnished metal façade structure was first built in 1962 for the Campari company (designed by the Soncini brothers), has given it a modern look, removing the raw Brutalist edge with a meticulous re-design of the façade partitioning. On the main building, large and small frames alternate, the large segment being further divided into a glazed and solid portion, creating a second motif. This pattern softens what would otherwise be an excessively harsh a-b-a-b sequence. Although based on the same succession of module and sub-module, the system on the façade of the smaller volume is slightly more complex, with recesses that lend substance to the volume. The overall result is a building whose original uncompromisingly uniform façade has now been given a more cadenced, lighter and measured appearance.

And so we come to Park's collaboration with Cino Zucchi, the third High Touch hero. Thanks to cautious but continual experimentation, Zucchi has enriched Italian architecture with forms and themes from cutting edge developments in Europe. Yet he has done this without ever losing sight of the architectural context of the Italian city. Not in the manner of Aldo Rossi, with a system of easily recognizable iconic forms; rather with a system of relations that give rise to attractive, liveable spaces whose

design and materials cater for the people who live in them. Seen from this point of view, the Salewa Headquarters is an exemplar of the Zucchi - and Park - approach.

Park's collaboration with Zucchi did not end with this building. They were also part of the excellent restructuring of the headquarters of insurance company Generali, whose only blemish - in the writer's opinion - is the huge yellow-green expanse of glazing above the entrance, a nod to the fashion for coloured glass that has spread throughout Europe in the wake of MVRDV's famous Amsterdam building.

Solid professionals - the residential and commercial complex of Azzate and its sloping roof testify to an ability to retain a reassuring aspect to their modernising stamp - Park has also notched up some much more visionary achievements. These include the Regnum Tower in Istanbul. The three slender sinuous prisms around a central glazed core are vaguely reminiscent of a project by Manfredi Nicoletti whose structures were designed by Sergio Musmeci. Their latest work testifies to the Milan group's ability to use the High Touch filter to sift through tradition and pick out features to include in their modern lexicon.

Luigi Prestinzenza Puglisi



DETAGLIO A: SISTEMA DI FACCIATA SU VIA TURATI
DETAGLIO B: SISTEMA DI FACCIATA SU VIA CAVALIERI
SEZIONI ORIZZONTALI - SCALA 1:20

- 1- STRUTTURA ESISTENTE RIPRISTINATA E RIVERNICIATA
- 2- PANNELLO DI RIVESTIMENTO IN ALLUMINIO ANODIZZATO CON PROCESSO DI ELETTROCOLORAZIONE PER INTERFERENZA PREFORATO E PRESSOPIEGATO
- 3- PARETE DI TAMPONAMENTO CON FINITURA IN CARTONGESSO 13 MM, PANNELLI SANDWICH CON LAMIERA DI ACCIAIO ZINCATO 10 MM, PANNELLO ISOLANTE 120 MM, LAMIERA DI ACCIAIO ZINCATO 10 MM
- 4- BANCALE IN LAMIERA DI ALLUMINIO VERNICIATO SP10 MM
- 5- FINESTRA FISSA CON TELAI IN ALLUMINIO E VETROCAMERA CON LASTRA ESTERNA IN VETRO SELETTIVO STOPRAY VISION-60T ON CLEARVISION 10 MM, INTERCAPEDINE CON GAS ARGON 16 MM, LASTRA INTERNA STRATOPHONE 66.2 DI AGC
- 6- RIVESTIMENTO IN LASTRA DI VETRO LOW IRON PLANIBEL CLEARVISION 8 E 10 MM, RETROSMALTIATO, DI AGC CON TELAI IN ALLUMINIO, SISTEMA DI AGGANCIO IN ACCIAIO CON PROFILI A L 45X60 MM E 40X25 MM E BARRE DI SOSTEGNO

DETAIL A: FAÇADE ON VIA TURATI
DETAIL B: FAÇADE ON VIA CAVALIERI
HORIZONTAL SECTIONS - SCALE 1:20

- 1- RESTORED AND REPAINTED EXISTING STRUCTURE
- 2- INTERFERENCE-COLOURED PRESS-BENT ANODIZED ALUMINIUM CLADDING PANEL
- 3- CURTAIN WALL WITH 1/2" (13 MM) GYPSUM BOARD FINISH, 3/8" (10 MM) GALVANIZED SHEET STEEL SANDWICH PANELS, 4 3/4" (120 MM) RIGID INSULATION, 3/8" (10 MM) GALVANIZED SHEET STEEL
- 4- 3/8" (10 MM) THICK PAINTED ALUMINIUM BENCH
- 5- FIXED DOUBLE-GLAZED ALUMINIUM WINDOW WITH EXTERIOR 3/8" (10 MM) SELECTIVE STOPRAY VISION-60T ON CLEARVISION GLASS, 5/8" (16 MM) ARGON-FILLED AIR SPACE, AND INTERIOR AGC STRATOPHONE 66.2 GLASS
- 6- FINISH IN 5/16" (8 MM) AND 3/8" (10 MM) AGC LOW-IRON, BACK-FRITTED PLANIBEL CLEARVISION GLASS WITH ALUMINIUM FRAMES, FASTENING SYSTEM WITH 1 3/4 X 2 3/8" (45X60 MM) AND 1 5/8 X 1" (40X25 MM) STEEL L-PROFILES AND BAR SUPPORT

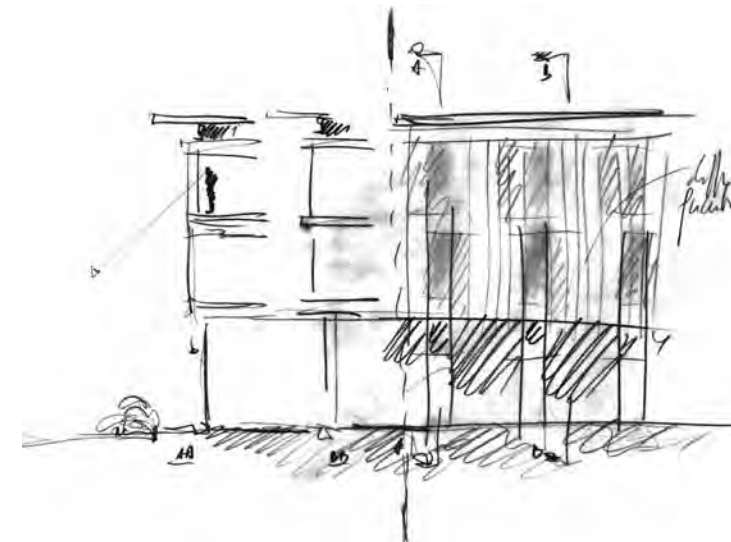
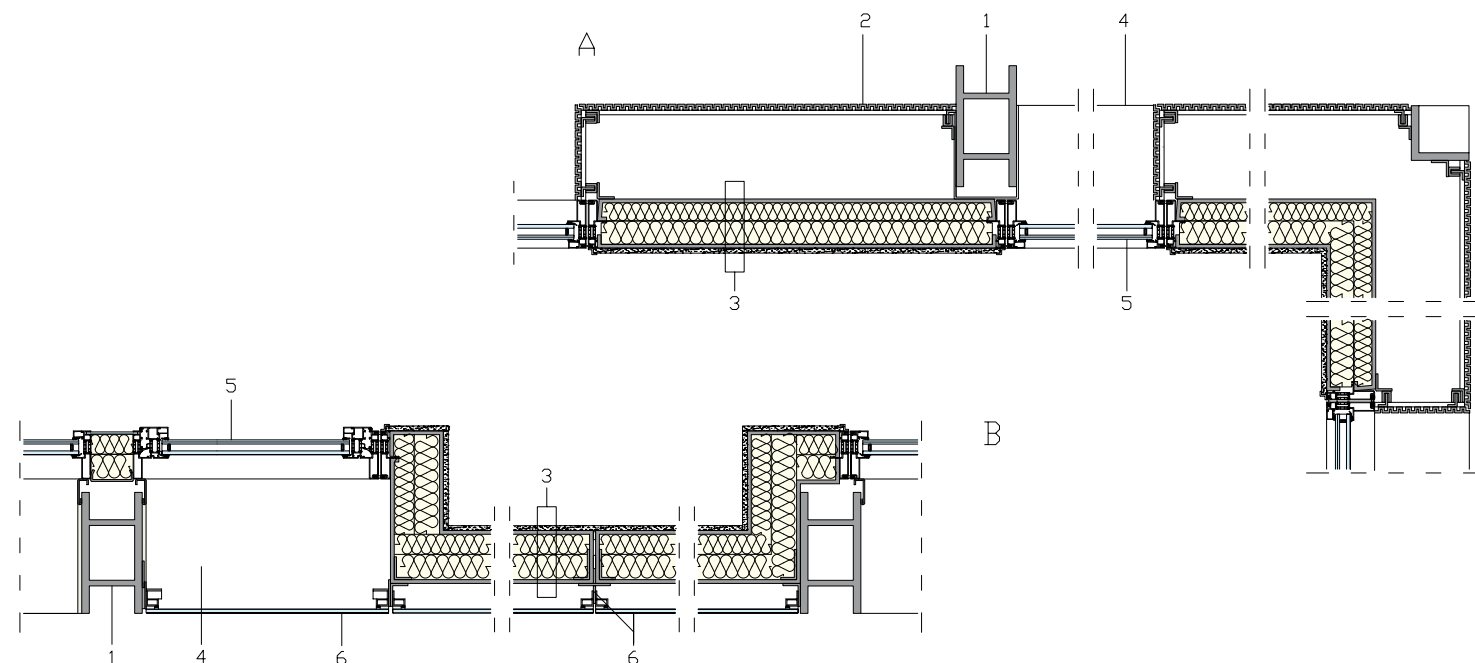
DETALLE A: SISTEMA DE FACHADA SOBRE CALLE TURATI
DETALLE B: SISTEMA DE FACHADA SOBRE CALLE CAVALIERI
SECCIONES HORIZONTALES - ESCALA 1:20

- 1- ESTRUCTURA EXISTENTE RESTABLECIDA Y PINTADA NUEVAMENTE
- 2- PANEL DE REVESTIMIENTO DE ALUMINIO ANODIZADO CON PROCESO DE ELECTROCOLORACION POR INTERFERENCIA PRE-PERFORADO Y PLEGADO A PRESION
- 3- PARED DE MAMPOSTERIA CON ACABADO DE CARTON-YESO 13 MM, PANELES SANDWICH CON CHAPA DE ACERO ZINCADO 10 MM, PANEL AISLANTE 120 MM, CHAPA DE ACERO ZINCADO 10 MM
- 4- ANTEPECHO DE CHAPA DE ALUMINIO PINTADO ESP10 MM
- 5- VENTANA FIJA CON MARCO DE ALUMINIO Y VIDRIO DOBLE CON CAMARA DE AIRE CON LAMINA EXTERNA DE VIDRIO SELETTIVO STOPRAY VISION-60T ON CLEARVISION 10 MM, CAMARA DE AIRE CON GAS ARGON 16 MM, LAMINA INTERNA STRATOPHONE 66.2 DE AGC
- 6- REVESTIMIENTO DE LAMINA DE VIDRIO LOW IRON PLANIBEL CLEARVISION 8 Y 10 MM, ESMATADO POR DETRAS, DE AGC CON BASTIDORES DE ALUMINIO, SISTEMA DE ANCLAJE DE ACERO CON PERFILES EN L 45X60 MM Y 40X25 MM Y BARRAS DE SOSTEN

DETAIL A: FASSADE ZUR VIA TURATI
DETAIL B: FASSADE ZUR VIA CAVALIERI
VERTIKALSCHNITTE - MASSSTAB 1:20

- 1- VORHANDENE RESTAURIERTE UND NEU GESTRICHENE STRUKTUR
- 2- PANEEL AUS VORGELOCHTEM GEBOGENEM ANODISIERTEM INTERFERENZGEFÄRBTEM ALUMINIUM
- 3- UMFASSUNGSWAND MIT FINISH AUS GIPSKARTON 13 MM, SANDWICH-PANEELE MIT VERZINKTEM STAHLBLECH 10 MM, DÄMMPANEEL 120 MM, VERZINKTES STAHLBLECH 10 MM
- 4- TISCH AUS LACKIERTEM ALUMINIUMBLECH 10 MM
- 5- FESTES FENSTER MIT ALUMINIUMRAHMEN UND ISOLIERGLAS MIT AUSSENSCHEIBE AUS SELEKTIVEM GLAS STOPRAY VISION-60T AUF CLEARVISION 10 MM, ZWISCHENRAUM MIT ARGONGASFÜLLUNG 16 MM, INNENSCHIEBE STRATOPHONE 66.2 VON AGC
- 6- VERKLEIDUNG MIT RÜCKSEITIG EMAILLIERTER GLASSCHIEBE LOW IRON PLANIBEL CLEARVISION 8 UND 10 MM VON AGC MIT ALUMINIUMRAHMEN, BEFESTIGUNG MIT L-PROFILIEN AUS STAHL 45X60 MM UND 40X25 MM UND STÜTZSTREBEN

© Park Associati





CREDITI / CREDITS

Location: Milano, Italy
Client: Morgan Stanley Sgr
Completion: 2012
Gross Floor Area: 8.000 m²
Construction Cost: 11.000.000 Euros
Architect: Park Associati.
Filippo Pagliani, Michele Rossi
Project Leader: Marco Panzeri
Project Team: Alice Cuteri, Andrea Dalpasso,
Marinella Ferrari, Stefano Lanotte,
Marco Siciliano, Paolo Uboldi, Fabio Calciati
**Site Supervision, Structural,
Mechanical and Electrical:** General Planning
General Planning Design Team: Giovanni Bonini,
Loris Colombo, Walter Cola, Luca Dagrada,
Franco Pesci, Paolo Rossanigo,
Roberto Villa, Luigi Zinco
Artistic Site Supervision: Filippo Pagliani,
Michele Rossi, Marco Panzeri

Contractors

Main Contractor: Mangiavacchi Pedercini
Mechanical and Electrical: Furiga Impianti
Façades: CNS
Landscape: Cappellini

Consultants

Project Management:
ECHarris Built Asset Consultancy
Landscape Project: Marco Bay Architetto
LEED Certification: Habitech
Energy Certification: Azor Malpocher
Fire Prevention: General Planning
Health and Safety: Pro.Je.Co Engineering

Suppliers

Elevators: Kone
Façade Systems: Sapa
Metal Works: Ottone & Petterlin
Plasterboard and Raised Floor:
Coiver Contract, Gyproc
Carpet Flooring: Interface
Glass: AGC Glass Europe
Tiles Flooring: Marazzi
Lighting: Philips Lighting, Zumtobel
Ibla Dimmable Luminaire: Zumtobel,
designed by Park Associati

Ceilings: FURAL Systeme in Metall GmbH

Foto di / Photography by
Andrea Martiradonna
Images Courtesy Park Associati



Perfekte Metalldecken

Controsoffitti in metallo

Plafonds métalliques

Metalen plafonds

Metal ceilings

Metallofter

