

AILATI >> Labics interviewed about their Museum and G.D multifunctional center project in Bologna

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Labics on G.D. Multifunctional building project selected within Italian Pavilion from Y Magazine on Vimeo.



Labics

Museum and G.D multi functional center

Date: 2006-2011

Location: Bologna

Client: G.D spa

Designers: Maria Claudia Clemente, Francesco Isidori

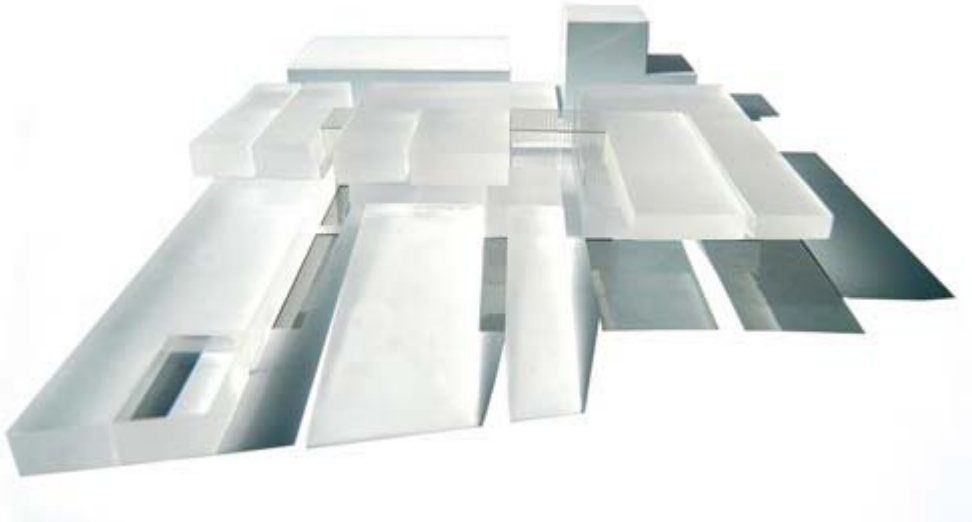
Project team:

Chiara Capriulo (project manager), Leonardo Consolazione, Francesca Delicato, Giuditta Milano, Andrea Ottaviani, Dominique Réthans, Maria Adele Savioli, Elisa Villani

Consultants: Proges Engineering - ing. Andrea Imbrenda (Structures);

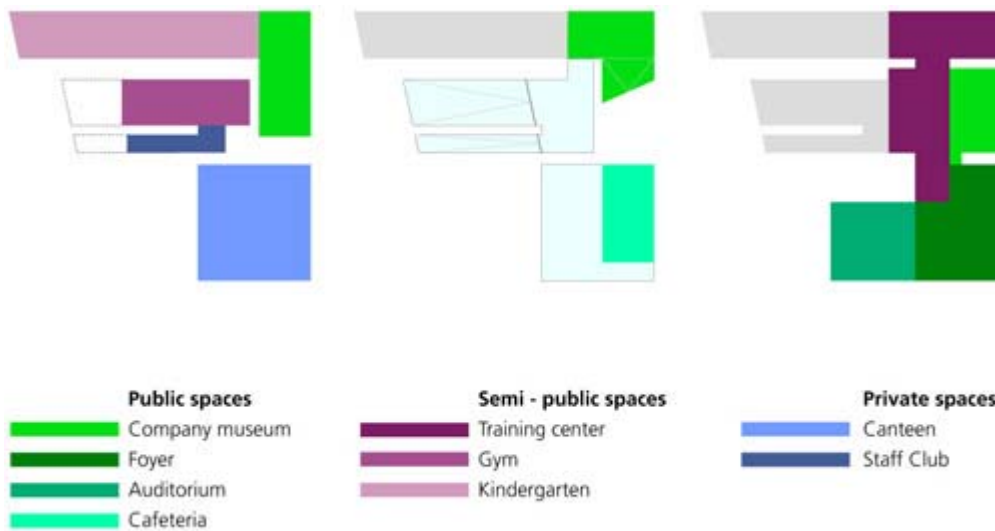
Hilson Moran Italia - Ing Giovanni Consonni (Systems); Arau Acustica - ing. Higin Arau (Acoustics);

Paolo Pejrone (Green); Studio Enarco - ing. Aldo Barbieri (D.L.)

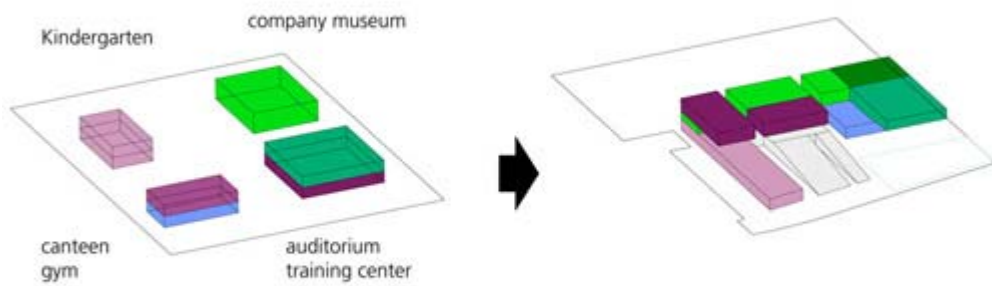


The intervention consists in the design of a multifunctional building for the Bologna-based company **G.D.**, a world leader in the production of packing machine.

In G.D.'s intentions, the intervention had to pursue a twofold goal: on one hand improving the company's services for its employees, on the other offering new services to the city of Bologna, as a sign of the company's social responsibility towards the surrounding community.



The articulated programme of the contest required the design of several buildings inside of the campus, each destined to a different activity. Some of them are meant for the employees only - company restaurant, company club, vocational school - while others are open to the public - kindergarten, gym, auditorium, scientific-didactic museum.

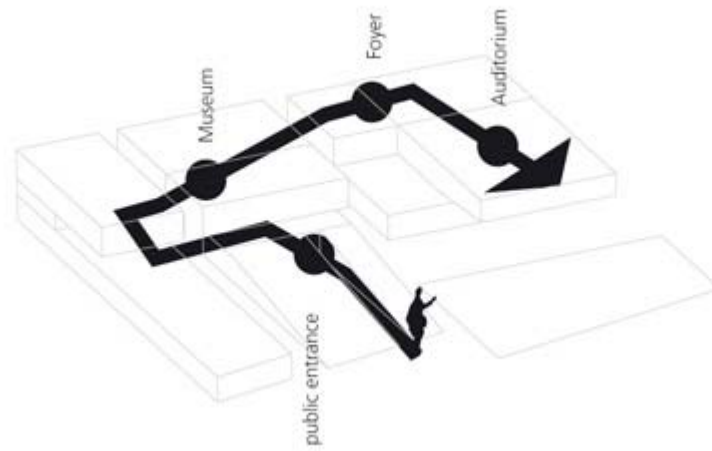


The project, as opposed to the call's requests, proposed to amalgamate the different activities - which would have amounted to scarcely significant sizes if taken singularly - in one complex, in order to give more strength and identity to the intervention and best interpret the role of public/private interface the building itself comes to represent. The final result is that of an articulated complex, both morphology and program-wise, which is nevertheless extremely united in the treatment of its wrapping. Instead of different functional units, the building was conceived as an organism, and not as a simple activity container. It is structured by the flow of people and by the possible dynamic relations between the diverse functions hosted. A continuous path crossing the entire building connects each public activity, generates movement, and stimulates new and unexpected relations. This way the whole building is transformed in a lively and dynamic complex.



Installment-wise the building is measured and balanced by the preexisting location and alignments, acting as a mediating element between the minuscule and non-aggregated dimension of the surrounding urban fabric and the compact over-scaled volume of the industrial buildings. The project in fact presents two different fronts: the first is a private, continuous, linear one facing the G.D buildings, which concludes the sequence of the existing volumes in the campus, and the second is open towards the city and the Reno park, ideally welcoming the green *void* in front of it and the public

as well. Through the long ramps, visitors are invited to directly enter the nevralgic core of the complex.



The project was selected by Luca Molinari for the *Laboratorio Italia* theme area, which is dedicated to the present of contemporary Italian design inside of the Italian Pavilion: *AILATI. Riflessi dal futuro*.

