

MAST.

The MAST Foundation was established on the initiative of Isabella Seràgnoli to promote projects of social innovation and to offer new services.

MAST stands for **Manifattura di Arti, Sperimentazione e Tecnologia** (Arts, Experience and Technology).

Manifattura: the industrial identity of the district

Arti: the highest forms of creative expression

Sperimentazione: the practice at the heart of innovation

Tecnologia: the application of techniques that can improve human life

With these points of reference, the Foundation pursues the goal of relaunching among the younger generations the distinctive features that have always characterised the territory, such as mechanics, technology and entrepreneurship, in order to support economic and social growth.

The Foundation acts as a bridge between the community and the enterprise, in a perspective where enterprises are viewed as economic and social subjects that live in the area where they are situated and relate to other actors in it. On the basis of this premise, the Foundation will collaborate with other civic, productive, educational and cultural organizations with a view to establishing projects designed to promote entrepreneurship and innovation. In the same way, the Foundation intends to forge international ties so as to offer its young interlocutors opportunities for cultural exchange in the globalised world.

The activities and services of MAST are intended for both the community and Coesia Group employees, in keeping with the Foundation's philosophy of openness.

The MAST Foundation's activities commence in October 2013, in a building consisting of two adjoining blocks characterised by large expanses of glass and steel frameworks. Original architectural solutions develop over three floors the spaces devoted to the various services:

the **gallery**, where new interactive technologies and industrial photography offer a context for experiential learning on innovation, entrepreneurship, mechanics and the world of work

the **academy**, where excellent training in mechanical technologies offers Coesia employees and school pupils opportunities for continual growth

the **auditorium**, where screenings of documentaries, and musical and artistic performances, create the conditions for the development of creativity

the **caffetteria** (cafeteria), where culinary experimentation comes together with technology, sustainability and multicultural inventiveness

the **nido** (nursery), where toddlers take their first steps in social learning and begin to express their imagination

the **wellness** centre, where the innovation of technology for physical activity meshes with the development of sustainable lifestyles

the **ristorante aziendale** (company restaurant), where the fundamental principles of modern nutrition become an opportunity for active awareness

An expanse of water and landscaped grounds in front of the complex complete the work, showing how the transformation of a disused industrial space can renew a peripheral area by offering opportunities for social aggregation to the company and the city.

MAST.**nido**

MAST.**ACADEMY**

MAST.**AUDITORIUM**

MAST.**WELLNESS**

MAST.**GALLERY**

MAST.**CAFFETERIA**

MAST.**RISTORANTE**

MAST.**PARKING**