

MILAN AND LOMBARDY. A NEW FUTURE

From 26 October to 14 November at the Pavillon de l'Arsenal in Paris, the urban and architectural projects that are changing the face of the Lombard metropolis

Paris, 26 October 2004. A new-concept city has been created for Milan and Lombardy and an urban project is transforming this into a reality. A testament to this are the 18 projects and developments on display at the Milano e Lombardia. La rinascita del futuro exhibition at the Pavillon de l'Arsenal in Paris from 26 October thru 14 November 2004.

The sponsors of this initiative are the Lombardy Regional Government, the Milan City Council and Fondazione Fiera Milano. Their intent was to use the traveling exhibition approach to present the changing face of the city as well as the new design skills and vitality that private companies and the authorities are demonstrating at this special time in history.

"The complex urban transformation now underway in Milan is the result of the successful teamwork of the public and private sectors. Fondazione Fiera Milano – explained Chairman and CEO Luigi Roth – wanted to present this traveling exhibition to the authorities, so that Milan could measure up to other large cities in Europe."

For the first time, the Pavillon de l'Arsenal, the Paris temple of architecture, is hosting an exhibition entirely dedicated to a foreign reality. The exhibition, made of architectural scale models, videos, drawings, renderings and photographs, shows very different kinds of work: from the restoration of "icon" buildings to the residential regeneration of abandoned industrial areas, from landscaping projects to new functional hubs at the service of citizens such as the exhibition complex for example.

"Milan has once again become the city of Italian cities - commented Gianni Verga, Councillor for Land Development at the Milan City Council – based on a design method that focuses on the quality of life for the people who live and work there. A model for other cities in Italy and Europe".

The architectural reading of the exhibition is a means of acquiring a better understanding of many of the

economic, social and cultural processes that are underway in the territory. In fact, the projects on display reflect a desire for economic recovery, as well as the city's renewed confidence in its resources and efficiency and desire to measure up to the boldest architectural solutions that have been experimented around the world.

"These projects and developments – pointed out Lombardy Regional Government President, Roberto Formigoni – express the need for beauty that lies behind our political decision: transforming the territory into a place on a human scale in terms of size but also and most importantly in the quality of its aesthetics and functions".

The proposals, from both the private and public sectors, come from international competitions, and have been signed by the most noted names in international architecture. This is an important fact and reveals an approach to various kinds of experience and sensitivity, with a focus on excellence and a methodology that is based on transparency and exchange.

The exhibition and catalog are signed by architect Cecilia Bolognesi, who is a lecturer at the Milan Polytechnic Faculty of Architecture. The exhibition in Paris is the first in a roadshow that will continue in Berlin, from 2 December 2004 to 16 January 2005.

The exhibition has been organized together with CityLife, Milano Santa Giulia/Risanamento S.p.A., Hines, ProgettoPortello, Corvino+Multari Architetti Associati, and RSG Renato Sarno Group.

ALL THE PROJECTS ON DISPLAY

Other Lombardy Regional Government headquarters

Commissioning Party: Lombardy Regional Government

Architects: Harry N. Cobb (Pei Cobb Freed & Partners), Paolo Caputo, Matteo Milani, Marco De Bortoli (Caputo Partnership), Massimo Giuliani, Anna Milella (Sistema Duemila)

Pirelli Skyscraper

Commissioning Party: Lombardy Regional Government Commissioner responsible for Emergencies
Roberto Formigoni

Architects: Renato Sarno Group S.r.l., Corvino+Multari Architects Associati, Gruppo Progetti S.r.l.

Teatro alla Scala

Commissioning Party: Milan City Council

Architects: Mario Botta, Elisabetta Fabbri, Giuliano Parmeggiani

New Fiera Milano Complex

Owner: Fondazione Fiera Milano. Commissioning Party: Sviluppo Sistema Fiera

Architects: Massimiliano Fuksas, Studio Altieri, Lombardi e Associati, Studio Marzullo S.r.l, Schlaich Bergermann und Partner

CityLife. A project for Milan

Current owner of the area: Fondazione Fiera Milano; buyer and company entrusted with the property development of the area: CityLife.

Commissioning Party: Sviluppo Sistema Fiera

Architects: Zaha Hadid, Arata Isozaki, Daniel Libeskind, Pier Paolo Maggiora

Milano Santa Giulia (Montecity/Rogoredo area)

Commissioning Party: Risanamento S.p.A.

Architects: Foster and Partners, Paolo Caputo Partnerships, RAUM S.r.l., URBAM, Studio Ariatta, M.S.C. Associati S.r.l., Battle McCarthy, Buro Happold, Progettisti Associati S.p.A., Studio Associato TRM

Portello Project

Commissioning Party: Società Auredia and Società Nuovo Portello

Architects: Gino Valle, Cino Zucchi, Guido Canali, Charles Jencks, Andreas Kipar

Città della Moda

Commissioning Party: HEDF

Architects: Cesar Pelli & Associate for the masterplan

Giardini di Porta Nuova (Parco Garibaldi)

Commissioning Party: Milan City Council /private entities

Architects: Mathias Lehner (Inside Outside); group - Petra Blaisse (Inside Outside), Irma Boom, Michael Maltzan and Tim Williams (Micheal Maltzam Architecture) Mirko Zardini, Piet Oudolf)

New RCS Rizzoli premises

Commissioning Party: Pirelli & C. Real Estate

Architects: Boeri Studio - Stefano Boeri, Gianandrea Barreca, Giovanni la Varra

Other Architectural Staff: Marco Brega (coordinator), Marco Giorgio, Alessandra Giannini, Susanna Loddo, Mara Mior, Sabotino Polverino, Chiara Quinzi

New Il Sole-24 Ore premises

Commissioning Party: Il Sole-24 Ore

Architects: Renzo Piano Building Workshop

Bocconi University Extension

Commissioning Party: Università Commerciale 'Luigi Bocconi'

Architects: Grafton Architects

Redevelopment of the Niguarda Ca' Granda Hospital

Commissioning Party: Azienda Ospedaliera – Ospedale Niguarda Ca' Granda

Architects: N.E.C./Niguarda Engineering Contracting S.p.A. - Fabiano Redaelli, Laura Lazzari

WJC – World Jewellery Centre

Commissioning Party: WJC S.r.l.

Architects: Urbam - Marco Cerri, Francesco Moglia, Saverio Valsasnini; Studio di architettura Mello - Fabio Mello. Other Architectural Staff: Massimo Belletti, Fabrizio Bettelle, Andrea Mancini, Elisabetta Molteni, Giorgio Montorfano, Andrea Vitti

Arengario – 20th Century Art Museum

Commissioning Party: Milan City Council

Architects: Italo Rota, Emmanuele Auxilia, Fabio Fornasari, Paolo Montanari

BEIC- European Library of Information and Culture

Commissioning Party: BEIC Foundation – European Library of Information and Culture

Architects: Bolles+Wilson, Alterstudio Partners, Degenhardt

Porta Vittoria Multifunctional Center

Commissioning Party: Imbonati S.p.A. Gruppo Zunino

Architects: Fabio Nonis, Carlo Alberto Maggiore; Other Architectural Staff: Angelo Lorenzi, Rafael Bescòs; Architectural supervision: Rafael Moneo

Parco Forlanini

Commissioning Party: Milan City Council /private entities

Architects: Gonçalo Byrne (GB Arquitectos), Joao Nunes (PROAP), Mauro Montagna (P31), José Laranjeira (GB Arquitectos), Luca Baroni (Studio Silva), Pierluigi Marchesini Viola (P31), Michelangelo Lassini (P31), Carlos Ribas (PROAP)

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