



Piacenza 2014



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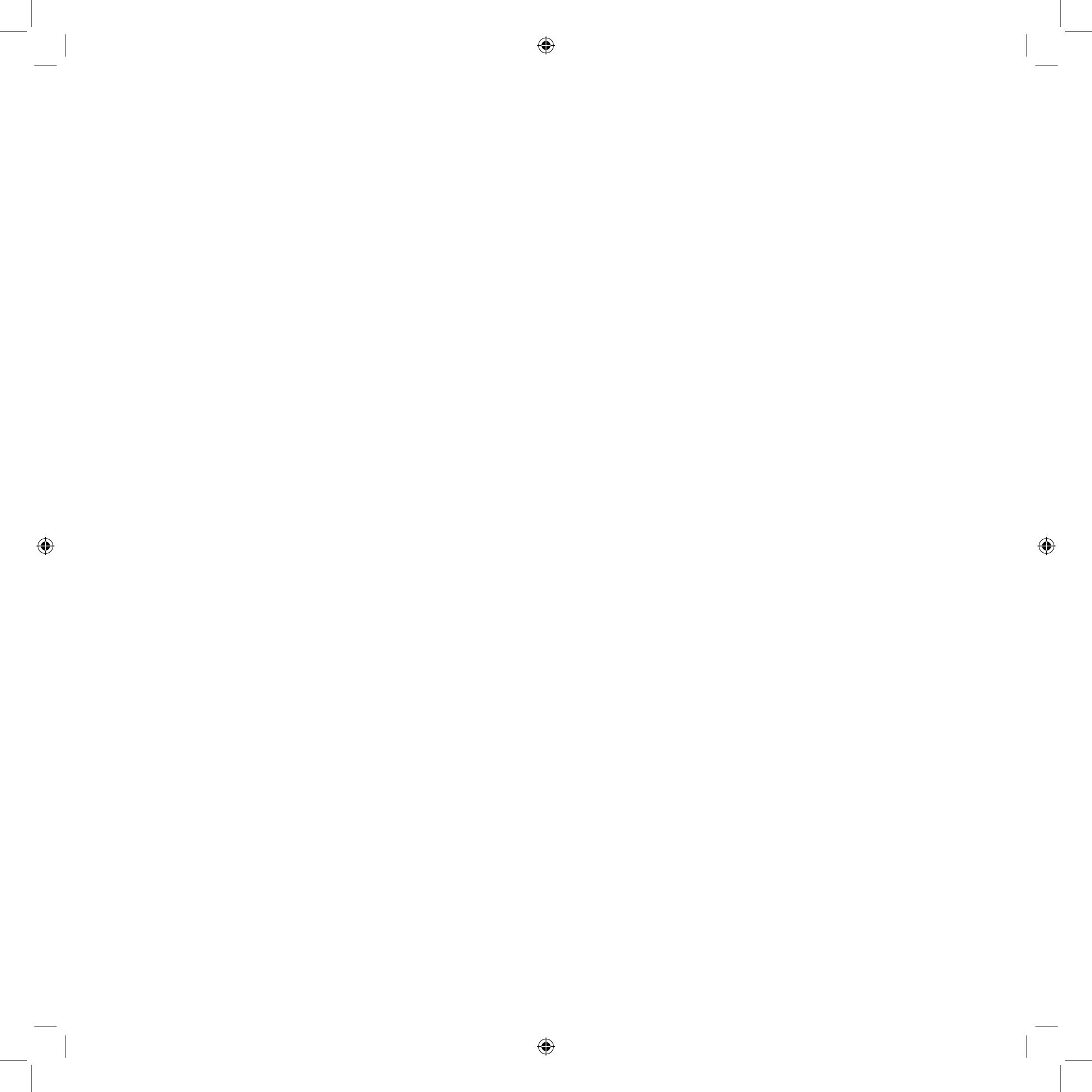
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Piacenza 2014
OC - Open City
INTERNATIONAL
SUMMER SCHOOL
from landscape to exterior design

ARCHITECTURE
FOR A CREATIVE CITY

Guya Bertelli, Carlos García Vázquez
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Architecture for a creative city. Piacenza towards Expo

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OC - Open City
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Piacenza 2014

*from ecological landscape
to architectural design*

ARCHITECTURE
FOR A CREATIVE CITY
Piacenza towards Expo

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ARCHITECTURE FOR A CREATIVE CITY

An experience for Piacenza Expo

The theme and the context

In order to give a continuity to the International Summer School and to be in touch with contemporary issues of urban and architectural debate, OC OPEN CITY is presenting for 2014-2015 editions a common program which, starting from urban creativity is opening itself to 2015 Milano Expo main event, with a constant relationship, both real and virtual, and through a speculation about contamination among architecture and resources' use.

In this line, the theme chosen for the International Exhibition «*Feeding the Planet. Energy for Life*» is a reference corner-stone, assuming the architectural and urban design as more and more tied with energetic issues and sustainability, in a wide sense.

2014 edition assumed words *Creativity* and *Innovation* as key-words. Specifically, the School (as workshop and as site and occasion of conferences, lectures and debates) has been focused to design an architecture oriented to be exhibited and showed, during Expo period.

But it's not just a question of design or detail or technological issues.

During International Summer School, the design of the architectural element were integrated in a complex process, rich of cultural references, which could be synthetized in the next points:

Great event

«Great events» (both exhibition and sport) are becoming, year after year, unique (and so rare) occasions for transformation and regeneration of cities.

The theory and the history of contemporary architecture would not be the same without

the experience of Barcelona 1992.

Torino would not be the city that we can know today without 2006 Winter Olympic Games. In Expo 2010, Shanghai had a great amount of urban transformation that is unbelievable in contemporary Europe.

These are just 3 cases capable to communicate the significance of 2015 Milano Expo.

Discussion about these themes and about these dynamics can become for students involved in OC International Summer School a strong moment of consciousness and of comparison with International examples.

Impacts on the city

Relationships of the Expo area with the city are not just a topical issues, mainly about urban design, but also a discussion point in OC Summer School 2014.

One-million-square-meters area, completely surrounded by roads and motorways, so close with Milano city center, is a litmus test for the role architecture and urban design can recover in large European cities future transformations.

In 2007 Milano application the structure of the site (designed by 5+1AA) was characterized by national pavilions together with thematic ones and by a 200-metres-high skyscraper.

In the following concept plan (2009 by Boeri, Burdett, Herzog and MacDonough) the main axis (1.500 meters long for a length of 35 meters) was confirmed but a new idea was launched: not a sequence of pavilions, but agricultural fields and greenhouses.

The most innovative aspect of this idea was abandoned in the final project, with a water canal, 4-km-long, surrounding the Expo area, and a 20-meters-high hill, which is now under construction: it's a digital smart city, with a strong technological approach and with sustainable elements.

National pavilions are still the main point of the Expo and the host countries are ready to "fight" for the most innovative and identity architectures.

Land-Water-Air

Every student group involved in OC, guided by international teachers and tutors, was called to work about 3 main issues:

Land: connection with soil and ground, both in urban contexts – the city – and in industrial, agricultural or natural environments;

Water: relationship with the river, topical element of Piacenza territorial morphology, but

also with the canals that are spread and structuring the close agricultural fields;

Air: link with energy but also with communications oriented to the research and to the development of sustainable energies.

Projects were oriented to build thematic pavilions in different contexts and conditions.

In this way, the design exercise is never forgetting link between architectural level and the urban and landscape one, summarizing in the project itself, the wide complexity of our disciplinary field.

A shared project

OC International Summer School final projects are works, not only complex, but also shared and participated, able to unify, around the same design process, different professionals and figures: students, tutors, teachers.

But also some visiting professors, who were called for the occasion from different International schools: some of them are already collaborating with Politecnico di Milano.

In this way the final results were designs of the whole School of Architecture and Society at Piacenza Campus of Politecnico di Milano.

Words by Christine Losecaat, creative director of UK pavilion, recommended us a direction of research: *"We hope that the winner project is able to forecast a legacy - physical, virtual and made of experiences - to be used for future events all over the world"*.

G.B.



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