

# INTERNI Annual Contract 2011

Monografia allegata a  
MONOGRAPHIC SUPPLEMENT TO  
Interni N° 11 NOVEMBRE/NOVEMBER 2011

MONDADORI

*Architetture*  
*FUTUROPOLI, vince IL GLOBALISMO*  
ARCHITECTURE  
FUTUROPOLIS, GLOBALISM TAKES OVER

*Tendenze*  
*FOTOVOLTAICO INTEGRATO*  
*SOCIAL HOUSING*  
*Lusso a CHILOMETRO zero*  
TRENDS  
INTEGRATED PHOTOVOLTAIC  
SOCIAL HOUSING  
ZERO-KM LUXURY

*LIVING*  
*CULTURA D'AMBIENTE*  
LIVING  
ENVIRONMENTAL CULTURE

MISSONI COLOUR

WITH COMPLETE ENGLISH TEXTS

# INTERNI Annual CONTRACT<sup>2011</sup>

PROGETTI, PRODOTTI e TENDENZE  
DESIGNS, PRODUCTS AND TRENDS

ALLEGATO a / SUPPLEMENT TO INTERNI N° 11  
NOVEMBRE / NOVEMBER 2011



COPERTINA: LA HALL DELL'HOTEL MISSONI KUWAIT A KUWAIT CITY, CON LE PARETI DECORATE DA CONI GIALLO ORO CON FUNZIONI DI ILLUMINAZIONE E DI BOCCHES PER CASCATELLE D'ACQUA, ELEMENTO CARATTERISTICO DELLA TRADIZIONE ORIENTALE. L'HOTEL, INAUGURATO A MARZO SCORSO, SECONDO DEL MARCHIO **MISSONI**, HA VISTO LA COLLABORAZIONE DI ROSITA MISSONI CON THE REZIDOR HOTEL GROUP. COVER: THE HALL OF THE HOTEL MISSONI KUWAIT IN KUWAIT CITY, WITH WALLS DECORATED BY GOLD-YELLOW CONES THAT FUNCTION AS LIGHTING FIXTURES AND OPENINGS FOR CASCADES OF WATER, A CHARACTERISTIC ELEMENT OF THE ORIENTAL TRADITION. THE HOTEL, OPENED IN MARCH AND THE SECOND FOR THE MISSONI BRAND, IS THE RESULT OF THE COLLABORATION OF ROSITA MISSONI WITH THE REZIDOR HOTEL GROUP.

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I.A.  
SSH



# I LIBRI Per GLI ALTRI

progetto di Yoav Meiri  
foto di Yoav Meiri, R. Kuper, T. Rogovski  
testo di Alessandro Rocca

A Tel Aviv,  
IN UN *abituale* PUNTO  
DI RITROVO DEGLI  
*immigrati*,  
UN COLLETTIVO  
DI *artisti* PRODUCE  
UNA *libreria*  
*multiculturale* OPEN  
AIR. A RIDOSSO  
DI UN *rifugio antiaereo*,  
DUE SCAFFALI  
CON 3500 *libri*  
A DISPOSIZIONE  
DI *grandi e piccini*



LA LIBRERIA SI TROVA NEL LEVINSKY PARK, VICINO ALLA STAZIONE CENTRALE DEGLI AUTOBUS, E FA PARTE DI UN PROGETTO COMUNITARIO A SCOPO ARTISTICO E SOCIALE. LA LIBRERIA È DIVENTATA ANCHE UN LUOGO SICURO DOVE I LAVORATORI IMMIGRATI POSSONO LASCIARE I LORO BAMBINI, SEGUITI DAI VOLONTARI DEL COLLETTIVO ARTEAM.





LA LIBRERIA, DEDICATA AI LAVORATORI IMMIGRATI, OFFRE 3500 LIBRI IN DIVERSE LINGUE: CINESE MANDARINO, AMARICO, THAI, TAGALOG, ARABO, HINDI, NEPALESE, BENGALESE, TURCO, RUMENO, FRANCESE, SPAGNOLO, E INGLESE.



importanti soprattutto per chi li ha dovuti attraversare e, spesso, a caro prezzo. “Alle prese con un pubblico potenzialmente paranoico – spiega Meiri – con persone attente alle guardie, alle porte che gli si chiudono alle spalle e a tutto ciò che ha a che fare con le istituzioni, il fatto che la biblioteca sia uno spazio completamente aperto aiuta a superare queste difficoltà”. Lior Waterman, che era l'artista residente nel rifugio antiaereo, è oggi il direttore della biblioteca e coordina l'impegno dei settanta volontari israeliani di Arteam che si alternano nella gestione della libreria. Lavorano in gruppi di quattro, e due persone si dedicano completamente ai bambini. “Una delle funzioni più importanti della libreria, raccontano i membri di Arteam, è di offrire ai bambini del quartiere un luogo sicuro, al riparo dalle attività non sempre irreprensibili che animano i giorni e le notti di Levinsky Park”.

Come si organizzano i libri sugli scaffali di una biblioteca? Nella Levinsky Library, la collocazione di ciascun volume è decisa dall'ultimo lettore che, in base all'impressione che ne ha ricevuto, sceglie dove riporlo. Dentro ogni libro c'è uno sticker con sette quadratini che indicano sette giudizi: divertente, bizzarro, noioso, deprimente, eccitante, stimolante, sentimentale. “Anche se gli ultimi dieci lettori hanno lasciato un libro nello scaffale del genere comico, spiega l'architetto Yoav Meiri, l'undicesimo lettore, se ha trovato il libro noioso ha tutto il diritto di riporlo nella sezione dei libri noiosi”. Questa è una social library al servizio delle persone che, a Tel Aviv, frequentano i giardini a ridosso della stazione degli autobus. Siamo nel tratto sud di Neve Sha'nam, la strada pedonale che, prima di arrivare al centro della città, attraversa un quartiere povero e disordinato dove trovano ospitalità i lavoratori immigrati. Siamo a Levinsky Park, un luogo marginale e un punto di ritrovo abituale dei lavoratori immigrati. Nel 2009, dall'incontro tra Yoav Meiri, un architetto che abita e lavora nel quartiere, e l'associazione Arteam, impegnata in attività di volontariato culturale e sociale, nasce l'idea della piccola grande biblioteca. La “Garden Library per i rifugiati e per i migranti”, una struttura low cost, in acciaio e compensato, che si appoggia ai muri di due piccoli ricoveri antiaerei e che offre un servizio sociale gratuito e realmente per tutti, perché qui,

punto di raccolta e d'incontro dei clandestini, nessuno controlla i documenti. “La biblioteca, racconta Meiri, non ha porte né muri ma è composta soltanto da due scaffali. Uno alto, per gli adulti, e uno più piccolo che contiene i libri per i bambini. Quando la libreria è aperta, la chiusura dello scaffale piccolo si stende a terra e forma un parquet dove sedersi a leggere e a giocare. La chiusura dello scaffale grande si apre invece verso l'alto e forma un piccolo portico che protegge dal sole e dalla pioggia e invita le persone a fermarsi per guardare i libri e per socializzare”. Sugli scaffali si trovano circa 3500 libri, donati da librai, amici, abitanti del quartiere e dai funzionari delle ambasciate, perché, tenendo conto della provenienza degli immigrati, i libri sono in molte lingue diverse: cinese mandarino, amarico, thai, tagalog, arabo, hindi, nepalese, bengalese, turco, rumeno, francese, spagnolo, e inglese. Lo scaffale piccolo è dedicato ai bambini che, nonostante siano per la maggior parte africani, indiani e di altri Paesi stranieri, parlano tra loro in ebraico e perciò i libri sono quasi tutti nella lingua nazionale d'Israele. Realizzata per una comunità aperta e instabile come quella degli immigrati, molti dei quali sono clandestini, la biblioteca ne adotta le caratteristiche ed è una struttura leggera che può essere rimossa e trasferita con estrema facilità. Una struttura all'aperto e totalmente aperta, senza muri, senza porte, senza ingressi, perché i confini sono molto

in a sort of glass parallelepiped. This project makes a decisive change in direction with respect to the Dutch tradition of low-cost housing, with its lateral staircases and balconies. A clear step ahead in terms of aesthetics, with the surrounding landscape and light multiplied by the reflecting facade. And a gigantic Atrium inside, a gathering place with intentionally rugged furnishings, based on a clear idea of simplicity. For the interiors, the approach is multicolored, to generate a good mood. Another design team from Rotterdam is that of Kuiper Compagnons, who in the Europakwartier of the waterfront of Almere (NL) have inserted an entire building with a bright red facade. Almost an impetus, for a planning scheme completed in 2010 that combines private homes and community services. The other buildings in the neighborhood develop around the green area, while another building, known as the 'store house', with exteriors in zinc and orange, offers 4300 sq meters of space for a medical center, a physiotherapy facility, a restaurant and a computer area. Building 111 is also a hymn to interaction, just completed on the outskirts of the city of Terrassa (not far from the Catalan capital). Here the studio Flores & Prats has come up with a large plaza, a beating, vital heart as well as an obligatory passage for access to the over 100 apartments in the complex. The same thinking applies to the interiors, thanks to balconies and lobbies that facilitate contact between tenants. In the interiors the only closed spaces are the bedrooms and bathrooms, while the living areas feature half-walls and hinted divisions, with large windows overlooking the woods or the plaza. Overhanging roofs and recessed balconies are the options chosen by Ofis Arhitekti, in Ljubljana, for the Tetris Apartments, completed back in 2007. These choices guarantee privacy, while a diagonal orientation avoids direct perception of the traffic of the nearby highway. Traffic is certainly not a problem for the round Sjöjliljan towers of Visby, on the Swedish island of Gotland. Now being finished, they offer views of the sea, and were designed by the local firm VisbyArk, with a decisive orientation toward high energy efficiency. An example of 'passive building', the project includes thermal insulation based on advanced technologies. A small paradise everyone can afford, given the fact that in Sweden social housing (or 'public housing', as it is called here) is not restricted to low-medium incomes, but aims to mix different social strata of the population (with subsidies for those who can't pay the rent). The objective: coexistence and integration. - **Caption pag. 77** From Catalonia to Slovenia, the glass surfaces multiply. Domestic life and the surrounding landscape mix, warmed by an abundance of natural light. For intimacy under the sun. Left: the HipHouse glass tower in Zwolle (NL), which contains a large central Atrium, 26 meters in height, bathed in natural zenithal light. Total red for the building of the Europakwartier of Almere (NL), set aside for people buying their first home, alongside family dwellings, rental flats and a service center. - **Caption pag. 78** Above: view of the trees planted in the garages of Building 111, that emerge on the plaza thanks to special openings that also bring light below ground level. Right: two images of the Catalan complex Building 111, with pale concrete facades and effects of light and shadow created by the alternation of smooth and rough zones. Below: surrounded by trees, the buildings of the area on the outskirts of the city of Terrassa were designed by the studio Flores&Prats, commissioned by the local Societat Municipal de l'Habitatge. - **Caption pag. 79** Top: the Tetris Apartments in Slovenia get their name from their facades in colored stucco, wood and large glazings, like the geometric graphics of the popular video game. Above: the design of the three Sjöjliljan towers of Visby, on the island of Gotland (Sweden), is entirely local. The round structure offers wide views from inside. An example of 'passive architecture', the Visby buildings feature solar panels for the production of hot water, verandahs and controlled energy-recovering ventilation systems.

## SOCIAL COMMITMENT AND INNOVATION p. 82

text **Danilo Premoli**

The seventh edition of EIRE - Expo Italia Real Estate, held at Fieramilano Rho in June, included an important coordinated event, the Social Housing Exhibition, the largest European show on this subject. But just what is meant by Social Housing? Today in Italy there is a need for residential real estate at affordable prices, also to respond to problems of local neighborhood decay. Social Housing attempts to provide an answer, for people who need to live at a reasonable price in decent conditions, giving them the opportunity to have a network of human relations without being forced into marginal situations and conditions of outright poverty. Social Housing involves architecture firms, developers, consortia, investors and foundations, to promote projects that use the best construction technologies, materials and furnishings. This year FederlegnoArredo and Federcasa, the federation of over 100 agencies in Italy that build and manage social housing with public funds or facilitated loans, have signed a joint agreement. Its objective: the creation of innovative solutions thanks to the use of wood, which can improve and sustainably develop the social housing sector, on both public and private levels. The 3-year pact calls for Federcasa to promote social housing initiatives that call for the use of multilevel construction systems in wood, providing a table of finishing elements and furnishings indicated by FederlegnoArredo, which in turn agrees to promote and coordinate training programs on the technology of wood construction for the technicians of the agencies of Federcasa, and to support initiatives that take advantage of the experiences of the members of Federcasa in the sector of sustainable, low-cost construction. The president of FederlegnoArredo, Roberto Snaidero, comments: "With this pact we have started further action for the definition of an 'Italian system of living' that proposes, also in the social housing market, the excellence and quality of Italian style in the world". Luciano Cecchi, president of Federcasa, adds: "Our members always pay close attention to the themes of sustainability in public housing, and they do so by promoting and utilizing up-to-date technical construction solutions that reduce costs of building, management and maintenance of real estate resources". The architect Dante O. Benini, whose project SMS - Social Main Street won the prize last year for high architectural quality, while keeping construction costs very low, explains: "It is wrong to think of Social Housing as simply subsidized or workers' housing. The projects always involve both public and private interests, and the goal is to put lodgings on the market for students, or temporary residences, at extraordinarily reasonable prices. The project by my studio - Benini continues, in his role as one of the jurors of the Social Housing prize this year - reaches a final cost of 850 euros per furnished square meter, something of a record: with its fifteen floors made in wood it is the tallest building in the world made with this technology". Social Housing, then, can also be an opportunity for research and innovation. The 2011 edition of the award had ninety participants, including eight building management firms, over 70 projects and a much larger exhibit space than last year. Antonio Intiglietta, president of Ge.Fi. Spa, which organizes the fair, and Roberto Benaglia, chairman of the jury of the Social Housing Awards, put the accent on the high quality of the projects submitted, and then assigned the prizes in the three categories. Social Housing Awards 2011 - Prize for best architectural quality: Campus Martinitt, Milan. The reasoning: "The project stands out for the typology and beauty of the structure, which maintains ample sizing of the spaces. The jury appreciated the capacity to convert existing edification, rethinking the building in a modern way, adapting it to the particular needs of college students in Milan. We would also like to underline the attention to reuse of existing things, which permits renewal of the urban fabric without occupying new territory. A project of high social value. Finally, the results are very harmonious, while keeping construction costs on a reasonable level and providing services for the tenants". Campus Martinitt is the result of major restructuring of a historic Milanese orphanage, now offering housing for college students. The facility is already operative and hosts over 350 students from all over Italy and abroad, in collaboration with the Erasmus project. A nice place to live, and more: Campus Martinitt offers services like a gym, a cafe, a dining room with spaces for cooking, a study hall and recreation space. The overall capacity is

440 beds, in different apartment types, all completely furnished: singles, doubles, mini-flats for two persons. The garden is an integral part of the project, organized with tables and benches for studying and relaxing, with total wi-fi coverage. The Campus is part of an agreement between Aler, the Milan Polytechnic and the State University. Social Housing Awards 2011 - Prize for timing and costs of construction: Casa Crema+. Reasoning: "The best balance between timing and costs, also taking rent costs into account. A very interesting factor is the construction of a fund as a guarantee of project management. We hope this particular form will favor a service industry approach, to offer greater guarantees also for third, fourth and fifth generation tenants, to prevent the apartments from deteriorating. In low-cost housing projects this is often not the case: the first tenants live in beautiful homes, which gradually lose their quality after that. Social Housing cannot overlook this type of management, which must supervise the passage from one tenant to the next, in the hope that they will be able to improve their economic status and therefore also improve the quality of their dwelling (perhaps through purchase). Finally, we should point out that the indicated cost is real, because this project has been concluded and is now entering into the phase of assignment of the apartments". The Casa Crema+ project is by the Milan-based studio D2U - Design to Users, of the architects Corrado Caruso and Marco Mazzucchelli. The complex is a single organism composed of three separate blocks: two residential blocks of four above-ground levels (90 apartments of 95.75 and 65 m<sup>2</sup>, shops and services), and a central one-storey block composed of a kindergarten with a sloping green roof. The kindergarten, then, is both an edifice and a landscape. The irregular shape of the two residential buildings generates open spaces (gardens, loggias, terraces) and elevated shared outdoor zones (roof terraces). The internal pedestrian plaza (all parking is underground) is the space for shops, newsstands, cafes, urban play, social interaction, markets, parties, gatherings. The different morphological solutions (also with differentiated use of materials, colors and elevation treatments) and typologies (with the possibility of making certain choices regarding the use of spaces) guarantee dynamic flexibility, fundamental to obtain maximum character and personalization of living spaces, breaking up the typical monotony of current social housing. The thermal efficiency of the enclosure and the forced ventilation system added about 10% to construction costs, but the sale of electrical energy produced by the system will lead to energy savings in the future. Certification of the project pointed to primary energy requirements for heating of less than 69 kWh/m<sup>2</sup>a, putting both the residential buildings in Class A+. Social Housing Awards 2011 - Prize for technological innovation and ecosustainability: temporary residence for students in Pescara. Reasoning: "A passive building, designed for energy independence. Use of geothermal technology, radiant panels, photovoltaic panels, solar thermal, mini-aerolic; attention to promotion of public-green transport. From a technological and physical plant viewpoint it runs the risk of being dated, but with return times that are probably not very long. The objective is ambitious, calling for achievement of energy autonomy. The prize is not for the combination of multiple systems of energy production and efficiency, but for the quality of the project as a whole, taking construction costs into account. Another merit: it is a small project, done in Pescara by private operators, and a model based on the habitat needs of students". The temporary residence for students in Pescara "Spazio Residenza" stands near the university pole and is the first structure of its kind in the city. The project, with Class A energy certification, covers an area of almost 6000 m<sup>2</sup>, with 94 units for a total of 108 beds; five rooms and one apartment have been set aside for disabled users. Construction cost: 1100 euros/m<sup>2</sup>. - **Caption pag. 83** Above: the SMS project by Dante O. Benini and Partners, winner of the Social Housing Awards 2010. To the side: Social Housing Awards 2011 - Prize for best architectural quality: Campus Martinitt, Milan. On the facing page: the Casa Crema+ project by the Milan-based studio D2U - Design to Users, winner of the Social Housing Awards 2011 - Prize for timing and costs of construction. Photo Arnaldo Genitrini.

## BOOKS FOR OTHERS p. 88

project **Yoav Meiri**

photos **Yoav Meiri, R. Kuper, T. Rogovski**

text **Alessandro Rocca**

In Tel Aviv, at a gathering point of immigrants, an art collective has created an open-air multicultural library. Placed against a bomb shelter, two bookcases with 3500 books, available to adults and children. How are books organized on the shelves of a library? In the Levinsky Library, the position of each volume is decided by its last reader, based on his or her impressions. Inside each book there is a sticker with seven boxes for seven opinions: fun, strange, boring, depressing, exciting, stimulating, sentimental. "Even if the last ten readers have left a book on the comedy shelf - explains the architect Yoav Meiri - the eleventh reader might think the book is boring, so he has the right to put it in the boring book section". This is a social library at the service of the people in Tel Aviv who spend time in the park near the bus station. We are in the southern part of Neve Sha'nam, the pedestrian street that before reaching the city center crosses a poor neighborhood inhabited by many immigrant laborers. Levinsky Park is their habitual hangout. In 2009 Yoav Meiri, an architect who lives and works in the neighborhood, met up with the Arteam, an association engaged in cultural and social volunteer work, and the idea of this little big library was born. The "Garden Library for foreign workers and immigrants" is a low-cost structure in steel and plywood positioned against the walls of two small air-raid shelters. It offers a free social service that is truly for everyone, because nobody ever checks your papers here. "The library - Meiri continues - has no walls or door, and is composed of just two bookcases. One is high, for adults, and one is lower, with children's books. When the library is open the closing panel of the smaller bookcase is placed on the ground to form a floor where people can sit and read or play. The closing panel of the large bookcase opens upward to form a small awning for protection from sun and rain, encouraging people to stop, look at the books and socialize". The shelves contain about 3500 books donated by booksellers, friends, neighbors and functionaries of the embassies. The books are in many different languages: Mandarin Chinese, Amharic, Thai, Tagalog, Arabic, Hindi, Nepalese, Bengalese, Turkish, Romanian, French, Spanish and English. The smaller shelving is for children. Though most of them are from Africa, India or other foreign countries, they also speak Hebrew, so the books are almost all in the national language of Israel. Created for an open, unstable community like that of immigrants, including illegal aliens, the library has the characteristics of a light structure that can be removed and transplanted with great ease. An outdoor structure, completely open, without walls, doors, entrances, because borderlines are very important above all for those who have had to cross them, often at great expense. "Dealing with a potentially paranoid public - Meiri explains - with people on their guard, distrustful of the police, of doors that close, of anything associated with institutions, the fact that the library is a completely open space helps matters greatly". Lior Waterman, the artist who was living in the air-raid shelter, is now the director of the library and coordinates the efforts of the seventy Israeli volunteers of Arteam. They work in groups of four, with two people concentrating completely on the children. "One of the most important functions of the library - the members of Arteam say - is to offer the children of the neighborhood a safe place, out of the way of the not always irrepressible activities that happen during the day and night in Levinsky Park". - **Caption pag. 88** It is located in Levinsky Park, near the central bus station, and is part of a community project with artistic and social goals. The library has also become a safe place where foreign workers can leave their kids in the care of Arteam volunteers. - **Caption pag. 89** The library for foreign workers offers 3500 books in different languages: Mandarin Chinese, Amharic, Thai, Tagalog, Arabic, Hindi, Nepalese, Bengalese, Turkish, Romanian, French, Spanish and English.