

Milano



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MILANO
LA NUOVA BICOCCA

Conoscere Milano - Knowing Milan

The new Bicocca

The itineraries presented in "Conoscere Milano - Knowing Milan" suggest some ways to discover what is changing in Milan, or what is more difficult to get close to in the city. This booklet is the tenth in the series, that first started in 2002; it is about the same area presented in the very first one, "Changing Places: Bicocca".

In the last three years, change went on in the Bicocca area, through the completion of existing projects and the construction of totally new facilities.

All the texts in this and previous booklets are available free of charge at the Urban Center; the Italian and English texts are published online at www.conosceremilano.it.

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One of the most important urban transformation projects has now been completed

This tenth booklet in the "Knowing Milan" series goes back to Bicocca, where it started in 2002; in the past three years, many changes occurred in the area, with the completion of existing projects and the creation of new ones.

This large-scale urban redevelopment scheme is a pivotal point in Milan's history. It is quite unparalleled internationally, also thanks to its orderly, homogeneous urban design. Today, one can clearly see that the whole scheme has been designed by a single hand, i.e. Studio Vittorio Gregotti; consistent design is also visible in the green areas, including the Cherry Hill neighbourhood park. Another important feature is the integration of different functions and of many diverse uses - with many residential buildings and other functions that help connect the area to the rest of the city.

However, Bicocca is just the first former industrial site to be totally renovated. In the last three years, many other large-scale projects were launched in Milan, that is now one of the most lively cities in Europe in terms of its urban planning.

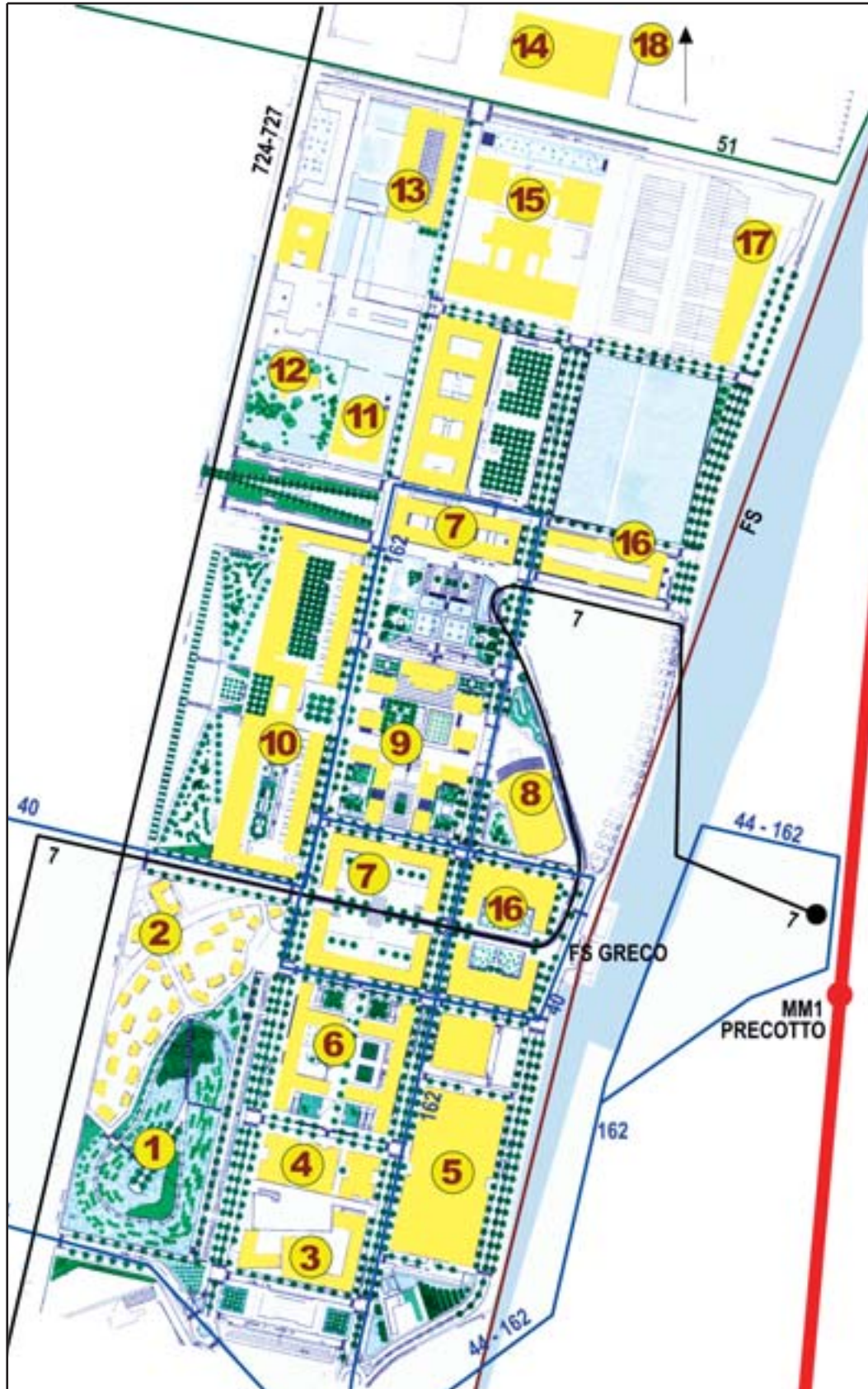
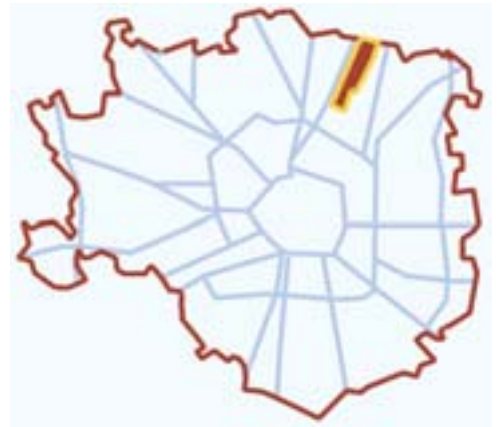
Milan's Fair has very quickly opened its new Rho-Pero location; the new Portello is currently being shaped as a new large neighbourhood and park; projects are well under way for the Fashion City, the new City and Regional offices and the Porta Nuova gardens in the Garibaldi-Repubblica area; the 1,200,000-sqm Santa Giulia scheme is about to be built in the Montecity-Rogoredo area, which is the largest urban transformation project currently under way in Europe.

All these large projects also have an impact on the city's fabric, and foster dozens of smaller-scale developments. For example, the former Manifattura Tabacchi site at Bicocca is scheduled to be redeveloped to host the Cinema Citadel.

Gianni Verga

City Councillor for Land Development

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Plan of the new Bicocca:
urban and architectural
planning by Studio
Gregotti Associati,
landscaping by LAND srl.

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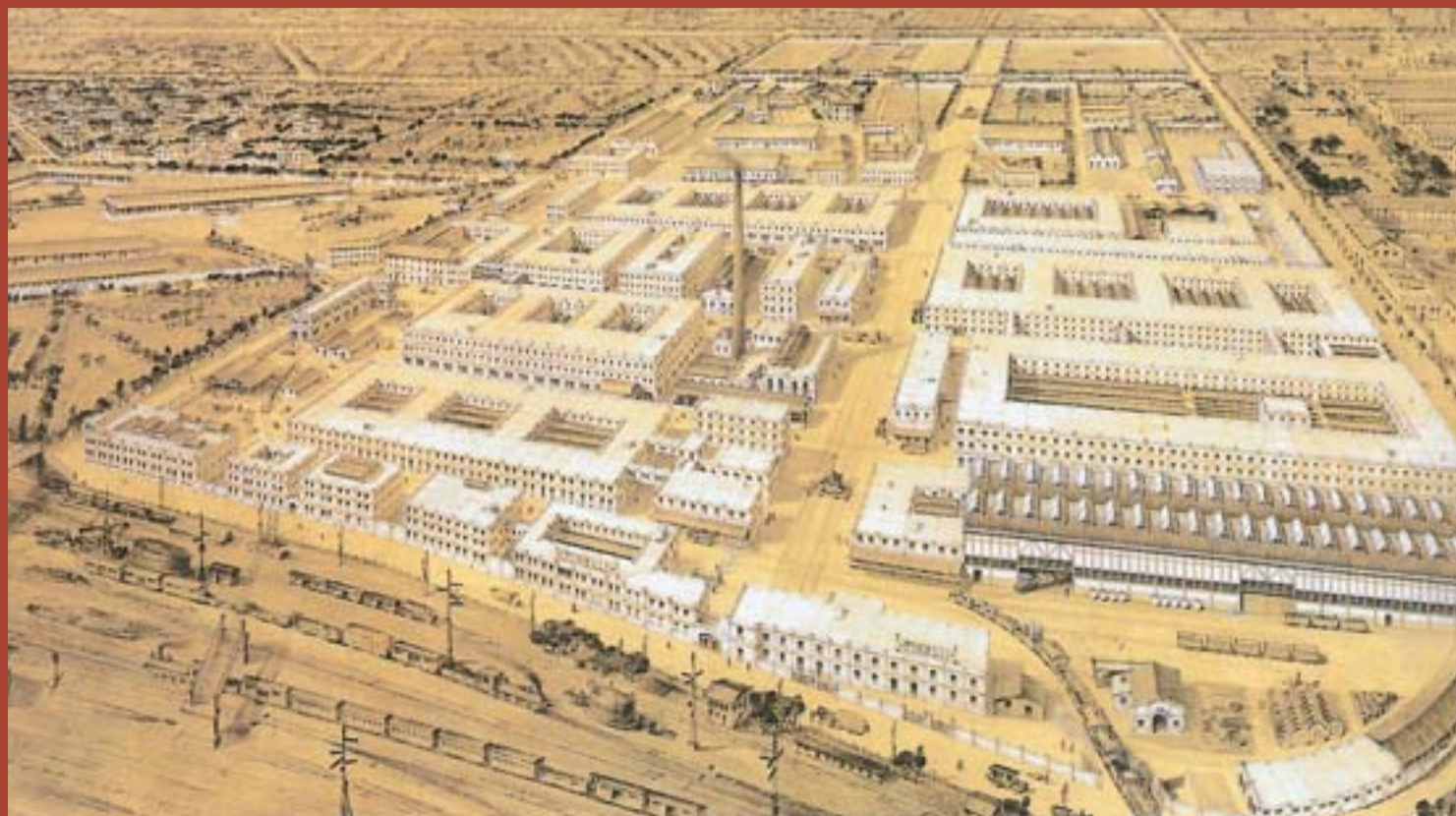


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BICOCCA

YESTERDAY

The Pirelli factories at Bicocca in 1922 in a pencil drawing on yellow paper, kept at the Pirelli Historical Archives. The company was established by Giovanni Battista Pirelli in 1872 and was active in the rubber industry.



TODAY

A picture of the new Bicocca, designed by Studio Gregotti Associati, in early 2000, the location of Universities, Research and Training centres, headquarters of international companies and entertainment facilities.



Transformation history

From the tyre industry to University classrooms

The new Bicocca neighbourhood is the first and largest project on the transformation of abandoned industrial sites in Milan. It expands over 700,000 sqm in the Milan metropolitan area, where the Pirelli and Ansaldo production facilities were located since 1906. It is one of the most important urban redevelopment schemes in Italy, which allowed for the creation of a "new centre", hosting cultural, scientific and research facilities and other functions including residential, retail and leisure-time buildings.

The history of this neighbourhood is closely connected to that of the Pirelli factories, that expanded in the area ever since 1907; among the areas acquired by the company is the Bicocca degli Arcimboldi, the historic 15th-century countryside villa.

Over time, the industrial settlement became complete with the acquisition of the current property and new research labs, a sports centre and some employee housing, Borgo Pirelli, that has been carefully preserved to this date.

After intense growth in the 1940s and heavy production in the following years, the crisis of the Pirelli Bicocca factories started in the mid-1970s, because of new technical requirements and of radical industrial restructuring.

Some of the activities were moved away, and by the early 1980s whole departments were totally or partially unused.

Then, the Pirelli Group started to think about the re-use of vast stretches of land, and many projects were worked out.

In 1985, the new mission of the neighbourhood was stated to be that of becoming a "multi-functional integrated technology pole". In 1986, Pirelli called an international design competition, won by Studio Gregotti Associati.

In 1994, the Università degli Studi Milano Bicocca started its first courses here, and the first residents arrived in 1997.

The Bicocca scheme has always involved the cohabitation of different cultural, economic and social factors: the University, the Teatro degli Arcimboldi, research centres and the headquarters of large multinationals, including Pirelli itself. Also, new residential buildings were constructed, as well as a large urban park, green areas, public services and a large entertainment facility, Bicocca Village, that offers a cinema, a fitness and wellbeing centre and many retail shops. In the next few years, the new headquarters of Istituto Neurologico Carlo Besta and an extension of the University are scheduled to be built in the area.



The Pirelli factories in the early 1980s, when over 20,000 people worked here.



Early 2000, the second compound of Università degli Studi Milano Bicocca with the tram rails running through it.

1 Cherry Hill and green areas at Bicocca



As you arrive from Milan, the 25-metre Cherry Hill is the first "sign" of Bicocca. Different types of cherry trees will offer a rich springtime blossoming.

Below. One of the Bicocca green areas. The Hill and all landscaping were designed by LAND.

The main public green area in the new Bicocca neighbourhood, Cherry Hill, is to be found as soon as you get there from Milan. The hill was built using demolition material from the adjacent construction yards; it covers 40,000 sqm and is 25 metres high.

Circular pedestrian lanes lead all the way to the top of the hill and relate it to the new buildings.

Landscaping in the whole neighbourhood was designed by the LAND company; different scenarios open to each side of the hill, with 240 full-grown trees and over 6,000 younger ones.

Different varieties of cherry trees are planted all over the hill, to offer rich blossoming and foliage in spring and autumn.

North of the hill, another large public green area is called the Gardens of the Esplanade, in front of the namesake residential buildings. Large meadows run down to Viale Sarca, criss-crossed by two geometric pedestrian walks shaded by pink-flowered horse-chestnut trees. Another green area is the pedestrian, tree-shaded Piazza dell' Ateneo, just in front of the Humanities University department, that has one hundred maple trees and some green walkways all around it.

The La Piazza residential-retail building at the centre of Bicocca is also carefully landscaped.

Overall, the project features many different green areas, including tree-shaded piazzas, public and private gardens and water ponds, so as to provide enjoyable spaces.

Green areas also surround the Teatro degli Arcimboldi, the University, the Headquarters of Pirelli RE; the whole system serves as a connection between squares, gardens and green areas and streets and buildings.

The neighbourhood is equipped with its own street grid, over 6 km long. The main avenues are shaded by linden trees in the centre and maples on the sides. Trees are also planted on the pavements.

An important part of the project is the connection between Bicocca and Parco Nord: it is a pedestrian and cycling lane that will feature an overpass crossing Viale Sarca.



2 Borgo Pirelli



Besides Cherry Hill, Borgo Pirelli tells about Pirelli's social history. It was built in the 1920s to house the company's employees, and stands as an example of the early 20th-century garden cities of Lombardy.

Below. A print of the Borgo immediately after its construction.

Borgo Pirelli is a settlement built in the 1920s for the factory's employees. It is a part of an early 20th-century urban scheme that was never completed. In 1909, it was decided to create a suburban area along the main road connecting Milan to Monza. The idea is that of the "linear city", with employee and workers' housing on both sides of the road. Various companies located in the area started to build houses and other facilities. However, this plan was modified several times over the years and never completely connected. Some individual garden-cities were built, including Borgo Breda in Sesto San Giovanni and Borgo Pirelli, but later buildings were not homogenised with what was already there.

Borgo Pirelli was built in 1920-23 and it is just a part of the original scheme. It has two main blocks with 10 and 15 two-floor detached houses respectively. Two more similar houses exist in the area. All the buildings are surrounded by nice gardens. Also, their façades are decorated with paintings, which were pretty common even in social housing schemes in the 1920s. The main cornerstone of the Borgo along Viale Sarca is a four-floor house, nicely decorated in the Art Nouveau style. Today, Cherry Hill rises just next to the Borgo, the main public green area in the new neighbourhood. The Esplanade complex is an extension of the residential spaces in this part of new Bicocca.



3 Deutsche Bank



The new headquarters of Deutsche Bank, designed by Architect Gino Valle, is at the South border of new Bicocca, towards Milan. The sober, severe look and the massive bulk of the building are made lighter by its many windows cutting into the stone façades.

Below. The large protruding West wing upper floors suggests a movement from the building towards Cherry Hill.

The first important compound to be found at new Bicocca is the Deutsche Bank building, right next to the Cherry Hill. This building is the South border of the neighbourhood and serves as connection between the area and the rest of the city. In the original Gregotti scheme, eight towers were expected to rise here, but later five of them were replaced by a single large building.

Architect Gino Valle designed the imposing Deutsche Bank building, that opened in April 2005. It comprises three seven-floor interconnected buildings. The compound is shaped like old Lombard farmhouses, with an inner courtyard, and is irregularly shaped on its South side. Thanks to this, the main façade is interrupted. Hence, the big volume looks lighter, also due to the protruding upper floors that reach out towards the hill.

The three Tower buildings on the North side are those designed in the original 1985 plan. Outside, the building looks quite severe and sober, however its massive shape is interrupted by many windows, that cut through the façade.

Side porches in the East and West wings are tapered down.

This building hosts Deutsche Bank's headquarters and many of its offices. It is designed keeping in mind great flexibility in indoor spaces, environmental comfort and a welcoming image for the 1,700 people who work here.

Daylight is very important, coming in everywhere through the many windows. Studio Italo Rota helped design the interiors.

Deutsche Bank

Localizzazione:
piazza del Calendario 3
Progettazione
architettonica:
arch. Gino Valle
Progettazione degli interni:
Studio Italo Rota
Superficie: 34.600 mq
Funzioni presenti
nell'edificio:
uffici direzionali
Deutsche Bank
Numero posti di lavoro
nell'edificio:
sino a 1.700
Parcheggi: 400 posti auto



4 The three Tower Buildings



The three Tower office buildings are located at the North border of the first block of the new Bicocca neighbourhood. Together with the Deutsche Bank building on the South side, they form a single block around a large central pedestrian courtyard.

In the original plan, this block was supposed to host eight office towers. When Deutsche Bank bought the South side of the block in 1987, they decided to ask Architect Gino Valle to design a single building instead of the five southernmost towers.

The original Studio Gregotti plan was kept for the three northernmost towers.

The towers are located in a service-oriented area of Bicocca, between the headquarters of Deutsche Bank and Siemens.

They appear as a single unit, thanks to their lower three floors being connected by the same design and stone cladding.

This terrace base creates a porch-covered area used for pedestrian walkways and some retail shops, plus some neighbourhood services and a very popular café. The three buildings are also connected by underground parking. Each building has two underground and nine above-ground floors.

Different architectural design and materials characterise each building. The central tower is different from the two on the sides.

The difference between the buildings lies in the materials, design and colours of their façades from the fourth floor up. The three towers house different companies and activities.

Top. The three office towers open onto Piazza del Calendario, around a large pedestrian courtyard.

Side. One of the two side towers with its dark green metal façade offsetting the light façade of the central tower.



I 3 Palazzi Torre

Localizzazione: piazza del Calendario 1
Superficie SIp
 di ogni torre: 6.405 mq
Uffici: 5.475 mq
Commercio: 925 mq
Parcheggi: 3.075 mq
Piani interrati: 2
Piani fuori terra: 9



5 University and CNR technology labs



Side. One of the first buildings to be redeveloped at Bicocca now hosts two CNR Institutes and the Advanced Research Labs of Università degli Studi Milano Bicocca.

Below. The entrance to the second building, hosting the departments of Materials Science and Mathematics and Applications.

East of the large office blocks where Deutsche Bank, Siemens and the three towers are located, there is a large building that accommodates one of the Milan offices of CNR (the National Research Council) and several advanced technology labs of Università degli Studi di Milano Bicocca.

This building is one of the first that were redeveloped in Bicocca; it is a refurbished Pirelli factory, that used to be a large shed. Its redevelopment was designed to allow for wide and very high spaces, that can be used and accessed independently from each other. It also accommodates a canteen and a 300-seats auditorium. A new three-floor building was added all around the existing ones. It houses all the service and office areas, as well as smaller labs. The long façades are clad in grey stone.

The building houses two CNR institutes, the Fondazione Teatro alla Scala offices, several laboratories and support facilities for the University. In Milan, CNR is vastly changing its facilities, and moving many labs to new locations. The Bicocca

moving many labs to new locations. The Bicocca facility houses IENI, the research institute on energy and innovative metals, and IFP, the plasma physics institute.

The University's advanced technology research labs are located in the South side of the building.

They include the Department of Physics labs, and the spectroscopy and NMR labs of the Department of Materials Science. Another important lab is that of Visual Sociology, specialising in innovative research methods on the study of the land through imaging and on the technical application of mass communication theories.

Also, the building accommodates some offices, a teaching area and experimental and IT labs for students.

Another part of the South side of the building is currently being renovated for University use.

Laboratori Università

Istituti CNR

Aule: 2500 posti
Auditorium:
circa 300 posti

IENTI - Istituto per l'ENergetica
e le Interfasi
IFP - Istituto Fisica del Plasma

Localizzazione: viale dell'Innovazione - via Cozzi



6 Siemens



The headquarters of the Siemens Group are located along the central North-South axis in the new neighbourhood; Studio Gregotti Associati designed this impressive building.

The solution designed is a large building around a square central courtyard; the latter is a public piazza, accessible through two entrances. The central area was deliberately opened to everyone in order to connect the building to the surrounding environment; two more gardens exist in front of the North and South façades of the building. The main entrance is located on the side in front of Cherry Hill and is marked by a large recessed glass portal. The severe, compact façade gives way to a two-floor white entrance, with suspended walkways articulating its large volume.

The large atrium is directly connected to the "forum", that hosts the building's guest areas, which open onto a circular patio in the basement.

The large corporate canteen is also located in the forum, a very airy space thanks to high ceilings but also to the abundant daylight that comes in through the glass wall on the patio and through four huge skylights.

The building's façades are characterised by two different types of finishing - grey natural stone in some parts and an iron and glass cage in others.

The top floor accommodates technical installations and equipment, hidden by a metal grid structure that is also present in other buildings, including the University just opposite.



Siemens

Localizzazione: viale Piero e Alberto Pirelli 10
Progettazione architettonica: Studio Gregotti Associati
Superficie SIp: 43.200 mq
Funzioni presenti nell'edificio: uffici direzionali Siemens
Numero posti di lavoro nell'edificio: 1.800
Parcheggi privati: 15.400 mq
Parcheggi pubblici: 12.800 mq

7 Università degli Studi di Milano-Bicocca



Side. One of the two new buildings of the Science Department.

Below. The two C-shaped University buildings enclose Piazza della Scienza, where the tram stop is.

The settlement of Università degli Studi di Milano Bicocca is one of the most important components of the whole Bicocca development, that draws huge amounts of people to the area, also from the North of Milan.

The idea of creating a new Università degli Studi in Milan first appeared in the 1980s, to accommodate a growing number of students and to meet the need for new professional skills in emerging industries.

The University was established in 1998 and started its activity in 1999; in these few years, it now has nearly 30,000 students.

The compound is accessible by public transportation from the nearby Greco railway station and from the light rail line that travels in via Emanuelli and cuts through the University's inner courtyard. Along the new neighbourhood's backbone, just North of the Siemens building and not far from Cherry Hill, the first University complex comprises two newly-built, C-shaped buildings, designed by Studio Gregotti Associati; they symmetrically enclose the Piazza della Scienza, a square, tree-shaded piazza. University buildings around it have openings to allow for access from all sides. Two tall metal cantilevers on the piazza shelter the tram stops and the main entrance to the University. The two buildings' façades are clad in painted concrete slabs suspended by metal plates. Windows have an important role in the façades design, and so have the white painted details.



Università degli Studi di Milano - Bicocca

Anno istituzione: 1998

Studenti iscritti 2004-2005: 30.000 circa

Docenti (ruolo e esterni): 1000 circa

Facoltà: 8

Corsi di laurea: 68

(di cui 38 corsi di laurea triennale e 30 corsi di laurea specialistica)

Aule didattiche e di studio: 126, di cui 3 riservate a convegni, seminari, workshop

Aule informatizzate: 28

Posti complessivi nelle aule: oltre 15.000, di cui 210 garantiti per disabili

Superficie complessiva: 240.000 mq

7 Università degli Studi di Milano-Bicocca



Side. The façade of one of the two buildings of the University's Humanities Departments. In front of it, the sunken public square that leads to the large university residential building.

These buildings are topped by a metal grid that hides technical equipment and installations, whilst creating formal continuity with the adjacent buildings. The main spaces for students to get together are four rectangular courtyards, lower than the street level, tree-shaded and equipped with tables and chairs. They are reserved to the University only, and accessed through large glass doors. Classrooms are all around these squares, and connected between them by a corridor under the piazza.

The buildings described so far are mostly used for the scientific departments of Università degli Studi di Milano Bicocca.

Further into the neighbourhood, after the "La Piazza" residential buildings, other University buildings complete the compound and mark the North border of the neighbourhood.

Unlike the other buildings, that are totally new, this second pole is located in two existing, interconnected buildings.

The two buildings were constructed starting in the 1920s; they were used for research and testing of the Pirelli production, and one of them was heavily damaged by bombs during World War II.

The façades are now painted in the same shade of red used for the C-shaped buildings of the Science Department. Here again, windows and white details decorate the façades.

The buildings enclose a tree-shaded piazza (Piazza dell'Ateneo Nuovo), below which there are two floors of underground parking.

The piazza is furnished with benches and large vases; it is both an important socialisation area for students and a public space, open to the neighbourhood's residents and visitors.

Teaching and research facilities are located on all floors in both buildings. The ground floor and basement areas are used for activities that gather a lot of people, such as classrooms, catering and meeting places. The first floor has practice classes, and the upper floors house the language and IT labs, the departments and computational centre.

Here, Studio Gregotti Associati created the spectacular Aula Magna and the 500,000-books, open-shelf library.

L'Offerta Formativa

L'Università degli Studi di Milano - Bicocca comprende 8 Facoltà, che propongono oltre 68 corsi di studio.

Ecco il dettaglio delle Facoltà:

Facoltà di Economia

Facoltà di Sociologia

Facoltà di Medicina e Chirurgia

Facoltà di Psicologia

Facoltà di Scienze della Formazione

Facoltà di Giurisprudenza

Facoltà di Scienze Statistiche

Facoltà di Scienze Matematiche, Fisiche e Naturali

Nell'Ateneo sono attivati 38 corsi di laurea, 30 di laurea specialistica, 18 Master, 13 corsi di perfezionamento, 28 dottorati di ricerca e 29 scuole di specializzazione.

8 Teatro degli Arcimboldi



Side. The flagship of the whole area is the Teatro degli Arcimboldi, designed by Studio Gregotti Associati. Its impressive façade is dominated by a huge skylight, with its 486 glass panes.

Below. The foyer with its tall white columns.

Teatro degli Arcimboldi is halfway on the North-South itinerary across the Bicocca neighbourhood. It is located on the East side, near the Greco railway station and adjacent to the retail area. It is a factor of excellence for the whole development, a cultural facility that appeals not just to the city's residents, but to the whole metropolitan and regional area. Studio Gregotti Associati designed the theatre starting in 1996 and followed its construction in record times. Also formally, the theatre stands as an "exceptional sign" in the Bicocca neighbourhood, out of the orthogonal axis and with closed walls that support a large glass cover over the foyer. Outside, the 40-metre scene tower is its most significant feature.

White is the main colour, except for the grey stripe running all around its base and a few black inserts.

The main façade is slightly curved, dominated by the large skylight with its 486 glass panes, that makes the theatre look magic when lit inside on performance nights. A white cantilever covers the entrance and the triangular piazza in front of it, decorated by Giuseppe Spagnolo's steel sculpture.

Inside, the foyer is marked by 15-metre pillars supporting the skylight on one side and by the three ranges of booths on the other. The performance hall is almost identical in shape to the Teatro alla Scala, but can accommodate many more people: nearly 2,400 spectators. Wood-covered floors and walls give the hall a warm, luminous colour, and they are designed to enhance its acoustics.

The orchestra pit is built on top of a wide resonating hollow, an ancient technique that had been used in many opera theatres until the late 19th century.



Teatro degli Arcimboldi

Localizzazione: viale dell'Innovazione
Progettazione architettonica: Studio Gregotti Associati
Studio dell'acustica: Commings Acoustics Workshop
Superficie Slp: 18.400 mq
Numero di spettatori: 2.383
Durata del cantiere: luglio 1999 - novembre 2001
Altezza della torre scenica: 40 m
Copertura del foyer: 486 lastre di vetro
Parcheggi: privati: 3.500 mq - pubblici: 9.000 mq

9 Residenze La Piazza



Side. Two of the Piazza residential towers looking on to Piazza dell'Innovazione and the Teatro degli Arcimboldi.

Below. The sunken public piazza North of the large building reserved to University residences. On the background, Residenze Esplanade.

La Piazza is located in the geometrical centre of the new Bicocca. Its core is the two-level central square, the main focus of the Studio Gregotti Associati design, surrounded by residential buildings with retail shops at their ground floor. Thanks to these functions, this block is a real centre of urban life.

The sunken pedestrian piazza is the retail centre for the whole neighbourhood, with shops, bars, etc.; it is an important public space, accessible via many stairs all around.

This property comprises ten residential buildings, plus the large University residence.

The buildings have pretty articulated volumes with balconies and terraces that make them look rather varied and interesting.

The building on the North side of the piazza hosts the University's residence and services. With its 14 floors and central location, it is the most visible element in the area.

This building relates to the open public spaces that connect the piazza to the other University buildings, also thanks to a large square opening at the fourth floor.

Functionally, it is divided in two parts. The lower four floors accommodate university services, including administration offices, a 300-seats auditorium, a canteen, a gym and a multi-media library.

The top nine floors are occupied by 200 student rooms, and the upper floor is reserved to technical installations.

The large opening at the centre of the building is crossed by a bridge that serves as a communal room; three underground floors are used for services and parking.

This building has the same red colour of the other University facilities.

The North side of the block is another important public space on several levels, with green areas and water ponds on top of the underground parking lots, and small cascades flowing towards the sunken public piazza in front of the University.



10 Residenze Esplanade



Side. The inner courtyard formed by the two residential blocks. On the background, the building that forms the North border of the project; the headquarter of Pirelli RE is visible in its large portal.

Below. The long front of the first residential block along Viale Sarca.

Three residential blocks along Viale Sarca form the Residenze Esplanade housing development. They are the most visible part of the whole redevelopment project; in fact, they are located on a 6-metre elevation above Viale Sarca, and connected to it by a vast green slope, criss-crossed by pedestrian walkways.

This complex was designed by Studio Gregotti Associati; its two sides, on Viale Sarca and Viale Pirelli, are different from each other, and the North side is closed by a building that separates this block from the adjacent one, which is used by the Pirelli Group.

Both buildings on Viale Sarca have six floors, but their façades are different: the first is characterised by many terraces and balconies, which give it a very varied appearance. The second features a square grid façade with deep balconies.

The buildings looking on the inner courtyard are different yet, but they also have many terraces and balconies. Inside these blocks, two large courtyards exist that serve as green piazzas, where some services are located, together with some apartments with small private gardens.

The North side of the block is closed by a large building, that stands apart because of its size and architecture. It is thirteen floors high in the centre, but has only six floors on the side. In its taller volume, a large 20-metre wide, 30-metre high portal opens towards the new Pirelli RE headquarters building. The portal is crossed by a metal walkway 20 metres above ground. These architectural details are also featured in other University facilities and buildings at Bicocca.



Residenze Esplanade

Localizzazione:
lungo viale Sarca
Superficie Slp:
19.395 mq
Parcheggi:
9.325 mq
Piani interrati: 1
Piani fuori terra:
6, 8, 13
Appartamenti: 179
Box: 275



11 Pirelli RE Headquarter



A symbol of the history of Bicocca, the building constructed around the tall cooling tower today hosts the offices of the property company Pirelli RE. The large clear façade allows to see the important industrial heritage of the neighbourhood. The historic Bicocca degli Arcimboldi is located in the nearby garden.

This prestigious building is located in front of the University's Humanities Department and next to Bicocca degli Arcimboldi; it is the headquarters of Pirelli RE, the Pirelli Group property company that managed the whole Bicocca redevelopment project. This building clearly states its strong connection to the past, especially through the impressive cooling tower of the previous industrial site, that was kept and made visible from a totally clear glass wall along Viale Sarca. The former industrial artefact visually relates to another building that conveys a very important heritage for the area and for Pirelli: the Bicocca degli Arcimboldi.

The Pirelli RE headquarters was designed by Studio Gregotti Associati; it is the symbolic heart of the neighbourhood's redevelopment project and is a metaphor of the turnaround for the historic Milanese brand, from an industrial production company to its current service orientation.

The new building is a 10-floor cube that enwraps the 40-metres cooling tower. The central hall serves as a connecting space and opens onto the garden of the Bicocca degli Arcimboldi.

This building looks especially magic when lit up at night, since its side wings disappear in the dark and the cooling tower seems to stand majestically alone.

The tower now houses meeting rooms that can be reached by suspended walkways connected to the main body of the building. On its top, there is a circular board room, whilst its foot now is a 360-seats auditorium.

The building has a helipad on its roof.

Currently, the building belongs to the UniCredit Immobiliare Uno fund, that bought it from Pirelli RE following international standards that tend to separate property owners from their users.



A fascinating view of the impressive cooling tower from the large central space at the ground floor. Construction of the Pirelli RE headquarters took 23 months between 2001 and 2003. Today, about 760 people work here.

Pirelli RE Headquarter

Localizzazione:
viale Sarca 222
Progettazione architettonica:
Studio Gregotti Associati
Superficie SIp: 14.080 mq
Funzioni presenti nell'edificio:
quartier generale di Pirelli RE
Numero di persone che lavorano nell'edificio: 760
Parcheggi: 265 posti auto
Eliporto sulla copertura



12 La Bicocca degli Arcimboldi



Side. Historic Bicocca degli Arcimboldi, an example of 15th-century countryside architecture. For over half a century now, it has been used as a guest reception house by Pirelli. It was last refurbished in the 1990s.

Below. A detail of the fresco in the Sala delle Dame, typical of the beautiful decorations that embellish the inside of the villa.

The Bicocca degli Arcimboldi is just next to the headquarters of Pirelli RE; it is a 15th-century villa that gave its name to the whole area, and that has been used as a guest reception house by Pirelli ever since the mid-20th century.

The designers of the area's redevelopment decided to highlight the strong symbolical connection between the villa and the industrial cooling tower now embedded in the Pirelli RE building. Both buildings together bear witness to the area's ancient and recent heritage, and represent two exceptional features that are now related to the new developments.

Bicocca was built in the mid-15th century as a hunting pavilion and country house by the powerful Arcimboldi family.

No information survives on its designer, nor on the reason for its name.

The building is rectangular and has two floors, plus a wide lodge on top; its size makes it very unusual in similar architectures of the period.

Originally, the Bicocca villa was square, and it was later extended. Its façades are painted light yellow, with terracotta decorations around the windows, and many other decorative features. Windows are not spaced regularly, but rather they follow the layout of indoor rooms.

When the Arcimboldi family came to an end, Bicocca became the property of other noble families in Milan. Pirelli bought it in 1917, and it became a part of the then recently constructed factory: first, the company used it as a kindergarten and library for the employees' children, and later, as a museum for its products and technologies.

Over time, Bicocca was refurbished three times, the first in 1910. In 1953, indoor rooms were extended and unified, to use it as a guest reception house for the Pirelli Group - which it still is today.

The last refurbishment was completed in 1994-96 and it mainly focussed on the restoration of the villa's beautiful decorations.



13 **Pirelli R&D centres and laboratories**



Side. The light, transparent, elegant building surrounded by dark crystal plates is the Pirelli Tyres R&D centre.

Below. The new Pirelli Cables building is a redevelopment of an existing facility. It stands out thanks to its white façades and its unusual glass plates.

Along Viale Sarca, the third block accommodates several Pirelli Group facilities, including the historic Bicocca degli Arcimboldi, the Pirelli RE Headquarter, the Tyre R&D Centre and two buildings of the Cables sector. The design idea is that of putting together buildings that are very different in terms of their architecture, shape and functions, but that share an image of strong identity and quality.

The Tyre Research Centre is located in a 1999 building designed by Studio Gregotti Associati.

The heart of this building is a vast basement hall opening onto a sunken courtyard, that contains tyre-testing equipment. Special measures have been taken to minimise their vibrations and noise. Inside, there is a full-height central space where daylight flows in from the skylight above. The whole building is surrounded by dark crystal panes that shade it from direct sunlight. Three suspended walkways connect the East and West wings, above the central area.

The building is elegant, light and transparent thanks to its dark glass surfaces and very articulated volume.

The roof protrudes from the walls by more than three metres. It serves as a sunshade and shelter, and also hides all the equipment on the building's top.

The new Pirelli Cables building on Viale Sarca is near to completion. It was designed by Boeri Studio and has one basement and four above-ground floors. Its cold-beam heating and cooling system is one of the most advanced technologies available today. Architecturally, the building comprises two rectangular bodies connected by two smaller ones. The façades are covered in white, uneven glass panes.

Also in this area, Studio Gregotti Associati designed the redevelopment of another building on the North side of the block.

Pirelli also has other important facilities in this part of Bicocca. Amongst these, the MIRS automated factory producing high-performance tyres, the "FOL" building, home of the Pirelli Labs, where fibre cables are manufactured, and the Pirelli Cables research labs.

Nuova Sede Pirelli Cavi



14 Bicocca Village



The large complex called Bicocca Village, that opened to the public in late 2004 - early 2005, hosts Euro Plex Cinemas with 18 screening rooms, Virgin Active, a sports and wellbeing centre, and Playcity, a family entertainment centre, plus shops, services and over twenty restaurants being completed.

The late 2004 - early 2005 opening of Bicocca Village, a large entertainment centre created by Pirelli RE, brought about a major change in the nightlife of the Bicocca neighbourhood.

The complex was designed by Studio Camerana of Turin and Progettisti Associati of Milan; it occupies a 48,000-sqm area along Viale Sarca. This facility is totally dedicated to entertainment and leisure: it has shops, restaurants, bars, game rooms, a large 18-screens cinema and a gym / wellness centre. From the main entrance, you walk into a large foyer covered by a glass dome that lets daylight in. Spectacular escalators lead upstairs to the screening rooms.

VIRGIN ACTIVE

The fitness centre is located on two floors, in the basement and ground floor, and covers nearly 5,000 sqm. It opened in January 2005 with a star-studded party, and belongs to Richard Branson's Virgin Active fitness clubs chain - the fourth largest in the world with its 100 clubs.

The centre is based on the successful "family club" format and offers new, imaginative products and services.

There are four gyms for classes and 150 state-of-the-art pieces of training equipment, plus the first Virgin Active Day Spa in the world, that offers sauna, steam bath, showers and whirlpool, to enhance physical and mental wellbeing.

The club also has a children recreational area and an Internet V-café.

PLAYCITY

Playcity is a 2,600-sqm family entertainment centre. It is articulated in various spaces, including a 16-table pool room, a playroom and a bowling alley, that features "baby-bowling" alleys for children. Adults only are admitted to the Playcity Casino slot machines.

EUROPLEX CINEMAS

EuroPlex is a huge multi-screen cinema that occupies the whole second floor of Bicocca Village. It has 18 screening rooms that can sit between 180 and 700 spectators.

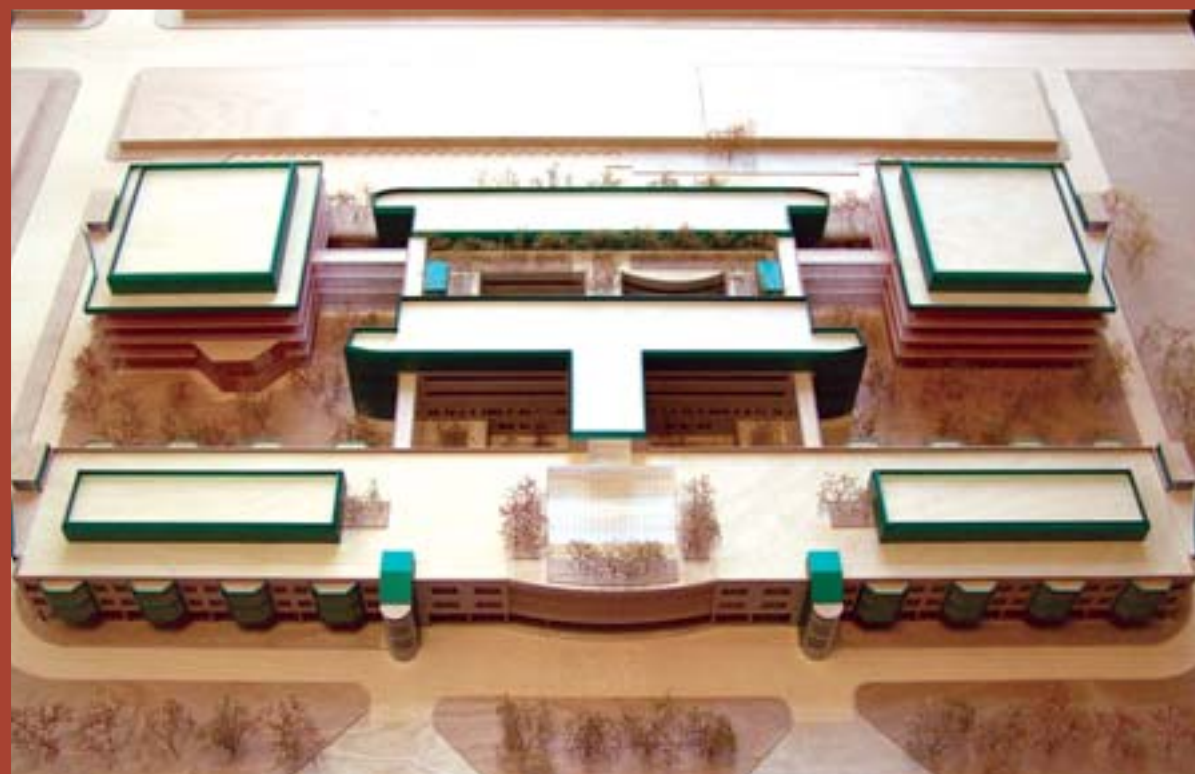
It is managed by EuroPlex Cinemas, one of the fastest-growing industry players in Europe that has similar facilities throughout Italy and Switzerland.

The company chose Bicocca to locate its largest facility, that is a pole of attraction for the neighbourhood and the city, and for the whole metropolitan area as well.

Below.
The large entrance hall with its spectacular glass roof and escalators.



15 Istituto Neurologico Carlo Besta



The model of the future new headquarters of Istituto Neurologico Carlo Besta. The complex includes three blocks for hospital facilities and two towers for residential units and laboratories. The Institute is scheduled to move to Bicocca in 2009.

The new headquarters of Istituto Neurologico Carlo Besta will be located on the North side of the Bicocca neighbourhood.

The Institute is a centre of excellence specialising in neurology, and it is characterised by the synergy between hospital care and scientific research. Among its main focuses are neurological disorders in adults and children, surgical and cancer pathology, chronic and rare diseases. It was established by Doctor Carlo Besta in 1918, who was the first in Italy to grasp the importance of a specialised clinical centre dedicated to neurology. Ever since 1932, it has been located in the Città Studi neighbourhood.

The new Bicocca project will be a modern, efficient health care facility, designed with an eye for clinical needs and for the patients' comfort.

The complex will have three or four floors; its main entrance will open onto Piazza dell'Ateneo. The facility will have 275 patient beds, plus day hospital and intensive care. Its main block will also be equipped with a library and a 200-seats auditorium. From the main hall, it will be possible to access the underground radiology and radiotherapy wards.

The complex will have two more blocks with surgical theatres, day care and rehabilitation centres.

The two side towers will host analysis and research labs and a residential unit, including a nursery. The residential unit will have 60 rooms, and it is reserved to the patients' families, to some employees and to patients who do not need to be hospitalised. The nursery is mainly meant for the employees' children, but it can also serve local families.

Also, the complex will feature some basic shops for patients and visitors, green areas, large parking lots for both the employees and the visitors.



The whole hospital will be equipped with cable connections, and it will rely on high-tech computer-based management. It will be equipped for telemedicine applications and it is one of the two centres in Milan where surgeons can operate using Cyberknife, a new radio-surgery robot-assisted system that allows for high-precision surgery of cancer and vascular conditions.

The Institute, like the rest of the Bicocca area, will be connected to the AEM combined-fuel plant for climate control and water heating.

Istituto Besta is scheduled to complete its move to Bicocca by 2009.

Istituto Nazionale Neurologico Besta

Localizzazione: via Stella Bianca

Superficie fondiaria: 34.350 mq

Slp (R.E. Comune di Milano): 39.415 mq

Superficie a verde: 9.000 mq

Superficie a verde pubblico: 7.500 mq

Altezza massima edifici: 16.9 mq

Parcheggio dipendenti: 13.760 mq

Posti letto accreditati: 223 pl.

Degenza (capacità ricettiva): 212 pl.

Day Hospital: 33 pl.

Terapia intensiva: 12 pl.

Foresteria: 45 stanze

Sale Operatorie: 8

Alte tecnologie quali: PET, RMN, TAC, angiografi, acceleratori lineari

Auditorium: 200 posti

Asilo Nido: 30 posti

Posti auto dipendenti: 300

Posti auto parcheggio comunale: 450

16 Co-operative housing



The co-operative housing project called Case Torri is located in the north-east side of the neighbourhood. Studio Gregotti Associati designed this scheme, that has three floors of underground parking and a total surface of 21,500 sqm. It is comprised of two long parallel blocks and a double 46-metre tower, that has become a urban landmark and a very recognisable feature of Bicocca.

The other co-operative housing project, called Case Gialle, also designed by Studio Gregotti Associati, is in the central part of Bicocca, next to the University's scientific pole, and is very well served by public transport. It is a double C-shaped building with an elevated garden in the middle. The façades towards the central garden are decorated with long balconies that highlight their domestic character.



Above. Case Torri, covered in brown ceramic plates, are an urban landmark at Bicocca.

Below. Case Gialle, the other co-operative housing project.

17 Centrale Power-plant



The AEM clean energy project has already led to building ten combined-fuel plants in the city area.

The Tecnocity plant at Bicocca is one of the most innovative.

The plant is located in an abandoned Pirelli factory in the north-east end of the Bicocca neighbourhood. The plant produces electrical and thermal energy and is a part of the development plan for combined fuel plants that feed climate control systems in residential and service or industrial buildings.

Indeed, this plant serves the whole Bicocca neighbourhood, including the Theatre and Universities. Once the whole project is complete, 1.4 million m³ will be served by district heating, 400,000 m³ by remote climate control, and 6 MWt will be distributed for water heating.

The core of this plant are two gas-fed turbines and three gas-fed alternate motors that produce a total of 20 MWe of energy.

In order to eliminate CO₂ and dust emissions, the power plant uses exclusively natural gas, and the machinery is designed to minimise the production of nitrogen oxide.

Hot water is produced by the heat conveyed through cooling systems and by the exhaust fumes. Heat is distributed to the neighbourhood via two district heating networks. During the summer months, only hot tap water is distributed.

Cold water to feed climate control systems in the summer is also obtained via the heat generated by electrical production; in this case, it is used to power two refrigerating machines.

The plant is equipped with a control system that allows for remote management from the AEM Control centre.

18 Hangar Bicocca



In the far North of Milan, the last step in the Bicocca itinerary is the surprising Hangar Bicocca, the newest project in this complex urban redevelopment scheme. The Hangar is a huge former industrial shed that used to belong to Ansaldo. Today, it belongs to Pirelli RE and with its 15,000 sqm it is a place with an outstanding emotional impact; about half the building is a very high 7,000-sqm nave.

Today, Hangar Bicocca is a spectacular exhibition hall, thanks to the happy insight of finding a place where historic memories of a former working area and the creativity of contemporary artists and architects can meet.

The new exhibition centre was grandly inaugurated by German artist Anselm Kiefer with his work "I sette palazzi celesti". In winter 2004-05, the exhibition was visited by over 15,000 people, fascinated by the seven monumental towers soaring high in the pitch-dark volume of the vast hall.

The inspiration is the Kabala, the Book of Life; the seven towers represent the seven levels of spiritual life; they are made of reinforced concrete blocks punctuated with lead books, shooting stars, glass shards and frames. Kiefer's towers may become a permanent exhibit at Hangar Bicocca, which will also host other exhibitions and cultural events, and is set to become an important centre for contemporary arts in Milan.



An outside view of the large volume of Hangar Bicocca, home to Anselm Kiefer's "I sette palazzi celesti"



"ASSOCIAZIONE CULTURALE BICOCCA-È" promotes territorial marketing projects for the birth of a new cultural district in Milan's Bicocca neighborhood, once Pirelli's industrial area.

The main actors involved in this project are Pirelli Real Estate, Siemens, Deutsche Bank, Università degli Studi di Milano-Bicocca, Teatro degli Arcimboldi and the city of Milan. Today, the Bicocca neighborhood hosts university sites, directional buildings, residences, theatres and research centres, that share the same territory, but not a relationship system. The program of the Bicocca-è project, is to organize cultural and sport events with the main aim to introduce the neighborhood as a lively place, able to reach a cross-sectional public, composed not only by usual visitors and Bicocca's citizens, but also by Milan's inhabitants and people from Milan's hinterland. The organization of those activities will be promoted through the creation of a calendar that will be distributed both in poster and postcard format, and will also be available on the Bicocca-è website: www.bicocca-e.org.



AIM - ASSOCIATION FOR METROPOLITAN INTERESTS

is a cultural centre founded in 1987 by an important group of Milanese companies and banks in order to promote research and projects with the aim of supporting Milan in its cultural, social and economic development.

Throughout fifteen years of activity, Aim has published about seventy studies, has promoted events and conferences, debates and exhibits. Aim has managed special projects like the network for aiding the elderly "Telesoccorso anziani", "Bipolo Milano", the "Mediateca di Santa Teresa", "MxM - Milan for multimedia", "The Internet Saloon"; not to mention the cycle "Out of Time" of visits to museums, and "Getting to Know Milan", the series of itineraries for the discovery of a changing city.



URBAN CENTER MILAN

Communication Center of the city's projects

The first Italian multi media center for information regarding urban development projects, and Milan's important cultural and architectural patrimony, the Urban Center is a place for information and discussion about the growth, transformation and the "contents" of the city.

The Urban Center, not only because of its location but also, and above all, for its function, is a meeting place for public administration and citizens, professionals, academics, administrators, associations, public and private bodies who are involved and informed about the issues linked to the development of the territory.

A space dedicated to information and discussion, aimed at encouraging both intersectorial work inside the administration itself and the communication with other institutions and citizens; at promoting public debate around the projects in progress and increasing the value of the architectural patrimony of Milan, involving different bodies of national and international level.

The Urban Center today, is the privileged place where to know the city and its history, to promote the efficiency of territorial policies, to ask about urban quality and create an exchange network of experiences, in comparison and collaboration with other territorial realities.

“Conoscere Milano” è un’iniziativa del



Ideata e coordinata da



Con il contributo e la partecipazione di



e con



SIEMENS

Global network of innovation

