

unfuse™

Co-Design Milan

Co-working Space for Designers

<http://competitions.uni.xyz>





Img_1: Modern day construction site.

Premise

Buildings are often designed aspiring for their long lives. With our modern-day construction materials, the average lifespan of a building can be considered as 40-50 years. However, what happens when a building dies and what if it becomes defunct before that?

Buildings when clubbed together form **a locality** which in turn add up to build **a city**. Proper functioning of any such building becomes **an asset** to a city. Contrarily, a defunct building is eventually **a liability** to a city.

Technological boost embarks our lifestyle enhancement. With this change, if a building cannot cater to the changing need of the society, it gets abandoned even before its physical death.



Img_2: Demolition of Sydney Convention and Exhibition Center designed by Phillip Cox in March 2014.

Buildup

Historically and even contemporarily, buildings have become obsolete as society advanced due to technology. **Mills, churches, airports, stadiums, convention centers etc.** became inoperative due to the same. This issue was faced globally and there are multiple ways to tackle it.

To address this issue, **adaptive reuse** was the most commonly adopted method. It ranged from converting deserted chapels to houses, refurbishing run-down factories for a different purpose, renovating dilapidated old theatres or opera houses for modern day uses etc. A few such examples can be found [here](#).

In another scenario, buildings ended up being **demolished** when they become outdated. Such an example of a demolished building designed by Phillip Cox can be found [here](#).

It paints a very gloomy picture suggesting that sometimes it is not the durability or 'iconic' design, but **societal change that can lead to the demolition of a building**.



Img_3: State of abandoned buildings.

Issue

A building is constructed on the estimation of it to serve people for at least its physical cycle (approximately 50 years). But if it gets demolished before the physical death (assuming 30 years), there is a loss in this anticipated use of the building. Additionally, there is a loss of money that was put into the construction materials used. Moreover, **what happens to the building material when it is torn down to debris?** Should this question be answered before we start building?

With technology advancing exponentially, our building strategies are becoming inefficient to cater to the pace of changing needs. Thus, buildings are becoming incompetent in a shorter duration of time than ever before. **Is there a need to reflect on the way we're thinking and designing buildings?**



Img_4: Shopping Street in Milan.

Tale of Milan

Milan is considered as a leading alpha global city with strengths in the field of fashion, finance, art, design etc. Post the damage caused due to allied bombing in the Second World War, Milan prospered economically and a lot of buildings especially industries came up. However after the period of high industrialization, the city was left with a large number of **abandoned buildings**, especially factories, compounding upto an area of **6.7 million square meters** (as per Giorgio Bigatti in his book on Milan's industrial landscape).

Milan is a **hub for designers** and an important economic center of Italy. It captured the heart of designers and professionals when 'assembly line' boomed. Later, it became one of the world's fashion capitals in the 1980s with the international success of Milanese houses like Armani, Versace and Dolce and Gabbana. It has now become an **open territory for exchange among experts, enthusiasts and amateurs alike**.

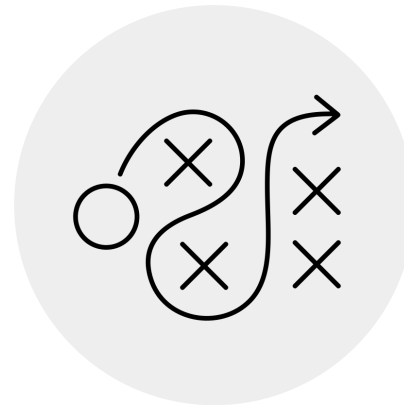
Due to the high land prices found in the market areas of Milan, it becomes difficult for the young firms and freelancers to afford their own working space.

Objectives



Commerce

Constitute business strategy to provide young designers a low rental.



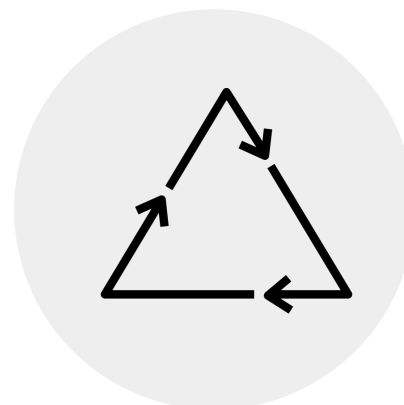
Adaptable

The design should be flexible for change in function for future.



Sense of place

Design should speak of it being situated in Milan.



Re-use

Thoughts about the disposal of building after 50 years.

Design Brief: Propose a Designer's Hub in **CityLife, Milan** that can inhabit shared studio spaces for young design firms and freelancers (2500-3000 number of designers).

The land prices in this district are very high. Hence, if the building designed gets demolished/defunct before its physical death, it would cost a heavier financial loss to the city than any other piece of land in the city today. This challenge also is **an opportunity to solve the problem of outdated buildings by constructing something evolutionary for the designers by the designers.**

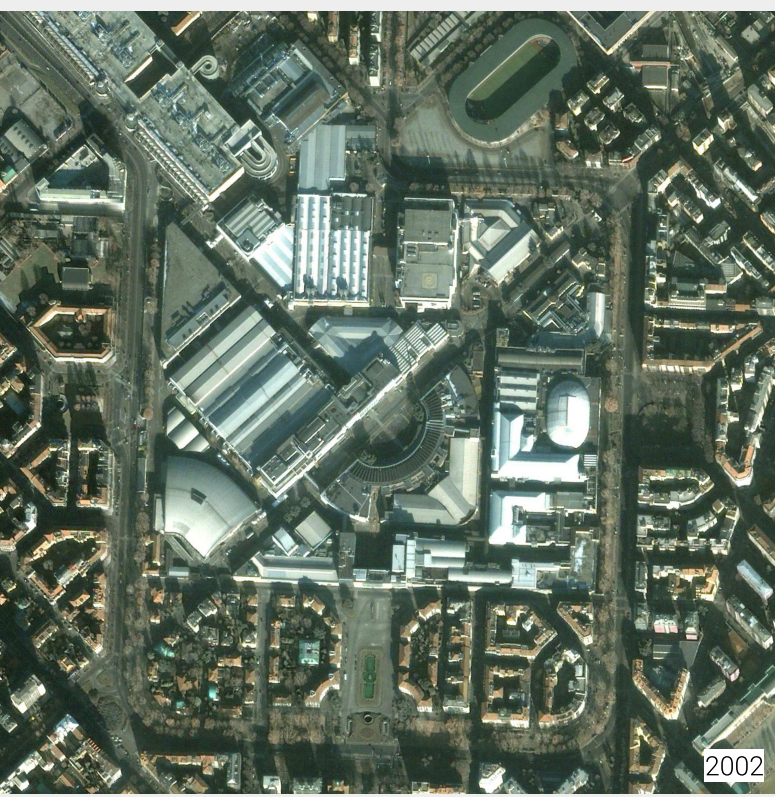


Imq_5: Site Plan

CityLife - Site

CityLife is a residential, commercial and business district in Milan is situated a short distance away from the old city center of **Milan**. This district constitutes some fine examples of architecture displayed by celebrated architects including Zaha Hadid, Arata Isozaki and Daniel Libeskind. It is also one of the most popular shopping districts in Italy accompanied with luxurious residential towers.

Area: 11,405 m²
 Site coordinates: [45°28'46.2"N 9°09'17.1"E](#)
 Maximum ground coverage: 30%
 F.A.R.: 3



2002



2007



2008



2011



2013



2015



2016



2018

Img 6: Historical Imagery of CityLife

CityLife - Development

Until 1923, this land was used to carry out military exercises. It was later bought by the **Ente Autonomo Fiera Internazionale di Milano** to carry out urban fairs and it became its headquarter until 2006. It was then shifted to the outskirts of the city and the land was up for an international tender won by CityLife with an urban regeneration project by **Zaha Hadid, Daniel Libeskind** and **Arata Isozaki**. In order to construct the same, the existing 20 exhibition halls were completely demolished as can be seen in the Historical timeline shown above.

Submission

You have to deliver an architectural outcome on the following site, based on the given outlines.

- A maximum of 4 boards / sheets. – [**2362px x 3544px**] or [**400mm x 600mm in 150 dpi**] in portrait digital format (JPEG).
- Each image should be less than **15MB**
- You can find the preset PSD, AI and INDD template files in the 'additional resources folder. [here](#)

This additional resources folder contains: FAQ Questions, High Res maps and CAD file of the site plan.

Minimum requisites in the sheets are 3 sheets/boards + Cover image containing:

- Site plan (Compulsory)
- Key conceptual sections x 1 (Minimum)
- 3D views x 4
- Cover image/Thumbnail of size 2000 x 1000 px or larger in aspect ratio 2:1.
- Floor plans, images, sketches (if any) can be added to support the entry in the form of additional images.
- Answer 6 FAQ questions in the discussion section as given on the 'additional resources folder'.

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- + The team limit for this competition is 4 members maximum.
 - + Use exploded views to discuss multi levelled conceptual models better.
 - + Ensure that the final sheets which are submitted do not include your name or any other mark of identification.
 - + Mention sheet number on corner of every sheet.
 - + This is a design ideas challenge only. There is no built commission/realization is associated with the problem
 - + Plagiarism of any idea / form / design / image will be disqualified with a notice.

Registration page here: <https://competitions.uni.xyz/co-design-milan>

Submission Deadline: December 28, 2019

Submission closes this day.

Public Voting begins: January 07, 2020

Submitted entries are open for voting.

Public Voting ends: February 08, 2020

Voting ends on this date.

Result Announcement: February 20, 2020

Result day!

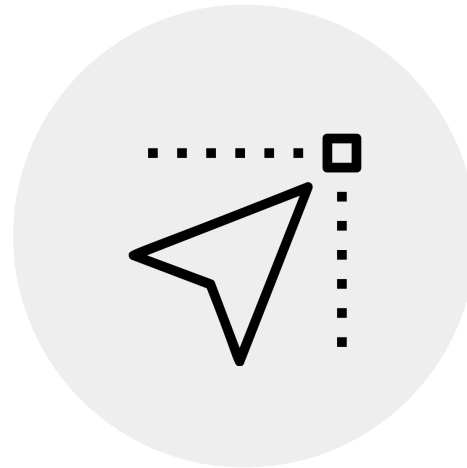
Rewards



Discover the prizes and awards grants on the competition page.

Judging Criteria

The entries will be judged by an international jury of the competition on the following criteria:



Presentation

The fundamental to a good entry is a good presentation.



Concept/Idea

Quality of thought and intent in pre-design phase.



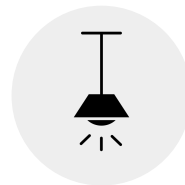
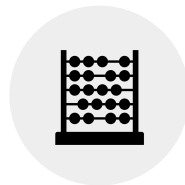
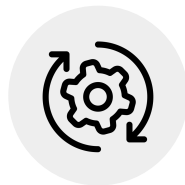
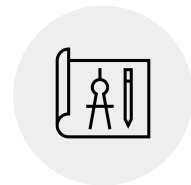
Spaces/Programme

How the spaces are calculated and ordered.



Design Output

The final architectural outcome of the solution.



The judging panel can also add other criterions based on their internal discussions - which will be in line with the problem statement. Participants are advised to fulfil above given criterions first in their design.

(Ad) Competitions.uni.xyz

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And challenge the world while doing it.

Uni hosts a series of design challenges with topics that expand your portfolio in very unique ways. The subjects come from a wide range of ideas that are multi-disciplinary and span to various professional levels. These competitions are organized and open for all disciplines. Click here to discover about these.



About **unfuse**TM

Unfuse serves as a unit block for **Uni** in the field of Architecture. It intends to break the fusion of traditional design barriers and methodologies by making it a platform for experimentation and conceptual exchange of ideas in architecture, urbanism, society, culture and ecology. It is a research initiative dedicated to providing opportunities for designers from all domains to explore ideas that go beyond the boundaries of architectural discipline and enrich our built environment; thereby opening up possibilities for promotion of architectural thought at a global level.

Queries: support@uni.xyz

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