CAPITAL CLOUDS

MILAN URBAN FORECASTS

CAPITAL CLOUDS
Milan Urban Forecasts

Milan is rising: since Expo god-touched power has put it into the spotlight, a new urban turn is coming and money are raining down on the city.

They are dripping all over the place, in the name of urban regeneration, the sumptuous narrative of development and social change.

But what water are these clouds made of? Where did those money evaporate from?

The project starts with the analysis of, to keep the metaphor, a mere puddle, BASE in Tortona area, only to discover the underground flow that connects it to the main urban changes, trying to expose the economic structure and meaning of the capitals hidden under shiny promises.

These clouds are made for profit, and there's nothing natural about them.

1. BASE
A CASE STUDY

When I arrive, I try to take a stroll around the place, but every door I can find is locked and security coded, so I end up hanging at the café for some hours waiting for some responsible to arrive. I do a little maths: it's 15 o' clock, there are between forty and fifty people, 70% of them are young, more than a half own a Macbook and an iPhone, wear expensive (and dark) clothes. Nobody seems to care about me. I meet the bartender, and ask her who is running the place "It is... ah, they call it cooperative but it's actually a real company I'd say"; then she suggests me to look for this guy, Matteo, that maybe can help me open this doors I want to cross. There are preps going on for a concert in the hall next to the café, so when I find him I have to wait a little, but then he arrives. Matteo shows me around. First, the ground floor exhibition spaces, I see wooden stands in construction, he tells me they are renting the space every year for FUORISALONE and such events. Then he takes me to the first floor, in the hostel area, saying it's meant to host students (who can afford a room for more than one hundred euros per night) and artists residencies for those who collaborate with their events. We take the stairs and go to the mezzanine, entirely occupied by CARIPLO FOUNDATION, he tells me they analyse e-economy processes, start-ups and "innovation mechanism". Before entering the security door of the first floor, he asks me not to take pictures, because it is prevalently occupied by freelances (I can see start-ups badges and the Wikimedia headquarter) and eventually they don't like to go public. Everybody seems very busy, the aesthetic of the place is a copy-paste of the one of the bar and everything I've seen so far. "It's not really coworking" he wants me to notice "you can't just come here and rent a table: It is the foundation that decides who to give the space to, between architects, designers and such people, based on the kind of project they tell us they're working on. It is like a shelter, a home, a refuge" "More like a temporary concession until they're useful" I'd like to say, I notice some internal contradictions, some cracks in the wall of the fascinating "public, collective space" I have read about on their website. It seems like he just showed me around because I was nice, not because it was in any way public: when we say goodbye he tells me he studied in Venice too, he has always had architects as flatmates, and he always liked them a lot. I would like to ask him difficult questions: how can a space which is 80% locked down be radically public, how is this culturally and socially helping the inhabitants, how it seems, in the end, a very fancy consumer space.

BASE

APLACEFORCULT

noun, singular

1. The beginning of so

2. Groundwork which g
ity and solidity;

3. Starting point for jou
tions.

URALPROGRESS

mething new;
gives an object stabil-

urneys and explora-

/bà·ṣe/

BASE noun, singular – (1) The beginning of something new.
(2) Groundwork which gives an object stability and solidity.
(3) Starting point for journeys and explorations.

more

BASE

Andrew Wren
Out There

Silvia Maerna
Out There
via Santa Croce, 12
20122, Milano

BASE

PEOPLE

CALL

INFO

BASE

BASE

team

Become a partner

aiutaci a ricostruire
diventa partner
porta il tuo evento in

aiutac
a rico

Lend a hand in the reinvent
return. Help us to convert a

Matteo Bartolomeo
Chairman

Vincenzo Ricciari
Vice Chair

Daniela Ca
Vice Chair

OUR FUTURE IS IN THE MAKING

Milano, Piazza del Duomo

BASE

ABOUT   PEOPLE   JOIN   CONTACT   IT EN

A PLACE FOR CULTURAL PROGRESS

BASE

campoBASE

DESIGN CENTER
BASE

BASE MILANO: WORDS COUNTER

BASE

MILANO

NEW

PROJECT

CULTURAL

CITY

SPACE

EVENTS

LINE

CREATIVE

BRAND IDENTITY

BRAND meaning "iron instrument for branding" is from 1828. Meaning "mark made by a hot iron" (1550s), especially on a cask, etc., to identify the maker or quality of its contents, broadened by 1827 to marks made in other ways, then to "a particular make of goods" (1854). Brand-name is from 1889; brand-loyalty from 1961. Old French brand, brant, Italian brando "sword" are from Germanic (compare brandish).

A company's BRAND IDENTITY is how that business wants to be perceived by consumers.
The components of the brand (name, logo, tone, tagline, typeface) are created by the business to reflect the value the company is trying to bring to the market and to appeal to its customers.

«Our full-service creative capabilities range from research and strategy, to branding and art direction, to the production and creation of original content.

To create unique and compelling ideas, we listen to our client's objectives, conduct extensive research, and formulate a deep understanding of a brand's DNA and consumer culture.
Our expertise in communicating across all media channels, coupled with our luxury sensibility, results in execution of the highest standards on every project.»

ARCHITECTURAL DESIGN : Onsitestudio
WEB : dotdotdot
BRAND IDENTITY : OutThere
PRESS OFFICE : ddl studio
VIDEO PRODUCTION : Hfilms

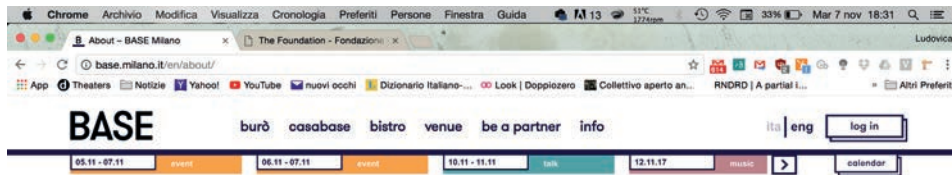# BASE Milano Buccellati Ermenegildo Zegna Frette GA Hickey Freeman Patrizia Pep Roberto Cavalli Pomellato Salvatore Ferragamo Samuels Z Zegna

Buccellati
Silver Collection Catalogue
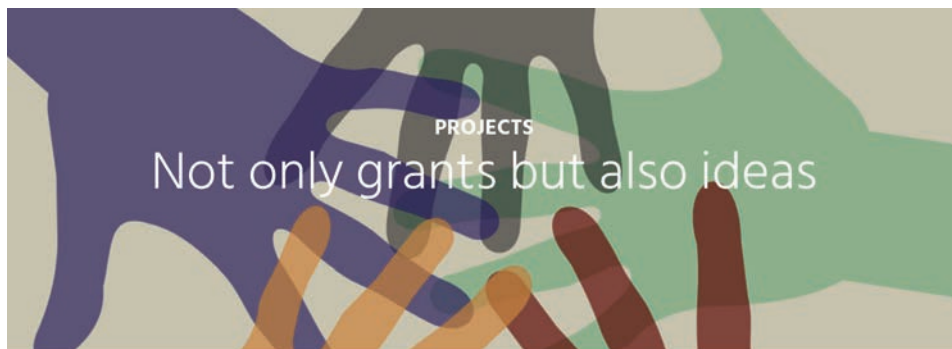
JAN MADE IN FRANCE

GAS

BASE

#GASMADEINITALY

S O C I A L
A C T I O N
P R O J E C T S
R E S E A R C H
D E V E L O P M E N T
C O M M U N I T Y
P U B L I C
L O C A L
N E E D S
M I S S I O N

BASE

burò   casabase   bistro   venue   be a partner   info   ita | eng   log in

| 05.11 - 07.11 | event | 06.11 - 07.11 | event | 10.11 - 11.11 | talk | 12.11.17 | music | > | calendar |

Milano

A project from:

arci Milano   avanzi   esterni   h+   make a cube²

with support from:

fondazione
cariplo

PROJECTS

Not only grants but also ideas

In addition to supporting initiatives carried out by other nonprofit organizations, **Fondazione Cariplo devises and implements its own projects**, convening partners and catalyzing resources.

Projects originated by the Foundation itself are **managed directly** by its staff. Because of their significance, originality or specificity, these projects are given special importance among the various activities carried out by the Foundation.

The Environment

Arts & Culture

projects

Social & Human Services

Scientific Research

Community Foundations

Cross-sector Programmes
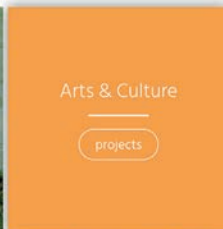
SOCIAL
DEVELOPLMENT
SUPPORT
ENVIRONMENTAL
VALUE
RESEARCH
COMMUNITY
CHANGE
INNOVATIVE
SUSTAINABILITY

Avanzi
Sustainability in Action

Our **Vision**

If everything was as we wanted it to be, maybe Avanzi wouldn't exist.
We wouldn't have our fighting spirit and creative longing. Because if
everything was as we wanted it to be, sustainability would be the
common way to live, to consume, to produce
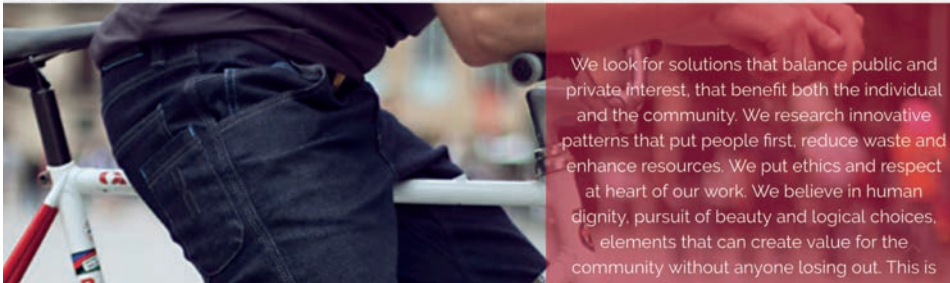
We look for solutions that balance public and
private interest, that benefit both the individual
and the community. We research innovative
patterns that put people first, reduce waste and
enhance resources. We put ethics and respect
at heart of our work. We believe in human
dignity, pursuit of beauty and logical choices,
elements that can create value for the
community without anyone losing out. This is

Avanzi – Ba
Discover

è nostra
ENERGIA CONDIVISA

Join

Base Milano
Immagine

BASE MILANO: SPACE

"The rebirth of ex-Ansaldo historic spaces, requalified by Comune di Milano with Arci Milano, Avanzi, Esterni, h+, Make a Cube³, to become today's new benchmark for creative industries, young talents and innovative cultural start-ups. Open all year round, BASE Milano will host in its 6,000 square meters a co-working space, laboratories, a new hotel-residence casabase, a cafeteria, a lounge and an rich program of initiatives and events. The attempt is to create a theatrical palimpsest in which activities, people and their processes can move. In this sense, the project has the goal of making the building radically public in character, above all in its spatial conception. The project inside the former Ansaldo complex comes to terms with a large "open" building, not blocked in a single form, but designed to serve the flexibility of the various programs and activities it contains, hosting multiple scenarios. A fascinating architectural structure, it preserves the former industrial nature of the city and revives it today with a project that aggregates the best of Italian and international talent, business and creativity, with the explicit vocation to innovate the relationship between culture and economy."

SECONDA FASE

SECONDA FASE

SECONDA FASE

SALA E

SALA F

PUBI
ACCESS
A
1

SALA A2

SALA A1
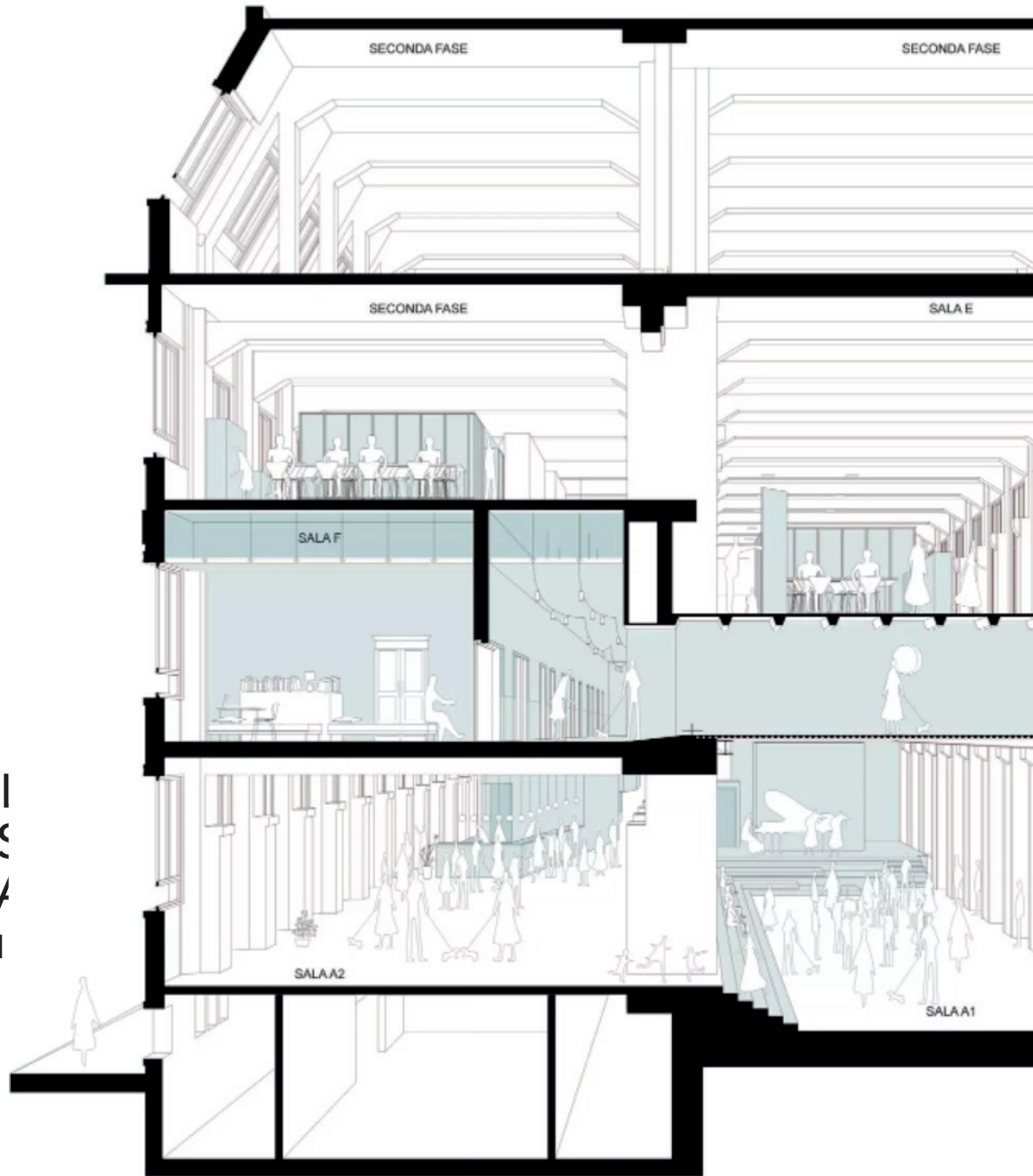
AUTHORIZED
PEOPLE
ONLY
(>5000 m² - SOON MORE)

BASE MILANO: PARTNERSHIP

Become a partner
mecenate-1partner-1tuoevento-1head-1base milano artbonus
Lend a hand in the reinvention of a piece of Milan and receive financial benefits in return. Help us to convert a former metal plant into a place of cultural experimentation, a catalyst for the creative industries. Supporting us is in your interests: BASE adheres to the Artbonus scheme introduced by the Italian government in 2014 to protect cultural heritage and development. By supporting the BASE renovation you are entitled to a 65% tax break on small and large donations. Get in touch to find out more:
Contact us Art Bonus for BASE Milano
What is Art Bonus?
Fiscal benefitsAccording to the lawhead-2
We are looking for partnerswith a flair for leadership,explorers, venturing into new territory,not followers. PartnershavespecialaccesstoBASEvenuesandfacilities.Weoffernew opportunities in communications, branding, networking, training and entertainment for your organisation, your staff and your collaborators. Find out about the opportunities for partners by writing to partner@base.milano.it

VIA TORTONA: NEW ACTORS
AROUND BASE
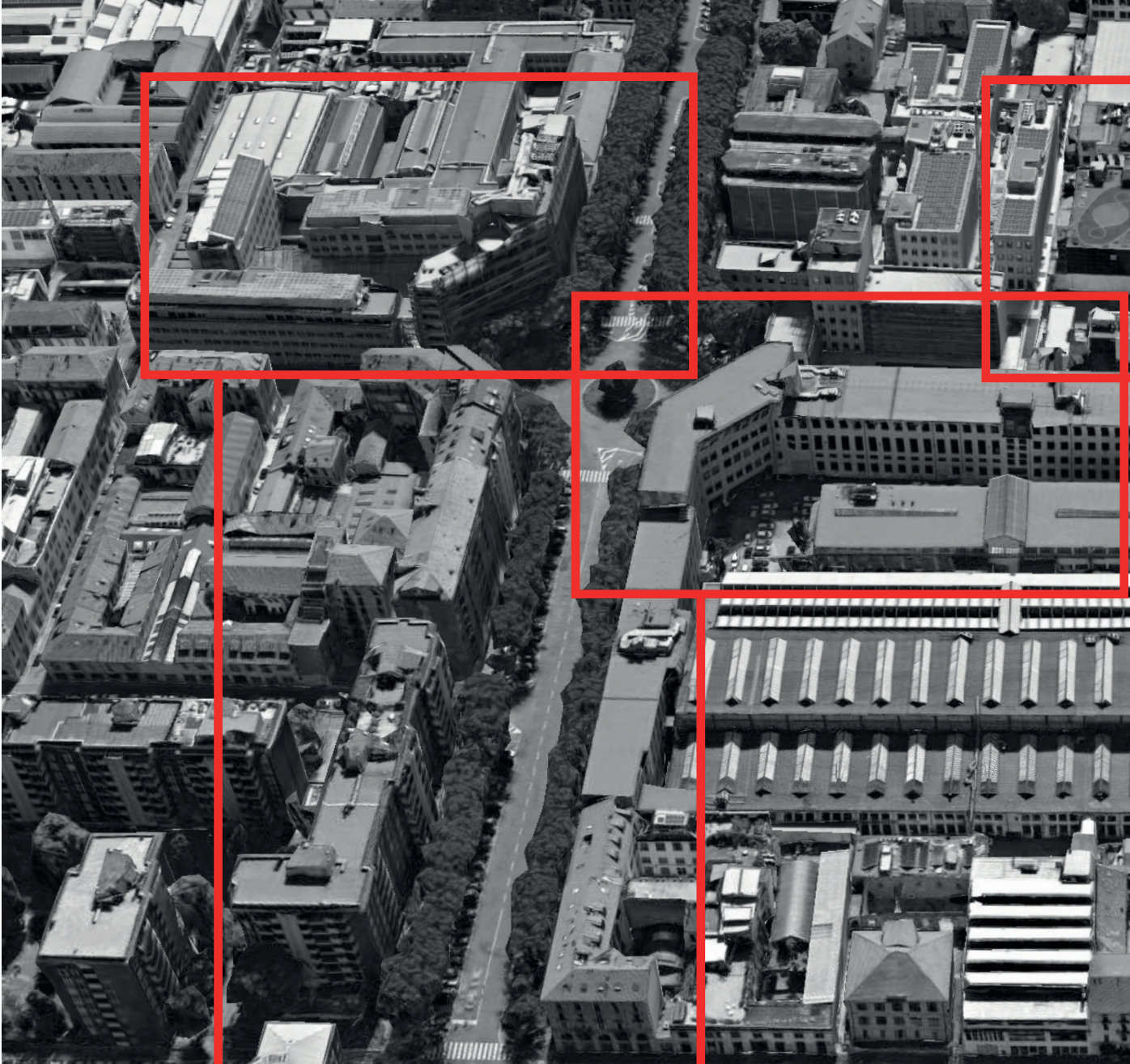
DELOITTE FOUNDATION   BASE   SUPERSTU

UDIO GROUP   MUDEC   GFK HEADQUARTERS
(sponsored by Deloitte)

2. INDEX
AN ARCHIVE AND MORE

So, they say it's regeneration, baby. We're gonna have more green space, cycle paths, ecological buildings, and our city lifestyle is gonna improve to become healtier and easier. It's gonna be social, support the local actors and start from the weakiest neighborhoods, the post-industrial polluted grounds in the middle of this big, beautiful city, that scream to be renovated and given back to the citiziens. And we're gonna have it all, the renders are telling the truth, the skyscrapers are no enemy, they are just designed on a bigger scale, but hey, it's because this city is becoming international, so it's good: we're attiring tourists, agencies; that's even better after Brexit, 'cause we may have missed EMA but there will be other opportunities. The city council is being of tremendous help, as soon as they see that someone wants to spend money to improve the city, they give them authorizations, they hold competitions, they even help with the money themselves, because that's how you attract more investors; I mean, in the end the invested money will come back in various forms to all citizens who provided them by paying taxes. Because of course, they say, this operations will help all social classes, a lot of resources are stacked for this and that difficult block, one or two kindegardens are opening and maybe even a library, we just need to get rid of the possible problems with protests from the inhabitants, you know. There's always a loud minority of troublemakers that doesn't understand progress.

On the rare occasions when some report or investigation reveals strange economic flows behind these constructon sites, they say it's all fake news, the money for the interventions don't come from Saudi Arabia petrol, and even if they were there is no problem, it's no ISIS, it's the good guys that want to spend their patrimonies in the Old Europe to expand their commercial horizons, and yes, obviously that rents are NOT rising, but even if they were, well, there have been emprovements, right? There's a price to pay from emprovements, they don't come for free for anyone! People being kicked out of their homes? Completely false, unless they already were actual homeless or defaulting and were ILLEGALLY occupying a space they didn't pay for at all: that's the law, it's not bad. They say it's culture, it's public, it's safe, but the percentages tell us a different story, more complex, with only one word at the heart of every process: PROFIT. It's no collective good we're talking about, it is the profit for the few, and it is taking over the cities, turning every corner in a space of consumption, all wearing the shiny armour of a positive urban process, that makes everything deeply contradictory and confused. This analysis tries to draw down pure facts: the change in the shape of the city, as seen from the sky as powerful people do when they picture it, the actors of the change (animated, the architects, and unanimated, the symbol-buildings), the means of the change (money, urban plans, transportation system changes overall), the words and the images they use to sugarcoat all of it. It is an attempt to expose the mask under which neoliberism is shaping or living space, to prepare our resistance and encourage other people's one.

MILAN: SMART CITY

SOCIAL
MILAN
INNOVATION
ECOSYSTEM.
LOCAL
ACTORS
SUPPORT
CITY
PROJECTS
DEVELOPMENT

MILAN: CAPITAL CITY

A R E X P O

C I T Y L I F E

ISOLA GARIBALDI

PORTA ROMANA

PORTA GENOVA TORTONA

E0 2007

E0 2008

E1 2011

E2 2013
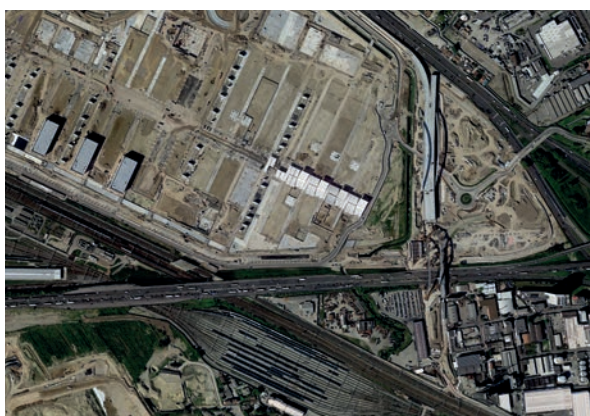
E3 2014

E4 2015_1

E5 2015_2

E6 2015_3

E7 2016
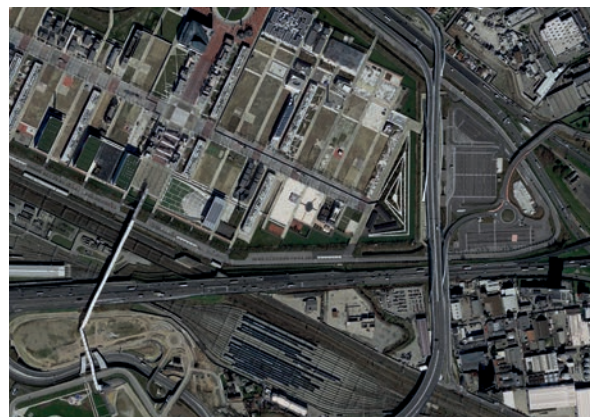
E8 2017

D3 EXPO LOGO

D4 ENTRANCE VIEW

D5 AERIAL VIEW

D6 OVERVIEW_1

D7 OVERVIEW_2

D8 OVERVIEW_3

C1 PAVILLIONS

C2. PAVILLIONS

C3 PAVILLIONS

C4 PAVILLIONS

C5 PAVILLIONS

C6 PAVILLIONS

C7 PAVILLIONS
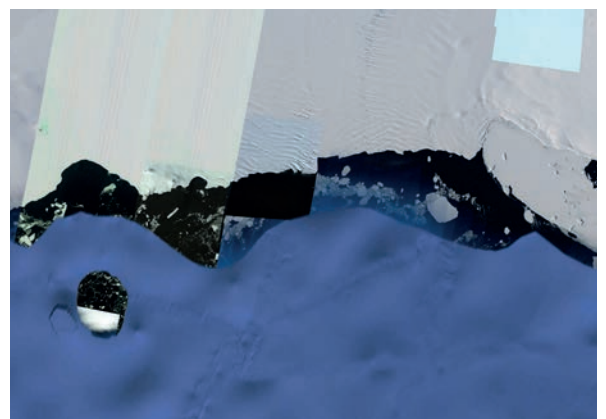
C8 TREE OF LIFE SQUARE

B2 AREXPO: CITY OF THE FUTURE

B3 AREXPO CITY OF THE FUTURE

B4. AREXPO: HUMAN TECNOPOLE

B5 AREXPO: CITY OF THE FUTURE

B6. AREXPO: CITY OF THE FUTURE

B7 AREXPO: CITY OF THE FUTURE

B8 AREXPO: AREA

A1 CARLO RATTI ARCHITECT

D9 2001

D10 2002

D11 2007

D12 2008

D13 2011

D 14 2013

D15 2014

D16 2015

D17 2015

D18 2016

D18 2017

C9.1 LIEBESKIND
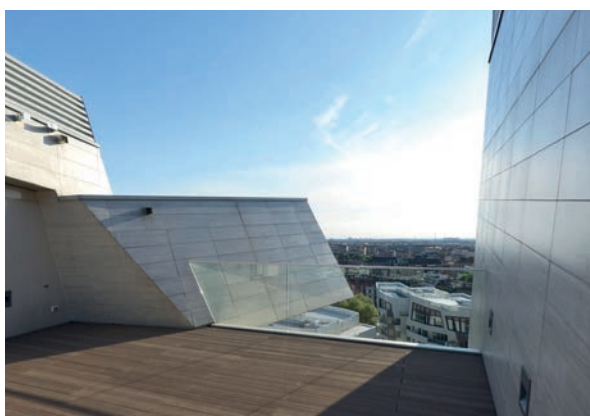
C10.1 LIEBESKIND
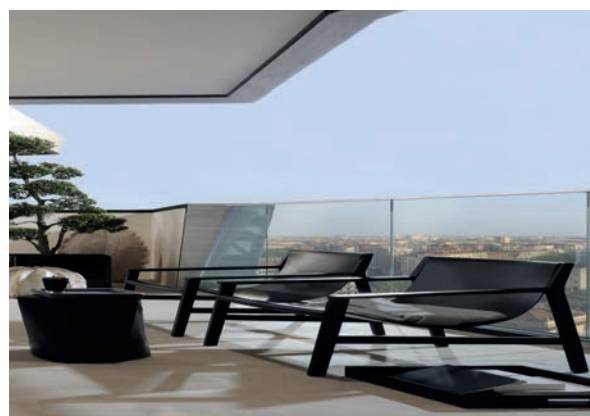
C10.2 LIEBESKIND

C11.1 LIEBESKIND

C11.2 LIEBESKIND

C12.1 LIEBESKIND

C12.2 LIEBESKIND

C13.1 LIEBESKIND

C13.2 HADID

C14.1 HADID

C14.2 HADID

C15.1 HADID

C15.2 HADID

C16.1 HADID

C16.2 HADID

C17.1 HADID

C17.2 HADID

C18.1 TOWERS OVERVIEW

C18.2 HOUSING OVERVIEW

C19.1 ALLIANZ TOWER
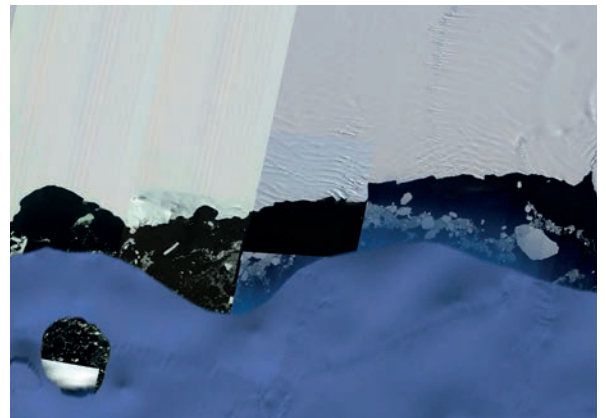
C19.2 OVERVIEW

B12.1 INTERIOR RENDER

B12.2 INTERIOR RENDER

B13.1 EXTERIOR RENDER

B13.2 EXTERIOR RENDER

B14.1 TOWERS RENDER

B14.2 HOUSING RENDER

B15.1 GOLF CLUB

B15.2 GOLF CLUB

B16.1 GOLF CLUB

B16.2 CITYLIFE GARDENS

B17.1 PARK

B17.2 PARK

B18.1 PARK OVERVIEW

B18.2 PARK

B19.1 PARK

B19.2 PARK

A18.2 ARATA ISOZAKI

A19.1 DANIEL LIEBESKIND

A19.1 ZAHA HADID

E20 2002

E21 2007

E22 208

E23 2011
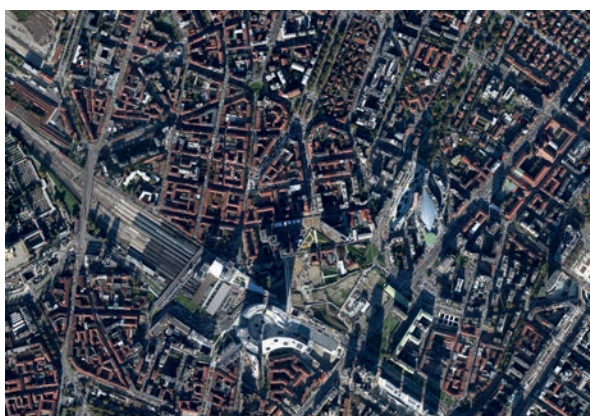
E24 2013

E25 2014

E26 2015

E27 2015

E29 2016

E30 2017

D25.2 GAE AULENTI SQUARE

D26.1 MODEL

D26.2 GAE AULENTI SQUARE_TOWERS

D27.1 GAE AULENTI SQUARE

D27.2 OVERVIEW

D28.1 VIEW FROM THE CITY

D28.2 ISOLA GATE

D29.1 SOLARIA_DIAMANTE

D29.2 PARK
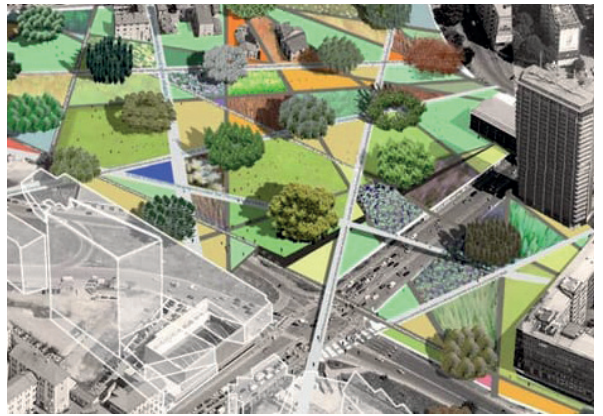
D30.1 PARK

D30.2 PARK

C22.1 INTERIOR DIAMANTE

C22.2 INTERIOR DIAMANTE

C23.1 DIAMANTE ROOF

C23.2 INTERIOR DIAMANTE VARESINE
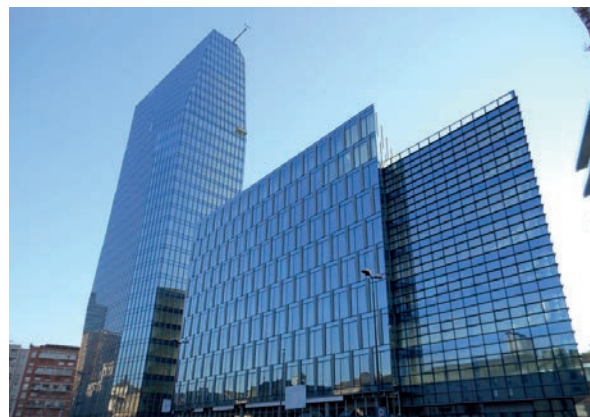
C24.1 EXTERIOR DIAMANTE VARESINE

C24.2 SOLARIA TOWERS
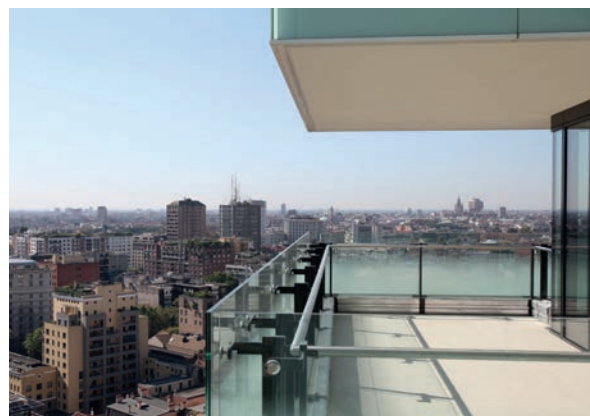
C25.1 TERRACE SOLARIA

C25.2 EXTERIOR SOLARIA
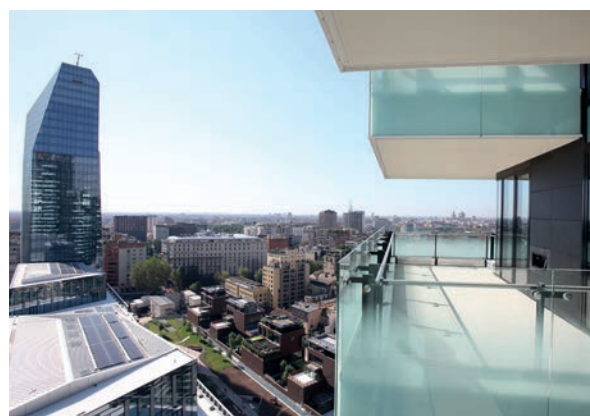
C26.1 DIAMANTE FROM SOLARIA TOWER

C27.1 INTERIOR PELLI TOWER
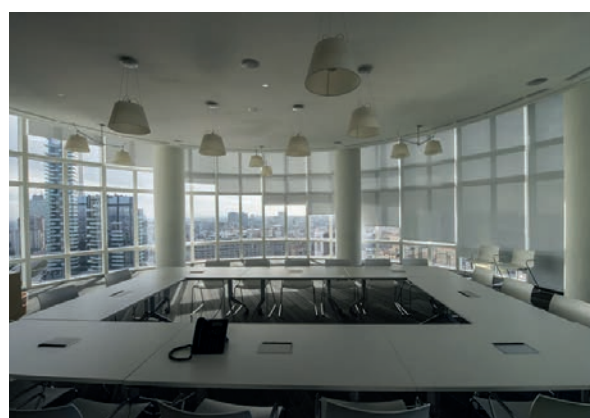
C27.2 INTERIOR PELLI TOWER

C28.1 EXTERIOR PELLI TOWER

C28.2 FROM PELLI TOWER BASEMENT

C29.1 EXTERIOR PELLI TOWER/2

C29.2 EXTERIOR PELLI TOWER/3

C30.1 EXTERIOR PELLI COMPLEX

C30.2 EXTERIOR SQUARE PELLI COMPLEX

B27.1 BOSCO VERTICALE TERRACE

B27.2 BOSCO VERTICALE TERRACE

B28.1 BOSCO VERTICALE TERRACE

B28.2 BOSCO VERTICALE INTERIOR

B29.1 BOSCO VERTICALE TREES RENDER
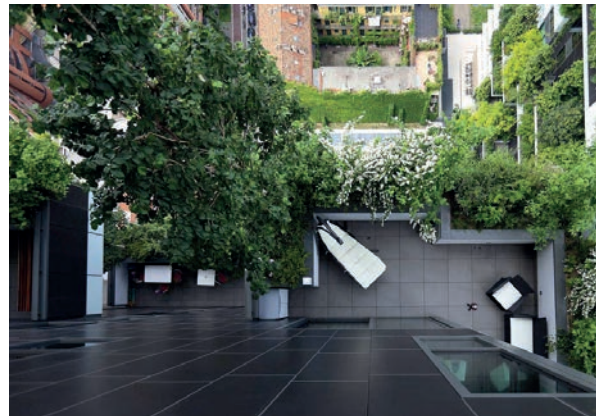
B29.2 BOSCO VERTICALE TERRACE

B30.1 BOSCO VERTICALE RENDER

B30.2 BOSCO VERTICALE EXTERIOR

A23.2 BOERI STUDIO

A24.1 MCDONOUGH & PARTNERS

A24.2 STUDIO M2P ASSOCIATI

A25.1 PIUARCH

A25.2 PELLI CLARK PELLI

A26.1 DE LUCCHI E CUCINELLA

A26.2 LUCIEN LAGRANGE ARCHITECTES

A27.1 LAND ARCHITECTS

A27.2 INSIDE OUTSIDE

A28.1 GEHL ARCHITECTS

A28.2 EDAW

A29.1 CITTERIO&P

A29.2 CINO ZUCCHI

A30.1 ARQUITECTONICA

A30.2 ARQUITECTONICA

D31 2001

D32 2007

D33 2008

D34 2011

D35 2013

D36 2014

D37 2015

D38 2015

D39 2016

D40 2017

C31 GRAFTON BOCCONI
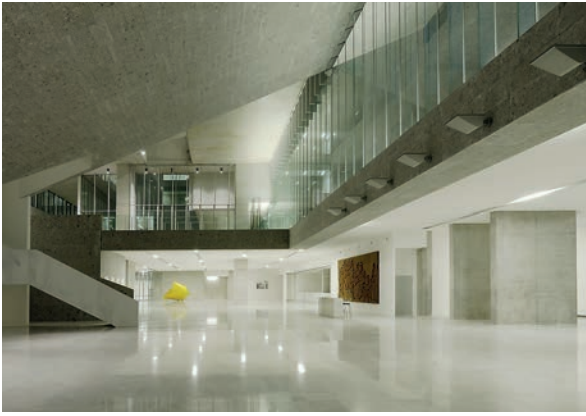
C32 GRAFTON BOCCONI INTERIOR

C33 PRADA OMA EXTERIOR

C33 PRADA OMA ROOF

C34 PRADA OMA COURTYARD
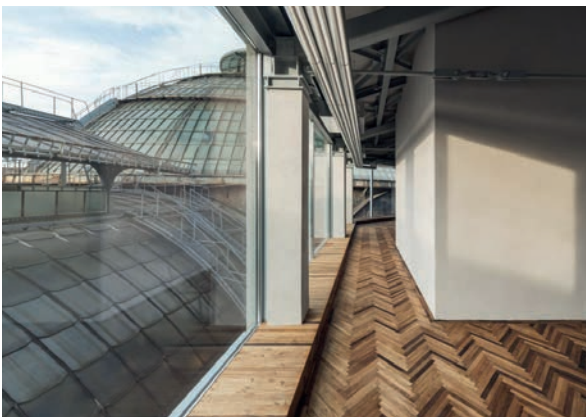
C35 PRADA OMA INTERIOR

C36 PRADA OMA BUILDING

C37 PRADA OMA BUILDING BRAND

B31 BOERI PORTA NUOVA PLAN

B32 PORTA ROMANA SIMULATION

B33 PORTA ROMANA SIMULATION

B34 SANAA BOCCONI CAMPUS

B35 SANAA BOCCONI CAMPUS

B36 BOCCONI CAMPUS OVERVIEW

B37 BOCCONI CAMPUS EXTERIOR

B38 BOCCONI CAMPUS INTERIOR

B39 SYMBIOSIS PORTA ROMANA

B40 SYMBIOSIS PORTA ROMANA

B41 SYMBIOSIS PORTA ROMANA

B31 SANAA
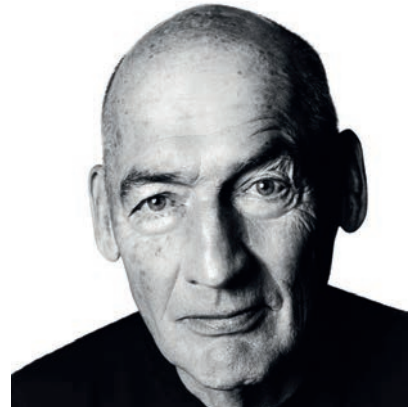
B32 REM KOOLHAAS

B33 GRAFTON ARCHITECTS

B34 BOERI STUDIO

ASDASD

C42 2001

C43 2007

C44 2008

C45 2011

C46 2013

C47 2014

C48 2015

C49 2015/2

C50 2016

C51 2017

B42 PORTA GENOVA MAAD ARCHITECTS

B43 PORTA GENOVA MAAD ARCHITECTS

B44 SUPERSTUDIO GROUP

B45 POMODORO FOUNDATION

B46 ARMANI SILOS

B47 DELOITTE FOUNDATION

B48 ZEGNA FOUNDATION

B49 MUDEC MUSEUM

B50 BASE

B51 GFK

B42 CITTERIO&P

B43 DAVID CHIPPERFIELD

B44 EMBT

B45 MAAD ARCHITECTS

3. FIRMCITY
AN HYPOTHESIS OF APP

Firmcity could be a real app. Starting as a open source, collaborative act it could develop in a thousand different commercial uses. There's, in fact, a void of common knowledge about the names and the role of architectural firms, if not the most famous ones, and how they contribute to shape our urban space. Image being able to know who designed a building just looking it up on a map on your smartphone, and being able thus to contact the designers directly, or see how many buildings they have constructed, and where, and which. The most interesting aspect, however, about this, would be seeing what remains out of this mapping, where architecture is anonymous or lacking, which part of the city is more likely to stay out of the radar. It would also be interesting to see immediately how many building by one firm are in a city, to understand the influence areas of certain architectural styles if not, better, thoughts that dominate some places instead of others, and how do the actors of this urban stage in fact act.

FIRMCITY is the only app that can tell you who designed the beautiful house at the corner of the street, the cozy café near your workplace and even that awful tower they built in front of your son's school.
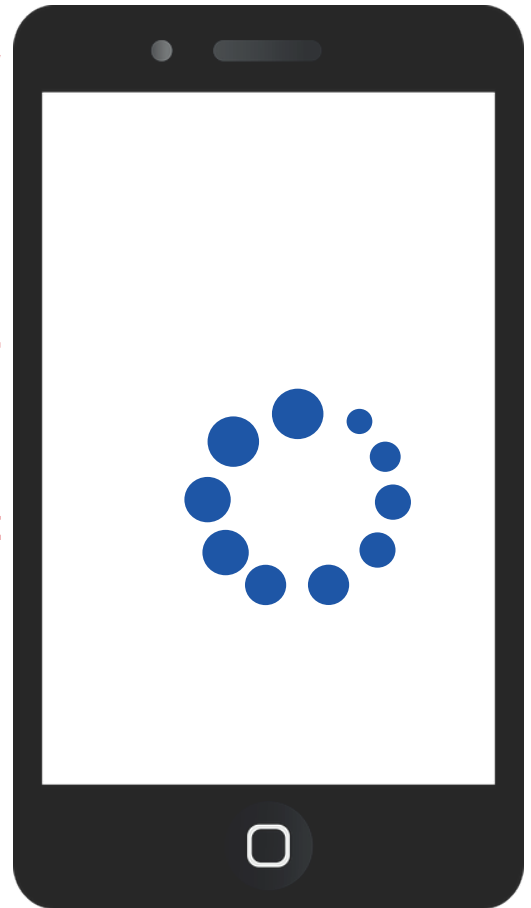
Click on the app

Load the database and the homepage

You are a red dot on the map

Choose a building to interrogate the app about

Just connect the app to your GPS and click on the map to be instantly connected to a simple profile of the building itself and of the architecture firm that provided the design: you will be able to go directly to their website or contact them throught our dedicated channel.
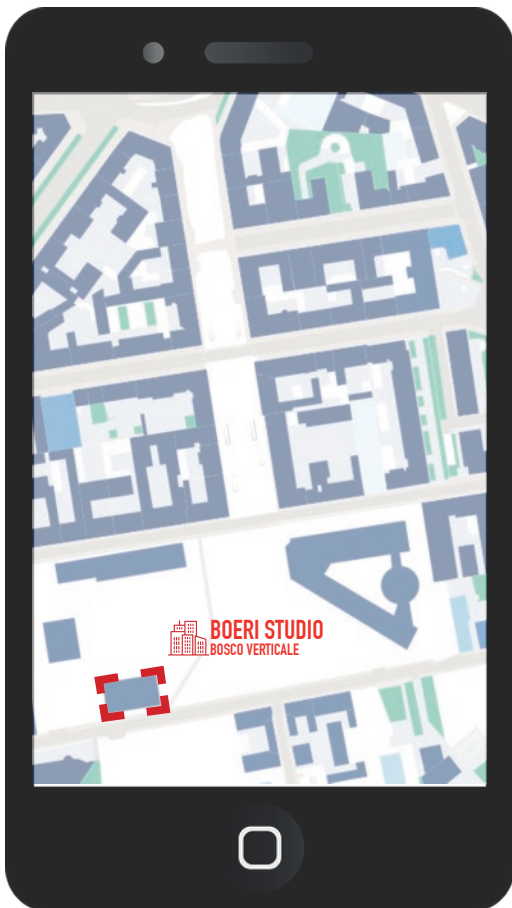
The app tells you the name of the firm and eventually of the project

BOERI STUDIO
BOSCO VERTICALE

The project was designed as part of the rehabilitation of the historic district of Milan between Via De Castillia and Confalonieri. It consists of two residential towers of which the largest is 26 floors and 110 meters high (called Torre E) and the smaller tower is 18 floors and 76 meters high (called Torre D). It contains 400 condominium units priced from 3,000–12,000 Euro per square metre.

It is called Bosco Verticale because each tower houses trees between three and six meters which help mitigate smog and produce oxygen. It is also used to moderate temperatures in the building in the winter and summer. The plants also attenuate noise. The steel-reinforced concrete balconies are designed to be 28 cm thick, with 1.30 metre parapets.

On November 19, 2014, Bosco Verticale won the International Highrise Award, prestigious international competition bestowed every two years, honouring excellence in recently constructed buildings that stand a minimum of 100 meters (328 feet) tall. The five finalists were selected from 26 nominees in 17 countries.

The map tells you more info about the selected building. You can click on the name of the firm.

BOERI
STEFANO BOERI ARCHITETTI

Stefano Boeri Architetti (SBA), based in Milan, with offices in Shanghai and Tirana, (called Boeri Studio until 2008) is dedicated since 1993 to the research and practice of architecture and urbanism. Among the most known projects there are: the Vertical Forest in Milan, the General Local Plan of Tirana 2030 in Albania, the Villa Méditerranée in Marseille and the House of the Sea of La Maddalena.Stefano Boeri Architetti has provided services for the architectural and urban design for over 20 years, especially on large scale projects and public space renewal. It develops projects and regeneration strategies in complex environments, outlining and supporting synergies between the various stakeholders, public and private entities. Counting on a staff of over 40 co-workers, in the design process SBA collaborates with a wide network of professionals, from engineering consultants and landscape architects, to social scientist specialist, to provide ad hoc solutions over a wide range of territorial and socio-economic contexts. This approach towards collaboration

You can click n the world map symbol

BOERI STUDIO

NEW SHANGAI

To obtain a map of the works by that firm

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You can click on the Universe symbol

But there's more, you can also check all the designs from the selected firm, where they are located and create your lists of favorites or likes.

Don't feel excluded anymore: know who shapes your city and help other people know by adding infos on our database. Registering as a user is easy, you can use your social media credentials.

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Progetti

Notizie

Storie   +

Chi siamo   +

Vertical ForestING

Contatti   +

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Cerca nel sito...
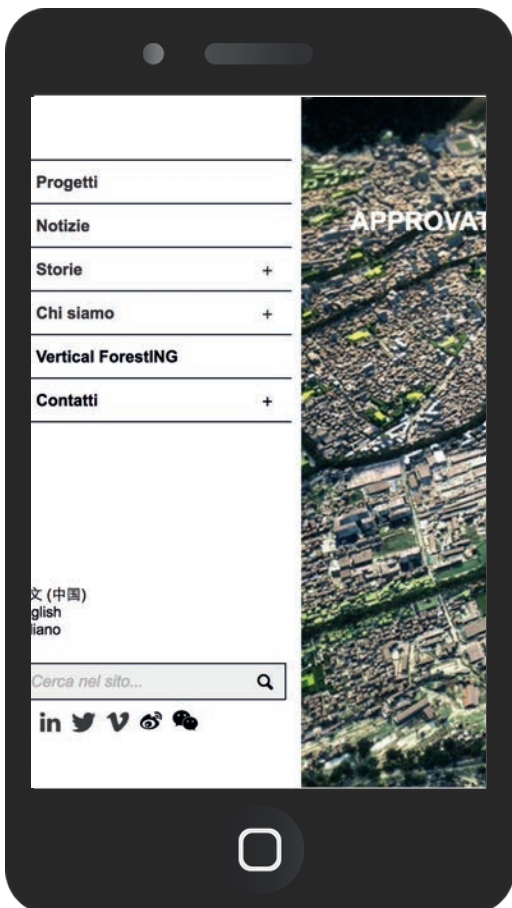
And you will be on their website's homepage

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You can click on the mailbox icon

WHAT DO YOU WANT TO ASK BOERI STUDIO ABOUT?

Write here!

We will contact Boeri Studio on your behalf. Remember, we recommend not to use this channel for urgent requests, answers can take several weeks: architects are always very busy!

To be addressed to a module to fill in

Are you an architect? Register as a pro user and personalize the profile of your firm, upload directly all the data you want to be shown near your buildings, promote them in the suggestion lists and spread the word, spread your name ALL AROUND THE CITY and ultimately ALL AROUND THE WORLD!

BOERI STUDIO
BOSCO VERTICALE

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It is called Bosco Verticale because each tower houses trees between three and six meters which help mitigate smog and prod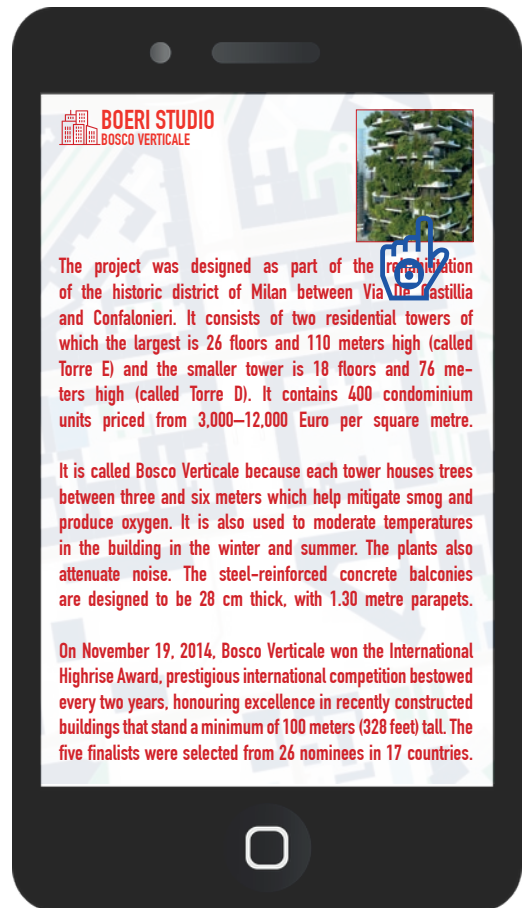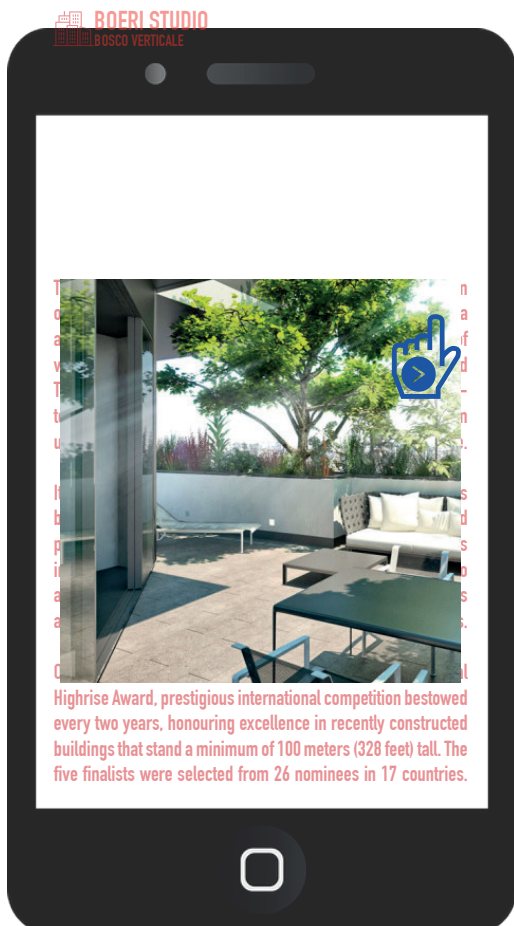uce oxygen. It is also used to moderate temperatures in the building in the winter and summer. The plants also attenuate noise. The steel-reinforced concrete balconies are designed to be 28 cm thick, with 1.30 metre parapets.

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You can click on the photo of the building

Highrise Award, prestigious international competition bestowed every two years, honouring excellence in recently constructed buildings that stand a minimum of 100 meters (328 feet) tall. The five finalists were selected from 26 nominees in 17 countries.

So you will be able to scroll the pictures of the project

Highrise Award, prestigious international competition bestowed every two years, honouring excellence in recently constructed buildings that stand a minimum of 100 meters (328 feet) tall. The five finalists were selected from 26 nominees in 17 countries.

Left and right