

# MOLZILLA!

design workshop



## TUTORS

Enrico Molteni | Liverani/Molteni  
Konrad Buhagiar | Architecture Project  
Laura Zampieri | czstudio associati  
Nicolas Maruri | amann-cánovas-maruri  
Paolo Ceccon | czstudio associati

## ASSISTANTS

Andrea Tomasi | StudioErrante Architetture  
Giovanni Benedetti  
Paolo Borghino | StudioErrante Architetture  
Sarah Becchio | StudioErrante Architetture

## CRITICS

Alessandro Armando | PoliTO  
Marco Trisciuglio | PoliTO  
Michele Bonino | MARC  
Pietro Valle | Valle Architetti Associati  
Raimondo Guidacci  
Subhash Mukerjee | MARC  
Valerio Paolo Mosco | IUAV

## GUESTS

Gustavo Ambrosini | Negozio Blu  
Paola Gatti | Negozio Blu

27.09-3.10.2014 | 09:00-19:00 | Pla(TO) | via Parma 29, Torino | [www.zeroundicipiu.it](http://www.zeroundicipiu.it)

# MOLZILLA!

*Design workshop*

**When** from 27.09 to 03.10

**Where** Pla(TO) Piattaforma Culturale, via Parma 29, Torino

**Time** from 09:00 to 19:00

**Tutors** Enrico Molteni | Liverani/Molteni; Konrad Buhagiar | Architecture Project; Nicolas Maruri | amann-cánovas-maruri; Paolo Ceccon and Laura Zampieri | czstudio associati

**Assistants** Andrea Tomasi, Paolo Borghino e Sarah Becchio | StudioErrante Architetture; Giovanni Benedetti

**Critics** Alessandro Armando | Politecnico di Torino; Marco Trisciuglio | Politecnico di Torino; Michele Bonino and Subhash Mukerjee | MARC; Pietro Valle | Valle Architetti Associati; Raimondo Guidacci; Valerio Paolo Mosco | IUAV

**Guests** Gustavo Ambrosini | Negozio Blu; Paola Gatti | Negozio Blu

**Price** 100 euros; students 5 euros

**Partecipants** min 16 max 24 (registration before 24.08)

**Recipients** architecture' students and young architects

**CFU [University Formative Credits]** 3

**CFP [Professional Formative Credits]** 15 tbc

## Description

One-week design workshop for students and graduates of any nationality. The workshop will focus on the production of feasible and sustainable design proposals for the reuse and transformation of abandoned areas and buildings in the immediate vicinity of the Mole Antonelliana, in the center of Turin. Along with the educational activities, the students will be offered a series of lectures by the workshop's tutors. The experience will be organized along the same lines of another workshop previously organized by Zeroundicipiù, Unplugged, with work groups including a maximum of six students each, monitored by four architects-tutors.

## Goals

The theoretical and design investigation developed during the workshop will mainly involve the densification of the built fabric as a strategy for city planning; historical layering as a design strategy for urban landscape; reuse as an architectural design strategy.

# Introduction

On December 2008, the City of Turin auctioned off a two-storey building located in via Riberi immediately behind the Mole Antonelliana, the city's landmark monument, in the city center. At the time the small building was indexed in a particular section (Chapter 25) of the city's Master Plan that defined the area surrounding the Mole as a "study area" and as such submitted it to specific urban guidelines including the creation of a new pedestrian square behind the Mole Antonelliana itself. But, since the creation of the square would have entailed the demolition of the above mentioned building that the City intended to auction off, the administration decided to introduce a new zoning variance that, approved in 2009, established that Chapter 25's constraints were no longer applicable to the building in via Riberi so that it could be demolished and replaced by a four-storey residential building on the same plot. The building's height would be later brought to seven floors by a further zoning variance presented in October 2010 with the support of positive opinions by the Superintendency, the local district's administration and the Province of Turin.

Although the number of floors indicated by the second zoning variance was compatible with that of the surrounding housing, the local community found a taller building in via Riberi unacceptable and in May 2011 promoted the "Save the Mole" committee to develop a wide-ranging communication action to prevent the City of Turin from adopting the document. The Committee proceeded to collect signatures, report the case to the Ministry for Culture, organize a petition and present a complaint to the Public Prosecutor's Office about the possible irregularities in the procedure. To support such actions, the Committee specifically used rendered images in order to show how the new building's mass would have blocked precious views the city's landmark.

The impact of those images was such that it unleashed a short but intense storm: both paper and online press harshly criticized the City Council's policy, and, to substantiate the cliché of the monster that would hide the Mole, made abundant use of photo-montages with skilful view that showed a bulky and unsightly yellow building caught in the act of disfiguring the urban landscape of one of the city center's most visited areas. The action developed by the "Save the Mole" Committee was successful: while the local district's administration decided to review its decision on the issue, in July 2011 the Superintendency withdrew the authorization it had granted the year before, and even started a procedure for the "indirect protection" of the entire area that would make its buildings "temporary unalterable" as a "precautionary measure".

We think the case of the via Riberi building is an example of the unbridgeable gap that often separates designers, citizens and superintendencies, and as such reflects at least four relevant issues that relate to the perception, protection and design of the urban landscape. These are:

## *I. The importance of urban landscape in collective imagination*

The use of effective photo-montages and slogans, rather than arguments about mostly correct guidelines and urban planning policies, was especially instrumental in getting the "Save the Mole" Committee to achieve its goal of raising awareness and finally stopping the authorisation process.

## *II. The persistence of preconceived ideas about the city's form and image*

The decision to remove all buildings from behind the Mole in order to create a small square should not be considered unassailable only because it was included in the 1995 Master Plan in fact, it should be possible to review it based on considerations related to the image, form and use of the urban spaces that surround the monument.

### *III. Architecture is not expected to solve problems*

While the possible introduction of a new building in the city center was aprioristically considered as an evil to be avoided rather than an opportunity to improve the qualities of the context, that response also revealed a prejudice towards architecture and its perceived failure to address this kind of issues.

### *IV. The Mole Antonelliana's cumbersome role in the collective imagination of Turin*

This is not the first time that the image of the celebrated landmark is used as a political weapon: an equally recent protest organized by the committee "Non grattiamo il cielo di Torino" ["Let's not scrape the sky of Turin"] relied on sometimes misleading photo-montages in its successful attempt to keep the height of the then under construction Intesa-San Paolo tower (located in another city sector) just below the imaginary threshold of 167.5 meters, the Mole's height at the pinnacle.

For all of these reasons, and to react against such responses, the association Zeroundicipiù launches the MOLZILLA! design workshop to produce feasible proposals for the reuse and transformation of abandoned or underused spaces and buildings in the immediate vicinity of the Mole Antonelliana, including the above mentioned building in via Riberi.

The MOLZILLA! workshop mainly intends to show how the problems generated by the inevitable clash of different approaches to the same place may (must) find a solution at a design level even before than in terms of guidelines.

## Format

The participants will work in groups of maximum six people, each monitored by a tutor and an assistant. Each group will be assigned a different plot and program within the same design area. The work method will be defined by the four tutors independently. At the end of the workshop, each group is expected to have defined a proposal that might coherently and innovatively solve the issues raised by the assigned program and site. The feasibility of the design proposals will be particularly assessed in view of their official submission to the City of Turin. The study area is in the center of Turin, and its borders are via Sant'Ottavio, via Verdi and via Rossini, and corso San Maurizio. The series of four lectures by as many tutors organized during the workshop will address and explore the architectural issues related to the workshop's general focus. Two stages of critical review - at mid-week and at the end of the workshop - will be performed by Turin-based architects, historians and critics.

## Certificate and credits

At the end of the workshop, the participants will receive a confirmation letter. **3 CFUs [University Formative Credits]** will be awarded to the university students who will attend and complete the workshop, while architects who are members of any national association will be awarded **15 CFPs [Professional Formative Credits - tbc]**.

## Registration and fees

MOLZILLA! is open to students, newly graduates and young architects of any nationality. To register, fill in the online form [\[click here\]](#).

The organization will send a confirmation email upon receipt of the registration form. The deadline for registration to MOLZILLA! is **Sunday, August 24, 2014**.

There are two fees:

- a) University students: **5 €**
- b) Graduates and architects under 30: **100 €**

Payment via PayPal or bank transfer addressed to:

Associazione Zeroundicipiù

Bank: Banco di Desio e della Brianza

Branch: Torino 314 - Matteotti

Iban: IT 38 B 03440 01000000000446200

Reason: Name of participant, Workshop MOLZILLA!

**NOTICE:** the workshop will only be confirmed with a minimum of 16 participants. Should that number not be reached by the deadline (Sunday, August 24), the scientific committee will decide whether to extend the registration terms or cancel the workshop. In case of cancellation, any paid fee will be returned by bank transfer. There will be no refunds in case of cancellation by participants.

Should the number of applications exceed the maximum of 16 participants, the organization will select the participants based on their portfolios, and communicate the results by Sunday, August 31, 2014. The fees paid by rejected candidates will be entirely refunded.

# Calendar and places

The workshop will take place in Turin, from saturday, september 27, to friday, october 3, 2014.  
The project's activities will take place at **Pla(TO) Piattaforma Culturale**, in via Parma 26.

## **Saturday 27.9**

15:00 workshop presentation

17:00 guided tour of the project area

19:00 opening party

## **Sunday 28.9**

15:00 design activities

## **Monday 29.9**

09:00 design activities

19:00 double conference

## **Tuesday 30.9**

09:00 design activities

15:00 half-term jury

19:00 double conference

## **Wednesday 1.10**

09:00 design activities

## **Thursday 2.10**

09:00 design activities

## **Friday 3.10**

09:00 design activities

15:00 final jury

19:00 closing party

## Curator

Davide Tommaso Ferrando

## Scientific committee

Alessandro Cimenti

Davide Tommaso Ferrando

Stefano Pujatti

Walter Nicolino

## Organizing secretary

Marta Della Giustina

## Collaborators

Alberto Lessan

Federica Emanuel

Giovanni Benedetti

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Valerio Paolo Mosco | IUAV

## Guests

Gustavo Ambrosini | Negozio Blu

Paola Gatti | Negozio Blu

# ENRICO MOLteni

Liverani/Molteni, Milano



Enrico Molteni is an architect graduated at the Politecnico di Milano.

After obtaining a PhD at ETSAB Barcelona, he opens his own professional practice in Milano with Andrea Liverani. Liverani/Molteni obtains prizes in competitions, awards and publications for its realized works.

As a critic, after having published several books on Alvaro Siza, he becomes part of the editorial staff of Casabella.

He is now a professor at the architecture Academy of Mendrisio.





# KONRAD BUHAGIAR

Architecture Project, Malta



Konrad Buhagiar is a Founding Partner of Architecture Project.

He obtained a degree in Architecture and Civil Engineering at the University of Malta (1981) followed by a post-graduate degree in Restoration at the University of Rome, "La Sapienza" (1985).

Between 1985 and 1991 he was Architect-in-charge of the Antiquities Section under the auspices of the Ministry for Public Works. Between 1997 and 2005, he was visiting lecturer at the Université de Provence Aix-Marseille I.

He is currently Senior Visiting Lecturer at the University of Malta, invited lecturer at the Centre for Sustainable Heritage at University College London and at the International Summer School on Conservation at the Università' Tor Vergata, Rome. He is a member of the Board of Experts of the European Urban Space Prize (2011-13) and an Independent expert for the European Union Prize for Contemporary Architecture-Mies van der Rohe Award (2013)

He is co-editor of *The Founding Myths of Architecture* (Black Dog Publishing/Artifice, 2014).



# NICOLAS MARURI

amann-cánovas-maruri, Madrid



Nicolas Maruri is an architect graduated at Madrid's Escuela Técnica Superior de Arquitectura. PhD with honors (ETSA, Madrid)

Prometeo fellowship (Technische Hochschule, Darmstadt)

Master degree in Construction (Columbia University, New York)

At ETSA Madrid, he is professor of the Design Department, professor of the Master Master en Proyectos Arquitectónicos Avanzados and member of the investigation group on architecture criticism ARKRIT. He has given lectures at AA London, Sao Paulo, San Sebastian, SEK Segovia, Navarra, Valencia, Politecnico de Cartagena and Alfonso X el Sabio in Madrid.

In 1987 he associates with Atxu Amann and Andrés Cánovas; together they have received several international and national awards, among which the first prize at the Bienal de Zaragoza and the Premio Nacional de la Vivienda de Vanguardia. In 2012 the studio amann-cánovas-maruri receives the Premio Nacional de Restauración y Conservación de Bienes Culturales for the project "El Molinete" in Cartagena, which is selected for the Mies van der Rohe prize in the same year.

The work of amann-cánovas-maruri is published in national and international magazines.



# PAOLO CECCON and LAURA ZAMPIERI

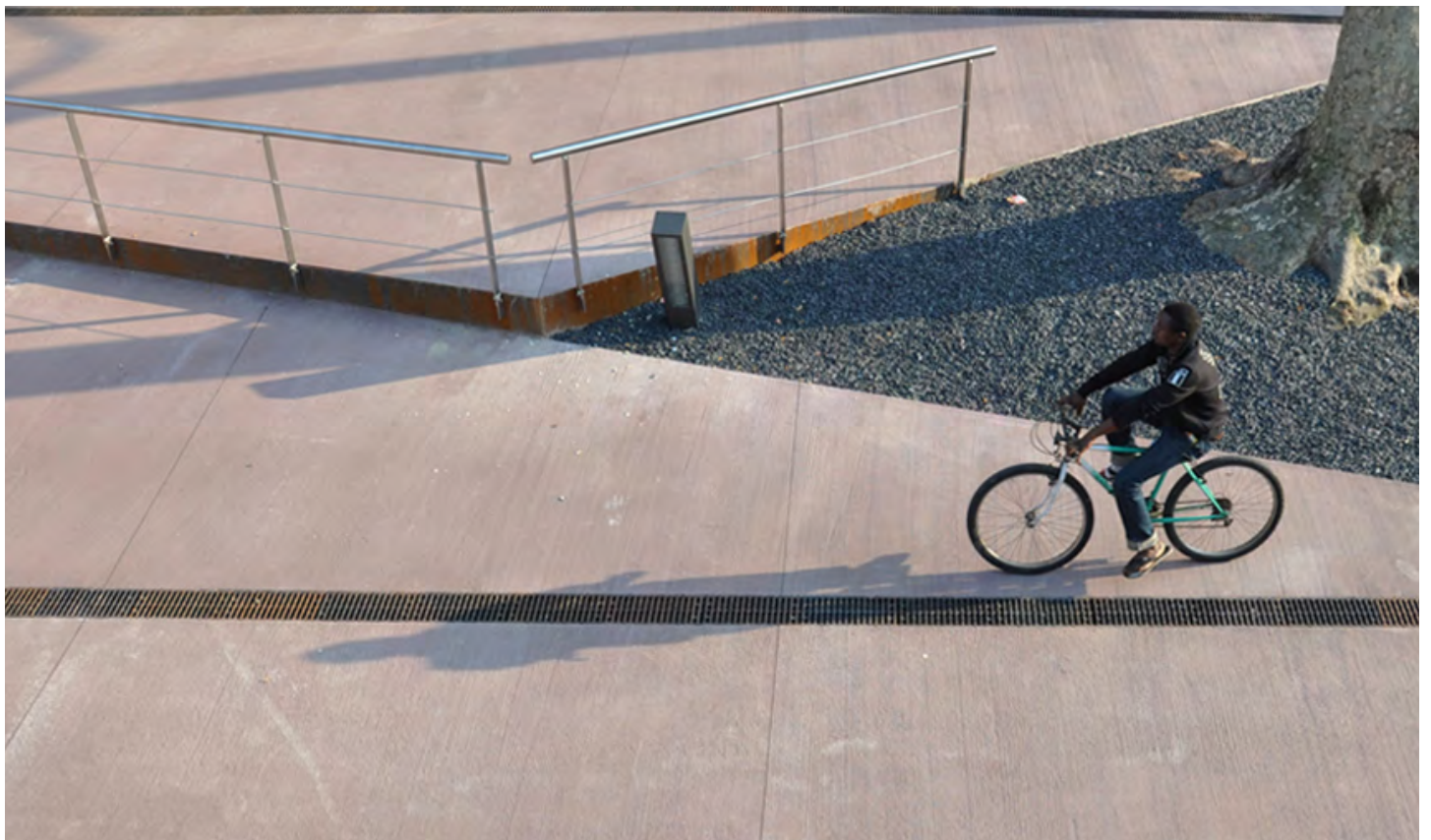
czstudio associati, Porto Marghera (Venezia)



czstudio associati has been founded in 2006 by Paolo Ceccon and Laura Zampieri to realize architecture and landscape projects and researches related to complex urban spaces transformation, public and private parks, architecture and landscape projects for infrastructures, mobility and environmental resources management.

They are present in the international scene and have won awards including: finalists at the II and V 'European Award on Landscape Rosa Barba', Biennial del Paisatge de Barcelona (2001, 2008) and at the "Medaglia d'Oro per l'Architettura italiana" Award, Triennale di Milano (2012). In 2013 their projects won the 'Architect Honor Award', The American Institute of Architects - AIA New York Chapter (USA) and the provincial award at the International Biennial Barbara Cappochin Architecture Prize. They currently teach at IUAV University (Venice), at UPC (Barcelona) and ACMA (Milan) Master de Arquitectura del Paisaje.

Recent works: Catene urban park in Venice, Padova train station squares and pavilions, Jesolo Lido Condominium Building pools and open spaces.



# ANDREA TOMASI, PAOLO BORGHINO and SARAH BECCHIO

StudioErrante Architetture, Torino



StudioErrante Architetture is a Torino based group of architects founded by Sarah Becchio and Paolo Borghino. Both graduated at Politecnico di Torino, they achieved academic and professional experience in important universities and international architectural offices in Denmark, China, Netherlands, France, Spain, Italy. In 2014 Andrea Tomasi becomes part of the group.

In 2013 StudioErrante Architetture won the LocalArt Prize in Cuneo with the installation “W(underkammer)”, exposed in Torino during Artissima the project “W da asporto” and won the Premio di Architettura Federico Maggia in Biella with the installation “Making solo.” Still in 2013, with Plac and A.Tomasi, StudioErrante Architetture received a special mention for European12-Helsinki, Finland and a special mention for European12 - Kaufbeuren, Germany.

The project “Wood and the Dog” is published on CASABELLA 832 and is among the projects selected at MAXXI within the prize Giovane talento dell’architettura italiana. “Wood and the Dog” is presented in the exhibition “Innesti/Grafting” of the Italian Pavilion at Biennale Architettura 2014 in Venezia, and always in the Italian Pavilion, StudioErrante Architetture has been invited to show the project “(De) Growing Platform” for the “EXPO 2015. Laboratorio del futuro” section.



# GIOVANNI BENEDETTI

Madrid



Giovanni Benedetti, born in Reggio Emilia, lives his adolescence in Modena. After completing high school, he moves to Milano where he studies Architecture at the Politecnico.

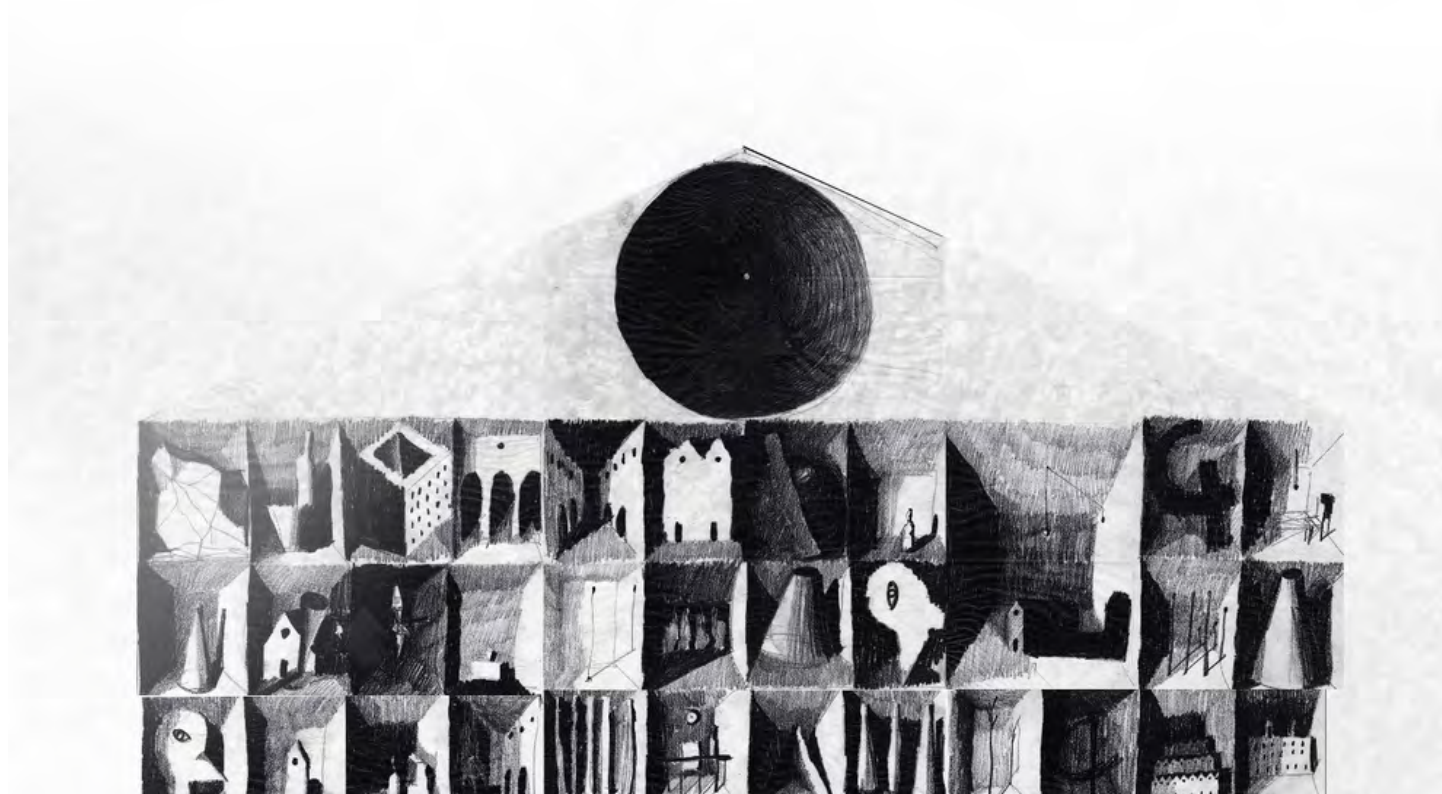
In 2010, after completing his bachelor degree, he moves to Madrid.

In 2011 he is assistant of prof. Alberto Morell (Escuela Técnica Superior de Arquitectura de Madrid) for the realization of a book on Egypt.

He works for two years in the studio of Teresa Sapey, participating in competitions and private commissions; among these, ARCO's VIP lounge in Madrid (built in 2011 with IKEA), Paris Photo's VIP lounge (built in 2012), a house in Extremadura (Spain), a library (built in 2012) and housing in Pakistan.

In 2013 Giovanni is selected among the ten finalists of the Federico Maggia prize. In the same year, he illustrates the collection of poems of Daniela Andreis *La casa orfana* (editions Lietocolle).

Giovanni writes and draws irregularly on his blog ([mutomuto.tumblr.com](http://mutomuto.tumblr.com)).



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