

SCALA'S NEXT ACT

Redefining Youth Engagement in Milan's Opera Scene

JUSTIN TJON KIE SIM

complex  projects

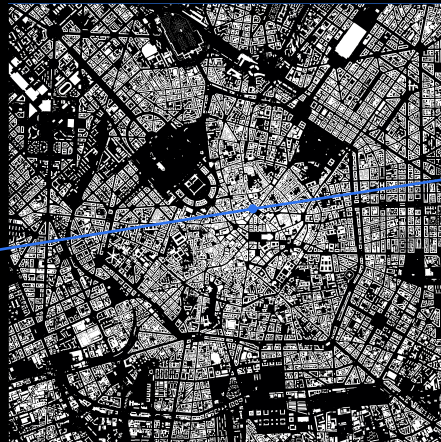
Introduction

MILAN

XL



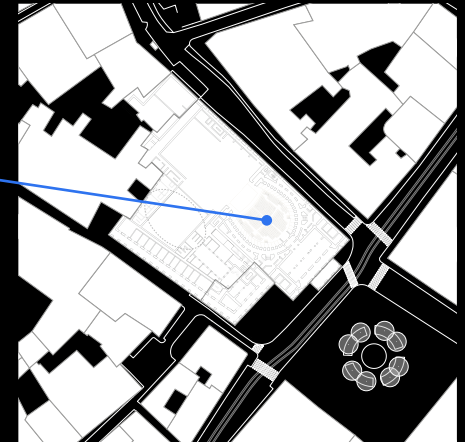
L



M



S



Introduction

BUILDING TYPES

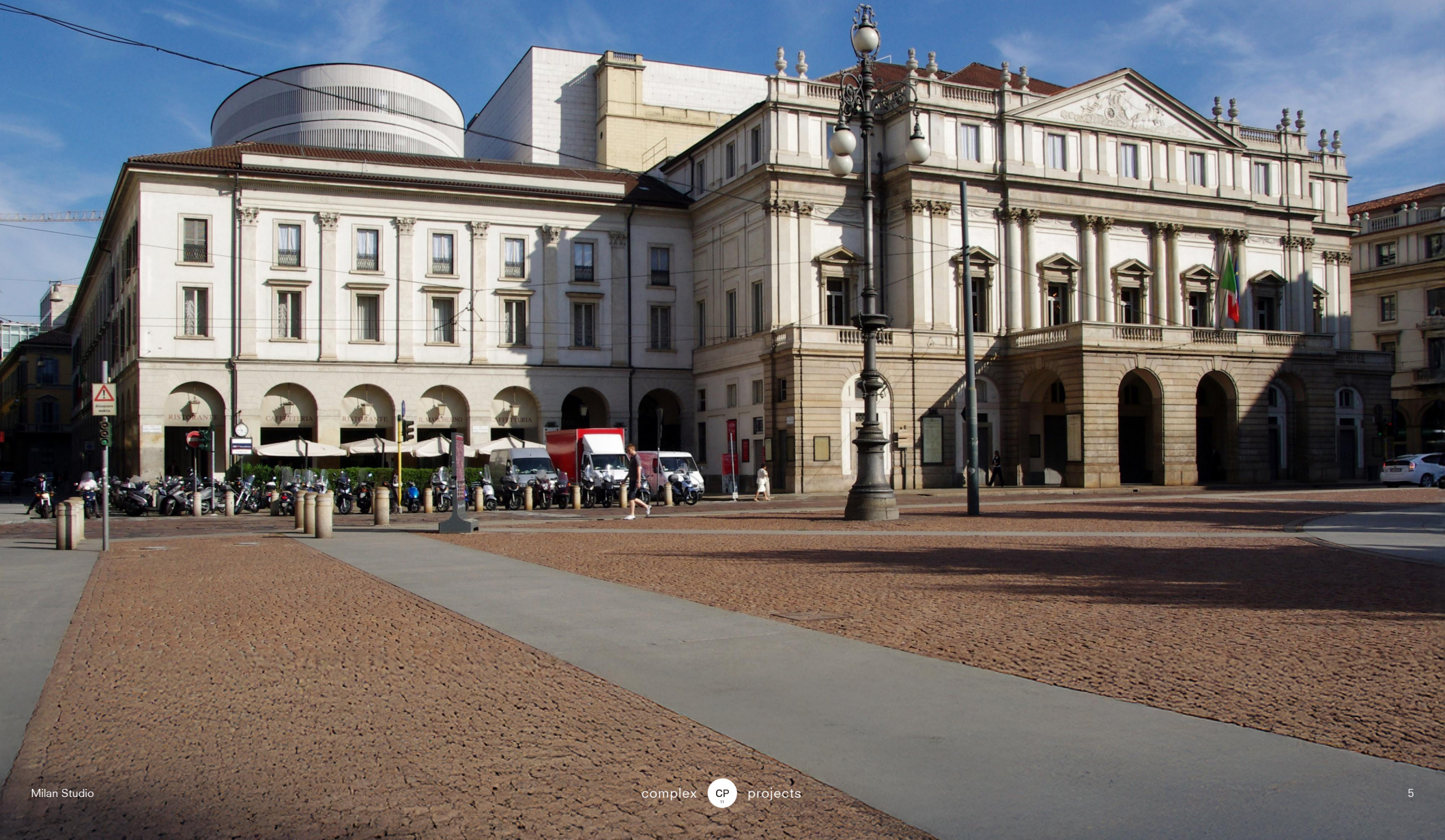


Introduction

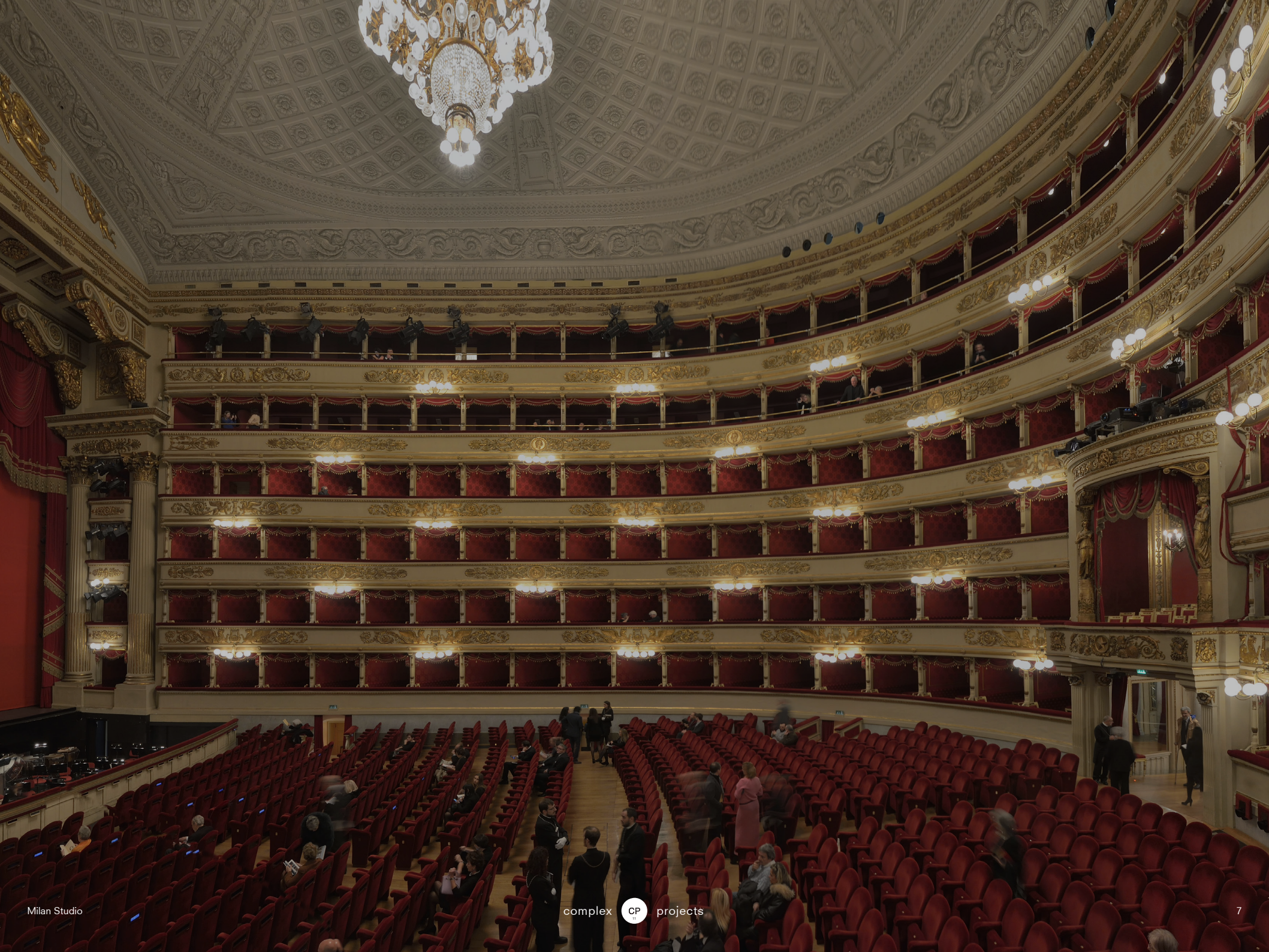
OPERA HOUSE

Introduction

TEATRO ALLA SCALA



NUOVO REGIO DUCAL TEATRO ALLA SCALA
REGIO TEATRO ALLA SCALA
TEATRO DELLA SCALA
TEATRO ALLA SCALA
LA SCALA



Introduction

ASSIGNMENT

A NEW OPERA HOUSE AT LA SCALA'S SITE

THESIS TOPIC STATEMENT

OPERA IS LOSING RELEVANCE AMONG YOUNGER AUDIENCES, THREATENING ITS CULTURAL SURVIVAL.

AI generated

THESIS TOPIC STATEMENT

**ONLY 19% OF GEN Z EXPRESS INTEREST
IN OPERA, BALLET AND THEATRE**

(Statista, 2024)

THESIS TOPIC STATEMENT

66% OF LA SCALA AUDIENCES ARE OVER 55

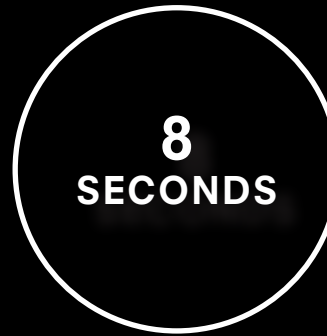
(Schmid, 2022)

Introduction

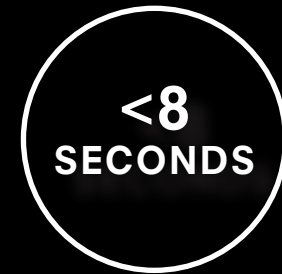
ATTENTION SPAN



2000
AVERAGE HUMAN



2025
AVERAGE HUMAN



2025
GENERATION Z

(Wolmark, 2023)

Introduction

AMBITION

**“DOMINIQUE MEYER, THE ARTISTIC DIRECTOR,
IS DETERMINED TO MAKE LA SCALA YOUNGER.**

AI generated

RESEARCH QUESTION

**HOW CAN THE DESIGN OF AN OPERA HOUSE AT LA SCALA
STIMULATE CULTURAL INTEREST AMONG YOUNG AUDIENCES?**

Introduction

DESIGN HYPOTHESIS

ENGAGE THE NEXT GENERATION TO SURVIVE.

(Ekman, 2024)

DESIGN BRIEF

DESIGN BRIEF

SITE

DESIGN BRIEF

SITE

PROGRAM

DESIGN BRIEF

SITE

PROGRAM

CLIENT

SITE

PROXIMITY

LA SCALA



GALLERIA VITTORIO
EMANUELE II



DUOMO DI MILANO

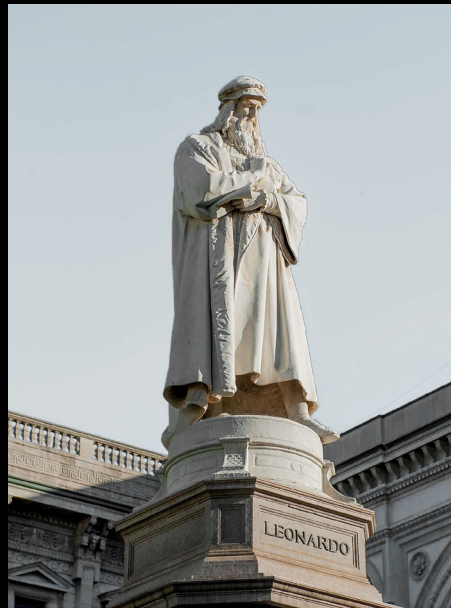
Site

PIAZZA DELLA SCALA



Site

LEONARDO DA VINCI



Site

BODIES & BUILDING

Leonardo da Vinci

“Without **symmetry and proportion** there can be no principles in the **design**”

Vitruvian Man, Leonardo da Vinci (1490)

Site

PIAZZA DELLA SCALA



**GALLERIA VITTORIO
EMANUELE II**

PALAZZO BELTRAMI

LA SCALA

Site

PIAZZA DELLA SCALA

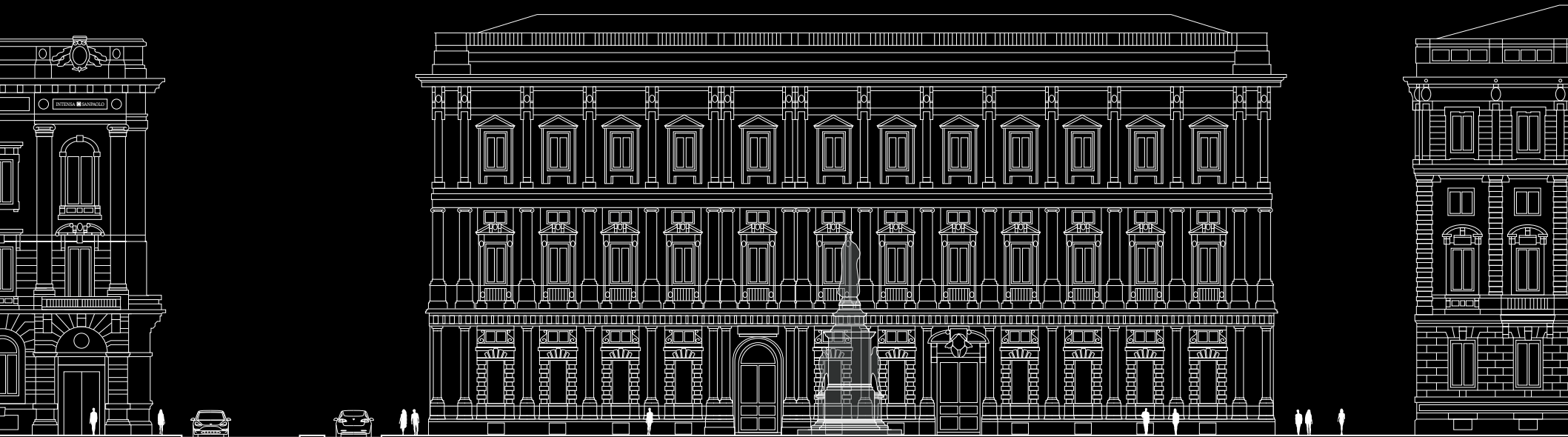


LA SCALA

**PALAZZO DELLA BANCA
COMMERCIALE ITALIANA**

Site

PIAZZA DELLA SCALA



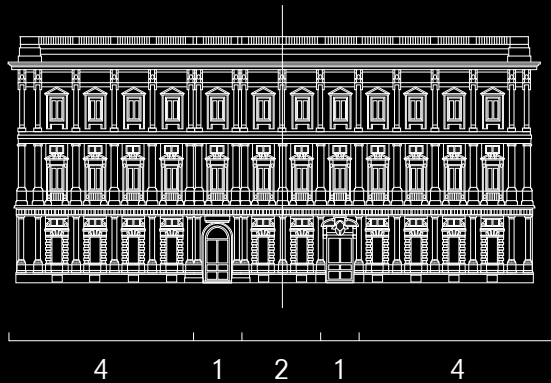
PALAZZO MARINO

Site

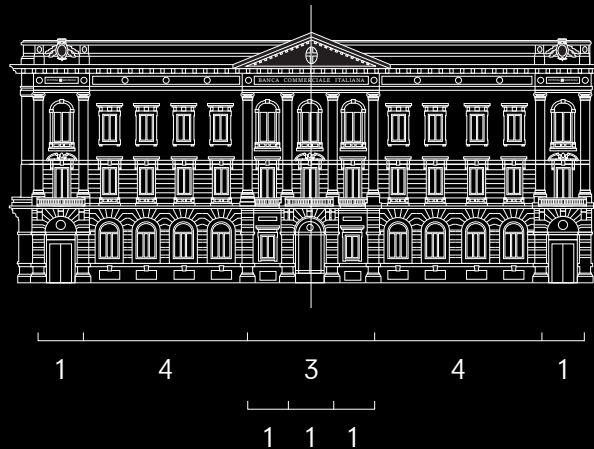
SYMMETRY AND PROPORTION

LUCA BELTRAMI

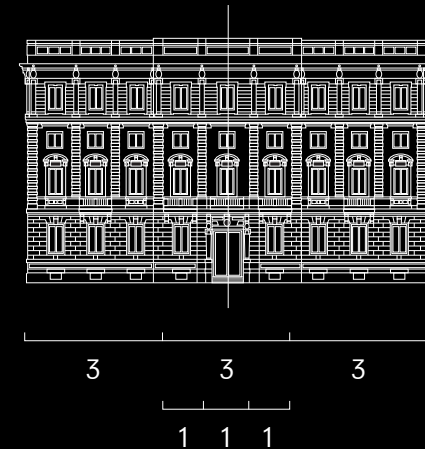
PALAZZO MARINO



PALAZZO DELLA BANCA
COMMERCIALE ITALIANA



PALAZZO BELTRAMI



Site

PIAZZA DELLA SCALA



Site

PIAZZA DELLA SCALA

**BEFORE PIAZZA
DELLA SCALA**



1800

THE RISE OF CARS



1920's

CAR-CENTRIC



1960's

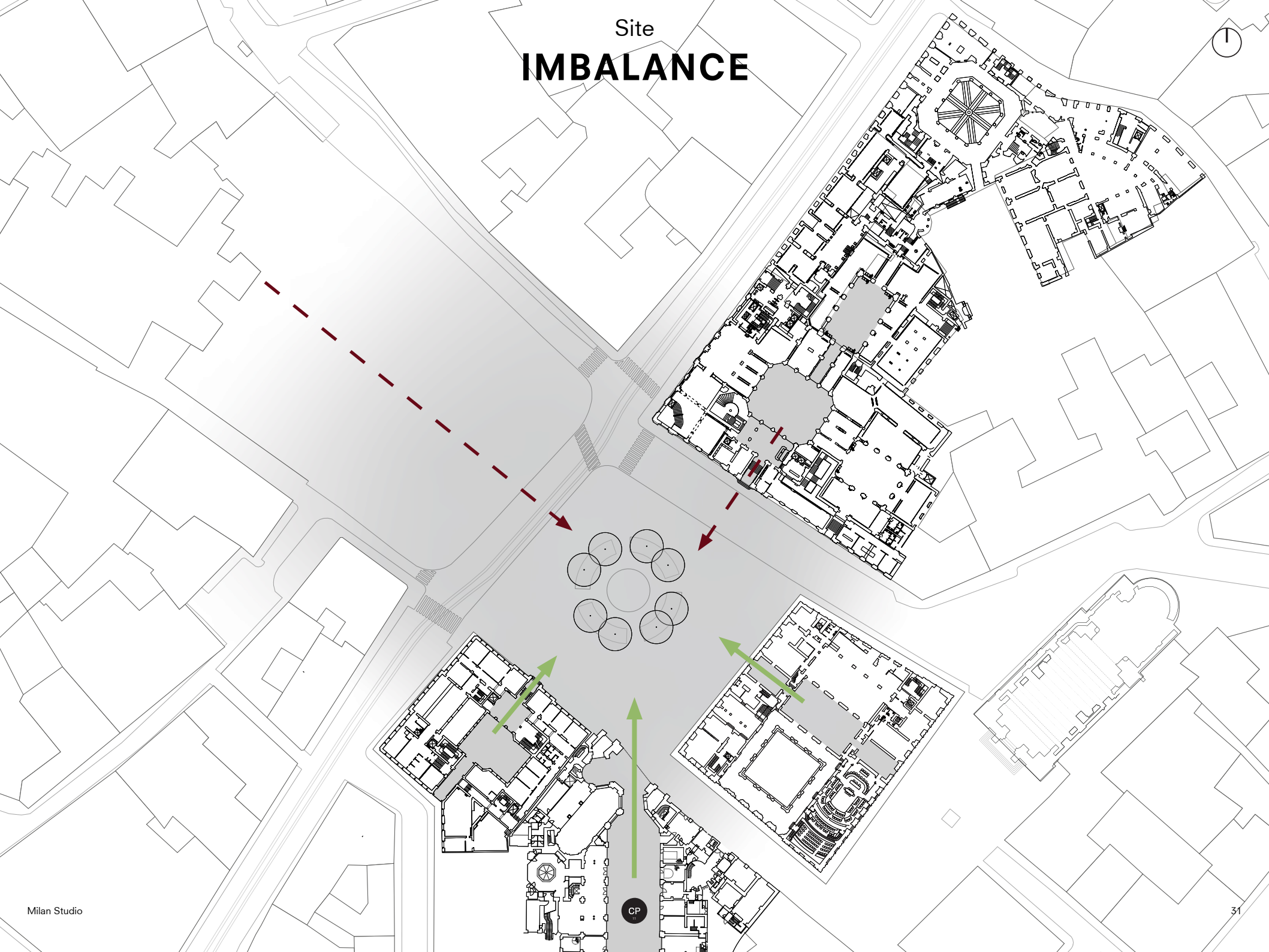
**MORE PRIORITY
FOR PEDESTRIANS**



2024

Site

IMBALANCE



PEDESTRIAN ZONE EXPANSION



Site

LA SCALA

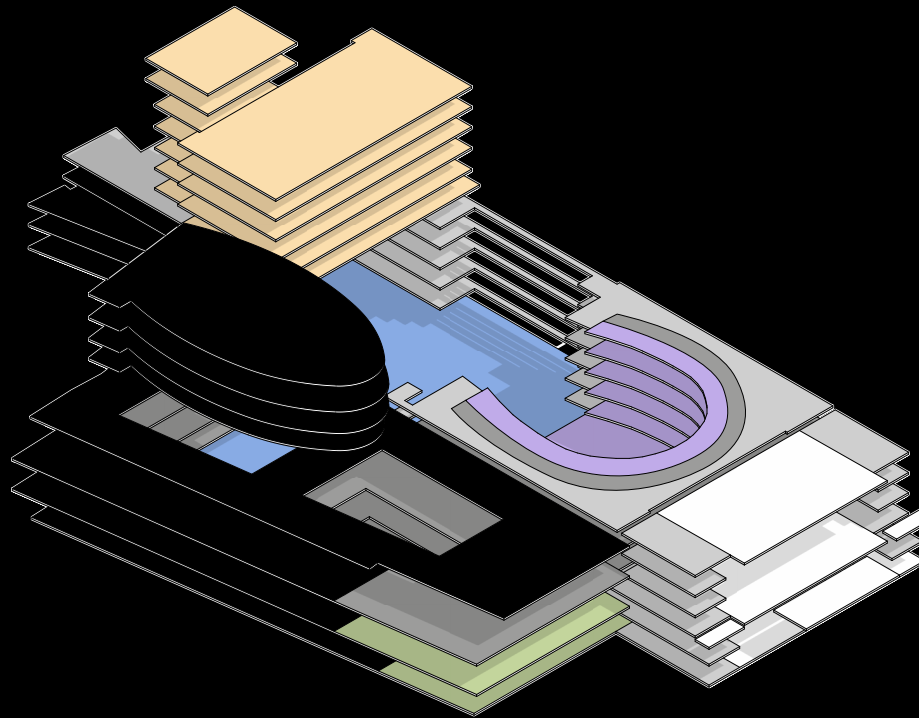
PEDESTRIAN ZONE

DESIGN BRIEF

PROGRAM

Program
30,000 M²

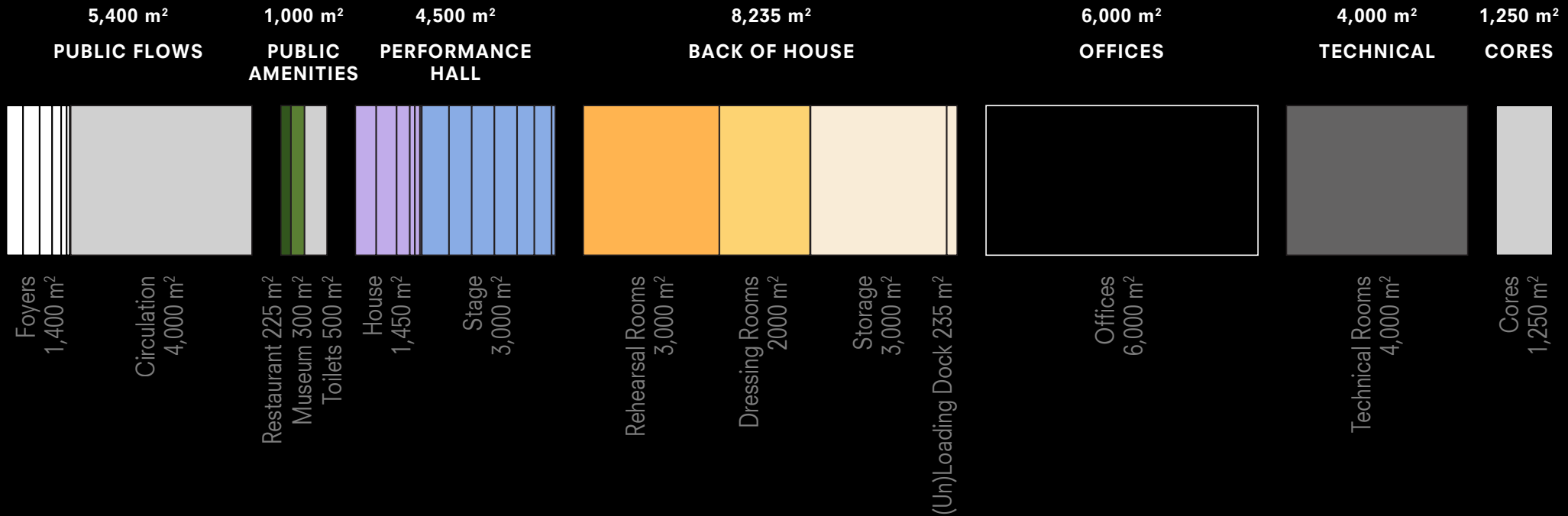
- Foyers
- House
- Stage
- Museum & Cafe
- Back-of-House
- Offices
- Circulation
- Others



Program

TEATRO ALLA SCALA

30.000 m²



Program

NO DAYLIGHT NEEDED

120.000 M³ + (65%)

**HOUSE, STAGE, TECHNICAL ROOMS, STORAGE,
CORES, TOILETS AND 50% OF CIRCULATION**

PROGRAM

YOUTH ENGAGEMENT

Program

BREAKING THE FOURTH WALL

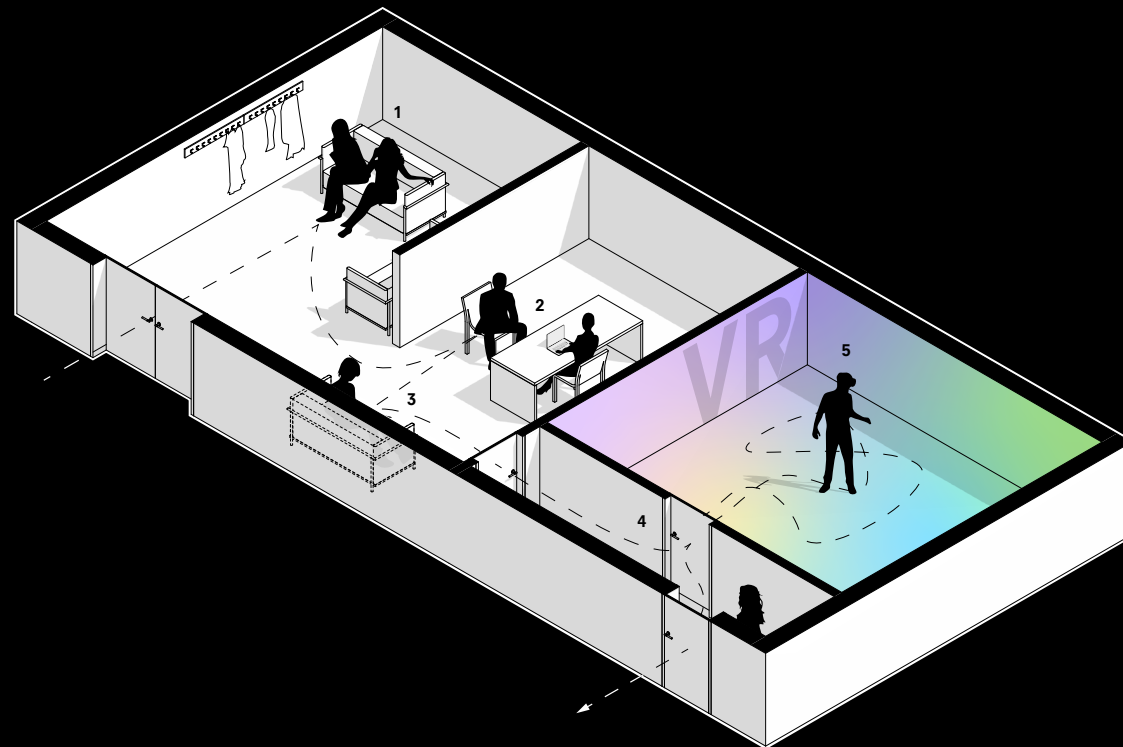
1 hour 30 minutes



PLAY

Alexander Ekman

Program VR OPERA



1. Waiting Room

2. Personalisation

3. Second Waiting Room

4. VR Instructions

5. VR Experience

Program

AI BALLET

1 hour 30 minutes



PULSE

Innovation:Lab

PROGRAM

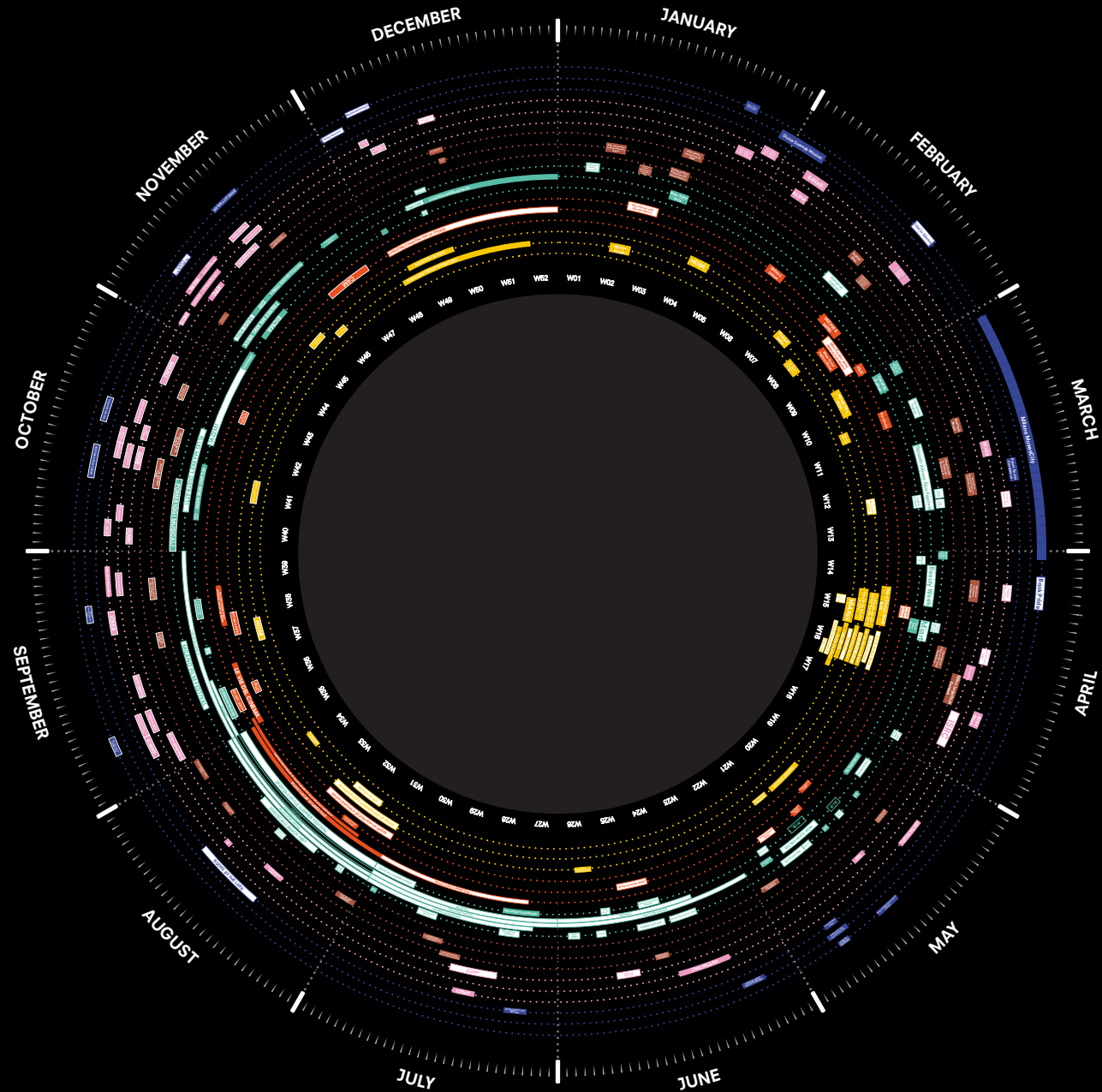
CULTURE

CITY OF TEMPORALITY

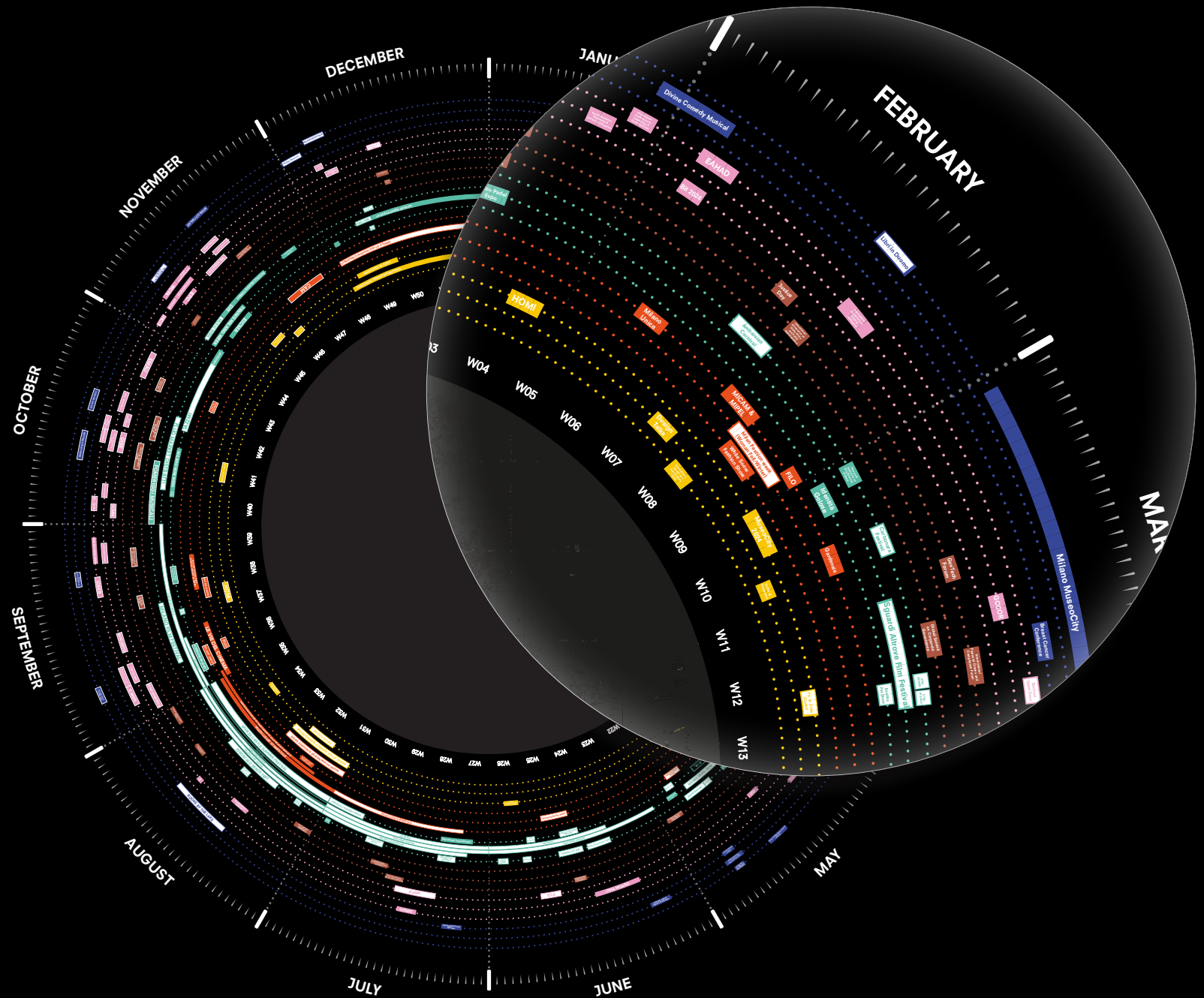


Culture

YEAR-ROUND CULTURAL CALENDAR



YEAR-ROUND CULTURAL CALENDAR



Culture EVENTSCAPE

- LITERATURE
- RESEARCH
- BUREAUCRACY
- LEISURE
- FASHION
- DESIGN

SPREADING & EXPOSING



Culture

ALDO ROSSI

“THE CITY IS A THEATRE OF HUMAN EVENTS”

(Ortolano, 2018)

Culture

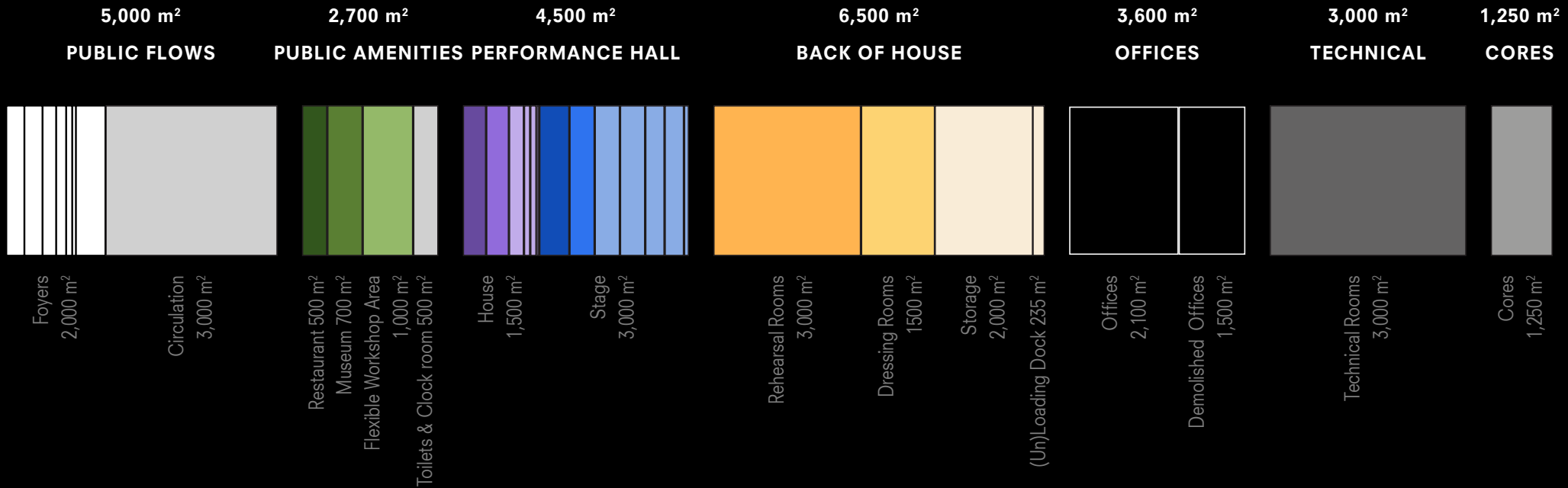
AMBITION

**BRINGING THE PIAZZA IN AND
THE PERFORMANCES OUT**

Program

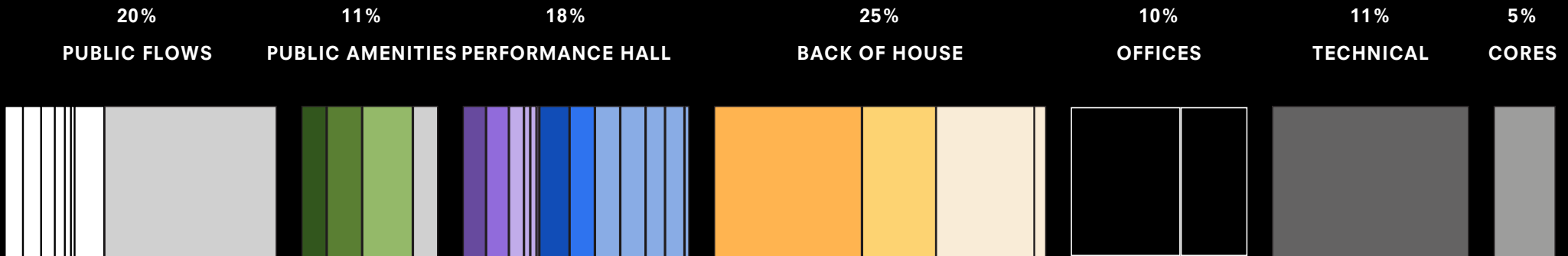
PROGRAM PROPOSAL

TOTAL GROSS AREA: 26.500 m²



Program COMPARISON

PROPOSAL

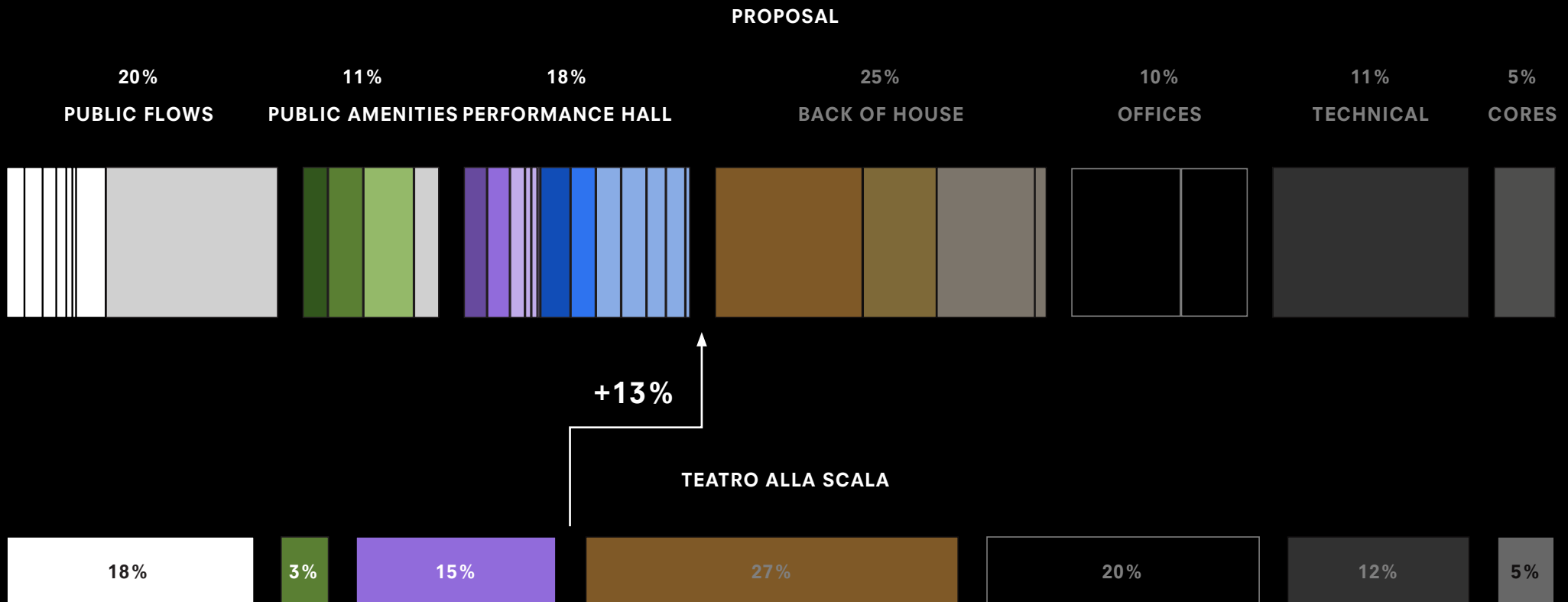


TEATRO ALLA SCALA



Program

INCREASE PUBLIC AREA



DESIGN BRIEF

CLIENT

Client
CLIENT



Comune di
Milano

Client

COMUNE DI MILANO



HIGH-QUALITY SOCIAL RELATIONSHIPS.

OPPORTUNITIES TO EXPRESS TALENTS AND CREATIVITY.

ACCESS TO QUALITY COMMON SPACES.

Client

CLIENT AND PARTNERS



Comune di
Milano



INTESA  SANPAOLO



Kartell

Design Brief

MATRIX

SITE

PROGRAM

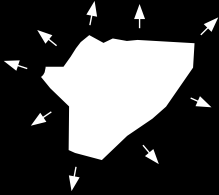
CLIENT

Design Brief

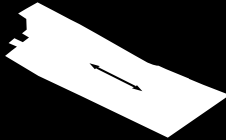
MATRIX

SITE

PEDESTRIAN ZONE
EXPANSION



IMPROVED SAFETY &
RELATION WITH PIAZZA



MAX. 27M FACADE
FACING THE PIAZZA



STRONGER
ACCESSIBILITY



PROGRAM

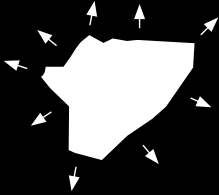
CLIENT

Design Brief

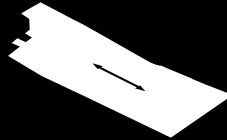
MATRIX

SITE

PEDESTRIAN ZONE
EXPANSION



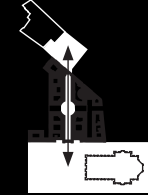
IMPROVED SAFETY &
RELATION WITH PIAZZA



MAX. 27M FACADE
FACING THE PIAZZA

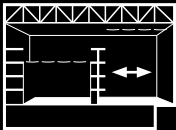


STRONGER
ACCESSIBILITY



PROGRAM

FLEXIBLE HALL



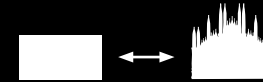
500 - 2000 SEATS



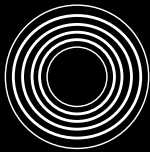
EXPERIMENTAL
PERFORMANCE



RELATION TO
THE CITY



FLEXIBLE SPACE FOR
MILAN'S CULTURAL
EVENTS



STAIRS AS KEY
ARCHITECTURAL
ELEMENT



BLEND USER
GROUPS AND
PEOPLE FLOWS



OPTIMISING
UNDERGROUND
POTENTIAL



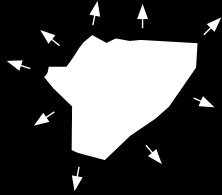
CLIENT

Design Brief

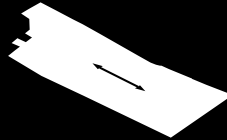
MATRIX

SITE

PEDESTRIAN ZONE
EXPANSION



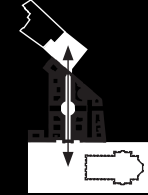
IMPROVED SAFETY &
RELATION WITH PIAZZA



MAX. 27M FACADE
FACING THE PIAZZA

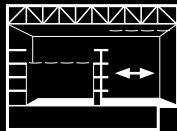


STRONGER
ACCESSIBILITY



PROGRAM

FLEXIBLE HALL



500 - 2000 SEATS



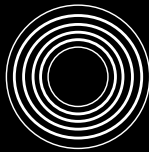
EXPERIMENTAL
PERFORMANCE



RELATION TO
THE CITY



FLEXIBLE SPACE FOR
MILAN'S CULTURAL
EVENTS



STAIRS AS KEY
ARCHITECTURAL
ELEMENT



BLEND USER
GROUPS AND
PEOPLE FLOWS



OPTIMISING
UNDERGROUND
POTENTIAL



CLIENT



ENGAGING YOUNGER
GENERATIONS

CONTRIBUTION TO MILAN'S
YEAR-ROUND EVENTS

INTESA  SANPAOLO

Kartell

MATERIAL INNOVATION

TIMELESS ELEGANCE

Design Brief

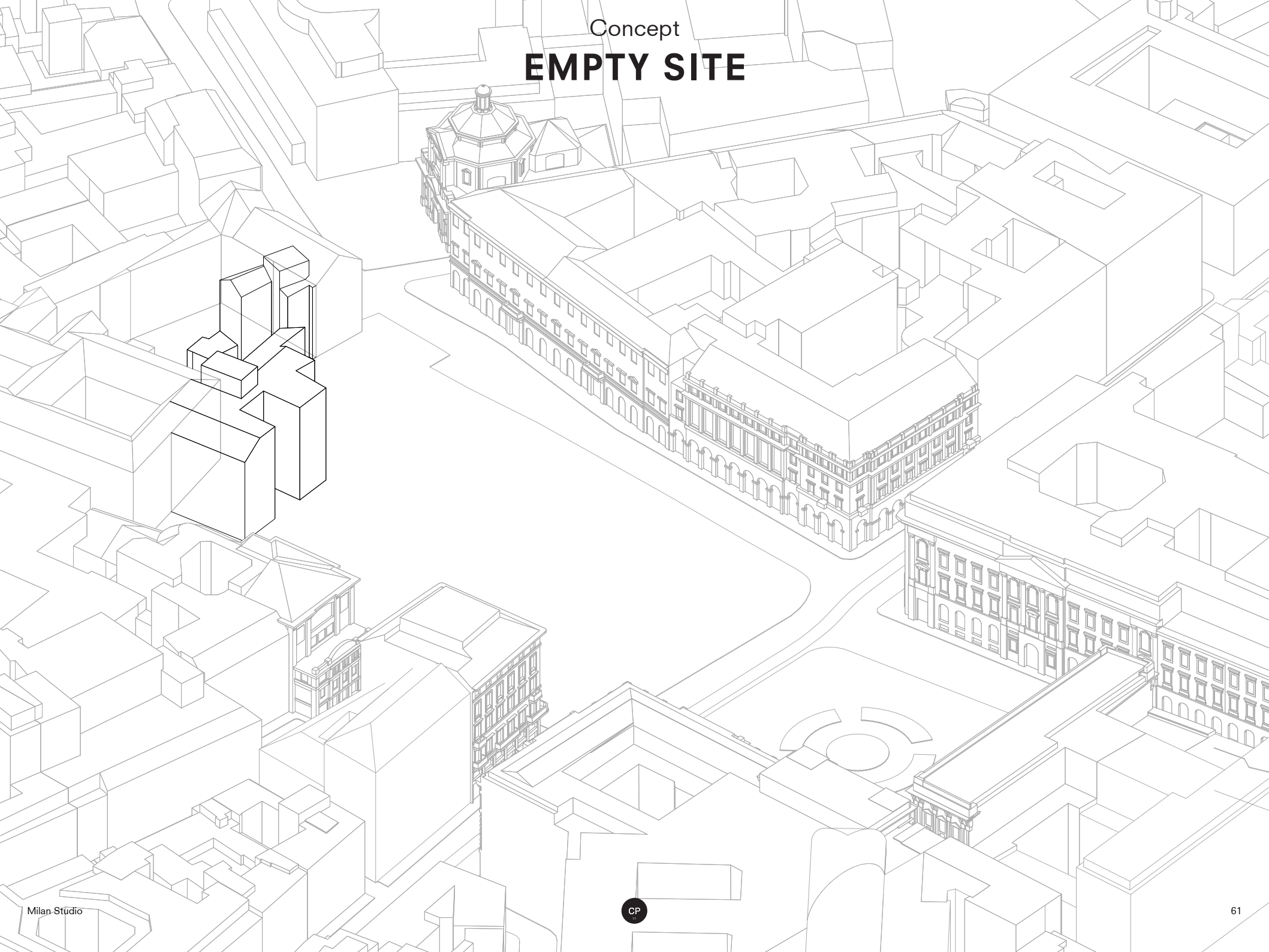
AMBITION

**STIMULATES RENEWED INTEREST IN OPERA
AMONG YOUNGER GENERATIONS**

SUSTAIN LA SCALA'S RELEVANCE

**SUPPORTS MILAN'S YEAR-ROUND
CULTURAL CALENDAR**

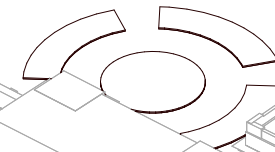
Concept
EMPTY SITE



Concept

DEMOLISHED CONTEXT

+ 1,500M² OFFICES



Concept

EXPANSION PEDESTRIAN ZONE



Concept

IMPROVED SAFETY & ACCESSIBILITY



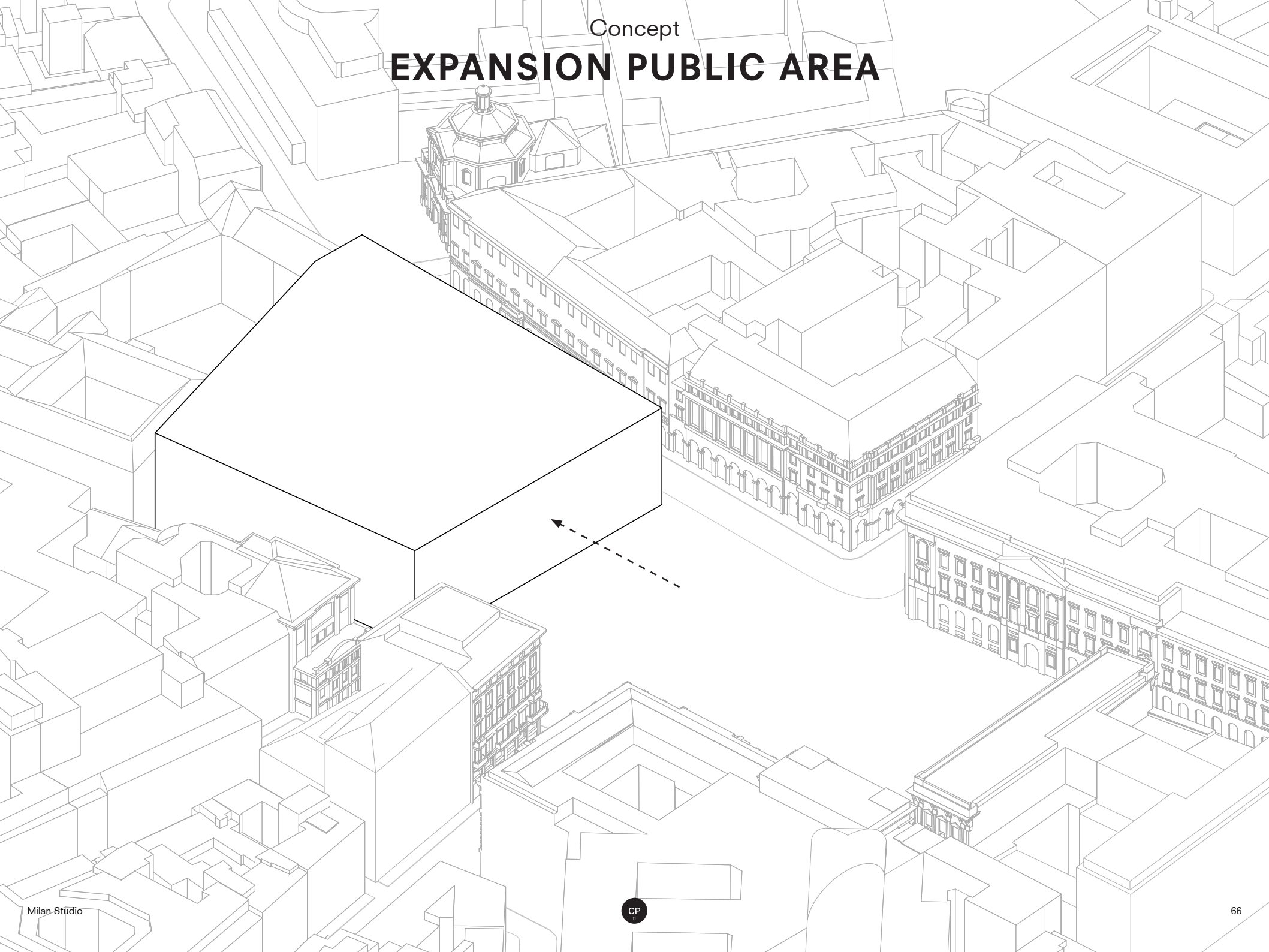
Concept

SITE TO MASS



Concept

EXPANSION PUBLIC AREA



Concept

POINT OF ATTRACTION



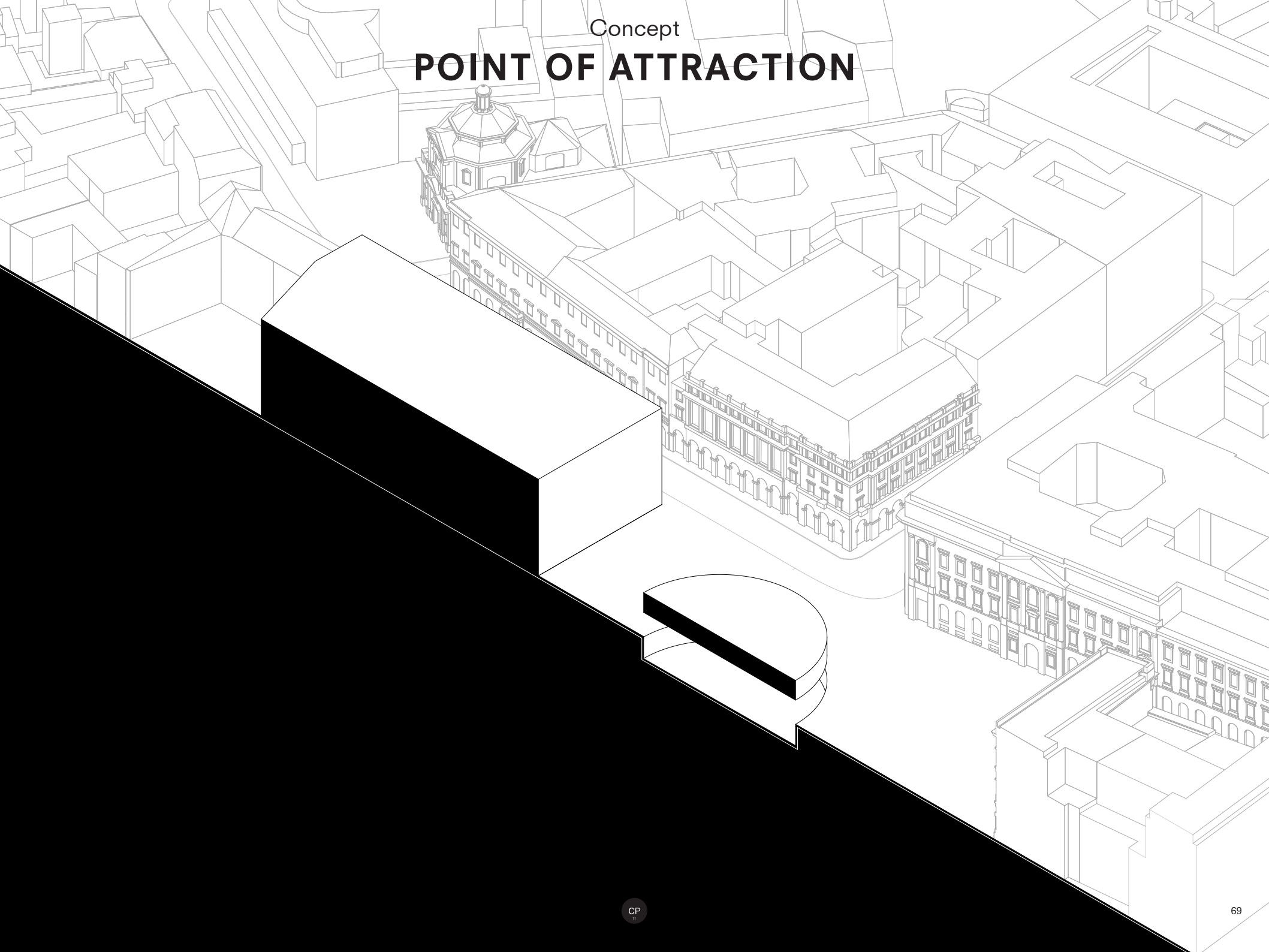
Concept

POINT OF ATTRACTION



Concept

POINT OF ATTRACTION



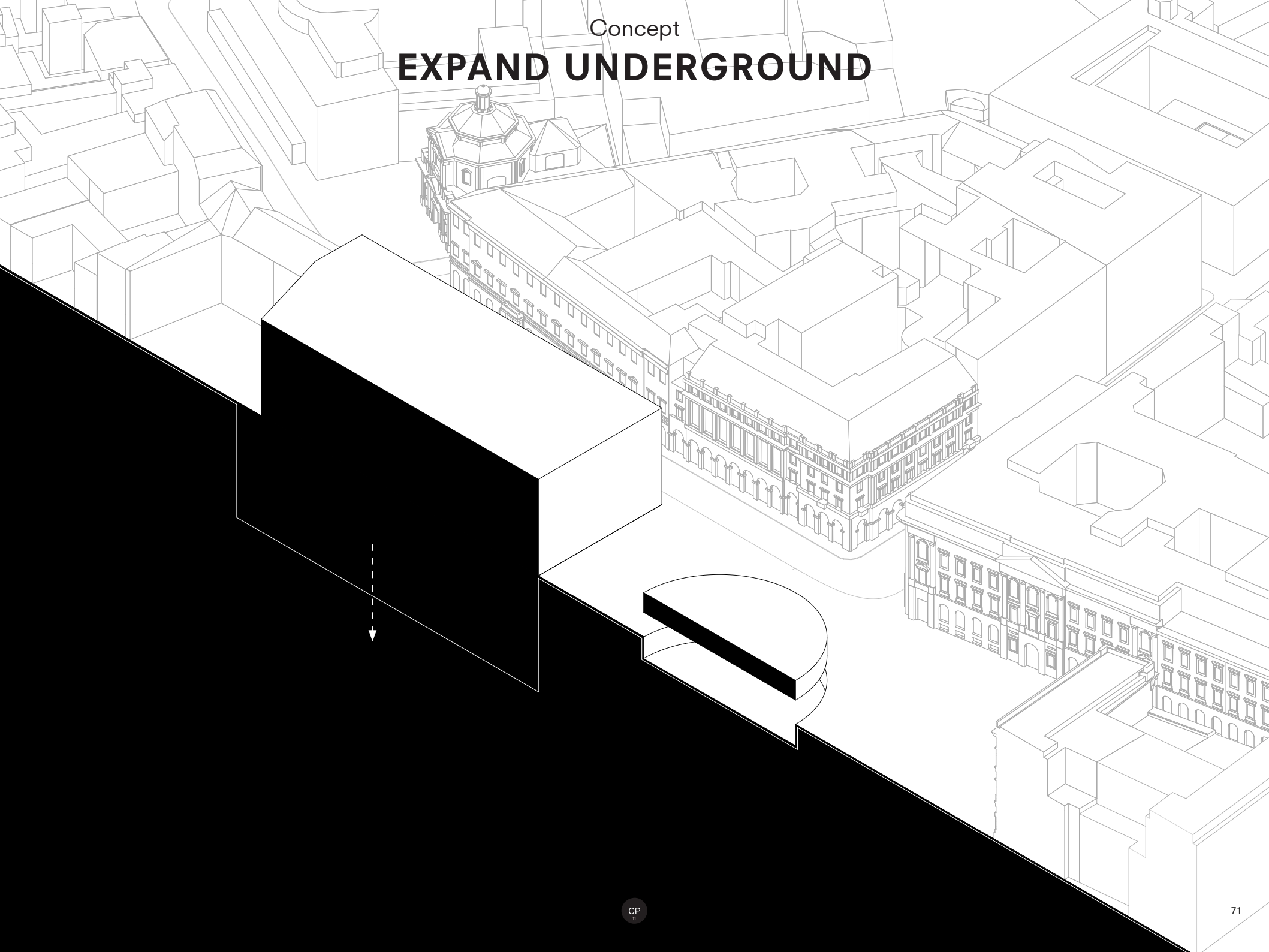
Concept

CLASSICAL OPERA HALL



Concept

EXPAND UNDERGROUND



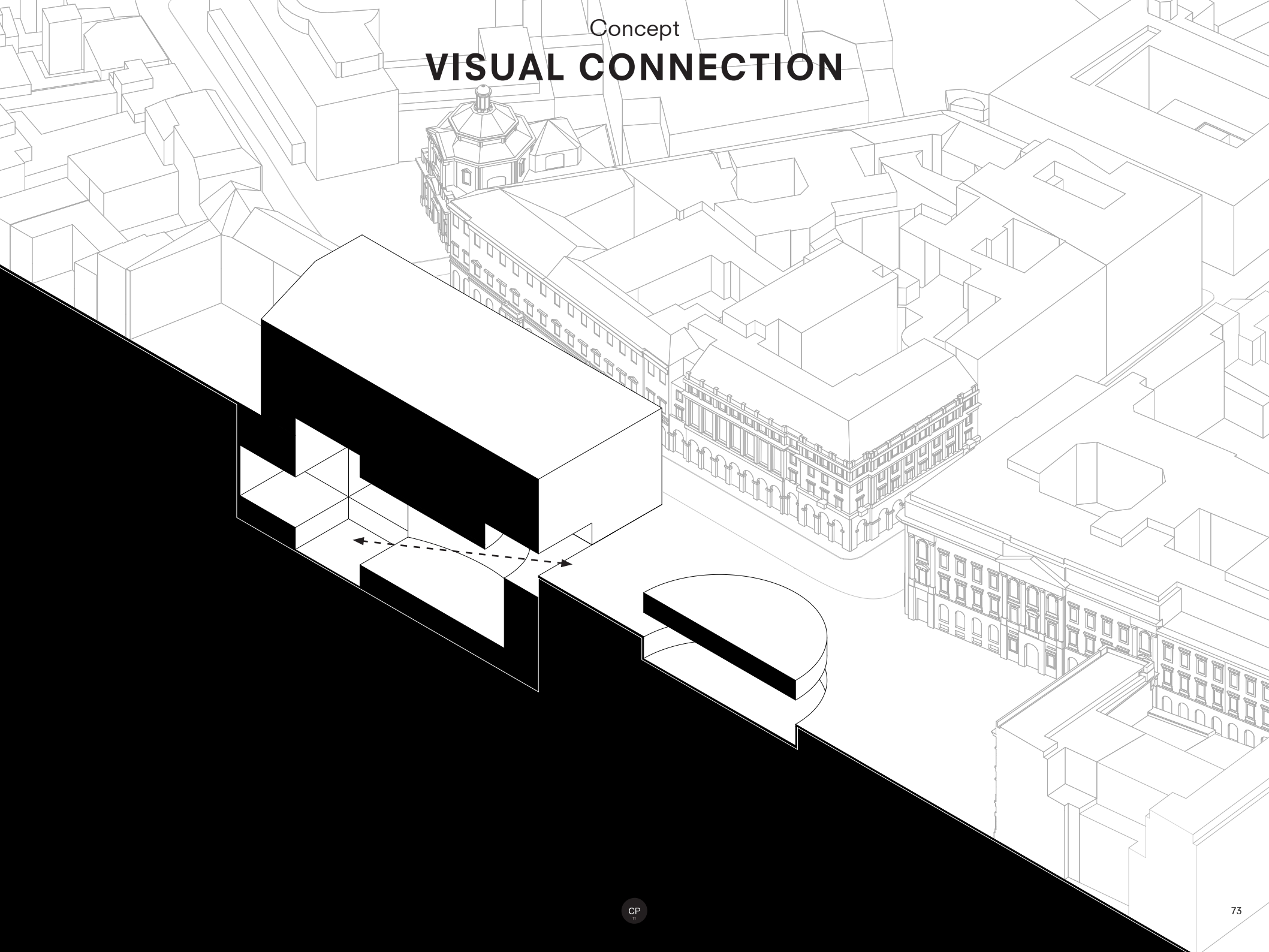
Concept

CLASSICAL HALL EXPANSION UNDERGROUND



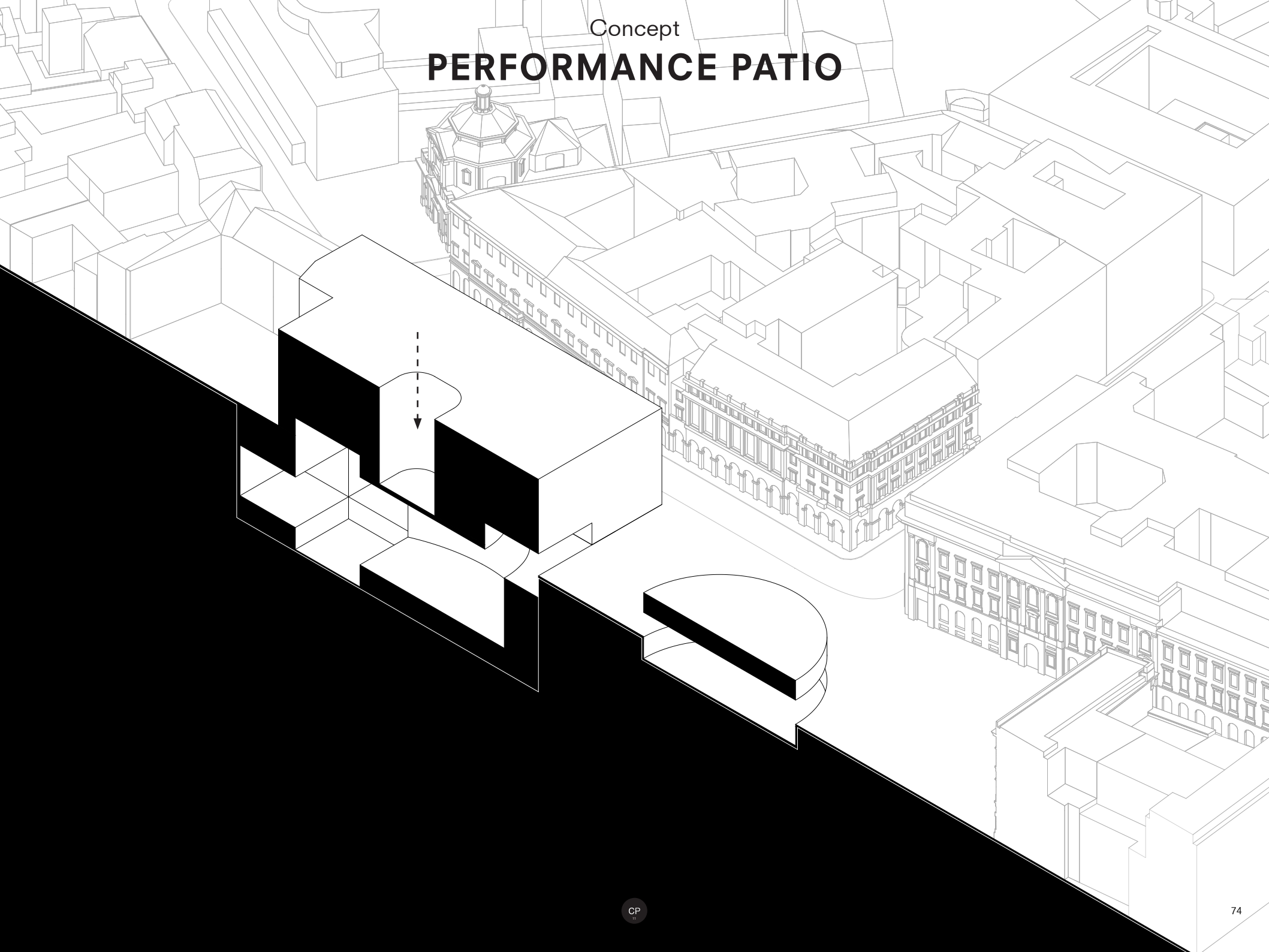
Concept

VISUAL CONNECTION



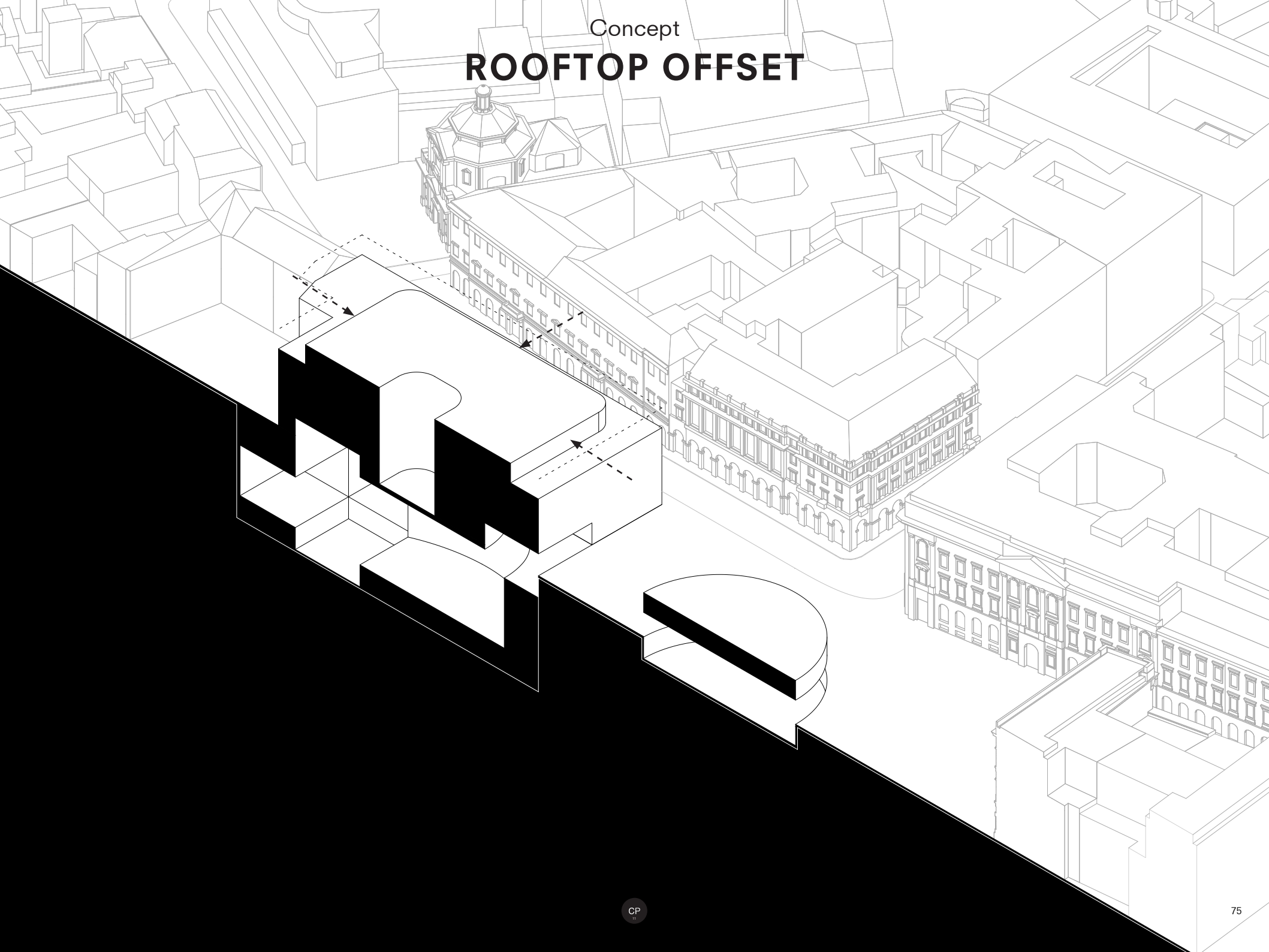
Concept

PERFORMANCE PATIO



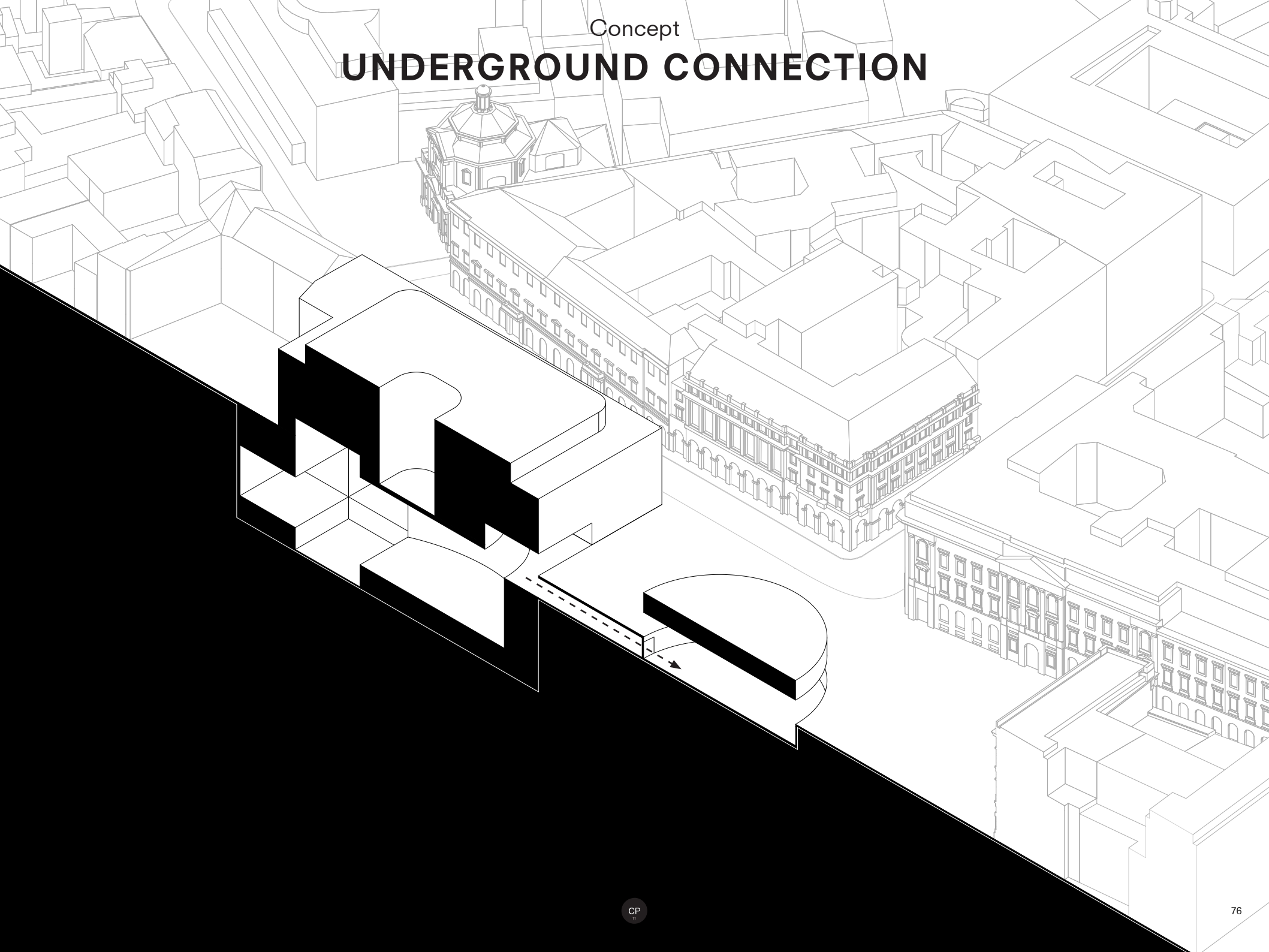
Concept

ROOFTOP OFFSET



Concept

UNDERGROUND CONNECTION



Concept
PROPOSAL

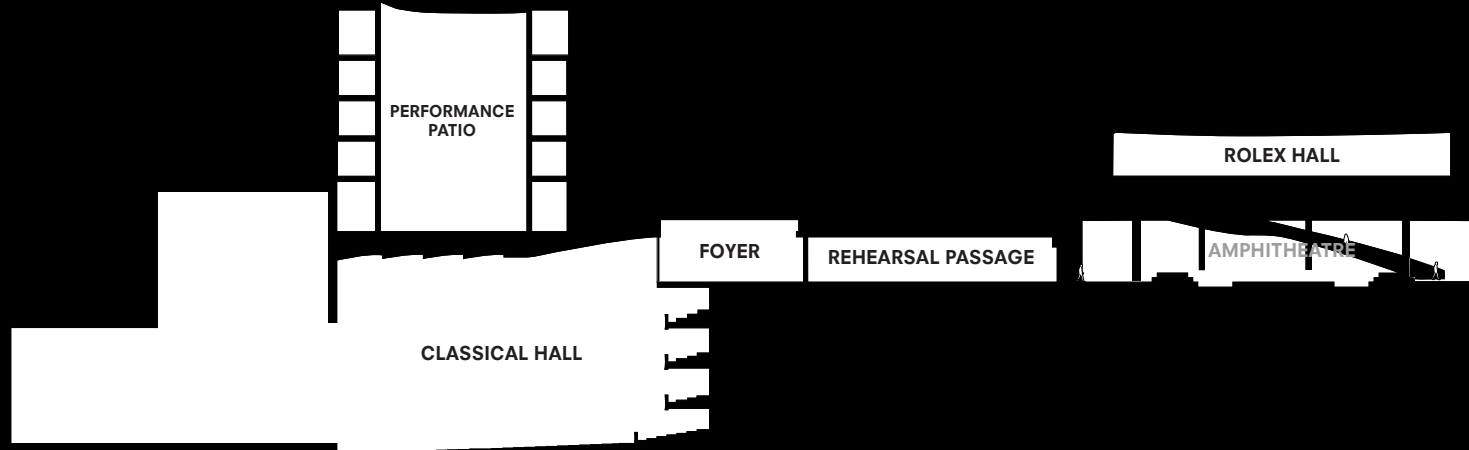


SCALA

A sequence of performance spaces

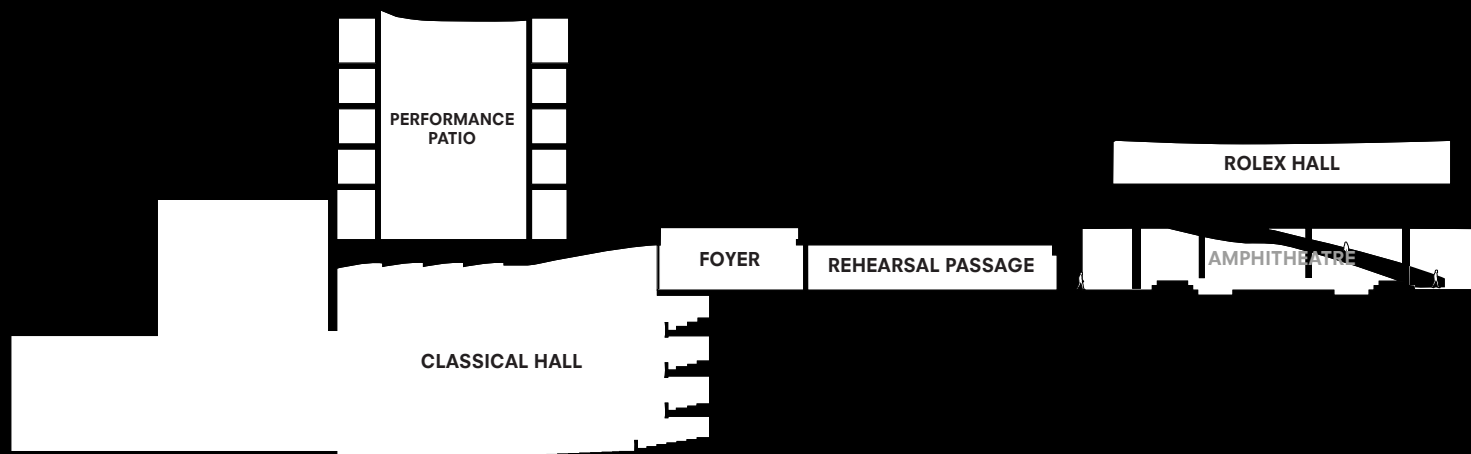


3-HOUR PERFORMANCE



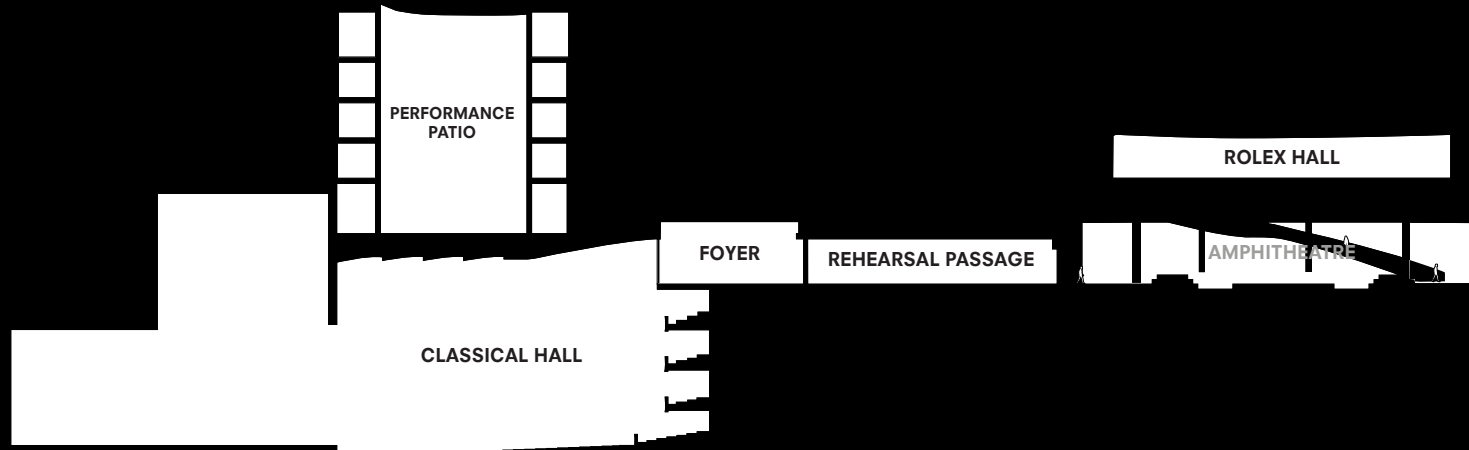
PERFORMANCE ART FESTIVAL

3-HOUR PERFORMANCE

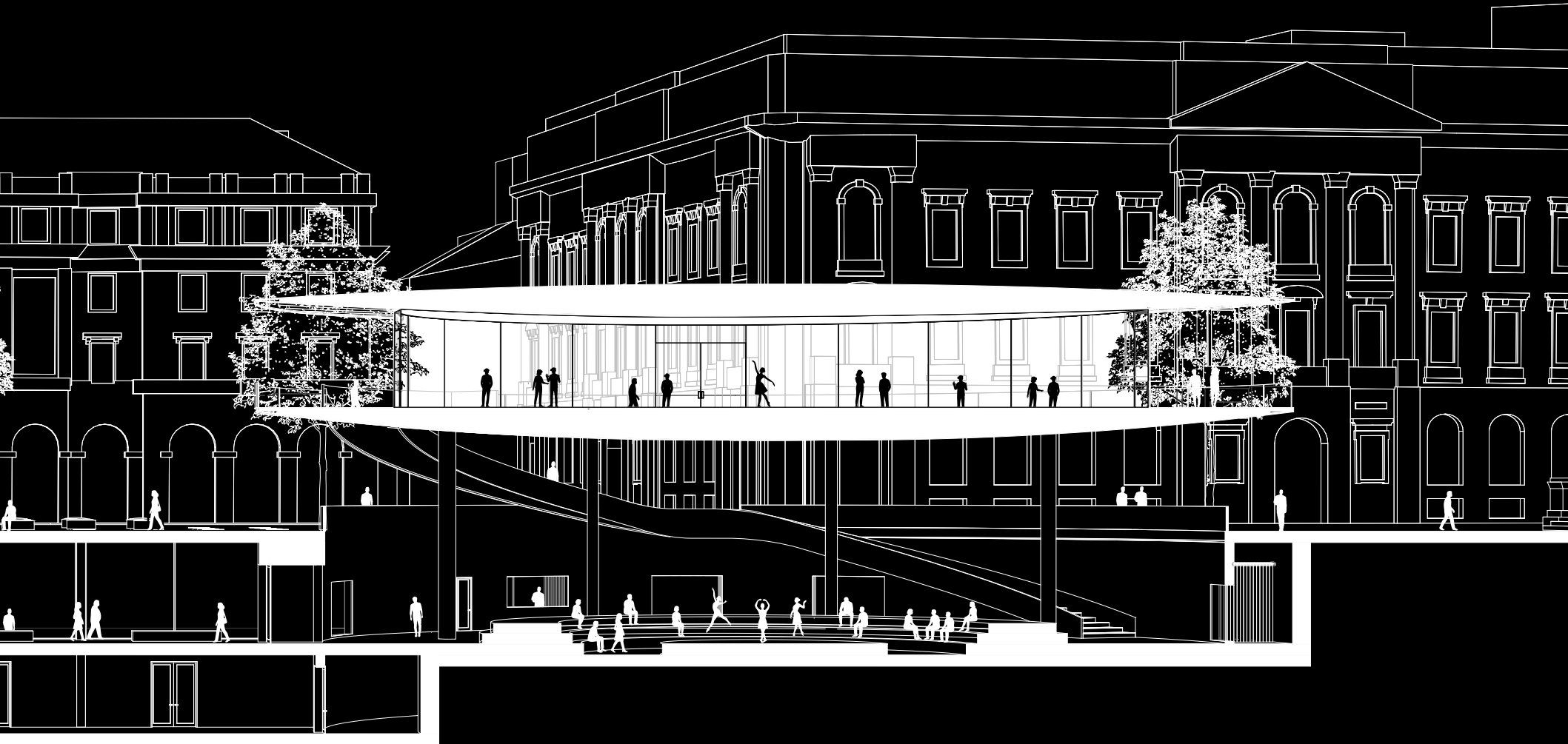


PERFORMANCE ART FESTIVAL

YOU DECIDE HOW LONG AND WHERE



A FLOATING STAGE FOR THE MILAN'S NEXT GENERATION





Rolex Hall

DEVELOPMENT

10 METER



CONVERTABLE INITIAL CONCEPT

Rolex Hall

DEVELOPMENT

10 METER



CONVERTABLE INITIAL CONCEPT



7 METER



MORE HUMAN SCALE
OPEN PLAN

Rolex Hall DEVELOPMENT

10 METER



CONVERTABLE INITIAL CONCEPT



7 METER



MORE HUMAN SCALE
OPEN PLAN



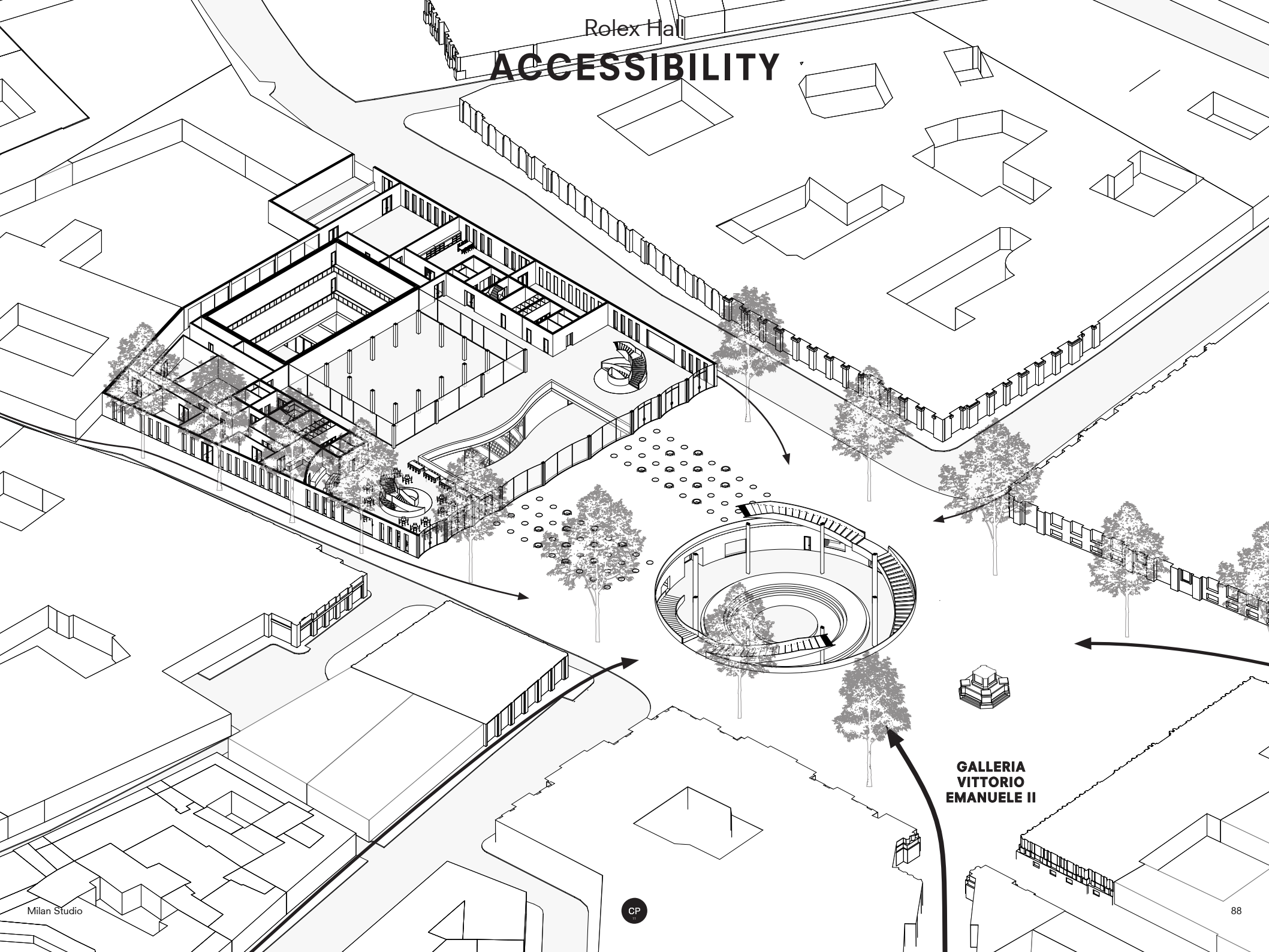
5 METER



VIEWING PLATFORM

Rolex Hall

ACCESSIBILITY



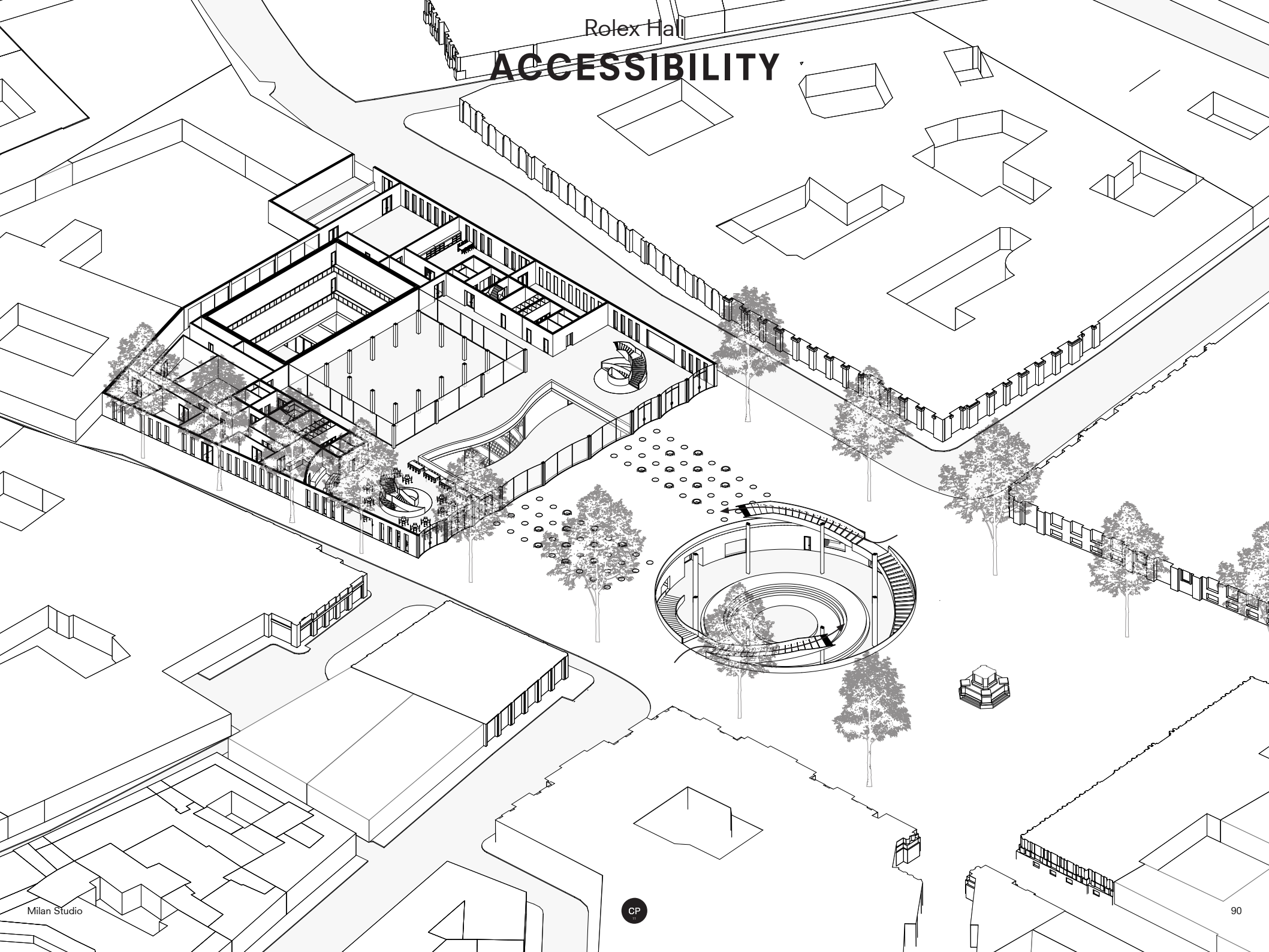
GALLERIA
VITTORIO
EMANUELE II

CP

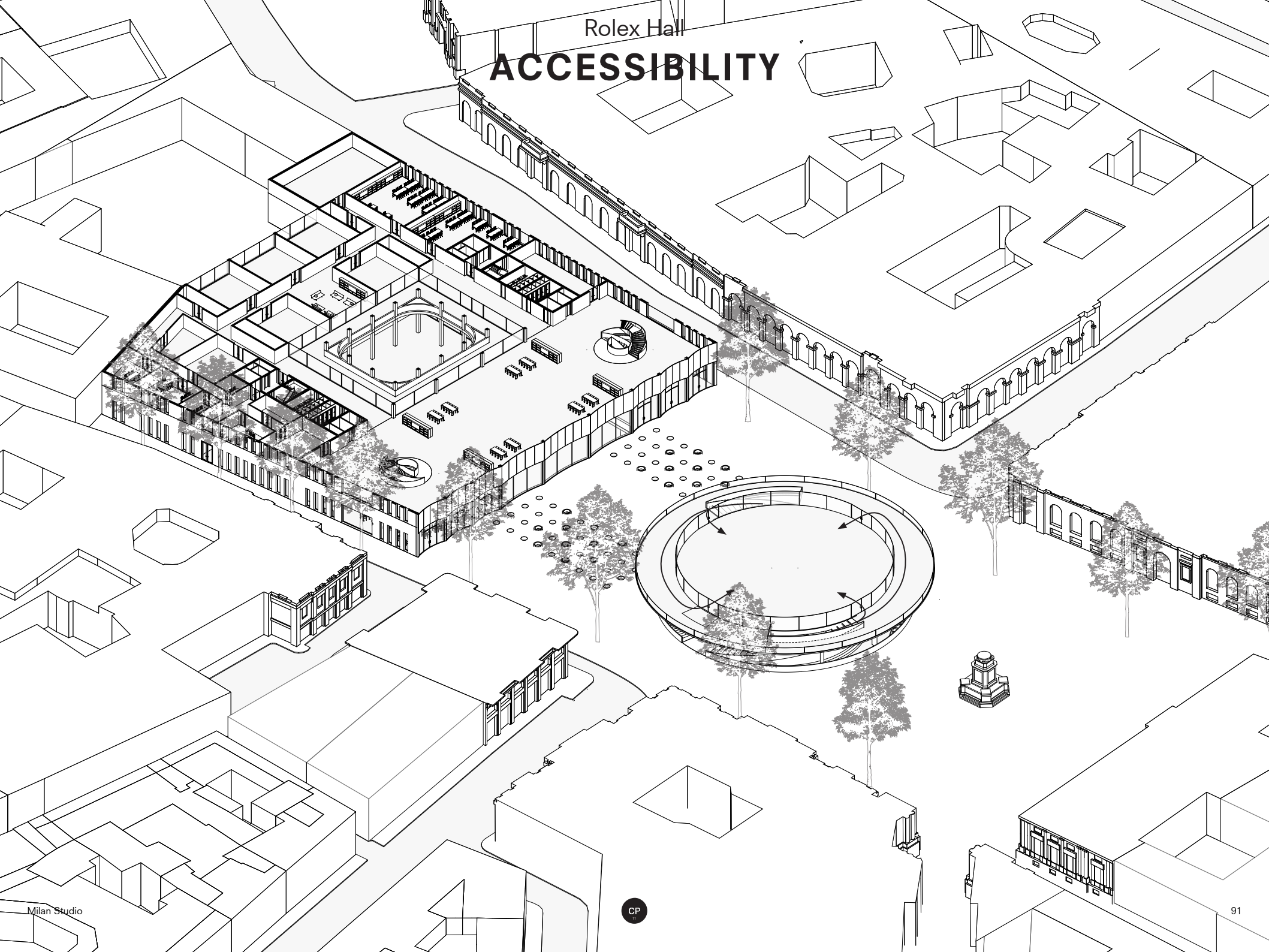


Rolex Hall

ACCESSIBILITY

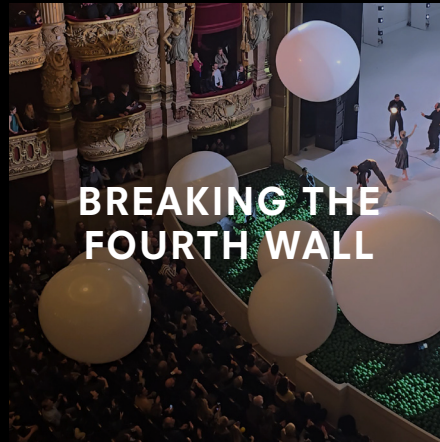


ACCESSIBILITY



Rolex Hall

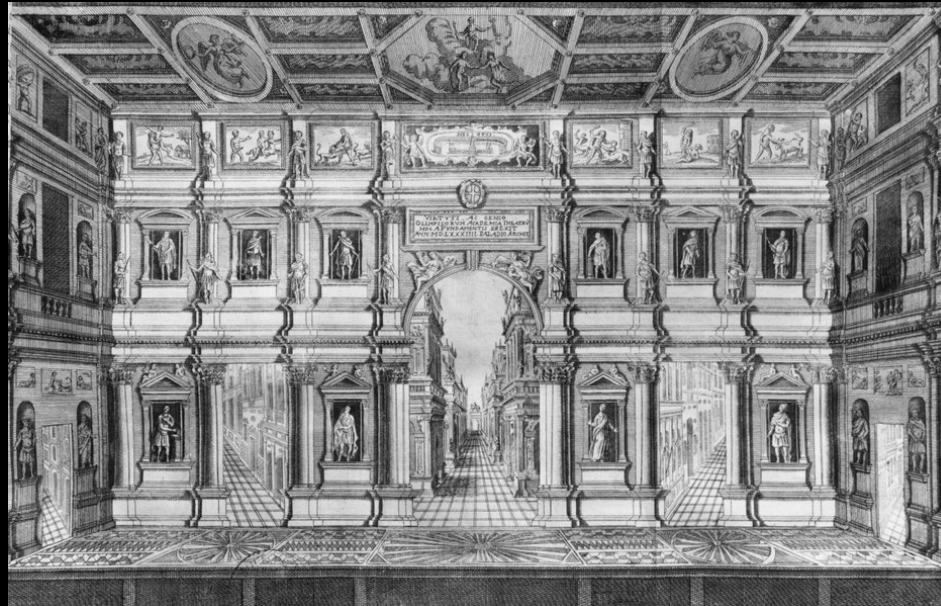
NEXT GENERATION



Rolex Hall

CITY RELATION

OLYMPIC THEATRE



Rolex Hall
DIORAMA

PANORAMA MESDAG



Rolex Hall

CITY DIORAMA

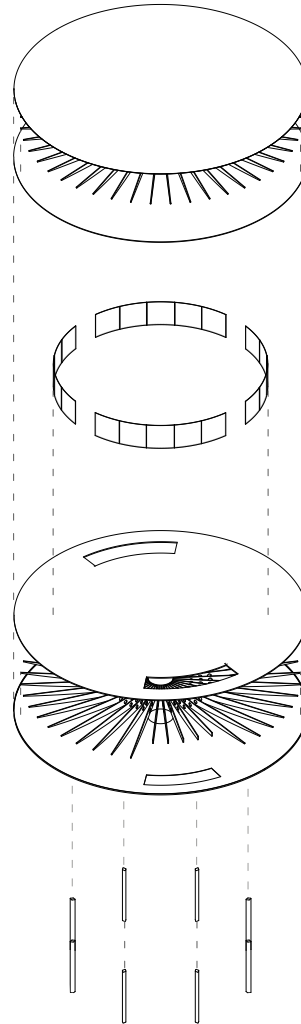




SCAI

Rolex Hall

STRUCTURE



44 RADIAL CFRP PANELS
48 mm

CARBON-FIBER RIBS AND BEAMS
100 - 1400 mm

44 RADIAL CFRP PANELS
48 mm

CURVED LOW-IRON LAMINATED
STRUCTURAL GLASS PANELS
4400 mm HEIGHT
4 LAYERS X 12 mm

44 RADIAL CFRP PANELS
48 mm

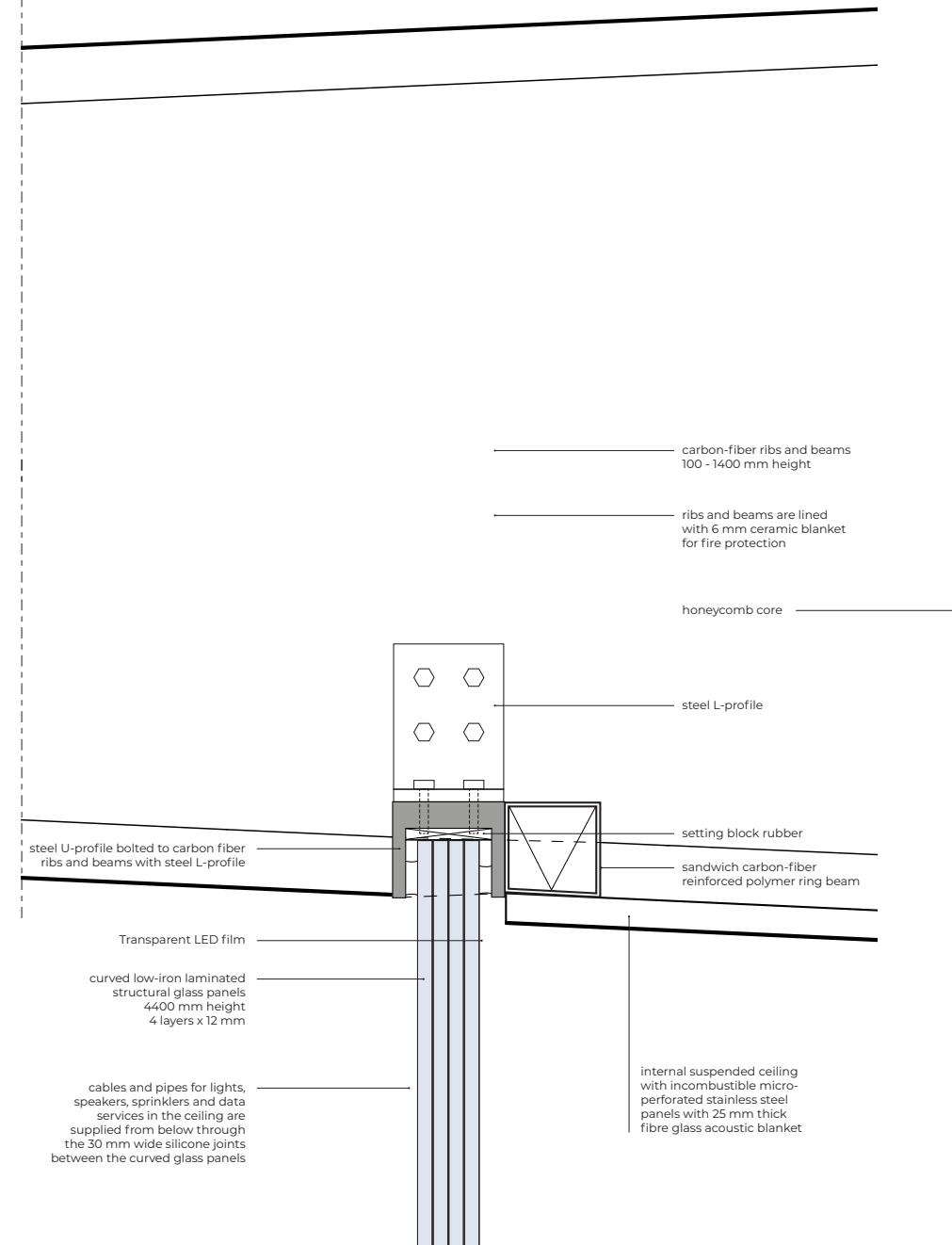
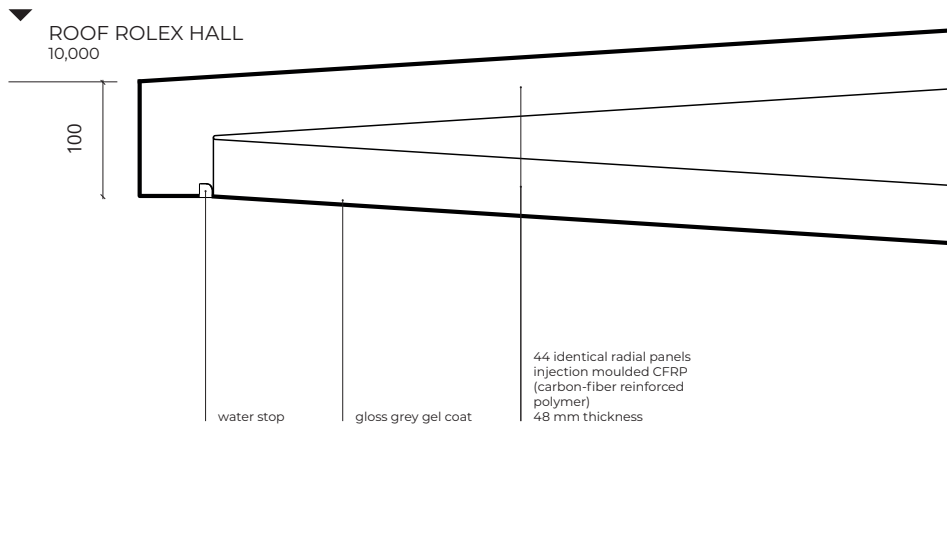
CARBON-FIBER RIBS AND BEAMS
100 - 1400 mm

44 RADIAL CFRP PANELS
48 mm

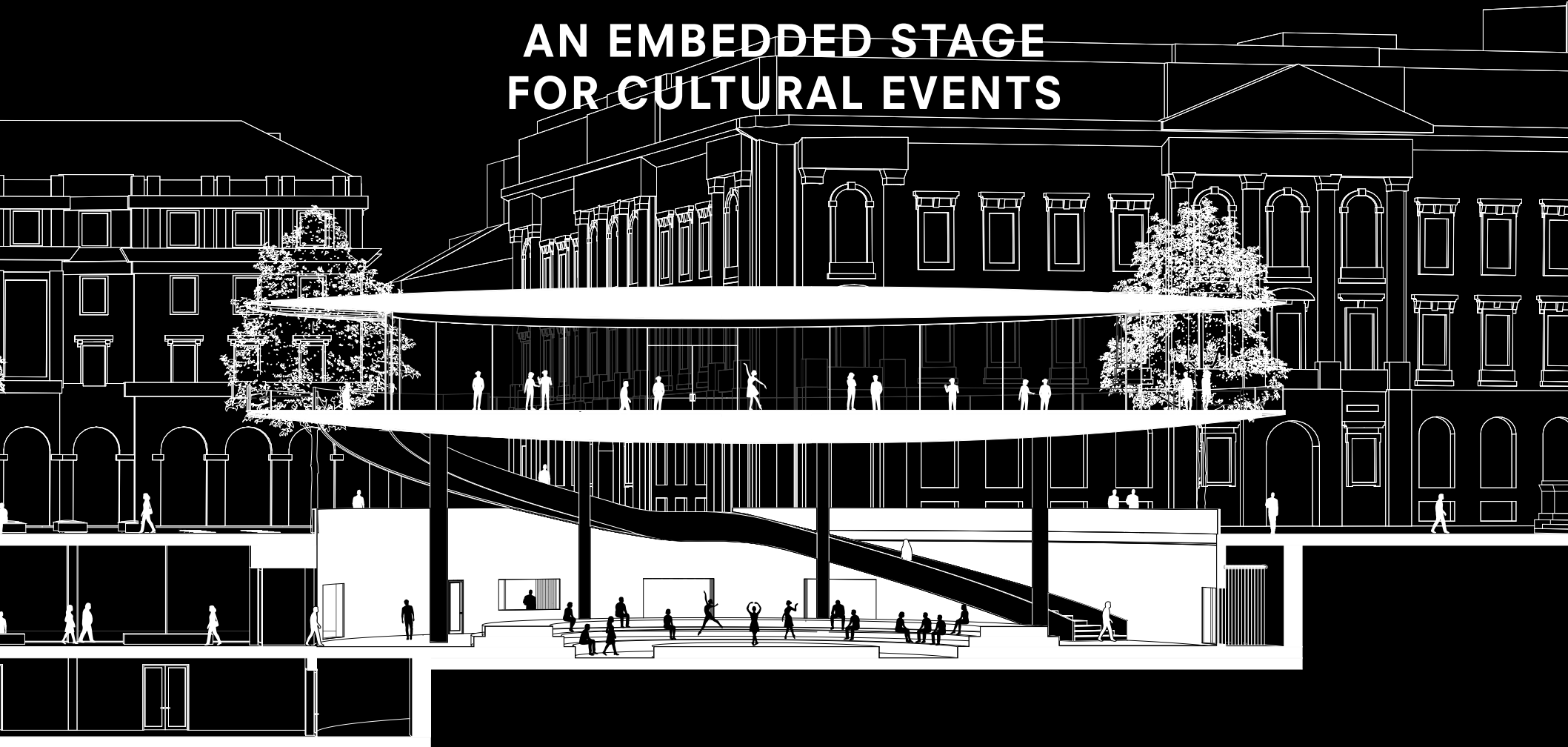
8 STEEL CHROME COLUMNS
Ø 600-800 mm

Rolex Hall

UNINTERRUPTED VIEW

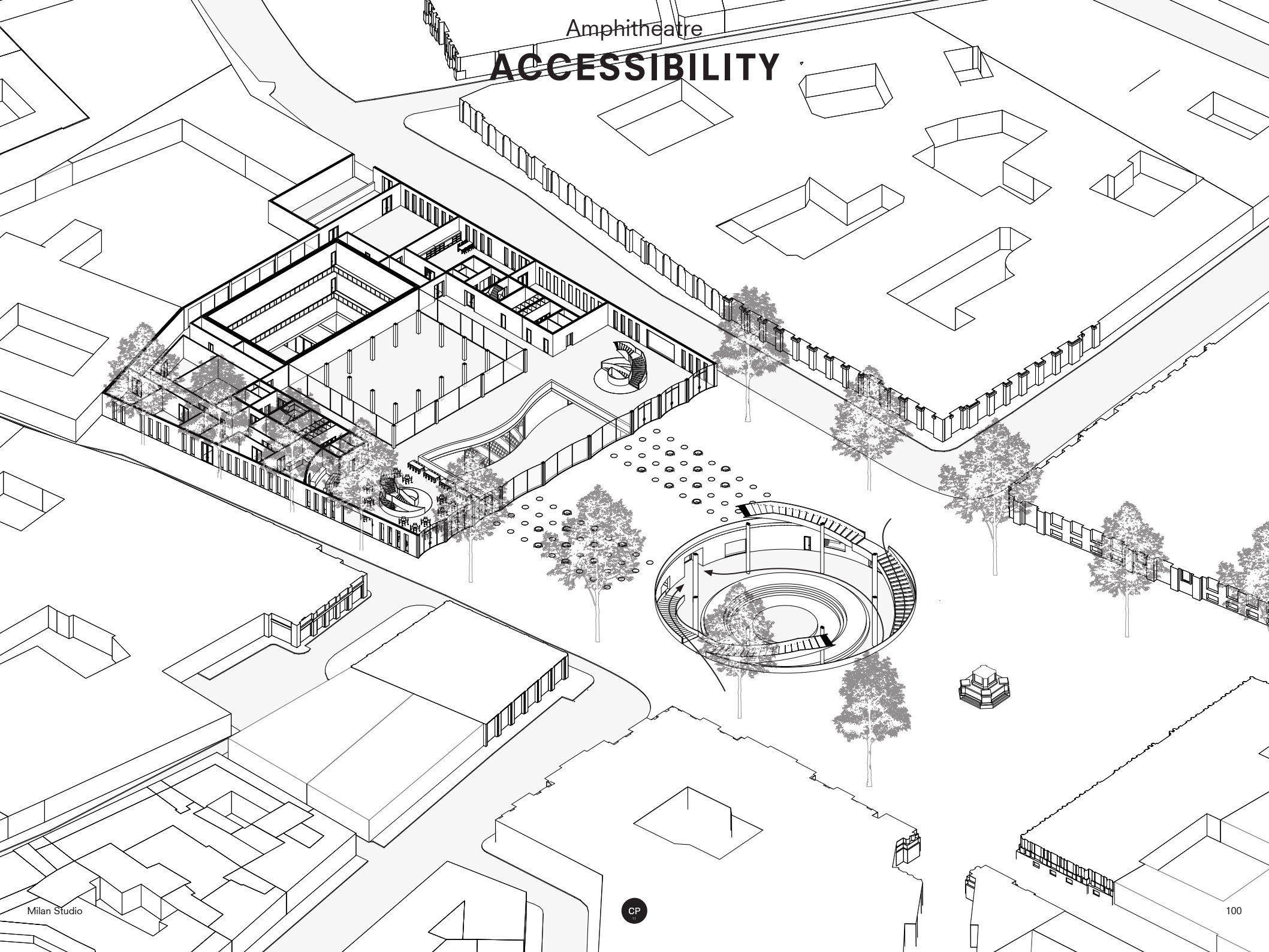


AN EMBEDDED STAGE FOR CULTURAL EVENTS



Amphitheatre

ACCESSIBILITY





Amphitheatre

FASHION WEEK

FEBRUARY

- LITERATURE
- RESEARCH
- BUREAUCRACY
- LEISURE
- FASHION
- DESIGN

Amphitheatre
ALDO ROSSI

“THE CITY IS A THEATRE OF HUMAN EVENTS”

(Ortolano, 2018)

Amphitheatre

HUMAN EVENTS

PERFORMANCES



COMMUNITY



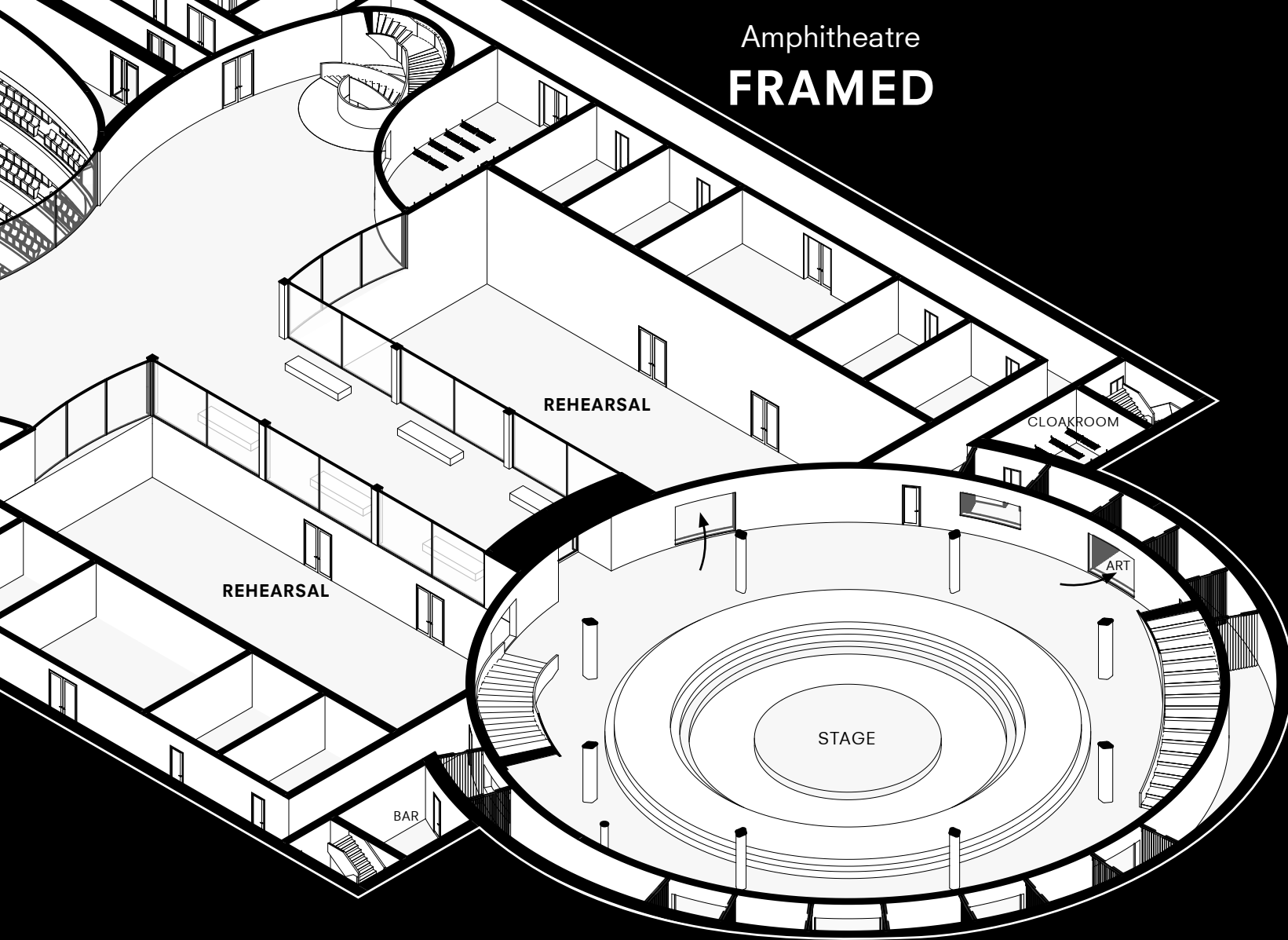
INFORMAL GATHERING



STUDY



Amphitheatre **FRAMED**



Amphitheatre

FRAMED HISTORY

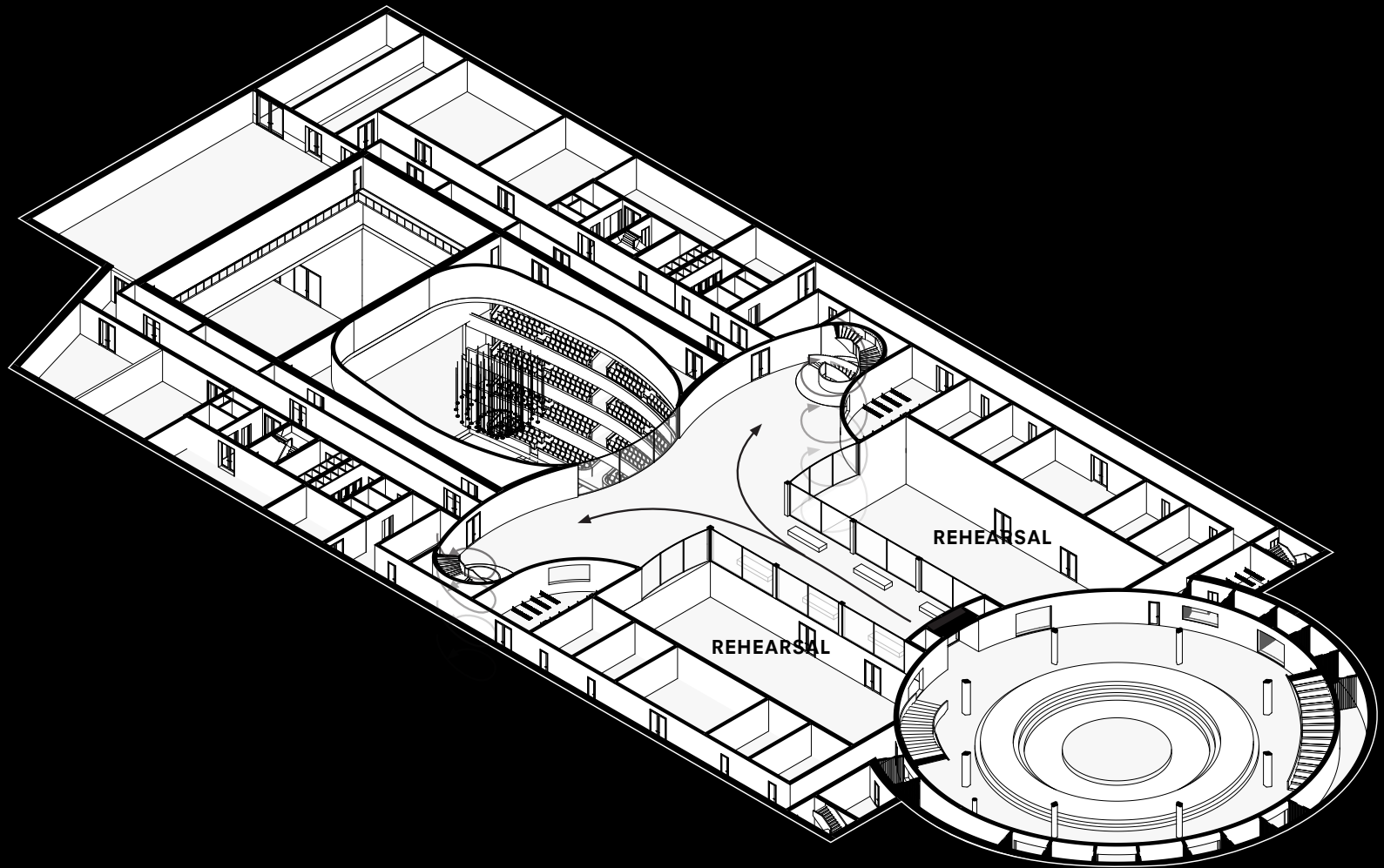


A GALLERY OF CREATIVE EXCHANGE



Rehearsal Passage

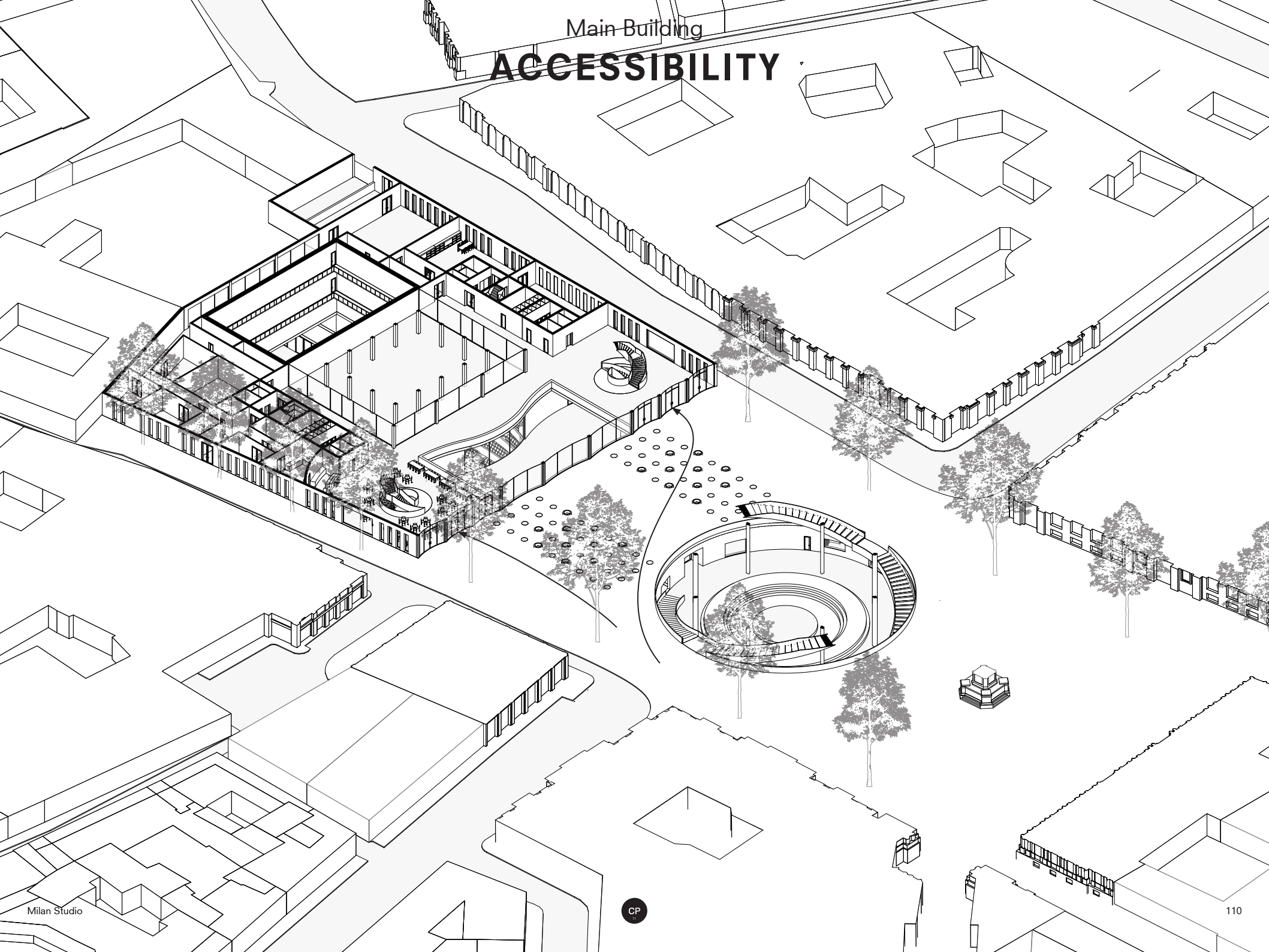
ACCESSIBILITY





Main Building

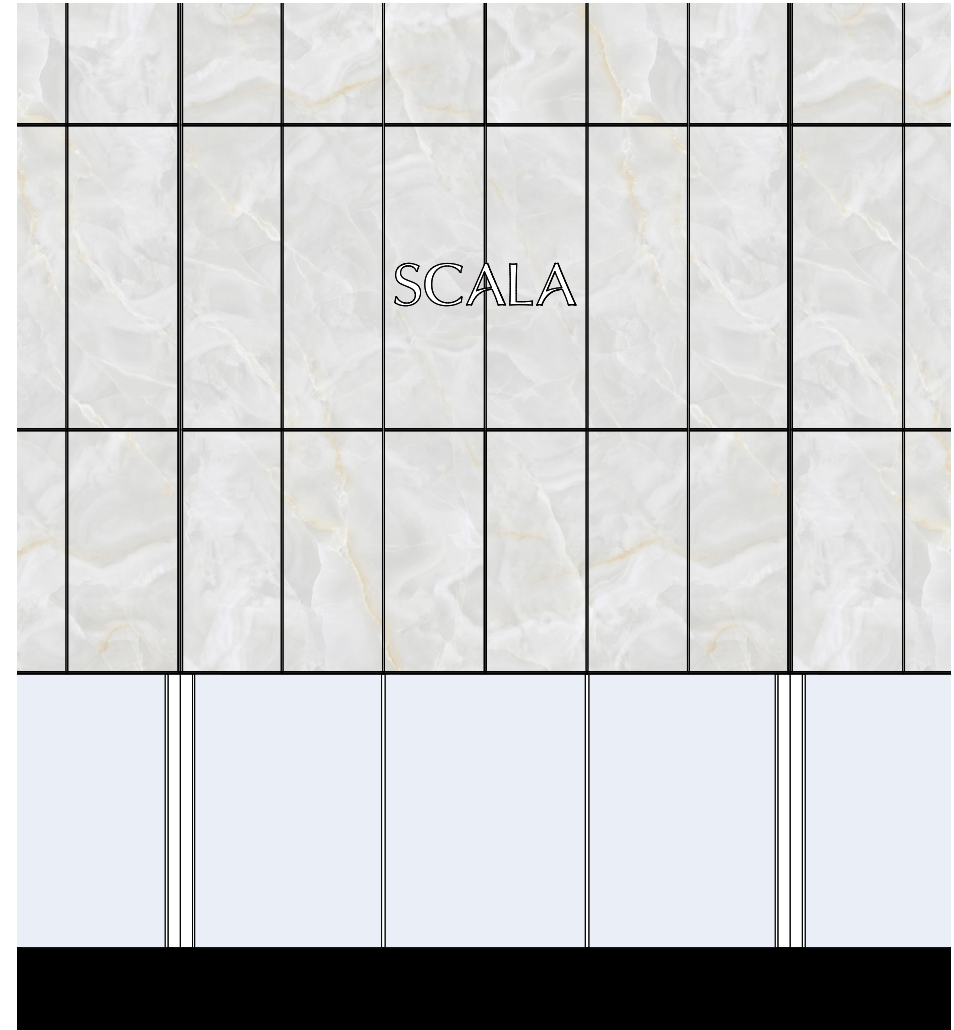
ACCESSIBILITY





Facade

FRAGMENT VERTICAL

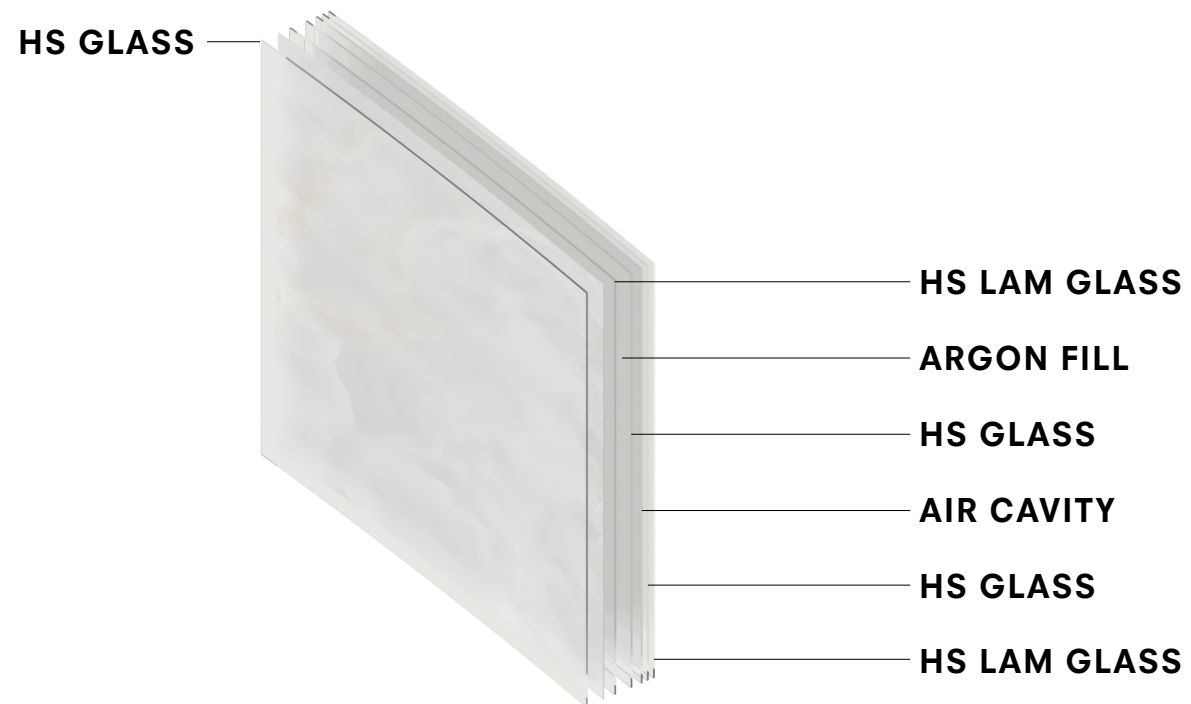


Facade

CURTAIN WALL PANELS



CURTAIN WALL PANELS



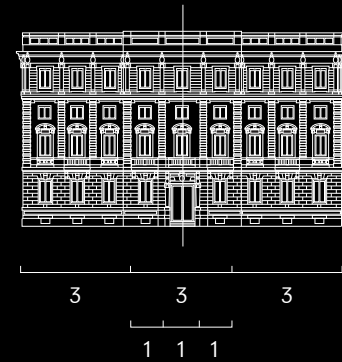
Facade

CURTAIN WALL PANELS

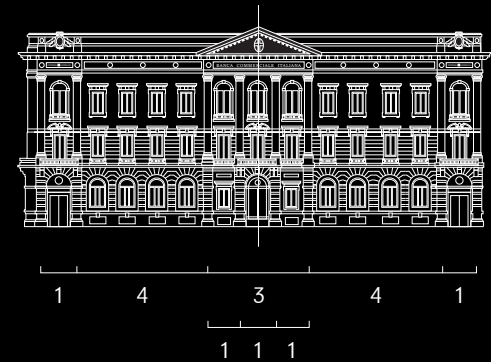


SYMMETRY AND PROPORTION

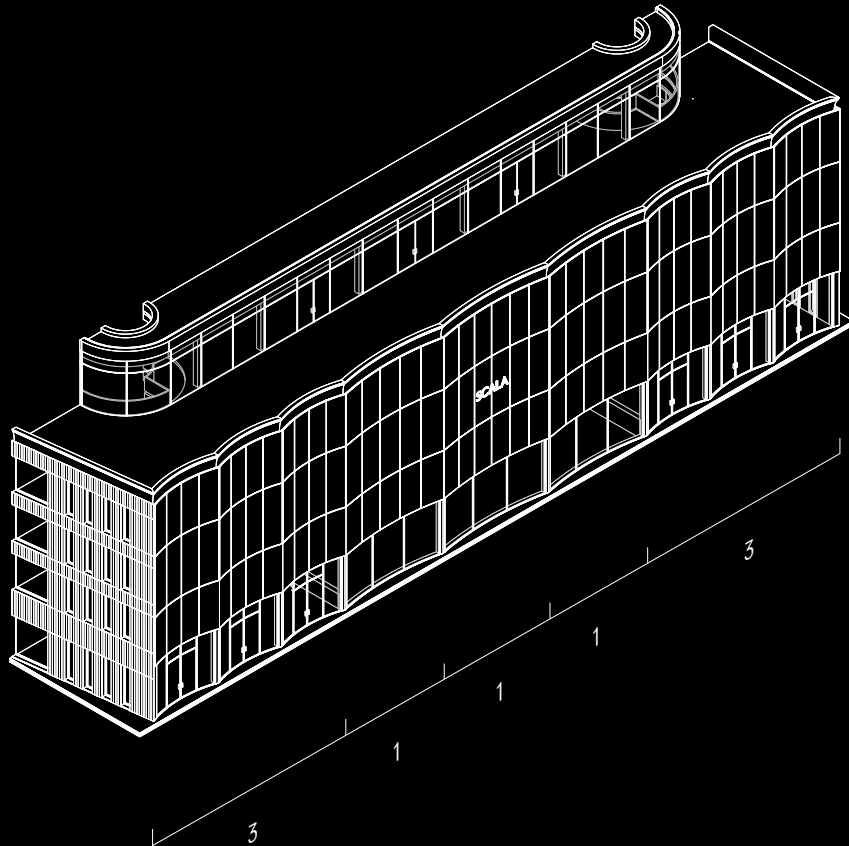
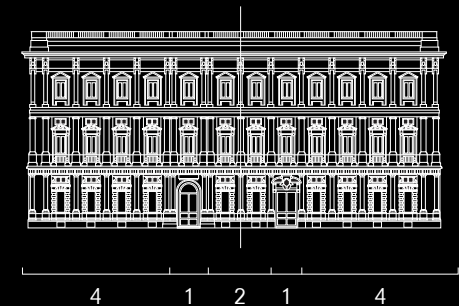
PALAZZO BELTRAMI



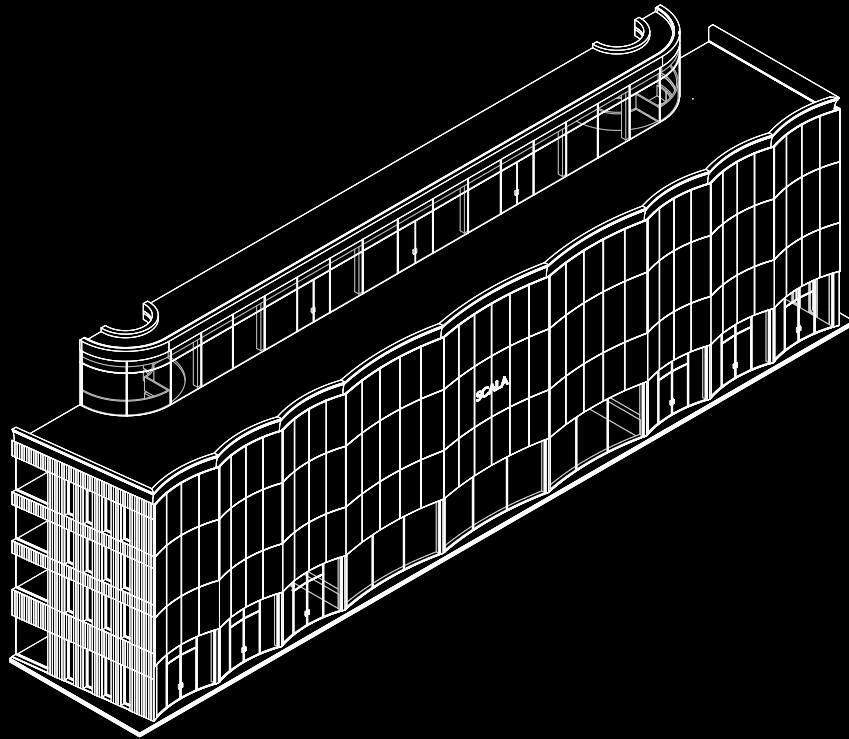
PALAZZO DELLA BANCA
COMMERCIALE ITALIANA



PALAZZO MARINO



Facade SEQUENCE



CROWN

DETAIL SIMPLE

CROWN

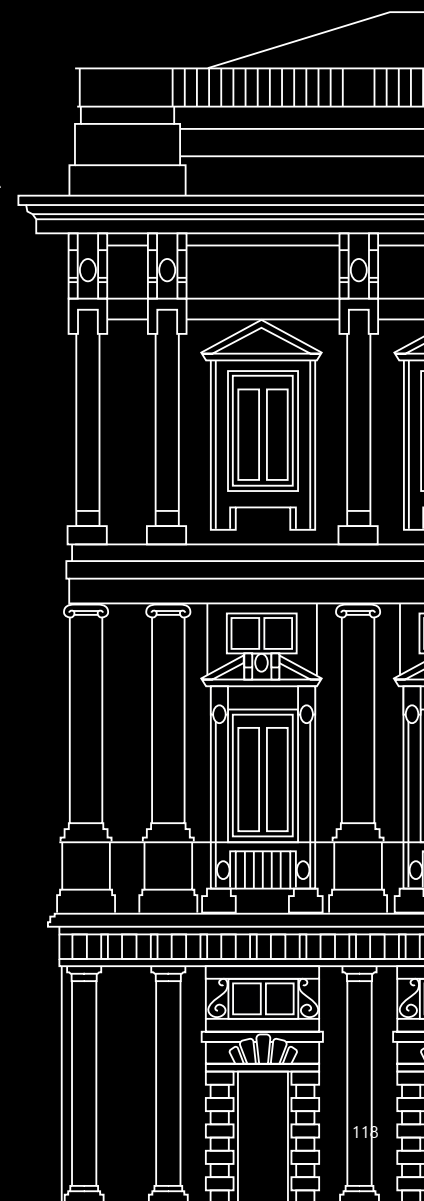
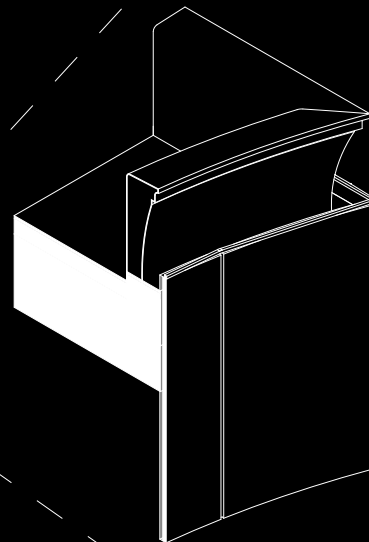
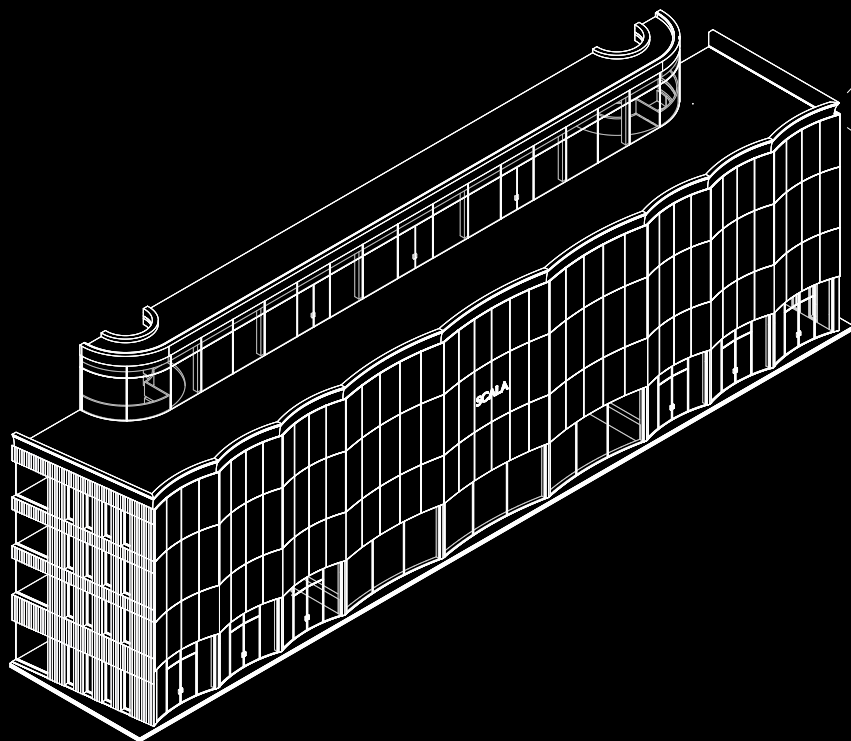
SIMPLE

DETAIL

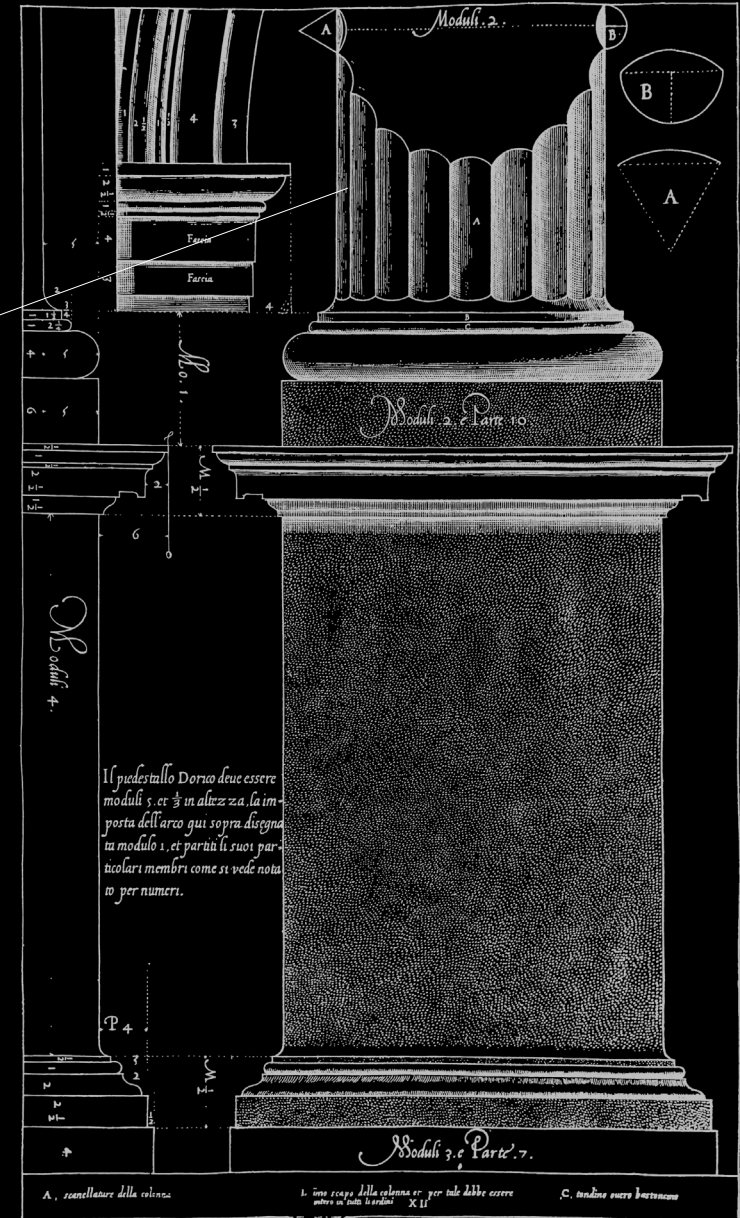
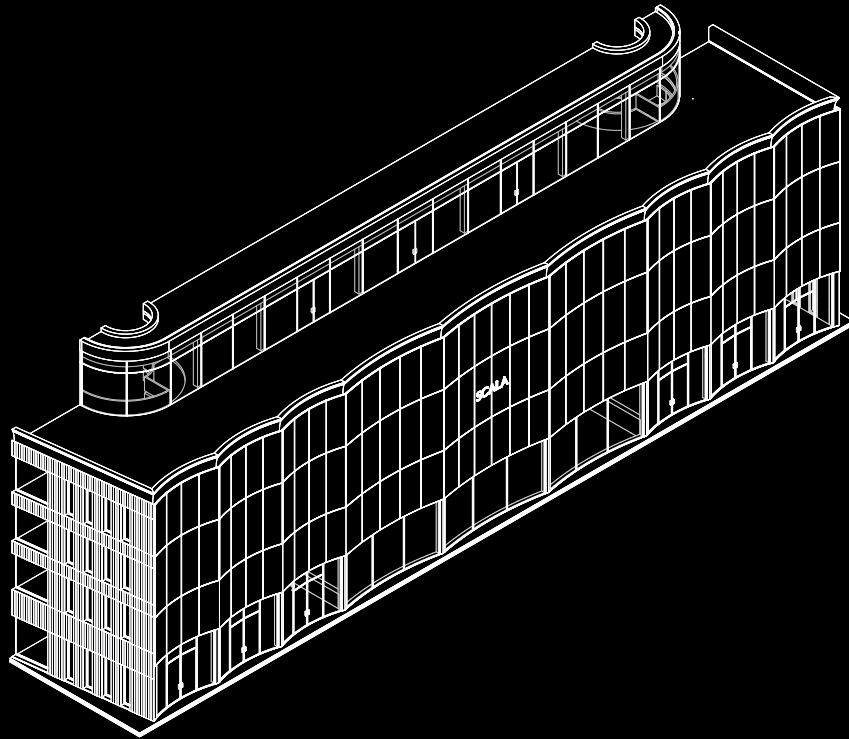


Facade

CORNICE BALUSTRADE

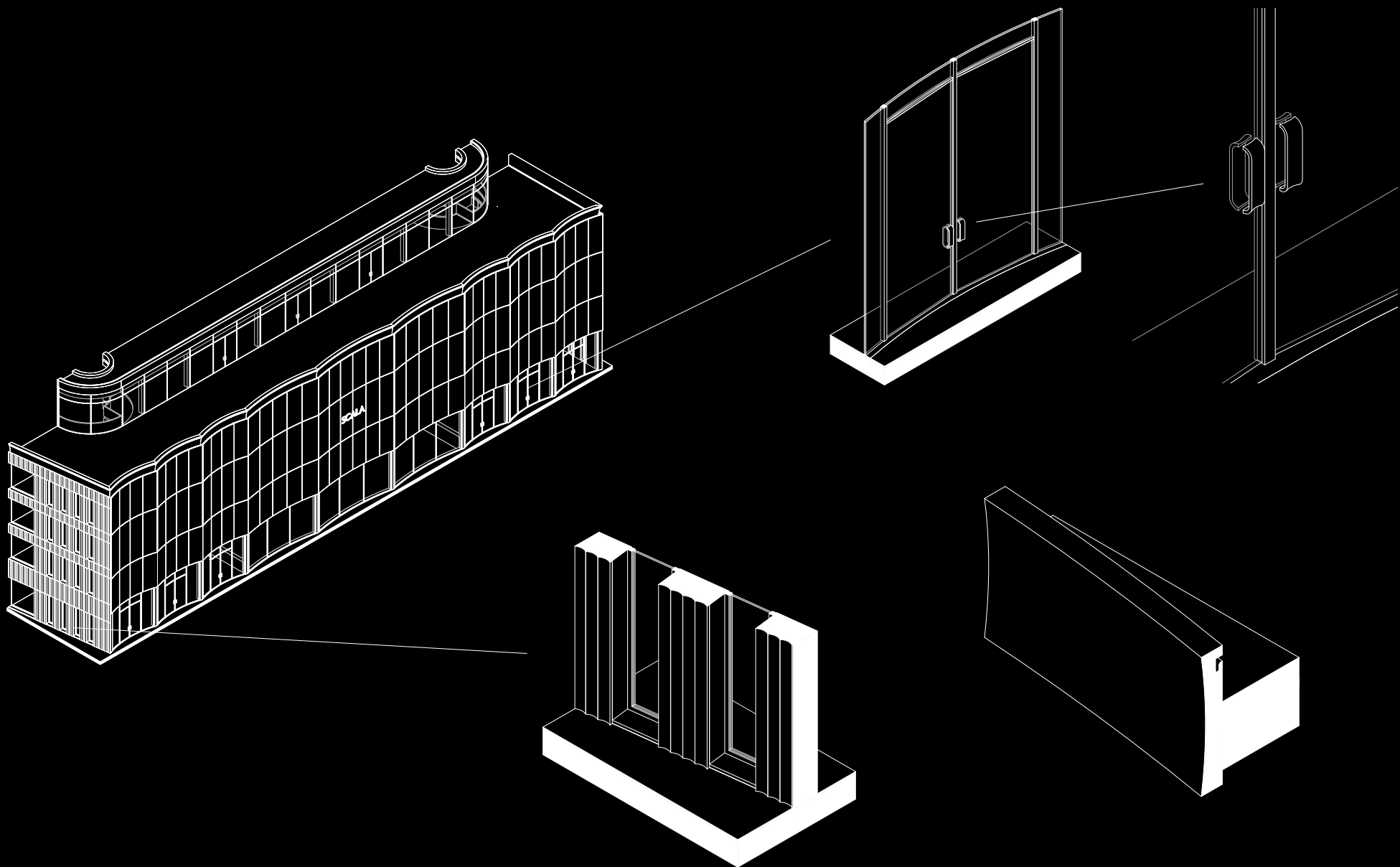


Facade INSPIRATION



Facade

CONSISTENCY



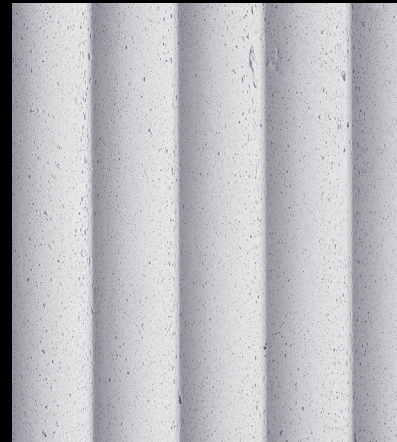
Facade

MATERIALISATION EAST/WEST

GLASS



FLUTED CONCRETE PANELS



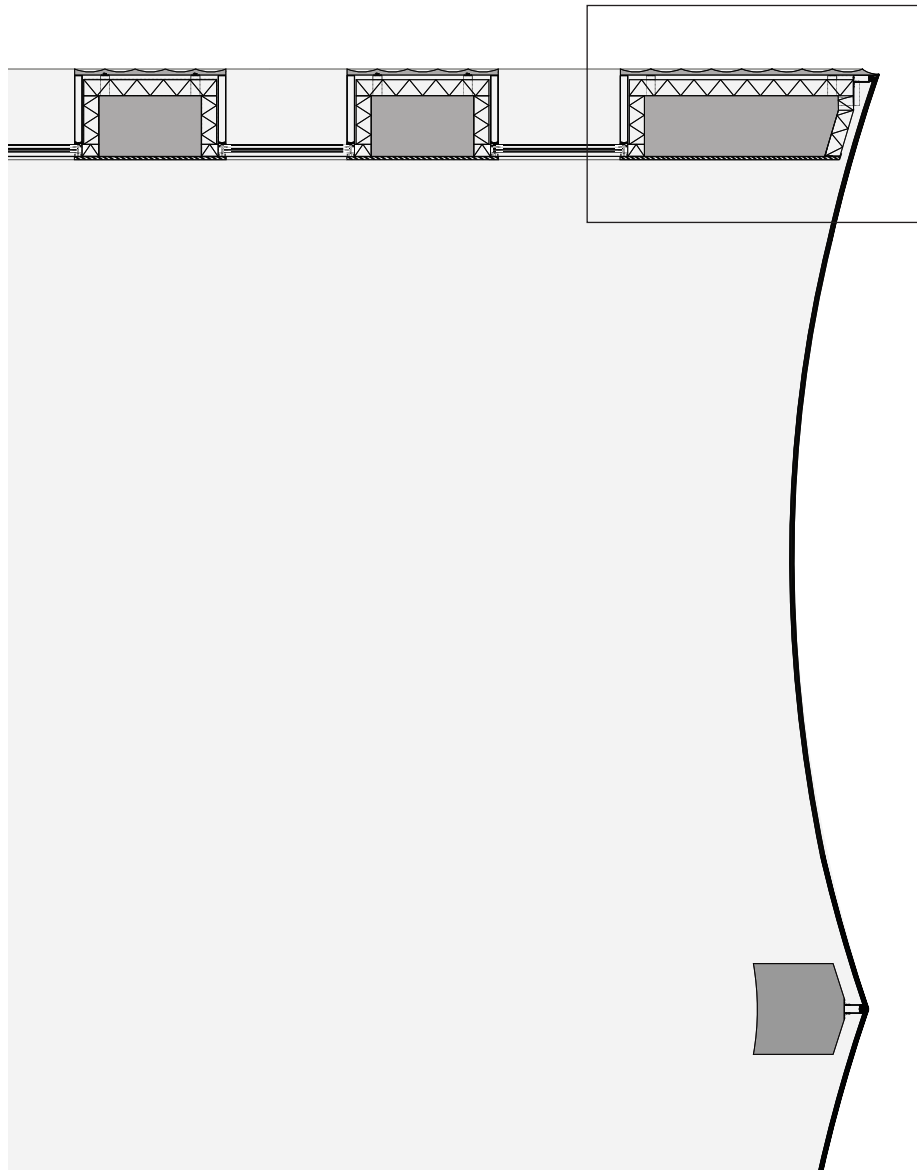
Facade

SOUTH-EAST CORNER



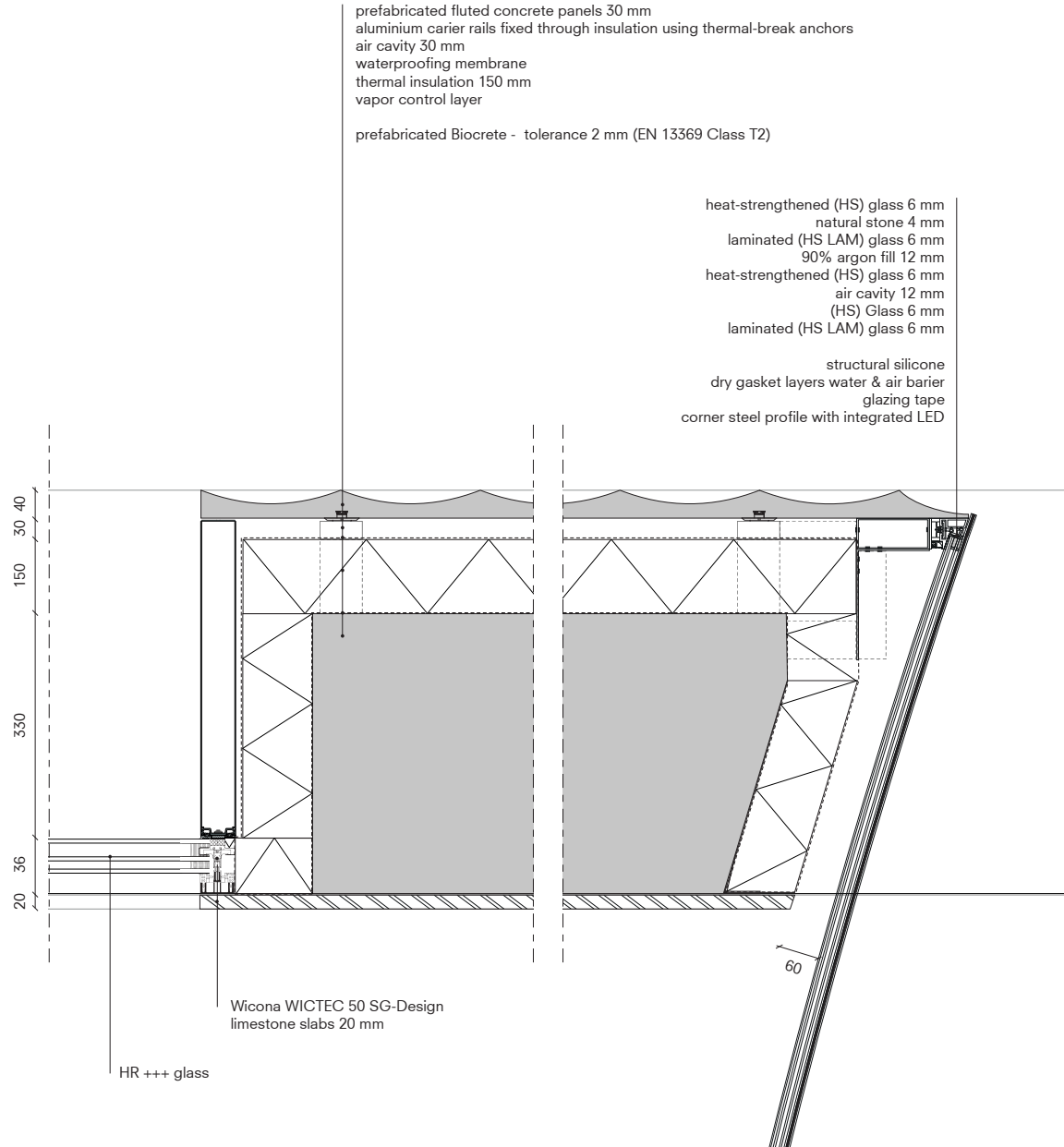
Facade

FRAGMENT HORIZONTAL



Facade

FRAGMENT HORIZONTAL



Structure

BIOCRETE

**CARBON NEGATIVE
STORING CO₂**

**COMPARABLE STRENGTH TO
CONVENTIONAL CONCRETE**



(Smirnova et al., 2023)

Foyer

A DESCENT INTO THE HEART OF OPERA



Foyer





SCALA



Foyer EVENTS

EXHIBITIONS



TALKS



PARTY



Metaphor
OLIVER LARIC



THE VERTICAL STAGE



Performance Patio

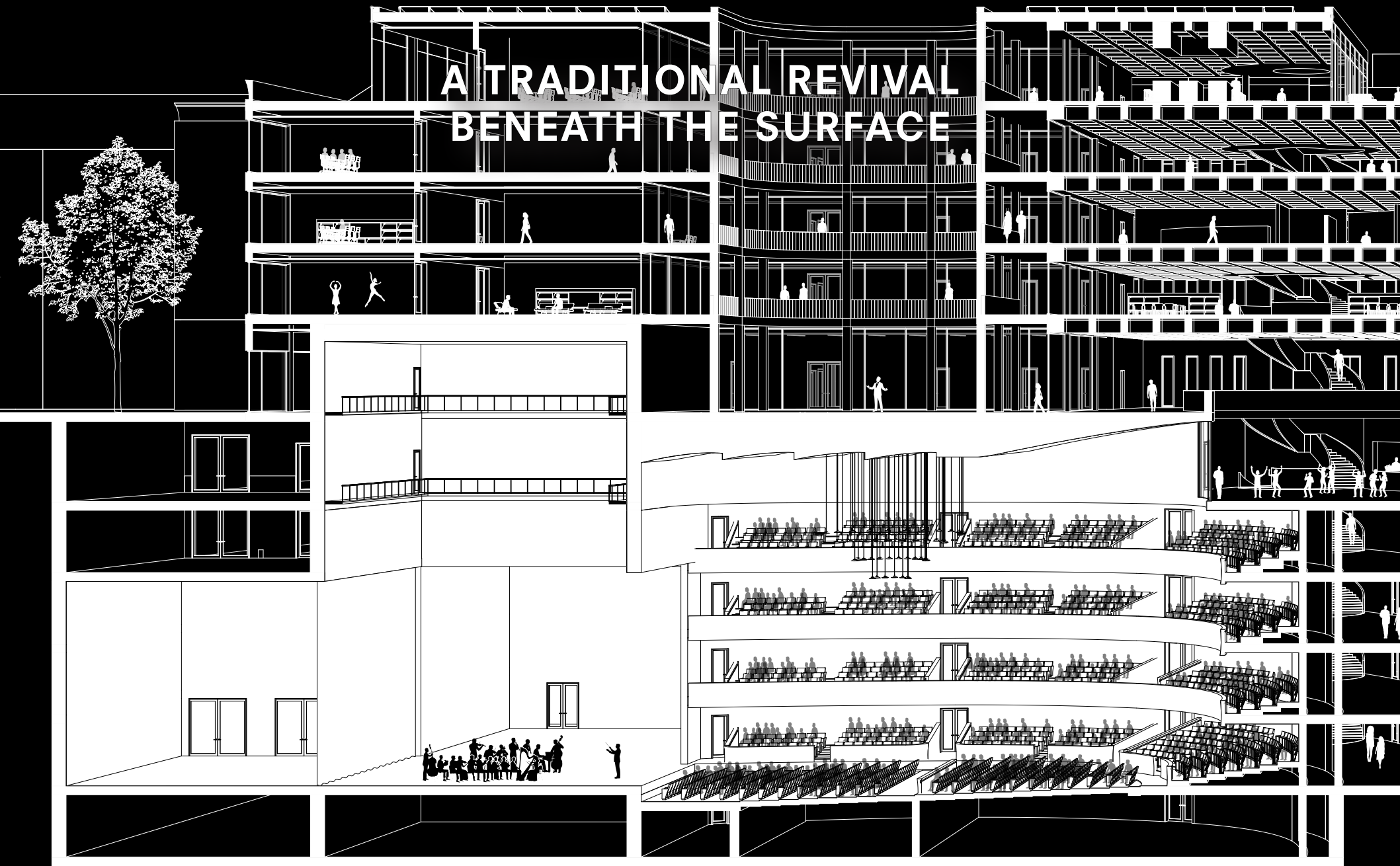
SHAKESPEARE'S GLOBE

LONDON



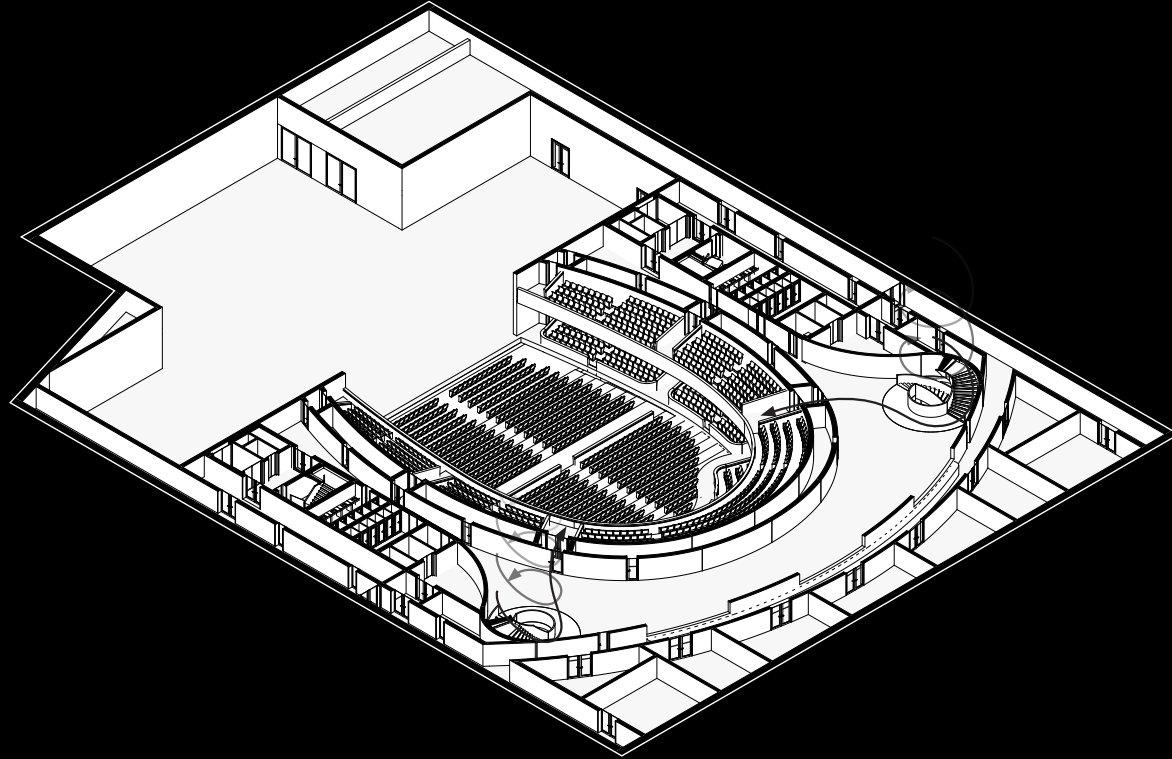


A TRADITIONAL REVIVAL BENEATH THE SURFACE



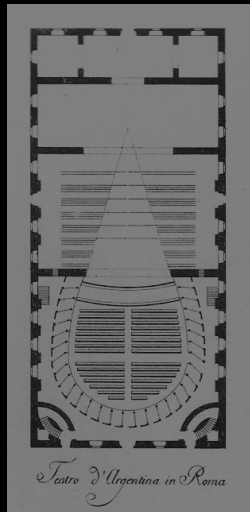
Classical Hall

ACCESSIBILITY

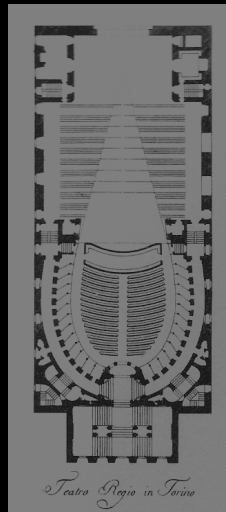


Classical Hall

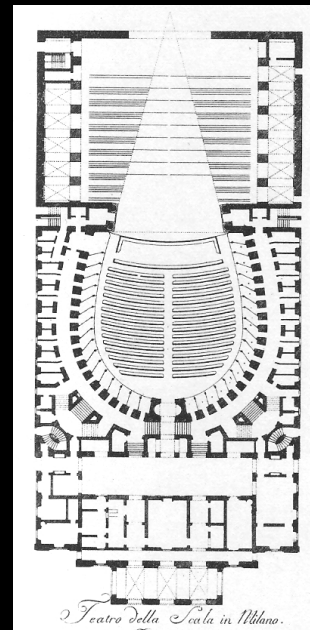
HORSESHOE



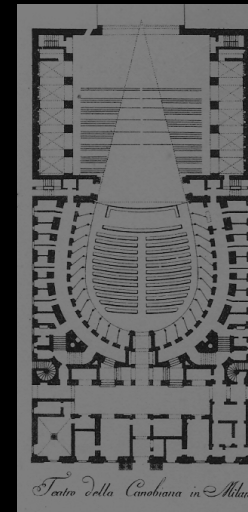
Teatro d'Argentina
Rome



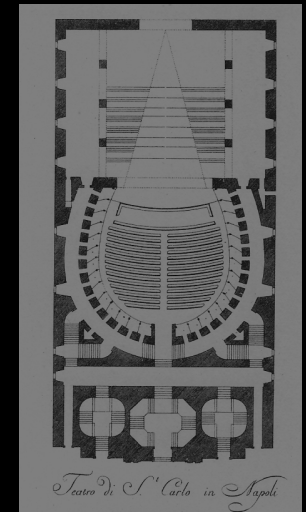
Teatro Regio
Turin



Teatro alla Scala
Milan



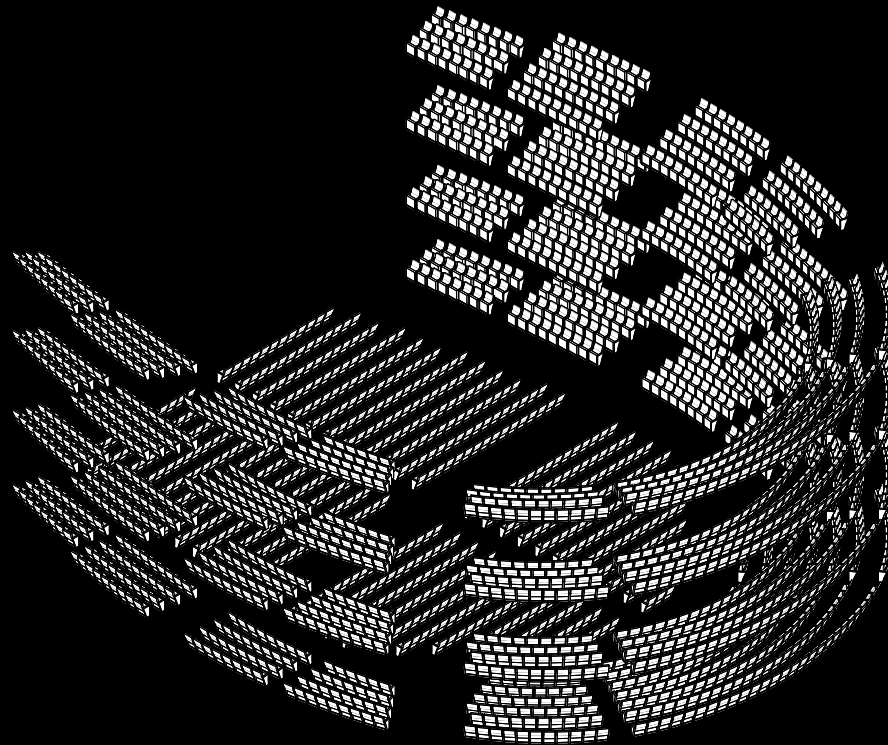
Teatro della Canobbiana
Milan



Teatro di S'Carlo
Naples

Classical Hall
CAPACITY

2381 SEATS



Classical Hall

ARIA DI SORBETTO

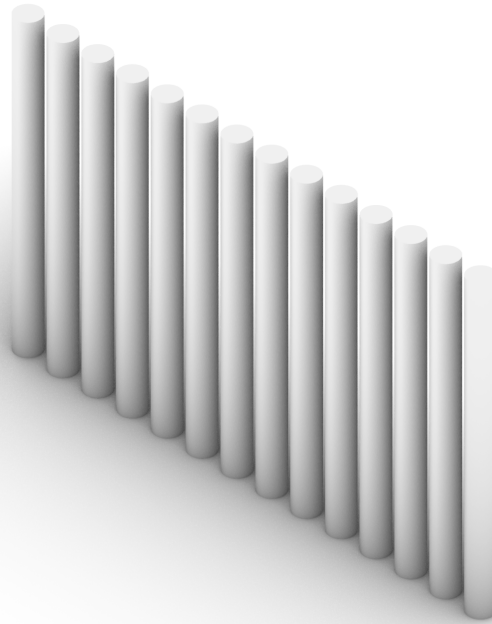
"Aria di sorbetto reflects the practice of **buying and consuming ice cream** during **short arias sung by secondary characters.**"

AI Generated



Building Engineering

BASEMENT

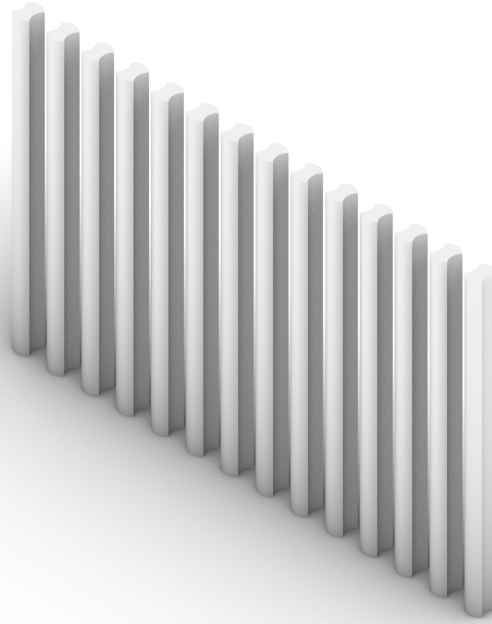


STEP 1



Building Engineering

BASEMENT

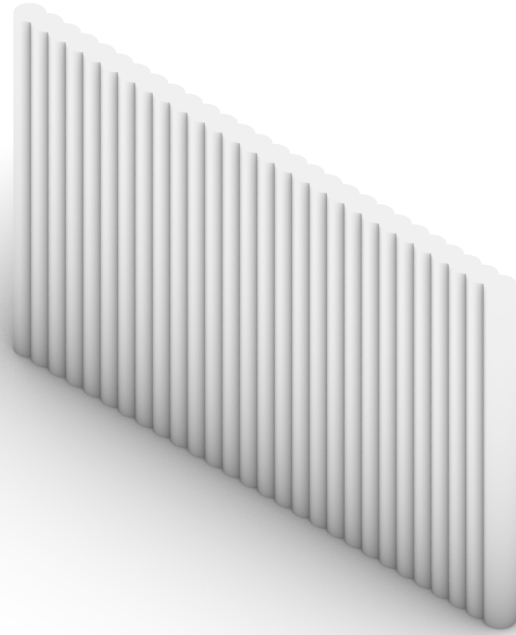


STEP 2

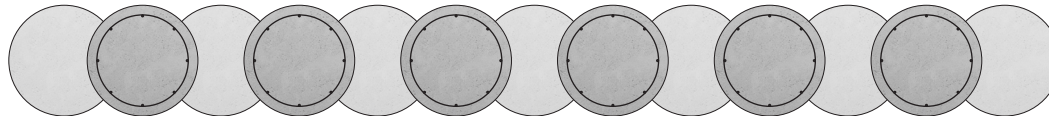


Building Engineering

BASEMENT

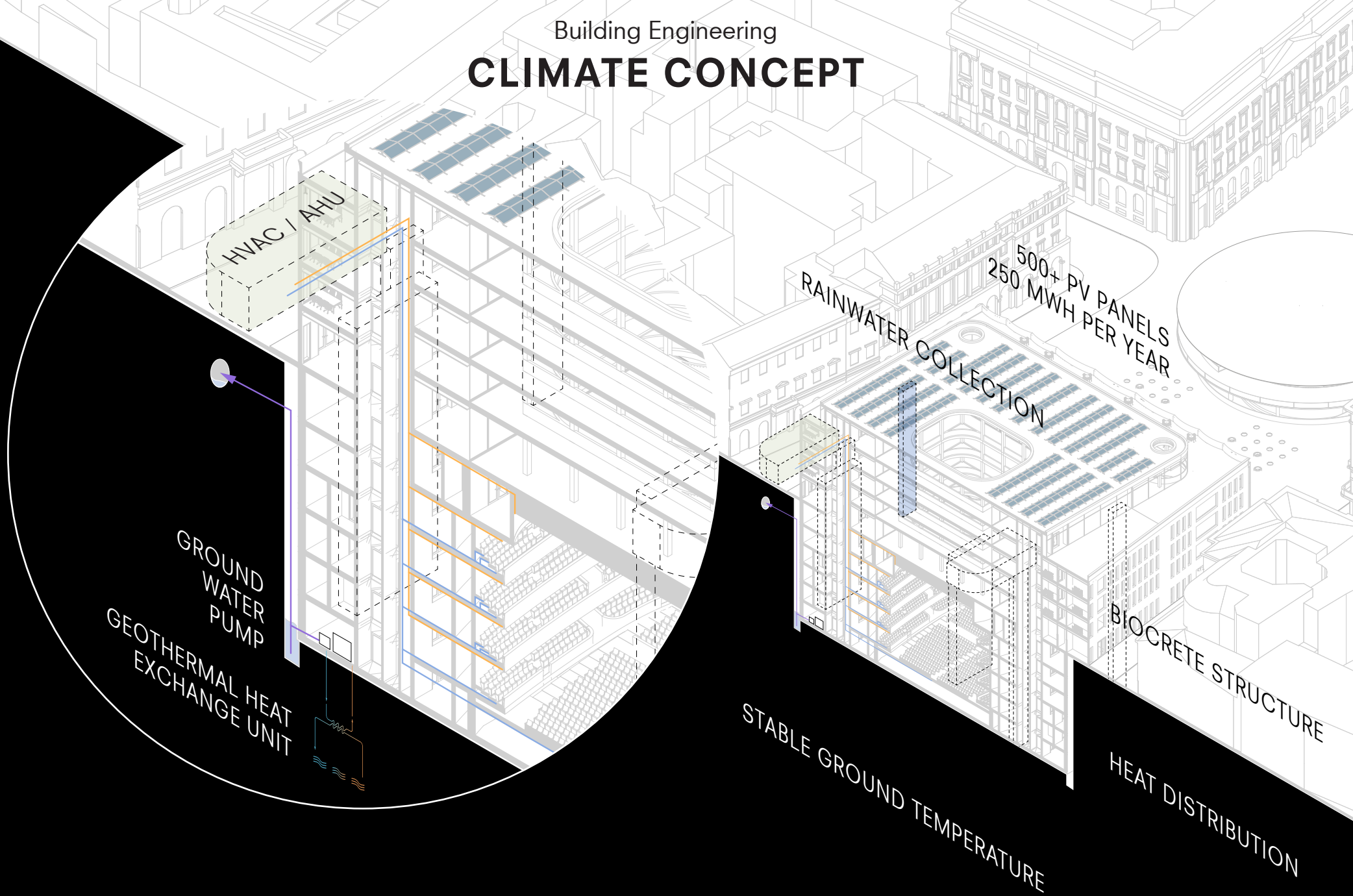


STEP 3

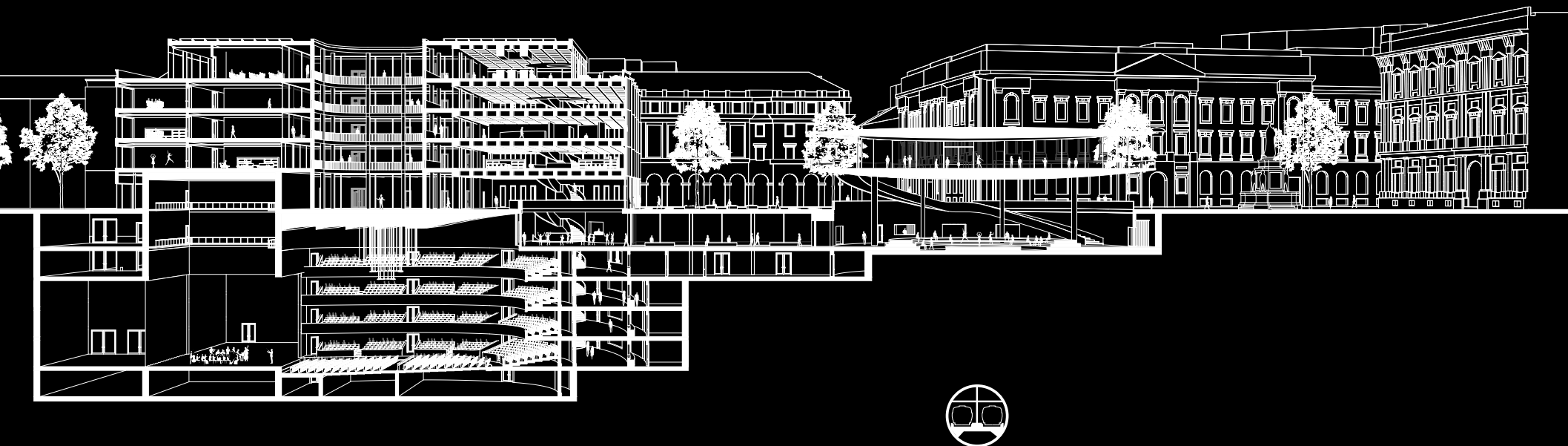


Building Engineering

CLIMATE CONCEPT



How exactly is this stimulating cultural
interest among younger audiences?



PERFORMANCE ART FESTIVAL



AMPHITHEATRE



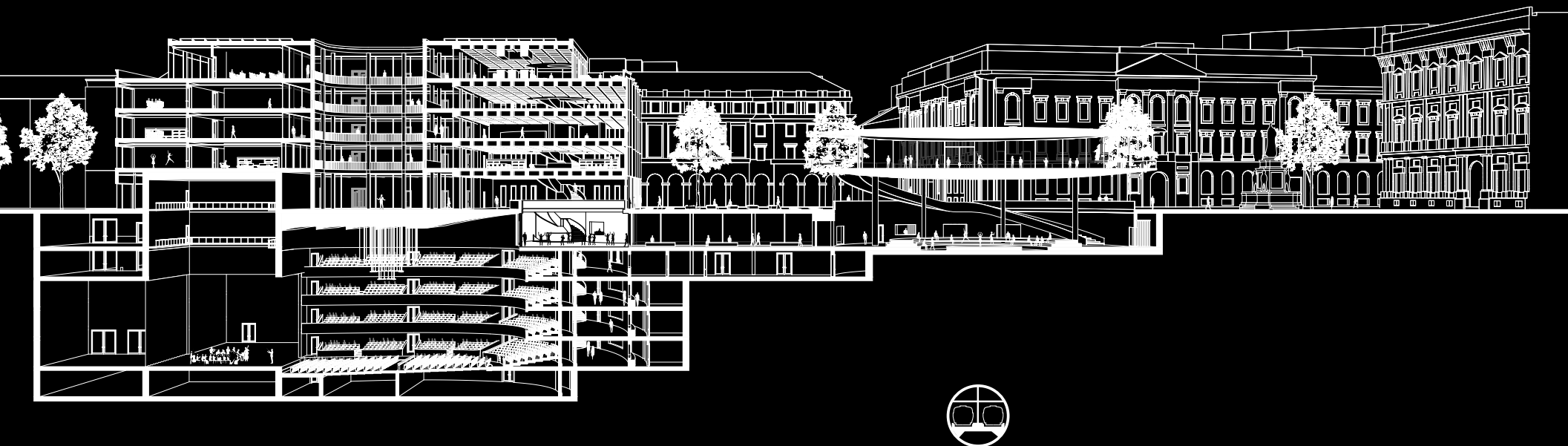


AMPHITHEATRE



PERFORMANCE PATIO





AMPHITHEATRE

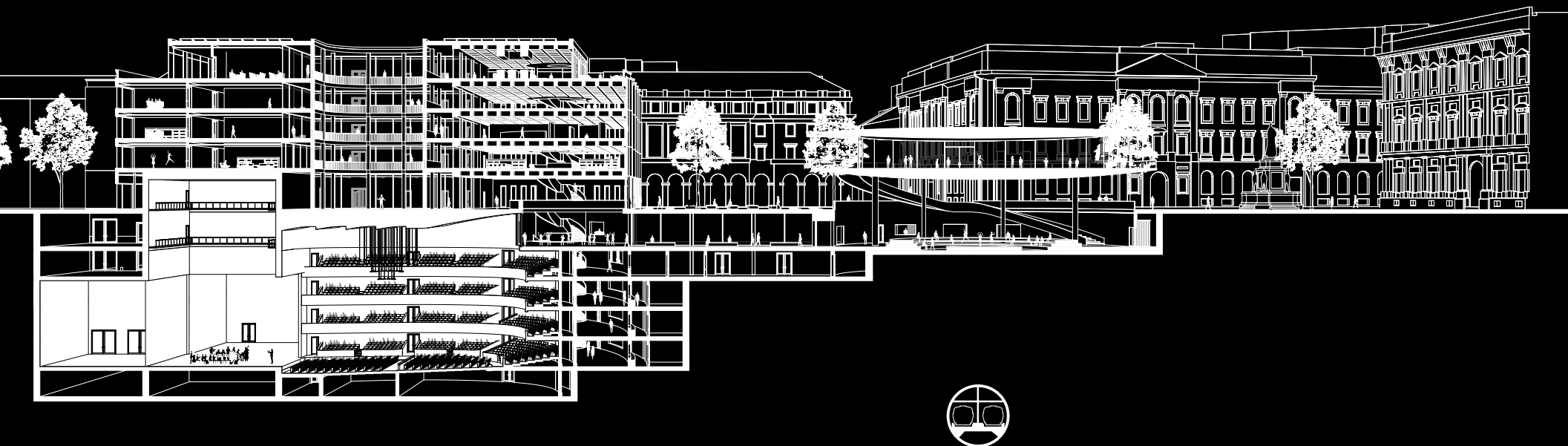


PERFORMANCE PATIO



FOYER





PERFORMANCE PATIO

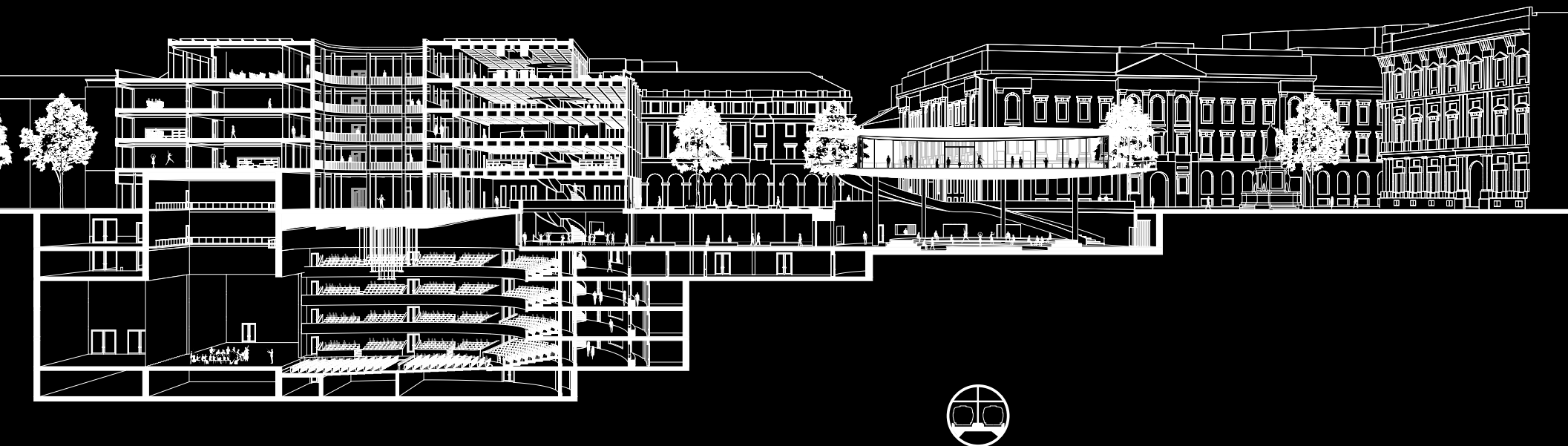


FOYER



CLASSICAL HALL





FOYER

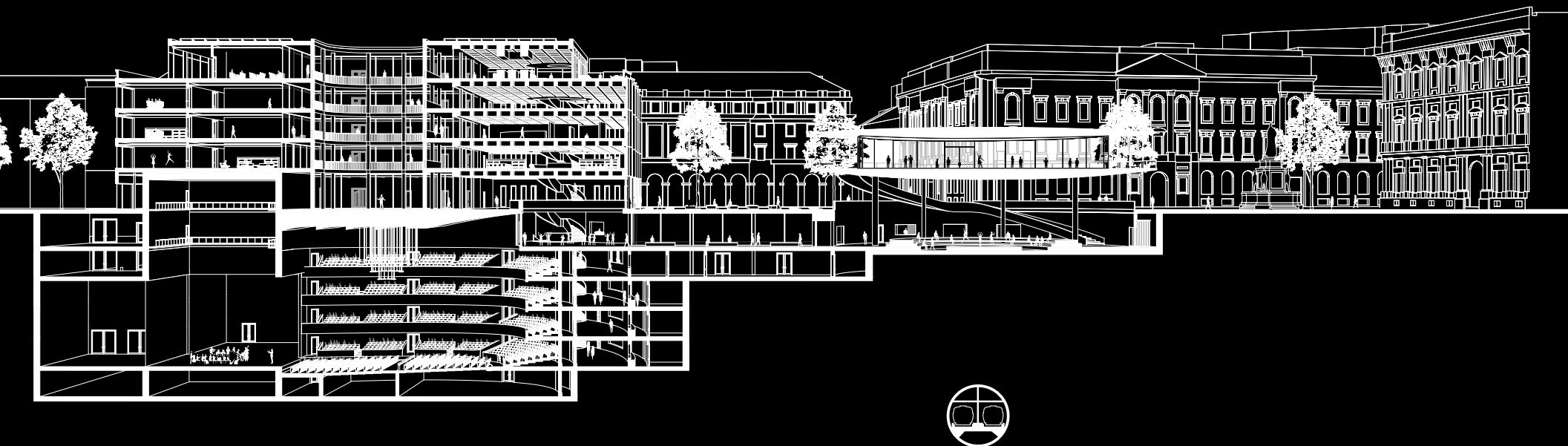


CLASSICAL HALL



ROLEX HALL





CLASSICAL HALL



ROLEX HALL



ROLEX PLATFORM



SCALA

Redefining Youth Engagement in Milan's Opera Scene