TWO POINT PERSPECTIVES
A **Glocal** Performance of Contemporary cities
Rogoredo, Milan

Graduation project by Andrea Cappiello

Cross Domain Studio/ City of the Future Class of 2020

Main tutor: Dr. ir. Roberto Cavallo - BK Second tutor: Dr. Mauro Parravicini - BK Third tutor: Dr. Maurice Harteveld - BK Board of Examiners delegate: Ype Cuperus

TWO POINT PERSPECTIVES

A **Glocal** Performance of Contemporary cities Rogoredo, Milan

The birth of contemporary splintering urbanism

Unbalanced

Festivalisation of Contemporary cities . Milan 2019



Public space: Between its civic and economic function

"Mobility, infrastructure networks and flows are thus emerging as major emphases of contemporary architectural and urbanist theory and practice."

Easterling, Keller. Extrastatecraft: The Power of Infrastructure Space

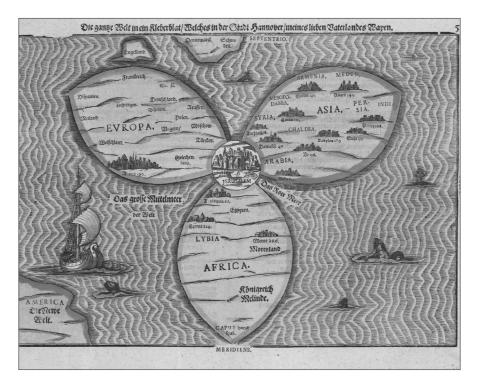
"People move their bodies through and between the physical and social worlds of cities and systems of cities, either voluntarily or for pleasure".

Stephen Graham and Simon Marvin. Splintering Urbanism: networked infrastructures technological mobilities and the urban condition.

Learning from splintering urbanism

The most highly valued spaces in global city cores are being provided with their own dedicated, high-quality infrastructural connections. These are configured to maximize the ease of connecting to other global city cores around the world.





Clustering and Tunnel effect

Virtually all cities across the world are starting to display spaces and zones that are powerfully connected at international and even global distances.

Multiplicity of scales

The current round of globalization calls into question inherited Euclidean, Cartesian, and Newtonian conceptions of spatial scales as neutral or stable platforms. Globally distant places can be relationally connected very intimately. It erodes the notion that cities, regions and nations.



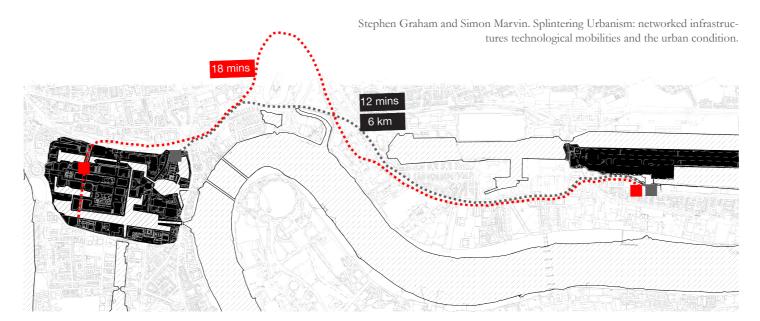
Global & Local coexistence withing the same space

Neither the local nor the global is pre-eminent in the construction of contemporary cities. Cities, rather, are bound up in a dynamic continuum of global—local or 'glocalised' interactions. Multiple geographical scales now intersect in potentially highly conflicting ways within the landscapes and socio-technical fabric of cities

Premium effect

New, highly polarized urban landscapes are emerging where 'premium' infrastructure networks – high-speed telecommunications, 'smart' highways, global airline networks – selectively connect together the most favored users and places, both within and between cities. Valued spaces are thus increasingly defined by their fast-track connections elsewhere, as any examination of the intensifying transport, telecommunications and energy links between the dominant parts of 'global' cities reveals.

Value - time



Graduation Project by A.Cappiello

So, if this splintering effect is a direct consequence of the relationship between infrastructure and value.

It became fundamental to recognize the new role of culture.

A key economic asset in contemporary experience economy.

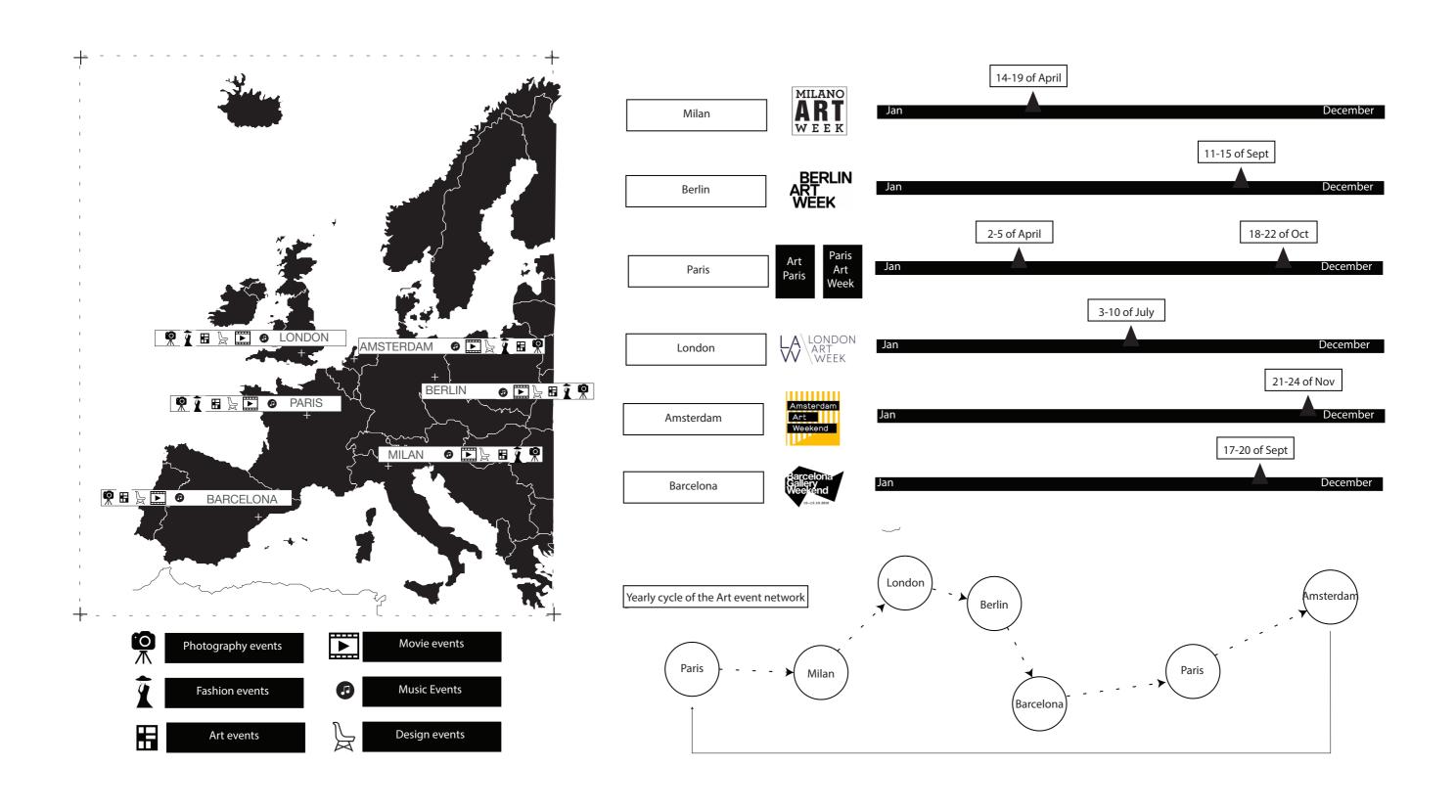
Value - Culture

Culture economy

"Festivals became an element of building the post-industrial economy. They became a valuable product which was a component of the cultural economy— a section of modern service economy, which generates and offers economically and socially valuable, culture-based products for sale."

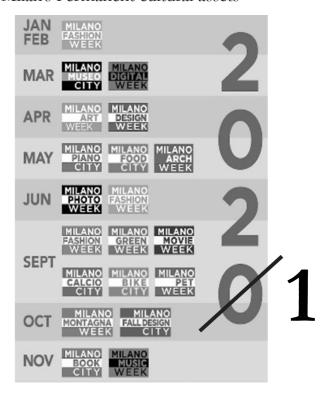
"The cultural economy includes products such as films, music, TV programmes, computer games, advertising, fashion, theatre performances, concerts, entertainment events and festivals.

Cudny Waldemar. Festivalisation of Urban spaces



- Local cultural events are not longer local, but need to respond to a global audience, gaining national and international attention, hence economic value.
- Understood the economic value of culture, most contemporary cities start to offer a whole new set of thematic events planned throughout the whole year, challenging the notion of temporarily

Milan's Permanent cultural assets





Contemporary Dichotomic urban fabrics

Dichotomy.1



Neither the local nor the global is pre-eminent in the construction of contemporary cities. Cities, rather, are bound up in a dynamic continuum of global-local or 'glocalised' interactions. Multiple geographical scales now intersect in potentially highly conflicting ways within the landscapes and socio-technical fabric of cities

a division or contrast between two things that are or are represented as being opposed or entirely different.

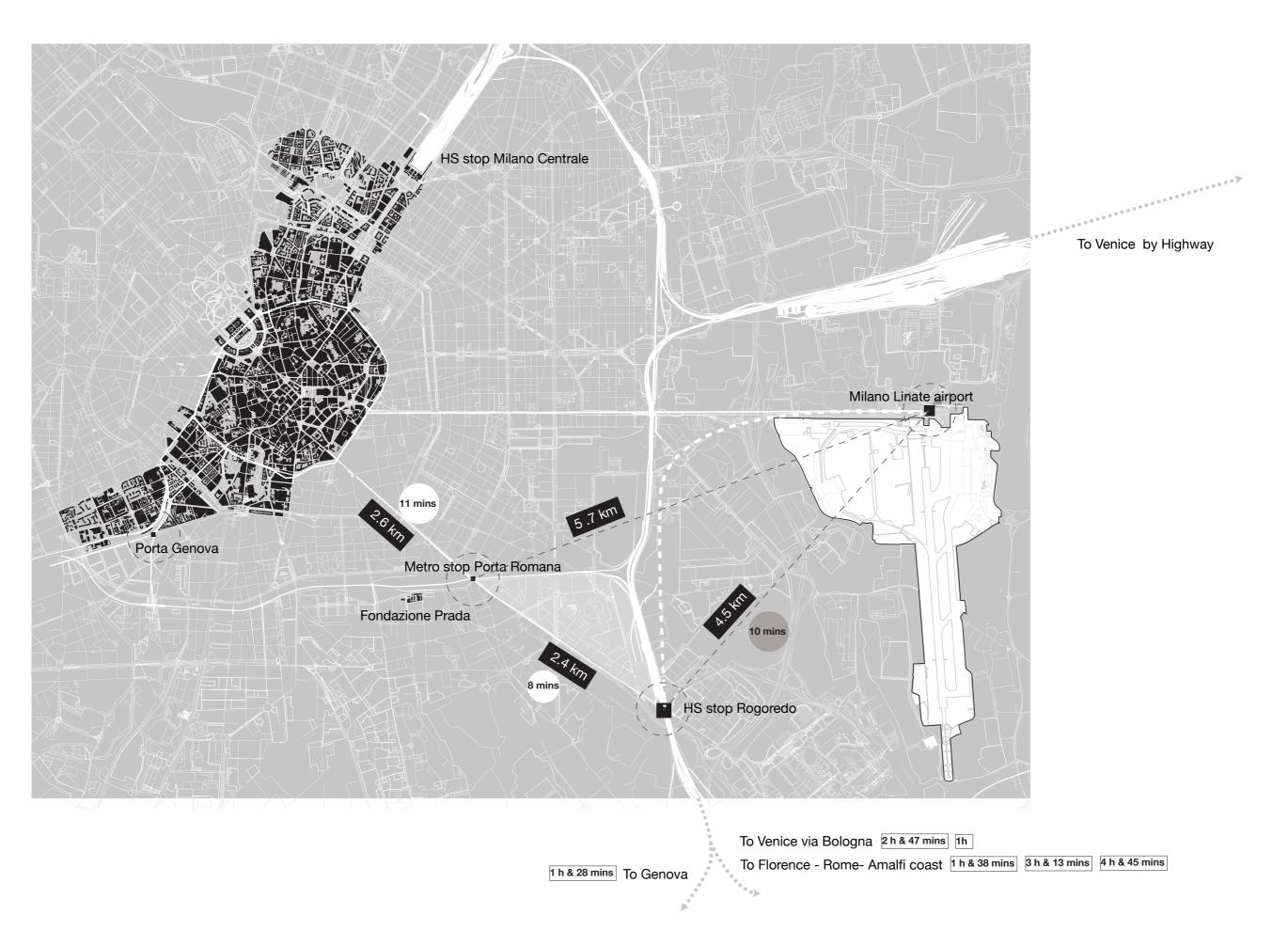
The risks of the Unbalanced

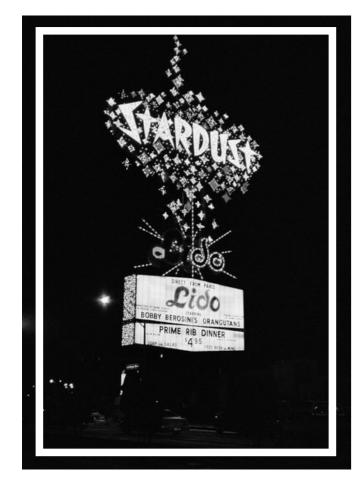


Disneyfication vs Festivalisation of Milan

14

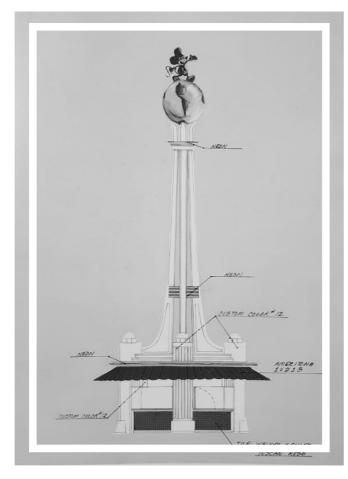
Contemporary public spaces: in search of balanced glocalised urban fabrics





- Heraldry (applied image, symbol, to be identified)
- Visual input and stimulation
- Communication city-individual

Image: Learning from Lase Vegas



- Construction of the movement of the individual
- The Architectural element as an Icon

Image: Designing Disney's theme parks



- Milan's Branding
- Commercialization of the built environment

Image : Led Bilboards , Piazza Carminati. Milano, Italy



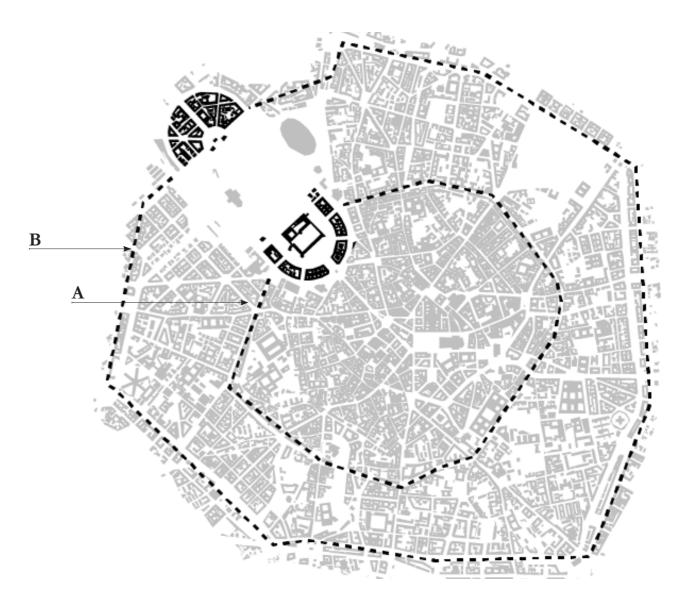
- The staging of the ephemeral
- Relationship ephemeral/ Permanent
- Flexibility

Image: by Author. Cinecitta studios, Rome. Italiy

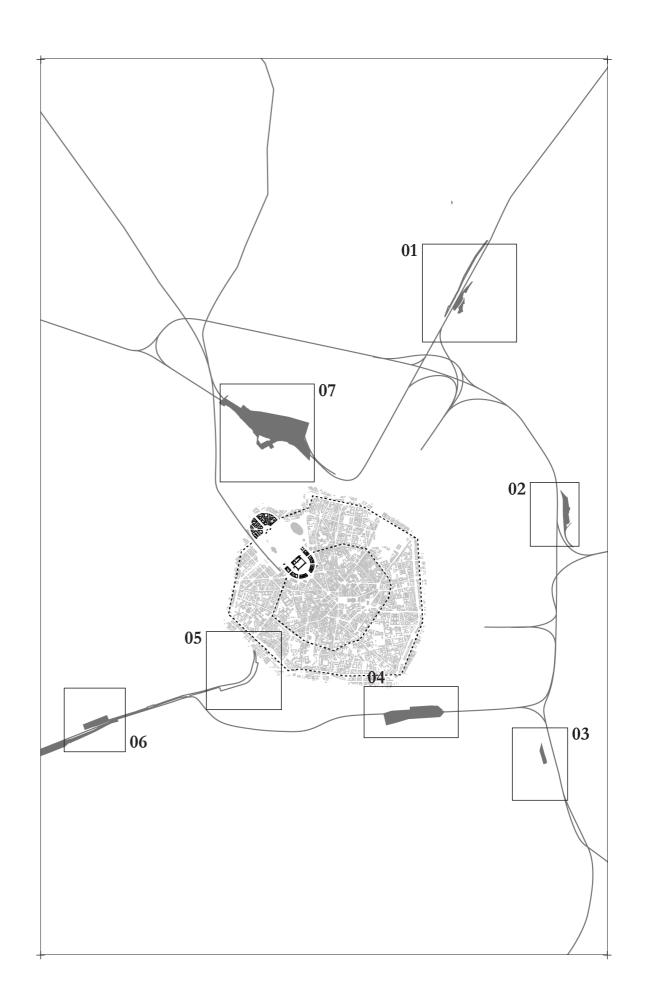
Understanding the local context

Act II LOCAL Prespective

Site analysis and implication at a Local scale



- **01** Greco
- **02** Lambrate
- 03 Rogoredo04 Porta Romana
- **05** Porta Genova
- **06** San Cristoforo
- **07** Farini



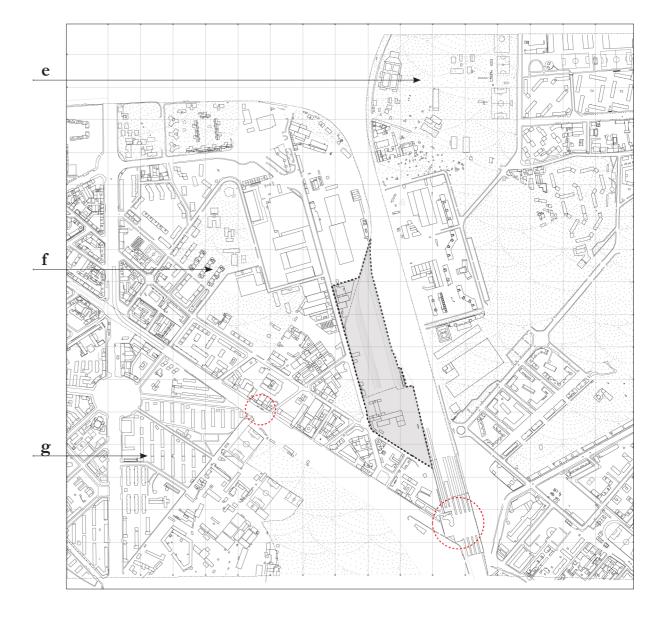


Aerial view of Scalo Rogoredo

<u>03</u>

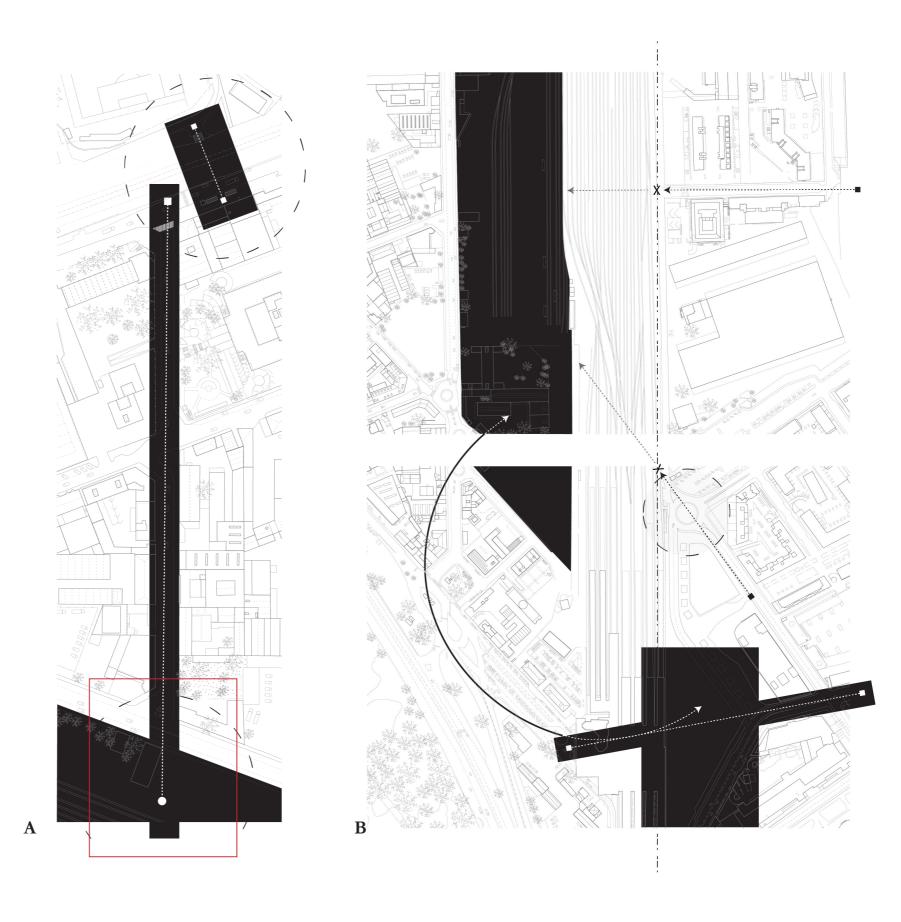
The Scalo Rogoredo responds to a much wider area than just its immediate surrounding. Its location puts it at the crossover of three neighborhoods.

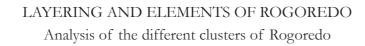
- e St. Giulia
- Rogoredo
- Mazzini



The neighborhoods of Santa Giulia, Rogoredo and Mazzini are characterized by a high density housing blocks. These areas present a high variety of inhabitants, with emphasis in families and your people given the high number of educational institutions. Such density requires an appropriate number of public and cultural amenities that are currently lacking. The strategic positioning of the Scalo Rogoredo for both its global function and its local centrality, becomes the ideal site for the design of public cultural facilities that can improve the livability of the three neighborhoods.





















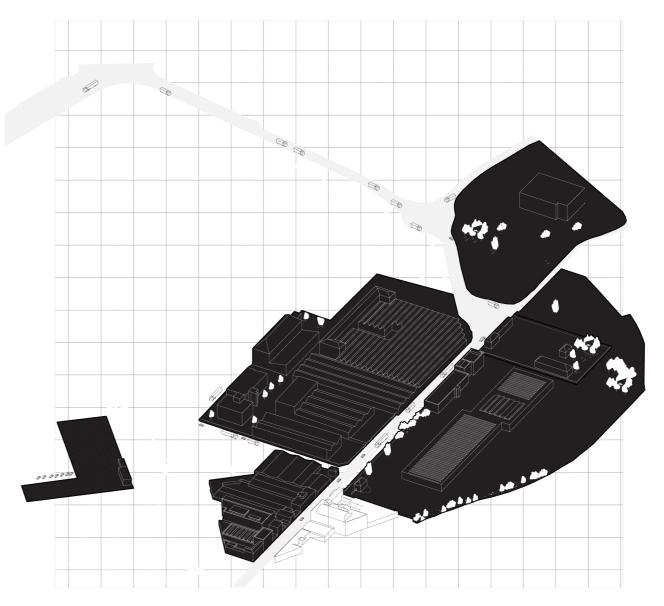
II Local Analysis

Scalo Rogoredo 1:1000 scale

The area of Rogoredo is characterised by a series of coexisting clusters which compose the diverse mosaic of this outskirt of Milan.

The majority of the Area in the proximity of the site is composed by a series of industries of different kind: From logistic, to construction, distribution and production of goods. Such condition calls for a involvement of this strong identity into the design strategy of the project.

THE BACKSTAGE
Logistics - Transport - Construction















p

q

THE EXISTING PERFORMANCES

Local creative clusters

Graduation Project by A.Cappiello

II Local Analysis

Scalo Rogoredo 1:1000 scale

The Area of Rogoredo hides a series of creative small clusters, hidden behind these walls and secretly popping up in very unexpected places. Places you can only be aware of, if you are part of this reality.

.Stimulating local cultural identity

Among the series of industrial clusters, I have highlighted a series of local cultural spots that compose this unique mosaic. These are the key elements and pillars driving my design strategy. Aiming to facilitate and cultivate a strong cultural identity of Rogoredo.

X Photography Y Art & Design

K Music Fashion

J Dance

site

Scalo Rogoredo 1:1000 scale

The Festivalisation of Rogoredo/ A glocalised cultural node

How to transform Scalo Rogoredo, into an example of this necessary glo-cal condition, which serves and responds to these two audiences:

A global flow, and local inhabitants reaching a balanced dichotomy where neither one takes over the other.

HOW TO ENHANCE A LOCAL CULTURAL IDENTITY?

Facilitate this local creative reality, stimulate new interest for other local inhabitants by the design of architectural and urban spaces. Provide cultural spatial alternatives for the inhabitants of the three neighborhoods surrounding the site.

WHILE ALSO RESPONDING TO A GLOBAL AUDIENCE

In order to justify such a big new development, (both financially and architecturally), it is mandatory that the project addresses the high flux of event-driven global audience that travels to Milan throughout the year. By integrating the municipality goal of promoting culture as an economic tool, the project requires a certain degree of flexibility in order to serve this two group of users into a GLOCAL design.

René Magritte, La Décalcomanie (1966), Oil on canvas

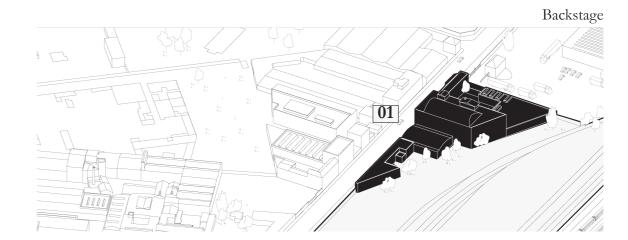


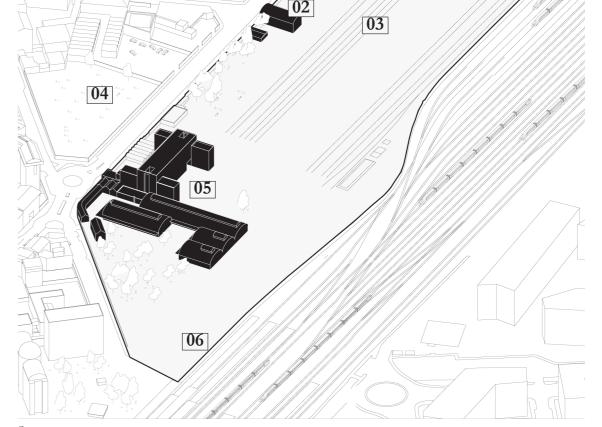
Designing for glo-cal balance

GLOCAL Projection Act III

Festivalisation of Rogoredo: Translation of the dichotomic research in contemporary spatial solutions

- 01 Abandoned building complex Logistics
- 02 Abandoned hanger facing a key access Landmark
- 03 Train tracks Flexibility
- **04** Smaller fenced void **Extension**
- 05 Abandoned building complex Re-use
- Potential new Event- Station exit Global gate



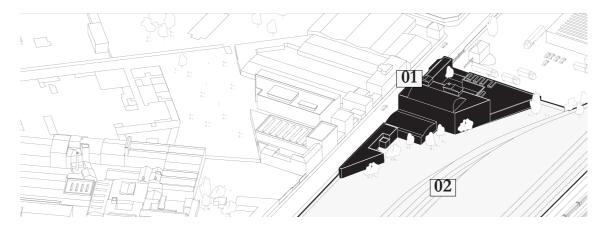


Stage

31

+

Backstage



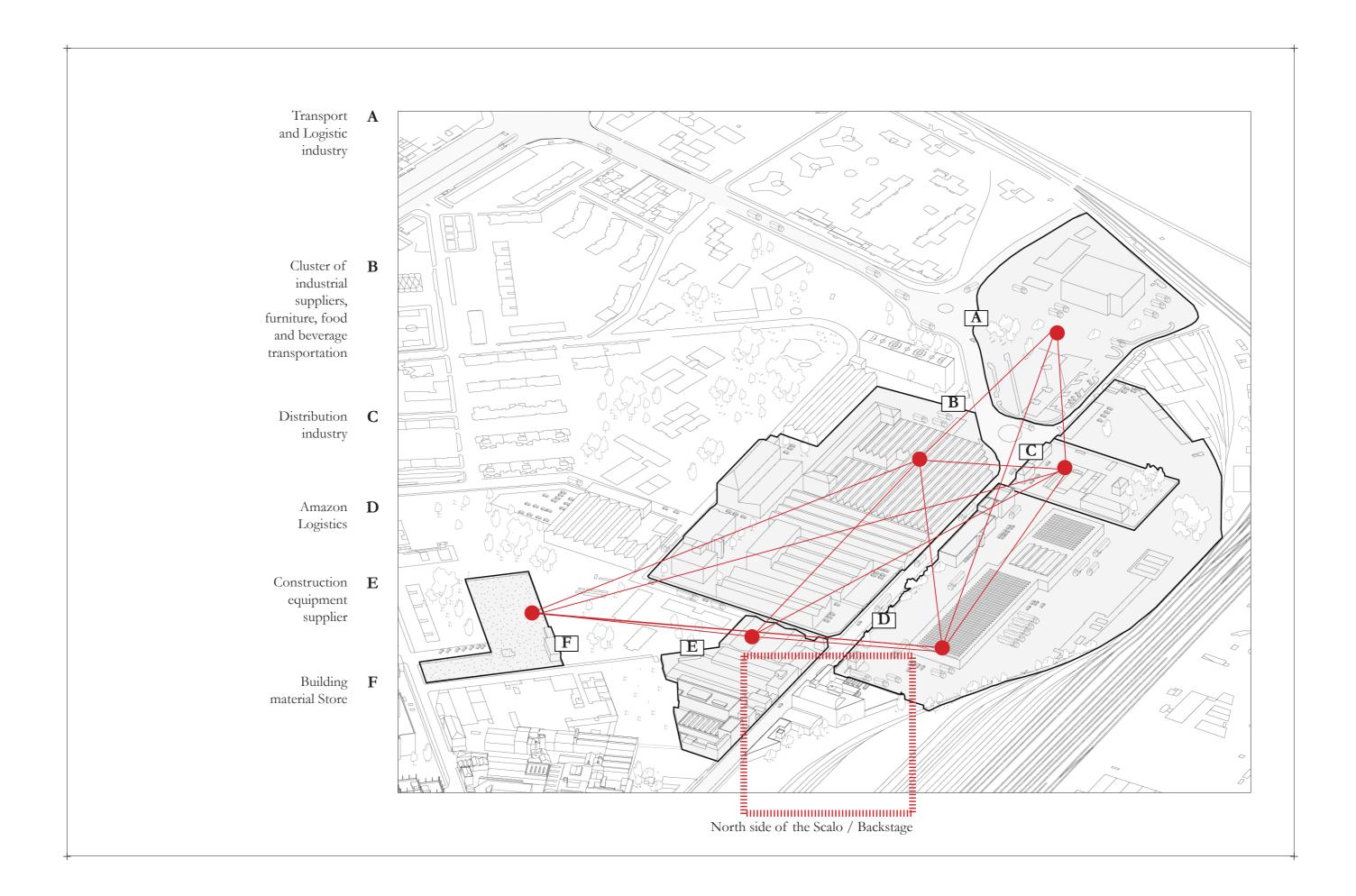
.BACKSTAGE

The goal is to involve these industries, making sure they become part of the motor of the project. The ephemeral essence of part of the programme implies a tight link with these clusters.

Assemblage - Transportation - Disassembly of goods, temporary elements and people creates this urban theatrical backstage that orchestrates the whole machine.

- 01 Abandoned building complex Logistics
- 02 Train tracks Movement

Graduation Project by A.Cappiello

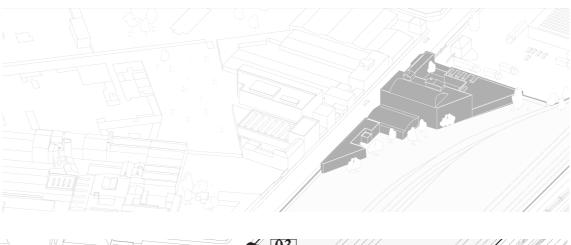


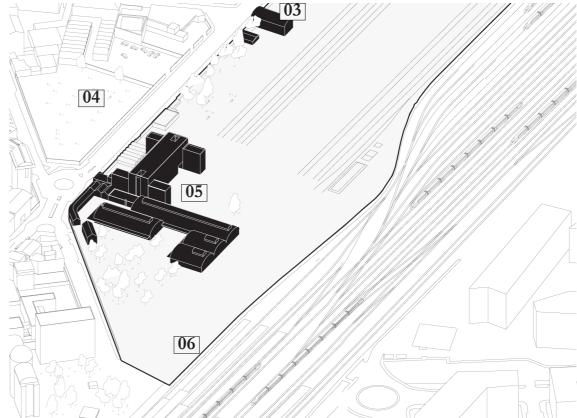
.STAGE

The Area located on the south- side, near the Station naturally becomes the ideal site for the human performance.

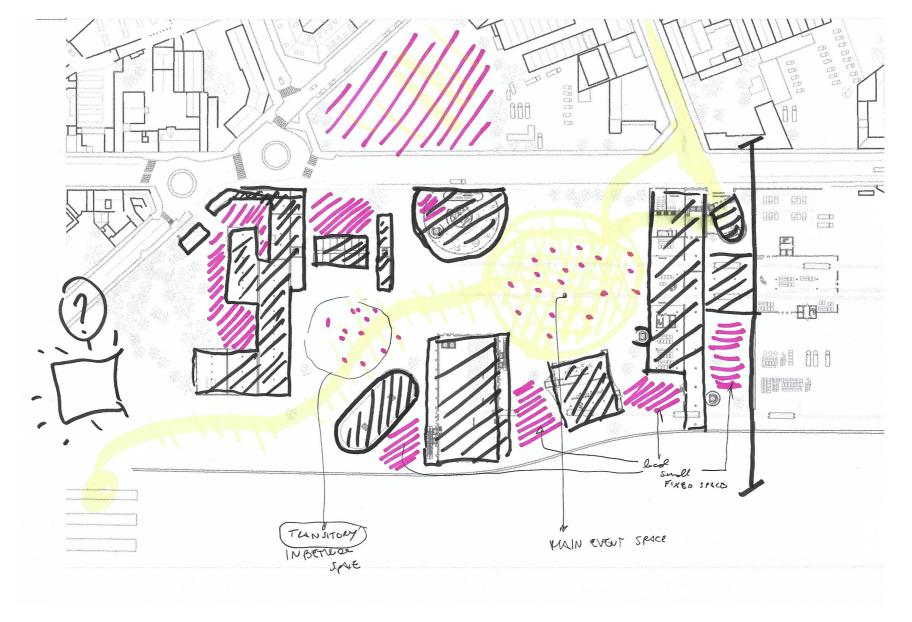
In constant connection and communication with the backstage, via the reuse of the tracks this side become the heart of creative design for both locals and globals

- 03 Abandoned hanger facing a key access Landmark
- 04 Smaller fenced void Extension
- 05 Abandoned building complex Re-use
- O6 Potential new Event- Station exit Global gate



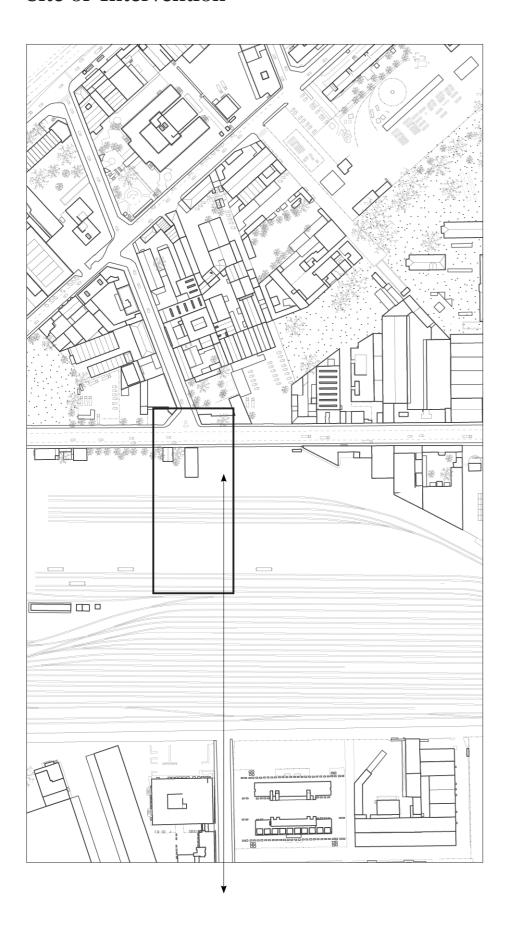


Stage



Early sketch of the Scalo Rogoredo as a key 'festivalised' Area of Milan.

Site of Intervention

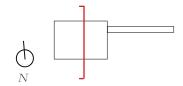


The Incubator

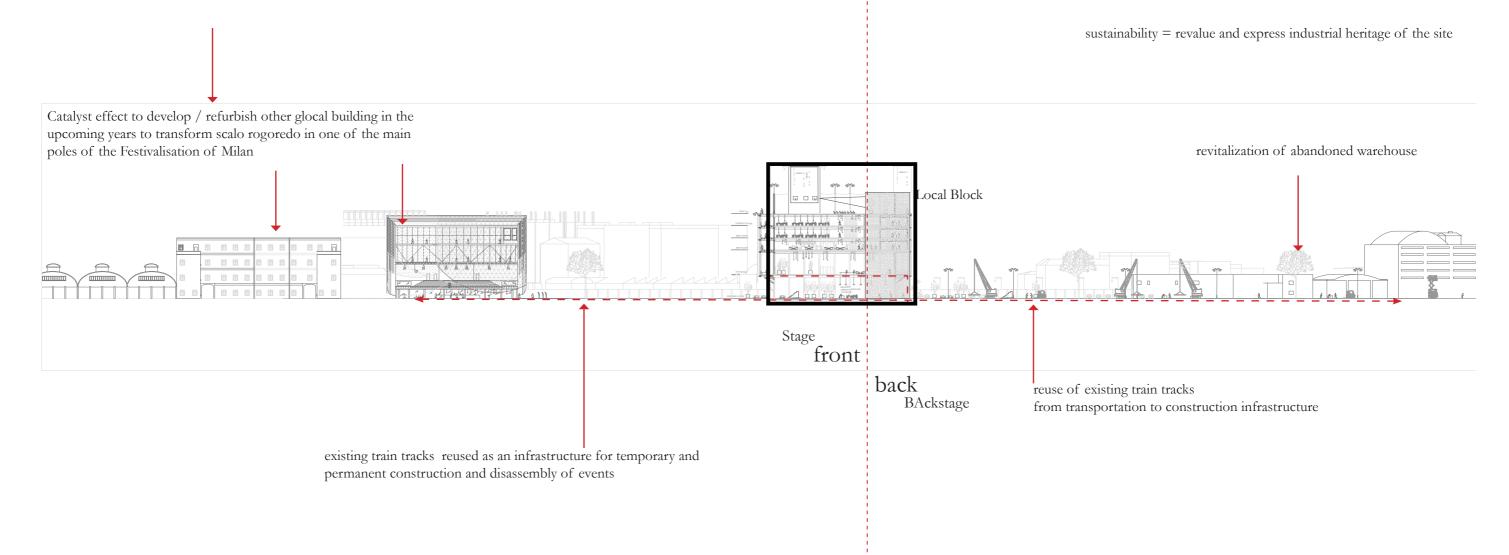
The proposal acts as an incubator.

Aiming to provide a tool set of techniques,
materials, spatial arrangements and construction
for other contemporary dichotomy architecture.

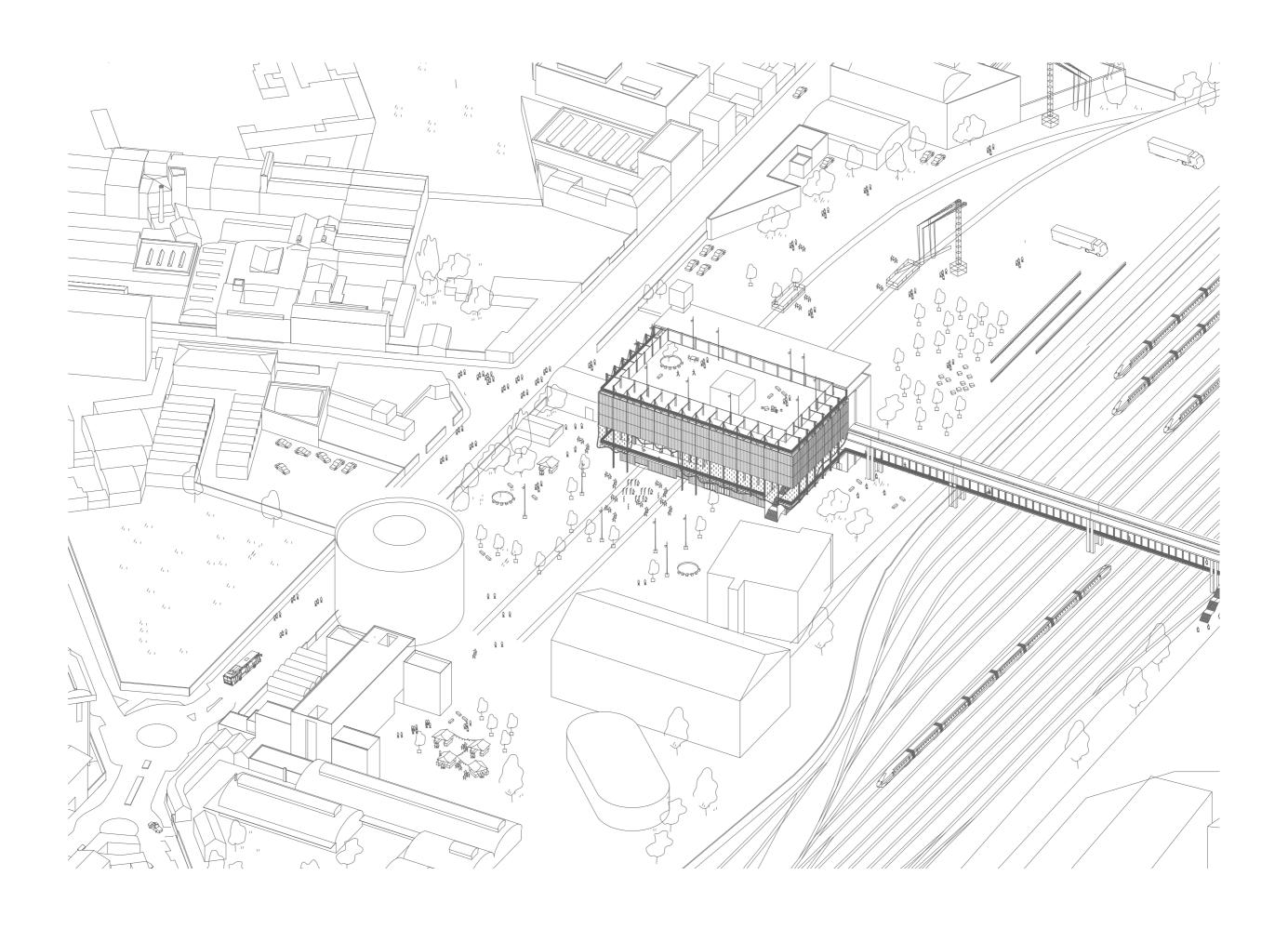




The designed building, summarizes all the techniques and elements to set up a guideline/rules for further transformation of the immediate site and moreover, to the whole neighborhood



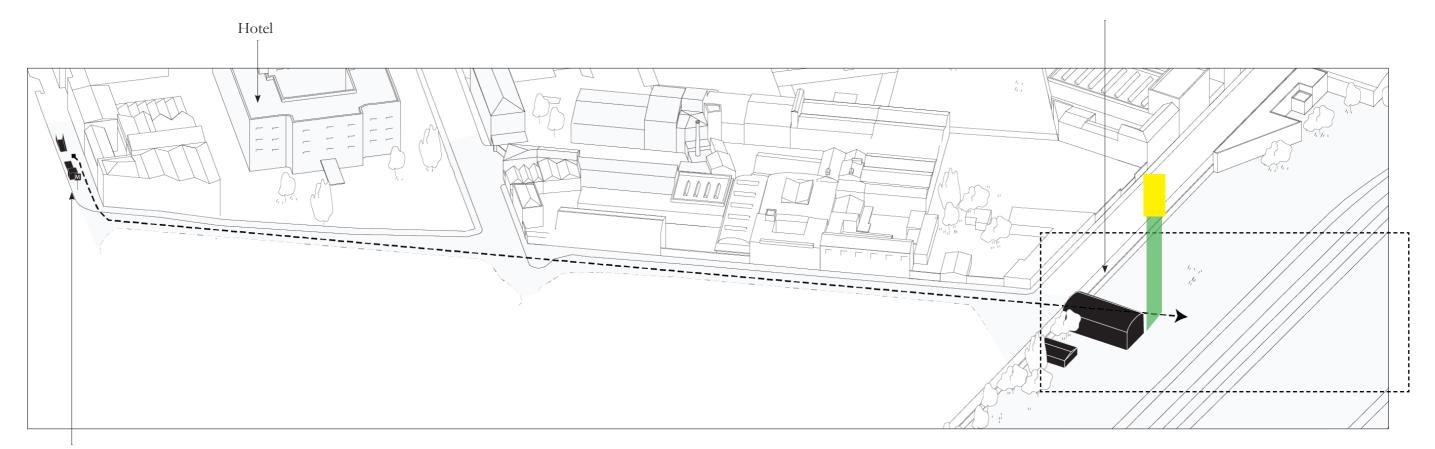
 \bigcup_{N}



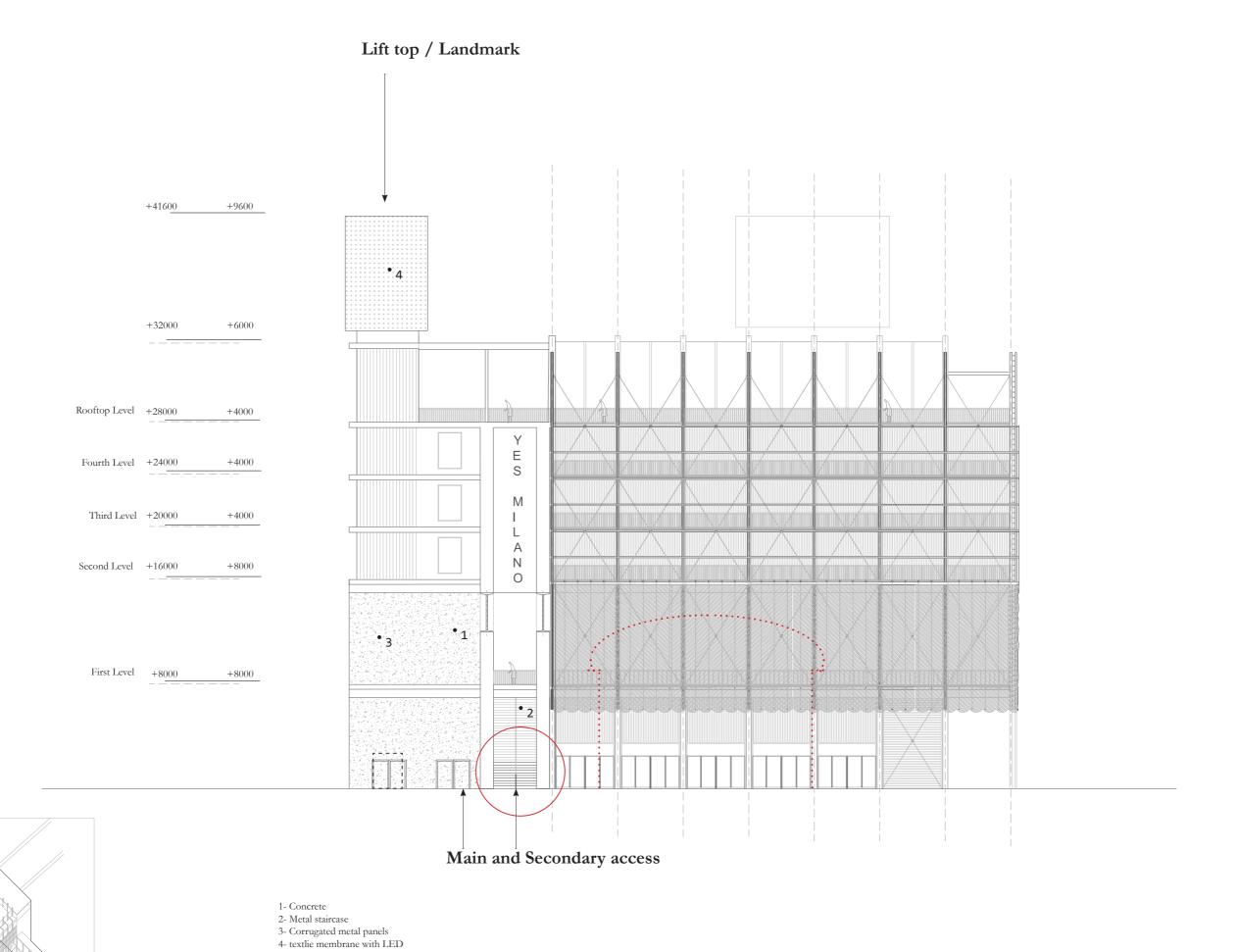
The Gate & Landmark



Landmark/Gate/ Entrance



Metro Station Porto di Mare



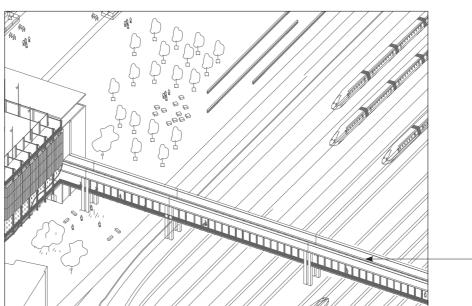
P5ePresentationcal Performance / The landmark

The Grand Entry
The new boulevard from Porto di Mare Station



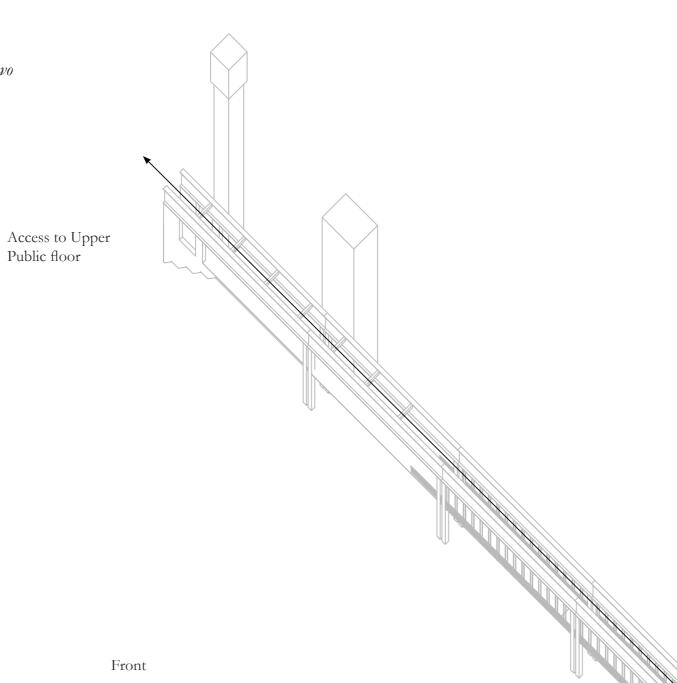
The Bypass Separating the backstage from the stage

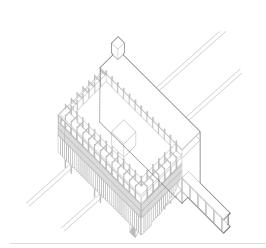




The ByPass

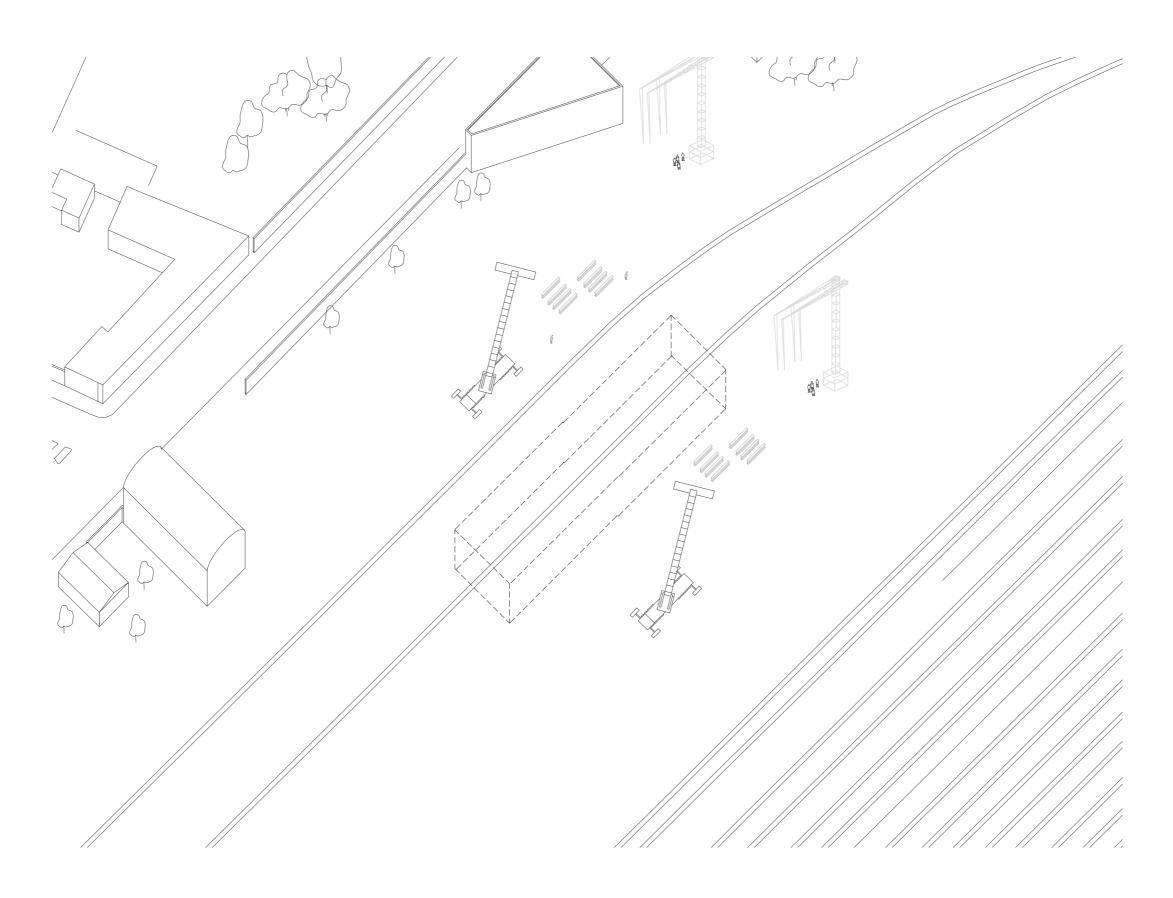
Graduation Project by A.Cappiello

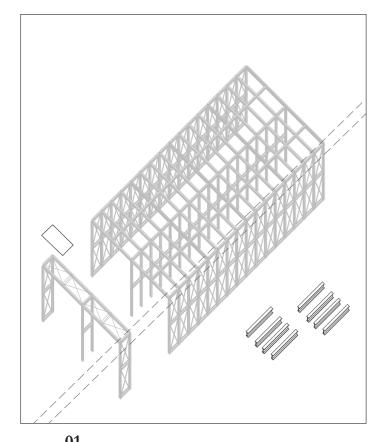




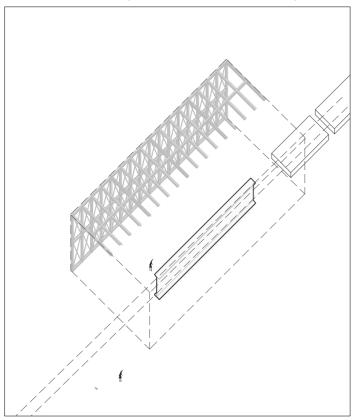
Back

-Bypass

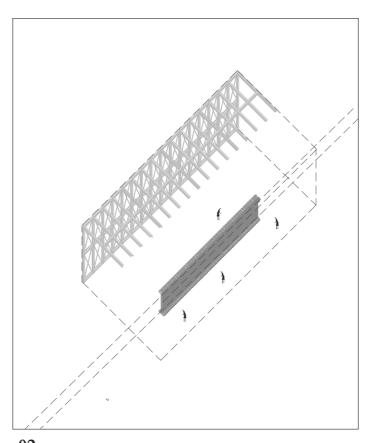




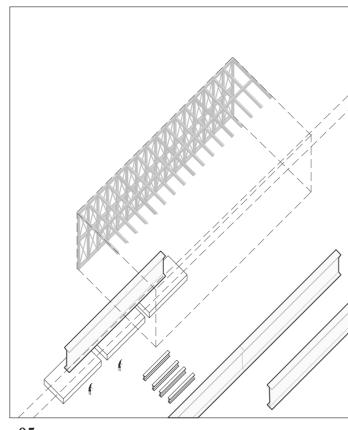
Temporary warehouse assembly



04 element transportation via traintrack

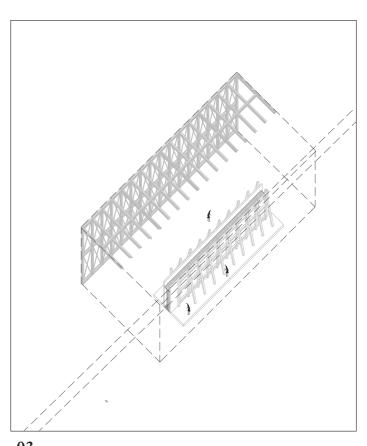


reinforcement element preparation

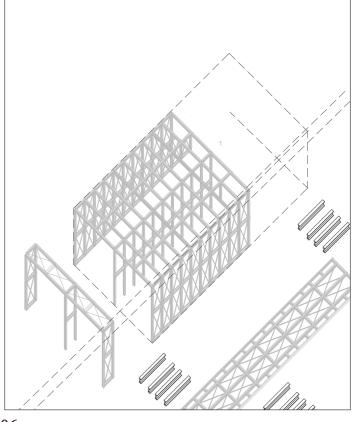


47

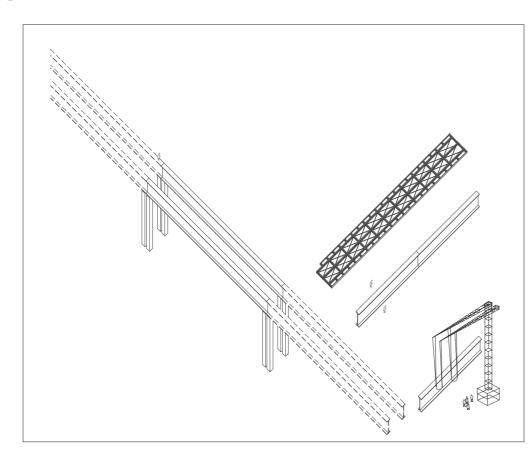
Repetition of the process



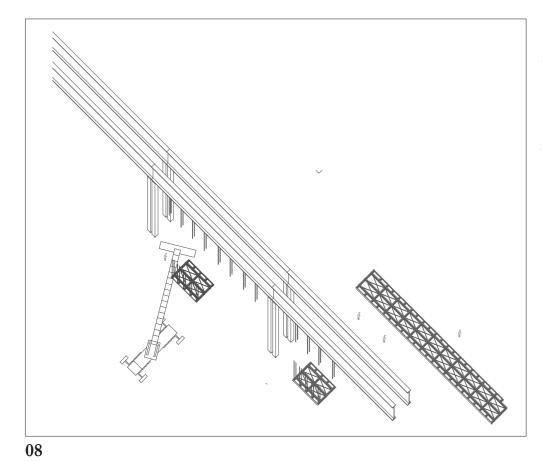
the foam-work and in-situ concrete pouring



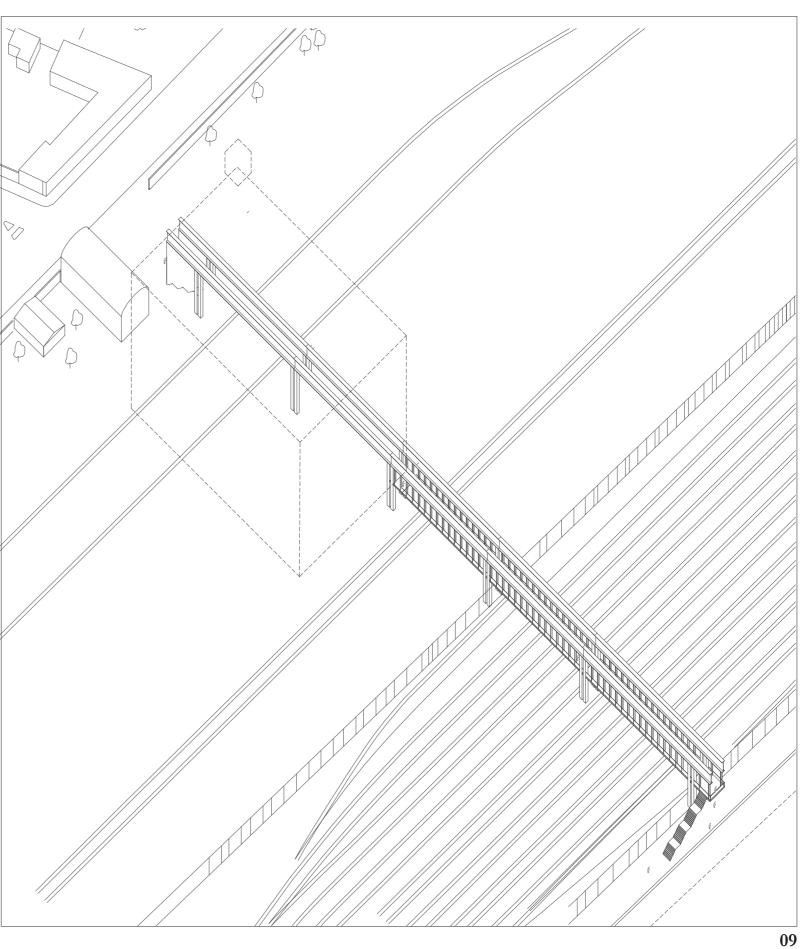
Dismount of the warehouse elements to reuse for the bypass decking structure



On-site assembly of the concrete beams elements

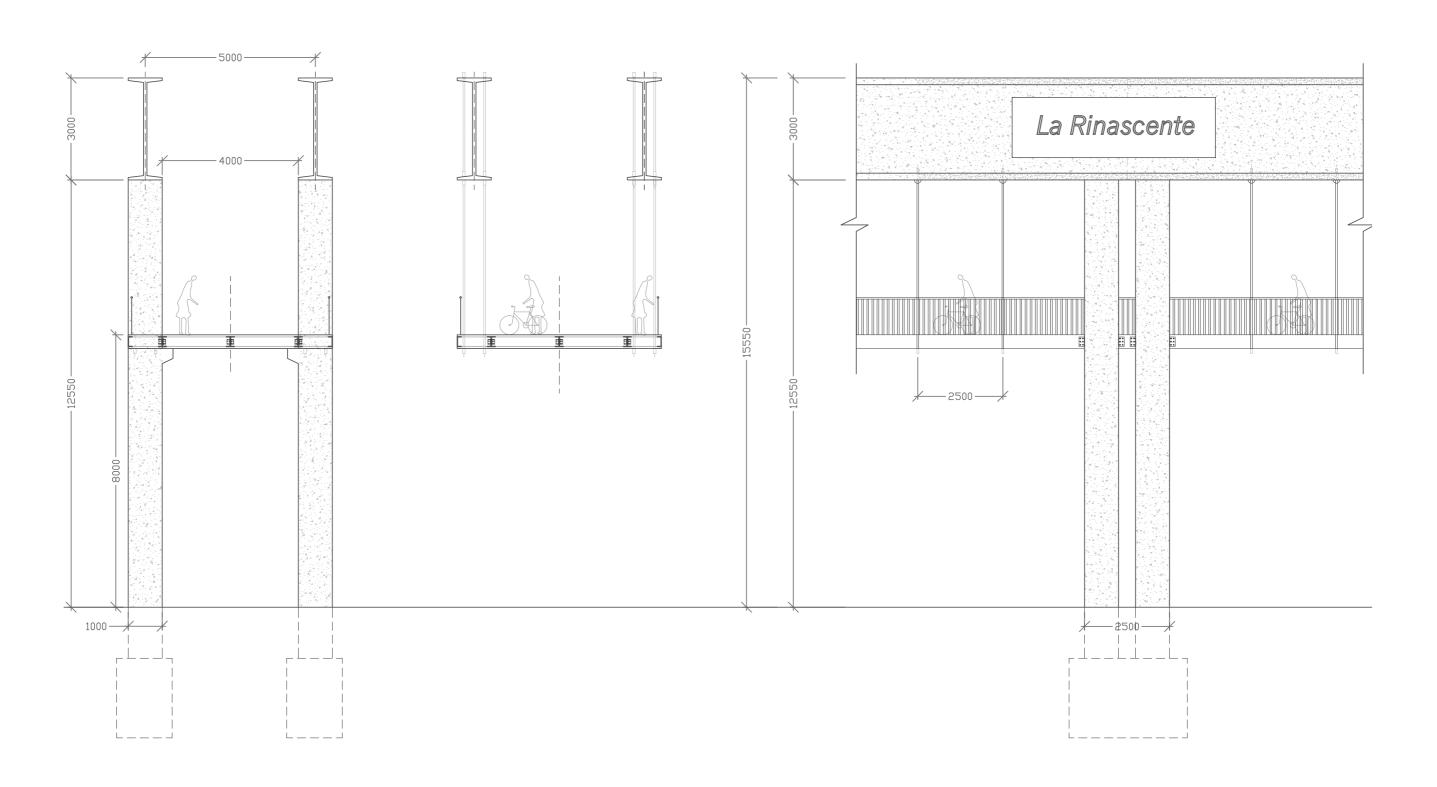


Hanging and securing of the re-used steel deck structure



The Bypass

Graduation Project by A.Cappiello



Bypass Section @ column proximity

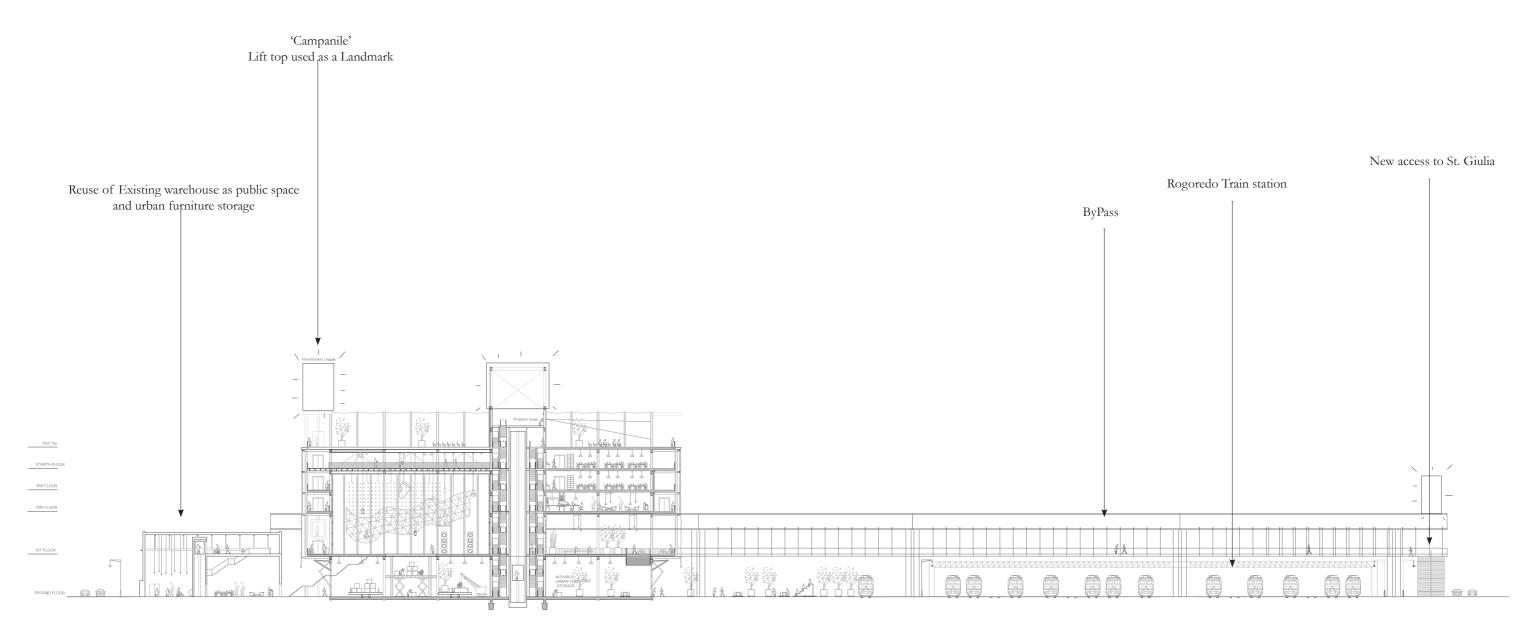
Bypass Section along span

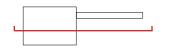
Bypass Elevation segment

Graduation Project by A.Cappiello

Spatial Dichotomy







Graduation Project by A.Cappiello

A statement of the constructive role of the Backstage



The Bypass
New access from Santa Giulia

Envelope Dichotomy

René Magritte, Les Mémoires d'un saint, 1960 Oil on canvas

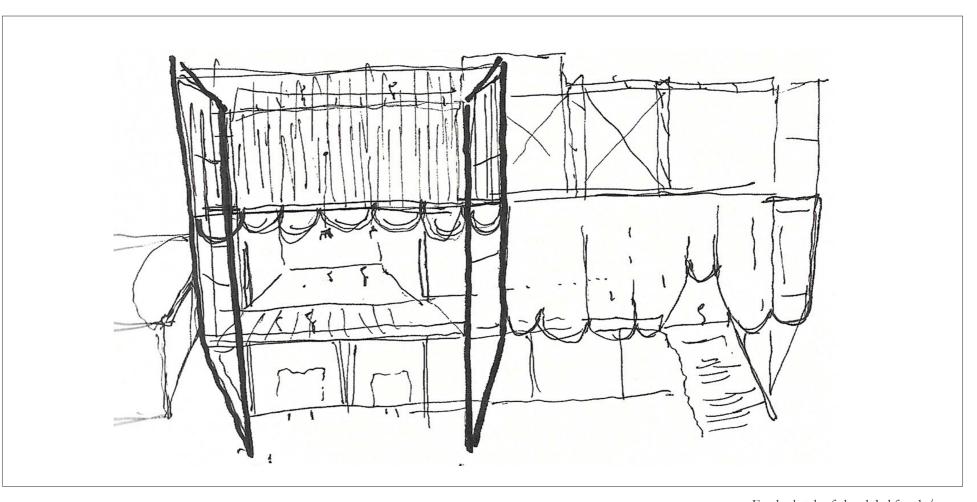


Photo from research visit at the Cinecitta studios in Rome, Italy

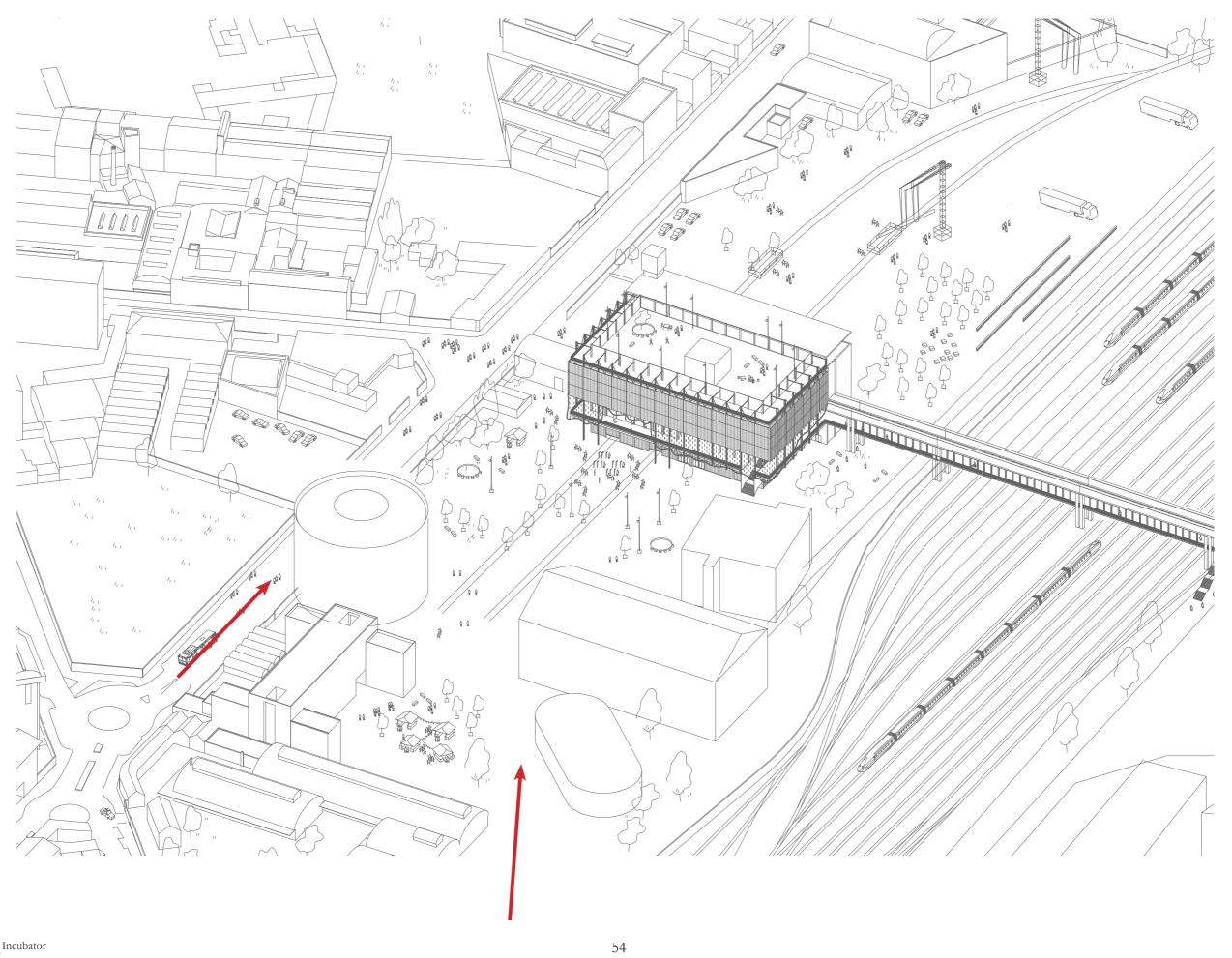


Front & back
A mask for the global stage

The envelope is one of the key architectural elements that reflects the expression of dichotomy. The south facade acts as a stage curtain to allow the necessary flexibility between architectural and urban scale



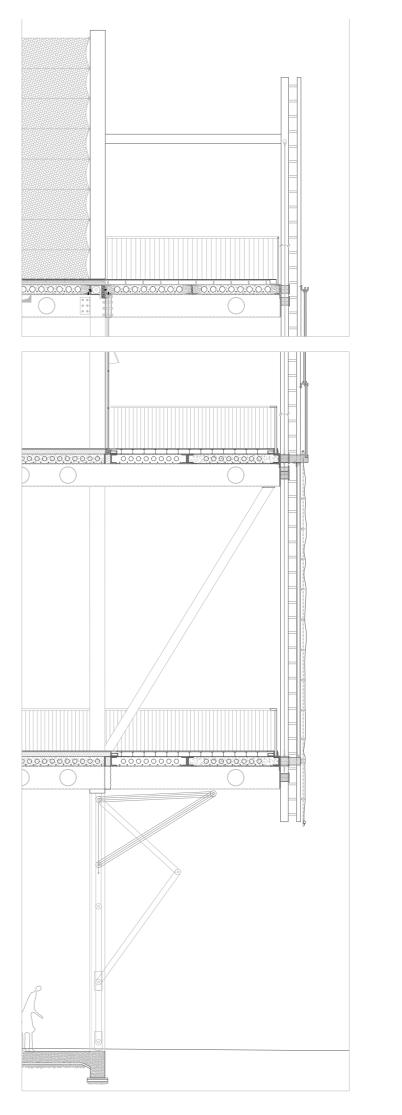
Eearly sketch of the global facade/

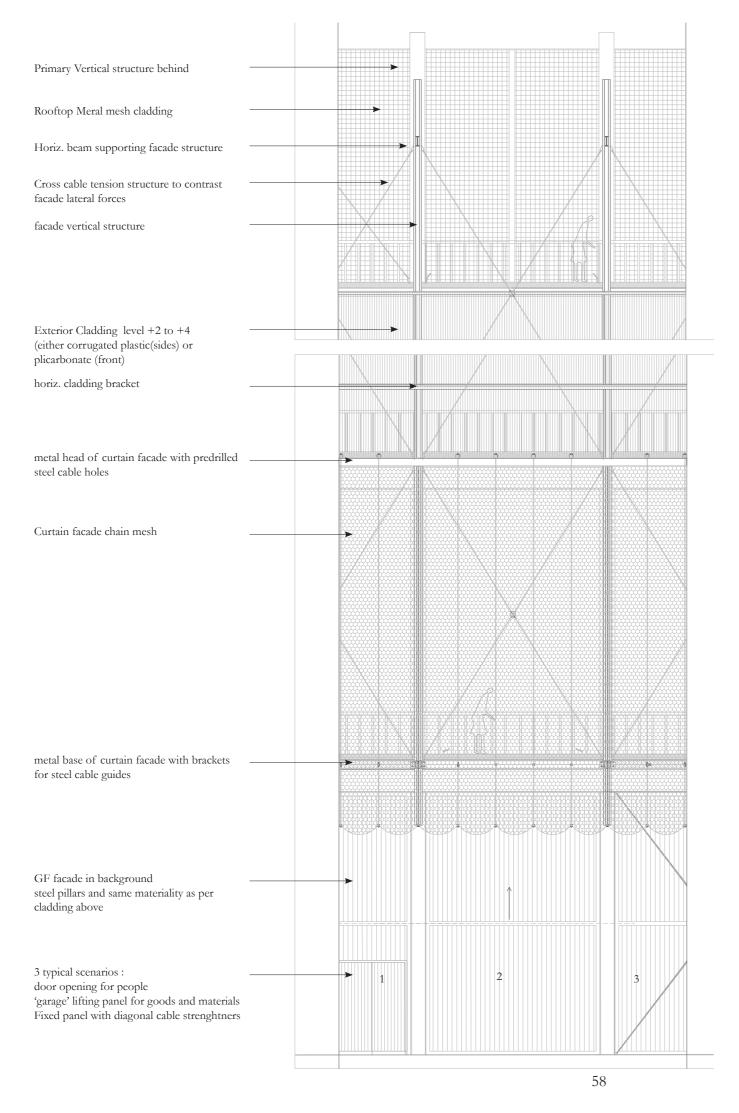


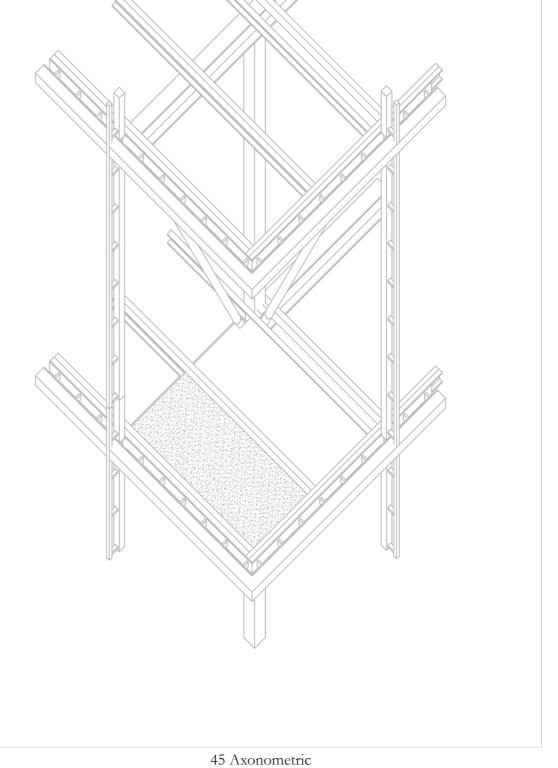
The Global arrival
A global access from Rogoredo station

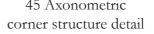
The Festivalisation of Rogoredo View from the main street parallel to the Scalo

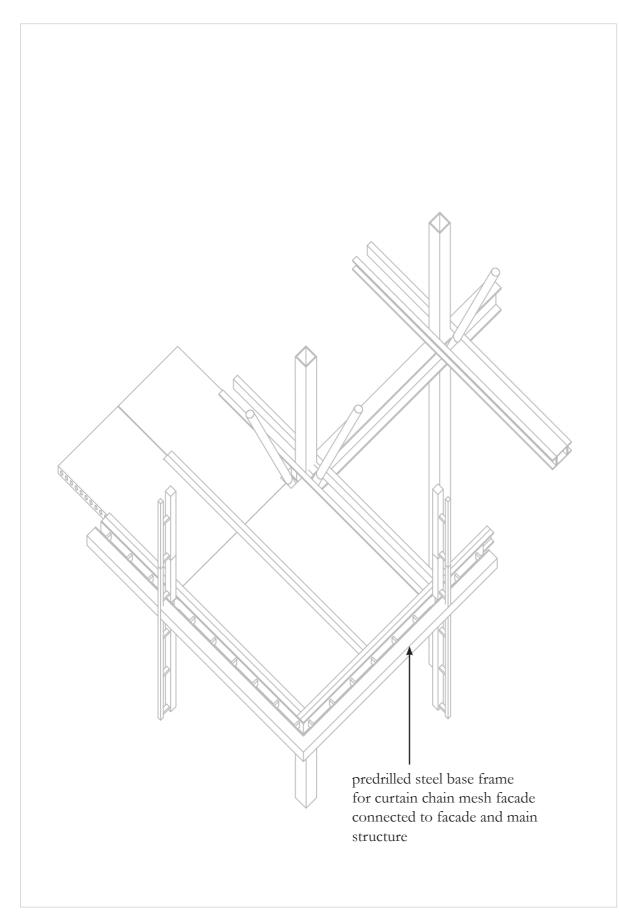
7- textlie membrane with LED











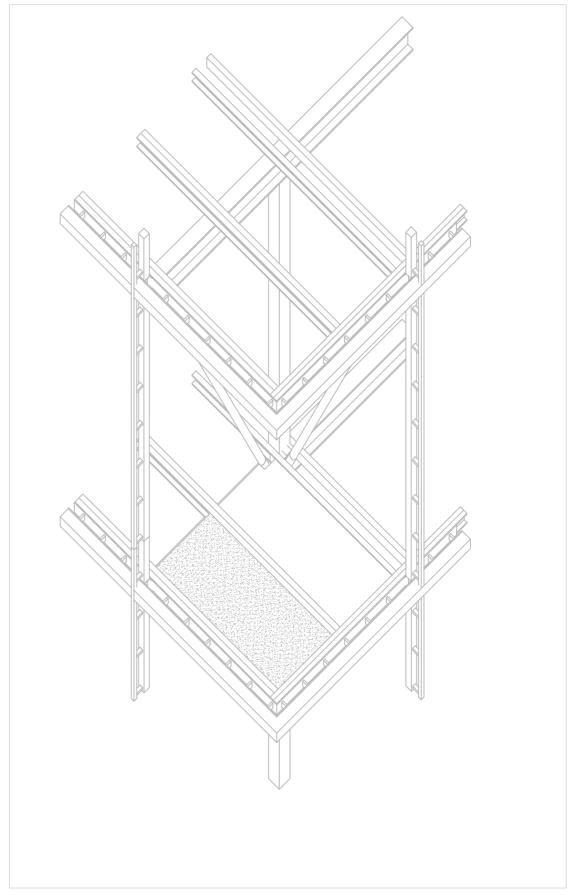
Horizontal Curtain chain mesh facade structure





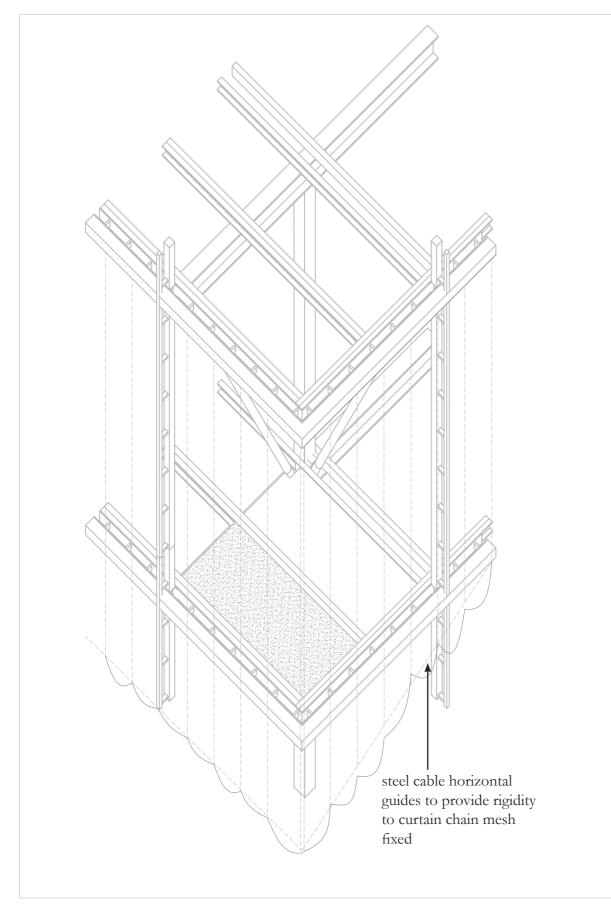


steel cable guides for curtain chain mesh fixed to top and bottom frame

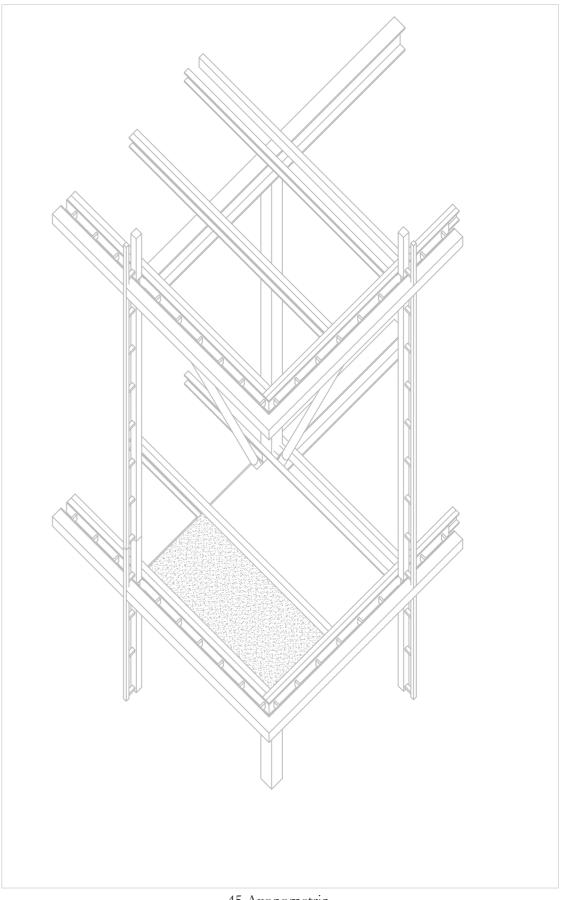


45 Axonometric corner structure detail





Curtain chain mesh facade

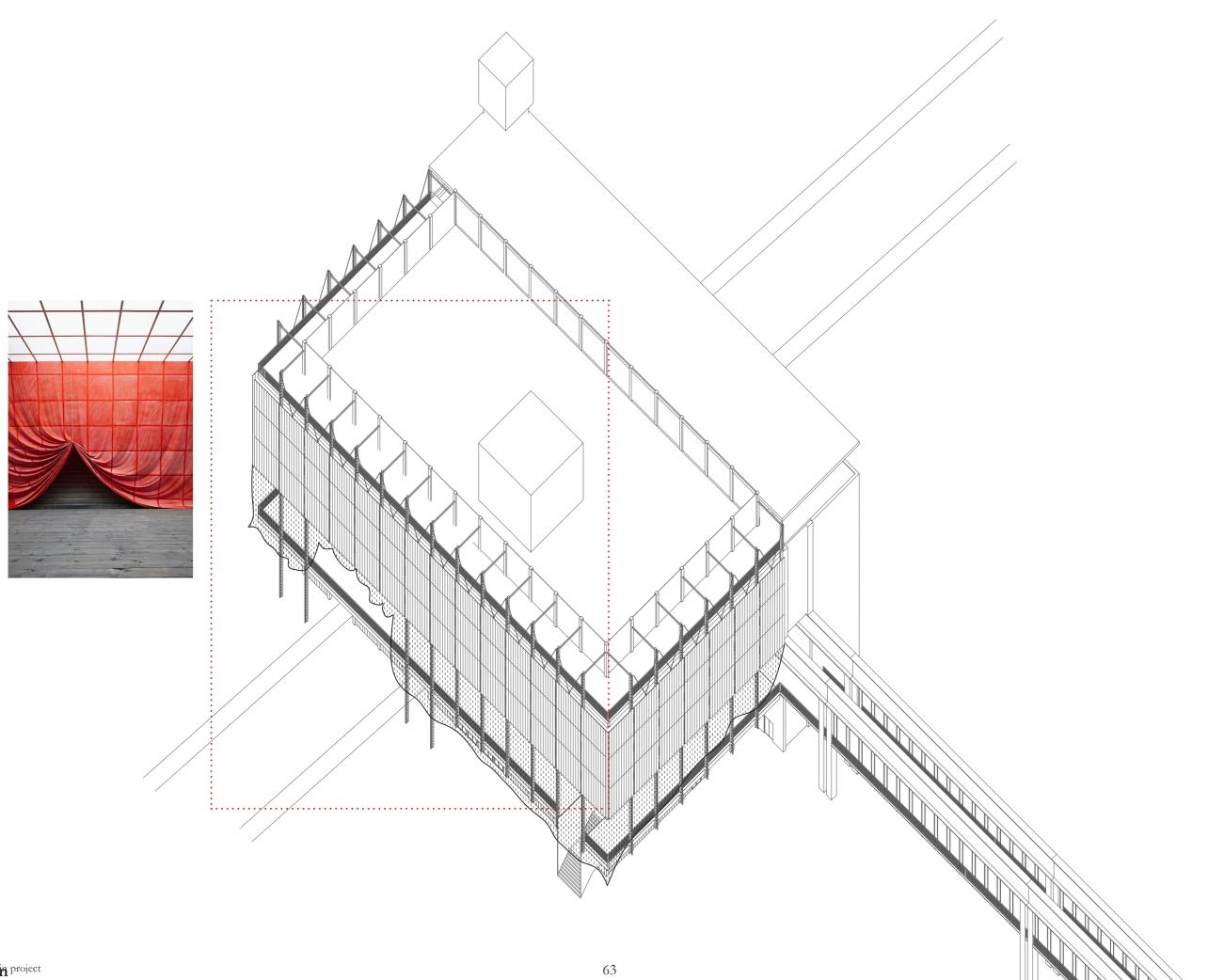


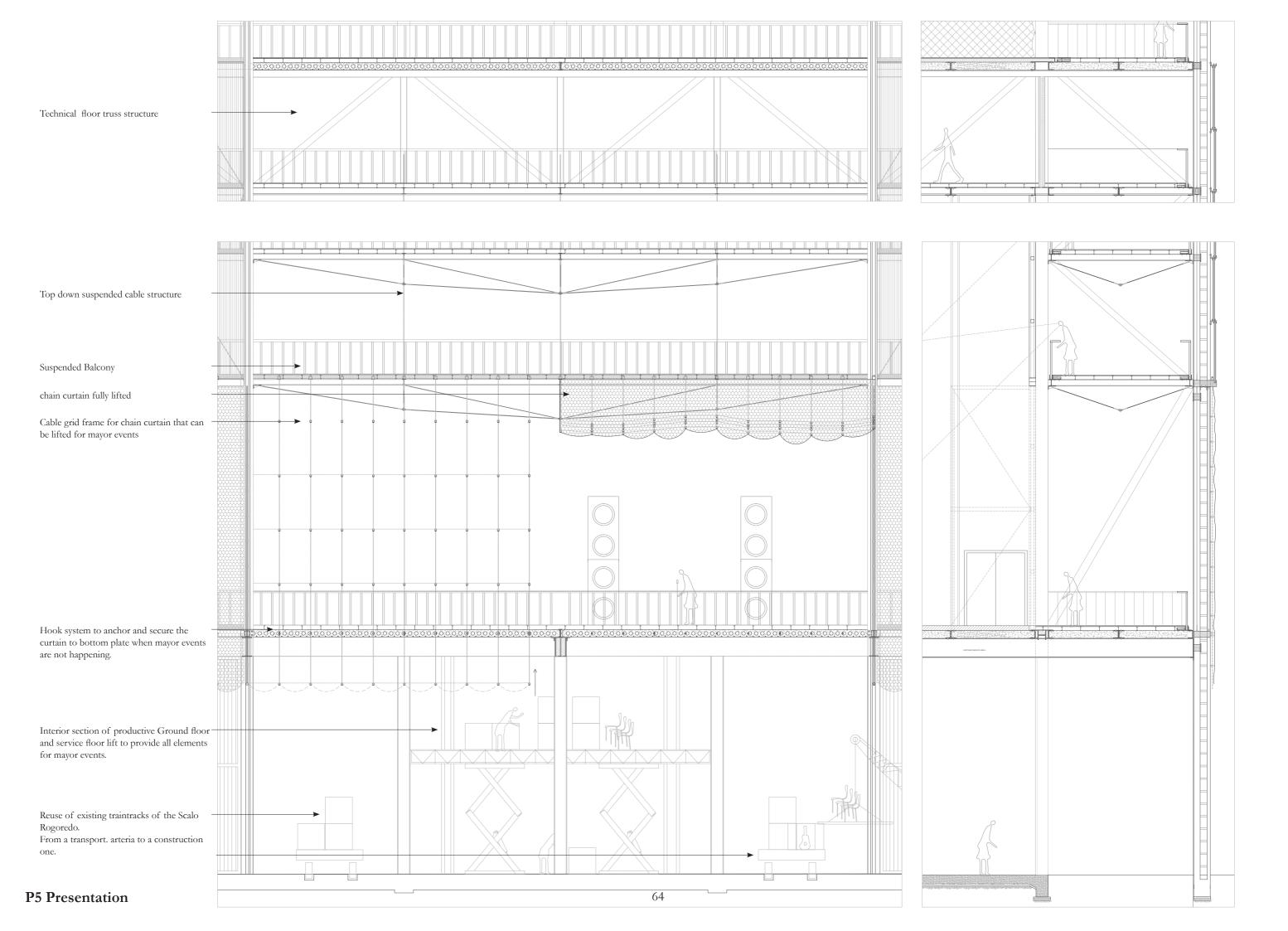
45 Axonometric corner structure detail

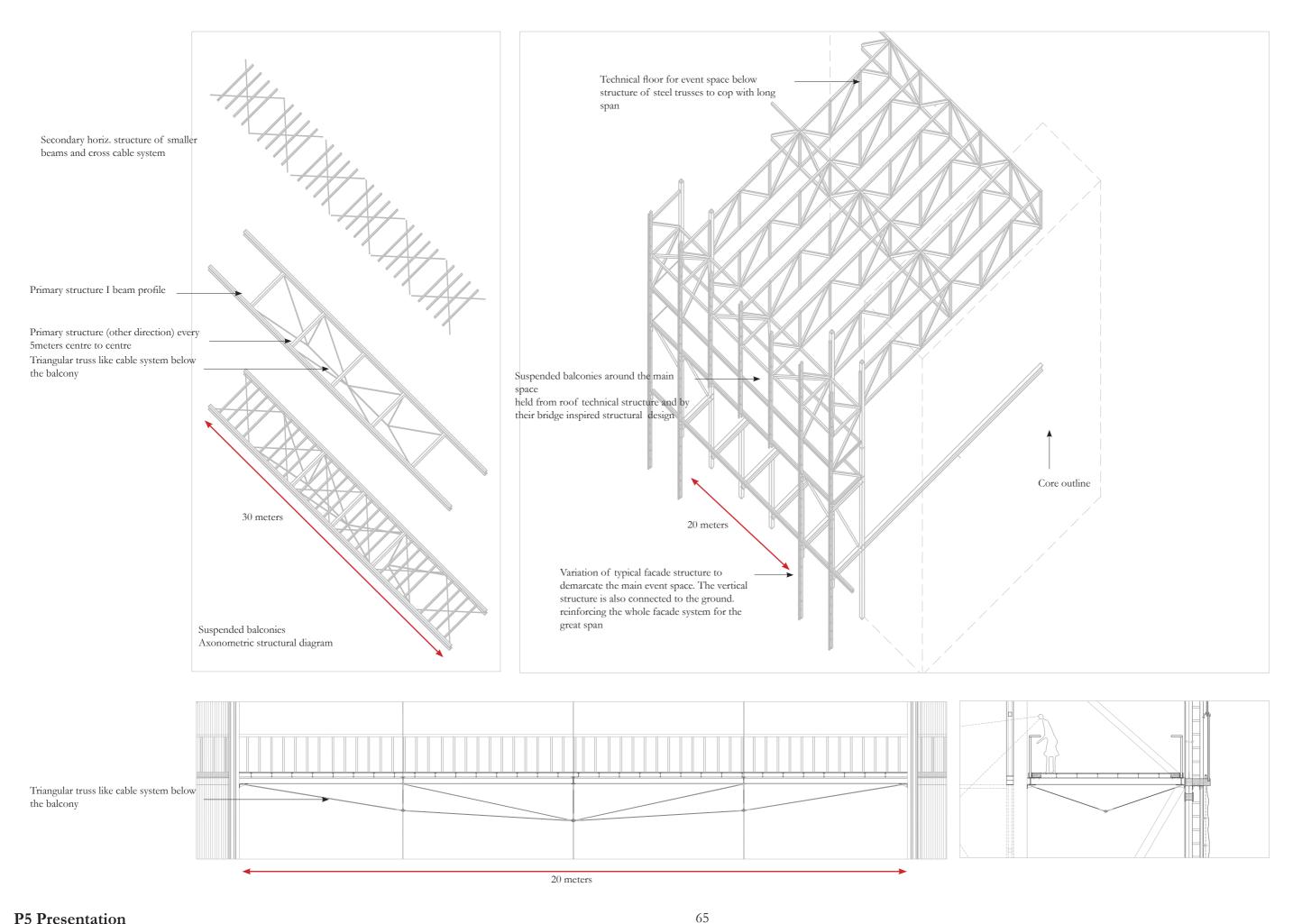
The Global Curtain

The global face of Milan

MEEMILANO

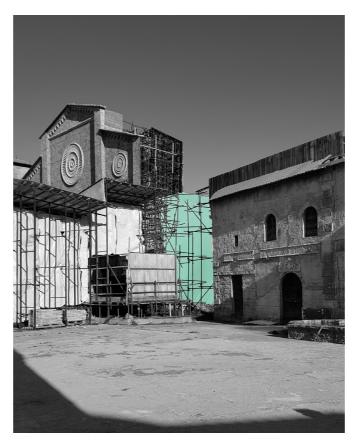






The ephemeral

Main event space



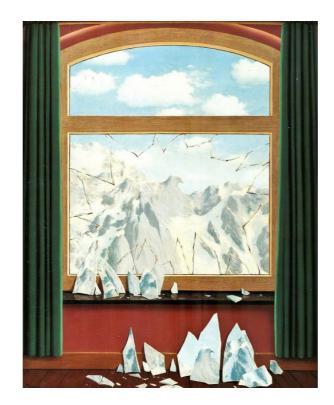
Cinecitta studio, inbetween Stage and backstage where the opposites meet

	+41600 +90	500		 	 		 			
	+32000 +6	000			• 7			1	• 7	
Rooftop Level	+28000 +4	000					6	Y		
Fourth Level	+24000 +4	000						E S		
Third Level Second Level						·	3	M I L A N		
First Level		000		•4						
						1	• 3		• 8	
		Structural Grid @5000mm centre-centre							 	

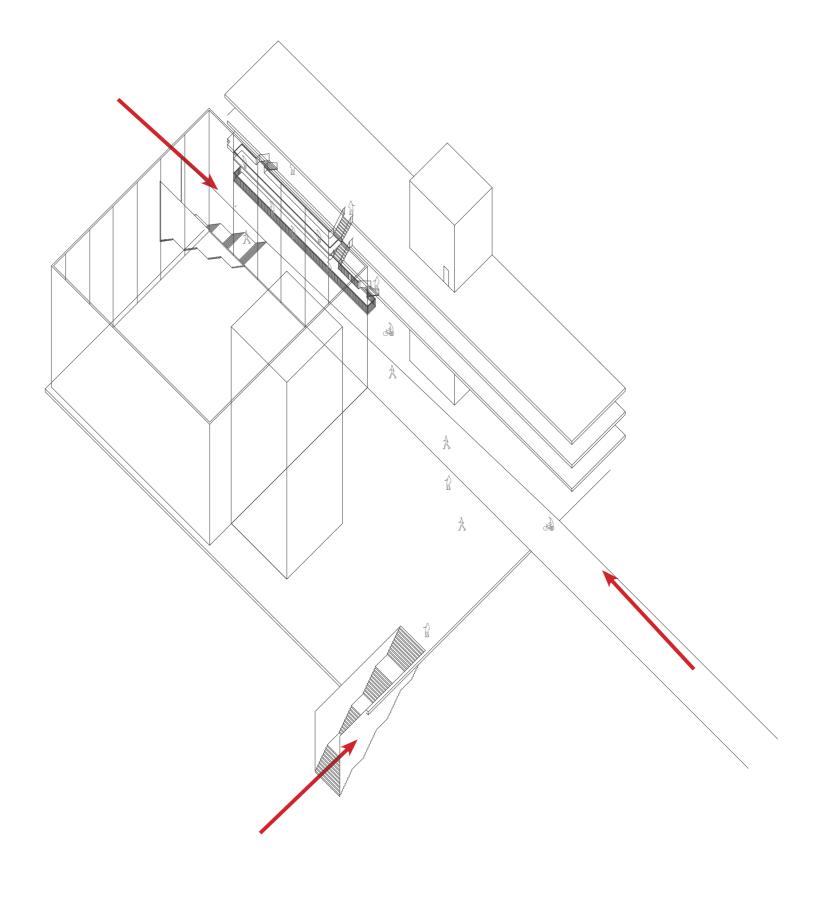
- 1- Concrete 2- Metal staircase

- 2- Metal staircase
 3- Corrugated plastic panel
 4- Metal chain curtain
 5- Policarbonate Panel
 6- Light metal mesh cladding
 7- textlie membrane with LED
 8- Stone like Cladding

The encounter of the Glo-cal



René Magritte, The Domain of Arnheim, 1949. Author: The + CC BY-SA 2.0



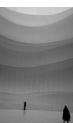
71

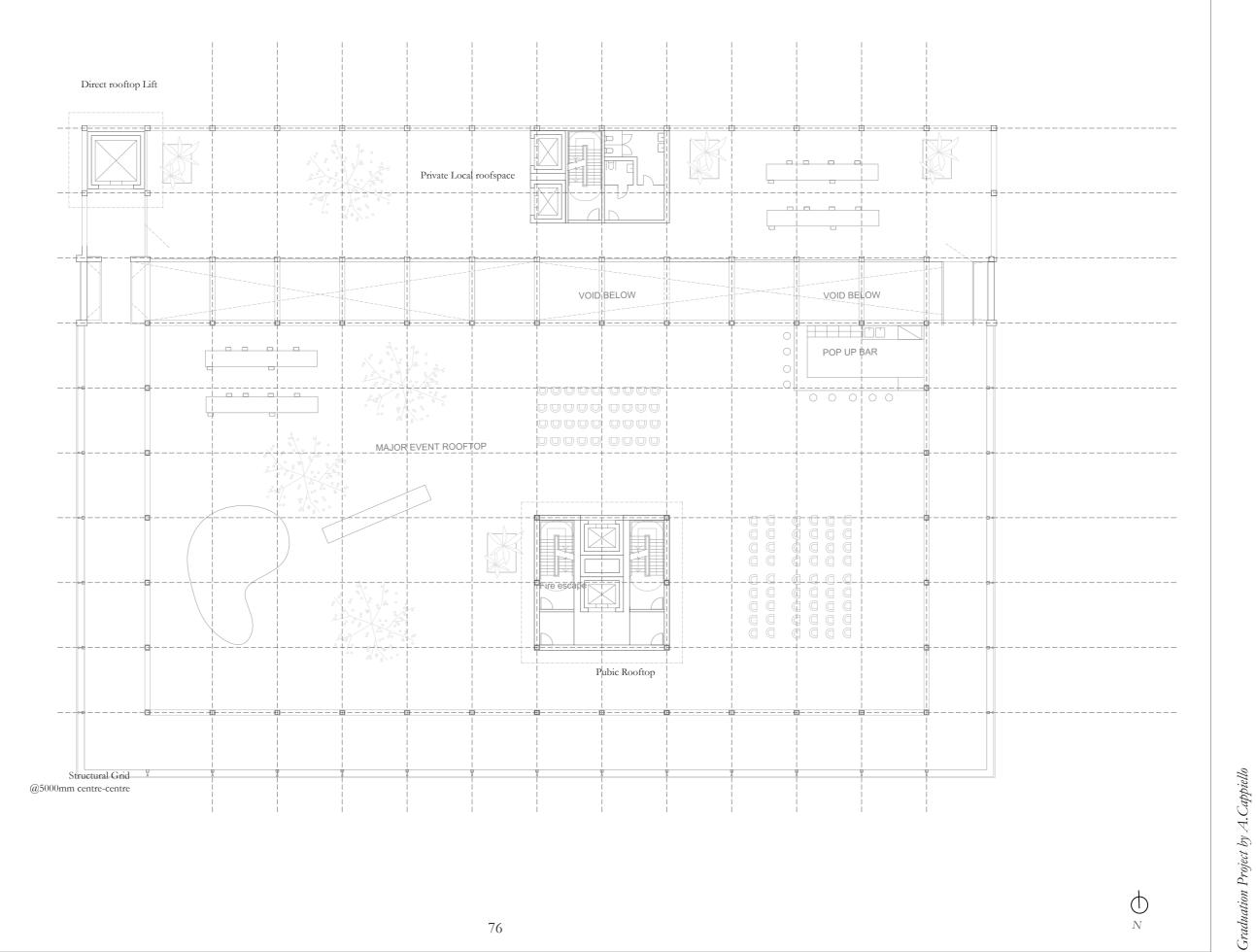
The Place of encounters

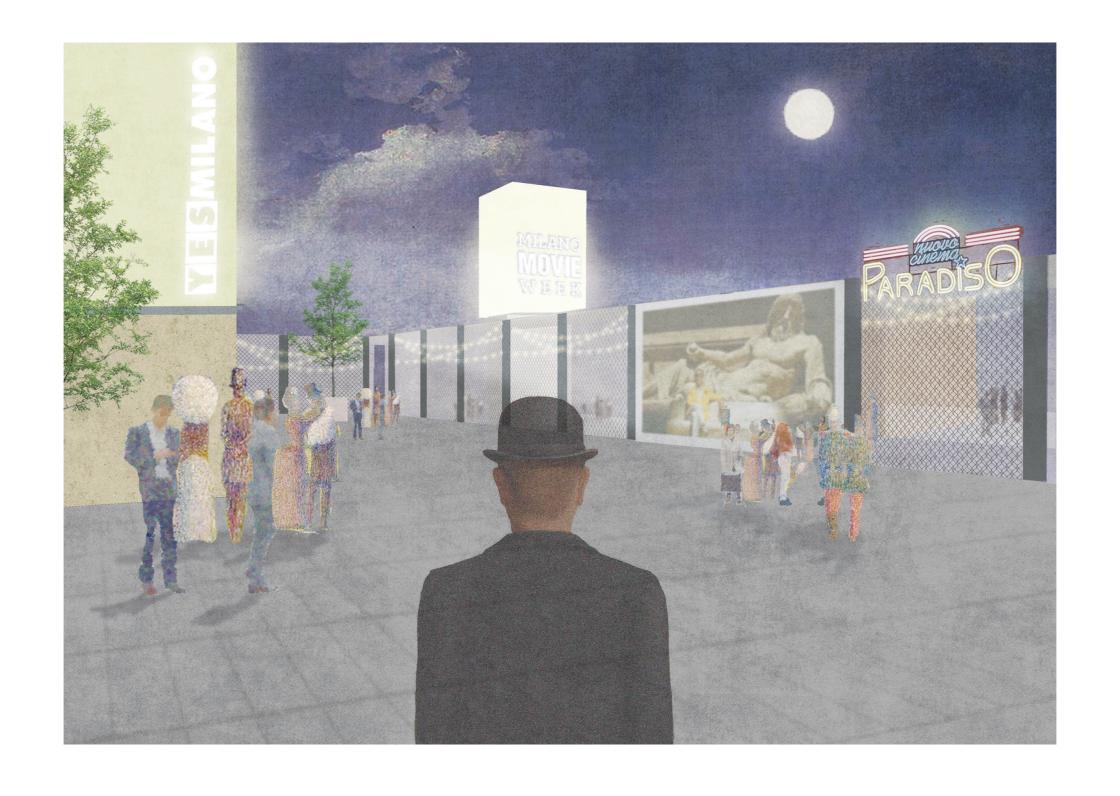
The new upper public floor

The Local side atmospheric view of the local space









The Roof and the Landmark

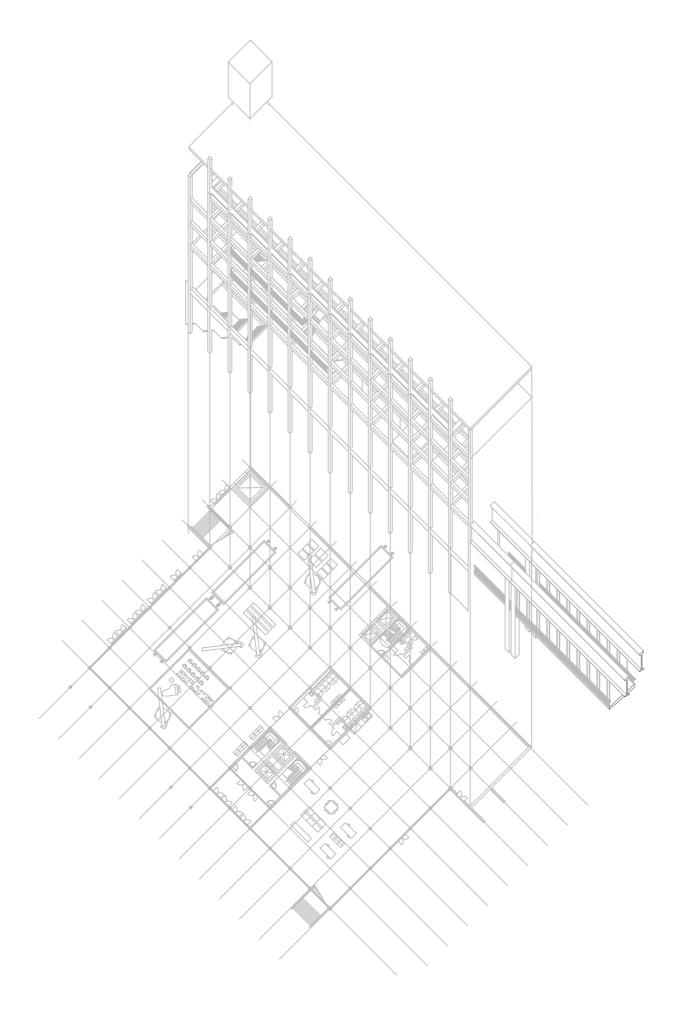
The elevated public space

Structural Dichotomy (De)construction techniques

The structural techniques used enhance the internal spatial dichotomy, while sharing a common goal towards building constructible structures.

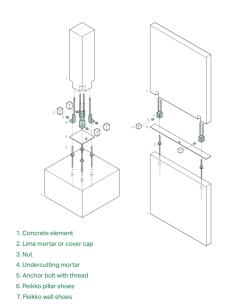
In order to create a different feeling moving from the more global/ public space to the 'backbone of the building which belongs to a local use, I decided to use a different construction technique which uses dismountable concrete components.

The choice of a masonry material creates a more human scale environment compared to the event like steel and metal structure of the front.

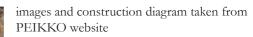


A
Construction system
PEIKKO Bolted column and sumo wall
system used for local block

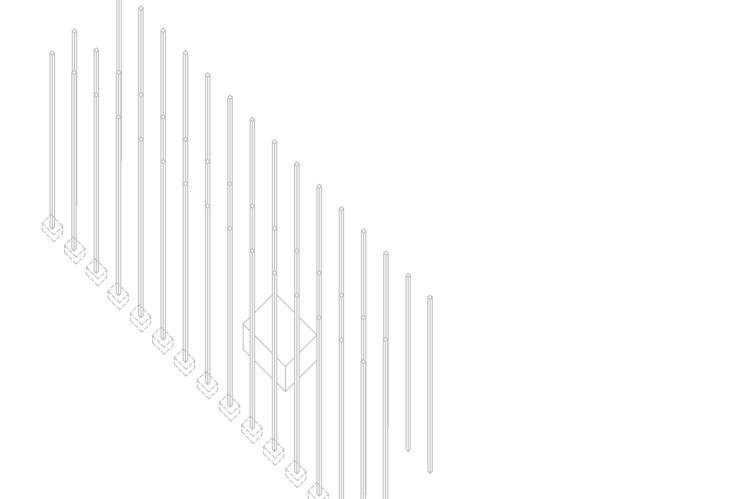




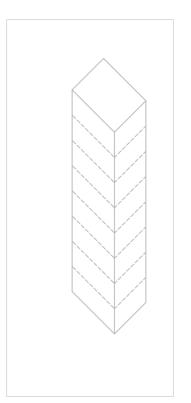


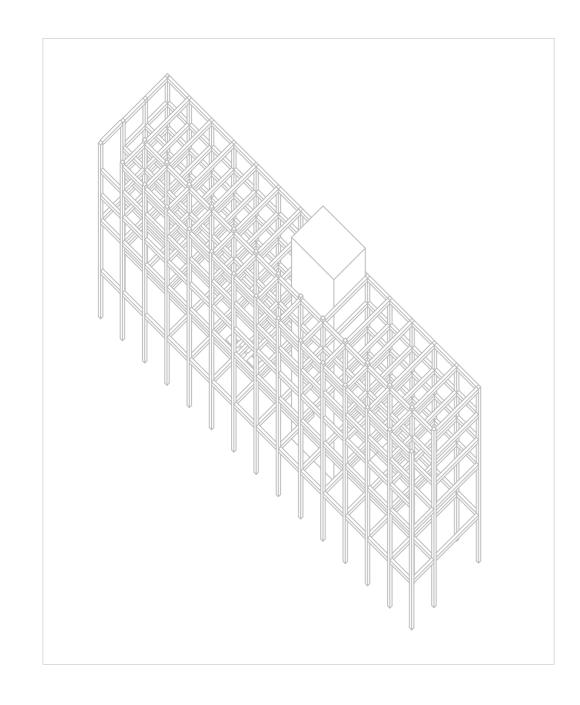




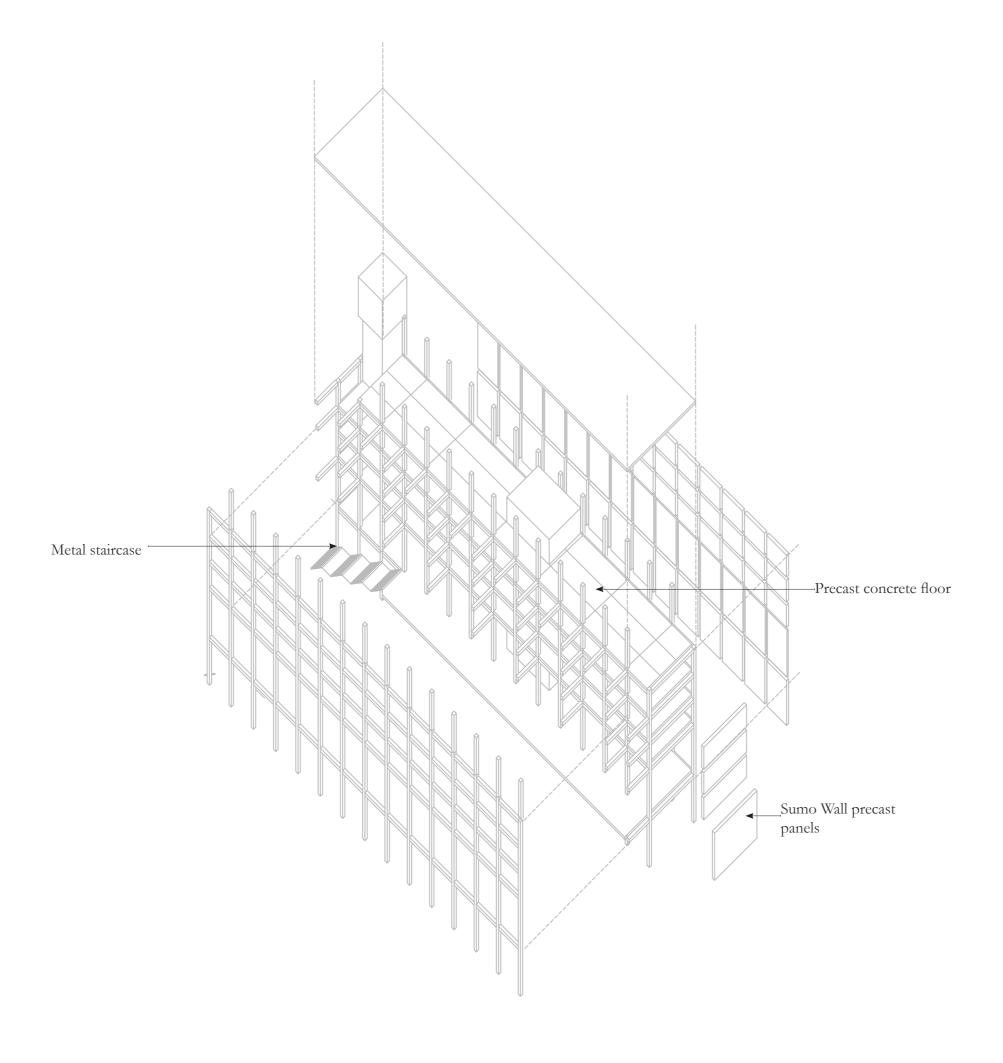


I.E. foundation

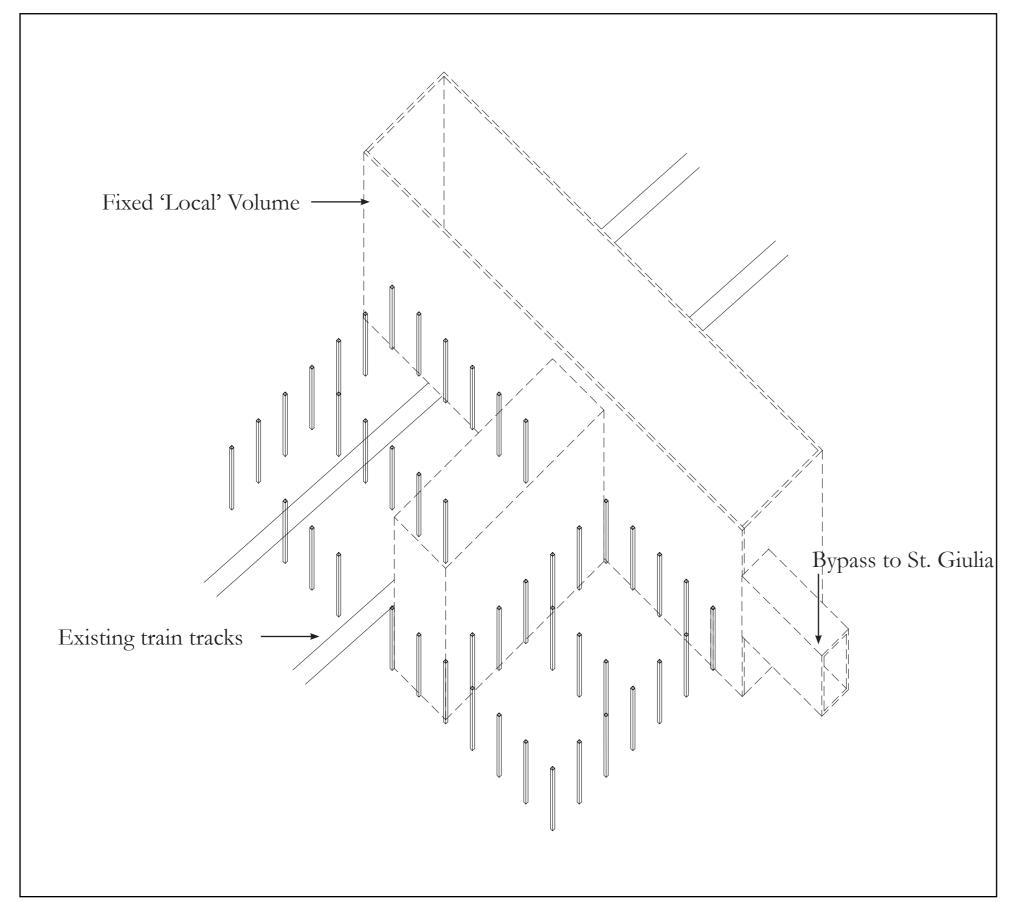


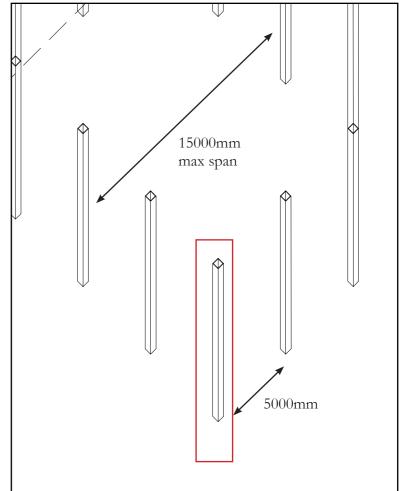


This construction systems allows for a very fast construction. The Vertical elements are elevated first and then bolted to the foundations, following the horizontal concrete beam structure is bolted to the side of the columns. Finally the whole frame is quickly built.



P5 Presentation²

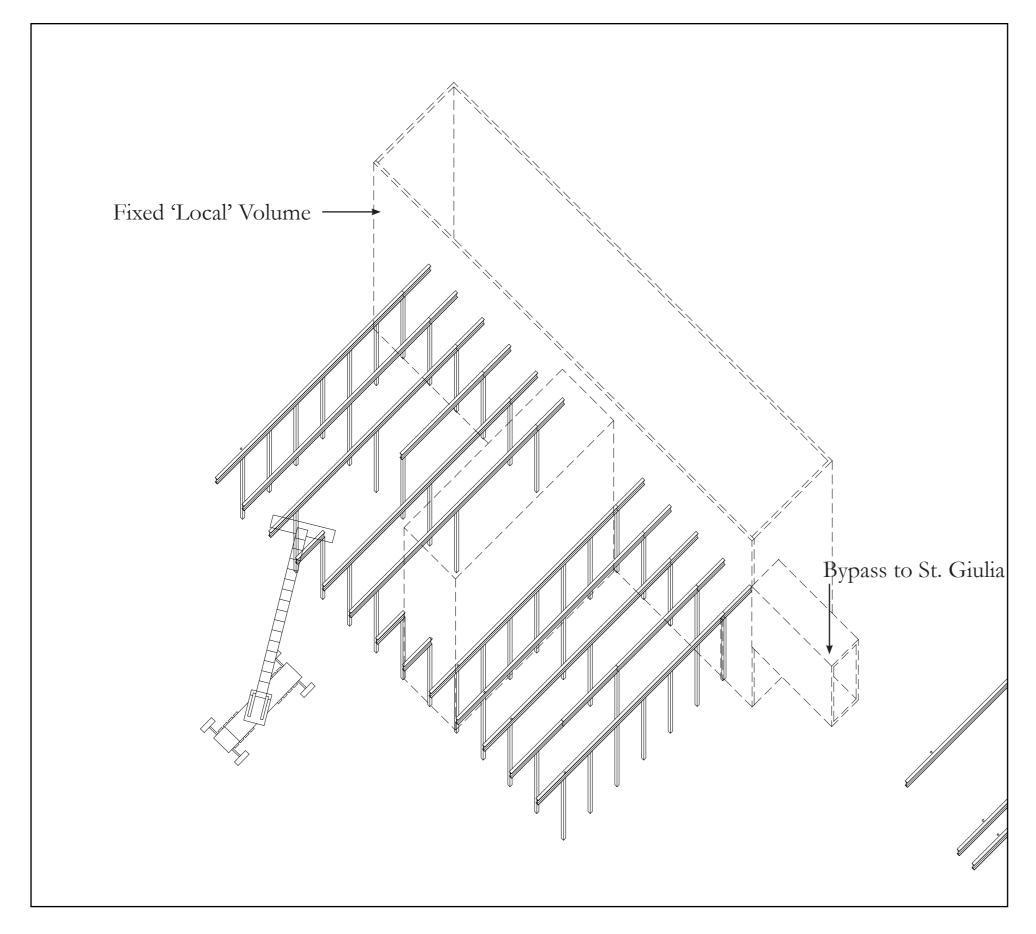




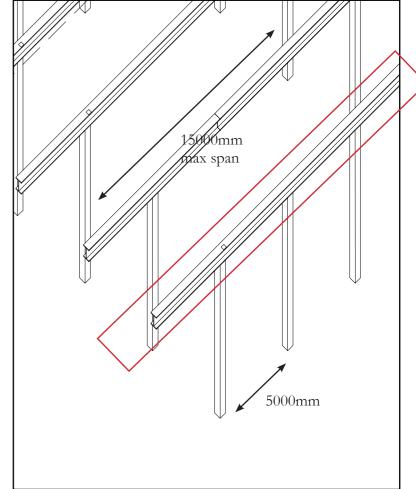
01 Foundation and pillars

H profile steel column (400x400) (height 0f 8000mm)



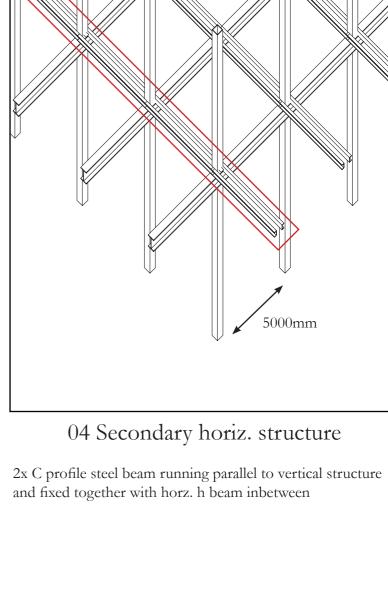


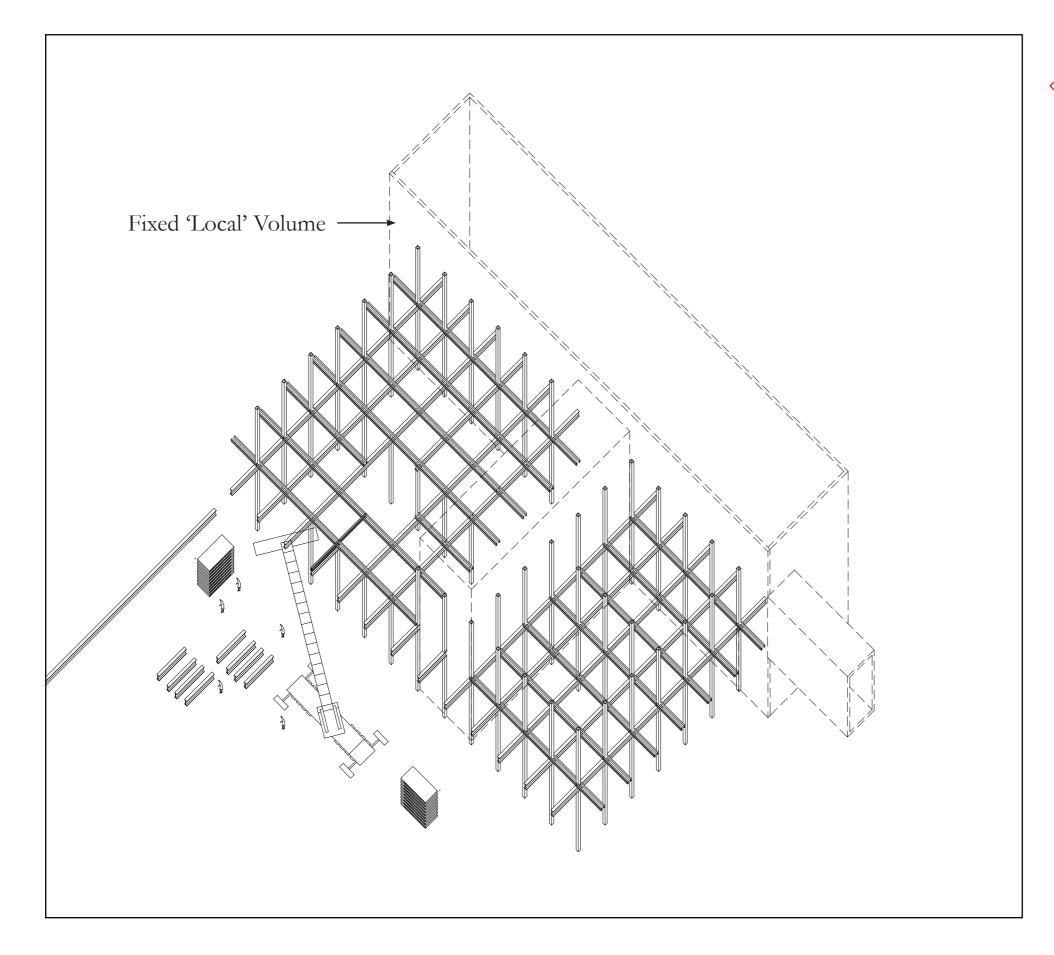
85

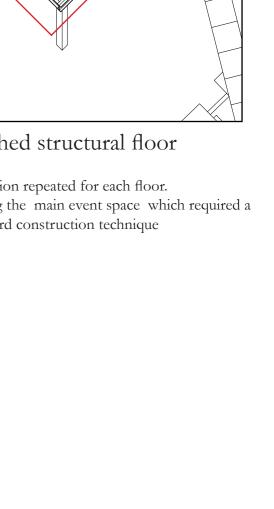


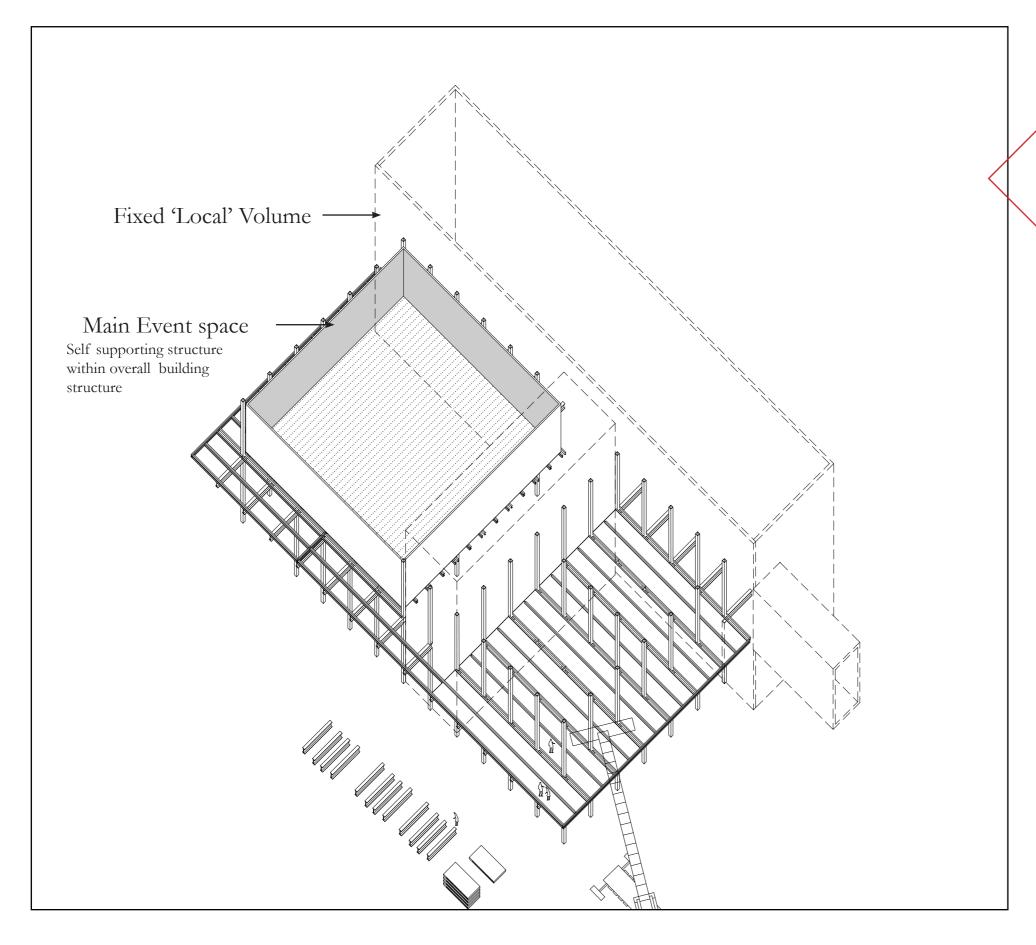
02 Primary horiz structure

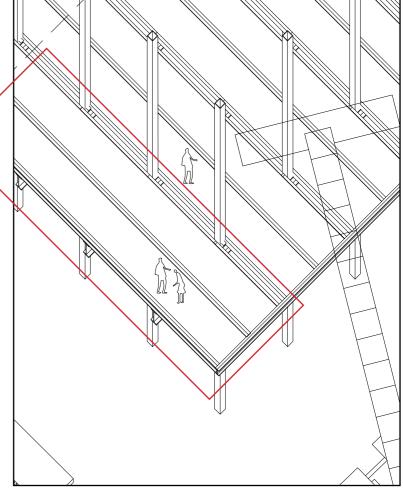
H profile steel beam (600x400) (max span 15000mm)







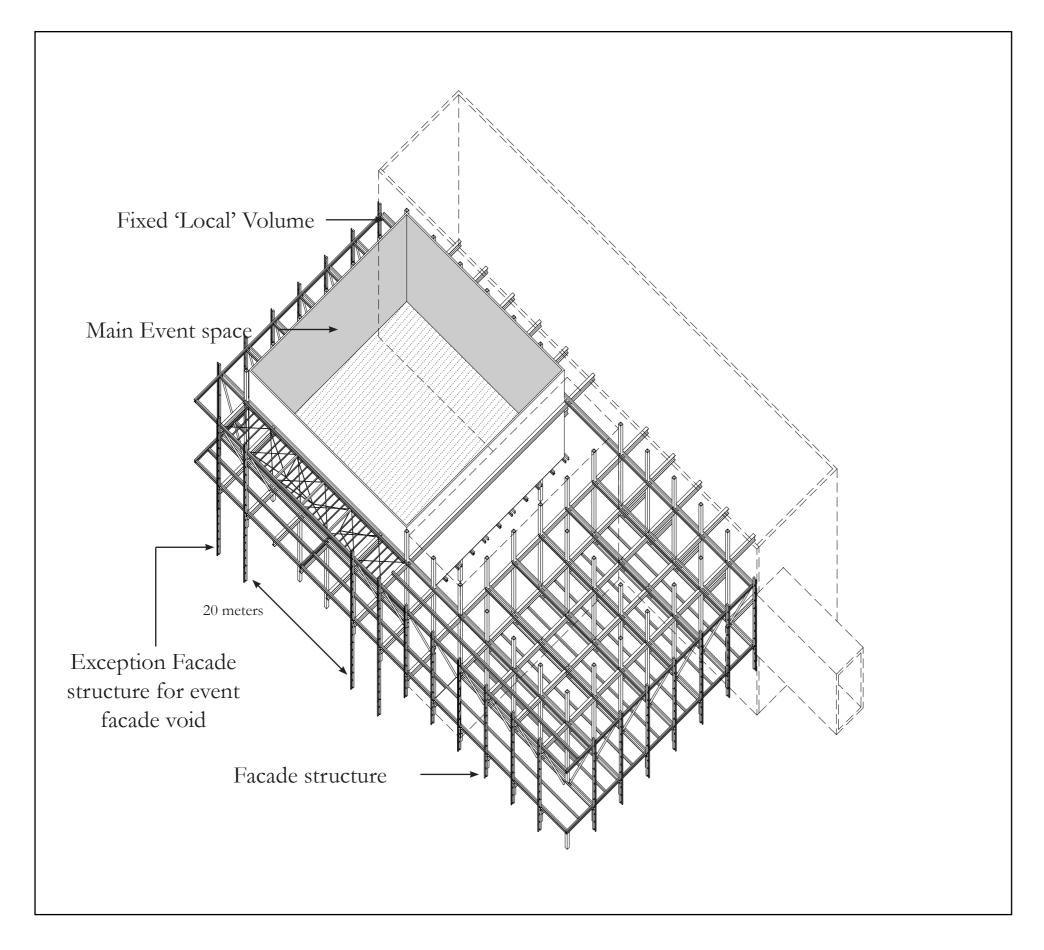


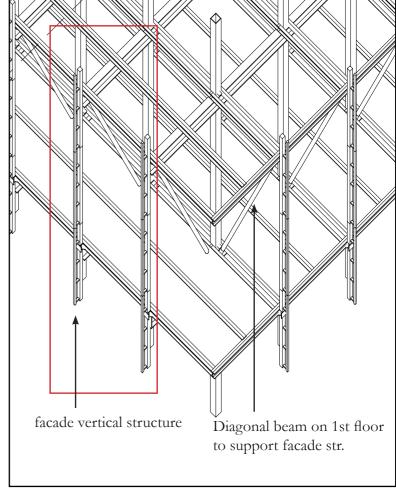


07 Finished structural floor

Typical floor construction repeated for each floor.

Left hand side showing the main event space which required a variation of the standard construction technique

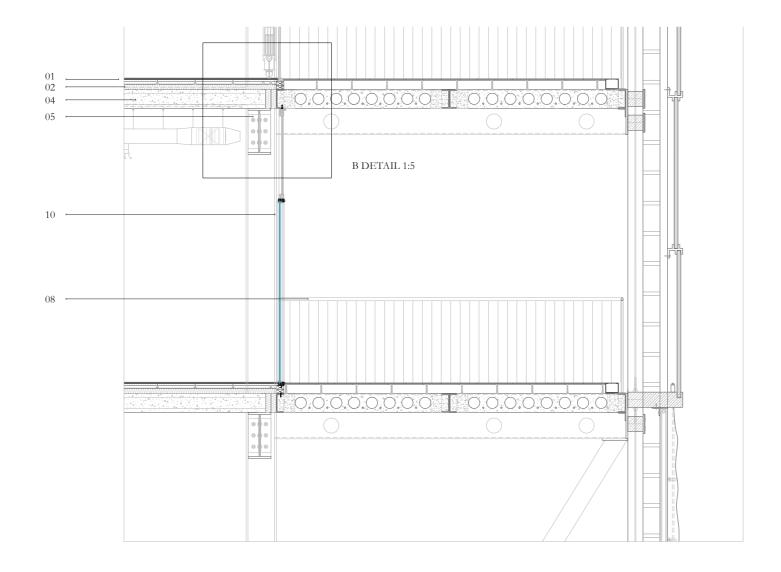


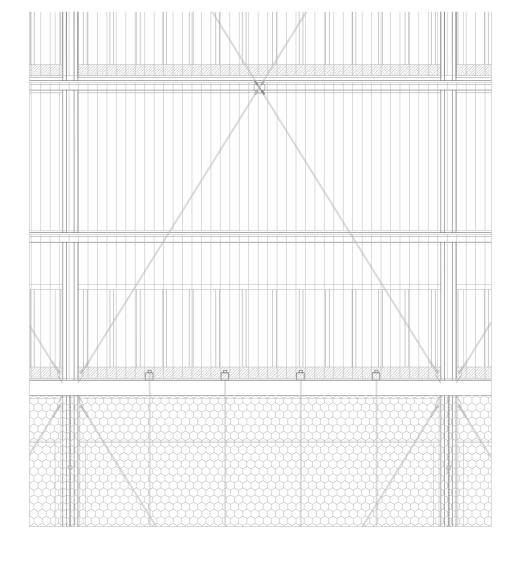


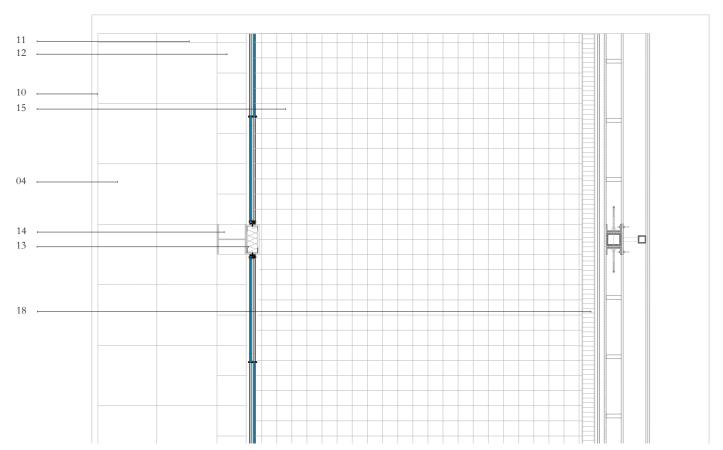
08 Next floor construction and facade structure

Typical floor construction repeated for each floor. The facade structure can be later secured onto the building structural frame .

The technical strategy was used to express the idea of a stage retained facade .







1 - Floor build up (80 mm)

Stone tile finish 10mm

Self leveling compound

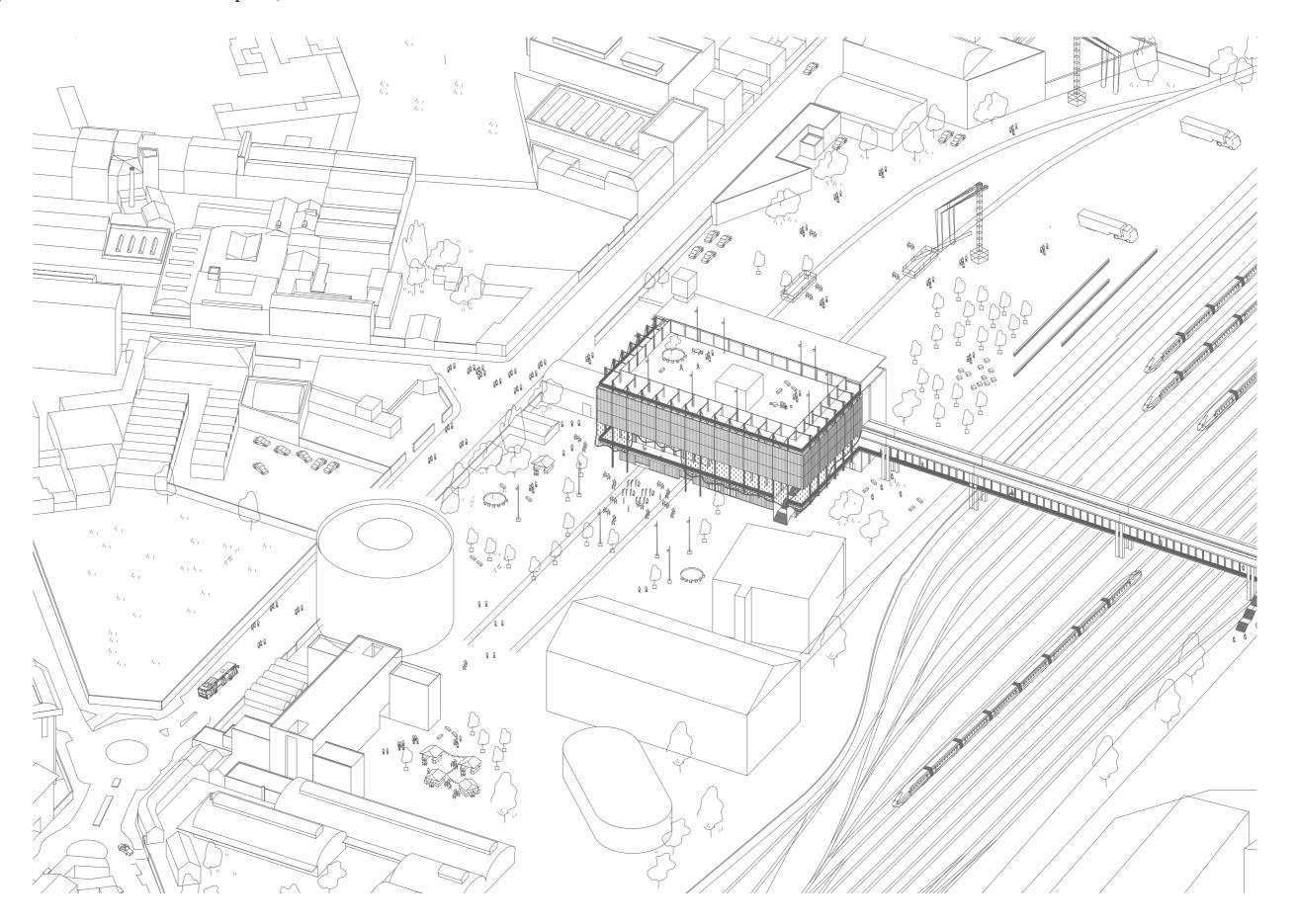
High density Beton-wood panel 20mm

Adjustable pedestals with anti-noise rubber head

- 2- Hard Insulation (Beton Styr) 70mm
- 3- Roller Blinds
- 4- Hollowed Pre-cast concrete panel 250mm
- 5- Load bearing HEA beam profile with web openings(600mm by 300mm)
- 6- Isokorb thermal break for steel canopy
- 7- Hopper double glazed window
- 8- Steel balustrade @1100mm h
- 9- DRL Industrial radiator
- 10- Sliding window facade
- 11- Porcelain Stoneware tile (800 x 800mm)
- 12- Porcelain Stone tile treshold (400x400mm)
- 13- Insulated external plasterwall Knauf (150mm)
- 14- HEA steel column (400x400mm)
- 15- Exterior ceramic tile (200x200)
- 16- Beton wood supporting board (10 mm) 17- C-shaped steel UPN profile locking concrete slabs
- 18- Rainwater drainage system

The threshold

View from inside outside



Graduation Project by A.Cappiello





Selection from photographic essay on the manifestation of glocalised interaction where naturally, the global imposes itself over the local.

How can we, as designers, rethink this unbalanced relationship and translate into integrated designs?

> Milan & Advertisement From top left clockwide:

Bus-stop / digital screen

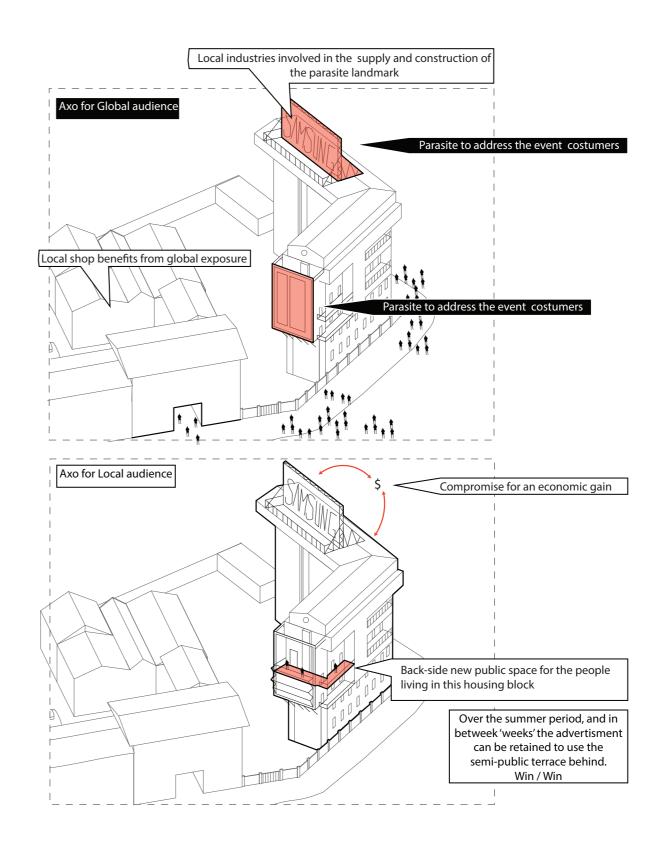
A church/ LED screen

Rooftop /Digital billboards

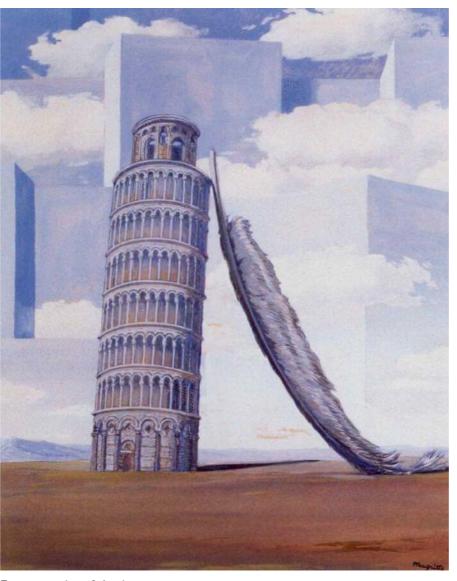
A civic number / landmark







Rene Magritte, Memory of a journey, 1955 by

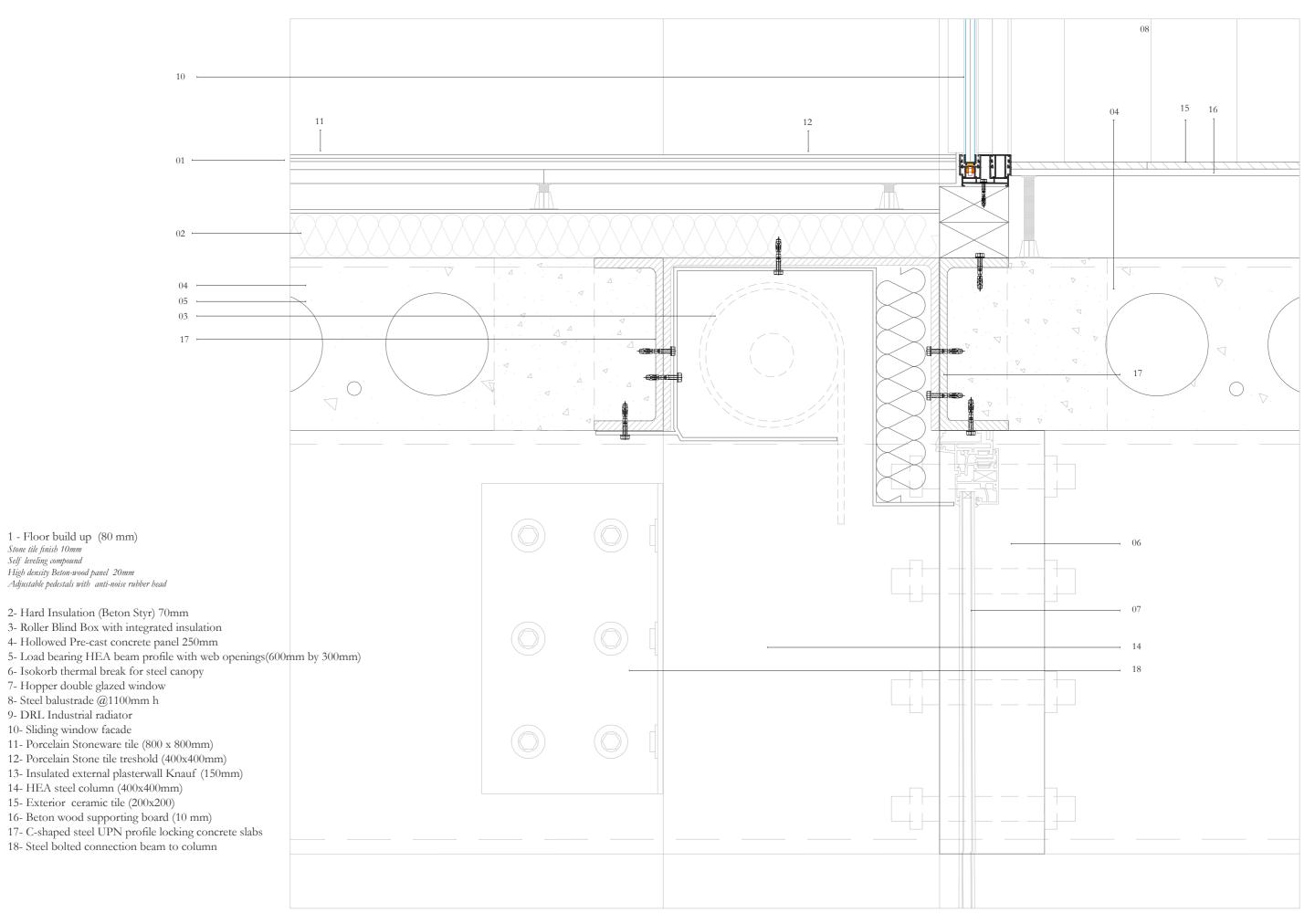


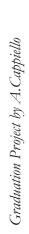
In search of balance

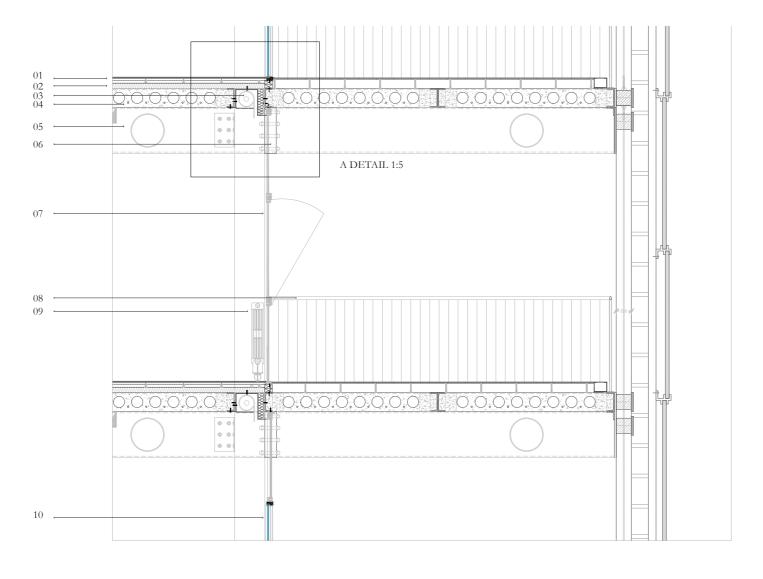
Neither the local nor the global is pre-eminent in the construction of contemporary cities. Cities, rather, are bound up in a dynamic continuum of global—local or 'glocalised' interactions. Multiple geographical scales now intersect in potentially highly conflicting ways within the landscapes and socio-technical fabric of cities

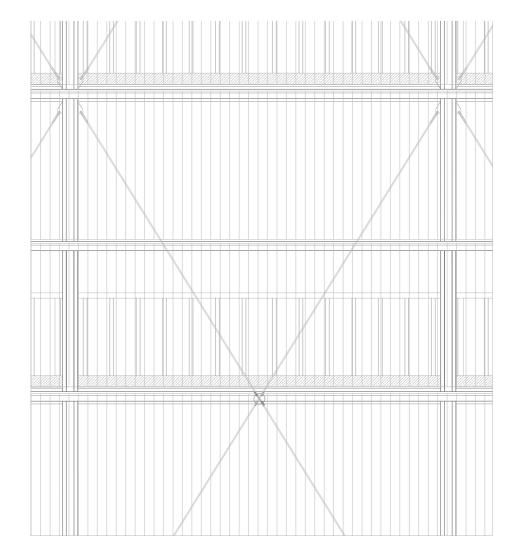


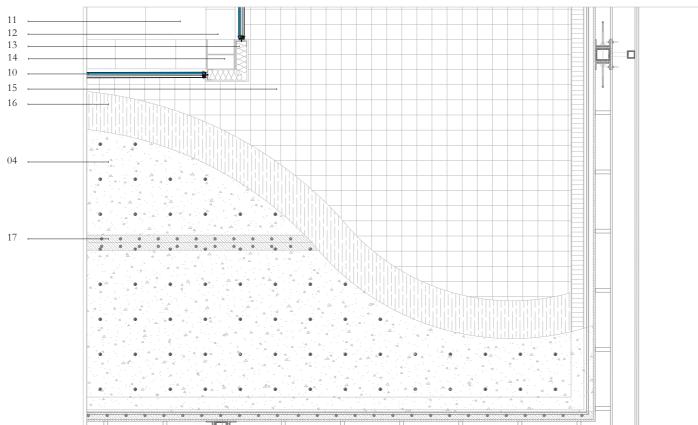
Thank you











- 1 Floor build up (80 mm) Stone tile finish 10mm

- Self leveling compound
 High density Beton-wood panel 20mm
 Adjustable pedestals with anti-noise rubber head
- 2- Hard Insulation (Beton Styr) 70mm
- 3- Roller Blinds
- 4- Hollowed Pre-cast concrete panel 250mm
- 5- Load bearing HEA beam profile with web openings (600mm by 300mm)
- 6- Isokorb thermal break for steel canopy
- 7- Hopper double glazed window
- 8- Steel balustrade @1100mm h
- 9- DRL Industrial radiator
- 10- Sliding window facade
- 11- Porcelain Stoneware tile (800 x 800mm)
- 12- Porcelain Stone tile treshold (400x400mm)
- 13- Insulated external plasterwall Knauf (150mm)
- 14- HEA steel column (400x400mm)
- 15- Exterior ceramic tile (200x200)
- 16- Beton wood supporting board (10 mm)
- 17- C-shaped steel UPN profile locking concrete slabs