

WaVEBUILD

Feasibility study for a new head offices for a company in Friuli Venezia Giulia (ITALY)



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0. General concepts for a proposed architectural quality

Today, and for as little as twenty years now, the construction industry is evolving rapidly, both in terms of performance requirements of the client, civil or business, both from the point of view of the rapid progress made materials technology, and building systems and facilities.

A building is no more then just a construction material or a box in which contain various functions, made in traditional way and without any special care towards the user, but it is a real system in which the shape, morphology, wrapping, plant and aesthetic appearance help define the figure of the pleasure of who is in it. In such a building, you can live a fulfilling, as well as to work better and with pleasure.

To achieve this you must start directly from the basic concept of architecture as a form and content, to get up to the psychological well-being of those who live and use.

Evoking a conceptual sign that recalls the strength, beauty and also the inherent functionality of Nature, therefore, it becomes imperative for architecture not only to be admired, but above all to live.

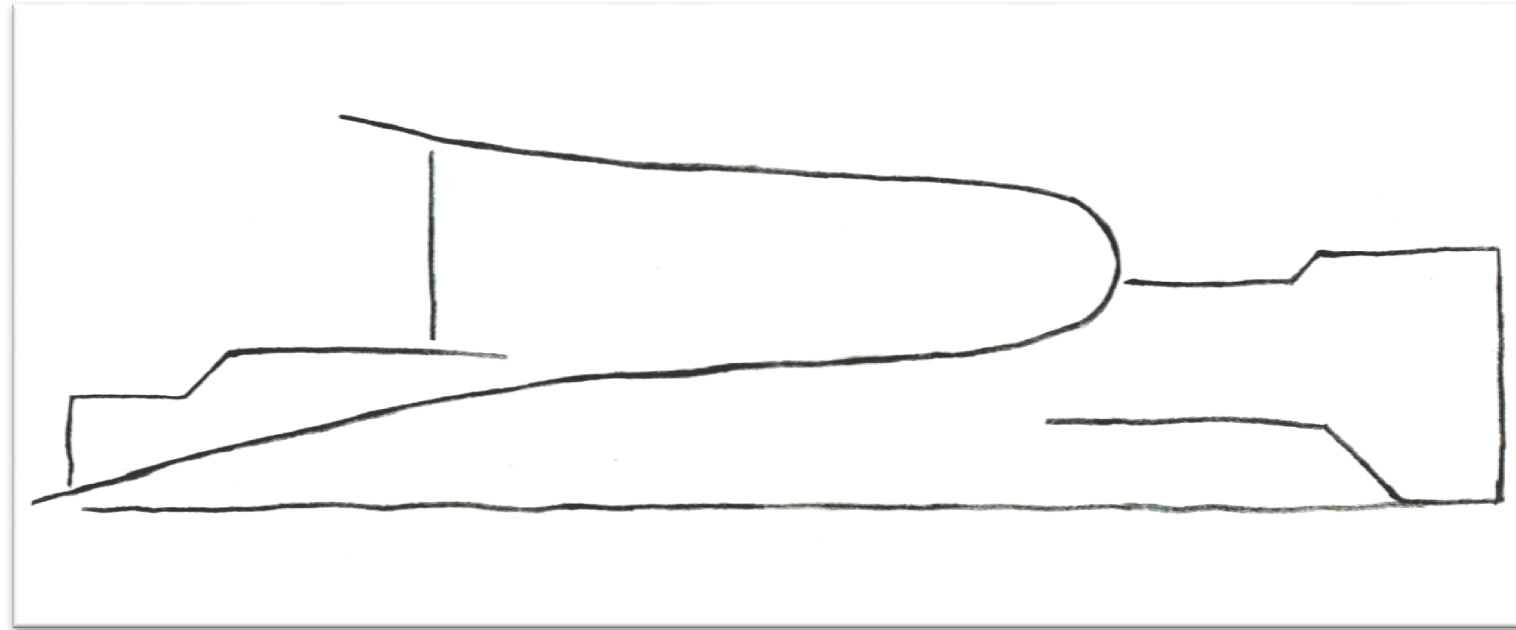
A " solid architecture "and durable, not only from a structural point of view, but also for the image, not to be ephemeral or trendy, but rather based on a concept inspired important, which then fulfill the form, in the materials used and in the works. "Nature is Life", because it is organic and sustainable, this is the basic concept on which to work and be inspired when devising an architecture

designed to last over time, as a symbol and as organic and functional system to its specific use.

The quality of a modern building is then given by:

- construction of an **identity of the place** starting from architecture;
- **architectonic landmark**, intended to last, why not ephemeral;
- the ideal getaway to **Nature that is real Life**;
- **appropriate form to the structure**, because it is juxtaposed and not superimposed;
- **intrinsic value** of the building and its components (certifications environmental and energy);
- **flexibility of spaces**, for a use also different in time;
- **environmental sustainability** and energy efficiency;
- **comfortable environment** in terms of climate, and perceptive study of psychological well-being (ergonomics, color, light, etc).





Natural Form

Wave Concept

Wave as natural sign

Idea of dynamism

Idea of strength

Idea of steady growth

Idea of spatial expansion



1. Building sustainable as adherence to a business mission

The mission of this company is linked to the philosophy aimed at establishing a business relationship and trust with its customers, to get even with advanced technological solutions geared to providing the highest quality and food safety of the product.

The approach to the business and the customer is committed to quality, the customer satisfaction, the food chain of preservation of the product and its product hygiene. Next to this the company is very committed to its local context for social and environmental sustainability. The results of these efforts have proven and publicly attested by quality certification ISO 9001, ISO 22000 environmental hygiene and soon the environmental certification ISO 14001, and also the Sustainability Report and the consequent actions.

All this shows that the company gives great importance to the reputation it has built up over time and that has strengthened recently, with both technological and managerial innovations that he introduced in the machinery and its services, but that it is also linked to its clients through continued attention to the territory and concrete.

Hence the need to properly represent this effort also by the image and the substance that you want to give to the place in which it is designed, organized and developed its core business.

The building is therefore proposed as a solution to the need to construct a new building for offices meet these requirements consistently interpreted the company slogan "**A natural choice**".

Wood core: the structure of the building is made of wood, natural material.

Wood bark: coating artificial material but with explicit reference to the wood (with environmental certification).

Natural energy: for energy needs using renewable sources (geothermal and photovoltaic panels).

Certification of sustainability: the building can be certified by the environmental LEED (the only case in the region) and in terms of energy (CasaClima).

Connection with the territory: the garden landscape outside is symbolic explicit references to key elements of the surrounding landscape.



2. Why **WavEBUILD**

The project of the new headquarters office of the company is the brainchild of architectural and formal transfiguration of a natural element that draws the **fluidity**, but at the same time **harmony**, **strength** and **vehemence of Nature**.

This natural element refers to the **wave** from which **WavEBUILD**, which creates a kind of **hyperbola** and a **vortex** which is associated with a **concept of dynamism** and **spiral of continuous winding of the water element**. Around the **element water**, as the **original matrix**, it also develops the **business of the company** that began its history by selling its drinks in productive activities.

The wave, which can also be understood as an elaboration of the **logo of the company**, is reproduced in particular in the **original form of the parabolic arched covering**, made of laminated wooden beams at sight, **reproduced in the facade with an element of architectural decoration**, which are associated with a vertical structure supporting reinforced concrete, suitably shaped and "drowned" in the structure of wood panels X-Lam, duly insulated from the point of view of sound and heat. The **scenic effect of the hedge** is readable in a particularly striking in **the hall with double height overlooking the spectacular staircase** (in development sinusoidal), with **transparent glass elevator**, from which branch off the various locations in the building.

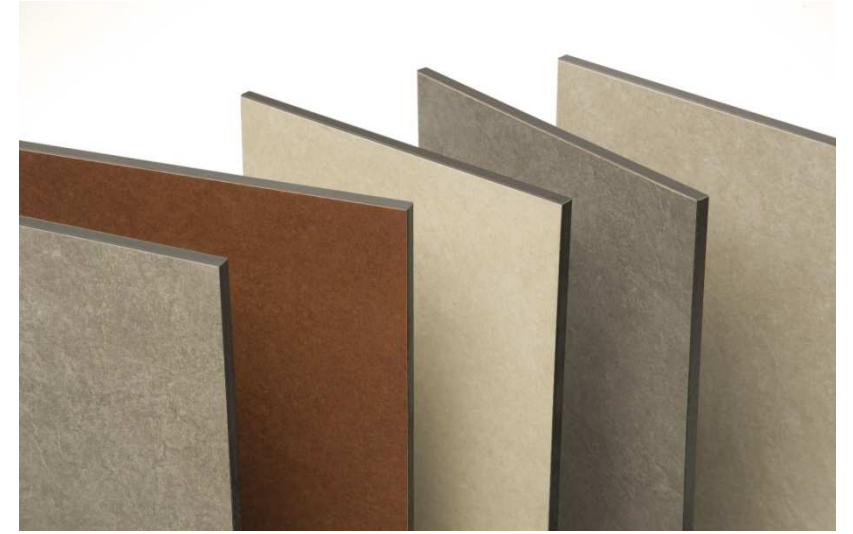
On the **ground floor** are located areas of **public relations**, both for offices that for a **conference room** (80-90 seats), which can be used as a **permanent museum**, to hold historic machines and / or old pictures depicting the history of the company.

The building's **interiors** are **very bright** because they are **curtain walls** overlooking the lobby. There are **curtain walls** in every office and also in the conference room.

There is a search for the **psychological well-being** with the **typical comfort resulting from wood construction** (fire-resistant, resistant to earthquakes, with great capacity for preservation of capital structures), well insulated and with counterwalls and countertops to house plants. Among the elements of sustainability of the building, it will see the creation of a **roof garden on the terrace**, on the first floor on the left of the executive offices.

Complete the project the creation of a **garden landscape** that recalls the main elements of the **surrounding landscape**.





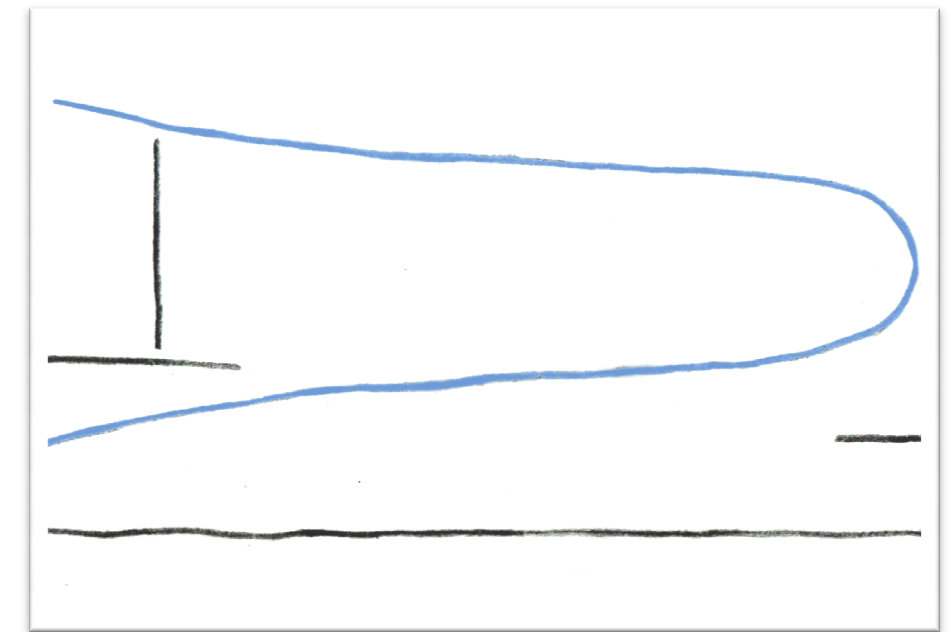
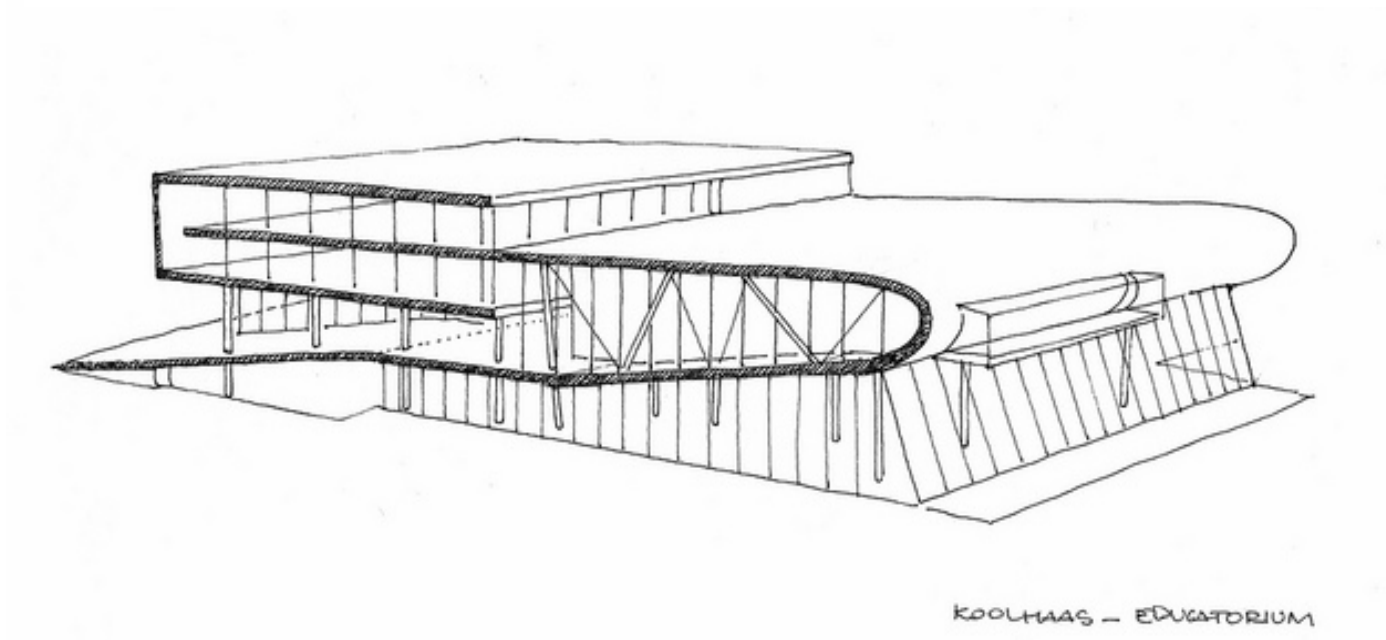
Natural Choice

The facade elements are panels reminiscent of wood and also they are weatherproof.

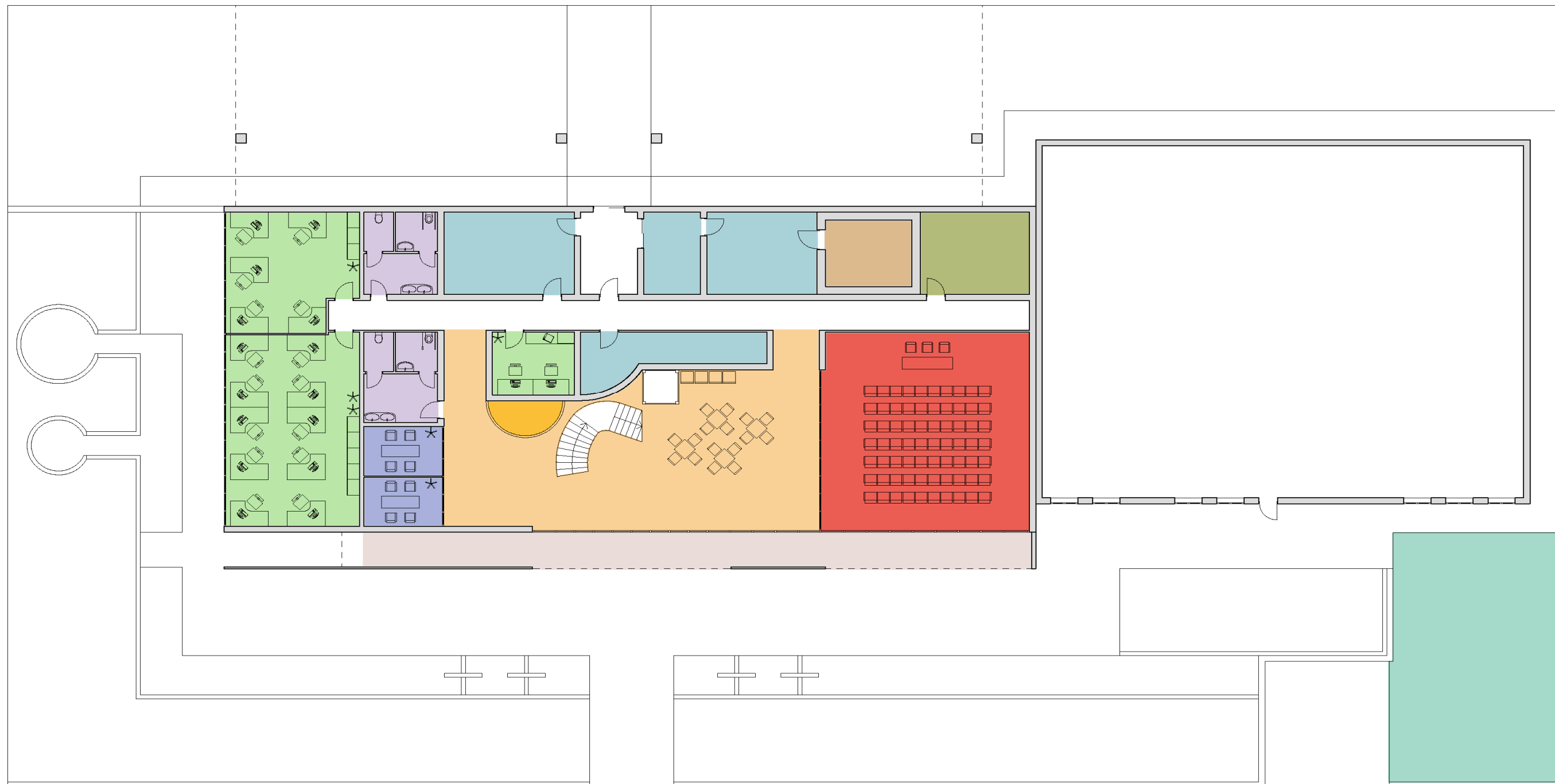
They have low environmental impact and they are recyclable.



Reference: Rem Koolhaas -Educatorium - Utrecht (NL)

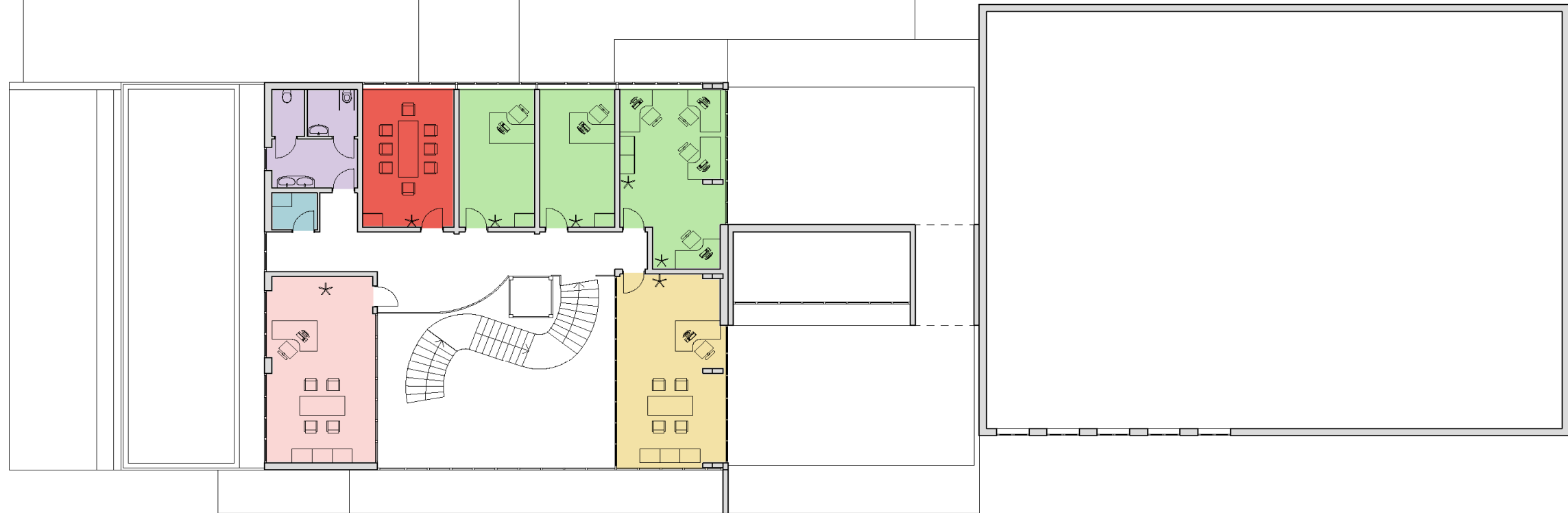


Project of architect Stefano Asquini Udine (Italy) - 09/2014



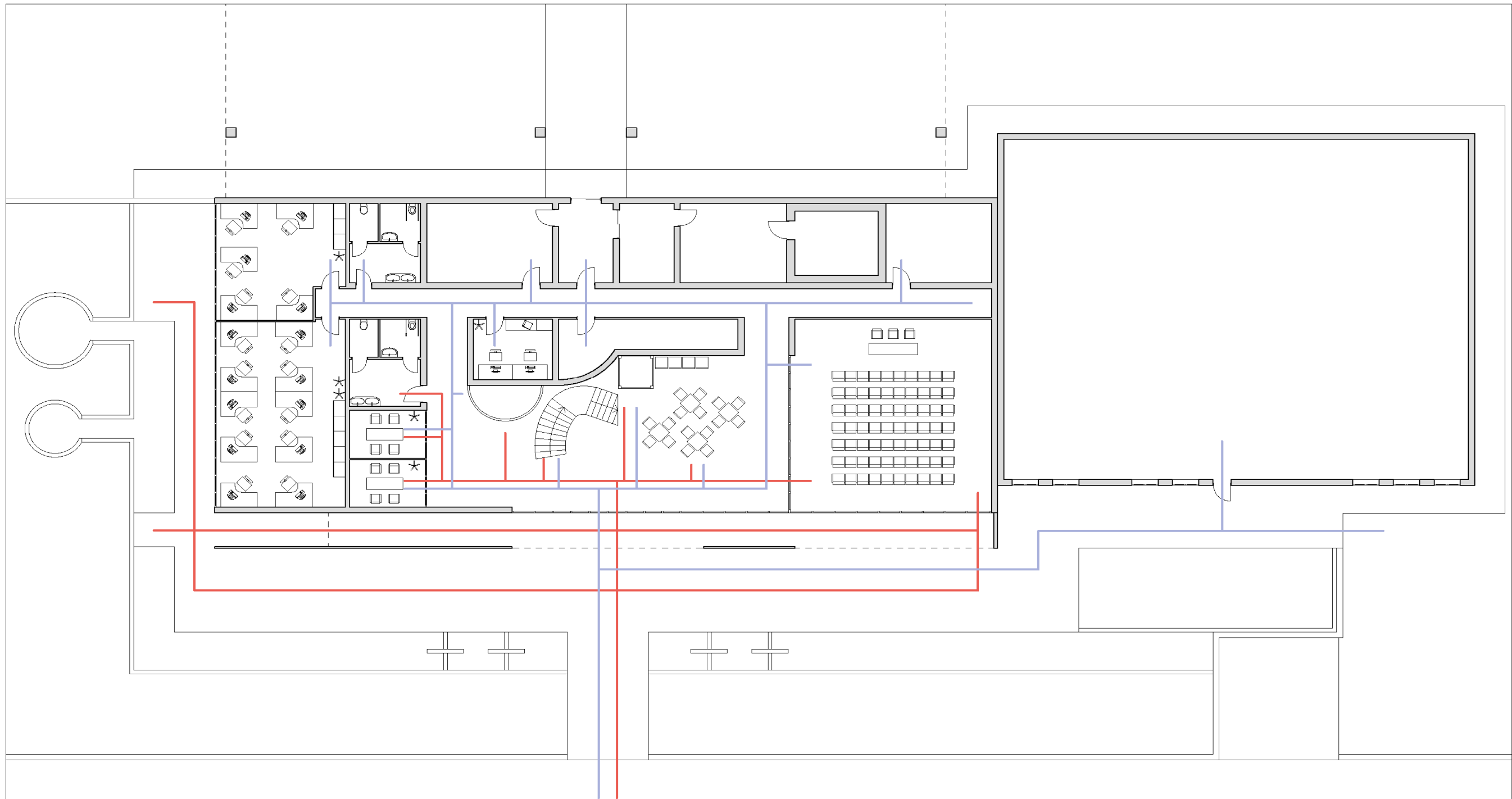
GROUND FLOOR DISTRIBUTION PLANT

- | | | | |
|---------------|-----------------------|------------|------------------|
| ■ FRONT PORCH | ■ CONFERENCE ROOM | ■ TOILET | ■ TECHNICAL ROOM |
| ■ MAIN HALL | ■ CUSTOMER ACCETTANCE | ■ DEPOSITS | ■ PARKING |
| ■ RECEPTION | ■ STAFF OFFICE | ■ CAVEAU | |



FIRST FLOOR DISTRIBUTION PLANT

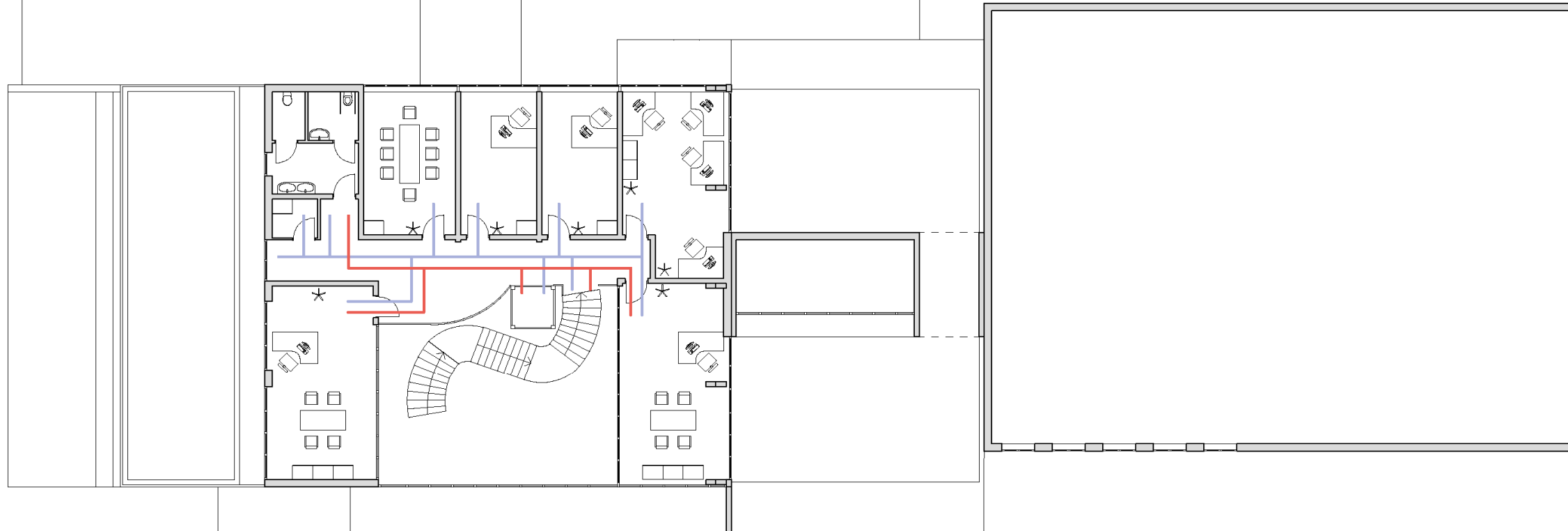
- | | |
|--|---|
| DIRECTOR'S OFFICE 1 | MEETING ROOM |
| DIRECTOR'S OFFICE 2 | CLOSET |
| STAFF OFFICE | TOILET |



GROUND FLOOR ROUTES PLANT

— PUBLIC ROUTE

— PERSONAL ROUTE

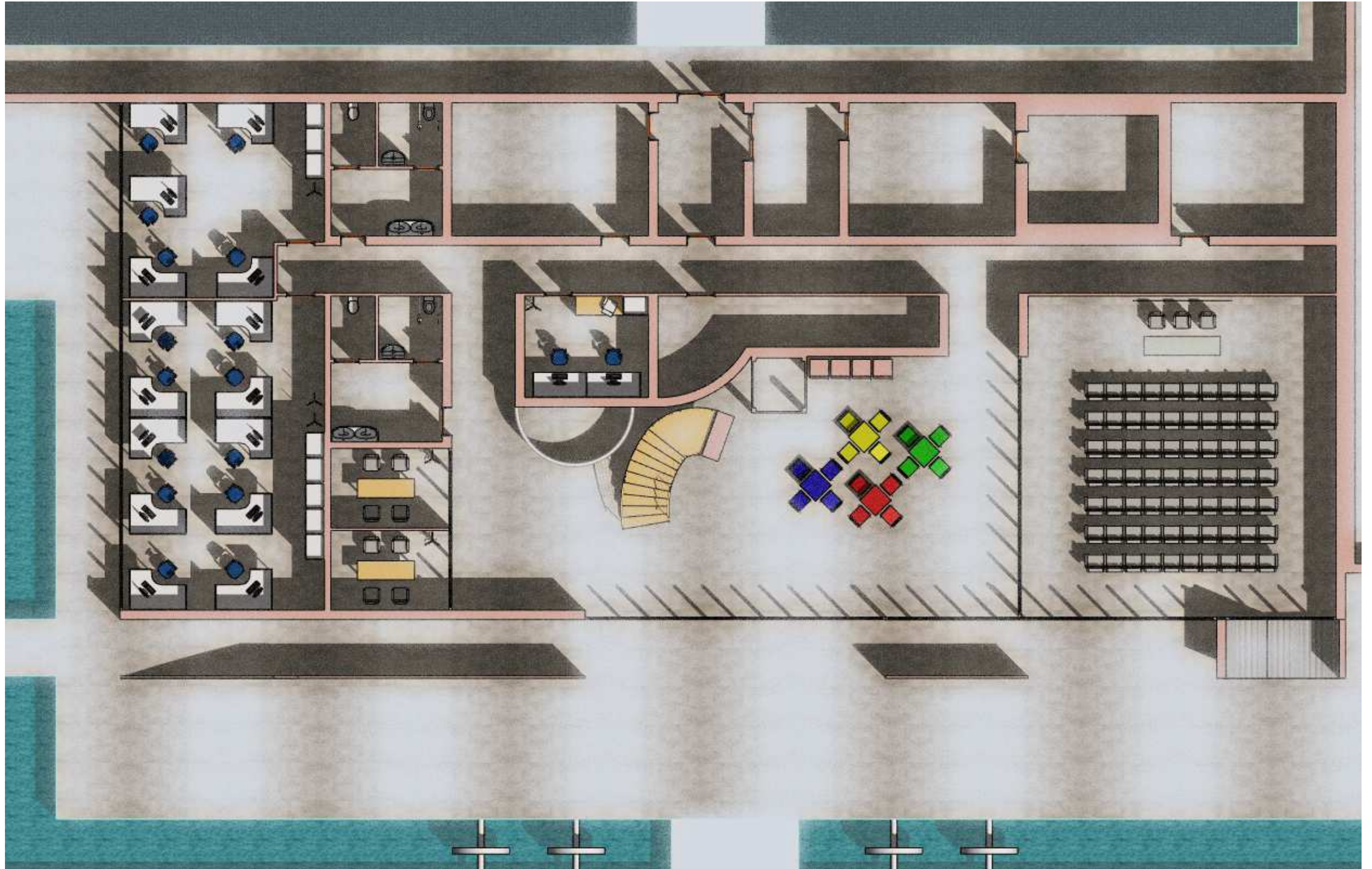


FIRST FLOOR ROUTES PLANT

— PUBLIC ROUTE

— PERSONAL ROUTE

PLANT GROUND FLOOR



PLANT FIRST FLOOR



ASSONOMETRIC SPLIT















