



A Pavilion with Four Seasons at the Same Time

Salone del Mobile.Milano and CRA-Carlo Ratti Associati unveil “Living Nature”, a garden pavilion in Milan’s central square that uses energy flow control to allow spring, summer, autumn and winter to coexist under the same roof. The pavilion will be Salone del Mobile’s main venue in the city center

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This spring, Salone del Mobile.Milano will work with international design and innovation office CRA-Carlo Ratti Associati to develop a project that explores the relationship between nature and living, with the aim of fostering a new debate on sustainable design in our homes. “Living Nature. La Natura dell’Abitare” is a garden pavilion where all four seasons coexist with each other at the same time, thanks to an innovative energy management system for climate control. The project, which stems from a concept by CRA and Studio Römer, will be open to the public in Milan’s main square (Piazza del Duomo) from the 17th to the 25th of April 2018, as the main city-based event during the 57th edition of Salone del Mobile.Milano.

The 500 square-meter pavilion will house four natural, climatic microcosms that will enable all seasons of the year to unfold at precisely the same time, one next to the other. Visitors will be immersed in nature and experience its changes through the four different areas – Winter, Spring, Summer and Autumn – embellished with familiar and domestic concepts.

While it shapes a recreational space in the heart of the city “Living Nature” also explores the relationship between cities and nature, a recurring topic in Western history, from Ancient Greece to Frank Lloyd Wright or Ezebener Howard’s 20th century urban utopias. At the same time, the project experiments with energy management systems – leveraging on photovoltaic cells, accumulators and heat pumps – in order to allow unprecedented sustainable climate control strategies.

“In the 20th century, cities expanded outwards to conquer nature and the countryside. We believe that today’s challenge is the opposite – how can we bring nature back to the city and in the house”, says Carlo Ratti, founding partner at CRA and director of MIT Senseable City Lab: “In recent years, Milan has been at the forefront of such research with landmark projects such as Stefano Boeri’s Bosco Verticale. Living Nature continues such a reflection, bridging the domestic dimension closer to today’s most pressing environmental challenges”.

“Living Nature” bonds nature’s cycles and domestic spaces, through a series of rooms and familiar areas, each of them furnished according to a different theme. The pavilion explores how our modern homes and furniture can meet mankind’s need for “biophilia” - that innate love for nature researched by Harvard biologist Edward O. Wilson.

Another key issue raised by “Living Nature” is sustainability: how to better manage energy flows to control the urban microclimate. The plants in the pavilion, selected by French botanist Patrick Blanc, are housed under a 5-meter-high selective Crystal membrane that dynamically filters the sun based on input from light-reactive sensors. Above the pavilion, photovoltaic panels generate clean energy, providing the required energy to cool the winter area, or to heat the summer space. Batteries provide additional storage to smoothen high and low peaks of energy production.

“In light of climate change and the threat it poses to cities worldwide, we need to devise strategies for climate remediation to improve living conditions in our cities, defining a closer alliance between the natural and artificial

worlds”, says Antonio Atripaldi, project leader at CRA. “If climate control is often associated with excessive energy consumption, this project offers a radical change of perspective, demonstrating the feasibility of climate control technology that is also sustainable, with vast potential for future applications.”

“Living Nature” represents the next chapter of CRA’s ongoing research on nature-city relationship - a topic wide explored in the “Green & the Grey” exhibition curated by CRA at Toronto’s EDIT Expo in September 2017. In recent years, CRA has developed several projects that promote a reconciliation between nature and urban life in the very city of Milan. Among them, the Trussardi Dehors in Milan’s piazza della Scala - enriched by Italy’s first vertical garden, designed by Patrick Blanc - as well as the master plan for the transformation of the former Milan Expo World site into a Park for Science, Knowledge and Innovation, featuring a one-mile long linear park as the neighborhood’s main mobility axis.

CREDITS

“Living Nature. La Natura dell’Abitare”

A project by CRA-Carlo Ratti Associati for Salone del Mobile.Milano

Location: Piazza del Duomo, Milan

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MORE INFORMATION IS AVAILABLE UPON REQUEST. PLEASE CONTACT:

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ABOUT CRA-CARLO RATTI ASSOCIATI

CRA-Carlo Ratti Associati is an international design and innovation office, based in Turin, Italy, with branches in New York and London. Drawing on Carlo Ratti's research at the Massachusetts Institute of Technology, the office is currently involved in many projects across the globe. Embracing every scale of intervention - from furniture to urban planning - the work of the practice focuses on innovation in the built environment. Among recent projects there are the master plan for Milan's Science, Knowledge and Innovation Park, a 280-meter tall green skyscraper in Singapore co-designed with BIG, the redesign of the Agnelli Foundation HQ in Turin, the requalification of the Patrick Henry military village for IBA Heidelberg in Germany, the Pankhasari retreat in India's Darjeeling, and the concept for a human-powered 'Navigating Gym' in Paris. CRA is the only design firm whose works have been featured twice in TIME Magazine's Best Inventions of the Year list - respectively with the Digital Water Pavilion in 2007, and the Copenhagen Wheel in 2014. In the last years, the office has also been involved in the launch of start-ups, including Makr Shkr, a company producing the world's first robotic bar system, and Superpedestrian, the producer of the Copenhagen Wheel.

www.carloratti.com

ABOUT SALONE DEL MOBILE.MILANO

The Salone Internazionale del Mobile was founded in 1961 as a vehicle for promoting Italian furniture and furnishings exports and soon became the most keenly awaited event in the world of furniture. In conjunction with the Salone del Mobile, other major trade shows are running in April such as the annual International Furnishing Accessories Exhibition and the biennial events Euroluce (International Lighting Exhibition), Workplace3.0/SaloneUfficio (International Workspace Exhibition), EuroCucina (International Kitchen Furniture Exhibition) and International Bathroom Exhibition. The commercial trade shows were joined in 1998 by the SaloneSatellite, an exhibition intended to provide a showcase for young designers from all over the world and to facilitate their encounter with the most important manufacturers exhibiting at the Salone. Altogether, these exhibitions, called the Salone del Mobile.Milano, cover a net display area of over 200,000 square meters in the Milan Fairgrounds. The events showcase products manufactured by 2,000 of the most dynamic and creative firms operating on the international market, and attract over 300,000 trade visitors, from 165 countries around the world. I Saloni WorldWide Moscow were launched in 2005 and since then are held annually in October at the Crocus Expo exhibition centre featuring around 500 Italian companies as well as several foreign companies of the furnishing sector. In June 2014 through the merger of Cosmit spa - organizer of the Salone del Mobile since 1961 - and the service company Federlegno Arredo srl the new company Federlegno Arredo Eventi spa was established to preside the organization of the exhibitions. In 2016, the Salone del Mobile.Milano arrived in the Chinese market with the first edition of the Salone del Mobile.Milano Shanghai. An exhibition which brings on the stage of the SEC - Shanghai Exhibition Center - in November - a top premium selection of Italian brands, the best production of Made in Italy furniture.

www.salonemilano.it