Press Release

Labics celebrates completion of MAST Foundation.

Labics has just completed MAST, a new mixed-use complex in Bologna, Italy.

MAST Foundation is a cultural and philanthropic institution that focuses on art, technology and innovation and favours the development of creativity and entrepreneurship also cooperating with other institutions, in order to support economic and social growth.
Conceived by the president of COESIA -an innovation-based industrial solutions company- Isabella Seragnoli , MAST is a private initative open to the community that improves both staff welfare and the company's public image .
The activities offered to external visitors, as well as the services dedicated to company employees, share the same philosophy based on technology, art and innovation.

The building is the result of a restricted design competition held in 2006. The winning architectural firm studio Labics (leaded by Maria Claudia Clemente and Francesco Isidori) was appointed to develop the project.

Building as a border.
The competition brief asked to develop a series of buildings across the company campus, providing staff facilities – creche, canteen, academy, staff club and wellness centre – as well as public spaces such as a training centre, auditorium, and a company museum.
The program of the competition has been interpreted by Labics who aimed at bringing together different functions in a single complex and giving the building greater strength and identity, so as to delineate an interface between public and private.
The final result is a composite building, a sort of micro-city dedicated to arts, innovation and technology appearing as compact volume from the outside, yet articulated in pathways and functions on the inside.
Starting from the ground floor, MAST hosts a company canteen, an exhibition hall, service rooms, a gym and a large nursery with its own garden. First level has an exhibition space and a cafeteria, whereas the top floor is partly occupied by a number of classrooms, a spacious foyer and an auditorium which can accommodate 400 people. Therefore, an underground three-level parking for company staff as well as visitors.

Between building and path.
To fulfill the elaborate and diverse functional programme requests, the building was designed studying the possible dynamics of users flows through various inner spaces.
A continuous path runs through the entire building and links together all the activities , connecting them with the city and turning the complex into an lively place open to the community.
Two major pedestrian ramps extend from the core of the building to the main access, from where you can reach the exhibition space on the first floor and then continue toward the foyer and the auditorium, one of the nerve centre of the complex. Passing through the full height space, you can go down to the cafeteria and the company canteen.
The complex expresses a somewhat hybrid identity, which cannot be identified with one of the activities hosted, but at the same time, it is able to represent them all.

Between public and private.
The building differs from the surrounding fragmented urban fabric in that it addresses its context, mediating between the solidity of the existing buildings on the company campus and the open spaces of the nearby River Reno park. It therefore has two 'fronts': a private, linear one which relates to the existing company buildings, and a second, public front that opens toward the city and park. This entrance consists of long ramps which directly address the park, inviting the public into the heart of the building.

Wrapping.
MAST appears as a light, translucent and changeable building. The double skin-glass envelope covers the entire facade and it is composed of two layers: a transparent curtain wall and a glazed layer screenprinted with a pixelated photographic design; at night, the building becomes a bright see-trough object.

The landscape project is designed by architect Paolo Pejrone.
At the main entrance, the monumental red sculpture 'Old Grey Beam' by Mark di Suvero.

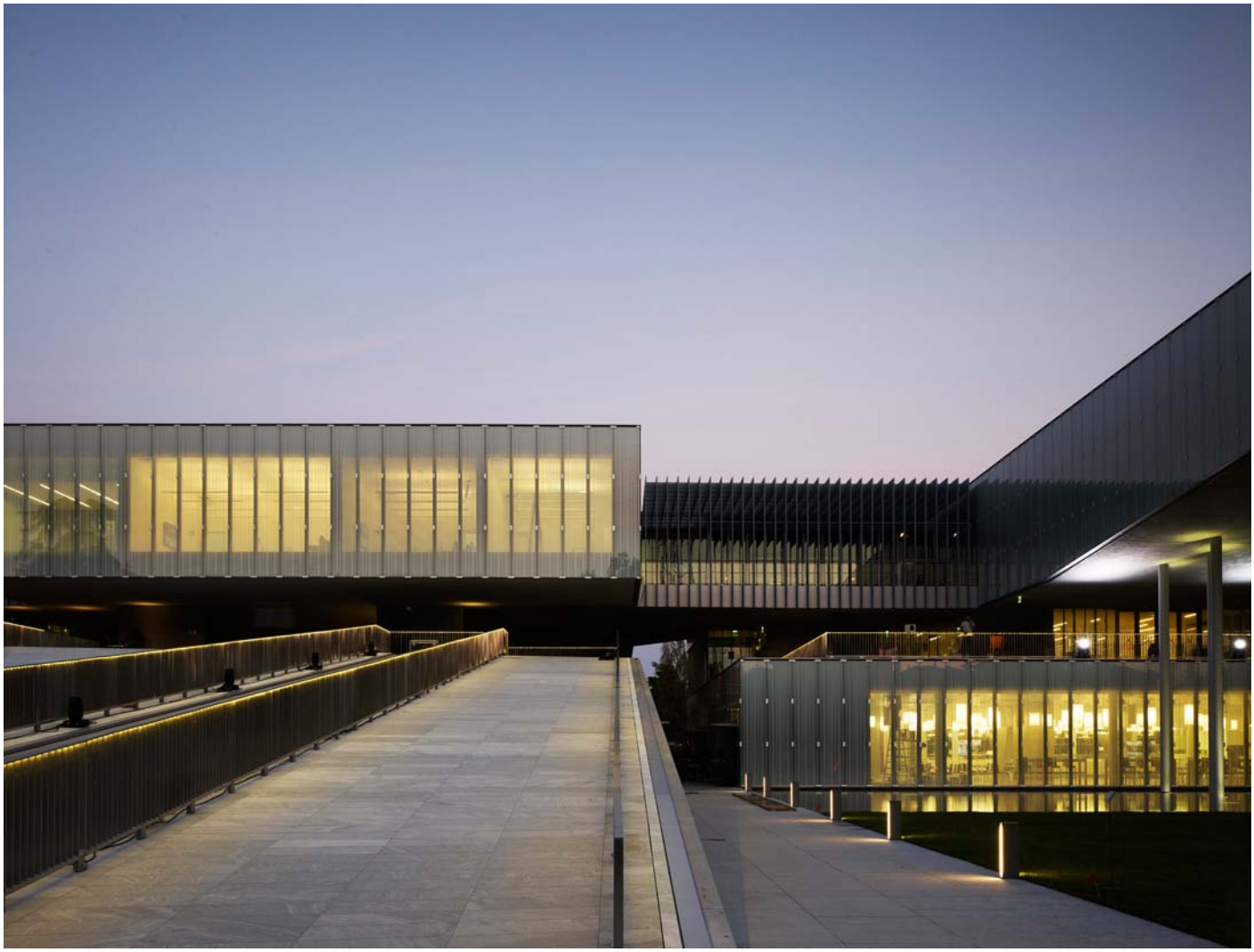
MAST

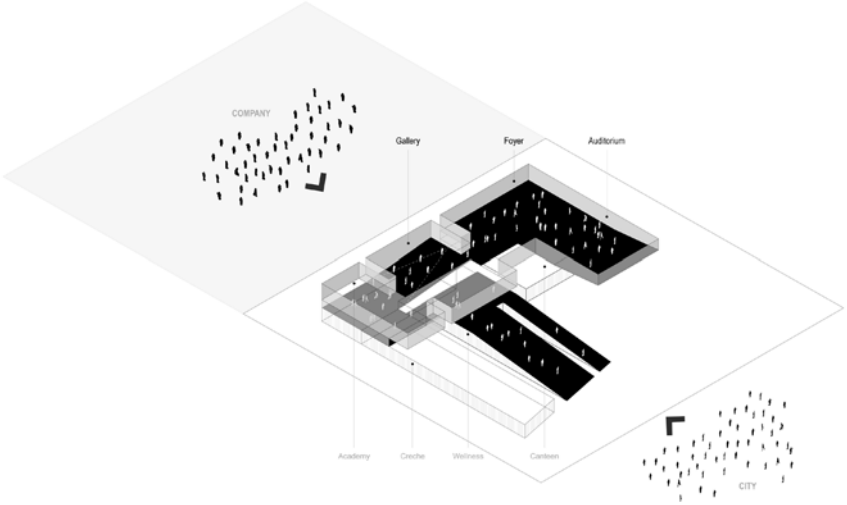
Client: Coesia Group
Location: Bologna, Italy
Program: Creche, Canteen, Wellness centre, Exhibition space, Academy, Auditorium, Caffè, Parking
Status: Built
Competition date: 2006
Project&esecution dates: 2009-2013
Gross floor area: 25,000 sqm
Net floor area: 12,000 sqm
Cost: 40,000,000 euro
Design: Labics (Maria Claudia Clemente, Francesco Isidori)
Competition team: Hélène Bouchain, Leonardo Consolazione, Andrea Ottaviani, Giorgio Pasqualini
Design development: Chiara Capriulo e Carolina Bajetti (project architect), Leonardo Consolazione, Francesca Delicato, Giuditta Milano, Andrea Ottaviani, Luigi Panetta, Dominique Réthans, Maria Adele Savioli, Elisa Villani.
Model: Susan Berardo, Gaia Maria Lombardo

Consultants:
Structural Engineers: Proges Engineering - Andrea Imbrenda eng.; Mechanical and electrical Engineers: Hilson Moran Italia; Lighting: Baldieri; Acoustics: Dr. Higini Arau; Landscape: Paolo Pejrone arch.

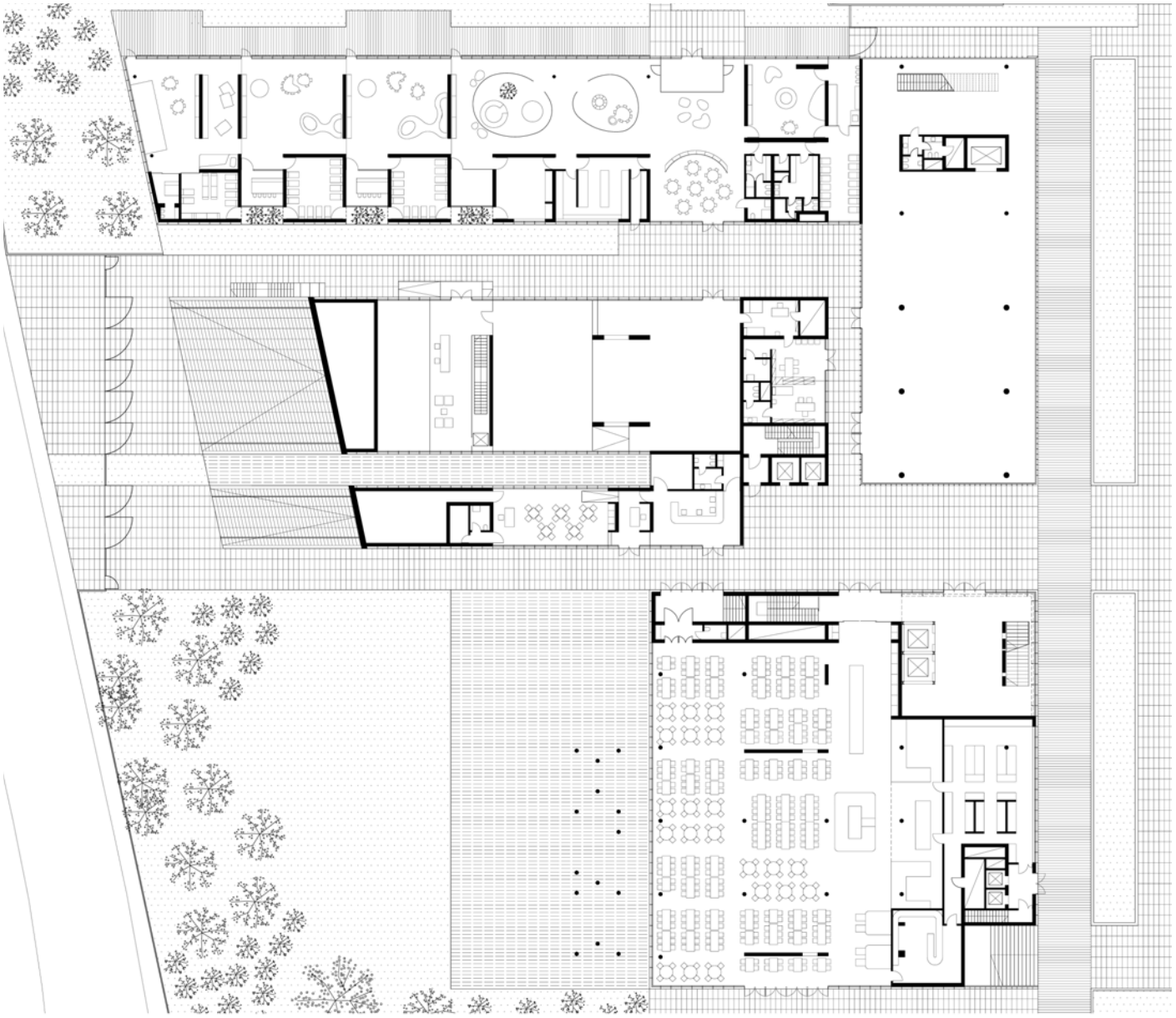
Construction:
General contractor: CESI (2009-2012)
General contractor: DOTTOR Group (2013)
Facades structures: FOCCHI Group
Mechanical and electrical systems: CEFLA
Special systems: VIDEOWORKS
Security systems: METROVOX
Floor and wall's finishes: LABORATORIO MORSELETTO
Auditorium's finishes: POLTRONA FRAU
Garden: ARCADIA

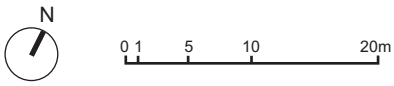
1. General view
2. General view
3. Diagram



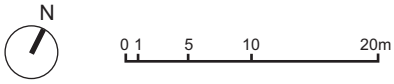


Ground floor

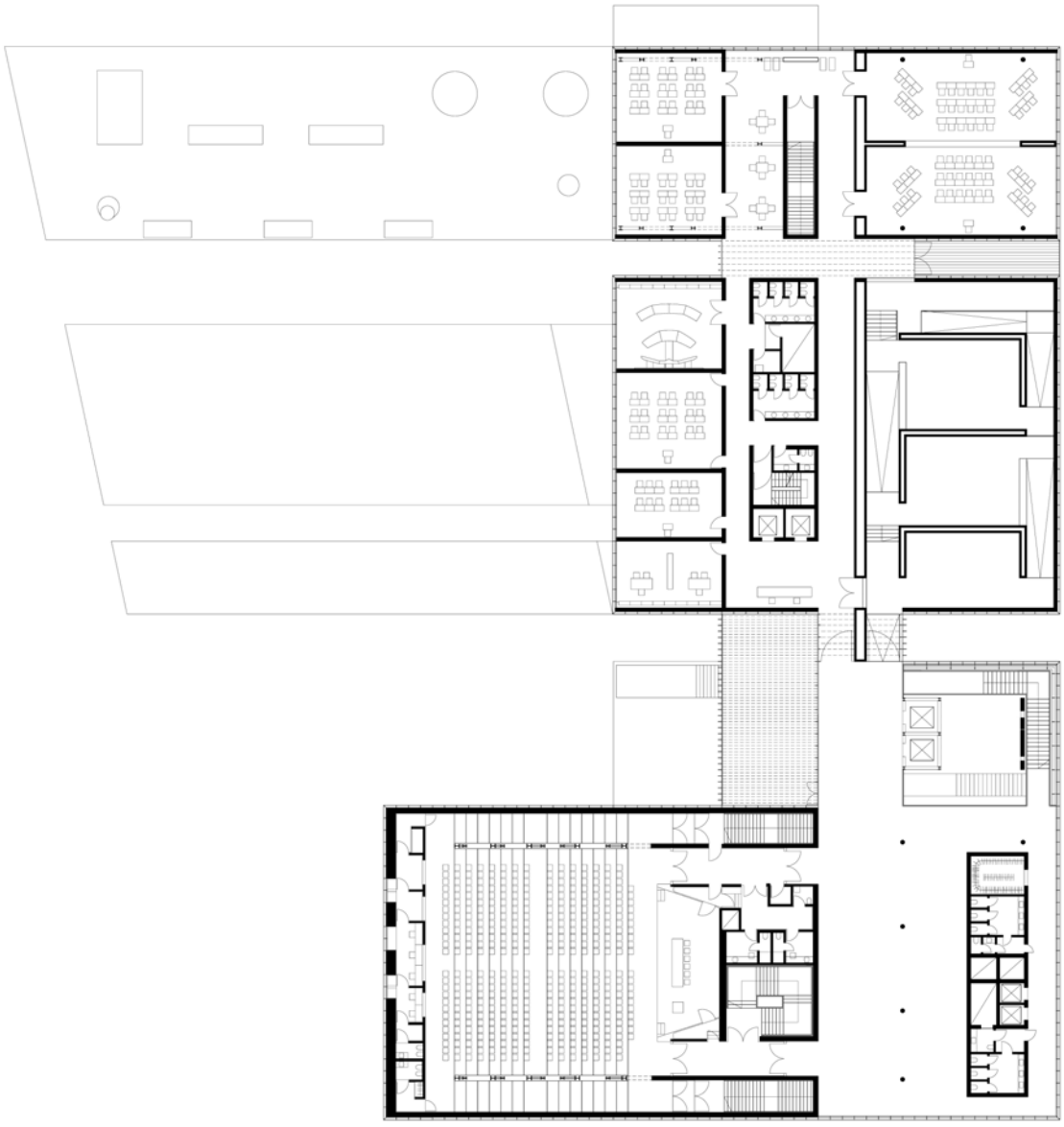


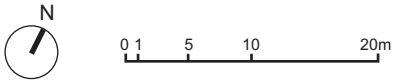


First floor

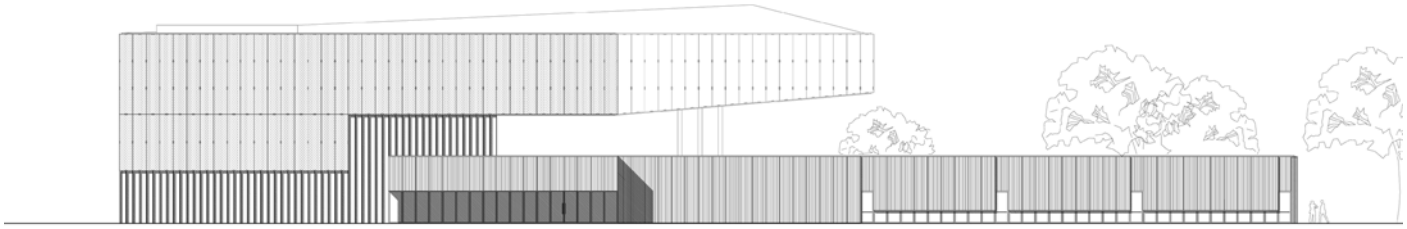


Second floor





Elevations

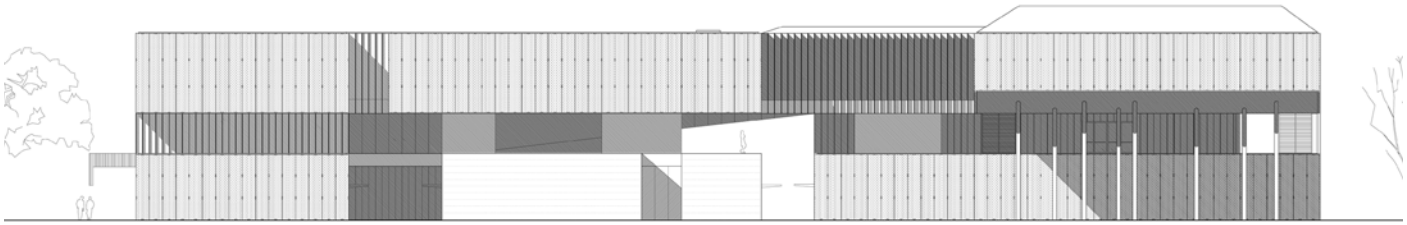


ELEVATION N-E

0 1 5 10 20m

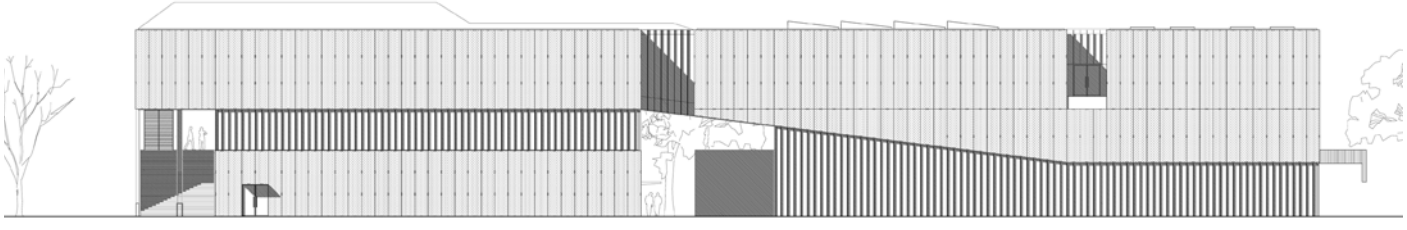
ELEVATION S-O

0 1 5 10 20m



ELEVATION N-O

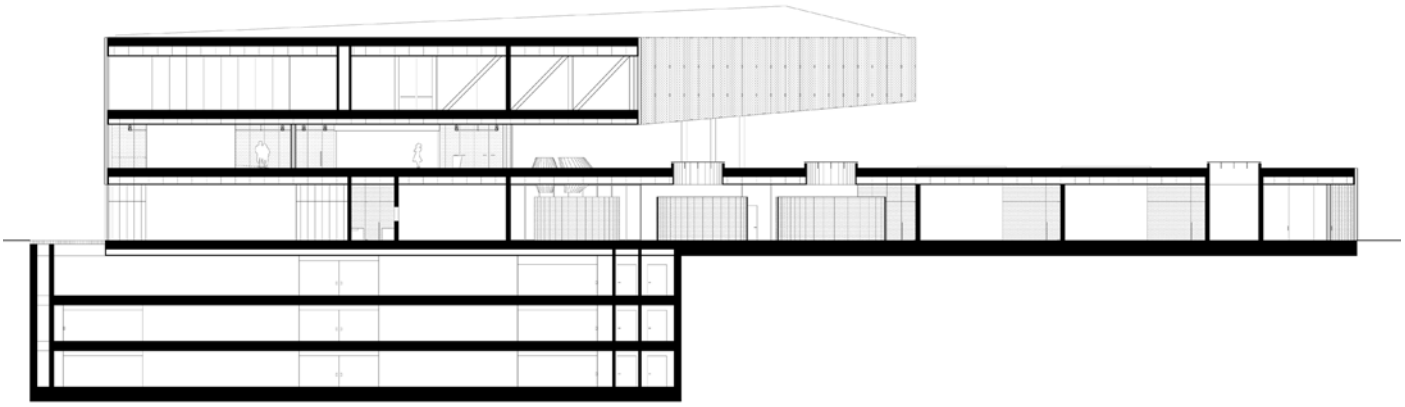
0 1 5 10 20m



ELEVATION S-E

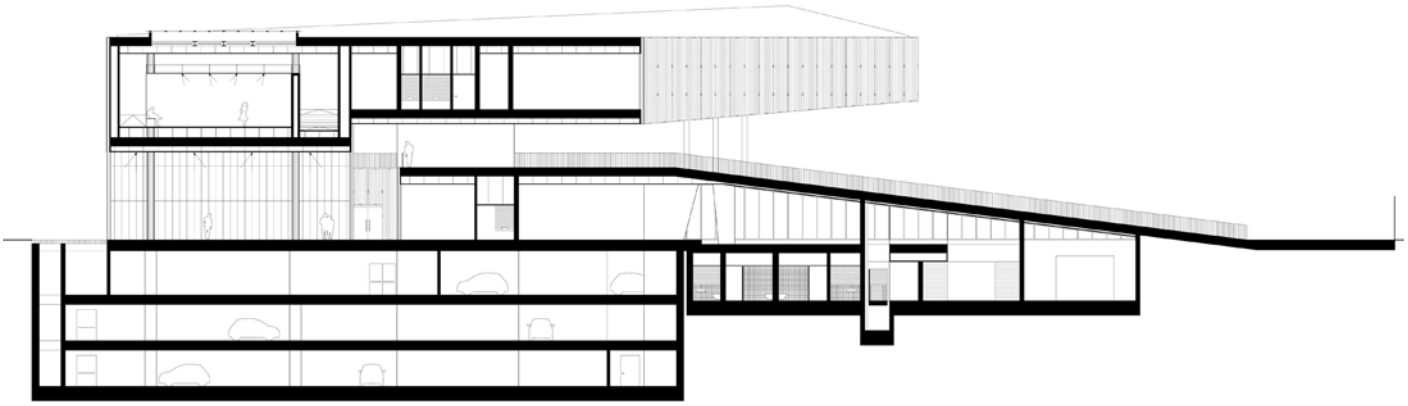
0 1 5 10 20m

Sections



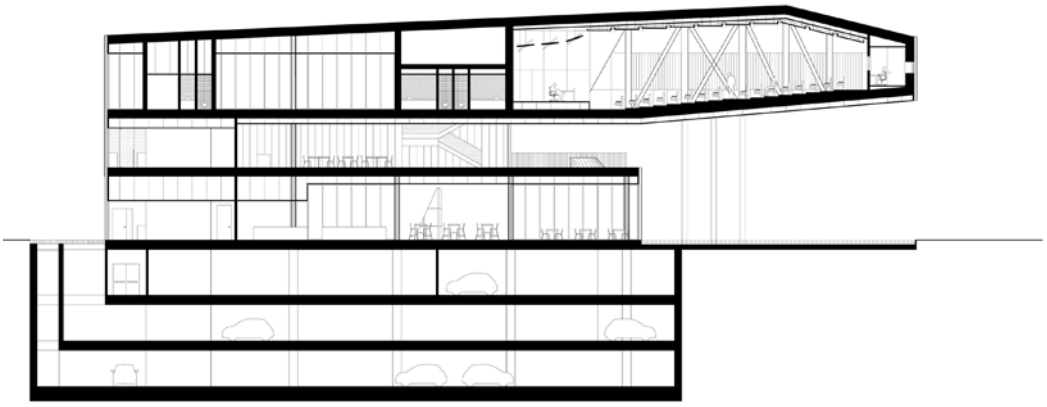
SECTION A-A'

0 1 5 10 20m



SECTION B-B'

0 1 5 10 20m



SECTION C-C'

0 1 5 10 20m

Images available

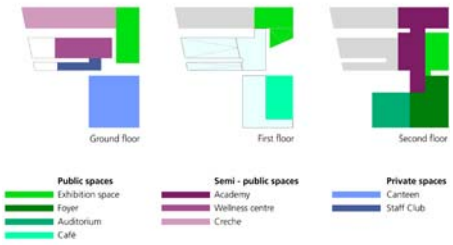
Model photographs

Image filename: 042.GDB DSC_1050a
Caption: Model
Copyright holder: Labics

042.GDB DSC_1050a

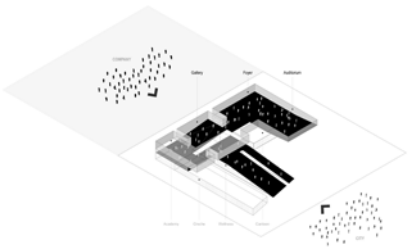
Diagram

Image filename: 042.GDB funzioni orizzontale EN
Caption: Diagram
Copyright holder: Labics



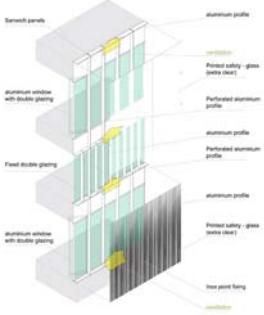
042.GDB funzioni orizzontale EN

Image filename: 042.GDB edificio percorso EN
Caption: The systems
Copyright holder: Labics



042.GDB edificio percorso EN

Image filename: 042.GDB serigrafia EN
Caption: Diagram of facade
Copyright holder: Labics



042.GDB serigrafia EN

Images available

Photography

Image filename: 042.GDB_4294-362
Caption: External
Credit line: C. Richters

Image filename: 042.GDB_4294-415
Caption: External
Credit line: C. Richters

Image filename: 042.GDB_4294-418
Caption: External
Credit line: C. Richters

Image filename: 042.GDB_4294-420
Caption: External
Credit line: C. Richters

Image filename: 042.GDB_4294-421
Caption: External
Credit line: C. Richters

Image filename: 042.GDB_4294-422
Caption: External
Credit line: C. Richters

Image filename: 042.GDB_4294-425
Caption: External
Credit line: C. Richters

Image filename: 042.GDB_4294-430
Caption: External
Credit line: C. Richters

042.GDB_4294-362

042.GDB_4294-415

042.GDB_4294-418

042.GDB_4294-420

042.GDB_4294-421

042.GDB_4294-422

042.GDB_4294-425

042.GDB_4294-430

Images available

Photography

Image filename: 042.GDB_4294-407
Caption: External by night
Credit line: C. Richters

Image filename: 042.GDB_4294-408
Caption: External by night
Credit line: C. Richters

Image filename: 042.GDB_4294-412
Caption: External by night
Credit line: C. Richters

Image filename: 042.GDB_4294-413
Caption: External by night
Credit line: C. Richters

Image filename: 042.GDB_4294-432
Caption: External by night
Credit line: C. Richters

Image filename: 042.GDB_4294-447
Caption: External
Credit line: C. Richters

Image filename: 042.GDB_4294-450
Caption: External
Credit line: C. Richters

Image filename: 042.GDB_4294-452
Caption: External
Credit line: C. Richters

042.GDB_4294-407

042.GDB_4294-408

042.GDB_4294-412

042.GDB_4294-413

042.GDB_4294-432

042.GDB_4294-447

042.GDB_4294-450

042.GDB_4294-452

Images available

Photography

Image filename:042.GDB_4294-002
Caption: External - Creche
Credit line: C. Richters

Image filename: 042.GDB_4294-008
Caption: External - Creche
Credit line: C. Richters

Image filename: 042.GDB_4294-013
Caption: External - Creche
Credit line: C. Richters

Image filename: 042.GDB_4294-018
Caption: External - Creche
Credit line: C. Richters

Image filename: 042.GDB_4294-434
Caption: Internal - Hall
Credit line: C. Richters

Image filename: 042.GDB_4294-445
Caption: Internal - Hall
Credit line: C. Richters

Image filename: 042.GDB_4294-440
Caption: Internal - Foyer
Credit line: C. Richters

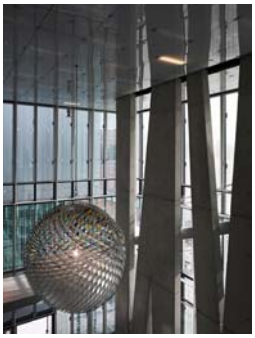
Image filename: 042.GDB_4294-444
Caption: Internal - Foyer
Credit line: C. Richters

042.GDB_4294-002

042.GDB_4294-008

042.GDB_4294-013

042.GDB_4294-018



042.GDB_4294-434

042.GDB_4294-445

042.GDB_4294-440

042.GDB_4294-444

Images available

Photography

Image filename: 042.GDB_4294-453
Caption: Internal - Auditorium
Credit line: C. Richters

Image filename: 042.GDB_4294-455
Caption: Internal - Auditorium
Credit line: C. Richters

Image filename: 042.GDB_4294-457
Caption: Internal - Auditorium
Credit line: C. Richters

Image filename: 042.GDB_4294-368
Caption: Internal - Gallery
Credit line: C. Richters

Image filename: 042.GDB_4294-382
Caption: Internal - Gallery
Credit line: C. Richters

Image filename: 042.GDB_4294-384
Caption: Internal - Gallery
Credit line: C. Richters

Image filename: 042.GDB_4294-420
Caption: Internal - Creche
Credit line: C. Richters

Image filename: 042.GDB_4294-424
Caption: Internal - Creche
Credit line: C. Richters

042.GDB_4294-453

042.GDB_4294-455

042.GDB_4294-457

042.GDB_4294-368

042.GDB_4294-382

042.GDB_4294-384

042.GDB_4294-420

042.GDB_4294-424

Images available

Photography

Image filename: 042.GDB_4294-439
Caption: Internal - Creche
Credit line: C. Richters

Image filename: 042.GDB_4294-449
Caption: Internal - Creche
Credit line: C. Richters

Image filename: 042.GDB_4294-088
Caption: Internal - Creche
Credit line: C. Richters

Image filename: 042.GDB_4294-092
Caption:Internal - Creche
Credit line: C. Richters

042.GDB_4294-439

042.GDB_4294-449

042.GDB_4294-088

042.GDB_4294-092