

la rivista
architettura & design

[03]

2014

Helsinki design week

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experiences

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the artist

Mario Bellini
museo della storia di Bologna

Nestlé
System Technology Center
Swiss

Architecture Festival Award
3XN
the blue planet
Denmark



Studio Marco Piva

PROJECT LOCATION

piazza Duca d'Aosta 9
Milano

Hotel Excelsior Gallia

*renovation and expansion of the
historic Hotel in the heart of Milano*

**Premessa storica:
acquisizione del progetto e area di estensione**

La ristrutturazione ed ampliamento dello storico Hotel Excelsior Gallia, nel cuore di Milano, si inserisce nel più ampio processo di riqualificazione urbana di Piazza Duca D'Aosta, dopo la recente conclusione dei lavori di ammodernamento della Stazione Centrale. Un fondo di investimenti internazionali del Qatar acquista l'Hotel, costituito dall'edificio degli anni '30 e dalla sua estensione dei primi anni '60, chiamato Pirelli Sing, con l'intenzione di trasformarlo in un albergo cinque stelle lusso.

L'acquisizione si estende successivamente anche agli altri tre edifici, ormai quasi fatiscanti, inseriti nel lotto di forma trapezoidale compreso tra le vie Filzi, Galvani e le piazze Duca D'Aosta e IV Novembre. A seguito di una selezione internazionale il progetto di architettura viene conferito allo Studio Marco Piva, mentre per il progetto delle strutture e degli impianti viene affidato ad Arup. Il project manager è Lend Lease, i cost controller sono G&T e SPI.

Successivamente la divisione Interiors di Studio Marco Piva viene incaricata anche dell'Interior Design.

Percezione globale del progetto e filosofia di design

La sfida è dunque considerevole: riportare la struttura ricettiva, che ormai si estende all'intero lotto, allo splendore di un tempo, coniugando la volontà della proprietà e dei progettisti nella ricerca di equilibrio tra antico e nuovo, in un rapporto dinamico di forme, spazi e materiali. Il nuovo progetto sviluppato dall'architetto Marco Piva, configura un complesso dove l'edificio in stile, un "falso bell'Epoque" totalmente restaurato e ristrutturato, si affiancherà un edificio di nuova concezione, che si ergerà su Piazza Duca D'Aosta, via Galvani e via Filzi, creando una cortina leggera di acciaio e vetro, un contrappunto alle forme piene e trionfalmente monumentali del Gallia "storico". Il nuovo edificio, grazie alla sua facciata in vetro serigrafato con toni chiari e scuri si propone, soprattutto lungo la prospettiva di Via Vitruvio, come un elemento di coniugazione tra le texture della facciata del grattacielo Pirelli e quelle un poco più distanti della torre Galfa. Il concept del progetto fa riferimento al Life Style milanese, a quell'insieme unico di elementi dinamici che caratterizzano da sempre la vita della città. L'incessante interazione della cultura locale con le culture più diverse, che da sempre si configura nell'attenzione per il nuovo, per il bello, per il fashion e l'industrial design, per quello stile di vita dinamico e positivo di cui Milano è intrisa e che esporta in tutto il mondo.



The renovation and expansion of the historic Hotel Excelsior Gallia in the heart of Milan is part of the wider urban redevelopment of Piazza Duca D'Aosta, following the recent completion of the modernization works at the Central Station. An international investment fund from Qatar has acquired the hotel, which consists of a 1930s building and an extension dating from the early 1960s known as Pirelli Wing, with the intention of turning it into a five star

luxury hotel. The architectural project was awarded to Studio Marco Piva, while the structural and plant projects were assigned to Arup. The challenge is a considerable one: to restore the accommodation facility, to its past splendour, in the search for a balance between the old and the new within a dynamic relationship of shapes, spaces and materials in connection with the modern architecture of the urban surroundings.

The project concept is a reference to the Milan lifestyle, to the unique set of dynamic elements that have always been a feature of the life of the city. The Hotel Excelsior Gallia was frequented for many years by journalists and writers, hosted meetings of Italy's football community for decades, and was often used as a film or television set. The project to renovate and extend the Hotel Excelsior Gallia is divided into two separate but coordinated phases. The



[architecture] Hotel Excelsior Gallia Milano

client

Katara Hospitality

architecture / landscape / lighting / interior design

Studio Marco Piva

date

2010/2013 under construction

total site area m2 / total built area m2

4.273 / 30.840

total rooms / standard / suites / presidential suite / royal suite

235 / 188 / 45 / 1 / 1

Floors recovery and reinforcement

Tecnaria Spa

image credits

Studio Marco Piva

Andrea Martiradonna

large new ground floor lobby.

It will be a single morphological structure extending harmoniously along three sides, creating a ground-floor area which is functionally interrelated with its surroundings and creates a powerful osmosis with the city.

The façade of the new building is transparent and light. It will consist of 142 cm wide modules, divided into three sections, with two blind sides and an opening glass panel, which will have an inner glass balustrade to transmit light; this element is intended to recall the small balconies, almost flush with the façades, that can be found in many historical buildings in Milan. The ground floor will have floor-to-ceiling windows to convey a sense of transparency and to offer optimal levels of interaction with the city and the surroundings.

The sixth and seventh floors, which house a spa, a swimming pool, an extended fitness area and a restaurant and rooftop bar, will be located inside a light glass space, a glass curtain which will light up spectacularly in the evening. The interiors of the new Hotel Excelsior Gallia will be created with great attention being paid to the choice of materials, textures and details, and there will be powerful references to design, with a nod to the timeless elegance of Art Deco being added in the shapes and ambiances. The interior façades of the new building will be lined with basalt facings. LED lighting systems will be used for both the exteriors and interiors so as to ensure a longer life for the systems and therefore less maintenance, with consequent substantial energy and cost savings.

first phase includes the restoration and functional recovery of the 1930s building, the Excelsior Hotel Gallia, which was built to accommodate travellers arriving in Milan thanks to the new Central Station.

The historic building is richly decorated, with caryatids and mascarons made by using a moulding technique with a mixture of cement and aggregates. These decorative elements, like all the historic façades, have been completely restored. The steel structures built in the 1990s have been restored to accommodate an exclusive restaurant, an event space and an enormous Royal Suite with a private spa. The new building is being developed adjacent to

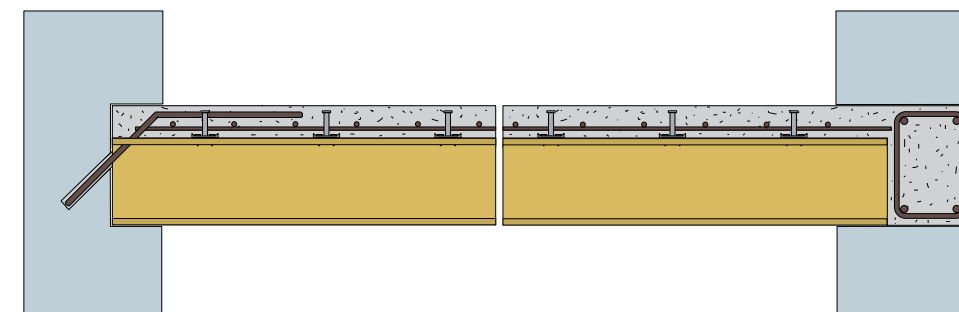
the historic building, and will replace the four structures that had previously been located at the side of the hotel and connected to all the floors of the historic building, and will run from Piazza Duca D'Aosta to Via Galvani and Via Filzi. It will be built around an internal courtyard, and will include a host of new features: a centre for meetings, conferences and exhibitions on the ground floor, and a large spa on the sixth and seventh floors, with swimming pool, gym, saunas, hammam and a wellness centre. The seventh floor will also have a bar with a panoramic terrace. All these spaces will be easily accessible, even by hotel non-residents, thanks to the new high-speed lifts located in the



Recupero e rinforzo dei solai Floors recovery and reinforcement

Tecnaria propone soluzioni e prodotti per il recupero di solai esistenti in edifici storici. Speciali connettori fissati alle travi esistenti permettono di ottenere con un sottile strato di calcestruzzo notevoli benefici statici ed economici come all'Hotel Gallia a Milano.

Tecnaria proposes solutions and products for recovering pre-existing floors in historical buildings. Special fixed connectors to the existing beams afford to obtain with a thin concrete layer remarkable static and economic benefits as at the Gallia Hotel in Milan.



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