

geza_____

Furla Headquarters “Progetto Italia”

Tavarnelle Val di Pesa • Firenze • 2021





Press contact

GEZA Architettura

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Furla Headquarters “Progetto Italia”: an industrial architecture and office project integrated into nature, where working environment, sustainability and landscape are harmoniously conceived.

The new Furla Headquarters are located in Tavarnelle Val di Pesa, in the province of Florence, immersed in the Chianti area. The project highlights a paramount theme: the integration of the industrial architecture into the Italian landscape, providing an opportunity to rethink the quality of the workspace.

Architecture and nature are perfectly blended along all the directions to create a unique element where the design and the Chianti landscape (defined by hills, heritage and agricultural areas) communicate harmoniously.

The Furla factory covers 42.000 sqm of soil - 18.300 sqm built - and has three main volumes (one for offices, two for labs and logistics) which are designed to be harmoniously integrated into the surrounding landscape, without too much contrast. Architecture and nature coexist in a functional balance.

The morphology of the land is truly taken into consideration and is enhanced through the three fundamental elements – the driveway, the terraces and Piazza Furla – which define clear areas around the building volumes. Nature crosses the boundaries between inside and outside thanks to a system of patios and green roofs overlooking the wooded area.

The main entrance recalls the archetype of the Tuscan villa access: a linear row of cypresses to welcome the visitor and show the way through. This rhythm is replicated on the facade of the buildings with sunscreen filtering blades that control the amount of light that can get through the work spaces in relation to the orientation and the seasons.

Along the avenue the buildings are arranged in sequence of floors, staggered in plan and placed on different levels to accommodate the different activities of the headquarters, the parking integrated into the morphology of the land, and Piazza Furla, the focal point of the axis that marks the arrival and main entrance. From this focal point – conceived as the heart of the company – you can access both the management and the production departments. Despite being located into different buildings, they are organically connected through internal paths, thus perfectly integrating working areas that are normally set apart.

The entrance to the offices, with the double-height reception and the large open-air hall becomes the point where the boundaries between architecture and landscape merge. The interiors have been designed in such a way as to have real layout flexibility. The orderly sequence of the offices is punctuated by green patios, relationship spaces, such as meeting rooms, break areas and showrooms.

The nature is a prominent element, not just because of its beauty (Chianti hills) but also because it creates a pleasant environment once blended into the building: patios, green coverings and natural light (filtered by vertical plates positioned according to the sun positioning) contribute to a more sustainable working habitat, where people can also relax and enjoy the contact with nature.



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Sustainability plays a key role in this project which has been designed to comply to the green energy best practices: a photovoltaic system is installed over the production building while thermal solar panels guarantee hot water supply (for both sanitary and heating purposes). Additionally, the lighting system is LED-based and renewable energy is always used when possible.

To further accomplish this, the external coating of the production building is based on an inorganic mineral powder that reacts to light to reduce the air pollution agents. Furthermore its innovative technology guarantees a high reflexion index so that the sun doesn't overheat the facades.

Finally the rain water cycle is optimised at its best to then support the irrigation system of the garden and green areas.

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Furla Headquarters

Credits

Locations

Tavarnelle Val di Pesa, Firenze

Client

FC Immobiliare spa

Chronology

Design phase: 2017-2018
Construction: 2018-2021

Dimensional data

Area of intervention: 42.000 mq
Building Area: 11.000 mq
Total Built Area: 18.300 mq
Production: 15.500
Offices: 2.800 mq
Terraces and green roofs: 1.200 mq
Freight area and outdoor parking: 7.700 mq
Green Area: 23.000 mq

**Architecture Design and
Creative Direction:
GEZA Architettura (Udine)**

Arch. Stefano Gri e Arch. Piero Zucchi
Arch. Alessia Dorigo (project leader)
Arch. Marjana Dedaj (project leader)
Arch. Stefania Anzil
Arch. Elisa Mansutti
Arch. Beatrice Pellos
Arch. Francesco Tessaro
Arch. Giulia Marcon
Arch. Roberto Pasquali
Arch. Clemens Kusch - CFK Architetti (coordination)

**Structural Design
and Supervision of Works:
Biagini Studio di Ingegneria
(Arezzo)**

Ing. Piero Bracciali
Ing. Alessandro Fei
Arch. Francesco Misuri
Ing. Matteo Ciofini
Ing. Adrian Burca
Ing. Alessandro Blanc
Geom. Paolo Renzoni
Arch. Pietro Pagliardini (test)

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**Landscape Design:
LAND Italia (Milano)**

Andreas Kipar (project leader)
Valerio Bozzoli (senior agronomist)
Arch. Luisa Bellini (senior architect)
Arch. Andrea Occhetti (senior architect)
Arch. Cecilia Ricci
Arch. Francesca Villa
Arch. Laura Mantegazza
Landscape Arch. Gianna Galgani

**Structural Plan:
Consilium Servizi d'Ingegneria
(Firenze)**

Ing. Paolo Pietro Bresci (mechanical structure project
management)
p.i. Marco Cellini (electrical and special structure project
management)

Acoustic Consultant

Ing. Sacha Slim Bouhageb (Firenze)

Geologist

ProGeo Engineering srl (Arezzo)

Client Supervisor

Dott. Andrea Varini

Contractors

Bruschi srl, Arezzo (Excavation)
Frassinago – Gardens and Landscape, Bologna (Outdoor and
green roofs)
Baraclit spa, Arezzo (Prefabricated Components)
Pichler Projects srl, Bolzano (Facades and fixtures)
Impernovo srl, Modena (Waterproofing)
Fabbri Services srl, Arezzo (Construction and finishings)
Ing. Ferrari spa, Modena (Structure)
ZR Light srl, Firenze (Lighting)
VetroIn srl, Brescia (System walls)
Graniti Fiandre spa, Reggio Emilia (Ceramics)
Deana snc, Udine (Concrete Products)
Baglini Group srl, Pisa (Lifts)
Multitema srl, Udine (Furniture)
Della Chiara srl, Pesaro Urbino (Furniture)
Graphic Service snc, Udine (Signs)

Photographer

Fernando Guerra

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GEZA Architettura

Bio

Established in 1999 by Stefano Gri and Piero Zucchi, GEZA Architettura is a studio lead by curiosity and passion, aiming for the research on the synthesis of Ideas, Beauty and Functionality.

According to GEZA the project implies to design the SPACE (Architecture) within its ENVIRONMENT (light and landscape) through the seasons of TIME. Our architectures strive for new meanings while creating new identities.

Over the years the studio specialized in architecture projects, urban planning, interior and product design, developing a signature style that is based on a unique point of view and sensibility in regard to the context, the materiality of the details and human-centered solutions. Always towards a poetic dimension.

The main focus of the studio is around the industrial architecture in relation to the landscape, in a new way of conceiving the work spaces. A few worthy examples are Furla Headquarters (Furla Progetto Italia, 2021), Pratic (Pratic 1.0, 2011 + Pratic 2.0, 2018), Faber Cylinders (2013) and Bosch/Freud (2018).

Furthermore another mention must be done for the award-winning project Silk-Faw EV (2021) and Capua1880 Headquarters (2021).

In addition to the residential and housing projects, GEZA designed the setting-up of New Craft Exhibition (2016, Fabbrica del Vapore, Triennale di Milano) and Casa della Musica (2010, Cervignano del Friuli).

Amongst the multiple international awards, GEZA won the American Architecture Prize (2019) and the Architizer A+Awards (2017), while obtaining the Special Jury Award Italian Architect organized by the National Council of Architects in 2015.

In 2012 the project Pratic won the Special Award for Private Customers (Gold Medal for Italian Architecture - Triennale di Milano), taking part to the XIII Venice Biennale in the same year. In 2013 the same project lead the studio to the finals for the Mies van der Rohe Award - European Union Prize for Contemporary Architecture.



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Furla Headquarters

Images



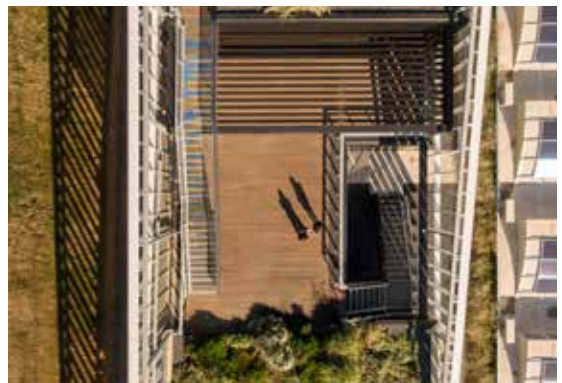
1. Photo by Fernando Guerra



2. Photo by Fernando Guerra



3. Photo by Fernando Guerra



4. Photo by Fernando Guerra



5. Photo by Fernando Guerra



6. Photo by Fernando Guerra

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7. Photo by Fernando Guerra



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9. Photo by Fernando Guerra



10. Photo by Fernando Guerra



11. Photo by Fernando Guerra



12. Photo by Fernando Guerra

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13. Photo by Fernando Guerra



14. Photo by Fernando Guerra



15. Photo by Fernando Guerra



16. Photo by Fernando Guerra



17. Photo by Fernando Guerra



18. Photo by Fernando Guerra



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19. Photo by Fernando Guerra



20. Photo by Fernando Guerra



21. Photo by Fernando Guerra



22. Photo by Fernando Guerra



23. Render by Nudesign



24. Photo by Fernando Guerra

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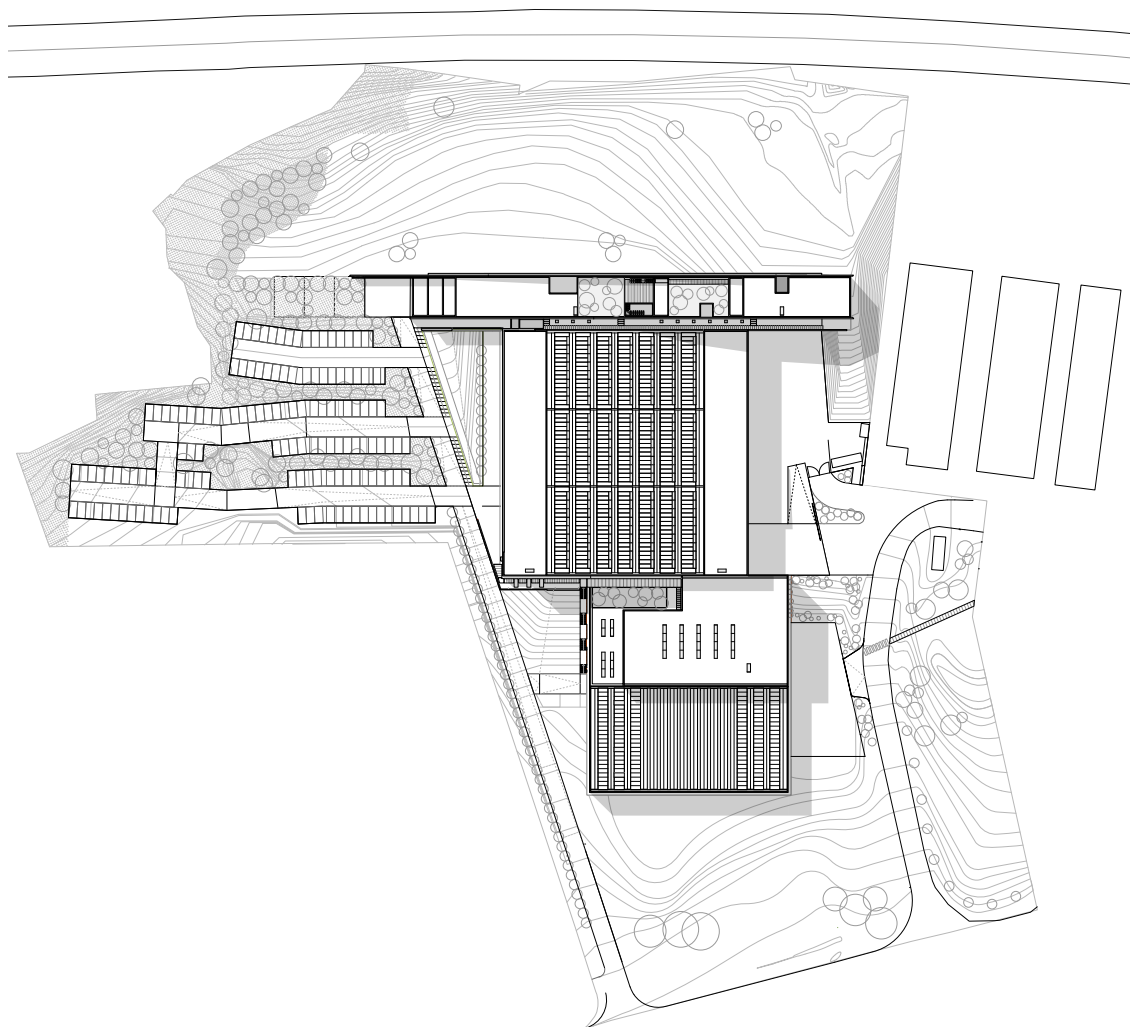
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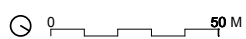
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Furla Headquarters

Drawings



GENERAL PLAN



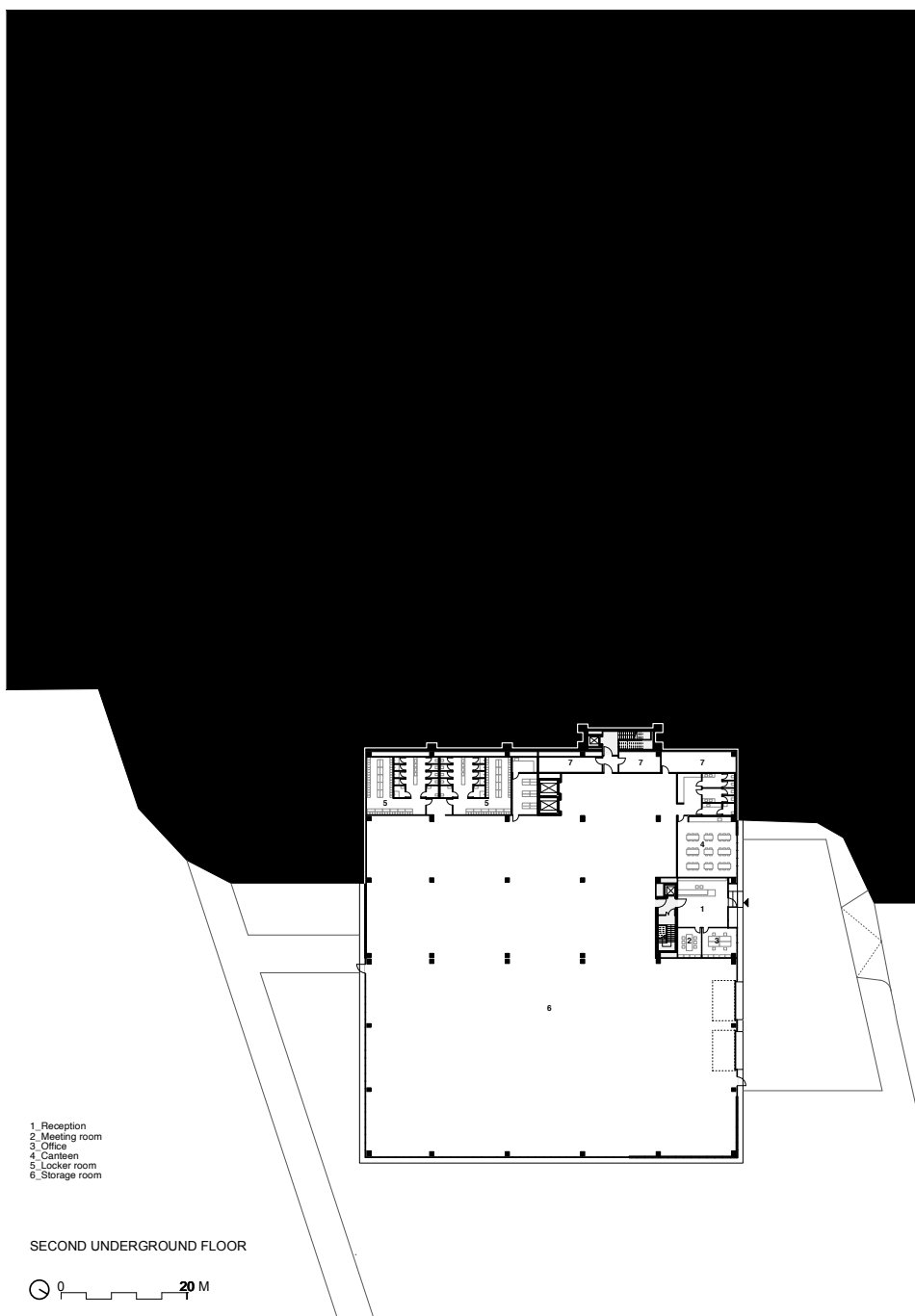


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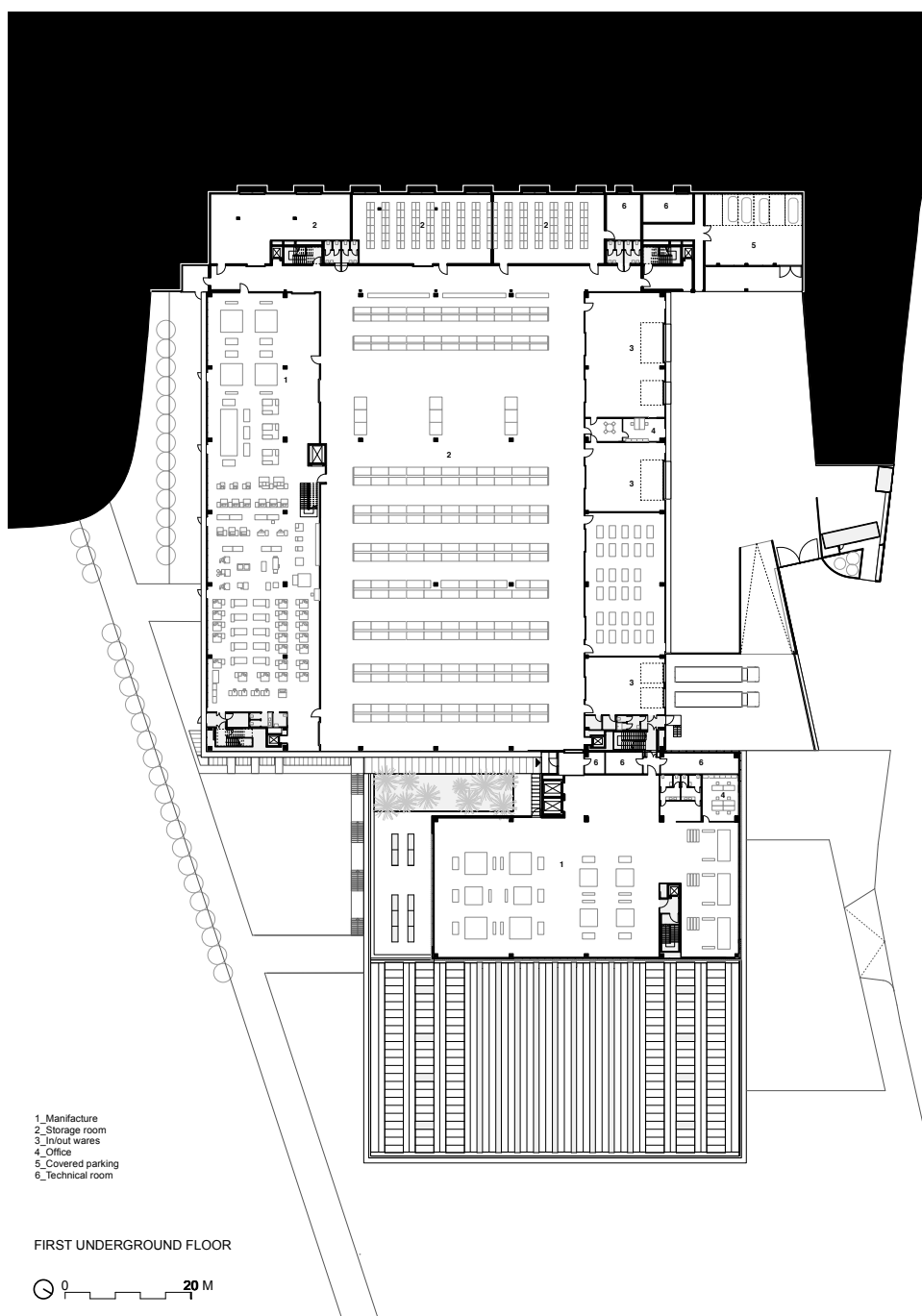
26. Second Underground Floor

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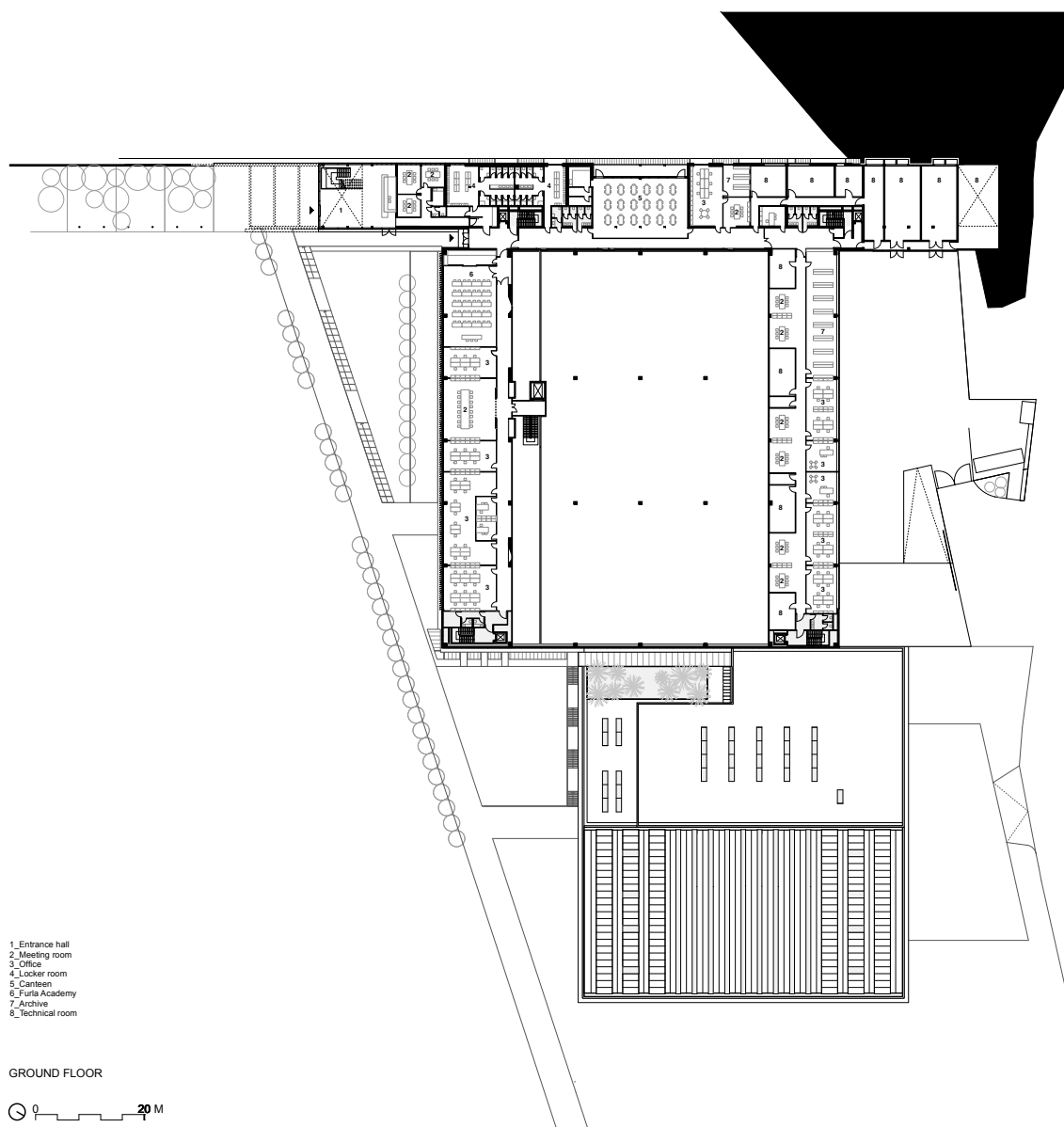
27. First Underground Floor

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ROOF PLAN



THIRD FLOOR

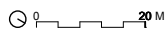
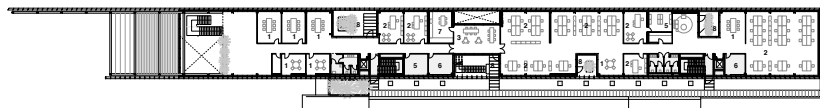


SECOND FLOOR

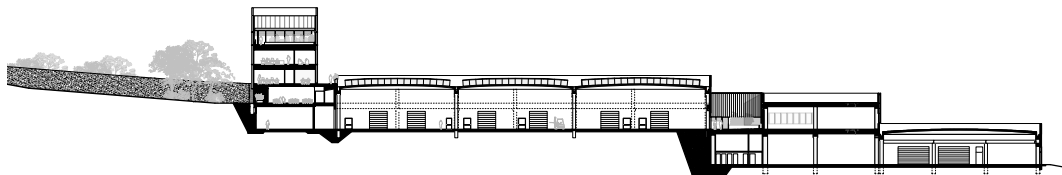


FIRST FLOOR

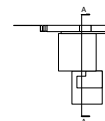
- 1_Meeting room
- 2_Office
- 3_Snack area
- 4_Conference room
- 5_Active
- 6_Technical room
- 7_Service
- 8_Patio
- 9_Terrace



29. First, Second, Third, Roof Floor



SECTION A-A



30. Section

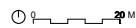
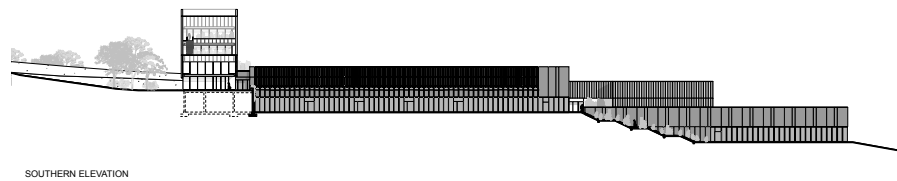
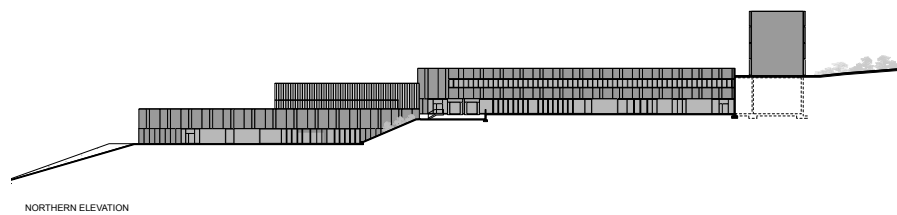


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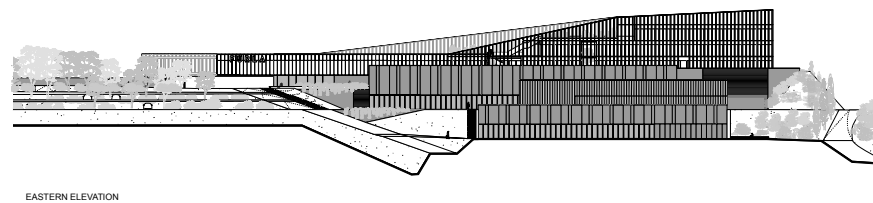
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31. Elevations N-S



32. Elevations E-O

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