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**#rethinking the
industrial architecture:
a sustainable approach
with human being and
landscape at its core**

GEZA Architettura • 2022



Press contact

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#rethinking the industrial architecture: a sustainable approach with human being and landscape at its core

Industrial architecture and landscape. This is the focus of GEZA Architettura, a multi-disciplinary architecture studio founded in 1999 by Stefano Gri and Piero Zucchi, whose projects have been internationally awarded for their exquisite design solutions and strategic thinking. 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. Their architectures strive for new meanings while creating new identities and are designed based on a unique point of view and sensibility in regards to the context, the materiality of the details and human-centered solutions. Always towards a poetic dimension. GEZA rethinks the workspaces merging differing logics by using the law of contrast between efficiency and environment, productive processes and location intangible elements in the name of new meanings and identities where the landscape and the individual's well-being are at the core of the project.

The relationship between architecture and nature

The industrial architecture project is a great opportunity to rethink the *architecture - nature* duo, putting the individual back into focus. GEZA's projects merge engineering and economics aspects to research on a formal abstraction while combining different logics. It's the landscape and its features that define the project choices, celebrating the elegance of a timeless architecture and the sustainability of the internal workspaces.

Reading the territory and the internal space

The studio simultaneously deals with the production processes and the relationships between artifice and nature, foreground and background, working environments and outdoor spaces. Each project is designed to become one with the landscape, reinforcing its presence with the surrounding.

Zoom lens – shape and matter

Architecture must balance different reading scales, from the overview to the tiniest details. GEZA bases its projects on this approach, changing perspective from the outside to the inside, switching zoom lenses from the big scale to the singular element to guarantee the quality of their work. This way the architecture doubles its function to bring new identities to both the territory and the human beings' everyday life.

Rigorous essentiality of forms

The industrial architecture is physically very impactful in regard to the territory and the landscape - likewise infrastructures - and for this reason must be responsibly designed to merge with the environment in a gentle and timeless manner. It's the definition of simple acts that guarantees a measurable relation with the territory: horizontal and vertical, repetition and rhythm, light and shadow, straight and curved line, coloured and neutral marks, black and white.

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Monochromy and materiality

Monochromy, pure colours and materials allow to explore different surfaces, depths, thoughts, gradients, tactile sensations and light interactions.

Black and white are harsh, neutral colours, yet they merge harmoniously with the natural elements. They are, in fact, a mean to highlight two things: the landscape, green hues painted and the human being, made of dynamic colours himself that blur into the nature when in action.

Human-centered design and sustainability

GEZA personalizes the concept of sustainability (intended as conceptual, almost poetic), a current theme that goes beyond the environmental best practices. In relation to the latest pandemic situation the single individual has found himself in a new condition, juggling between health (physical and mental), smart working and the company needs. In these circumstances, people well-being has inevitably become the number-one priority even in the industrial architecture projects: the studio designs human-centered workspaces, featuring flexible layouts, green areas (indoor and outdoor), optimal natural lighting conditions, cozy environments.

For GEZA, sustainability is related to the quality of life, especially within the working environments where people spend most of their days, sustaining, indeed, their labour. Sustainability is beauty, as it's undeniable that a pleasant environment sets the parameters for best performances: design, light, space, nature, meeting areas they all contribute to the overall mental and physical well-being of the employees.

Beyond Architecture

Great architectures are the result of a complex process that takes into consideration different logics, client's needs, a variety of professionals and skills, constraints, timing, issues, design. It requires a continuous and rigorous control. The architect - the only one to hold a clear overview of the final outcome - plays the pivotal role to coordinate the professionals, the details and the compliances at different levels, from day one till the end.

That's why GEZA Architettura's projects are the synthesis of ideas, beauty and functionality.

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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 currently-in-progress works such as the the award-winning project Silk-Faw EV (2021), Capua1880 Headquarters (2021) and Pratic 3.0 (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 has recently been awarded as popular-choice winner for the 10th edition of the Architizer A+Awards with Furla Progetto Italia in the Mixed Use (>25.000 sq. ft) category (award previously received with Pratic 2.0 in 2019). In 2017 it won the American Architecture Prize, while obtaining the Italian Architect Jury Special Award 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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Selected Projects

Images



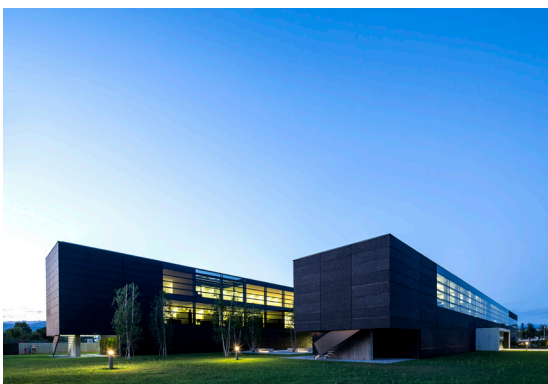
1. Furla Progetto Italia, Tavarnelle Val di Pesa (FI), 2021
Headquarters and Production Complex immersed in the Chianti landscape. The buildings are developed at different altitudes and are a striking mark visible from the high way.

@credits: Fernando Guerra I FG+SG fotografia de arquitectura



2. Pratic 1.0, Fagagna (UD), 2011
Headquarters and Production Complex immersed in the agricultural landscape and framed by the Friuli mountains. The so-called 'floating shade' hosts the main offices: the continuity between indoor spaces and the natural surrounding elements guarantee the sustainability of these workspaces.

@credits: Fernando Guerra I FG+SG fotografia de arquitectura



3. Faber Headquarters, Cividale del Friuli (UD), 2013
Faber Headquarters are borderline located between the industrial area and the farmland, hence belonging to both the industrial and the natural scenario.

@credits: Massimo Crivellari



4. Pratic 2.0, Fagagna (UD), 2018
Extension: the production complex doubles.

@credits: Javier Callejas



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5. Furla Progetto Italia, Tavarnelle Val di Pesa (FI), 2021.
Headquarters and Production Complex.

"Anyone, even the construction guys or the person who works from the most stunning office, literally any staff member can be enlightened by the view of the Chianti landscape that faces the building. Here you see the seasons colors, from any office, from any area of the building." - Piero Zucchi

@credits: Fernando Guerra | FG+SG fotografia de arquitectura



6. Furla Progetto Italia, Tavarnelle Val di Pesa (FI), 2021
Viale del Benvenuto and Chianti view from the entrance hall.

@credits: Fernando Guerra | FG+SG fotografia de arquitectura



7. Pratic 1.0, Fagagna (UD), 2011
Headquarters and Production Complex.
The green area between the two perpendicular volumes (office and production use) is designed for the employees' well-being.

@credits: Fernando Guerra | FG+SG fotografia de arquitectura



8. Faber Headquarters, Cividale del Friuli (UD), 2013
One of the two courtyards, in between the two staggered longitudinal volumes. Tree-lined and welcoming, it is conceived as recreational areas for the employees.

@credits: Massimo Crivellari



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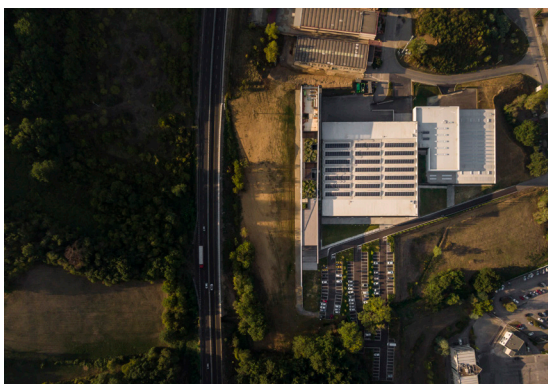
9. Furla Progetto Italia, Tavarnelle Val di Pesa (FI), 2021
The landscape to shape the building, the workspaces to merge with the natural elements. An example of human-centered design whose focus is the well-being of the employees.

@credits: Fernando Guerra | FG+SG fotografia de arquitectura



10. Pratic 1.0 + 2.0, Fagagna (UD), 2011 + 2018
The two-unit production complex features an essential and nude language, in unison with the surrounding agricultural panorama. Simple dark volumes that uniquely interact with the landscape in search of a meaningful dialogue.

@credits: Javier Callejas



11. Furla Progetto Italia, Tavarnelle Val di Pesa (FI), 2021
Headquarters and Production Complex immersed in the Chianti landscape. The whole project is conceived in a tight and unavoidable relationship with the surrounding, the morphology constraints, the sustainable company's goals and the natural features.

@credits: Fernando Guerra | FG+SG fotografia de arquitectura



12. Furla Progetto Italia, Tavarnelle Val di Pesa (FI), 2021
Vertical plates system positioned according to the sun direction.

@credits: Fernando Guerra | FG+SG fotografia de arquitectura

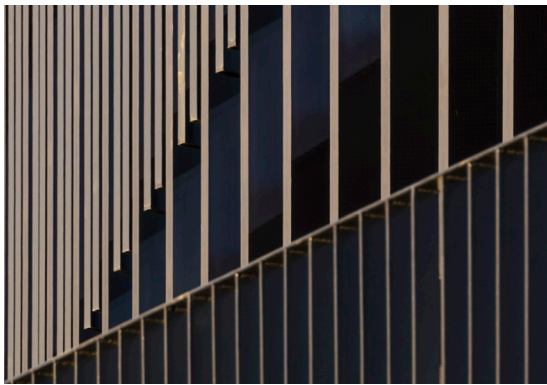


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13. Furla Progetto Italia, Tavarnelle Val di Pesa (FI), 2021
Façade detail.

@credits: Fernando Guerra | FG+SG fotografia de
arquitectura



14. Furla Progetto Italia, Tavarnelle Val di Pesa (FI), 2021
Façade detail.

@credits: Fernando Guerra | FG+SG fotografia de
arquitectura



15. Furla Progetto Italia, Tavarnelle Val di Pesa (FI), 2021
The green patios encourage the flow between indoor and
outdoor, between architecture and landscape.

@credits: Fernando Guerra | FG+SG fotografia de
arquitectura



16. Pratic 1.0, Fagagna (UD), 2011
Cork oak amongst the office building.

@credits: Fernando Guerra | FG+SG fotografia de
arquitectura

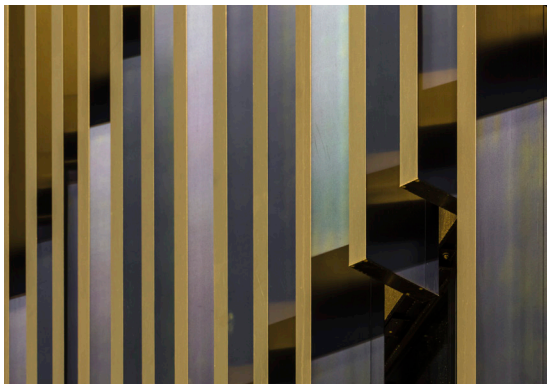


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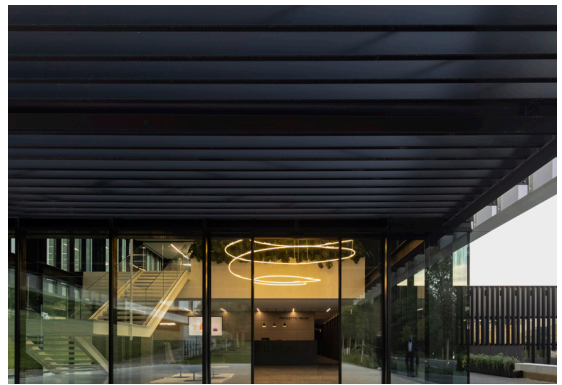
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17. Furla Progetto Italia, Tavarnelle Val di Pesa (FI), 2021
Façade detail.

@credits: Fernando Guerra | FG+SG fotografia de
arquitectura



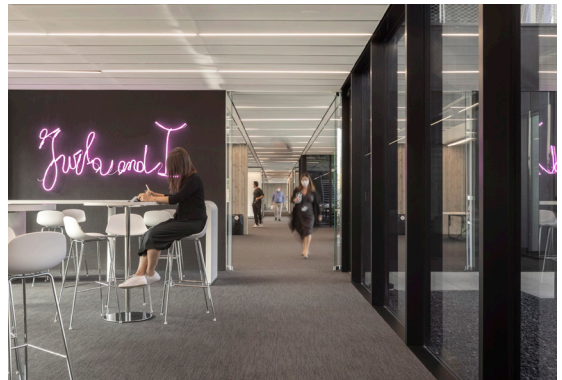
18. Furla Progetto Italia, Tavarnelle Val di Pesa (FI), 2021
Hall main entrance.

@credits: Fernando Guerra | FG+SG fotografia de
arquitectura



19. Pratic 1.0 + 2.0, Fagagna (UD), 2011 + 2018
Seamless continuity of the production complex, in shape and
material consistency.

@credits: Javier Callejas



20. Furla Progetto Italia, Tavarnelle Val di Pesa (FI), 2021
Office interiors.

@credits: Fernando Guerra | FG+SG fotografia de
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21. Faber Headquarters, Cividale del Friuli (UD), 2013
Mirrored floor for the two buildings connecting hall.

@credits: Massimo Crivellari



22. Pratic 1.0, Fagagna (UD), 2011
Courtyard and green area in between the offices and the production section.

@credits: Fernando Guerra | FG+SG fotografia de arquitectura



23. Furla Progetto Italia, Tavarnelle Val di Pesa (FI), 2021
Entrance hall.

@credits: Fernando Guerra | FG+SG fotografia de arquitectura



24. Pratic 1.0, Fagagna (UD), 2011
Main entrance hall.

@credits: Fernando Guerra | FG+SG fotografia de arquitectura



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25. Pratic 1.0, Fagagna (UD), 2011
Offices façade.

@credits: Fernando Guerra | FG+SG fotografia de
arquitectura

