

COMPETITIONS

New Mutti's Headquarter - Parma - SOLO POMODORO

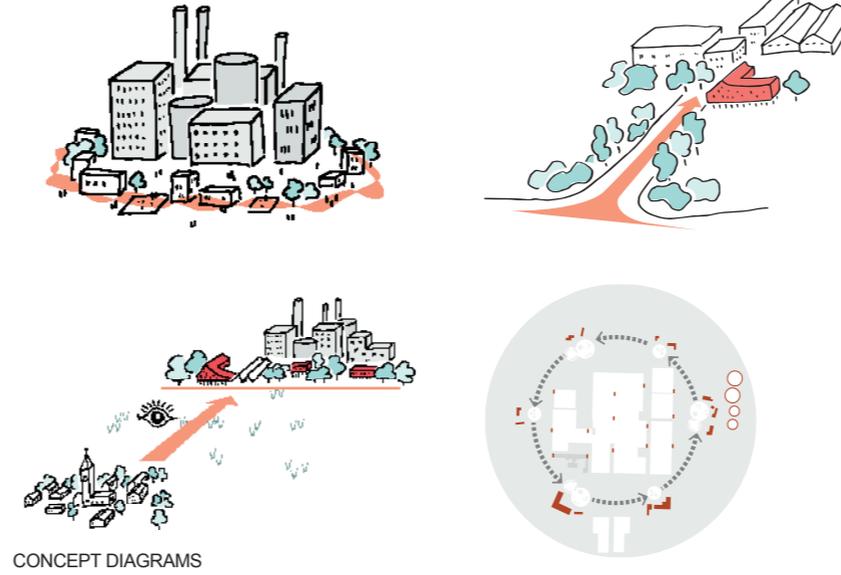
Following recent years success, and subsequent growth and expansion, has seen the Mutti factory grow exponentially. Generally, this growth has put the production first and sometimes left the workers and the history/legacy behind.

With the contest "Radici e Futuro" Mutti has created an opportunity for itself to change this, and once again show a progressive path towards a sustainable future for the company.

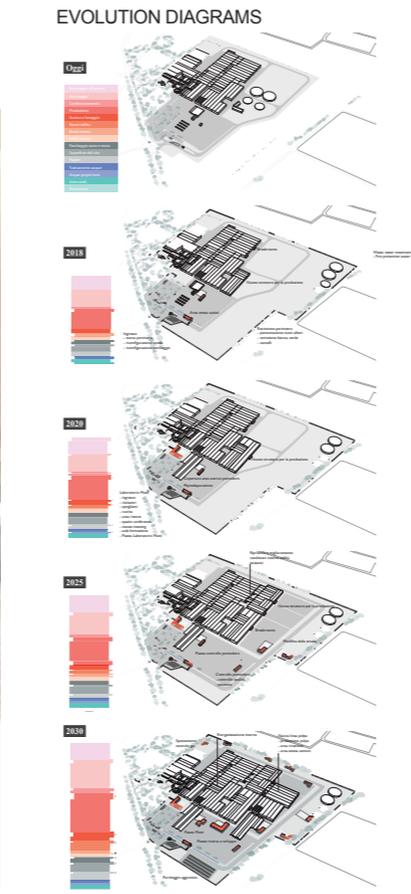
We believe that a successful planning of Mutti requires an evolutionary approach to urban development. Every component in the coming development should understand the factory, its spirit, resources, life and people - both physically, spatially and economically.

The future Mutti HQ, that this project is proposing holds a variety of architectural typologies. Buildings of old and new working together to frame one idea, one product and one passion. Some link to the history of the factory and the brand while others point towards the future of Mutti.

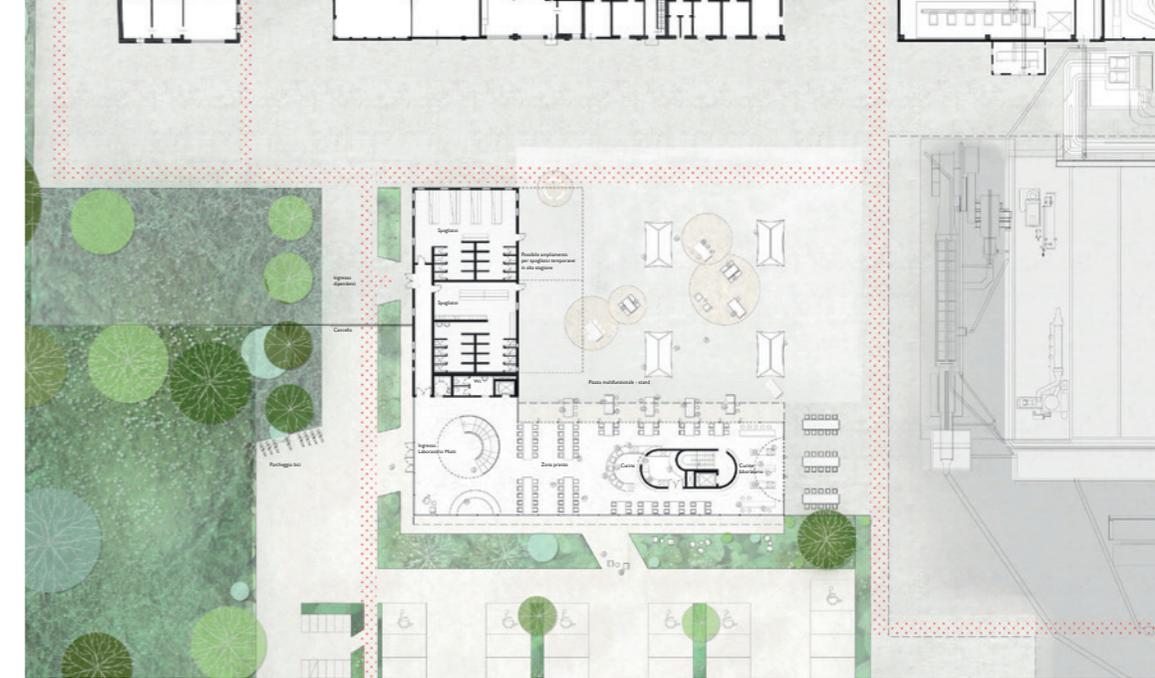
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CONCEPT DIAGRAMS



EVOLUTION DIAGRAMS



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DIAGRAMMI GERARCHIE



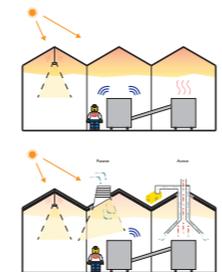
- Involucro dell'edificio
- Efficienze del sistema
- Produzione localizzata, in situ
- Risorse rinnovabili
- Risorse ottimizzate

Gerarchia dell'Energia



- Ridurre la richiesta
- Distribuzione efficiente
- Stabilire se adatto all'uso
- Riciclare
- Gettare nelle fognature

Gerarchia delle Acque



- Eliminare & Ridurre
- Riusare
- Riciclare
- Trattare
- Disporre in discarica

Gerarchia dei Rifiuti



- Dare priorità ai pedoni
- Dare Priorità ai ciclisti
- Trasporto pubblico
- Veicoli commerciali
- Automobili dei privati

Gerarchia dei Trasporti

LANDSCAPE AND FLOWS DIAGRAMS

