

# Mario Cucinella Architects and SuperDesignShow

present

## Empatia Creativa

**For a new buildings generation: new projects for Milan and  
Workshop about sustainability for architects, students and children during the  
Fuorisalone (from 12th to 17th April 2016)**

### SUPERSTUDIO PIÙ – BASEMENT

#### ACTIVITIES CALENDAR

##### **Tuesday 12<sup>th</sup>, April**

##### PRINT 3D LABORATORY

Artisan prototyping for the creation of models/objects in collaboration with **3DZ**, company in the 3D print industry.

##### **Tuesday 12<sup>th</sup> April, at 5 pm**

##### EMPATIA CREATIVA – MARIO CUCINELLA LECTURE

- Mario Cucinella lecture entitled Empatia Creativa: approach to design and recent MCA projects in Milan.
- MCA projects presentation in progress in Milan: *E3 building Porta Nuova, Nuovo polo chirurgico e delle urgenze Ospedale San Raffaele e Ospedale Città della Salute di Sesto San Giovanni.*

##### **Wednesday 13<sup>th</sup> and Thursday 14<sup>th</sup> April**

##### WORKSHOP SOS – SCHOOL OF SUSTAINABILITY IN COLLABORATION WITH ARCÒ

Workshop in collaboration with **ARCÒ** and **SUPER il festival delle periferie a Milano**, oriented to university students and young professionals regarding the research topics of SOS – School of Sustainability.

workshop will be separated in three phases:

- **1<sup>st</sup> phase:** on Saturday 9th April it will be organized a tour by SUPER in the Zone 6, that for the occasion it will be do with ARCÒ. Tour is a knowledge and involvement instrument. In this occasion the people will be heard and involved as “mentor” (stakeholders) which they will tell their story or the visited place history .
- **2<sup>nd</sup> phase:** one/two *focus groups* regarding the critical issues and opportunities generated by Fuorisalone. The focus group will be realised on Superstudiopiù’s space and the “Mentors” individuated in the course of the tour will be invited there to discuss about the question.

Focus group managed by stakeholders of this zone (residents, representatives of organized interests, analysts) allows the insights of subject matter linked to the Fuorisalone's area and the articulation of the functional and emotional meanings for who live in the area, in order to outline the evolutionary line of the salon with the most interesting potential.

- **3<sup>rd</sup> phase:** after identifying the topics and the potential of the area in the function of the Fuorisalone, it will be formalized the Action strategies through graphic synthesis and a playful approach to the project.

**Thursday 14<sup>th</sup> April, at 5 pm**

#### PRESENTATION OF SOS – SCHOOL OF SUSTAINABILITY

School of Sustainability, the initiative of the architect Mario Cucinella, is focused on training new professionals as architects, engineers and designers in the field of sustainability, capable of meeting the challenges of the future and leading the processes of transformation. The School is directed to In occasion of Fuorisalone, there will be presented SOS courses and the projects realised by SOS students of the first edition, in the metropolitan area of Bologna and Strait of Messina. Mario Cucinella and board members will take part to the School presentation.

**Friday 15<sup>th</sup> April**

#### WORKSHOP SOS – SCHOOL OF SUSTAINABILITY IN COLLABORATION WITH ACTIONAID ITALIA

**Milan: Children's Town**

*Activities for children in the Porta Genova neighborhood.*

*Children involved: a class of the last sections of a primary school to be identified*

The interested part for the workshop it could be the Baden Powell Park (open in 2006), close to Superstudio's space occupied by MC A, in via Tortona 27.

The aim is to identify feelings, dreams, purposes and critical issues of the park, watched by the children.

The workshop will start in the school with a dialogic confrontation between operators and children involved. We will tell them the activities that and what they will have to do. We will try to limit the stereotypes that influence their perception and we will ask to express themselves according to their needs and their dreams, with the support of a document specially prepared. We will do a "neighborhood walk", if there will be particular positive situations, as proximity to the school with the intervention area and a good weather.

To conclude, the children will arrive in the MCA dedicated space where, with the help of a cartographic support and with an expert guide in the children group management, it will be performed a co-design workshop with a continuous interchange by operators and studio's architects.

At the end of the day it will be elaborated at least two projects (masterplan), made by children groups which propose a beautiful park, suitable for children.

The operators will be the spokesman of children with the Institutions, particularly with Council of Zone 8, trying to lay the foundations towards a greater involvement of the children's point of view in the government of the territory.

The commitment of the children will be rewarded with an "citizen certificate" with the aim of sowing interest towards the place that they live everyday.

## **Friday 15<sup>th</sup> April at 5 pm**

### CONVERASATION BETWEEN MARIO CUCINELLA AND MARCO DE PONTE –General Secretary of ActionAid Italy

The topic of the meeting it will be the relationship between architecture and participation. In that occasion it will be presented: the new school in Pacentro project, developed by MCA with help of LAP - *Laboratorio architettura partecipata* – and the involvement of **ActionAid Italia**, and the MCA projects for social.

## **Saturday 16<sup>th</sup> April**

### BOOK PRESENTATION MCA EMPATIA CREATIVA

Mario Cucinella and Marco Fagioli present the new MCA monograph graphic design by **ZUP DESIGN**.

## **Domenica 17<sup>th</sup> April at 5 pm**

Open to the public (no special activities planned outside the permanent activities).

## **12<sup>th</sup> – 17<sup>th</sup> April – permanent installations**

### PROTOTYPING ARTISAN LABORATORY

MCA will be recreated part of the pattern shop for the entire duration of the event with the constant presence of the MCA model.

### MCA PROJECTS EXPOSITIONS

The exhibition will be composed of models on scale, drawings, video and infographics regarding the ongoing construction projects in Milan and MCA projects for social.

### SOS EXPOSITION – SCHOOL OF SUSTAINABILITY

The exhibition will illustrate the courses, activities and projects developed by the first course SOS - 2015/2016.

### GREEN INSTALLATIONS

Creating a green space characterized by a high environmental and sensory quality in collaboration with company in the industry .

## **Contacts**

Mario Cucinella Architects  
Via F. Flora 6 – 40129 Bologna  
[www.mcarchitects.it](http://www.mcarchitects.it)  
Michela Grosso  
[michela.grosso@mcarchitects.it](mailto:michela.grosso@mcarchitects.it)  
T. +39 051 6313381