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■ ■ ■ THE PLAN

G-FACTOR AIMS TO TRAIN BUSINESS CULTURE IN ALL SECTORS TO CREATE NEW ENTREPRENEURSHIP DIVERSERIGHSTUDIO

G- factor, incubatore acceleratore di Fondazione Golinelli

PRE

Fondazione Golinelli is a private foundation that fosters the responsible cultural growth of citizens in all fields of knowledge. One of the most important aims is to provide young people the orientation and tools required for an innovative and competitive way in an increasingly globalized, complex, multicultural and unpredictable world.

ARCHITECTURE

The project was developed in close relation to the nearby Opificio Golinelli: different and complementary, flexible and introverted the new one, adaptable and extroverted the existing one, they generate a city in continuous growth where it is possible to carry out a free experimentation without prejudice. Consistently with the urban regeneration process begun with Opificio Golinelli, the intervention provides for the rebuilding in shape of the existing volume: the typical industrial profile characterized by north-facing sheds is maintained. The photovoltaic that feeds the heat pump systems is placed in the southern slopes. The goal of a NZEB building was achieved thanks to the suitable construction systems, the use of solar control on all openings and the careful integration with technological systems.

g-factor aims to train business culture in all sectors, through the design and provision of services aimed at creating new entrepreneurship with a high innovative, scientific and technological content. It was imagined as a highly adaptable volume that could be rethought from time to time to make room for new entrepreneurial activities. This is why it was essential to enhance the void by equipping it with technological supports and furnishing devices to get each time a new configuration. The interior space is composed of a large "connecting greenhouse", a mobility infrastructure, from which four adaptable working clusters are reached, two of them based on the ground floor and the other two on the first floor: the clusters have been designed according to a structural and systematic point of view in order to be divided into individual production slots through a system of mobile partitions of furniture to guarantee the maximum flexibility to the development and adaptability needs of the hosted companies. Special attention was paid to the themes of natural light and colors, which stimulate people's creativity and help reduce learning and production times.

This architecture is a metaphor for a complex city that wants to test the design of forms over time, overcoming the strengthened modern idea of a finished and non-modifiable place in favor of the ability to adapt to a continuously changing space.