



MILANO 2015
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Milano Capitale del Design® 2015 - FuoriSalone, 13-19 April 2015

ENERGY FOR CREATIVITY

UNIVERSITÀ DEGLI STUDI DI MILANO via Festa del Perdono 7 13 April-24 May 2015



Nemesi&Partners

Hall Aula Magna
exhibition
**Utopia Concreta. Padiglione
Italia Expo Milano 2015**
curators
MICHELE MOLÈ
and **SUSANNA TRADATI,**
NEMESI&PARTNERS
produced by
ITALCEMENTI GROUP

On the eve of Expo 2015, the exhibition presents an **evocative account of the worksite of the architectural creation that will represent Italy at the Universal Exposition**, and is already its symbol: Padiglione Italia. A **voyage in images** to retrace the most important moments of the 15 months of construction. Designed by Michele Molè and Susanna Tradati, studio Nemesi&Partners, the pavilion, composed of Palazzo Italia and the buildings of the Cardo, is the result of an international competition. Considered an architectural and constructive challenge, **Palazzo Italia, the only permanent Expo facility, reaches a height of 35 meters**. Its sculptural forms are enhanced by the **branching pattern of the outer enclosure**. For the design of this skin Nemesi has created a unique geometric texture that evokes the random intertwining of branches. **The entire outer surface of Palazzo Italia, 9000 m2, is composed of 750 panels**, individual pieces made with the technology of **Styl-Comp**. The panels are in **i.active Biodynamic cement** with the **TX Active principle**, both patents of Italcementi. In contact with sunlight, the material **captures certain pollutants and transforms them into salts**.



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Ph. Luigi Filetici

MICHELE MOLÈ and SUSANNA TRADATI NEMESI & PARTNERS

MICHELE MOLÈ founded in 1997 **Nemesi**, an **architecture and urban design firm**. The work of Nemesi is the result of an **analytical process which elaborates the various environmental, cultural, and economic factors that affect the project**. The research and professional activities of the firm are reflected through its meticulous work on the form and language underlying it, able to express technological and functional content as well as performance through consistent and poetic writings. The hallmarks of Nemesi architecture are found in its complex geometries, fluid spatial continuum with alternating full and empty spaces in close relation with the local context and the landscape, characterised by **technological innovation and a**

sustainable approach. Nemesi has gained significant experience in the **design of offices, residences, infrastructure, cultural and leisure facilities, public building and master plans**. It works alongside the integrated architecture company **NEMESI&PARTNERS**, which has been in business since 2008 and is led by Michele Molè and **SUSANNA TRADATI**, associate partner.

Among the main projects of the studio, **Padiglione Italia Expo 2015** (Milan, 2013-2015), the **new ENI headquarters**, winners of the international competition and architectural design in partnership with Morphosis Architects (Milan, 2011), **Atasehir Master Plan** residential and office complex, international competition, Istanbul, Turkey, 2008; conversion of **former Luciani woolen mill** (2007, Rome), urban and museum renewal of the **Mercati Traianei** (Rome, 2004), multifunctional and religious center **Santa Maria della Presentazione** (Rome, 2002).

ITALCEMENTI GROUP

It is **one of the world's largest cement producer** with a strong focus on **innovation and sustainable construction materials**. Through its research and innovation **center i.lab, designed by Richard Meier**, Italcementi can realize the complex project ideas of leading contemporary architects, from the development of sophisticated products to state-of-the-art structural and technological solutions. The innovative products developed at Italcementi's labs include **the self-cleaning and depolluting photocatalytic cement**, the **transparent cement** used for the Italian Pavilion at Shanghai Expo 2010 and the new **i.active Biodynamic, the high-fluidity cement** specifically formulated for the construction of the entire outdoor surface and part of the interiors of **Palazzo Italia at Expo 2015**. Italcementi boasts eminent partnerships with Venice Biennale, Milan Triennale, Maxxi of Rome, UIA World Congress of Architects and the installations for the Milan Design Week. A cultural program which integrates industry and architecture and comprises also the **"arcVision Prize – Women and Architecture"**, the international architecture award for female designers instituted in 2013.



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