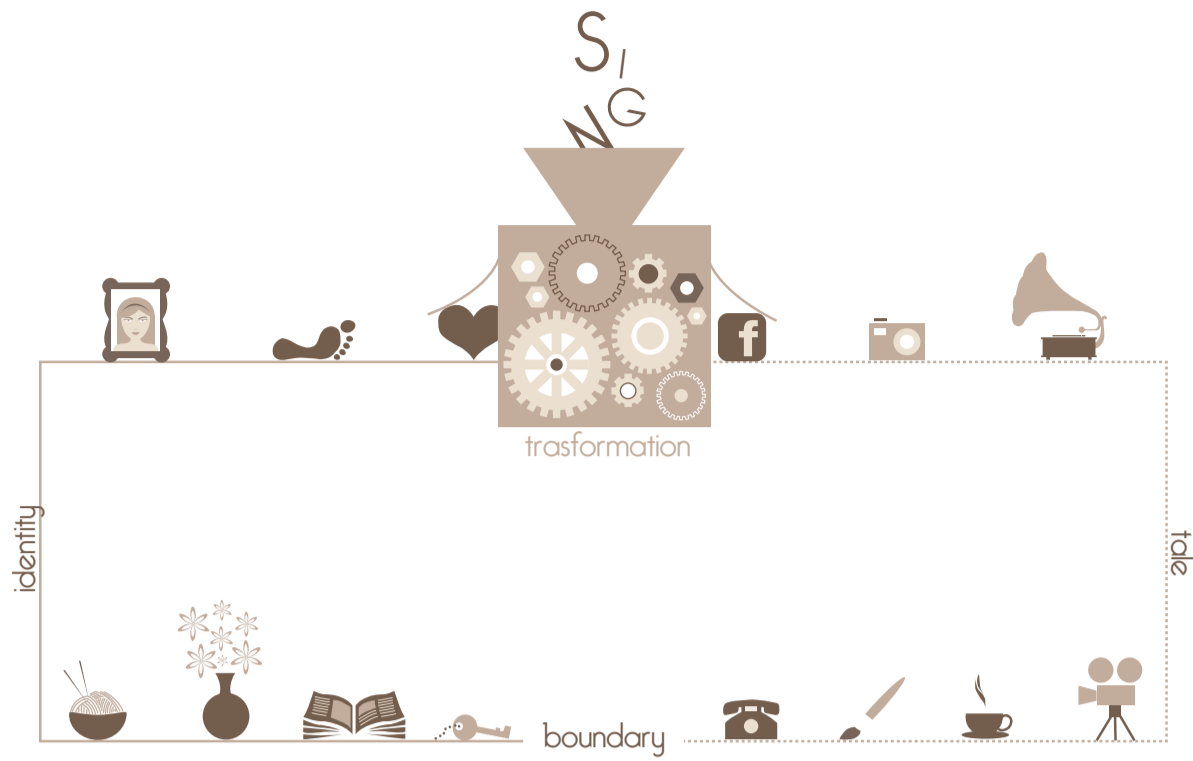


Sign

METAPHOR



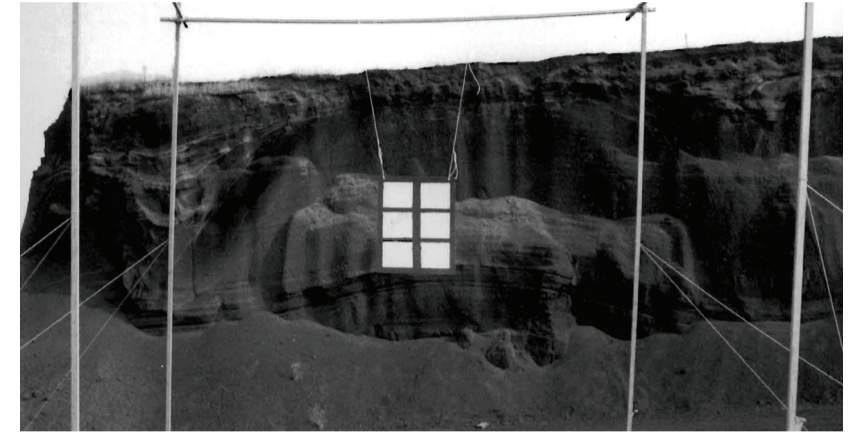
SIGN as a tangible transformation of a space in a place. The transformation from the user generates an identity in the private space and a tale of himself in public space. Boundaries between private and public spaces are an important subject of the project.

CASE STUDY

NEW HOME, NEW LIFE
Cohousing to start over together
Swans Market_ Oakland, California, USA



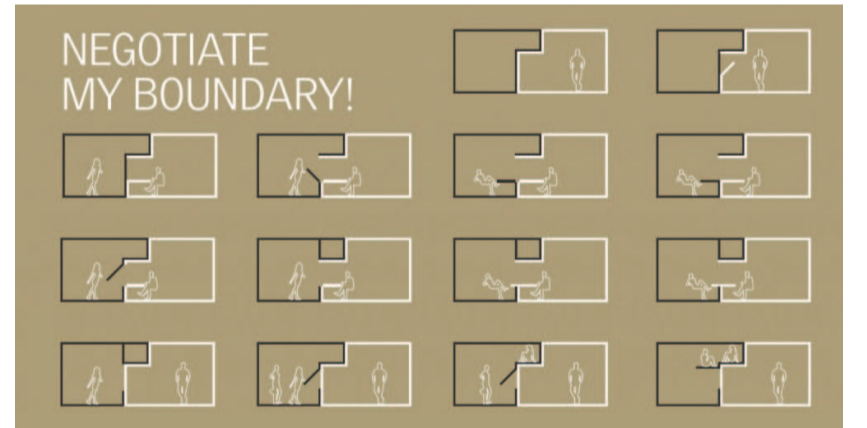
FROM SPACE TO PLACE
People change spaces where live
Ettore Sottsass_ Metaphors



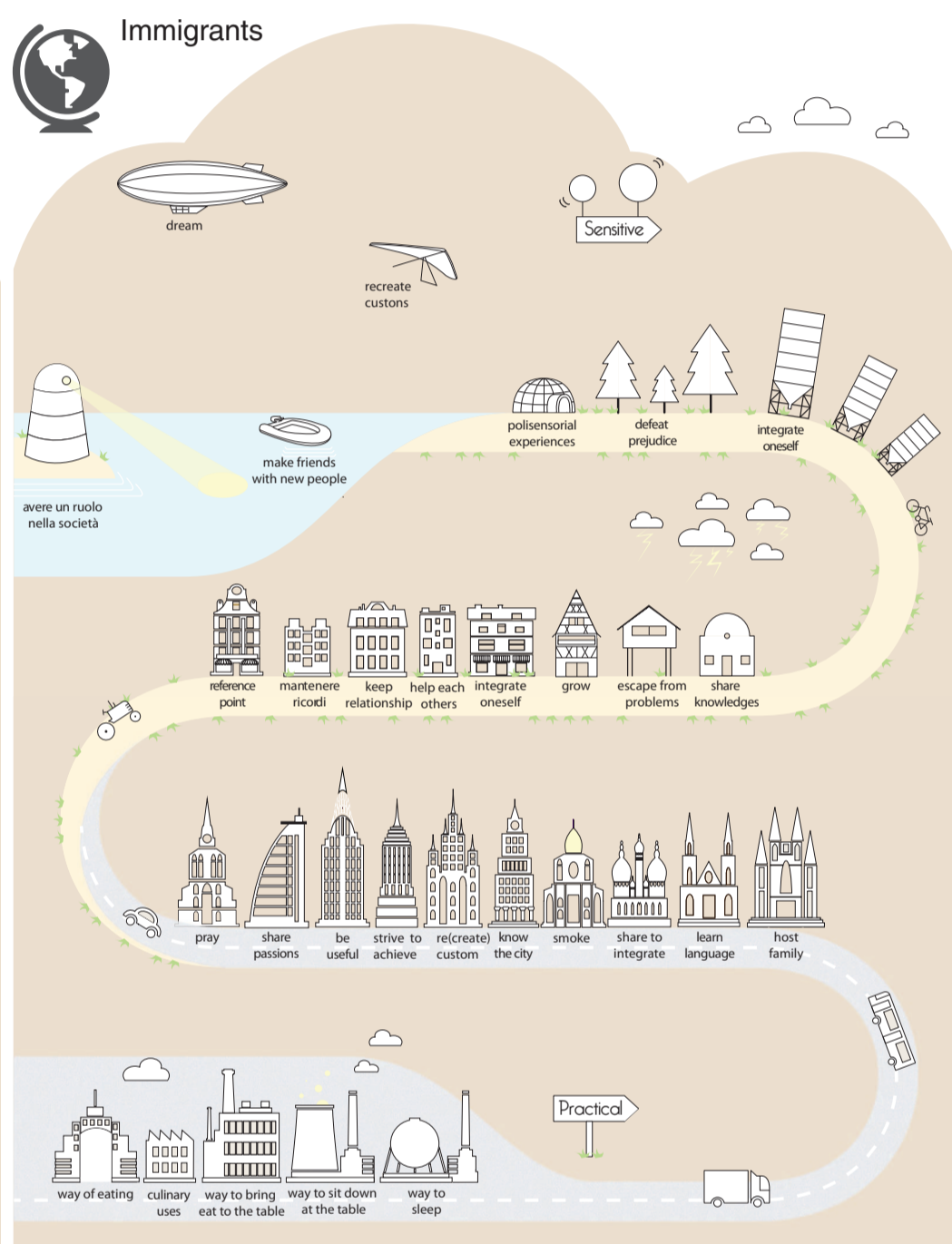
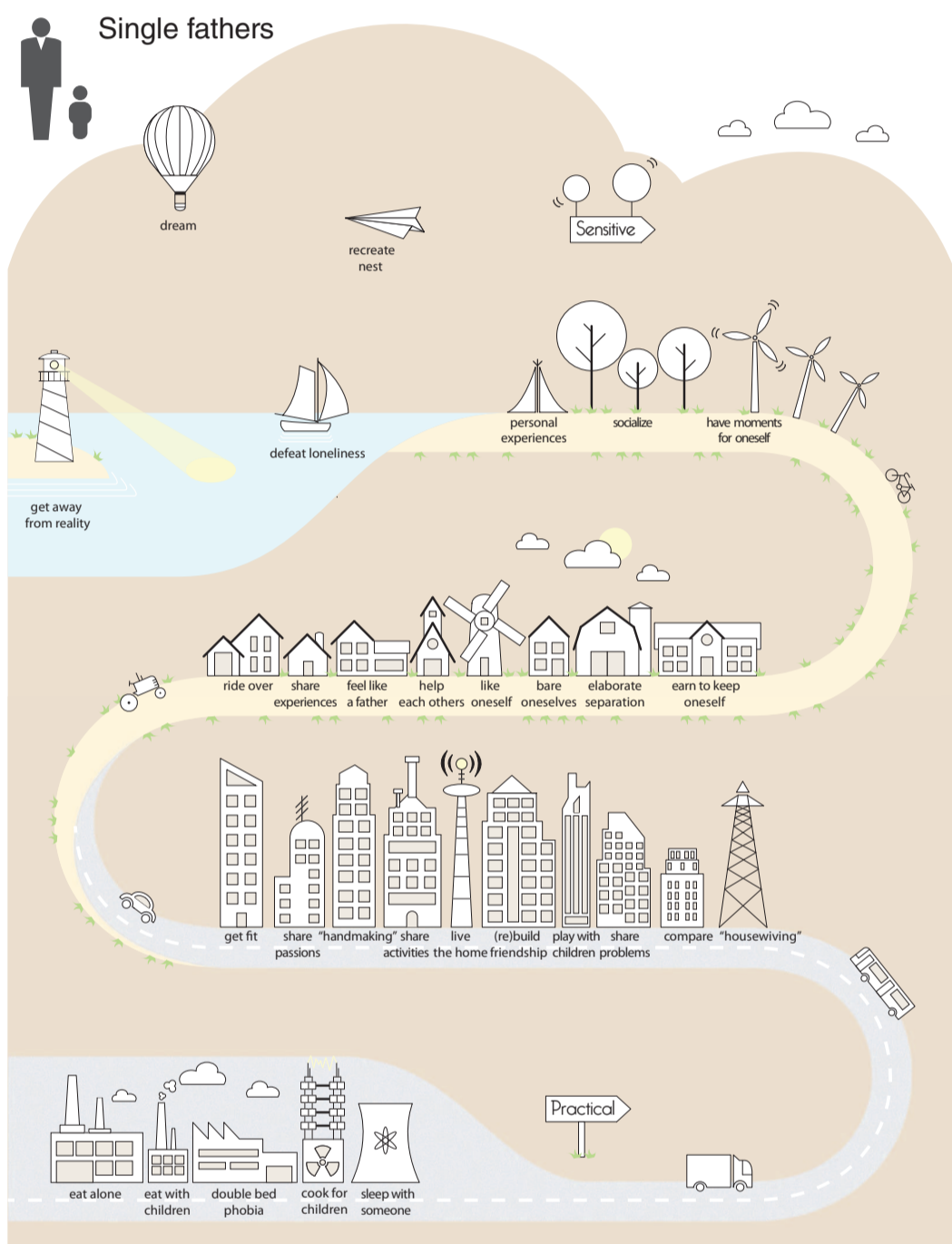
PEOPLE'S SIGNS
Track tell stories
Michael Heizer_ Double Negative_ 1969



MAKE YOURSELF AT HOME
Open your house and open your mind
Studio +RAMTV_ Negotiate my boundaries



USERS



MASTERPLAN

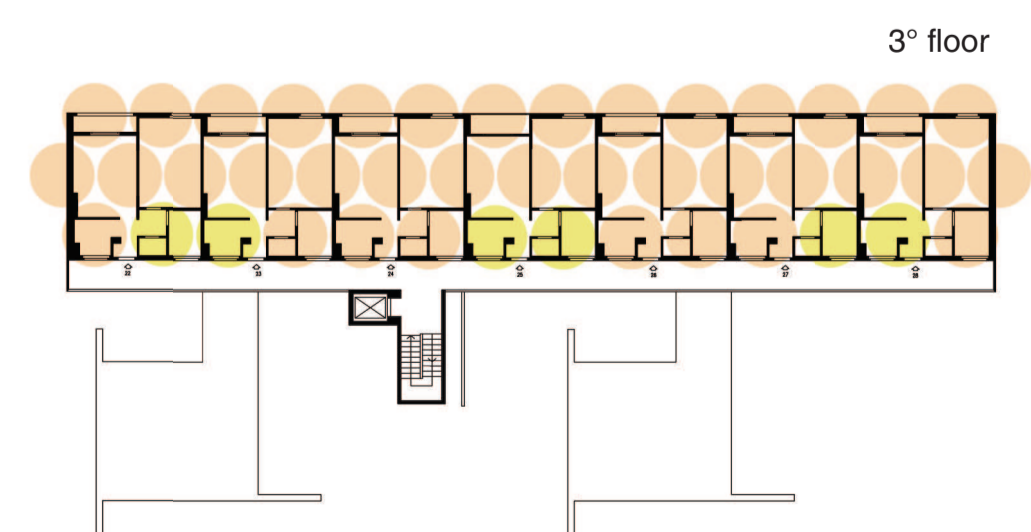
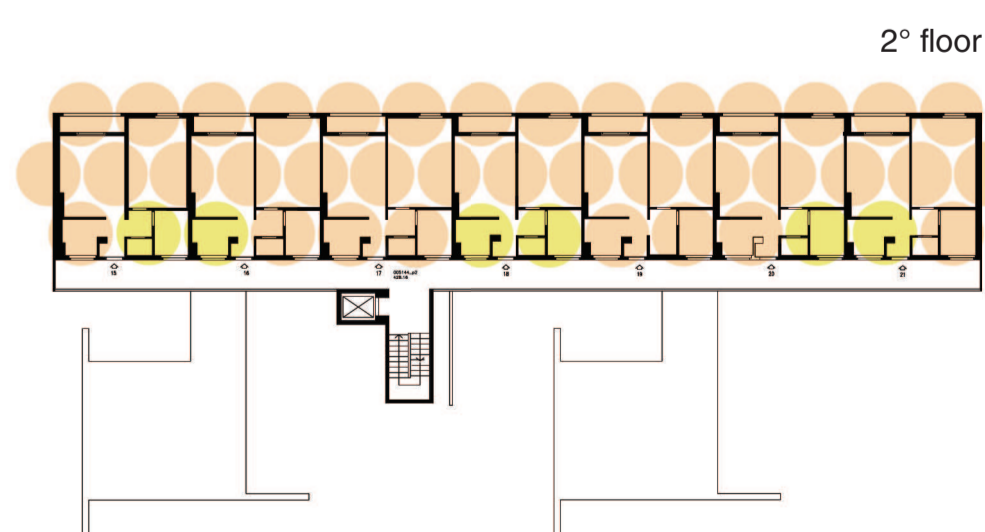
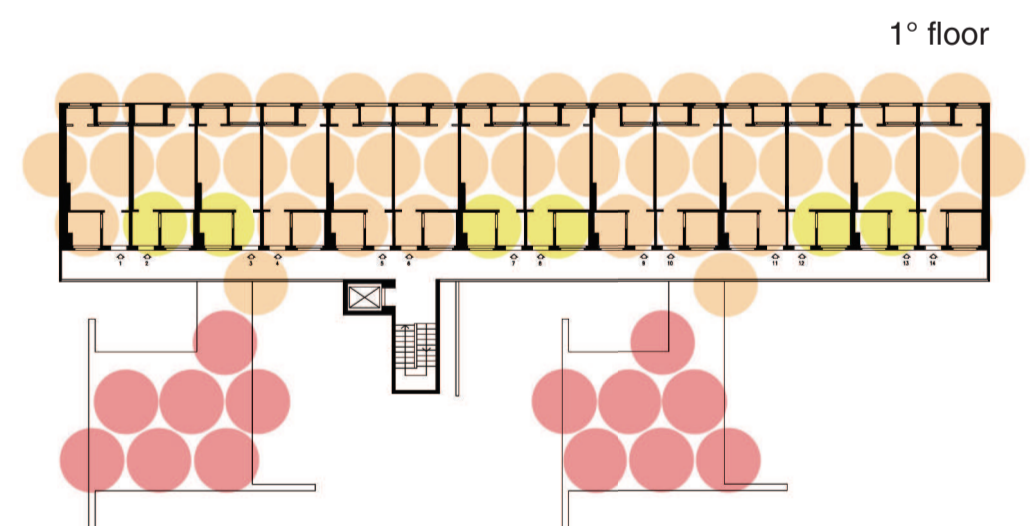
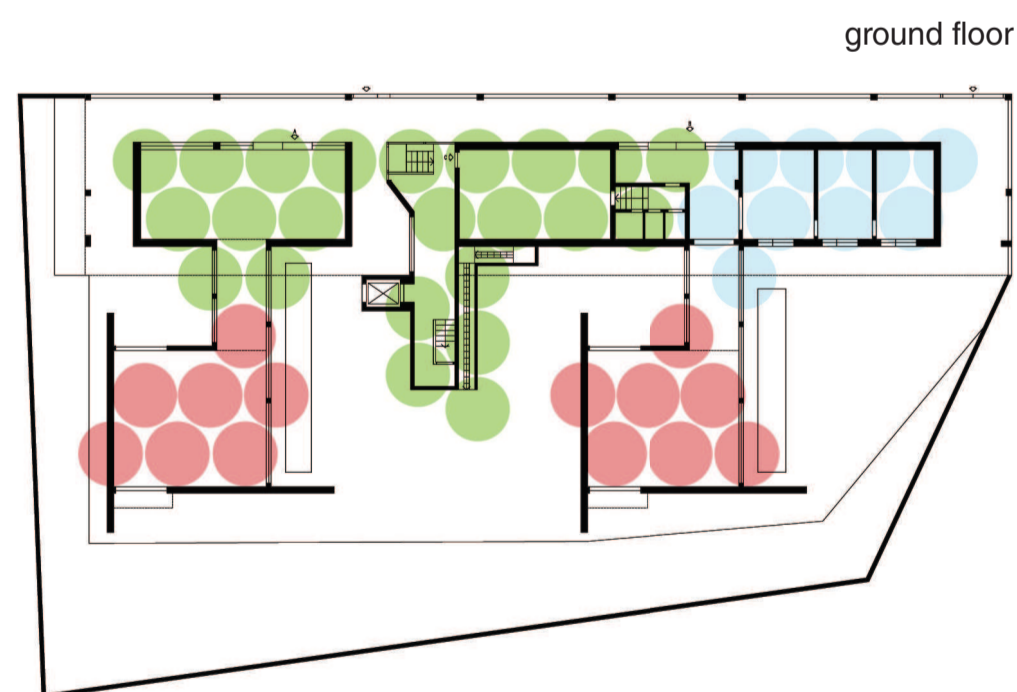
SPAZIO ABITO
64%
1038 mq

SPAZIO CHIOCCIOLA
9%
149 mq

SPAZIO ORMA
10%
162 mq

SPAZIO RUMORE
5%
77 mq

SPAZIO VAPORE
12%
187 mq



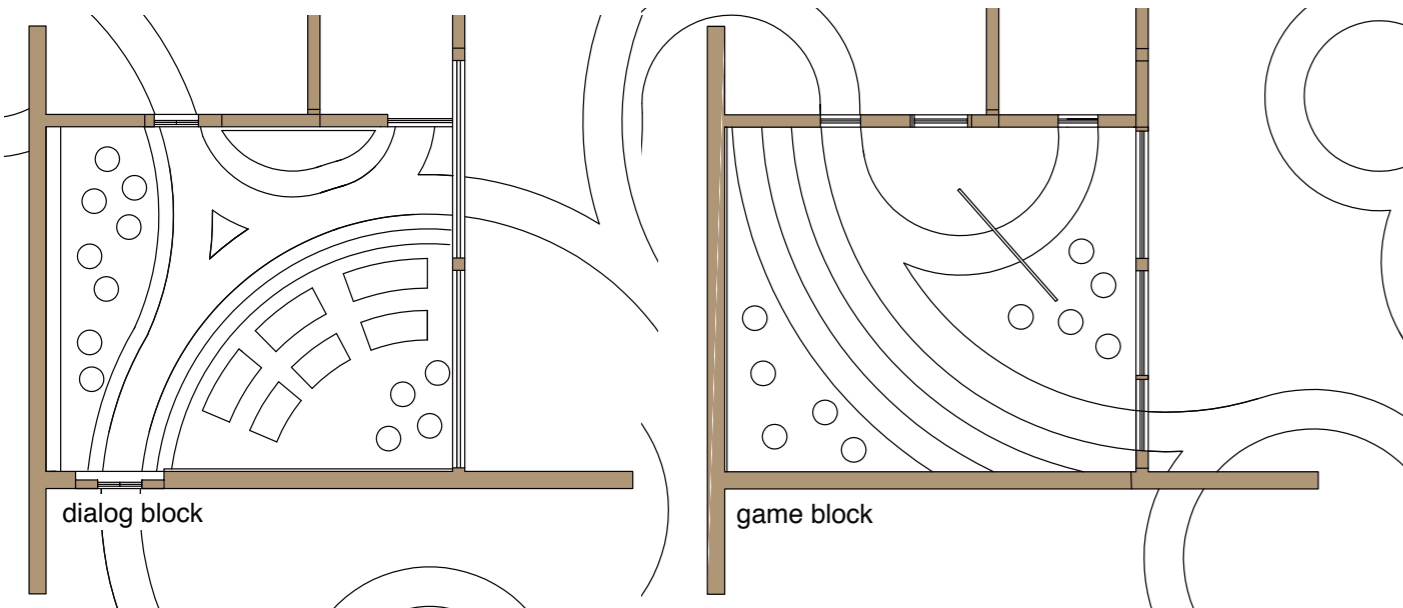
PUBLIC SPACE

PRIVATE AREA



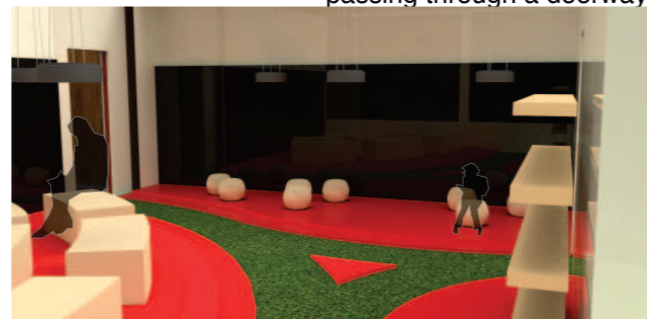
METAPHOR

In the ORMA space (orma = footprint) metaphor of SIGN is a very strong symbol that qualifies the degraded space of the whole area. Another value that we would give to the metaphor is TALE: sign like a narrative of place, that is experienced in constant evolution.

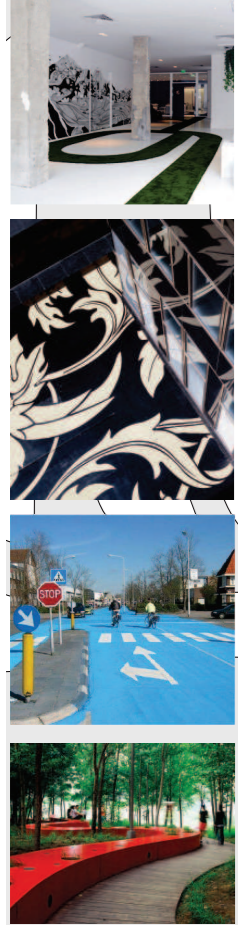


INDOOR SPACE

Two kinds of interior spaces: DIALOGUE and GAME. The project purpose is to join interior space and outdoor space through a single path and thus create places with different functions. The interiors maintain the colors of the exterior, but reversed, thus suggesting passing through a doorway.



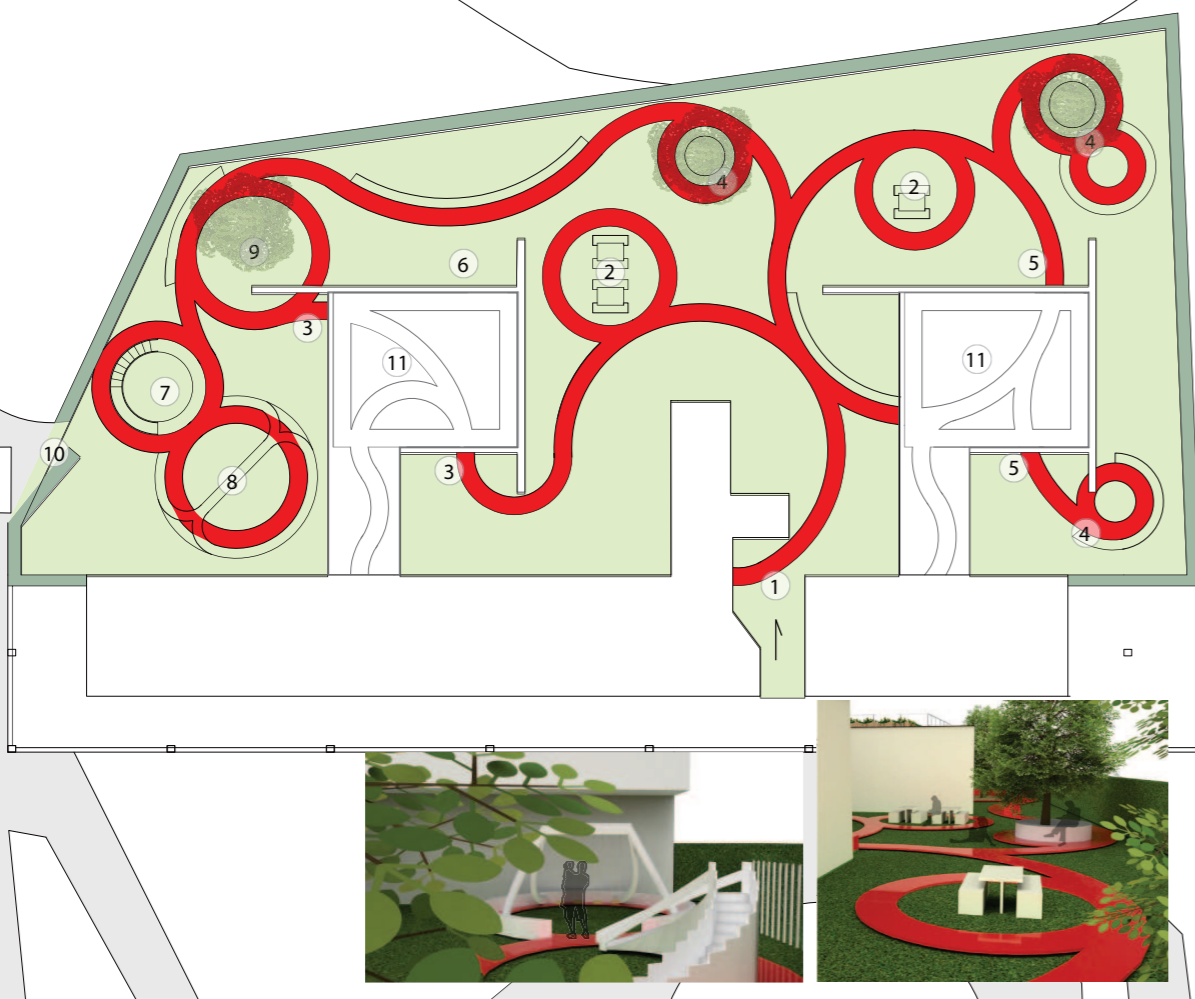
PROJECT HINTS



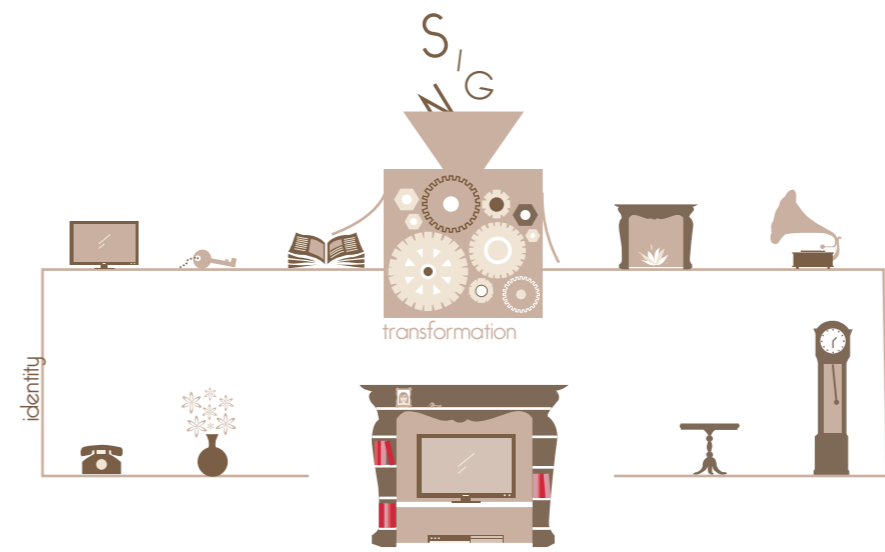
OUTDOOR SPACE

The outdoor space is divided into different areas, depending on the proximity to the building blocks, they are equipped in a different way: swings, slide and sandpit for the playing area, while other spaces for reading and dialogue with different arrangements of seats want to indicate spaces for intimate sphere (circles with inside bench) and the social sphere (circles with seats facing inwards).

In the space of the two terraces placed over the blocks we propose a botanical garden with herbs to develop sharing among residents.

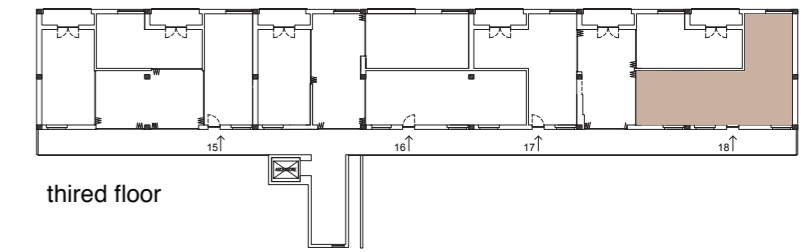


1. entrance
2. table area
3. entrance to the game block
4. reading area and dialogue area
5. entrance to the dialog block
6. climbing area
7. slide area
8. swings area
9. sandy area
10. interior view
11. gardening area with herbs



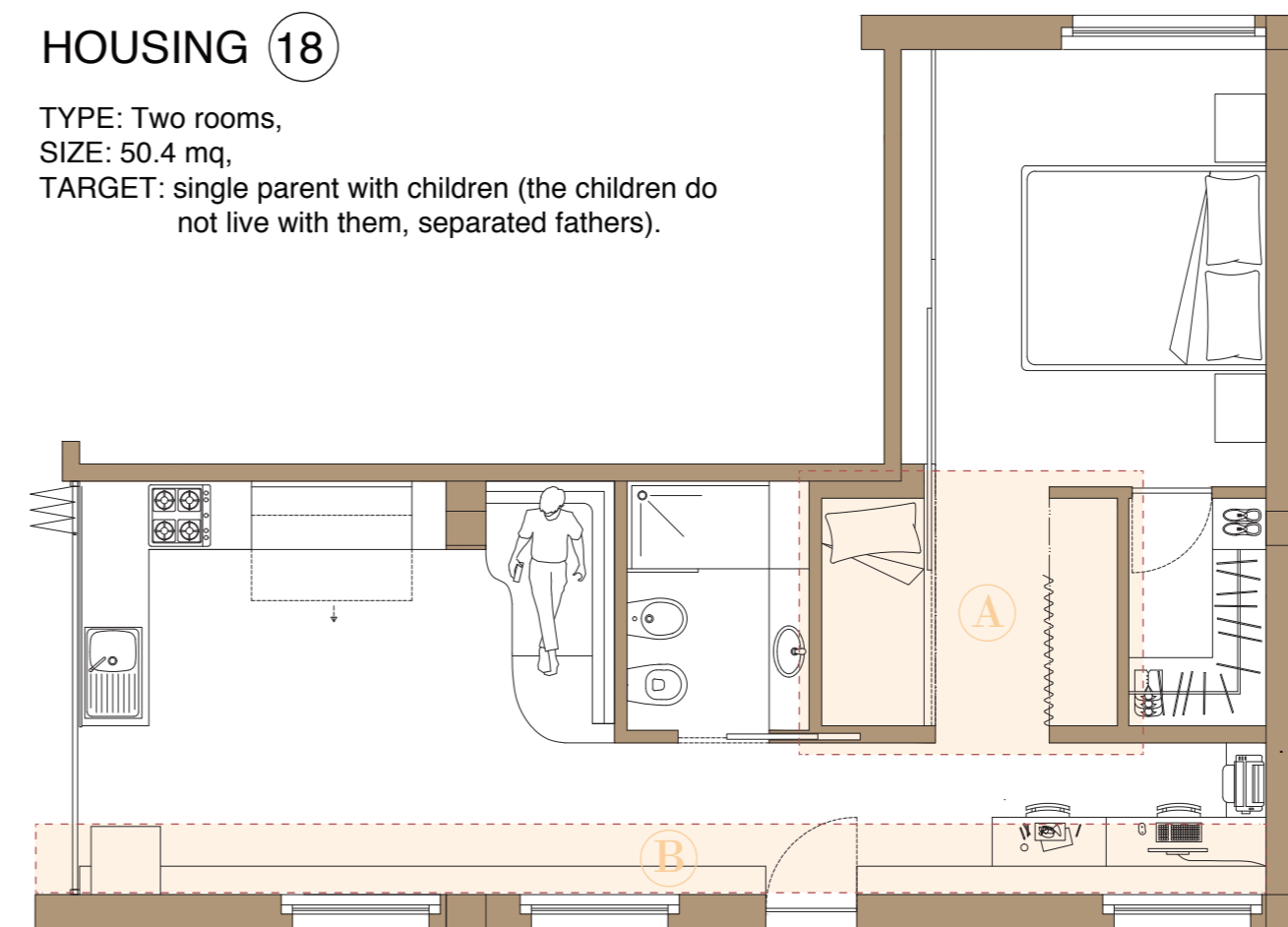
SIGN, thanks to its transformation, creates identity (small to medium personal items) and story (furniture) that merge. The sign becomes a tale of the user.

Another variation on the word sign was trasformability. Transformability that you can find in some furniture elements (such as the pull-out table, beds and space for children to play resealable ..)



HOUSING 18

TYPE: Two rooms,
 SIZE: 50.4 mq,
 TARGET: single parent with children (the children do not live with them, separated fathers).



CHILDREN SPACE

The space of the game is made by the walk-in closet. It has a height of 1.4 m and is designed to create the famous "cottage" that children construct to play with blankets, couches, chairs.



This space was created to give children a space for themselves, private, but that once opened can become intimate place of dialogue, discussion and play with the parent.

WALL

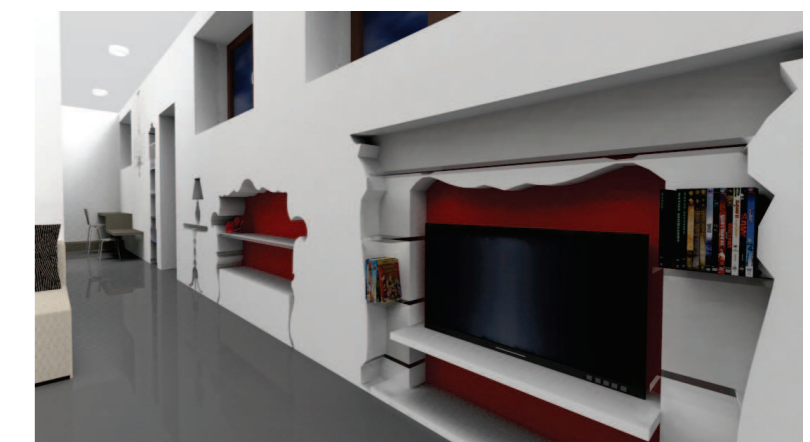
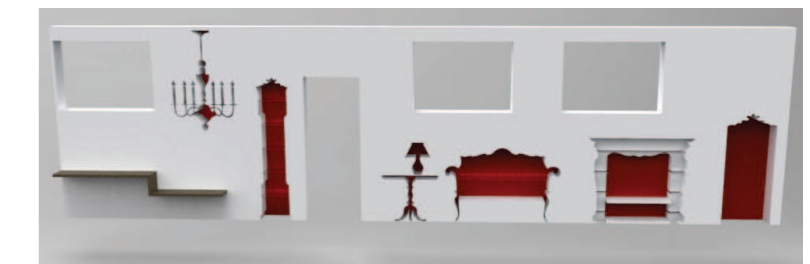
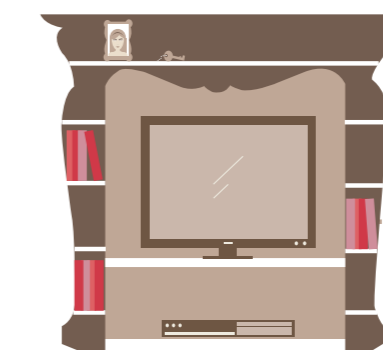


FIREPLACE
 You stand in front of the fireplace to relax, read a book, work, ..



TELEVISION
 The sofa and the TV have replaced, in fact, what once was the figure the fireplace, becoming element essential in every home.

over the years has left more and more the place to



SEGNO

via Demonte, Niguarda
 Arianna Gabrieli | Chiara Gallivanone

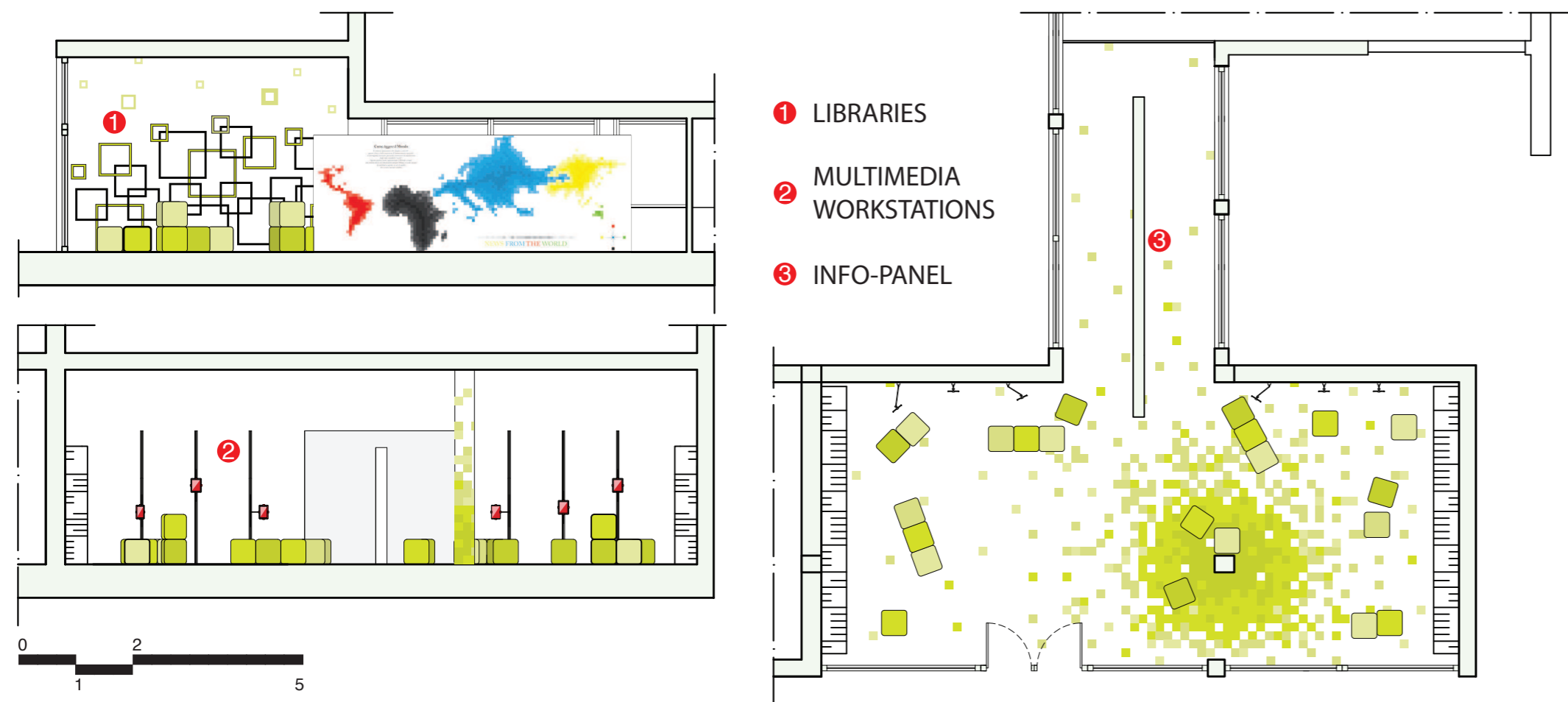
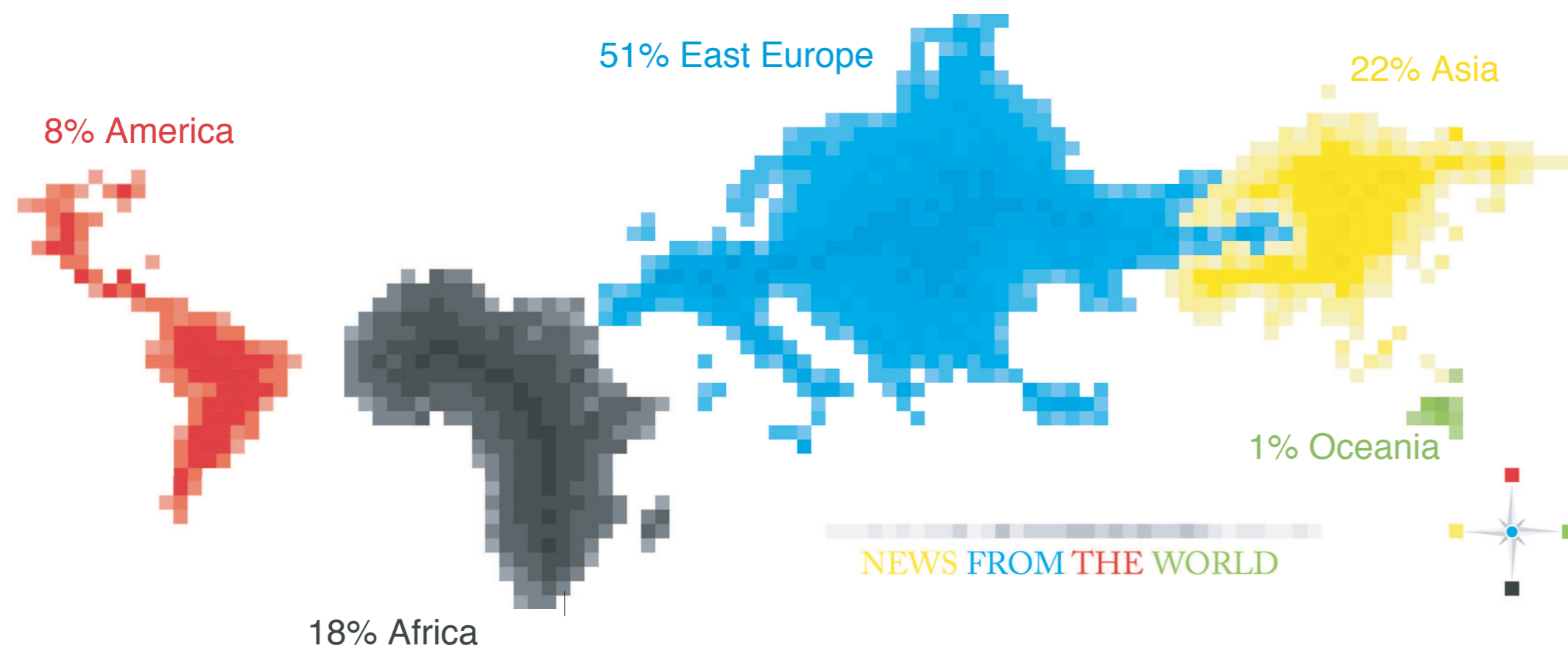
Spazio Chiocciola

WHAT'S THE IDEA?

The metaphor of the sign is interpreted as a union of significance and signification, from which comes the communication. In the Chiocciola space (chiocciola=@), understood as the Internet, there are three stages of communication that correspond to three different places: WORLD, CITY and DISTRICT.



HOW IT WORKS?



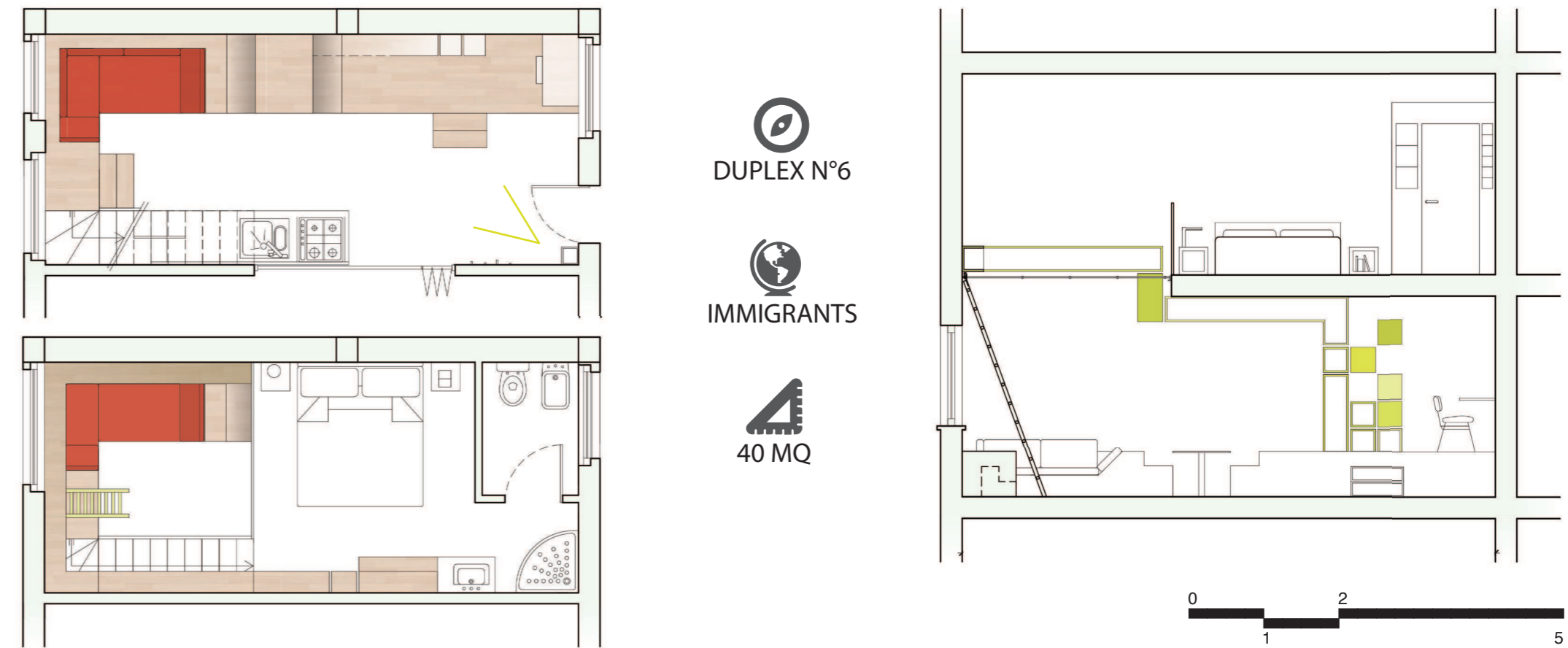
Spazio Abito

WHAT'S THE IDEA?

The fourth level of communication is in the accommodation, when an individual relates himself. In this case the sign is represented as a strong physical mark which transforms the space and runs along the apartment.



HOW IT WORKS?



Spazio abito

CONCEPT



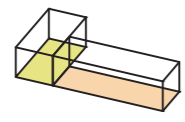
HOW CAN ONE CHANGE THE SPACE HE LIVES?

Objects, actions, and habits express directly and indirectly the identity of a person.

The idea is designing domestic space with the same logic that guides the interior design of museums and retail. The apartment becomes a sort of exhibition where the user is the ARTIST and its objects, habits and passions, the WORKS.

PROJECT

SPAZIO ABITO
SPAZIO VAPORE



APARTMENT
N° 2



ONE ROOM
FOR IMMIGRANTS

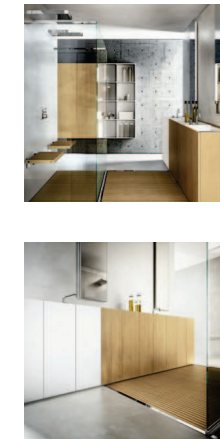
38,4
mq

Everyday
Occasionally

HOME AS AN EXHIBIT OF ONESELF

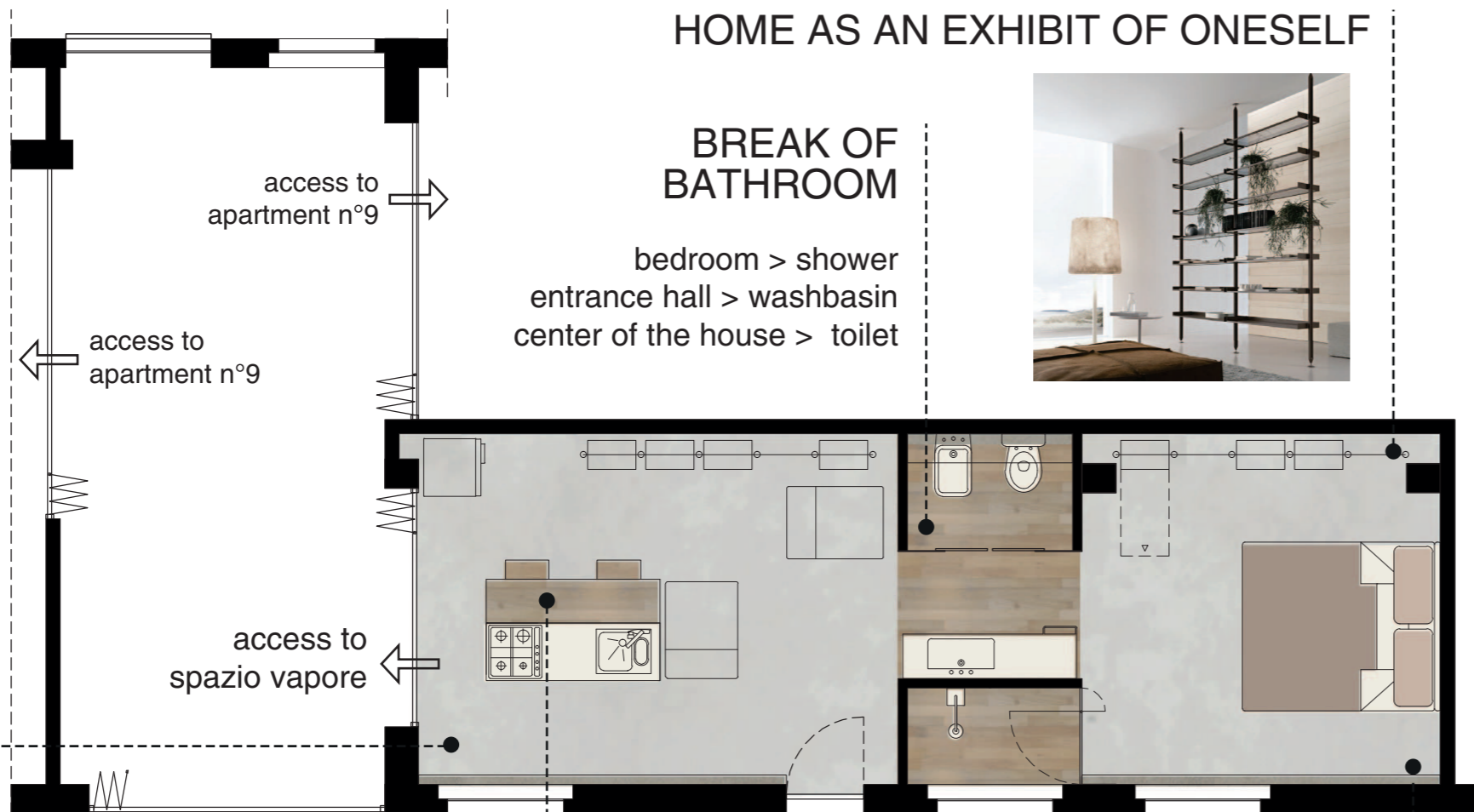
BREAK OF BATHROOM

bedroom > shower
entrance hall > washbasin
center of the house > toilet

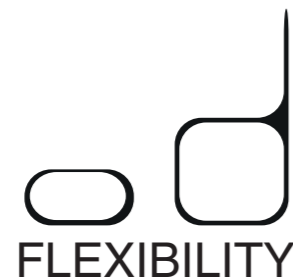
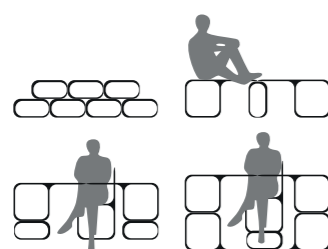


MATERIAL BOARD

- resin rock stone grey
- european natural oak



access to
apartment n° 2



FLEXIBILITY



PERSONALIZE YOUR WALL

Spazio vapore

CONCEPT

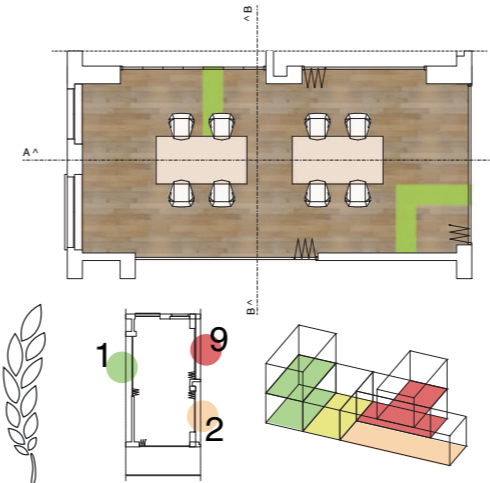


OPEN YOUR KITCHEN TO OTHERS

Steam (=vapore) is the palpable sign that someone is cooking in the area

The "spazio vapore" is a compromise between a shared kitchen and a private one. A bellows separates the public space from the private but each user can choose to open it and in this way open your own kitchen with the other housemates.

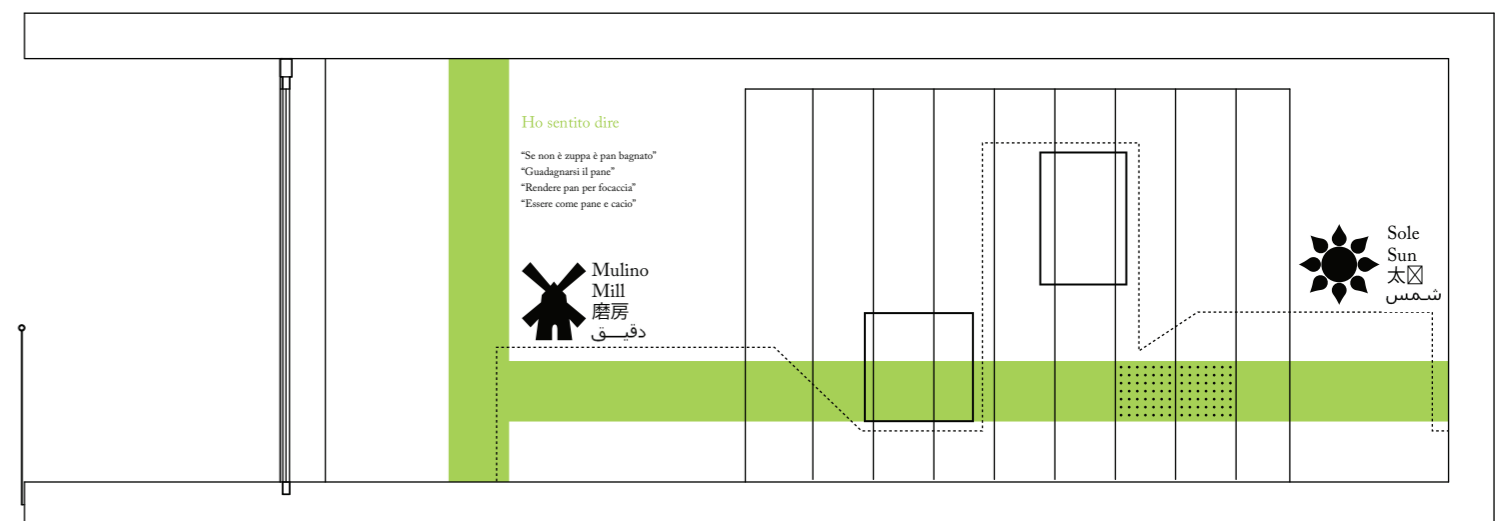
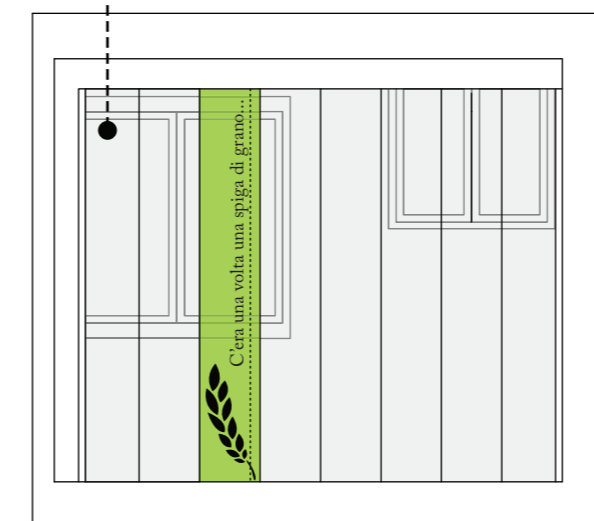
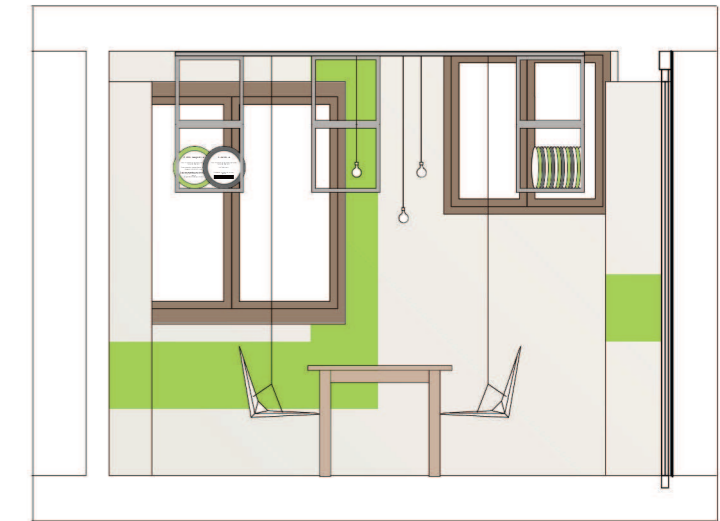
PROJECT



WRITE, PLAY AND LEARN



WRITE RECIPES ON PLATES



SCALE 1:50

SIGN

I. Guaglianone | M. Macchis