



↑ General view of the building.

Buoyant in Industrial Boundaries

Manufacture Berluti, Italy

Interiors in industrial structures usually are hard to go with aesthetical values; Barthélémy Griño Architectes have endowed this manufacturing workshop with minimal and refined interior design.

Text: Divya Pai

Drawings: courtesy Barthélémy Griño Architectes

Photo: courtesy Arnaud Schelstraete

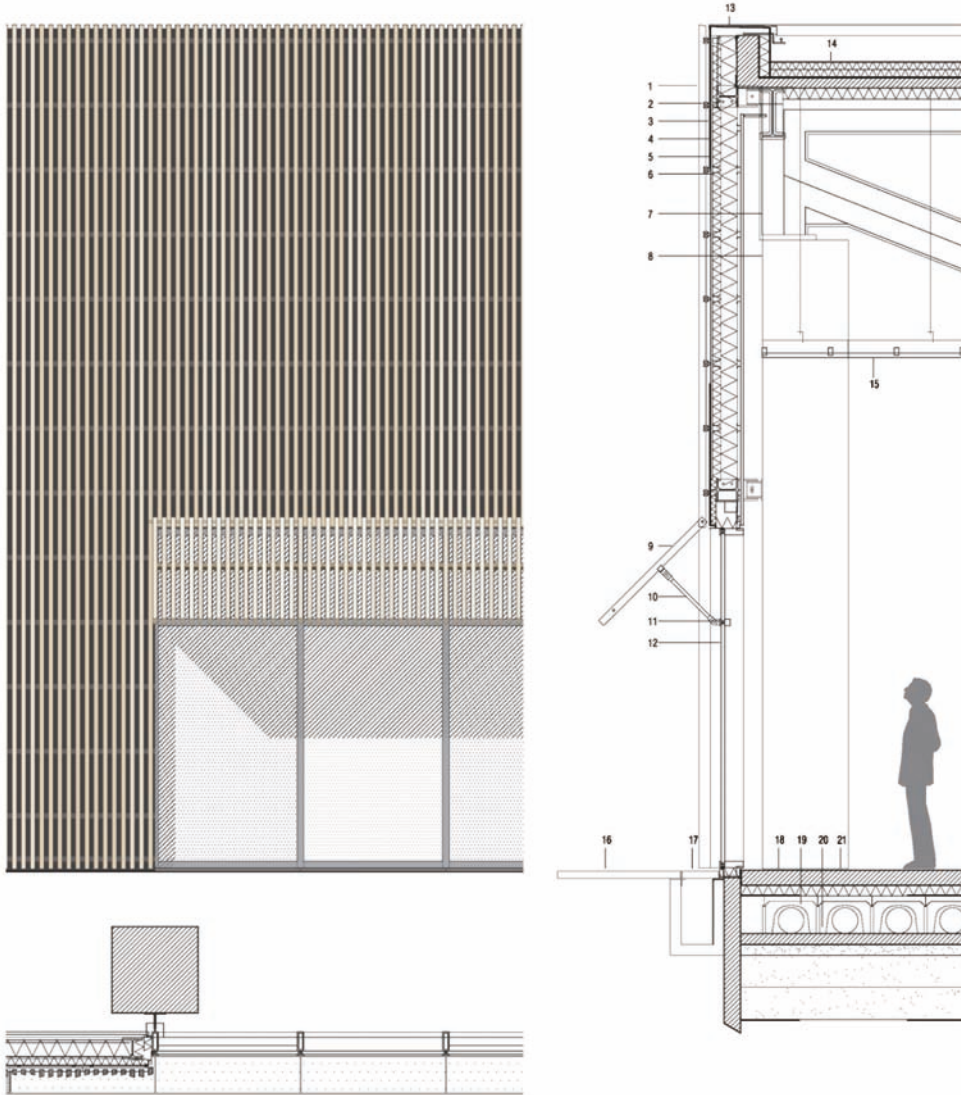
South of Ferrara, on the fertile and meticulously manicured plain of the Po River in Italy- here the two main economic uses of the valley are for industry and for agriculture, both major uses. Amidst the orchards, stands new Berluti manufacture of luxury shoemaking, which does not resemble itself like the usual other industrial edifice. This workshop is not a factory, but rather a genuine manufacturing industry.

The intelligence of hands and the transmission of gestures are echoed in the care taken with the details of the building's construction.

When one attempts to envision an industrial area, the creative visual sense ends thinking about huge machinery and disturbing volumetric massing in its interiors. To reform and break the usual monotony of



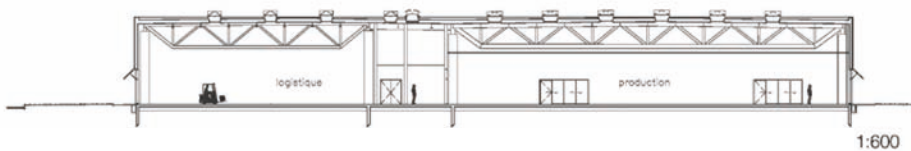
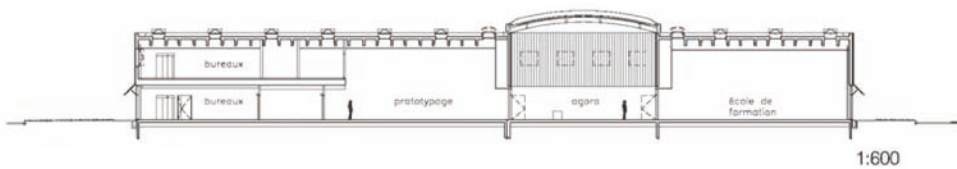
¹ Façades of shops and offices.



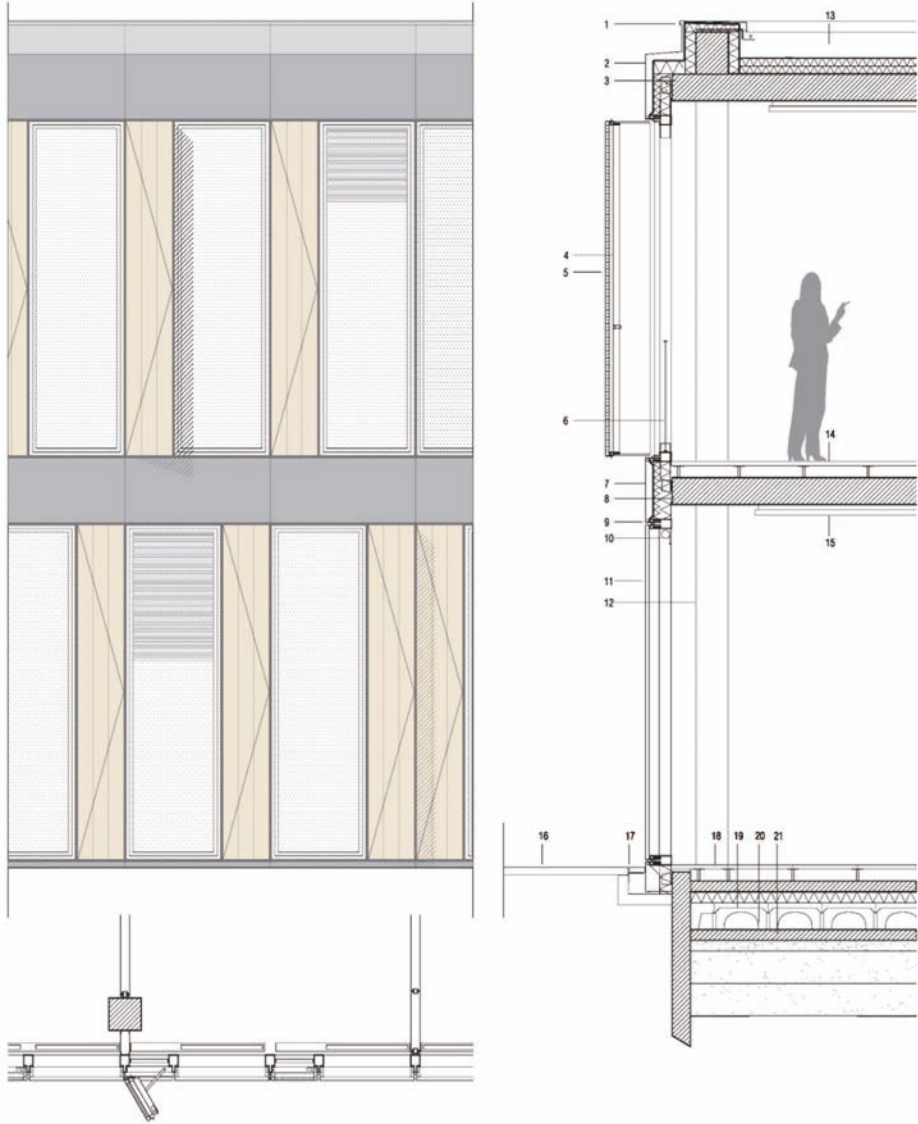
Workshop facade section, scale 1:50

- | | |
|--|---|
| 1. openworked Red Cedar claddings with variable geometry | 11. powder-coated aluminum curtain wall |
| 2. horizontal rail in Red Cedar | 12. double glazing extra clear |
| 3. colored waterproofing membrane | 13. aluminium folded sheet |
| 4. waterproof cement board support | 14. waterproofing membrane |
| 5. plasterboard dubbing | 15. openwork ceiling in natural beech |
| 6. steel frame facading | 16. outdoor concrete path |
| 7. flocked metal framework | 17. steel grid |
| 8. reinforced concrete column | 18. concrete screed |
| 9. openworked brise soleil in Red Cedar | 19. three dimensional prefabricated modules |
| 10. bracon steel | 20. ventilated crawspace |
| | 21. Reinforced concrete slab |

↑ SECTIONAL DETAILS



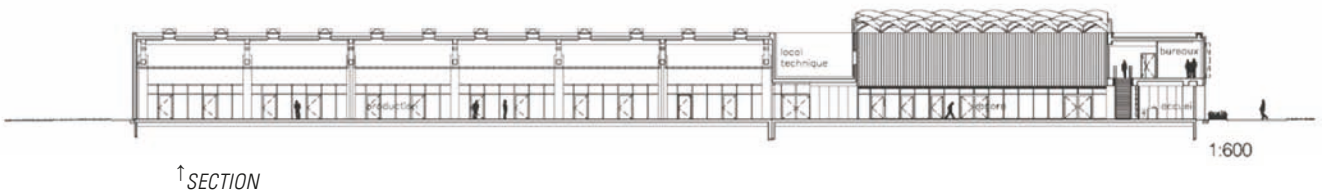
↑ SECTIONS

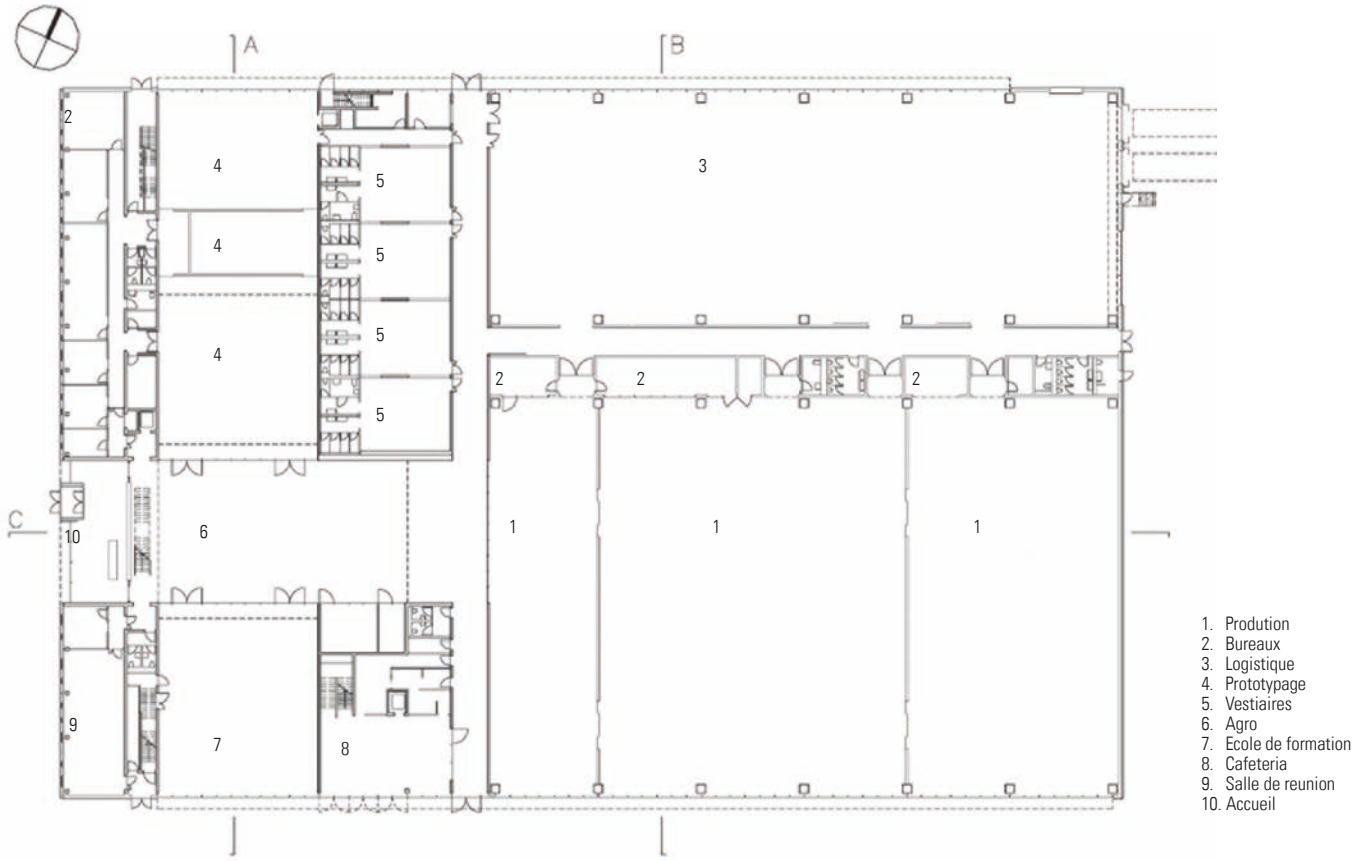


Détail façade bureaux, échelle 1:50

1. aluminium folded sheet
2. aluminium cladding
3. concrete slab
4. opening for natural ventilation in aluminum
5. Red Cedar cladding
6. powdercoated steel railings
7. aluminium cladding
8. concrete slab
9. glass facade -VEC-
10. roller blind

11. double glazing
12. reinforced concrete column
13. waterproofing membrane
14. technical raised floor
15. radiant and acoustic ceiling
16. outdoor concrete path
17. steel grid
18. faux plancher technique
19. three dimensional prefabricated modules
20. ventilated crawlspace
21. Reinforced concrete slab





↑ FLOOR PLAN



↑ Agora distributing all areas.



↑ Front view of Agora.

industrial interiors, Barthélémy Griño Architectes have planned this manufacturing workshop with their refreshing ideas. Functionality is prioritised while aesthetics is not considered mandatory usually in the designing list of industrial areas, one can observe, this project on the contrary, planned considering two principles which makes it stand apart from the functional idea above. The principles considered while formulating this proposal are: to make this design a part of the site's industrial, technical and infrastructural semiology disappear, also to endow the envelope with a vibrant and kinetic presence in order to diminish its mass. Neither technical protrusion nor machinery is visible from outside, despite the important need for ventilation as well as the need for anti-seismic reinforcement.

The brand identity has been contextualised and transcribed in the architecture: wood is the dominant material of the building whose façades have developed a patina over time. Variable sections, the battens in untreated red cedar are rhythmically repeated across the lateral façades and rises up from the ground to form a sun breaker, broadly opening up the workshop to the landscape of the plain. On the contrary, the main façade is smooth with an alternation of glazed panels and openable wooden panels that liven up the façades and offer natural ventilation.

The interiors have been planned without involving too much of huge massing and volumes. The arrangements with the technical machineries do not obstruct the ambience or disrupt the elegance of their denoted working areas. Grandiose, with its grid of interlocking beams in resinous woods, projecting woven shadows like gigantic laces into the heart of the nave, the agora connects and distributes all the spaces, and brings all crafts, skills and know-how together at the heart of the manufacture.



↑ *Naturally lit cafeteria.*



↑ Entrance and monumental staircase towards the office areas.



↑ Bureaux.

The workshop space has used natural light to filter the space and keep the energising working flow in it. Huge opening for production area has bonded the exterior of landscapes with the interior spaces without and disruption in its view. This cuts the typical indoor industrial pattern of encapsulating the major production areas with visual bearers and keeping it detached from the outer surroundings. Keeping the colour shades in white, the brightness and energising presence can be seen even in the remote corners of this workshop. The timber work blends and complements itself in all shades of white and reflects out ethnically in this project.

The planners have taken these primary factors into consideration while designing; sustainability, quality, comfort of workspaces, particularly with generalisation of natural ventilation and lighting, strong inertia of the envelope, use of natural materials, compactness of construction, photovoltaic panels and control of energy consumption which is 27% below the mentioned national levels. While covering all these factors, the monotony of a stereotype industrial structure has been expunged, replaced with an aesthetically evolved and fairly evaluated design by the planners. ■

FACT FILE:

Project Name	: Manufacture Berluti
Location	: Ferrara, Italie
Client	: Manifattura Berluti s r l , Ferrara
Design Lead	: Ludovic Masson
Architects	: Barthélémy Griffo Architectes Sas
Total Area	: 7,890 sq m
Project Estimate	: 12 500 000 € without tax free
Structural Engineer	: Rfr, Paris
Civil contractors	: Carron Cav. Angelo s p a , San Zenone degli Ezzelini
Electrical contractors	: Marighelli s r l, Ferrara
Initiation of the project	: June 2012
Completion of the project	: January 2015