



# Brick Stone Metal Wood

BUILDING ON TRADITION



## Making It



BERLUTI FACTORY  
INDUSTRIAL  
WOOD, STONE, STEEL, GLASS  
FERRARA, ITALY  
2016

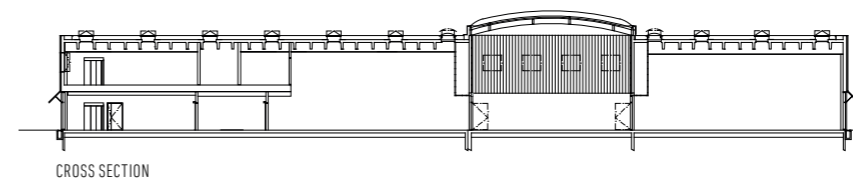


**S**outh of Ferrara stands the new Berluti luxury shoemaking factory. The building's concept is derived from a dual logic: to make part of the site's industrial, technical, and infrastructural semiology disappear, and to endow the envelope with a vibrant and kinetic presence in order to diminish its mass. No technical protrusion or machinery are visible from outside.

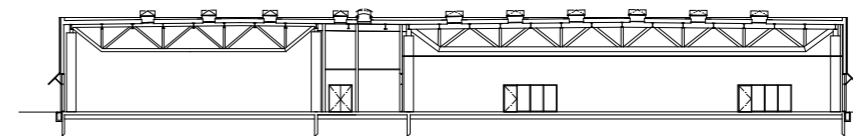
The brand identity has been contextualized and transcribed in the architecture: wood is the dominant material of the building whose façades will develop a patina over time. Various sections, such as the battens in untreated red cedar, are rhythmically repeated across the lateral façades, which rise up from the ground to form a sun breaker, opening up

the workshop to the landscape. By contrast, the main façade is smooth with an alternation of glazed panels and openable wooden panels (untreated red cedar) that liven up the façade and offer natural ventilation. Attention was given to sustainability, quality, and comfort of the workspaces, with an emphasis on natural ventilation and light. Natural materials were used in conjunction with a compact structure, photovoltaic panels, and an ability to control the energy consumption of the building.

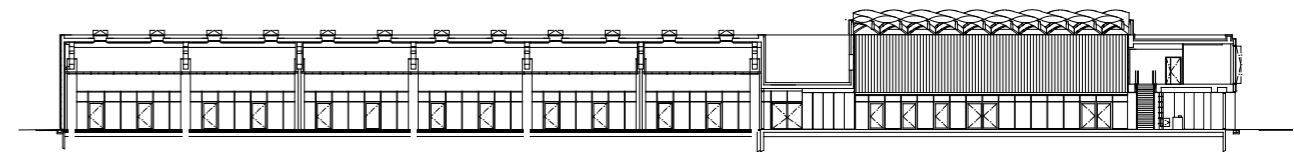
Grandiose, with its grid of interlocking beams in resinous woods and projecting shadows, the agora connects all the spaces, and brings all crafts, skills, and know-how together at the heart of this place of manufacture.



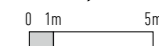
CROSS SECTION



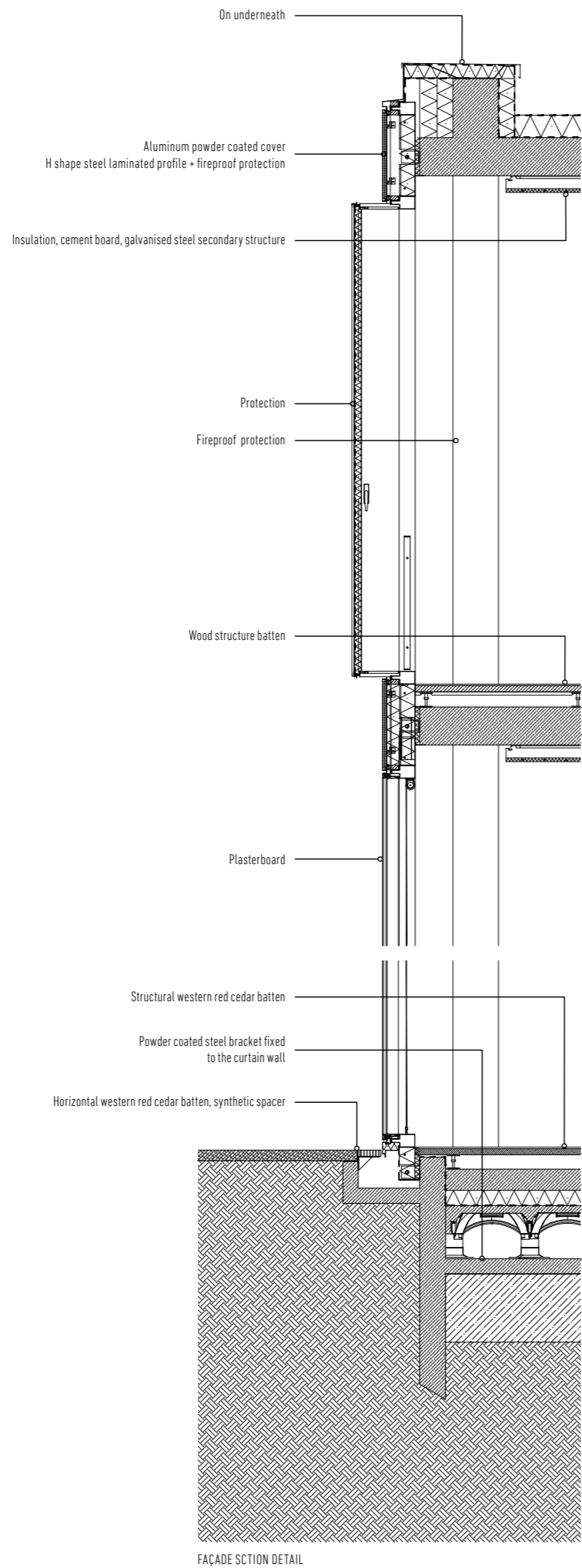
CROSS SECTION



LONGITUDINAL SECTION







FAÇADE SECTION DETAIL

