

# MONDO



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Italy  
Vodafone

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New York  
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Belgium  
Gent Fire Brigade

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Vodafone  
Italia

Vodafone Italia wants to project the right identity, image and organisation in the workplace, to define the company's role as a well-established part of an international enterprise.

With the new offices, designed and completed in collaboration with Dante O. Benini & Partners, the aim is to achieve the right level of environmental comfort in each workplace, while preserving the company's identity and providing a basis for its growth and development by improving the working environment.

In practice, this aim translates into a desire for a high working standard, in all of the various areas, whether purely "productive" areas such as offices or open spaces, or areas set aside for meeting colleagues and socialising.

#### The Architectural Design

The architectural design is based on the creation of a new entrance, in the subway in Via Montenapoleone. This was the first opportunity to redevelop the premises, starting from the outside.

From the entrance, through the supervised reception area fitted with advanced surveillance equipment, we come to the ground floor areas: archive and storage areas, and most importantly the new canteen, seen as a "social" area.

Inclusion of the canteen has provided a young, dynamic environment with a large dining hall that can accommodate up to 200 covers at each sitting, with a freeflow area and a bar. All the architectural and furnishing features help to create a relaxed, informal atmosphere, thanks to the use of archways, curtains and, in particular, a clever and well-balanced use of colour.

"The aim is to achieve the right level of environmental comfort in each workplace, while preserving the company's identity"

New life for  
ICO centrale with  
Vodafone Italia

# Vodafone Italia



The idea was applied for the first time at the new DPC in Via Bisceglie. Its feasibility was demonstrated in subsequent projects, which reveal the planning concept shared with Vodafone Italia, also used in the prestigious 1938 redevelopment of the Ico Centrale building, carried out by Figini and Pollini for the engineer Olivetti in Ivrea.

#### Refurbishment of office buildings at Ico Centrale Ivrea 2005-2006 - gross floor area 12.000 sqm

The redevelopment works particularly involved the Ico Centrale building (1938-1949), one of the most significant and well-known products of twentieth-century Italian architecture, a project that brought together two architects who were then just starting out - Luigi Figini and Gino Pollini, and a very high-profile client, Adriano Olivetti. Of all the buildings constructed by Olivetti at Ivrea, this is certainly the one that, more than any other, highlights the architects' unmistakable desire for modernity and the sense of community, which Adriano Olivetti had advocated since the 1930s.

Sold to the Pirelli Group, the former Ico Centrale was leased to Vodafone Italia, which commissioned its redevelopment with a project worth 17 million Euros.

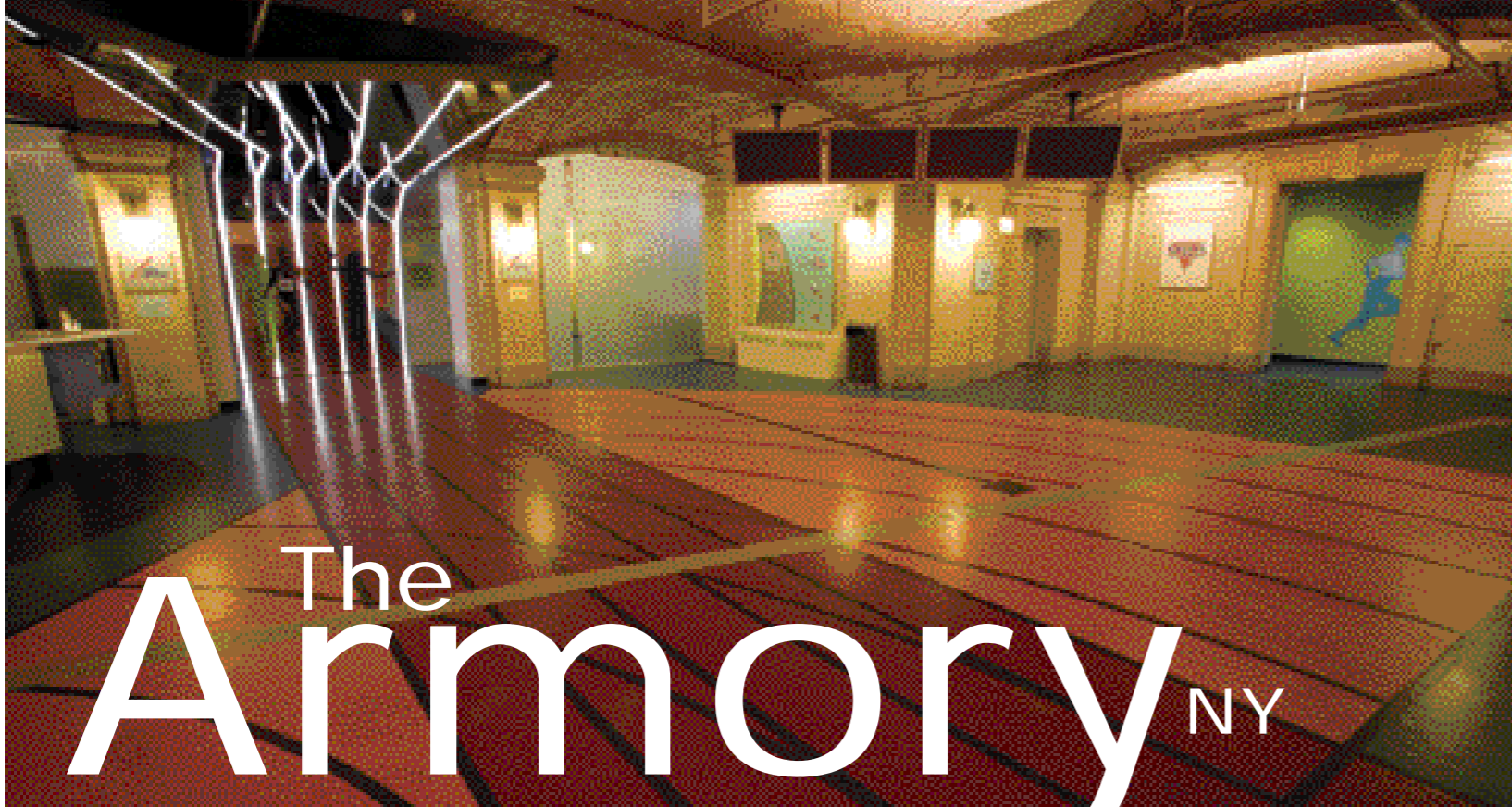
The sophisticated plant engineering also preserves the spatial layout, which we can see from the old pictures of the Olivetti canteen. The design highlights the characteristic pillars with inverted cone capitals, and continues with a false ceiling in sections, housing both the air conditioning and lighting installations. From the ground floor, a system of lifts and staircases leads to the upper floors, where we find the service rooms, part of the first floor, and a new call centre (second floor and part of the third). Given the need to create large spaces, the architectural redevelopment created areas with a double outlook, in which the operator's comfort is fundamentally important. Through curtains which do not block the room, operators can enjoy a direct view over Via Jervis and also the inner courtyards.

The corridors inside and outside the call centre have been finished in different colours, so that employees can understand the characteristics and functions of each area when walking through the building. In particular, for the executive offices, Mondo supplied a 5 mm acoustic rubber flooring with a dark grey, embossed surface, creating a comfortable contrast with the maple wood used for the partitions and furniture. The colour grey is also a feature of the wall colours or rubber coverings, whenever a background for the internal signage in the operational areas, characterised by the distinctive "Vodafone" red, is required in addition to wall protection.

Another fundamental aspect of the design is the spatial flexibility. If required, closed offices can be created from the open space, by installing mobile partitions fitted with independent controls for the HVAC and lighting systems.

As far as the installations are concerned, the call centre area has been designed as an integrated system: cold beams, lighting systems fitted on rasters and micro-perforated panels to allow ease of maintenance, help to create the environmental comfort which the operators need when working. This is why a lounge area has been placed on the second floor, in a central position between the New ICO and ICO Centrale, where the employees can relax or have a snack.

Through corridor areas which have been enhanced and given meaning thanks to glass walls, we come to a virtual "village square", featuring large spaces, informal furnishings and suitable lighting. Visitors or employees can enjoy the comfortable environment and "bond" with the other people they work with. The common theme running throughout the design is certainly a quest for physical and psychological wellbeing - an essential requirement for effective production both in terms of hours worked and targets achieved: this is why the workplace has assumed a key role in the growth and development of international corporations, and will continue to do so in the future.



# The Armory NY

**Mission** The Armory Foundation, a NYC not-for-profit organization and home to the premier indoor track and field center in America, is committed to serving youth by promoting excellence and fitness through a broad range of athletic, educational and community programs. The Armory Foundation's primary emphasis is reaching and motivating the youth of all five boroughs by offering them competitive track and field activities and broadening their horizons with computer classes, college preparation programs and a variety of cultural and school-coordinated educational activities. The Armory Foundation promotes excellence, fitness and community by hosting over 100 track events each year, maintaining the National Track and Field Hall of Fame, operating the largest after school activity center in New York and offering a variety of community support programs in its world class facility.

*Spazio Mondo interviewed Dr. Norbert W. Sander Jr. President of the Armory Foundation.*

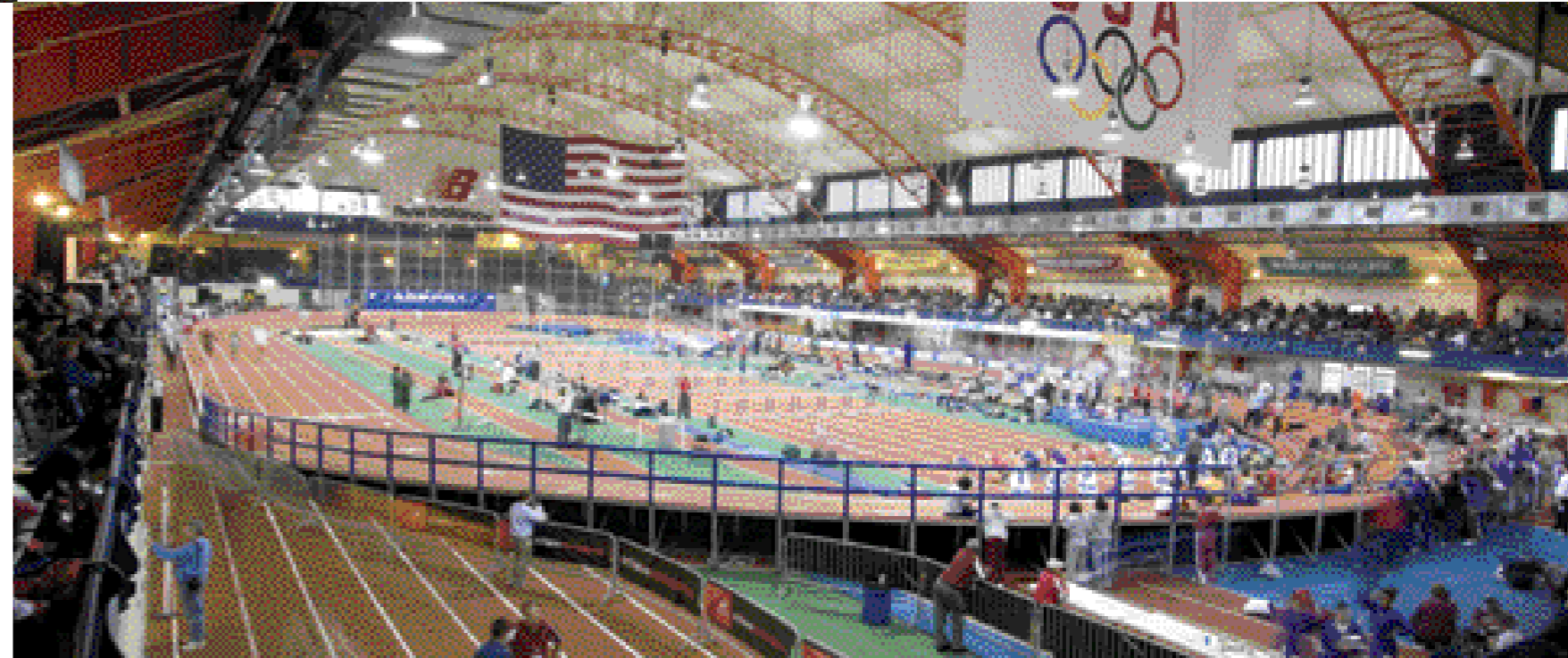
**What was your vision when you started this project?**  
 We wanted to build a comprehensive community center for the youth of the city, focused around a premier athletics and track and field program but broader than that. We want to motivate and stimulate them, broaden their horizons. We have academic programs that complement their regular education with a goal to getting them into college. In our education program we really focus on kids who need help who otherwise wouldn't have access to college.

**What types of fund raising efforts were done to help raise the necessary funds?**

We have very dedicated people on staff and on the Foundation. Over the years we have had to raise \$24 million dollars. Often the public money comes to us to reimburse some of our capital outlay once a project or phase is complete. So we have to come up with that financing on our own. We have four sources of income. For example, we have 130 track meets each year that all pay a fee. Then there are our commercial sponsors, they are very important. And, of course, there are public grants and private donors. You have to be very creative.

The Armory Foundation was created in 1993 to rehabilitate the 168<sup>th</sup> Street Armory in Upper Manhattan from what was then an underutilized military installation and overcrowded homeless shelter into a vital resource for the children and people of New York. Led by Norbert Sander, Jr. M.D. and Michael Frankfurt, Esq., The Armory Foundation has raised \$24 million in public and private funding over 13 years to transform The Armory into a world-class track and field facility and a multi-purpose community center. Today, The Armory Foundation is home to:

- The New Balance Track and Field Center: a 60,000 square foot arena and Olympic caliber track - one of the fastest tracks in the world. The facility includes a pole vault runway, an eight-lane sprint and hurdle straightaway, two long jump pits, two high jump areas and a shot put area. The arena seats more than 4,000 people.
- The National Track and Field Hall of Fame
- The Charles B. Rangel Technology & Learning Center
- Numerous Community Partners including: The Police Athletic League, The New Heights Neighborhood Center, Growth Development Services, NYC Dept of Homeless Services which managed 200 bed men's shelter.



**What were the logistics for a project of this magnitude?**  
 The transformation did not take place over night, it was a step-by-step process. Every year we add something like new wiring or a new roof. Five years ago we outfitted the technology and learning center with computers.

You know, without Mondo we wouldn't be where we are. Mondo has played a very important role as a professional, understanding company in this achievement. We look forward to working with them again.

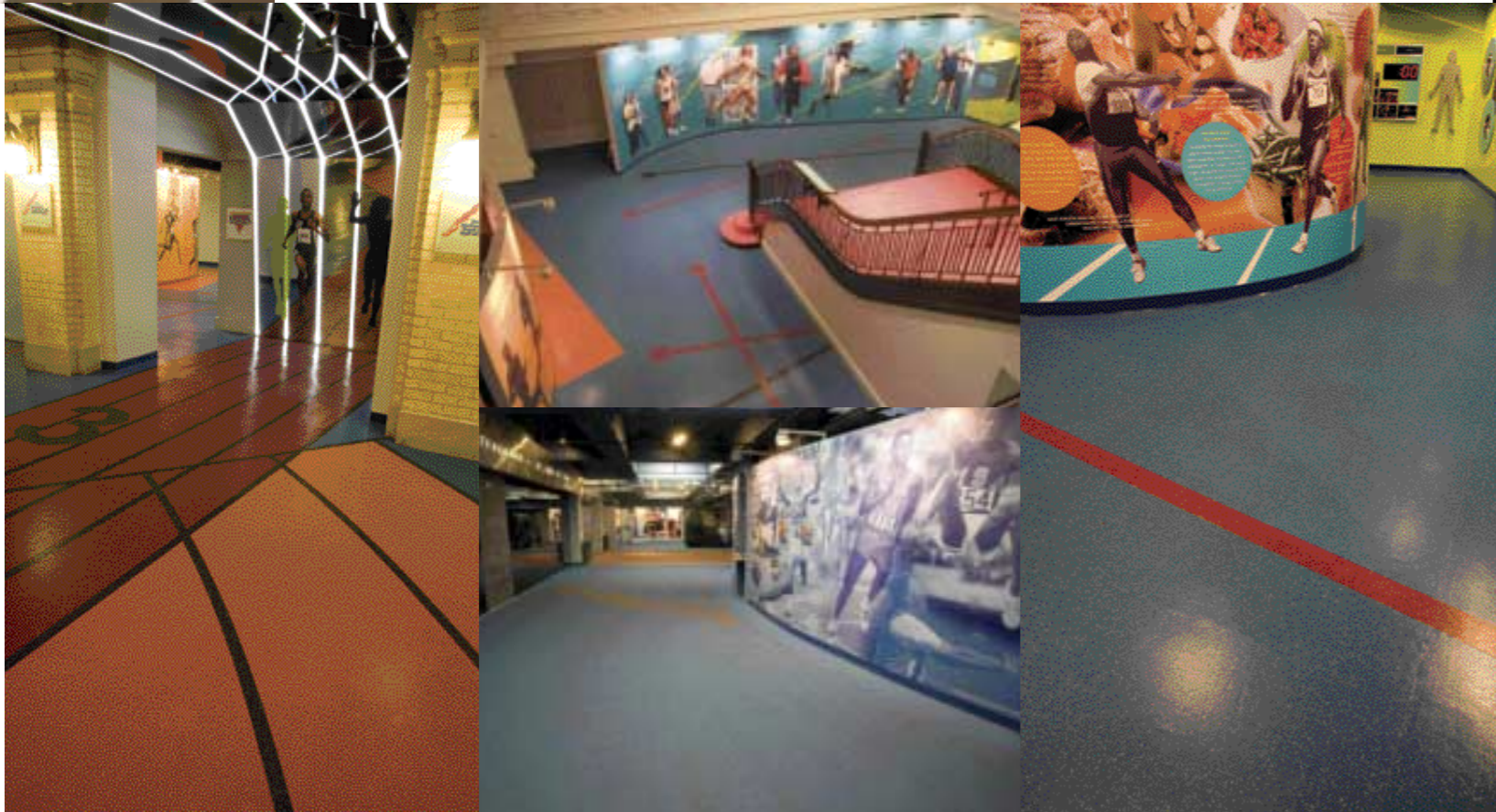
Our partnership with New Balance is pivotal. Over the years I have nurtured a relationship with Jim Davis, the CEO of New Balance. New Balance has been a tremendous partner in the growth of The Armory.

“We would like to see that grow to 500 to 600 students a year. We have a responsibility to them, to give them the tools that allow them to get ahead. If we can't do that, then we fail.”

**What are the goals and/or vision for the future of the Armory?**

At the moment, in addition to the track and field and athletics programs that serve thousands of youths from elementary through college levels, we want to grow the education program that sees athletes head on to college. We would like to see that grow to 500 to 600 students a year. We have a responsibility to them, to give them the tools that allow them to get ahead. If we can't do that, then we fail.

In order to meet our goals we have to generate more income. We need to hold events every day around the year. We have the capacity to do it, we need to host more sports, like tennis, wrestling and fencing.



**SURFACES**  
 Portable Track  
 Sportflex Super X Performance  
 Common Areas  
 Sport Impact  
 Futura  
 Puntii

The Gent Fire brigade moved into the 21<sup>st</sup> century, leaving their 19<sup>th</sup> century fire station in Academiestraat for a hyper-modern building in Roggestraat. On April 22<sup>nd</sup> they held an open house, inviting the public to discover this brand new fire station.

The fire station in Academiestraat was built as a girls' boarding school at the end of the 19<sup>th</sup> century and became unsuitable for a modern fire station. Besides, being in a neighbourhood with many narrow streets, it was easy for fire brigades to get stuck in traffic. The new fire station really is a gift from heaven.

Lieutenant Colonel Christian Van De Voorde, of the Gent Fire Brigade says: "I started here in 2000. In the first few years the Council was quick to provide manning and materials, but the building was a sore point. I was ecstatic when the Council approved our request and footed the bill of 12.6 million Euros. They hope to recover part of that cost by selling the land in Academiestraat, but the expenditure is still going to be substantial." The fire brigade personnel are very happy with the new facility that boasts a gym and fitness hall.

#### The horseshoe-shape makes sense

The new fire station is behind the old New Orleans Silk Reelers factory (FNO) - an historical building on Roggestraat- with vehicular exits to Nieuwe Vaart, the main street specifically used for fire emergency operations.

'We chose to give the new compact fire station autonomy and keep it compact while respecting the adjacent FNO' says Architect Piet van Besien, the project's designer and project manager. 'The exterior boundaries are modeled on the FNO building, thus safeguarding the perspective view onto the FNO. Thus sharing common boundaries both buildings can unfold their own stylistic and dynamic language'.

To respect the site's perimeter, the complex construction program provided for a multi-storeyed building. The vertical layout of varying functions can clearly be read on the outside wall: elements of that wall (like windows and balconies) were designed not storey by storey, but according to the total volume. The result is a building with a uniform character fit for a fire station.



The fire station has a U-shaped plan, each leg is 80 metres long 4 storeys tall. Shift handovers require adequate parking for 2 shifts at any one time. The building site alone could not accommodate that so an underground car park was built and there is a second car park next to the building at street level. The ground floor houses the garages for the fire engines, the ambulances and for the divers. The changing rooms are also there.

The main guardhouse and the sports facilities are on the first floor. On the second floor are the administrative offices, the lodgings and the recreation rooms.



# Gent Fire



"The new fire station of Gent sits nicely next to the listed New Orleans Silk Reelers' building (FNO). But the visual impact was certainly not our top priority", says Lieutenant Colonel Christian Van De Voorde.

"First of all, the materials used had to be solid and durable. I can say that the rubber flooring installed is proving very wear resistant and is certainly designed for highly trafficked areas. We also wanted a user-friendly, functional fire station. In the old building the administrative staff were closer to the fire engines than the firemen themselves. The design of the new station makes a lot more sense. All the operations staff are situated on one side of this horseshoe-shaped building, meanwhile the administrative staff have their own wing on the other side. The area connecting the two wings acts as a common area."

The underground car park, while a great space saver, was not included in the original design. "It turned out that the load-carrying foundation was 4.5 metres below the ground surface", says Lieutenant Joris van Besien. "Anyway, that is how deep we had to lay the foundations. We certainly needed many more resources to build the basement level and house the car park there."

**SURFACES**  
Common Areas  
Punti rolls 2 mm  
Punti rolls 3 mm

Steps  
Step B/E



" We also wanted a user-friendly, functional fire station. In the old building the administrative staff were closer to the fire engines than the firemen themselves. The design of the new station makes a lot more sense."

# New fire station in Roggestraat Brigade

# ALL YOU NEED IS LIGHT

## TRIENNALE OF MILAN

**Mondo supports the world of architecture and design participating at the exhibition 'All you need is light', held during the Milan design week at the Triennale.**

Time and space have always been the fundamental elements that let us

interpret the world, redesign it and, most importantly understand it.

Without cognition of time and space, it would not be possible to make architecture and design the objects of our daily lives. 'All you need is light' focuses on the relationship between

time and space, where time is expressed by light, at four basic moments: dawn, midday, dusk and night. Space is represented with an exploratory approach, from the construction site of the building with its tools and materials to arrive at different

interpretations of the theme as seen by world renowned architects and designers such as Piero Castiglioni and Giorgio Di Tullio, Michele De Lucchi, Denis Santachiara and Luca Scacchetti.

### TURF



## Football pitch in Tajikistan

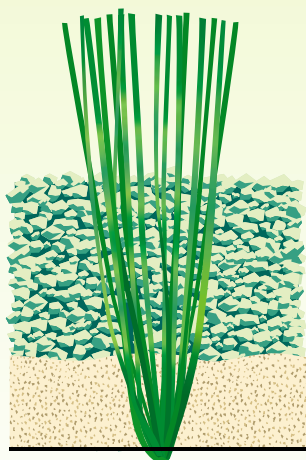
Mondo, in cooperation with FIFA and the Tajikistan Football Federation have supplied in the month of November 2006 two synthetic turf pitches Mondoturf Ecofill®. The two soccer fields that

count a surface of 2.232 sq m. each have been installed in a region south of the capital Dushanbe. Tajikistan is a small republic in Central Asia, bordering Uzbekistan, Kirghizstan, China and Afghanistan. The peculiarity of this remote land and its landscape characterised by mountainous areas makes it an unusual and interesting project.

## Monofibre

During the month of October 2006 the first soccer 11 pitch with homologation L.N.D, the Mondoturf NSF Monofibre 11 45 Ecofill® Star has been installed in Greve in Chianti in the province of Florence. This counts as the first pitch installed with polyethylene monofilament and filled with the Ecofill® Star granule only.

The monofilament was offered together with the Mondoturf Ecofill® system as an innovative and environmentally friendly solution, entirely recyclable at the end of its life cycle. The installation seems to be of the highest standards and has met the requirements of the purchaser: the synthetic grass has the same characteristics, also from an aesthetically point of view, of the best natural grass fields and the Ecofill®



granule has perfectly integrated with the new fibre. The soccer field of Greve in Chianti is definitively a wonderful reference which lies in a suggestive landscape.



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### TRACK & FIELD



The European Cup First League 2007 in athletic will be held the 23<sup>rd</sup> and the 24<sup>th</sup> June in Milan, on the new Arena Civica track. This will be one of the most important athletic event in Italy and as well in Europe as it is an EAA competition upon which the municipality of Milan aim to revive its city's sport image.

For this important event several renovation works have been planned in the Arena Civica, the fascinating stadium settled in the town center of Milan immersed in the Sempione Park. The renovation of the athletic track is going to be finished straight: the red Sportflex Super X Performance system has already been laid down; only some touching up is missing before the necessary tests for the certification. The fixed term for the end of May, marked as the official opening to the athletic of the memorable installation which this year will turn two hundred and has been entitled to the memory of a famous Italian sport journalist Gianni Brera, will be observed. The very last test made on the new track before the European Cup will be the Regional Juniores and Open Championship which will be held in the Arena the 2<sup>nd</sup> and the 3<sup>rd</sup> of June.

## OUR PRESENCE

### SPORT EVENTS

**Meeting Internazionale "Primo Nebiolo"**  
Stadio Nebiolo Parco Ruffini, Torino • June 8  
**Pan American Games**  
Rio de Janeiro, Brasil • June 13 - 29  
**European Cup First League**  
Civica Arena, Milano, Italy • June 23  
**19° Meeting Arcobaleno Atletica Europa**  
Stadio Comunale Celle Ligure, Italy • June 27  
**Grand Prix**  
Athens Olympic Stadium • July 2  
**11° Meeting Città di Pergine**  
Stadio Comunale Pergine Valsugana, Italy • July 6

**Meeting Gaz de France**  
Paris Saint-Denis, France • July 6  
**26° Meeting de Atletismo Madrid 2007**  
Spain • July 21  
**FIBA U21 Women World Championship**  
Moscow, Russia • June 29 - July 8  
**FIBA U19 World Championship for Men**  
Novi Sad, Serbia • July 12 - 22  
**FIBA U19 Women World Championship**  
Bratislava, Slovakia • July 26 - August 5  
**FIBA Asia Championship**  
Japan • July 26 - August 5

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