

**AEREA HEADQUARTERS, TURATE, ITALY**

**INDUSTRY AS A CREATOR OF WEALTH IN JOSEPH DI PASQUALE'S PROJECT**

The Milanese studio JDP Architects is a place where over the years architectural and urban planning projects of highest importance have been conceived and taken shape. Among these, the project for the Headquarters of Aerea spa, completed by architect Joseph Di Pasquale between 2011 and 2014 in Turate, in the province of Como, interprets and translates into reality the client's goal of creating a building able to go beyond the function of container of productive activities, to bring itself to the rank of true industrial architecture, i.e. a building capable of representing the primary role that manufacturing industry has in the society, as a place where processing of materials creates added value.

The factory is read and consequently expressed as the place in charge of creating wealth for the territory.

The facade of the office building expresses the awareness of this irreplaceable and fundamental civic role for the functioning and development of the society in which we live. The project is inspired by the sensation of firmness and concreteness that solid stone assumed in the classic form of Renaissance 'bugnato', suitably revisited in a contemporary form, adding to the architecture of the building the identifying categories of modernity: dynamism and lightness.

In the vision of architect Di Pasquale, industrial building should represent the dignity of the social value of production understood as the creation of wealth on the territory and for the territory.

"I believe - declares the architect - that in the post-globalist era that we are experiencing, productive activity will have to return to assume a central role in urban life, also in light of the progressive and increasingly relevant return of production activities in countries of mature industrialization (re-shoring).”

From this point of view, the emphasis on the representation of production building and its redemption from conventional design and construction practices seems to acquire a particular significance.

"It should not be forgotten - continues the architect - that productive buildings and in general workplaces are often the place where many people spend most of their lives. Making these places a space where it is possible to live, work and take care of professional relationships is therefore an essential ethical duty for the architect."

**Crediti:**

**Progetto:** Joseph Di Pasquale

**Collaboratori:** Carlo Caserini, Stefano Valente, Paola Sacchi, Matteo Ranghetti

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**Impianti elettrici - Controllo accessi:** Carlo Broggi (Tecno Consulting srl)

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