

**HUMAN BEHAVIOURS AT THE CENTER OF THE CHORUS LIFE PROJECT**

**BY JOSEPH DI PASQUALE**

Chorus Life is a model of a ‘future city’ which will be built in a former electrical transformer manufacturer area in Bergamo. The area of 150 thousand square meters will include sports arena, parking lot, shops, spa with medical center, sky-jogging trail, hotel and a residential area. Chorus Life is the result of the meeting between Domenico Bosatelli (president of Chorus Life and patron of Gewiss Group) who promoted this project and architect and urban planner Joseph di Pasquale who designed the masterplan.

With Chorus Life, Joseph di Pasquale offers a new model of ‘urban socializing’, a keen, articulated reflection on contemporary architecture and urban area design approach which focusses on the study of behavioral changes and the transformation of models to meet new living needs.

The interesting result of this transformation is the relevance of relational space which can be defined as local extending the concept of housing to relationships. The urban space of neighborhood will be perceived as a physical place of connection with the city and with urban green spaces, services and outdoor activity, in line with a polycentric, not-reticular setup.

**SUSTAINABILITY AS ETHICAL DUTY**

In the image of a new city oriented towards ‘a local housing campus’ concept, sustainability and energy management becomes an ethical duty. From a technology point of view, thus, the project has been developed as a laboratory for the most advanced technologies of a smart city available today.

In Chorus Life, though, sustainability is not limited to technology but it goes back to the origin of the word “ethics” (from the Greek ‘êthos’ = behavior, habit) considering the improvement of human behaviors as an integrated key element

of the organic building-man system. Each resident or visitor will be aware of its environmental and energetic behaviors, in full compliance with their privacy, promoting a process of self-improvement through a playful and rewarding interaction with the digital platform and with the architecture and the IoT.

**CREATION AND DEVELOPMENT OF A PROJECT**

The dialogue between the client and the architect has resulted in a masterplan and a model presented to the public and to the city of Bergamo in November 2017. From that moment, the project hasn’t change and a rapid bureaucratic process has started, thanks to an effective model of collaboration between public and private.

Chorus Life will be activated with the inauguration of the complex in late 2022 so that everything will be ready for Bergamo and Brescia European culture capitals in 2023. Today, the construction site is at the center of attention of the insiders and citizens, interested in the characteristics of this proposal of urban and architectural spaces interpreted in an innovative key of sociality and life quality.

Urban regeneration goes along with the regeneration of the social structure. Solutions and services are conceived to place at the center people and to create relationships.

**FINTIONALITY AND SOCIALITY OF SPACES**

The project is focused on the system of squares, creating a series of integrated pedestrian zones connecting all the functions of the campus and are linked to two stops of the tramway to the city center and the surrounding areas.

The functions activated thanks to the system of squares reproduces different activities which gives the context the characteristics of the ‘*urbis*’. First of all, the Arena, a meeting place conceived as a covered square in line with the system of external squares. The Arena will be used all the year and will be able to host sporting events, shows, exhibitions, expositions, and corporate events.

The system of squares is completed by a system of commercial arcades which include more than forty stores. The project also includes a Ristopub, a large space with a wide variety of dining options with a children’s area like a covered square always open and available for studying, co-working, and other activities for both teenagers and associations. The project is completed by a hotel with 110 rooms, 90 apartments, wellness center with spa, a themed playground, a medical center.

**MATERIALS AND TECHNOLOGY**

The choice of materials used for Chorus Life has been made thinking about durability and minimizing maintenance costs. The technologies available are able to select materials which guarantee these performances and, at the same time, have tactile characteristics and high-end visual comfort, required to analyze the objectives to please and to welcome. These objectives are at the heart of this experience.

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