

THE PLAN

# Reale Group Headquarters

Turin, Italy

Iotti + Pavarani  
Architetti  
and Artecna



The Plan special for  
**COTTO D'ESTE**  
Nuove Superfici



THE ONLY PRODUCTS  
IN WORLD WITH  
A WARRANTY  
OF UP TO 20 YEARS



LEADER FOR TECHNOLOGY,  
RESEARCH, CONTINUOUS  
INNOVATION AND  
ATTENTION TO DETAIL



THE PRIVILEGE  
OF EXCELLENCE

## Beauty in Ceramics

### COTTO D'ESTE – UNDISPUTED LEADER FOR QUALITY PRODUCTS, BEAUTIFUL SURFACE FINISHES AND GENIUS FOR INNOVATION

Cotto d'Este's mission is rooted in the Italian sense of beauty: good taste, elegance and style, for living that aspires to excellence. Perfect in their aesthetic, Cotto d'Este products are born from an innate drive for perfection, combined with innovative technology, an obsessive attention to detail, and the tireless search for new solutions. With its exclusive, extra-thickness porcelain stoneware products and Kerlite® ultrathin big slabs, Cotto d'Este can measure up to all contemporary architecture requirements, as shown by the many internationally renowned projects the Company has been involved in.

#### Cotto d'Este for Reale Group's new Turin headquarters

Kerlite 5Plus big slabs by Cotto d'Este are the key feature of the outer façade of this prestigious project. The cladding system of this innovative building combines lightweight composite panels faced with large ultrathin laminated porcelain stoneware slabs. This ingenious solution blends seamlessly with Turin's traditional architecture while at the same time delivering a building of sleek contemporary elegance. The architectural envelope - its materials, colors, proportions and alignments - dialogues intensely with the surrounding urban fabric, but is also a focal point in its context: a building whose distinctive simplicity and rigueur go beyond passing trends. Kerlite slabs are also the perfect solution for the building corners, presenting as 'full thickness' elements. The compact materiality of the façade's simple elegance is enhanced by its luminous shades, creating the sense of a building offering warm welcoming environments.

**COTTOD'ESTE**  
Nuove Superfici

REALE GROUP  
HEADQUARTERS

UNDERSTANDING  
HISTORY,  
RENEWING  
THE URBAN  
FABRIC

TURIN, ITALY

ARCHITECTURE

Iotti + Pavarani Architetti  
and Artecna



The city of Turin in northwest Italy grew up around an ancient Roman *castrum* whose strict orthogonal grid was followed by all subsequent phases of urban expansion. The original Roman layout was extensively built on during the 17<sup>th</sup> and 18<sup>th</sup> Centuries, and has remained relatively unaltered ever since.

As if to underline its ties with the city, the new Turin headquarters of insurer Reale Group is located in the southwestern part of the city center where the old Roman and medieval walls once stood. The buildings on this block had undergone a series of enlargements and story additions until 1969, the year in which plans to turn this section of the block into offices were approved. After purchasing the property, Reale Group set about developing its new business headquarters.

**The new program grafts contemporary architecture into the heart of the old city center. Occupying only the exact same footprint as the former building, the new building fits in between two other pre-existing condominiums on the block, one of which was incorporated and redeveloped to become part of the new offices. The result is a fully renovated city block.**

23,500 sq. m of office space are distributed across the four sides of the block - bordered by Corso Siccardi to the west, Via Bertola to the south, Via Dalmazzo to the east and Via Santa Maria to the north - around a remodeled inner court. With 800 workstations, 150 vehicle parking spaces and a 280-seat conference room, the complex was designed to bring all company operations under one roof in a state-of-the-art central office close to Reale's historic headquarters in Via Corte d'Appello, with a view one day to creating a Reale Group campus.

The design is the result of effective collaboration among a series of different professionals: Roberto Tosetti of Artecna, charged with overall project management; the firm Iotti + Paravani Architetti, who developed the envelope's architectural design, and Archilabs, who were responsible for space planning and interior décor.

As part of the energy efficiency goals set for the building, the façades were conceived as an all-enveloping skin, guaranteeing thermal insulation as well as controlled solar gain so as to reduce baseline energy requirements. Iotti + Paravani's submission came out on top of the environment-friendly entries in the competition called for this sustainable brief.

The architects always base their programs on careful research into the specifics of the project in hand and its particular context. Their contemporary architecture proposals always make reference to the

setting - an all-important approach for a building like Reale Group with façades that dialogue on all sides with Turin's consolidated built environment.

**Iotti + Paravani's simple uncluttered envelope stretching over four fronts is another example of their ability to meld contemporary architecture into an older urban fabric.**

The regular compact envelope exudes a strong sense of materiality, blending effortlessly with the adjacent 19<sup>th</sup> and early 20<sup>th</sup> Century façades. In addition, the insurance company's image of authoritative reliability is well reflected in simple clean lines that make no concessions to passing architectural fashions.

Indeed Turin, once home to the Sabaudian monarchy that later ruled over a united Italy, is known for its characteristic severity, highlighted by the imposing sequences of its significant buildings; Palazzo Madama, the Royal Palace and the historic headquarters of the insurance company Reale Mutua. In keeping with this characteristic, Reale Group's new frontages display horizontal patterns that do not align with the interiors but rather with the adjacent buildings.

The spacing and proportions of the lights on each façade are in keeping with their location and serve to signpost key nodes. As well as reminiscent of the ancient city wall on which it stands, the close-knit compact frontage on Corso Siccardi helps lower noise nuisance from the street and improve thermal insulation. The oblique slice taken out of the corner between Via Santa Maria and Via San Dalmazzo signposts the main entrance to the building and inner court.

Alternating matt and transparent panels creates a pattern of solids and voids on the outer façades. The large opaque Kerlite porcelain stoneware slabs impart a sense of materiality and modernity in the customary shades of Turin's old center. The clear selective, acoustic pvb, low-e glass used for the transparent panels varies in performance specificity depending on façade orientation.

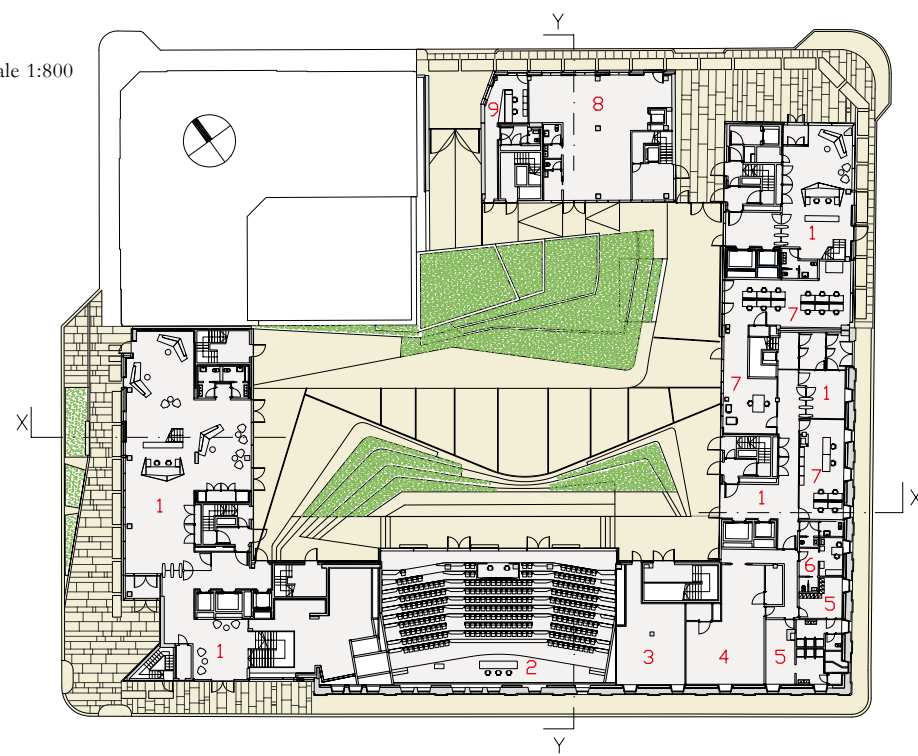
The solid, compact street-facing frontages contrast with the more transparent evanescent façades of the inner court, now the green center of the whole complex. A counter-façade of different colored anodized aluminum profiles acts as a sun shield to the frames and glazed walls. The overall effect is of vibrant surfaces constantly changing with the variations of natural light reflecting off the walls of the inner court.

Effortless dialogue with its surrounding context, excellent energy performance and occupant comfort come together in an architectural design that succeeds in being innovative while respecting its historical context. A highly contemporary project made to measure for Turin.



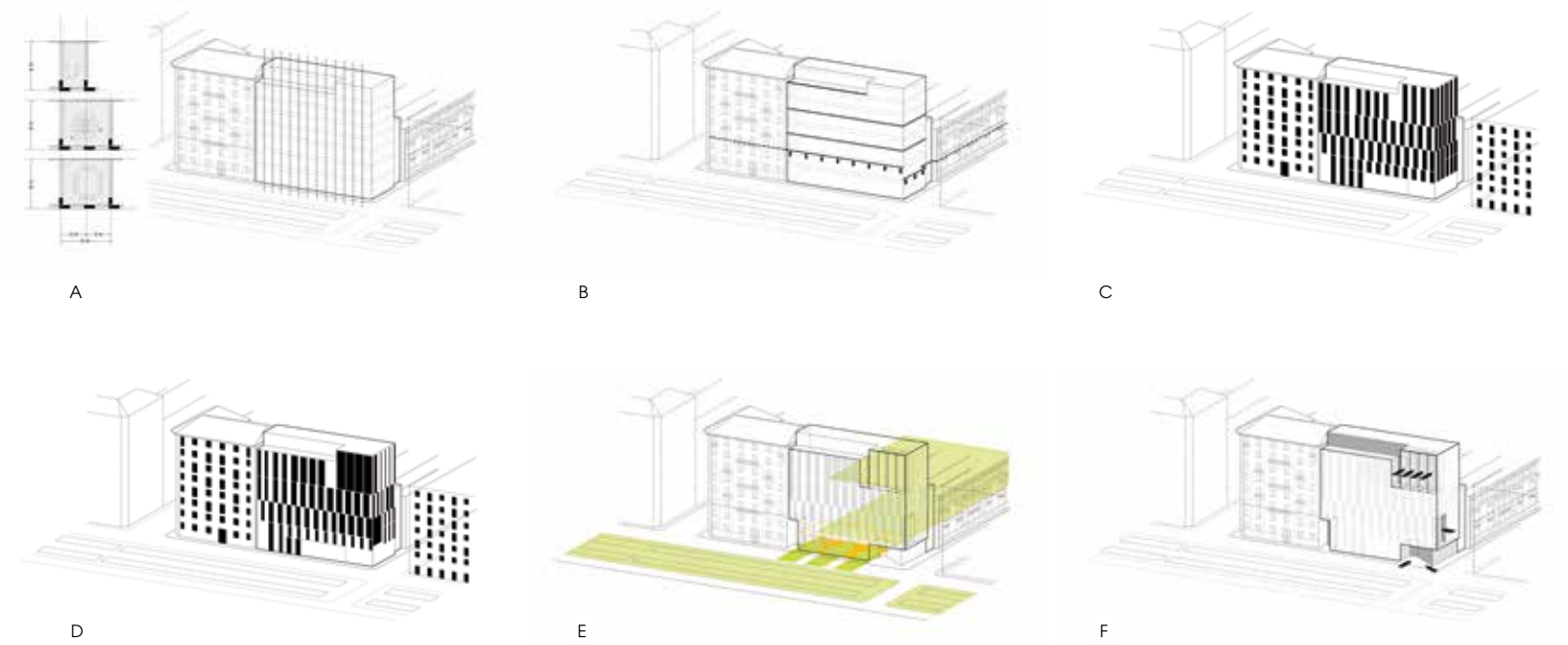
■ Ground floor plan - Scale 1:800

- 1- Hall
- 2- Auditorium
- 3- Refuse store
- 4- Bike store
- 5- Locker room
- 6- Infirmary
- 7- Post office
- 8- Café
- 9- Control room

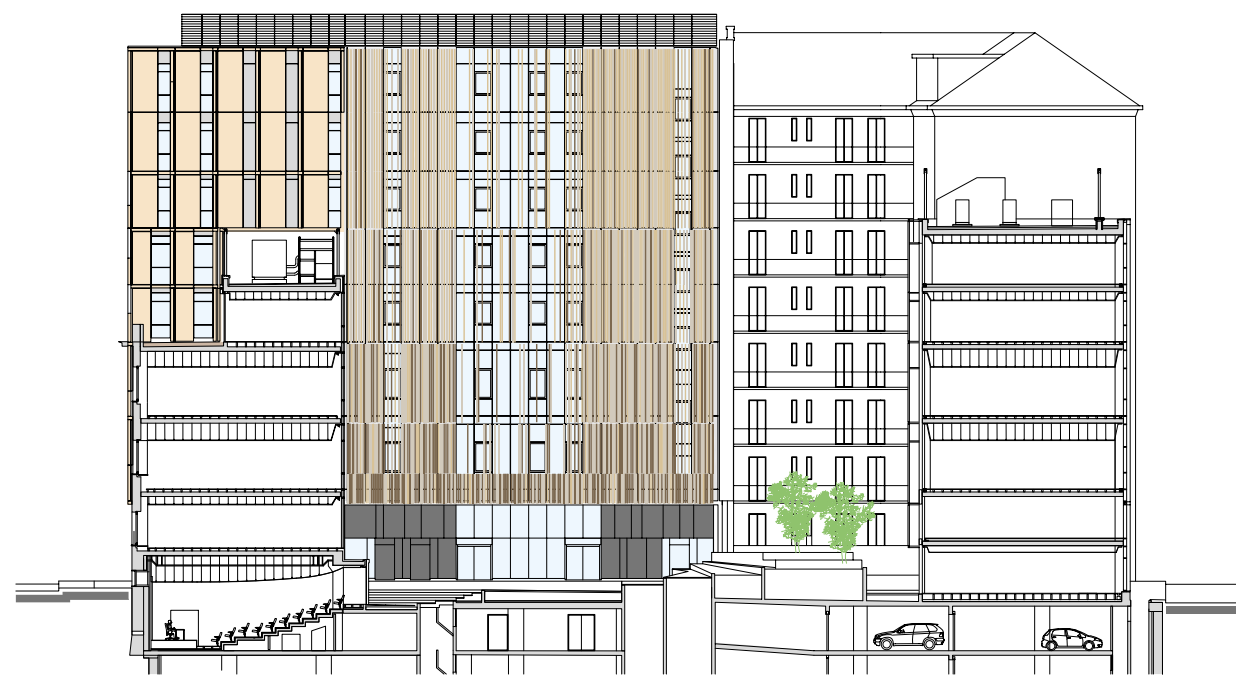


■ Façade configuration

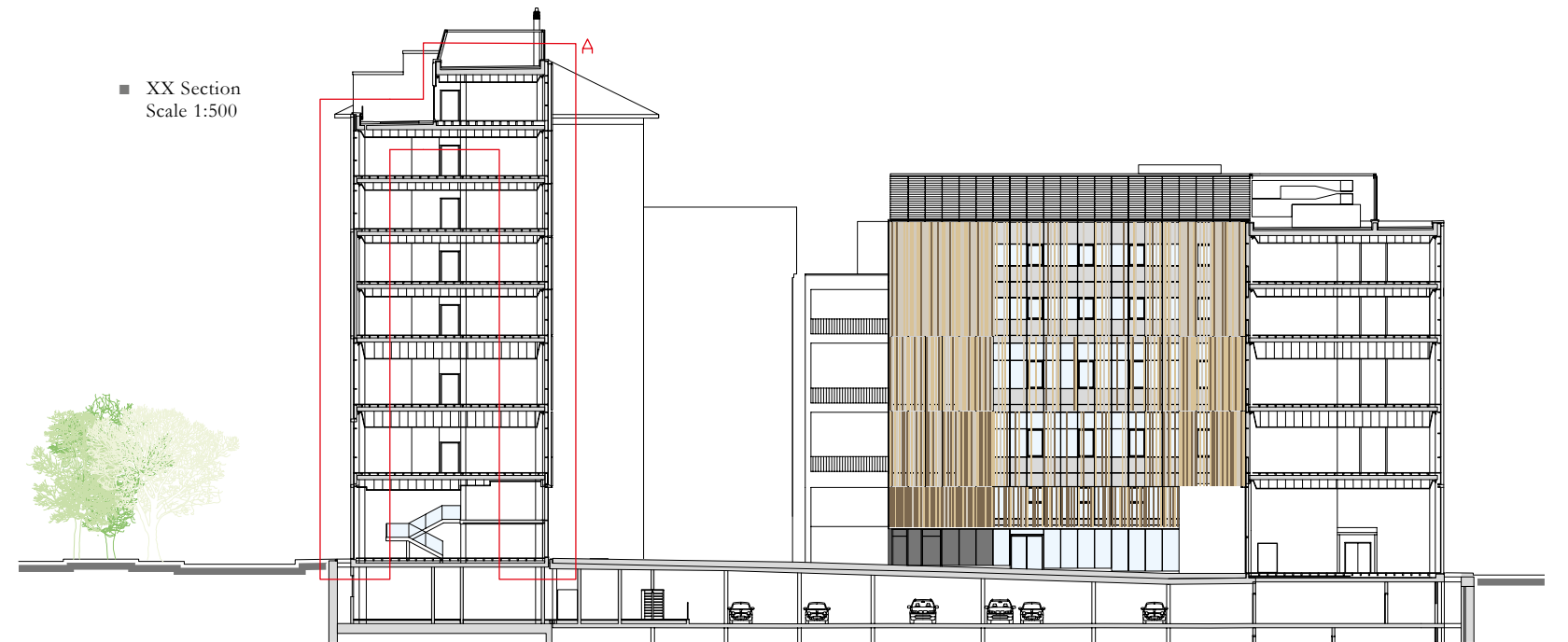
- A- Regular vertical pattern giving rhythm and character to the whole complex
- B- Horizontal divisions that align with the floor slabs of adjacent buildings, creating a harmonious upward movement
- C- Alternating solids and voids resonate with surrounding urban fabric
- D- Progressively larger apertures toward the corner, creating dynamic tension and accentuating the corner
- E- Visual permeability between tree-lined boulevard and inner green court
- F- Convergence of several lines of perspective



■ YY Section Scale 1:500



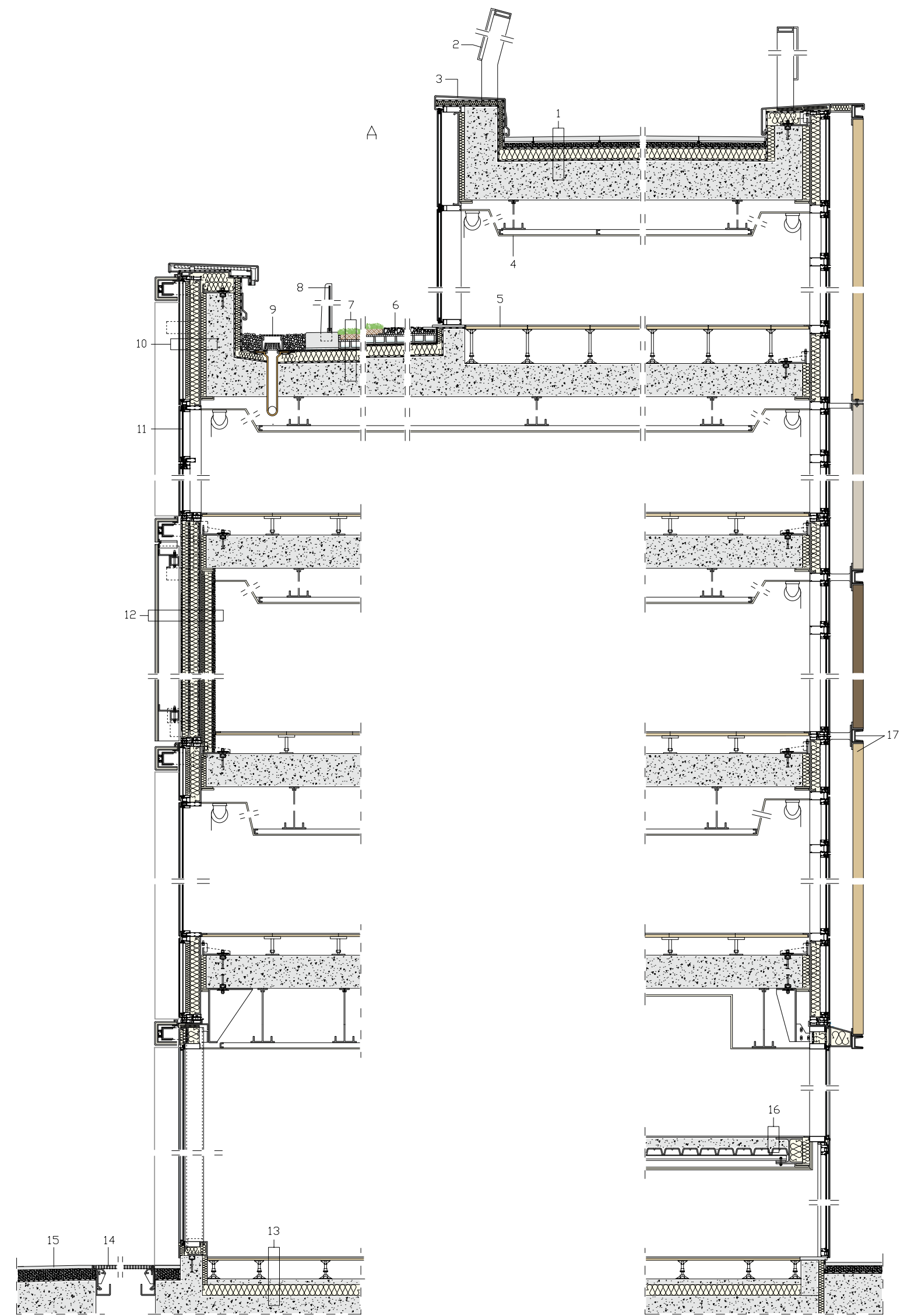
■ XX Section Scale 1:500





**Detail A: Construction system**  
Vertical section - Scale 1:40

- 1- Walk-on roof comprising 23 5/8x23 5/8" (600x600 mm) porcelain stone slabs on adjustable pedestals, 1 5/8" (40 mm) screed, waterproofing membrane, 4" (100 mm) rigid insulation, vapor barrier, 15 3/4" (400 mm) max h reinforced concrete slab forming slope
- 2- Decorative acoustic barrier comprising aluminum guards and aluminum louvers
- 3- Aluminum flashing
- 4- Suspended ceiling comprising rockwool modular acoustic panels with fiberglass matting finish
- 5- Floating floor comprising single-layer calcium sulfate flooring panels with carpeting on adjustable pedestals
- 6- Gravel walkway
- 7- Green roof comprising soil, filter layer, 3 1/8" (80 mm) filtering stabilization mat, root-repellent waterproofing membrane, 4" (100 mm) rigid insulation, vapor barrier, 14 1/8" (360 mm) max h reinforced concrete slab forming slope
- 8- Railing comprising double 1" (26 mm) safety glass in structure of steel plates and profiles
- 9- Rainwater gutter
- 10- Blank glazed façade comprising aluminum framing with exterior fritted 1/4+1/4" (6+6 mm) Guardian ExtraClear glass, 3/4" (20 mm) argon-filled interlayer, interior 3/16" (5 mm) Guardian ExtraClear glass, 2" (50 mm) airspace, 3 3/8" (85 mm) rigid insulation, steel sheeting, 2" (50 mm) rigid insulation, 9 7/8" (250 mm) reinforced concrete structure
- 11- Glazed façade with aluminum framing with exterior 1/4+1/4" (6+6 mm) Guardian SunGuard SNX 60/28 glass, 3/4" (18 mm) argon-filled interlayer, interior 3/16+3/16" (5+5 mm) Guardian LamiGlass Acoustic glass
- 12- Façade comprising Kerlite 5plus Custom made, 39 3/8x118 1/8" (100x300 cm) sp. 1/4" (5,5 mm) Cotto d'Este stoneware tiles, pre-assembled lightweight panels comprising foamed material sandwiched between fiberglass matting on steel sheets on recessed structure of steel plates and profiles, 1/2" (13 mm) reinforced concrete sheet, 2 3/8" (60 mm) rigid insulation, 1/2" (13 mm) drywall, 3 1/8" (80 mm) rigid insulation, 1/2" (13 mm) drywall, steel sheeting, double 1 3/8+2 3/4" (35+70 mm) rigid insulation, double 1/2+1/2" (13+13 mm) drywall
- 13- Floating floor comprising single-layer calcium sulfate flooring panels with porcelain stone finish on adjustable pedestals, 2" (50 mm) reinforced concrete slab, 4" (100 mm) rigid insulation, reinforced concrete slab
- 14- Walk-on steel grill
- 15- Luserna stone pavers
- 16- Porcelain stone flooring, HEB 240 beam, composite slab of concrete fill over corrugated sheeting
- 17- Façade comprising vertical box profiles on triangular aluminum base with three colors fixed to steel plates and profiles





#### CREDITS

**Location:** Turin, Italy - **Client:** Reale Immobili - **Completion Date:** 2016 - **Building Area:** 23,500 m<sup>2</sup> - **General Project and Project Supervision:** Artecna (Roberto Tosetti, Ilaria Giardina, Valeria Costelli, Enrico Alessio) - **Envelope Design and Artistic Supervision:** Iotti + Pavarani Architetti (Paolo Iotti, Marco Pavarani) - **Collaborators:** Saverio Cantoni, Sara Montanari, Enrico Zetti - **Interior Design and Space Planning:** Archilabs (Riccardo Minelli, Antonio Mantoan) - **Main Contractors:** Pessina Costruzioni, Noldem

#### Consultants

**Structural:** Si.me.te - **Mechanical and Fire System:** Studio Tecnico Rosselli - **Electrical:** Pierluigi Mancuso - **Acoustic:** Gianni Belletti, Acusma consulting - **Structural Tests:** Paolo Bormida - **Worksite Supervision:** Massimo Pelloso - **Pilotage:** Giampiero Tuozzo - **Safety:** Studio O. Siniscalco - **Geology and Environment:** Genovese & Associati - **Energy Certification:** Andrea Cagni - **Environmental Comfort:** Marco Simonetti - **BIM:** Anna Osello, Francesco Semeraro, Greta Lucibello - **LEED:** Habitech - **Commissioning Authority:** Remo Massacesi, Francesco Maiorino

#### Suppliers

**Envelope:** Giuliani Soc. Coop. - **Envelope Cladding Panels:** GammaStone - **Flooring:** Interface, Tarkett - **Lighting:** iGuzzini - **False Ceiling:** Rockfon - **Doors:** Pietrelli Legno, Novoferm - **Sanitary Fixtures:** Azzurra - **Elevators:** Schindler - **Plant and Equipment:** Flacktkwoods, Climaveneta, Aermec, Daikin, Siemens, ABB, Beghelli, Emerson - **Furniture:** Faram, Mottura, Audia

**External Façade:** Kerlite 5 Plus (custom made), 100x300 cm sp. 5,5 mm by Cotto d'Este  
**Glass for Façade:** ExtraClear, SunGuard and LamiGlass Acoustic by Guardian Glass  
**Electrical Equipment:** Vimar

Text by Caterina Testa

Photography by Fernando Guerra | FG + SG, courtesy of Iotti + Pavarani Architetti and Artecna



# Kerlite®

COTTO D'ESTE PROJECT

## LAMINATED PORCELAIN STONEWARE REINFORCED WITH FIBERGLASS MESH

### CONTINUOUS-BELT MOLDLESS PRESSED SLABS

Kerlite is a new-concept laminated porcelain stoneware slab boasting unrivalled versatility and ease of installation. Resistant but lightweight, perfectly flat yet flexible, simple to cut, drill and lay, it is also easy to sanitize. Developed out of research into the contemporary architecture aesthetic, Kerlite products open up a whole new era in global tiling: not just floors and decorative wall cladding but also furniture and furnishings, doors, kitchens and worktops.

Not only beautiful to look at and exceptionally resistant, many Kerlite surfaces also include an antibacterial component known as PROTECT, developed by world leader, Microban®: an effective antibacterial shield of silver ions incorporated into the ceramic product that eliminates up to 99.9% of the bacteria found on tile surfaces. The result is a product that remains surface sanitized over time despite wear and climate conditions.

**Kerlite®  
3plus**

**3.5 mm thickness.** Ideal for residential and light-traffic commercial use, for new-build and renovation briefs where it can be laid over pre-existing flooring

**Kerlite®  
5plus**

**5.5mm thickness.** Ideal also for heavy-duty commercial use, for new-build and renovation briefs where it can be laid over pre-existing flooring

## SUSTAINABLE TECHNOLOGY LOWERING ENVIRONMENTAL IMPACT

### ENVIRONMENTAL IDENTITY CARD



### KERLITE 3PLUS

LAMINATED PORCELAIN STONEWARE REINFORCED WITH FIBERGLASS MESH

3,5 mm THICKNESS	-65%
7,8 kg/m <sup>2</sup> FINISHED PRODUCT	-65%
65 l/m <sup>2</sup> WATER REQUIREMENT	-80%
190 MJ/m <sup>2</sup> ENERGY REQUIREMENT	-30%
14,1 kgCO <sub>2</sub> /m <sup>2</sup> CO <sub>2</sub> EMISSIONS INTO THE ATMOSPHERE	-30%
3840 m <sup>2</sup> /camion m <sup>2</sup> /truck IMPACT OF TRANSPORTATION	-66%

### 10 MM

GENERIC PORCELAIN STONEWARE

10 mm THICKNESS	
24 kg/m <sup>2</sup> FINISHED PRODUCT	
309 l/m <sup>2</sup> WATER REQUIREMENT	
275 MJ/m <sup>2</sup> ENERGY REQUIREMENT	
20,6 kgCO <sub>2</sub> /m <sup>2</sup> CO <sub>2</sub> EMISSIONS INTO THE ATMOSPHERE	
1280 m <sup>2</sup> /camion m <sup>2</sup> /truck IMPACT OF TRANSPORTATION	



- 1- Mont Blanc Skyway  
Aosta, Italy, 2016  
Carlo Cillara Rossi
- 2- 'Vertical Forest' Towers  
Milan, Italy, 2014  
Stefano Boeri, Gianandrea Barreca  
and Giovanni La Varra
- 3- Hamad International Airport  
Doha, Qatar, 2015  
Antonio Citterio Patricia Viel Interiors
- 4- Mountain tunnel on Italy's A1 highway  
Badia Nuova-Aglio, Italy, 2015  
Enrico Dal Negro, Alfredo Cullaciatì,  
Mapei UIT and Arduino Mastropietro
- 5- Zoo & Aquarium-Terrarium  
Pécs, Hungary, 2016  
Péter Koch
- 6- SAP Business Centre  
Budapest, Hungary, 2017  
Vikár & Lukács
- 7- Boarding area E,  
Leonardo da Vinci Airport  
Rome, Italy, 2016  
ADR Engineering
- 8- New High-Speed Railway Station  
Bologna, Italy, 2014  
Andrea Maffei Architects,  
Arata Isozaki & Associates,  
M+T & Partners, Arup Italia,  
Ove Arup & Partners
- 9- Moscow International Business Center  
Moscow, Russia, 2015  
Zao Gorproject

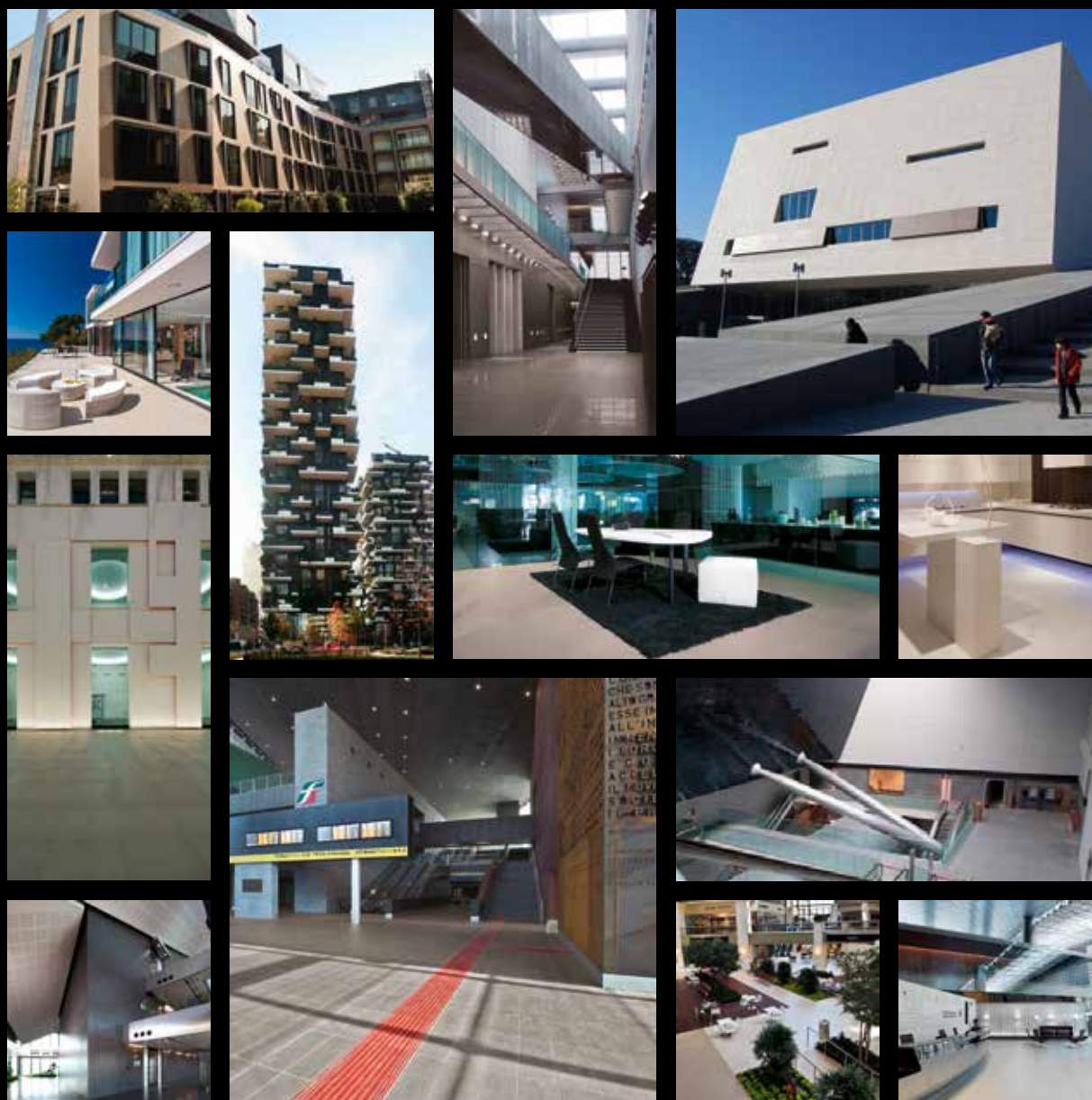


**COTTOD'ESTE**  
Nuove Superfici



# COTTO D'ESTE®

YOUR PARTNER  
IN ARCHITECTURE



**BEAUTY IN CERAMICS**

**COTTO D'ESTE**  
Nuove Superfici

**kerlite**  
COTTO D'ESTE PROJECT

**Blustyle**  
by COTTO D'ESTE

COTTODESTE.IT