

# [re]FUNCTIONING OF THE **CULTURE** QUARTET

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RE-ACTIVATION OF THE **PALACE OF BRIGADES**, PART OF THE ALBANIAN ARCHITECTURE AND HISTORIC HERITAGE

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The aim is to connect albanian artiscial and cul- tural environment in a context with a strong in- tercultural and interreligious intergation, and with a strong opening towards international re- lationships. The new cultural program will be ex- pression of identity, memory, heritage, innovation and research, art and buisness. The new program will be supported by both public and privates, by the research, by people and by the environment itself. The growth of new exhibition techniques, the changing of users and the continuos evolu- tion in terms of discoveries and materials, ask for a rethinking of many aspects: from the conservation and reuse to the installations and acknowledge- ment of the cultural heritage. Every element of this system will have to be available, accessible, open for people to learn from it. Heritage is considered to be a catalyst element for social and economic demands, a resource able to bring various impacts on social perceptions, technologies, policies and marketing of a territory in a broader vision of sus- tainable developement. This means looking to- wards a comprehensive approach to assessing the impact of such a sistem, by considering the main areas of economic, social, environmental and cultural aspects. Each potential element brings to a higher level of benefits for the city and the community, by increasing accessibility to existing cultural heritage and including physical, financial and intellectual access. Facilitating access to the historic environment can play a vital role in linking individuals to the community by attaching them to society's values and Ideas.

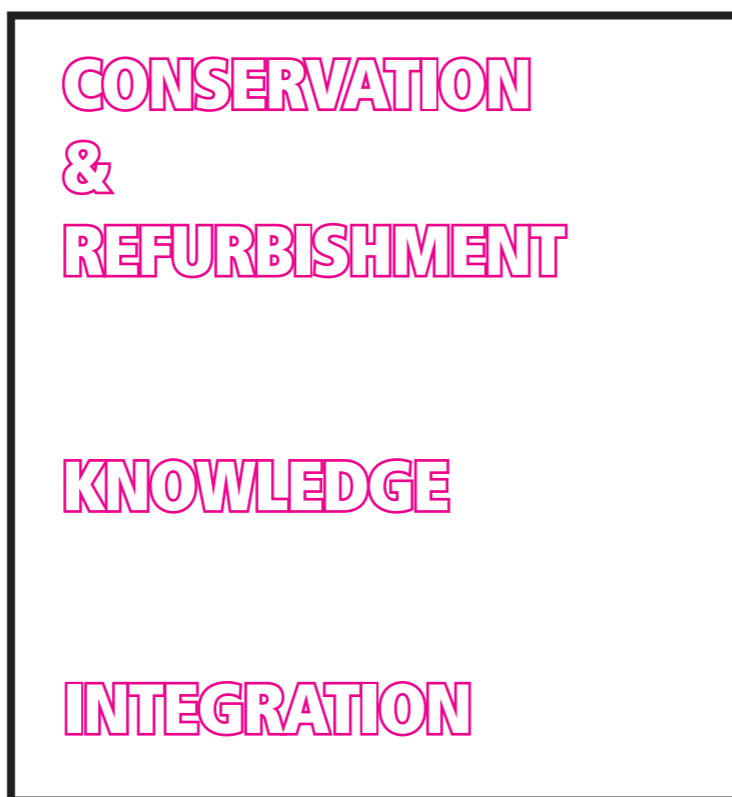
By doing this, approaching heritage means pushing the issue far over the pure conservation, bringing to light the dialectic between conservation and in- novation, tradition and reactivation, preservation and reuse, new scenarios and renovated identities, towards global renovations of urban systems.

## HERITAGE MANAGEMENT

PRESERVATION

## TECHNOLOGICAL INNOVATION

SHARING TECHNOLOGY



## MULTIDISCIPLINARY VIEW

SOCIAL COHESION

## SUSTAINABLE PROTECTING, SAFEGUARDING AND PROMOTING HERITAGE

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LANDSCAPE-BASED APPROACH

INCLUSIVENESS

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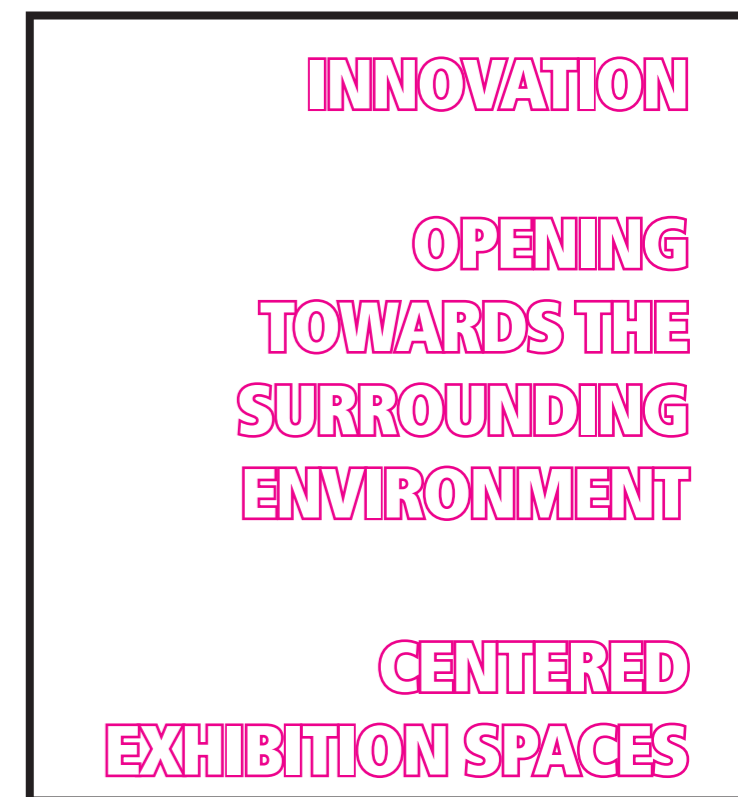


## ACTIVE PROTECTION

SOCIAL CAPITAL

GRAVITATION

SOCIO-ECONOMIC IMPACT



VALUE-ORIENTED APPROACH

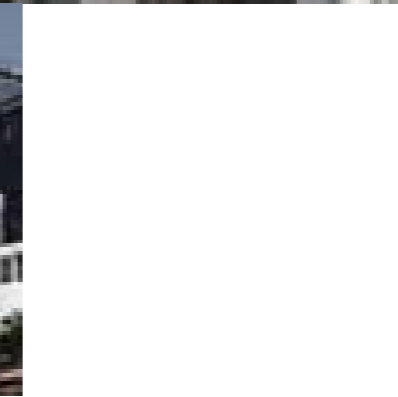
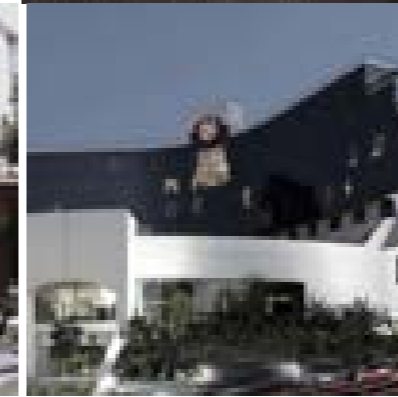
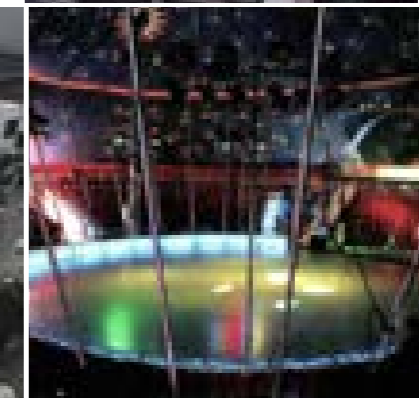
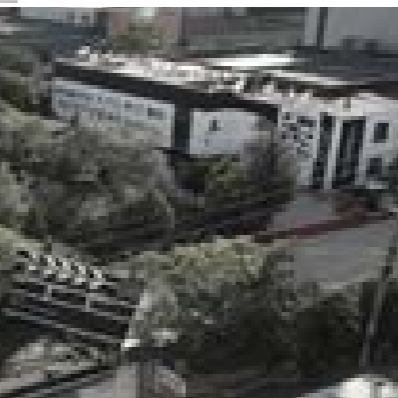
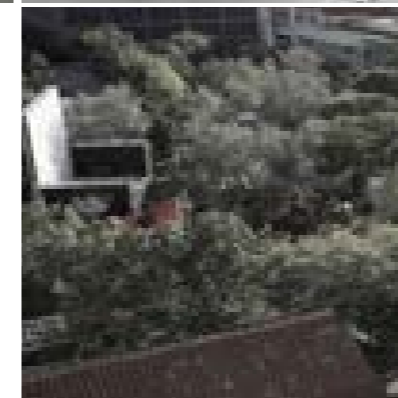
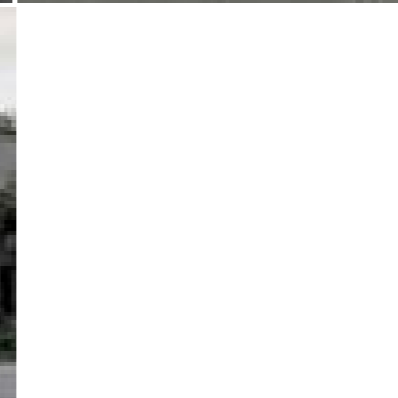
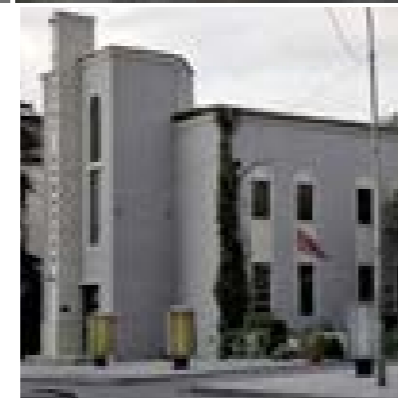
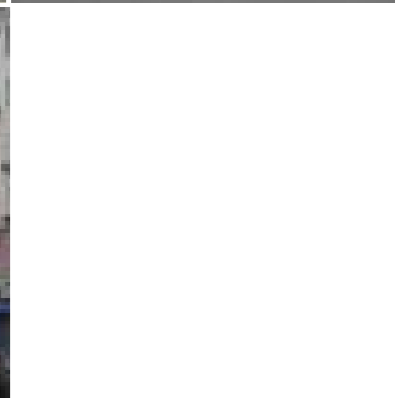
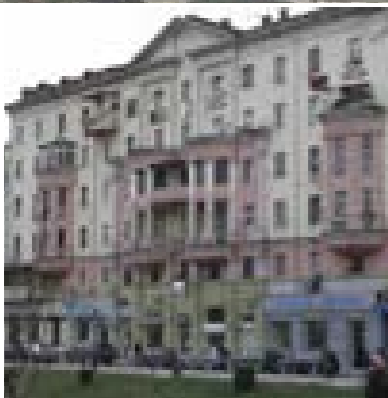
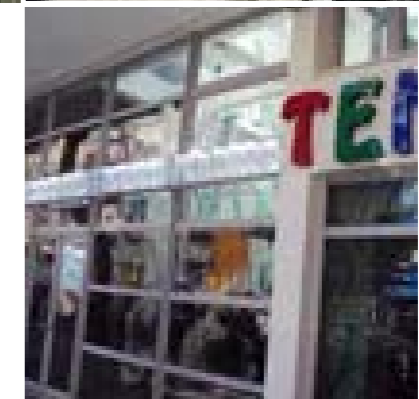
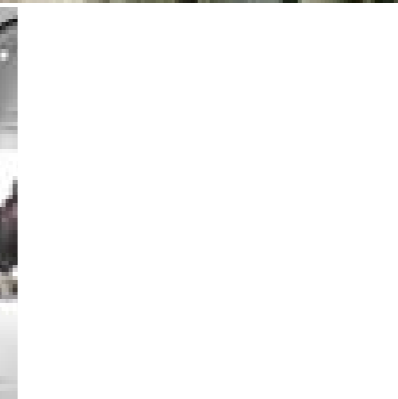
# THE IMPORTANCE OF THE RENOVATION OF TERRITORIAL SYSTEMS TO REDEFINE LOCAL IDENTITIES.

A multidisciplinary and intergated approach to cultural heritage means to embrace a wider vision of the topic by considering each building or cultural site not as individual element, but as a node of a wider system, whose potential to diffuse culture, acknowledgment and innovation depends on how systematic and global strategies are approached.

Because of this, the proposal starts considering the noticeable amount of cultural spots located around the consolidated settlement of the city. In fact, non-structured gropus of cultural attractors, even if numerous, cannot face the

potential of a structured networks in terms of accessibility and access to informations, influence on education and civic sense, city identity, economical innovative management and touristic attractiveness.

Moreover, approaching the cultural heritage in a global and integrated way is a clear statement of the importance given to education, integration, culture and development.

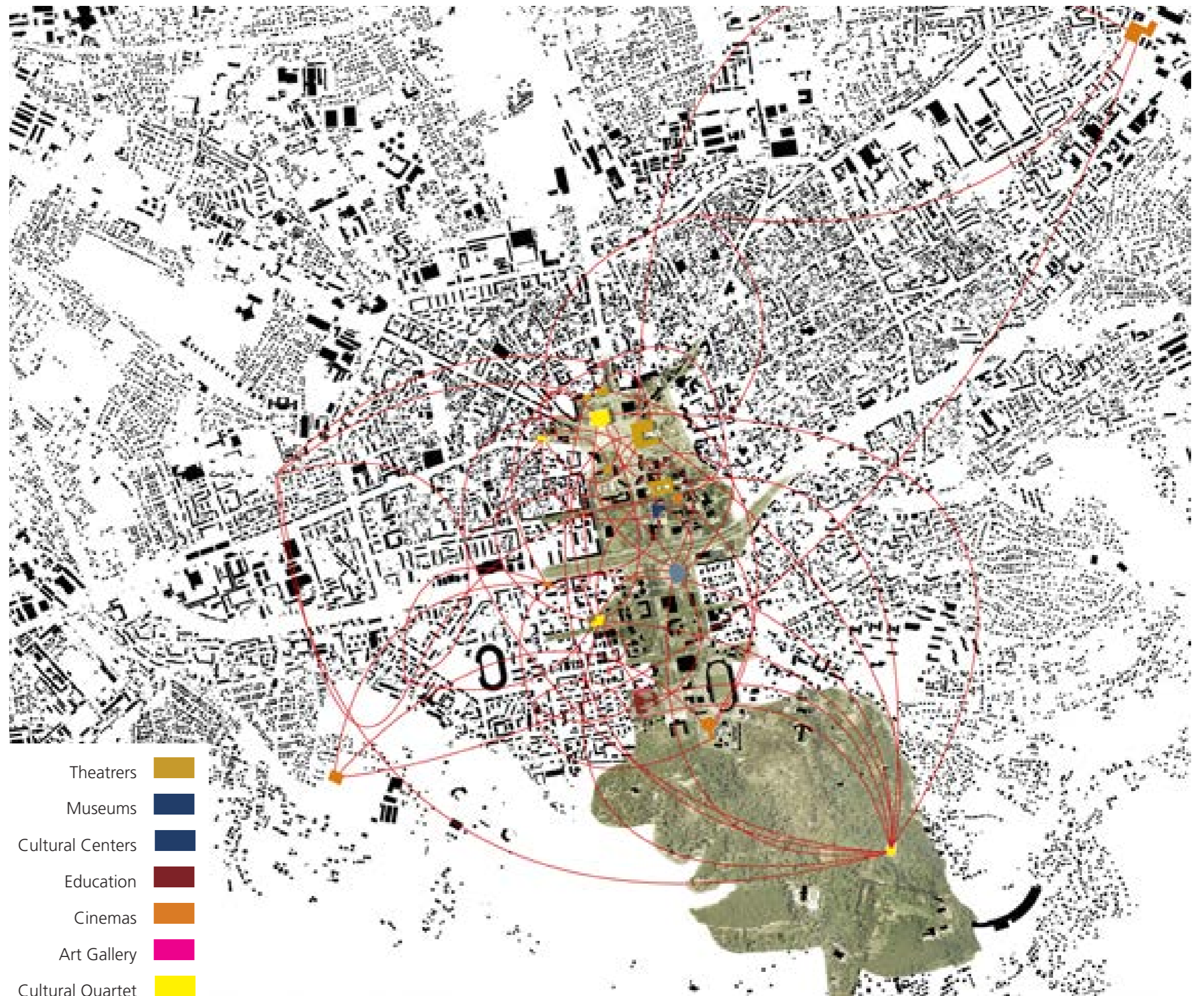


# PLACES OF CULTURE: WHY WE SHOULD CARE ABOUT A SYSTEMATIC REGENERATIVE APPROACH TO CULTURAL HERITAGE.

A systemic approach is particularly meaningful in Tirana not only because of the socio-economic issues explained, but also because of the structure of the city itself: most of the cultural nodes of the city are located around a main axis, which would gain huge benefits from this kind of renewal, both in terms of economic reactivation and in terms of local identity. Moreover, the structures located far from this main



axe would be the merging nodes of the more peripheral areas, in order to reconnect all the sides of the city with the future cultural core. Among the elements of this system, then, it will be possible to outline some main representative identities, as in the case of the Palace of Brigades.



- Theaters
- Museums
- Cultural Centers
- Education
- Cinemas
- Art Gallery
- Cultural Quartet

# PALACE OF BRIGADES: A SYSTEM IN THE SYSTEM. INNOVATION AND PRESERVATION.

The palace is considered with multiple different values: on one hand, it represents the focal point of a broader intervention of renovation of the whole cultural network; on the other hand, its refurbishment aims to bring it back to its identity role towards the community.

In fact, as representative place, the palace assumes a third role, as part of the system composed by the palace itself and the park. In or-

der to bring this role back, the palace and the whole system will become one representative place in terms of architectural quality, culture, technological innovation and general awareness towards cultural heritage and its power of creating a network of informations and high-quality places. In this specific case, the palace-park system will host several public cultural functions.



CITY

URBAN PARK

PALACE OF  
BRIGADES

# THE PALACE AS HISTORICAL REFLECTION AND COLLECTIVITY'S PLACE, A SYMBOL GIVEN BACK TO TIRANA.

## THE PARK

A walk through the garden allows the visitors to appreciate the variety of the surrounding landscape: a lake, small architectural "cameos" and the geometric parterre of the Italian style garden.

The overall experience results even more enriched by the series of artistic installations that will be placed along the main path and near to the focal points of interest, in addition to a specific system dedicated to hospitality and rest.

This is an open air emotional and experiential path able to give back to the city a park, which becomes an active player of the history and artistic soul of Tirana.

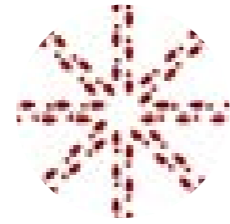
## THE PALACE

It is proposed to consider the museum not only for his main function but also as a place of reflection, information and entertainment, open to the main stream public with a set of complementary and articulated activities in order to provide diversified experiences and to attract different audiences. The Museum is then a place to live a global polyhedral experience rich of interrelations: the user is free to choose within this offer the contents, the itineraries and the activities following a personalized path aiming to merge information and emotions.



### Public Park

Nowadays closed to the public it is proposed to be re-opened permanently in order to create in the area a place able to satisfy a very important recreational and social need and to provide a fundamental service to the community.



### As a meeting point

The park is a meeting point for diverse generations and for different aims; It creates relations among different kinds of users by enhancing the perception of space sharing and the sense of belonging.



### Natural patrimony

The green presence constitutes a very important element from a cultural point of view: it enables the botanical knowledge and, more in general, the natural sciences and the environment; it also plays a main didactical role (in particular for the green school areas). Moreover, the park contains various rare vegetal exemplars that, for age or size, represent real and true natural monuments.



### Wellness space

The new public area is used as a sort of spontaneous implantation, where it is possible to practice open air fitness in an informal way. It is a part of the city given back to the citizenship and reconnected to the existing network of parks, of which it would constitute a natural extension.



### Environmental art

The park becomes trigger and integral part of the artistic works enriching them of referral to the history and landscape of the place. From this union of nature and art it is proposed the creation of a great creative interdisciplinary laboratory that will remain patrimony of the city.



### Location

Giving back the public space to the collectivity enables to reuse some areas to host dedicated events, such as wedding parties, exclusive dinners and lunches, fashion shows, etc. and allowing the park to play an active role to our daily life



### Events

The park is interpreted as a urban component open to the city, able to host local events and becoming a receptive structure open to the collectivity (i.e. for concerts and special meeting occasions for the citizens).



### The Museum

The architectural value of the building makes it one of the best examples of Italian architecture in Tirana, to whom we add its value of container of events, meetings and history.

After this premise it is inserted the proposition to create a museum with both a commemorative function of historical events that it lived, and an effective didactical role for the history of Tirana for current and future generations.



### Art

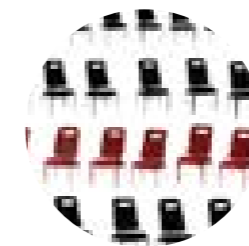
To create installations and works of contemporary arts enable to perpetrate the function played by the palace until now as a witness of the history, enriched of reflections on the present and on the interrelations created by the continuum of the building and the surroundings (the park).

As curatorial programme it is proposed to constitute a gallery of art, photography, architectural drawings, design, fashion, graphics and the organization of temporary expositions and publishing of catalogs.



### Didactics

Through the didactical design it is set the objective of spreading the awareness of the museum as a place of learning, introspection, reflection, comprehension of the meaning, storing and study of the documents.



### Auditorium

The museum's functional equipment is completed by a place designed to host conferences and workshops. The auditorium is designed as a polyfunctional element able to sustain different kinds of activities, even private events such as small concerts, meetings and company events.



### Hospitality

As a complement of the proposed activities, the Palace also provides a luxury hotel open to international guests, which offers the unique experience of staying in a building part of the national history and Tirana's cultural offer. The winter garden, used as hall and lounge, will be opened in occasion of special events.



### The restaurant

On the top of the building, easily removable to restore its original state, a restaurant has been located. That addition guarantees a usability, which strengthen the existing connection between the garden and the building.

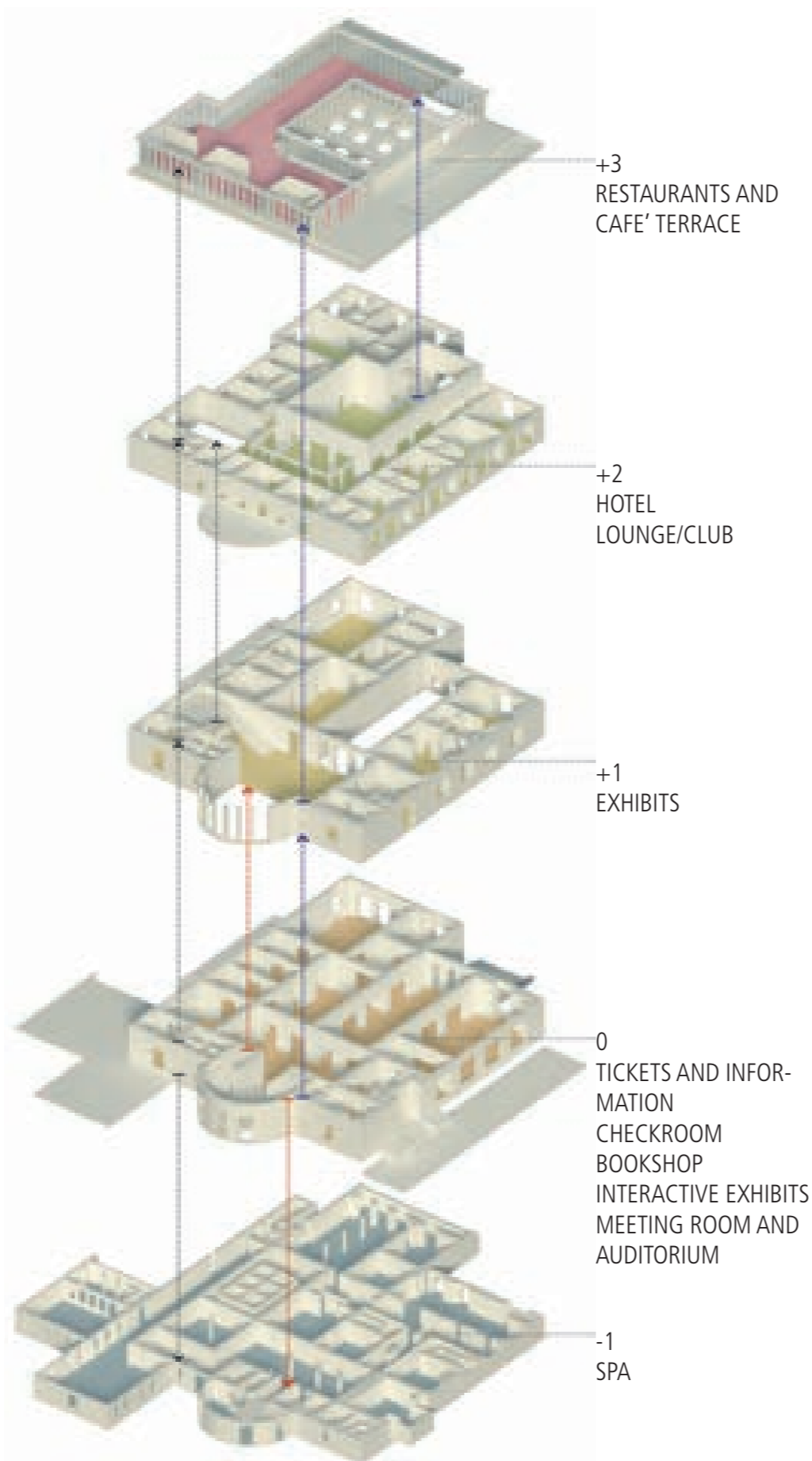
# THE REFURBISHMENT OF THE PALACE AS CULTURAL, SOCIAL AND ECONOMIC RENOVATION.

Inspired by the broad program of [re]Functioning of the culture quartet the Palace is re-interpreted as the focal point of a network system that, organized in different sectors of interest and categories, cover the city.

The proposed model comprises an integrated system between the local existing entities and cultural awareness constituted by libraries, universities, training centers, press rooms and local activities.

This will be translated in the strengthening of the four "containers" given back to the cultural texture of the city each corresponding to one of the key themes: culture, art, history and community. Therefore, it is proposed to become a museum not only as a place for exhibitions, but rather intended as a place of reflection, information and entertainment, open to the main stream public with a set of complementary and articulated activities in order to provide diversified experiences and to attract different audiences. The Museum is then a place to live a global polyhedral experience rich of interrelations: the user is free to choose within this offer the contents, the itineraries and the activities following a personalized path aiming to merge information and emotions.

The desire to create a "civic spot" lead to an integration between the exhibition function and other urban demands, from attractive places such as bars, libraries, auditorium and restaurants to environmental and artistic elements connected to the park and the installations.



USAGE CHANGE IN SECTION





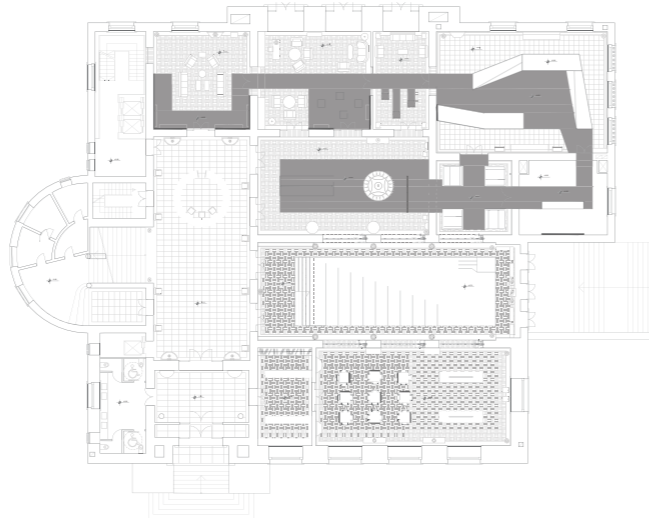
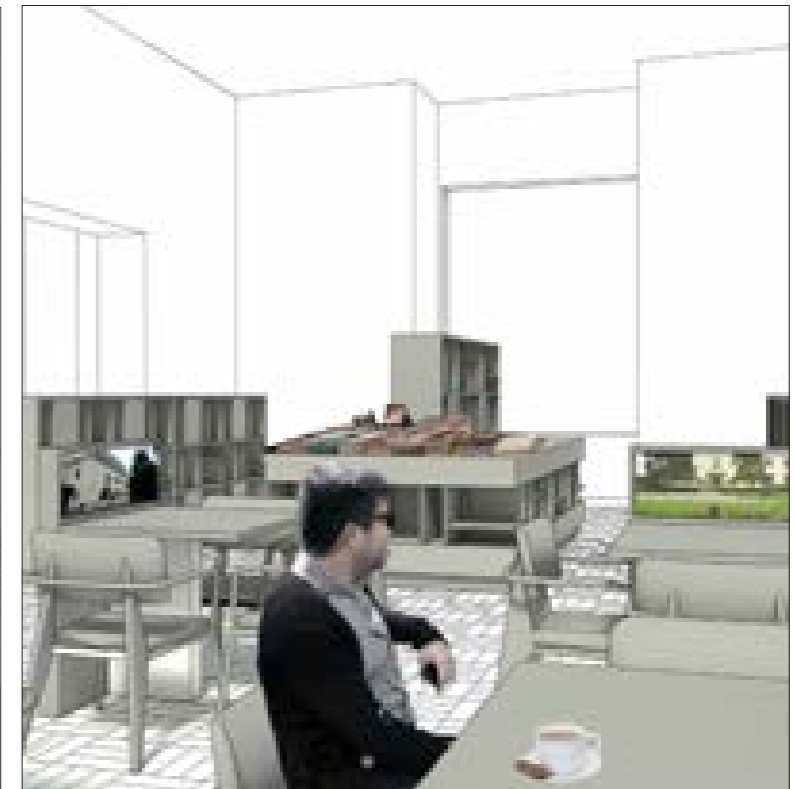
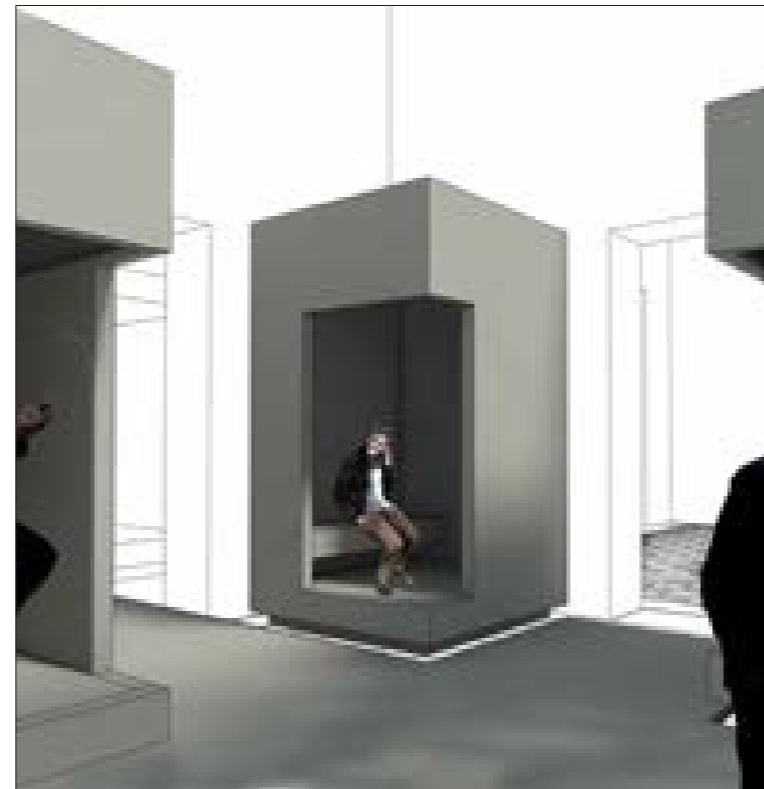
# THE REFURBISHMENT OF THE PALACE AS CULTURAL, SOCIAL AND ECONOMIC RENOVATION. GROUND FLOOR PROGRAM.

Ground floor spaces are dedicated to a series of rooms supposed to give an introduction to the place. These spaces are furnished with original furnitures and accessories, plus interactive structures to give to the user a multimedial experience to create its own journey according to personal interests.

The aim is to create an information container, which can be consumed in a completely customized way by each customer in terms of timing and path: every user will be able to track and record all the contents activated during the visit using an app for mobile phones.

The path is articulated throughout:

1. written panels: introduction to the visit and general instructions.
2. furnished as study/library with interactive totems and digital installations
3. projection of informations
4. Insight of historical events through the viewing of local and international newspapers.
5. access to the original video tapes using a special multimedia desk to navigate, select and project against the wall
6. cubical alcoves for listening to original music while viewing contemporary clips that interprets the ancient songs.
7. specific apps for interactive desks and quiz answering and leave feedbacks
8. Flexible auditorium for exhibitions, meetings and music plays
9. bookshop and cafeteria



# ANNUAL CULTURAL PROJECT FOR THE PALACE OF BRIGADES.

## CONTEMPORARY ART DAY | OPEN EXHIBITION FOR YOUNG ARTISTS

(exhibition performed by young contemporary artists)

Time: February 14th

Extent: February 14th / March 4th 2016

On Valentine's Day, the Palace of Brigades, in collaboration with some of Tirana's galleries, organizes the exhibition: Contemporary Art Day. All young artists, operating inward and abroad, are invited to participate with their latest works. The exhibition will take place in indoor premises made available by the institution, as well as in its outdoor spaces.

## SUMMER DAY | ALBANIAN LANDSCAPE AND TRADITION

(Albanian landscape theme exhibition, performed by Albanian painters)

Time: March 14th

Extent: March 14th / April 4th 2016

On the occasion of Summer Day, the Palace of Brigades, organizes the exhibition: Albanian landscape and tradition. All tradition artists, whose a significant portion of their career is oriented and dedicated to the landscape painting category, and specifically to the Albanian landscape, are invited to attend. The exhibition will take place in indoor premises made available by the institution, as well as in its outdoor spaces, if the weather conditions will be suitable.



## INTERNATIONAL DAY OF MONUMENTS AND AR- CHEOLOGICAL SITES

(Scientific conference / exhibitions, documentaries)

Time: April 8th

Extent: April 8th / April 28th 2016

On the occasion of International Day of Monuments and Archeological Sites, the Palace of Brigades, organizes the scientific conference with the same title, as well as a photographic exhibition

with our archeological treasures. Meanwhile, at the same time, in parallel halls, will be webcasted documentaries with monuments and archaeological sites subjects. The exhibition will take place in indoor premises made available by the institution.

## TIRANA OPEN TO CONTEMPORARY ART / VIDEO ART AND PERFORMANCE ART EXHIBITION

(competition by young contemporary artists)

Time: April 25th

Extent: April 25th / May 25th 2016

The Palace of Brigades, in collaboration with the Ministry of Culture and some other private galleries in Tirana, organizes the competition: Tirana Open to Contemporary Art. All the artists, who experiment with video art, video installations and performance art, are invited to attend.

The exhibition will take place in indoor premises made available by the institution, as well as in its outdoor spaces.

# ANNUAL CULTURAL PROJECT FOR THE PALACE OF BRIGADES.

## TIRANA AND FLOWER DAY |

### OPEN PARK DAY

(Picnic in nature Day)

Time: May 6th

Extent : May 6th 2016

The Palace of Brigades, in collaboration with the Ministry of Environment organizes the Picnic Day for all Tirana's citizens . Everyone is invited to enjoy a whole day spent among the beauties of the Palace, as well as its park and its history.

## BOOK FAIR | BOOK'S FRIEND

(Book Fair in Palace of Brigades)

Time: May 20th

Extent: May 20th / May 26th 2016

The Palace of Brigades, in collaboration with the Albanian Publishers Association organizes the Book fair.

All the publishing houses, local and foreign ones are invited to attend.

The activity will take place in indoor premises made available by the institution.

## LAKE DAY

(Scientific conference / exhibitions, documentaries)

Time: June 21st

Extent: June 21st 2016

On the occasion of Lake Day, the Palace of Brigades, organizes the scientific conference with the same title, as well as a photographic exhibition with our water treasures. Meanwhile, at the same time, in parallel halls, will be webcasted documentaries about our water basis. The exhibition will take place in indoor premises made available by the institution.



## YOUTH DAY | OPEN DAY CONCERT

(concert gathering some of our local contemporary music groups)

Time: September 12th

Extent : September 12th 2016

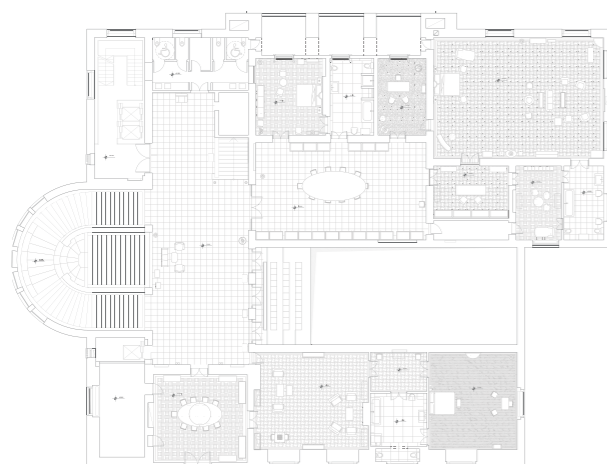
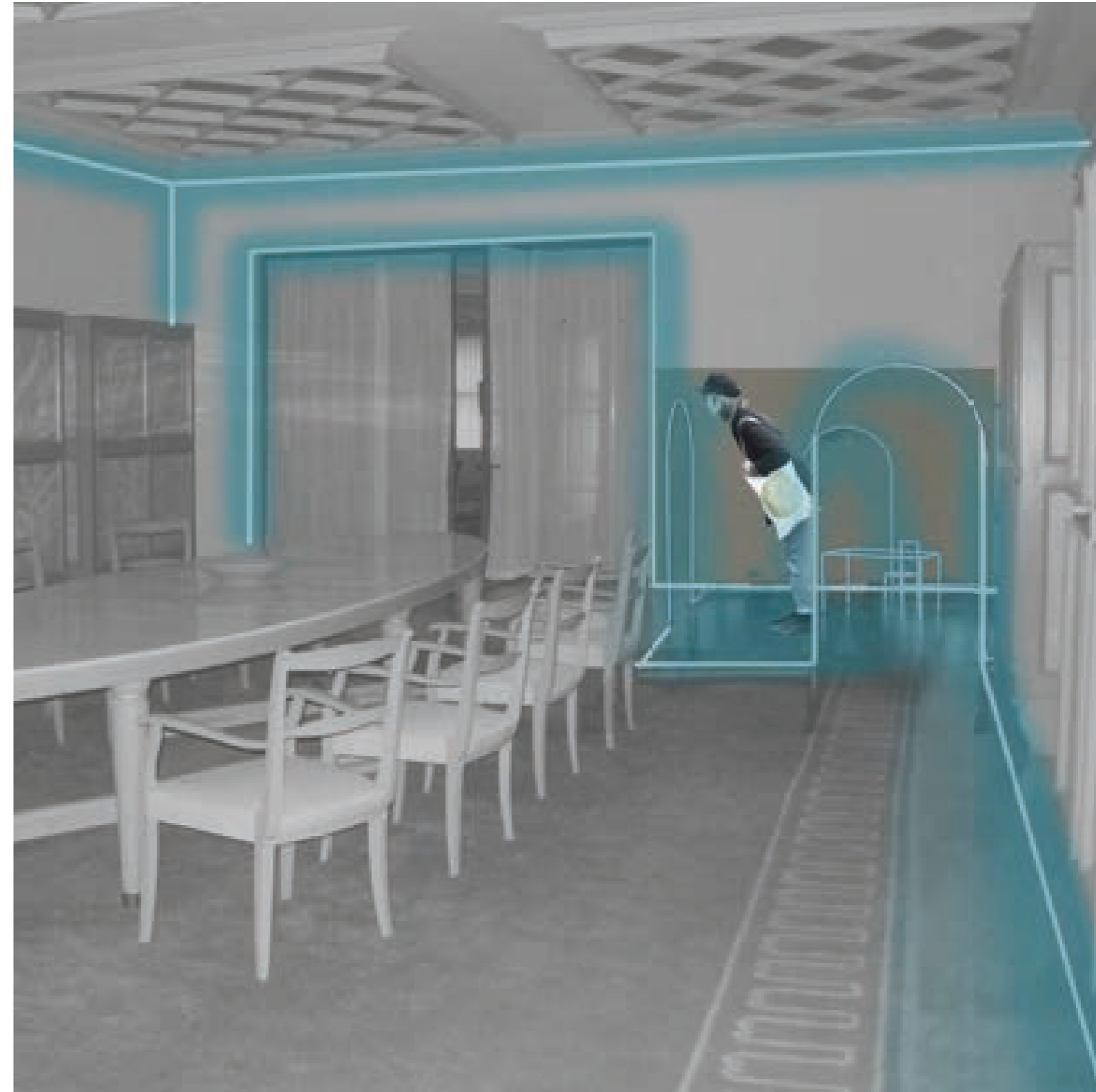
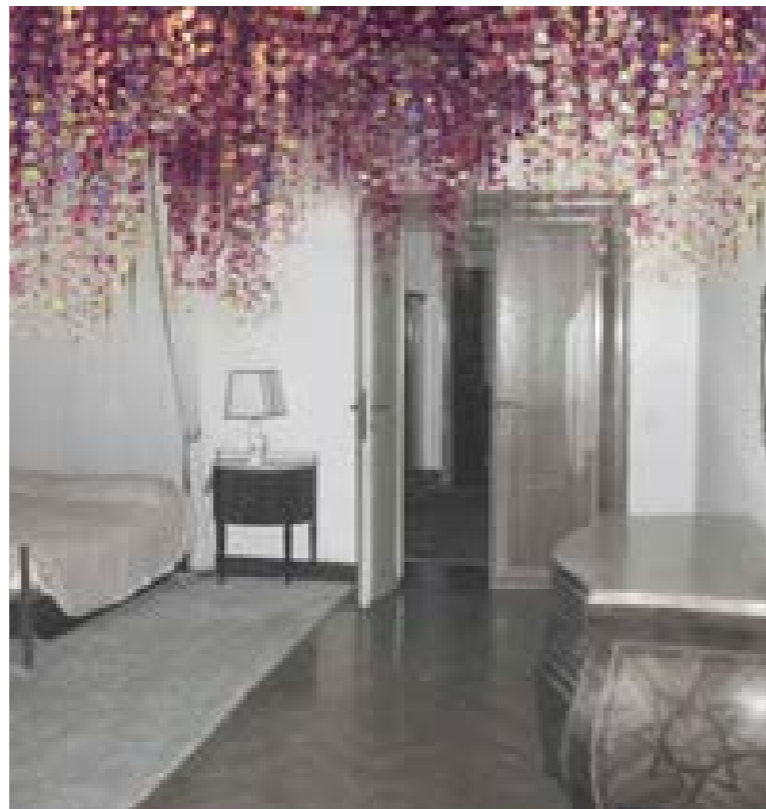
The Palace of Brigades, in collaboration with the Ministry of Youth, organizes the Youth Day, free of charges for all Tirana's citizens .

Everyone is invited to enjoy a whole day spent among the beauties of the Palace, as well as its

park and surrounded by the beautiful sounds of music.

# THE REFURBISHMENT OF THE PALACE AS CULTURAL, SOCIAL AND ECONOMIC RENOVATION. FIRST FLOOR PROGRAM.

For the upper floor a more traditional design has been preferred to allow the user to visit the rooms with the original furniture and looking at the description on static panels. By using the same paradigm of the garden, it is proposed to diffuse around the rooms some artworks and temporary exhibitions, which from time to time give insights on specific arguments.



## THE REFURBISHMENT OF THE PALACE AS CULTURAL, SOCIAL AND ECONOMIC RENOVATION. SECOND FLOOR PROGRAM.

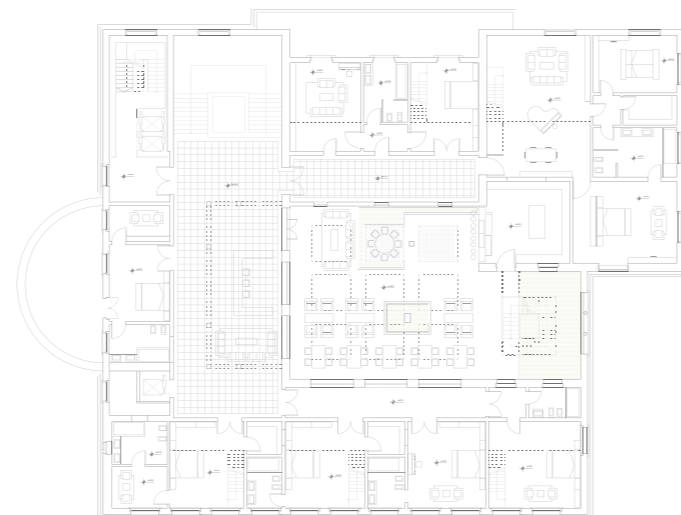
On the second floor a **high-level hotel** has been reorganized through unfurnished rooms. Rooms and suites are recognizable because of their exclusive elements aimed to merge performances, comfort and a correct dialogue between the contemporary refurbishment and the original building.

The room are organized around the winter garden, which has been reinterpreted through the creation of a **lounge-bar** for clients or open to the public for special occasions.

The new configuration of the winter garden maintains, anyway, the original function of exhibition place for sculptures and green spots, for which an accurate choice was made, in order to guarantee a constant presence of green and flowers throughout the different seasons.

The stairs are organized on a steel structure, a connection to the roof grafting: a **belvedere restaurant** over the landscape, the city and its skyline.

The new system of vertical connections allows to have at this level a strong independence in terms of access and usage, if compared to the preexisting functions, maintaining at the same time a direct connection with the spa and wellness area.



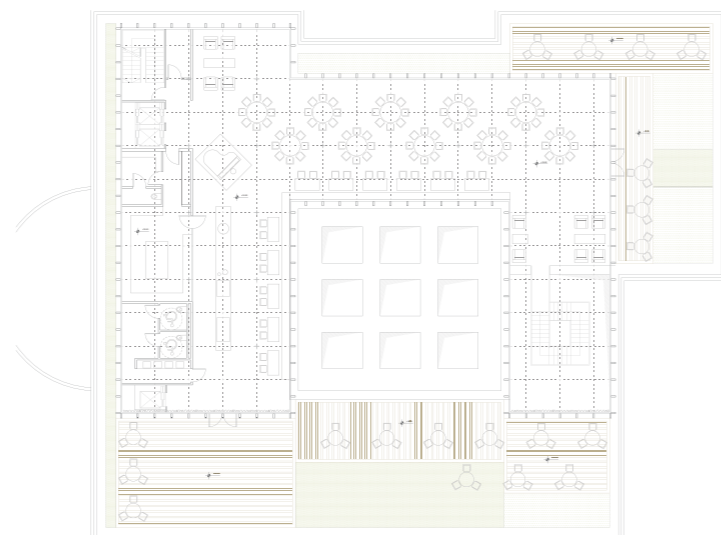
## THE REFURBISHMENT OF THE PALACE AS CULTURAL, SOCIAL AND ECONOMIC RENOVATION. THIRD FLOOR PROGRAM.

The spaces and functions of the museum are extended into the new grafting hosting the restaurant. In spatial continuity with the preexistence, its own identity is underlined by the coherent use of materials, giving life to a transparent addition. The element embraces the building and through its transparency allows to bring direct light to the winter garden:

a transparent cube on the existing roof, slightly unaligned with the historical facade, a glass architecture supported by very light steel frameworks.

The unalignment generate terraces and green areas, which let the user to get visually in touch with the park and the skyline of the city from an unusual perspective.

Punctual connections allow to give the feeling of dematerialization of the facade and the bearing structure is reduced to a bracing system. Glass plates are fixed to the secondary structure, composed by glass plates linked to the main steel structure of steel fins. This kind of choice was taken for many reasons: on one side, it wants to be coherent and not to interfere too much with the historical building; on the other hand it allows a complete reversibility of the intervention.



## THE REFURBISHMENT OF THE PALACE AS CULTURAL, SOCIAL AND ECONOMIC RENOVATION. BASEMENT FLOOR PROGRAM.

Some complementary functions are organized around the main function of the museum, with the aim to extend it to a new emotional experience.

In the basement, close to the park and perceived as a recreational place, it is proposed the creation of a spa.

The proposal is based on different grounds: the addition of new wellness functions into an historical place with high architectural and cultural value and the will to adopt strategies of dialogue between historical heritage and contemporary architecture. Moreover, this function goes along with the new ideas of wellness and wellbeing, not only connected to the body but, as also the World Health Organization states, connected to a broader psychic and physic state of wellness. In this sense, cultural values and environments are directly connected to places for self-care, relax, and contact with nature.

The area covers a surface of 600 mq: the result is an architectural product shaped by new health concepts, which incorporates the curative and symbolic aspects of the water with the technological aspects, which a contemporary use of this resource demands.

The wellness path develops as a journey along three main water ambiances connected by a distributive space, which supersedes the simple corridor function thanks to the introduction of a path equipped with places to rest and relax.



## EXPECTED ECONOMIC IMPACT.

On the basis of the current stage of the project's definition, based on flowsheets, layouts, and preliminary equipment descriptions and specifications, it's possible to perform a budget estimates with an accuracy range of +30% to -15%. This kind of estimate can be developed by the use of parametric cost of similar interventions.

Considering the state of conservation of the Brigade Palace, its location, the original lay-out of internal spaces and the works to be done for the re-functioning intervention, it's possible to forecast a parametric unit cost of 1.200 €/mq of Gross Floor Area.

This cost has been estimated according to comparable renewal interventions of existing buildings, with similar geometrical variables (size, shape, number of floors, circulation spaces, number of floors, ...).

In order to achieve a satisfying cost/impact ratio, the re-functioning intervention of the Brigade Palace has been defined on the basis of the following criteria/goals: 1) minimization of the construction cost; 2) functional mix; 3) flexibility; 4) reversibility.

Regarding the first criterion, the most relevant works regard the underground floor, given its decay, that forces to a stronger intervention than the one defined for the other floors. The new functions require only a general setting-up of the ground and first floor. Stairs and lifts have been introduced for connecting the new terrace restaurant. This addition to the existing building has been designed with the aim of reducing the cost by the use of light technical units to be dry assembled. The coexistence of social and cultural functions, that are considered "cold" infrastructures, and commercial ones, should ensure the achievement of a positive Net Present Value according to a broad and varying demand, ranging from families and schools to tourists, researchers, exhibitions' visitors, leisure services' clients. This varying demand should extend the hours a day and the periods of use of the Palace, generating a posi-

tive impact on cash flows.

The conservative approach and the technological systems adopted make the intervention flexible and reversible. The ground and first floor can host new functions according to emerging demand changes and the restaurant structure can be easily removed.

The magnitude of the economic impact depends on the cultural activities and events programmed. The analysis of the balance sheets of comparable cultural production centers shows that they have been able to generate positive cash flows despite the general economic crisis and the on-going decrease of public funds. Moreover, the presence of profitable functions, such as the hotel, the restaurant and the wellness centre, are going to increase the net operating income.



## METHODOLOGICAL APPROACH OF THE INTERVENTION.

In the contemporary context of transformation practices of the city and the territory, the term “recovery” has multiple meanings, articulated and referring not only to purely technical activities, but aimed at the re-acquisition of a feature space efficiency and sustainability, and also related to a more general concept of “recovery” that refers to reactivating the availability of a product or part of it by making it suitable to the needs of our time and the future.

The desired need for conservation of a product of recognized value cannot be separated from the functions and uses needed by the contemporary society. The restoration project aims at solving the contradiction between conserving and reusing, ensuring the satisfaction of an appropriate functional performance through actions, which necessarily need transformative dialogue instead of contrast, among the “contemporary value” of the use and the “memory value” of the building.

Currently, the main aim of heritage conservation is becoming broader: the individual objects of architectural heritage carry multiple meanings, strongly anchored to materials, construction history and the transformations occurred during their life cycle. The current semantic extension of the concept of cultural heritage has led, in recent years, to a comparison between the world of preservation and that of architectural design.

The inevitability of the transformation becomes an internal element of the design process, contributing to define a conscious transformation in the conservative processes, also with reference to the current demands of the efficiency and environmental issues.

This proposal is therefore based on the assumption that there should be, in a renova-

tion work, a distinction between the choices of restoration and resolution of functional and technical requirements, integration plant, insertion of new technological elements. The integration among conservative and innovative aspects aims to the common permanence of architecture, through its fruition.

In this way, renovation actions appear strongly linked to the present and its cultural and practical needs, and therefore openly against those approaches, which see in it an occasion to go back to a past situation, both in terms of spaces and usage. We want therefore to promote an intervention aimed at the conservation and renovation of the historical artifact, which can converge in a unified design approach, deeply rooted in the concept of sustainability, meant as “sustainability of change” and, simultaneously, as “sustainability of conservation”. A sustainable development through a design process, which is the guarantor of effective mediation between conservation and modification.

The issue of the re-functioning historical buildings requires a careful reading of their morphological and typological aspects and a cautious attitude towards grafting methods of new functions with a particular attention also to ensure a flexibility of equipment and plant design to allow further future changes of use. The proposed intervention shows its own strength in the desire to enhance the renovated artifact with appropriate conservation technologies and adopting efficient and intelligent distribution strategies, which respect and enhance the identity of the environmental and typological features.

The focus on the pre-existing structure and the knowledge of the specific features of the bu-

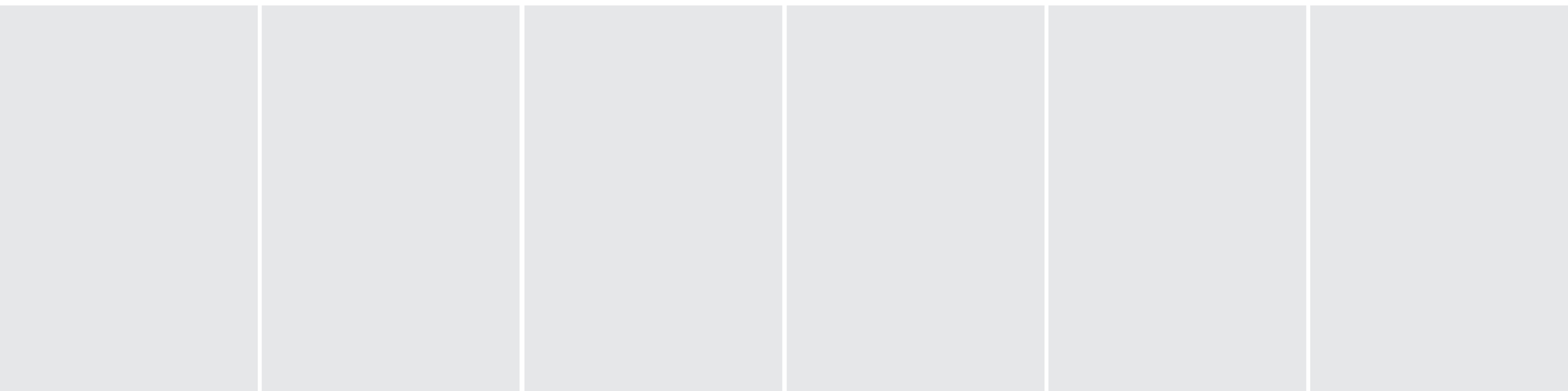
ilding are part of an organic and conscious concept of planning, essential to bring back a dismissed building to its everyday use.

In this way, the task of plant design is to enhance conditions of physical and mental wellbeing, guarantors of the actual quality of the interior spaces, by focusing on comfort and reducing energy consumption. This is possible with a synergic work of a complex of different technological elements.

Moreover, it will be essential to establish a set of guidelines for maintenance, so to define a behavioral criterion for the correct subsequent use.



# DESIGN BOARDS



RE-ACTIVATION OF THE **PALACE OF BRIGADES**, PART OF THE ALBANIAN ARCHITECTURE AND HISTORIC HERITAGE



## CARTA OF TIRANA a proposal

The purpose is the re-organisation of the albanian cultural artistic and environmental heritage.

The albanian civilization is mark for the multicultural and interreligious **integration** and an opening to the international report.

The new cultural program will be expression of **identity, memory, heritage, innovation experimentation, art and business**.

The new program will be supported by a synergic action of the public, research, business, citizen and environment areas.

The consistence of population and goods make possible a project of rationalisation of the **albanian cultural system**.

The disclosure of knowledge is understand as source of freedom and development everyone and civil cohabitation between different community.

Public places, ways, squares, landscapes will be exploited cause are centres of meeting for the people, **collectivity** growing and meeting through diversity.

Natural and antropological biodiversity will be protected and valorized because are guardians of the albanian **genius loci**.

Places will know safeguard action and promotion through action of **conservation, valorization and development**.

Means to promote a project able to express symbolic values of **cohabitation and membership** over the fulfillment of functionals: for these reason is necessary the role of the **culture and art** in the planning and executive process of territorial operations.

The objectives of the operation look for the **sustainability** guarantee of the heritage and the environment: for this reason will be promoted **synergic** actions between research, professional and enterprise.

The diffusion of new expositive medias, the change of the expectations of the consumers the continuous development of discovery and materials availability, requires a deep **afterthought** of the conservation system, exposition and disclosure of everything that is connected to the cultural heritage.

It will proceed to cataloging in stages both existing and new stock of movable, immovable and intangible assets, including works, objects, documents, portions of land, buildings, stories and characters

From the unique catalog will arise collections to be placed inside containers –**museum, public places**– or to be saved in its original places –**landscape, village, buildings**.

The unique catalog will focus in a unique **interactive** virtual program –app– that will be a guide for all the collections, sites, places and goods that will be added in future. The app will have also the function of **cultural disclosure** and **territorial promotion** in fact it could interact with the net and different searching engines

In this way, every object of the collection and its virtual copy will be available both in its place and in the net.

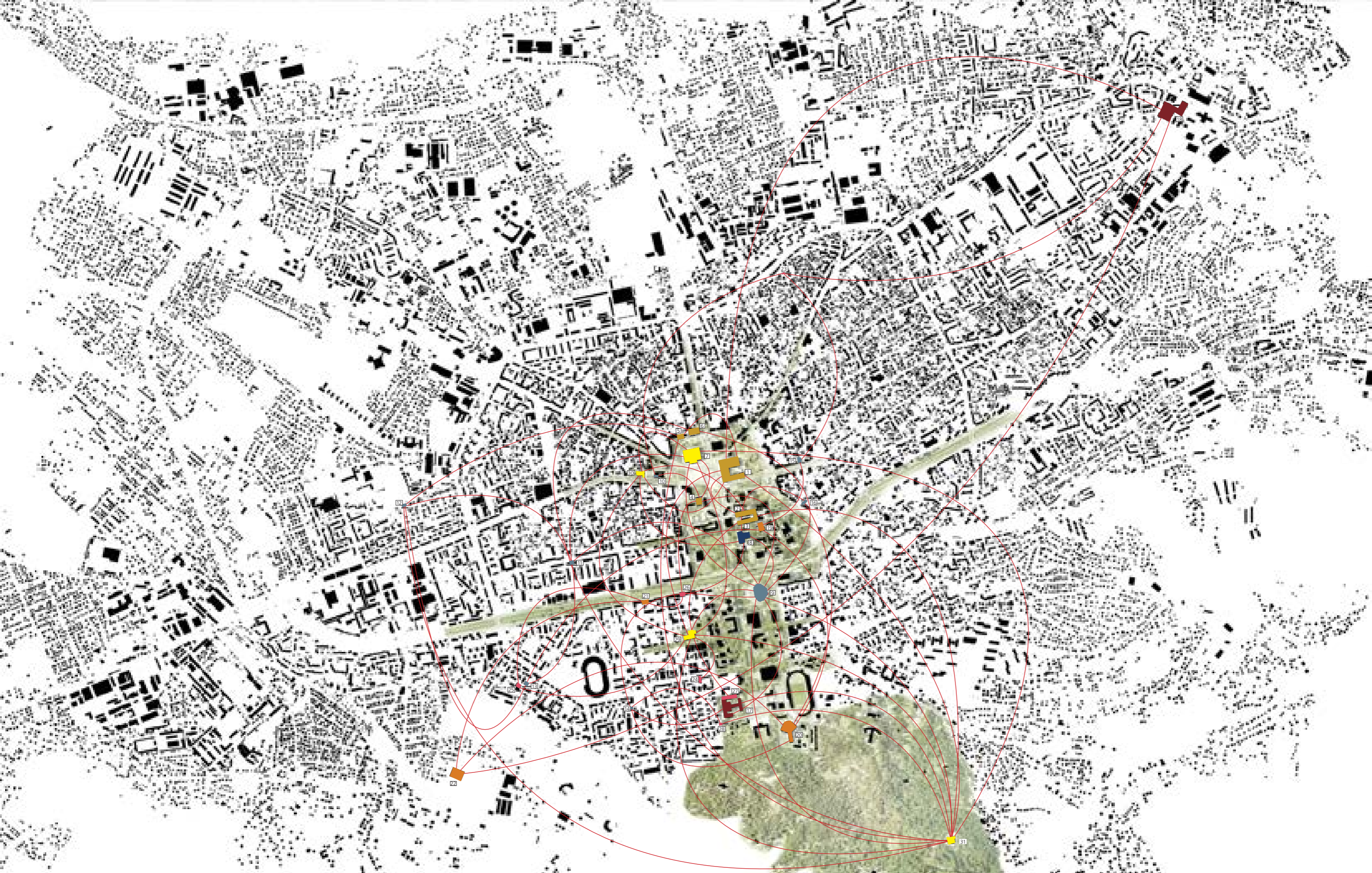
The final tool is the creation of the **National Virtual Museum** that –under the final tool of an app– is the unique catalogue of all the public albanian collections, equipped by multimedial contents.

The user –citizen, tourist, researcher– everywhere in Albania both in open spaces both at the interior of the expositive places, through QR-code placed on special totem will link his smartphone to the **National Virtual Museum**, inside of which will find multimedia contents, insights, hypertextual links.

The program of the **National Virtual Museum** guarantees the following advantages:

- > Flexibility of implementation
- > Trasparency of the administration of the single opera
- > Traceability of the opera
- > Flexibility of the utilization since the contents are the same both at the interior of the seats both in the single places
- > Reduction of the costs because its the only source, while supporting the terminal is the smartphone or tablet user
- > Flexibility of the multimedial and interactive supports
- > Provides interactivity and immersion of the collection in the virtual and real sediment in places
- > The same program and support is exploitable for the didactic in the school
- > Guarantees the international promotion of the territory
- > Increase the capacity for research and innovation
- > Increase the diffusion of knowledge, the cultural debate and the civic sense of belonging
- > Generate synergies of protection and promotion of the territory, environment and heritage
- > Generate an induced labor in the areas related to research, high technology and new media
- > Optimize production costs and management and reduces the carbon footprint for environmental sustainability





Inspired by the holistic program of "[re]functioning of the culture quartet" the Palace is re-interpreted as the focal point of a network system that, organized in different fields of interest and categories, covers the city. The proposed model includes an integrated system between the local existing entities defined by their specificities in order to create a network of information and cultural awareness. These are libraries, universities, training centres, press rooms and local activities. All of them are strengthened by the four "containers" given back to the cultural texture of the city. Each one will correspond to one of the key themes: culture, art, history and sociality.

- 1. Opera and Ballet Theater
- 2. National Theater
- 3. Experimental National Theatre Kujtim Spahivogli
- 4. Marionet Theatre
- 5. Metropol Theatre
- 6. Tirana Circus
- 7. National Historical Museum
- 8. National Art Gallery
- 9. Pyramid
- 10. Youth Center of Tirana
- 11. Multifunctional TEN Center
- 12. Logu i Shkendjës
- 13. Tulla Culture Center
- 14. Tirana Art Lab
- 15. T.I.C.A.
- 16. Tirana Express
- 17. Fine Arts Academy
- 18. Marubi Film and Multimedia Academy
- 19. Millennium Cinema
- 20. Imperial 1 Cinema
- 21. Imperial 2 Cinema
- 22. Imperial 3 Cinema
- 23. Miza Gallery
- 24. Zeta Gallery

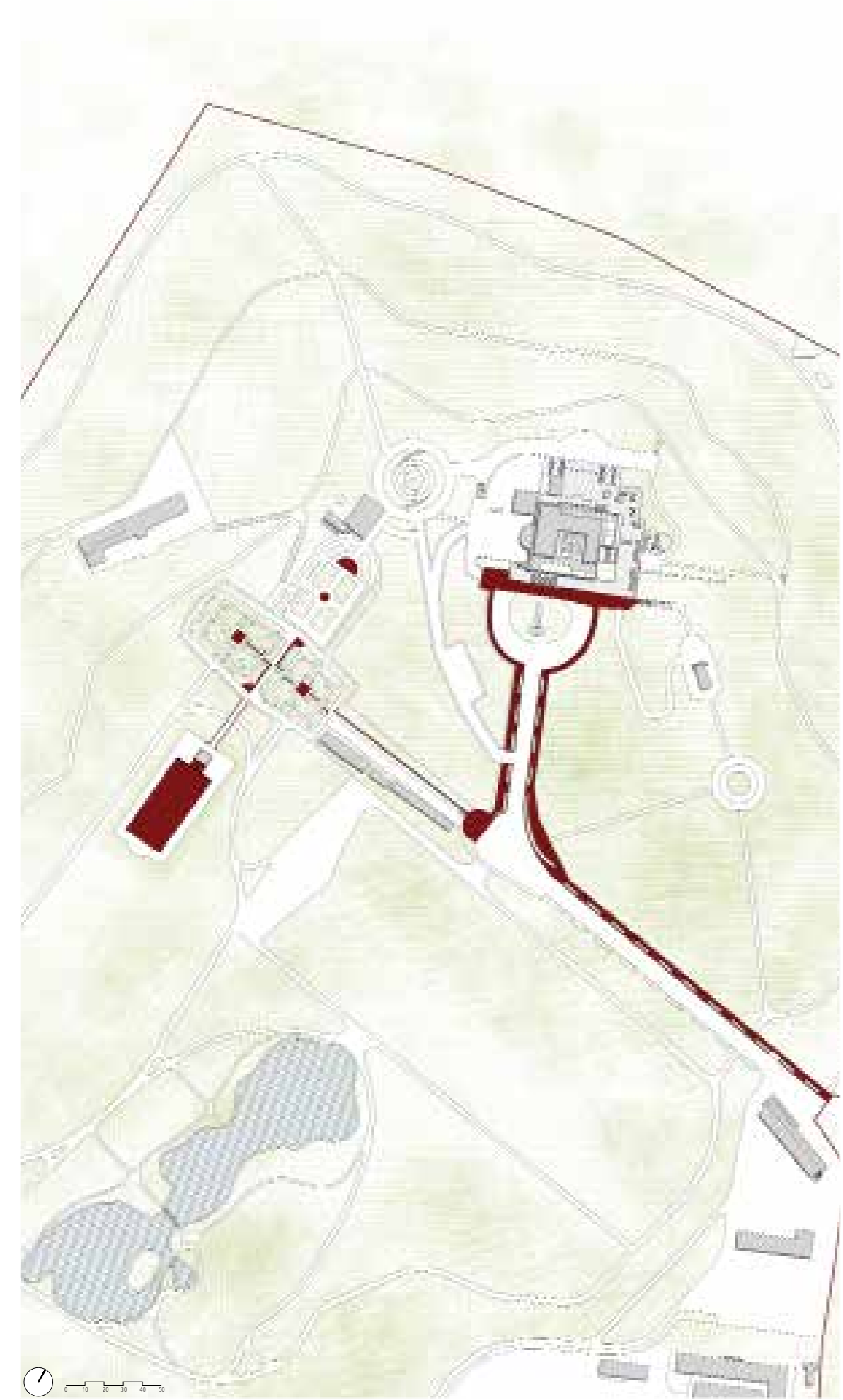
- 25. Art Gallery Rira
- 26. Zenit Gallery
- 27. FAP Gallery
- 28. Kalo Gallery
- 29. Villa 31
- 30. Union of Writers
- 31. Palace of Brigades

- Theaters
- Museums
- Cultural Centers
- Education
- Cinemas
- Art Gallery
- Cultural Quartet

[re]FUNCTIONING OF "THE CULTURE QUARTET"  
re-activation of 4 distinguished buildings, part of the Albanian architecture and historic heritage

bidder representative: Alessandro Massera

team: Gazza Massera Architetti, M&J Archi-Studio, A+C Studio Associato, efa\_studio di architettura e consulenza



MAIN FACADE VIEW

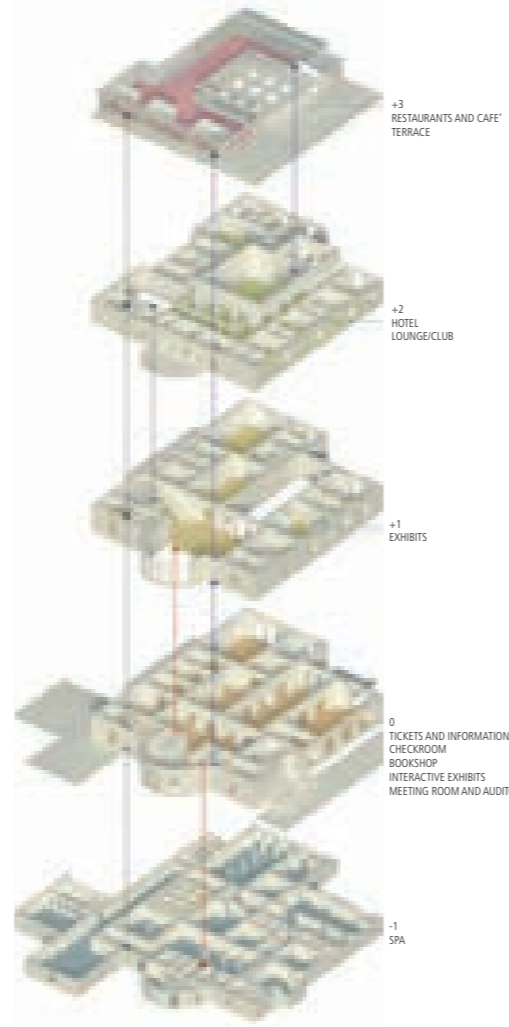
THE PALACE AS HISTORICAL REFLECTION AND COLLECTIVITY'S PLACE, A SYMBOL GIVEN BACK TO TIRANA

THE PARK

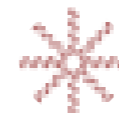
A walk through the garden lets the visitors to appreciate the variety of the surrounding landscape: a lake, small architectural "cameos" and the geometric patterns of the Italian style garden. The overall experience results even more enriched by the series of artistic installations that will be placed along the main path and near to the focal points of interest in addition to a specific system dedicated to hospitality and rest. This is an open air emotional and experiential path able to give back to the city a park that becomes an active player of the history and artistic soul of Tirana.

THE PALACE

It is proposed to live the museum not only for his main function but also as a place of reflection, information and entertainment open to the main stream public with a set of complementary and articulated activities in order to provide diversified experiences and to attract different audiences. The Museum is then a place to live a global polyhedral experience rich in interrelations: the user is free to choose within this offer the contents, the itineraries and the activities following a personalized path aiming to merge information and emotions.



**Public Park**  
Nowadays closed to the public it is proposed to re-open it permanently in order to inject in the area a place able to satisfy a very important recreational and social need and to provide a fundamental service to the community.



**As a meeting point**  
The park is a meeting point for various generations and for different aims; it creates a relationship among different kind of users improving furthermore the perception of space sharing and the sense of belonging to a community.



**Natural heritage**  
The green presence represents a very important element from a cultural point of view: it enables the botanical knowledge and, more in general, of the natural sciences and of the environment; it play also a main didactical role (in particular for the green school areas). Moreover the park includes various rare vegetal essences that, for age or size, can be considered as real and true natural monuments.



**Wellness space**  
The newly made public area is used as a sort of spontaneous implantation in which it is possible to practice open air fitness in an informal way. A part of the city is given back to the citizens and it is reconnected to the existing network of parks of which it would constitute a natural extension.



**Environmental art**  
The park becomes more tidy and it represents an integral part of the artistic works. It strengthens its relationship with the history and landscape of the place. From this union of nature and art it is proposed the creation of a great creative interdisciplinary laboratory that will remain patrimony of the city.



**Location**  
Giving back the public space to the collectivity enables to reuse some areas to host dedicated events such as wedding parties, exclusive dinners and lunches, fashion shows, etc allowing the park to play an active role to our daily life



**Events**  
The park is interpreted as an urban component open to the city stimulates able to host local events and becoming a receptive structure open to the collectivity (i.e. for concerts and special meeting occasions to the citizens).



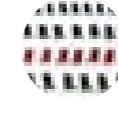
**The Museum**  
The architectural value of the building makes it one of the best examples of the Italian architecture in Tirana. We develop its value as container of events, meetings and history. After this assumption it is inserted the aim to create a museum with both a commemorative function of historical events that it lived and an effective didactical role for the history of Tirana even for the future generations.



**Art**  
The placement of installations and works of contemporary arts enable to perpetrate the function played by the palace until now as a witness of the history but enriching it of reflections on the present and on the interrelations created by the continuum created from the building and the surroundings (the park). As curatorial programme it is proposed to constitute a gallery of art, design photography, architectural drawings, fashion, graphics and the organization of temporary exhibitions and publishing of catalogs.



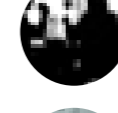
**Didactics**  
Through the didactical design it is set the objective of spreading the awareness of the museum as a place of learning, introspection, reflection, comprehension of the meaning and study of the original documents.



**Auditorium**  
The museum's functional equipment is completed by a place designed to host conferences and workshops. The auditorium is designed as a multipurpose element able to sustain different kinds of activities, even private events such as small concerts, meeting and company events.



**Hospitality**  
As a complement of the proposed activities the Palace also provides a luxury hotel open to international guests that offers the unique experience of staying in a building that is part of the national history and of the Tirana's cultural offer. The winter garden, used as hall and lounge, will be opened during special events.



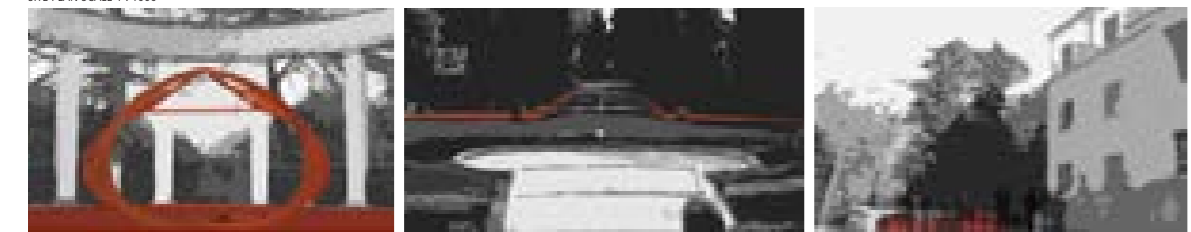
**The restaurant**  
On the top of the building, easily removable to restore its original state, has been collocated the restaurant function. That addition guarantees an usability that strengthen the existing bond between the garden and the building.



**The wellness center**  
The private investment injects in the building new complementary functions that connect it to the city and to the different kind of users. The thermal area in the basement, close to the park, become a place where the time stops, the visitor take a break, restoring his energy and refilling its mind.



NIGHT VIEW



EXTERNAL VIEWS

[re]FUNCTIONING OF "THE CULTURE QUARTET"  
re-activation of 4 distinguished buildings, part of the Albanian architecture and historic heritage

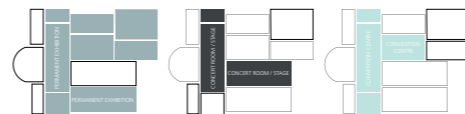
bibder representative: Alessandro Massera  
team: Gazza Massera Architetti, M&J Archi-Studio, A+C Studio Associato, efa\_studio di architettura e consulenza



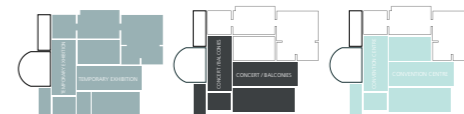
GROUND FLOOR PLAN SCALE 1:100



FIRST FLOOR PLAN SCALE 1:100



USAGE CHANGES IN THE GROUND FLOOR



USAGE CHANGES IN THE FIRST FLOOR

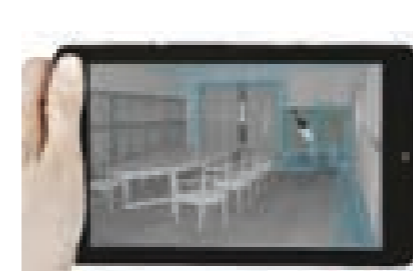
- 1 ENTRANCE
- 2 FOYER / TICKETS
- 3 INTRODUCTION
- 4 DIGITAL LIBRARY
- 5 HISTORICAL DATA
- 6 DOCUMENTARIES
- 7 VIDEO INSTALLATION
- 8 AUDIO EXPERIENCES
- 9 INTERACTIVE ROOM
- 10 EXHIBITS / SHOWS
- 11 TEA ROOM / BOOKSHOP
- 12 CLEANROOM / AUDIOGUIDE
- 13 TOILETS
- 14 STAIRWELL
- 15 FOYER / TEMPORARY EXHIBITION
- 16 KING'S APARTMENT / TEMPORARY
- 17 QUEEN'S APARTMENT / TEMPORARY
- 18 CLOSET
- 19 GUEST ROOM / TEMPORARY
- 20 ENTERTAINMENT ROOM / TEMPORARY
- 21 LIVING ROOM / TEMPORARY



AUDITORIUM / EVENTS



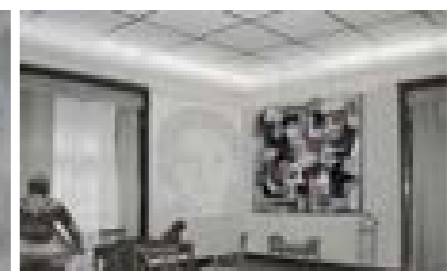
AUDITORIUM / TEMPORARY EXHIBITION



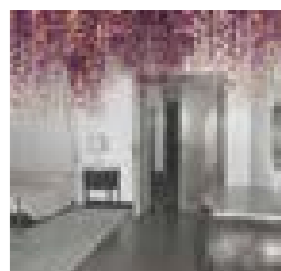
GUEST ROOM / TEMPORARY ART INSTALLATION



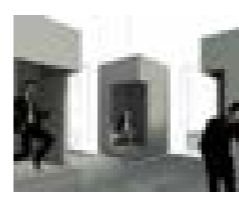
INTERACTIVE ROOM



GUEST ROOM / TEMPORARY ART EXHIBITION



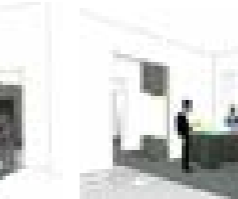
GUEST ROOM / TEMPORARY ART INSTALLATION



AUDIO EXPERIENCES



VIDEO INSTALLATIONS



DIGITAL LIBRARY



INTERACTIVE ROOM



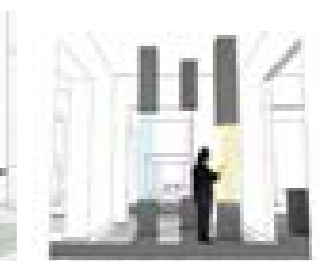
TEA ROOM / BOOKSHOP



INTRODUCTION



DOCUMENTARIES

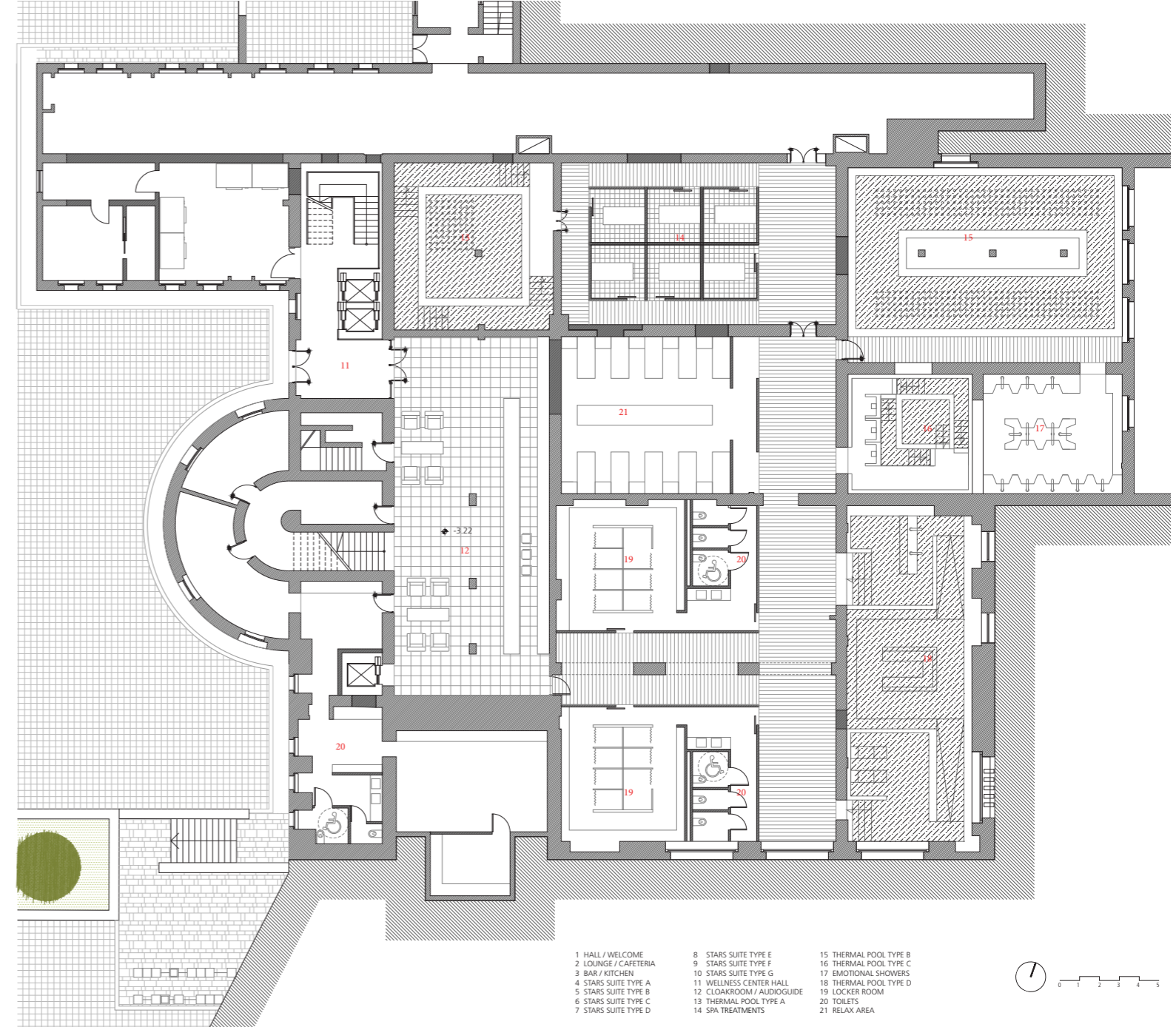


HISTORICAL DATA

**[re]FUNCTIONING OF "THE CULTURE QUARTET"**  
 re-activation of 4 distinguished buildings, part of the Albanian architecture and historic heritage  
 bidder representative: Alessandro Massera  
 team: Gazza Massera Architetti, M&J Archi-Studio, A+C Studio Associato, efa\_studio di architettura e consulenza  
**THE PALACE OF BRIGADES** **PANEL 04/06**



SECOND FLOOR PLAN - SCALE 1 : 100

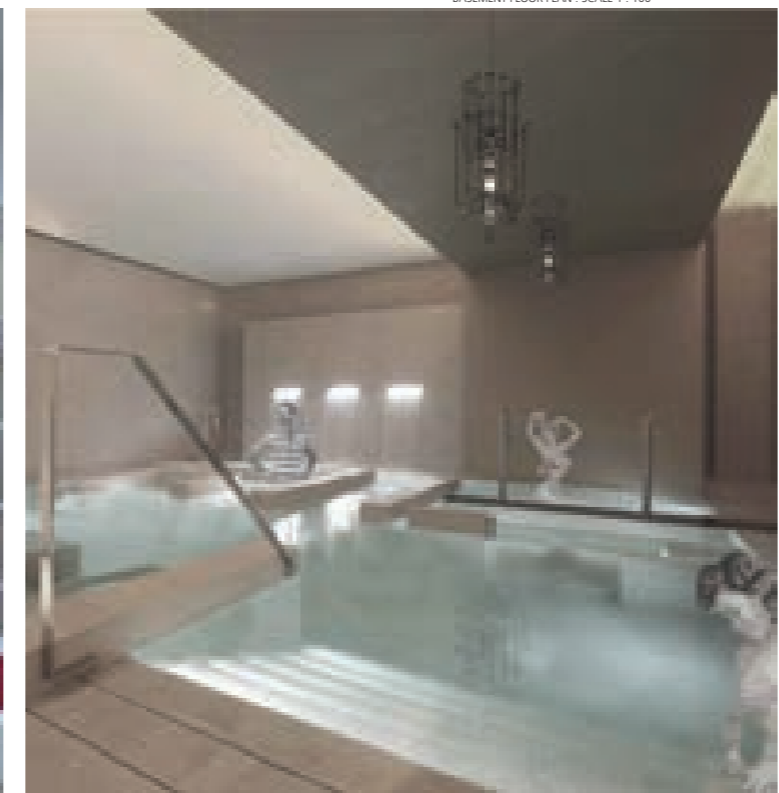


BASEMENT FLOOR PLAN - SCALE 1 : 100

- 1 HALL / WELCOME
- 2 LOUNGE / CAFETERIA
- 3 BAR / KITCHEN
- 4 STARS SUITE TYPE A
- 5 STARS SUITE TYPE B
- 6 STARS SUITE TYPE C
- 7 STARS SUITE TYPE D
- 8 STARS SUITE TYPE E
- 9 STARS SUITE TYPE F
- 10 STARS SUITE TYPE G
- 11 WELLNESS CENTER HALL
- 12 CLOAKROOM / AUDIOGUIDE
- 13 THERMAL POOL TYPE A
- 14 SPA TREATMENTS
- 15 THERMAL POOL TYPE B
- 16 THERMAL POOL TYPE C
- 17 EMOTIONAL SHOWERS
- 18 THERMAL POOL TYPE D
- 19 LOCKER ROOM
- 20 TOILETS
- 21 RELAX AREA



LOUNGE / CAFETERIA



THERMAL POOL



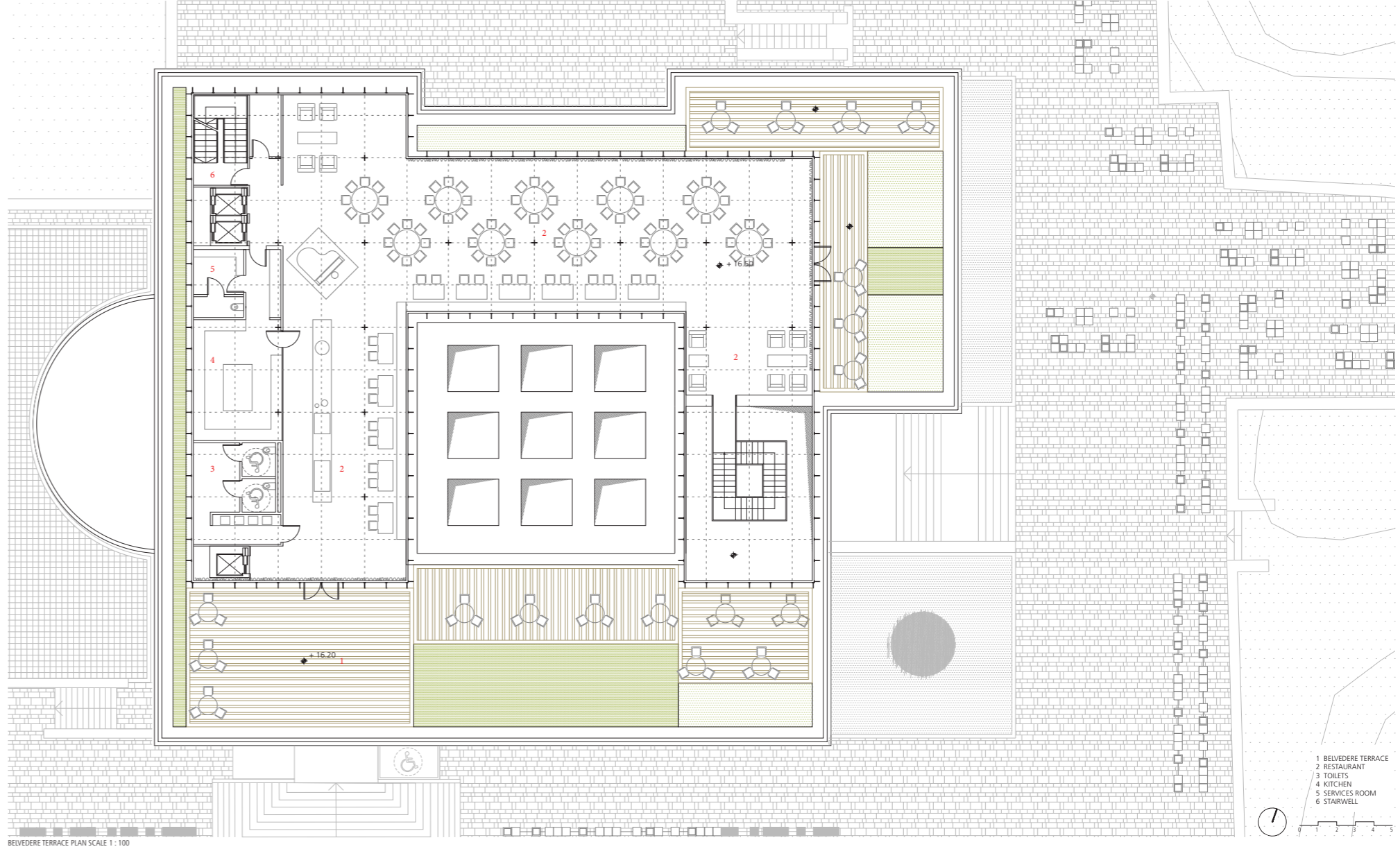
CROSS SECTION SCALE 1 : 200

- |                         |                         |                         |
|-------------------------|-------------------------|-------------------------|
| BELVEDERE RESTAURANT    | BELVEDERE RESTAURANT    | BELVEDERE RESTAURANT    |
| STARS SUITES / LOUNGE   | STARS SUITES / LOUNGE   | STARS SUITES / LOUNGE   |
| TEMPORARY EXHIBITION    | PRIVATE MEETINGS        | BALCONIES               |
| PERMANENT EXHIBITION    | CONVENTION CENTRE       | CONCERT ROOM / STAGE    |
| WELLNESS / THERMAL BATH | WELLNESS / THERMAL BATH | WELLNESS / THERMAL BATH |

USAGE CHANGES IN SECTION

**[re]FUNCTIONING OF "THE CULTURE QUARTET"**  
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**THE PALACE OF BRIGADES**





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team: GAZZA MASSERA ARCHITETTI, M&J ARCHI-STUDIO, A+C STUDIO ASSOCIATO, efa\_studio di architettura e consulenza

THE PALACE OF BRIGADES

PANEL 06/06