



USE
SUSTAINABLE
BRAINS

project by

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interior designer



THE ITALIAN PAVILLION

- o The Italian Pavilion attracted **more than 100 companies** with over 1,300 square metres of exhibition area.
- o The leading sectors in the Italian Pavilion were: **construction materials and accessories (37.8%), renewable energies (21.6%) and Interior Design (8.1%)**. Renewable energies registered the highest growth from the previous edition of Ecobuild. The new record was due in part to the introduction in England of the 'feed-in tariff', an innovative and profitable stimulation scheme that has encouraged foreign investments in the sector.
- o The pavilion featured a very busy conference schedule and **the participation of prominent Italian personalities of the sector**: Architect Mario Cucinella, Alfonso Pecoraro Scanio, former Italian environment minister, Maria Luisa Coppola, Responsible for the economic development of the Veneto region and Mr. Saponaro, President of the SMEs commission of the Lazio Region.

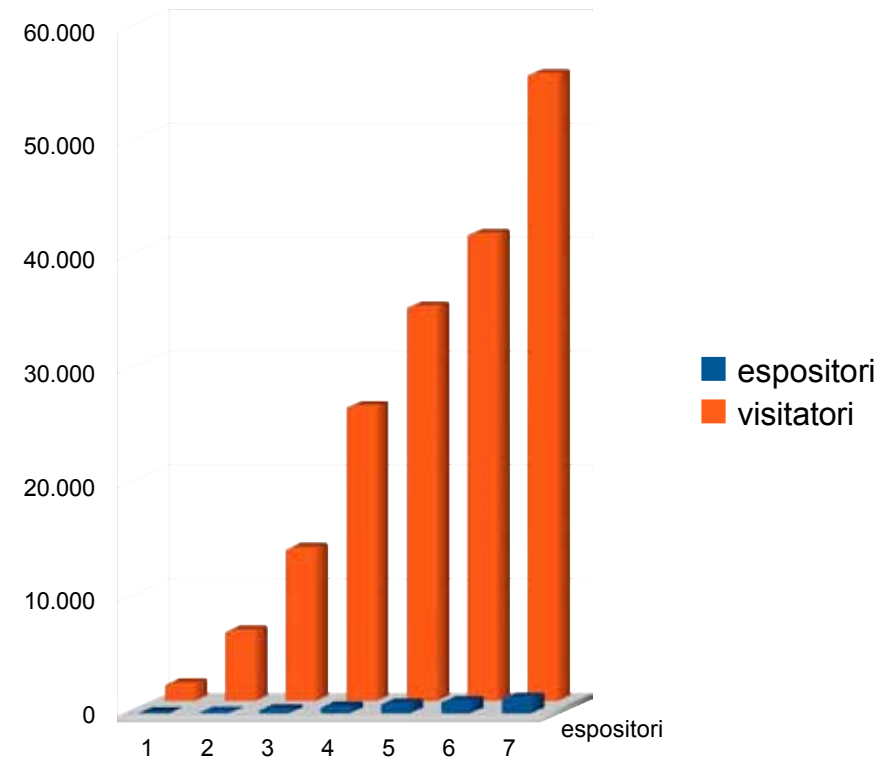


ITALIAN CHAMBER OF COMMERCE
AND INDUSTRY FOR THE UK

London, Manchester, Edinburgh & Glasgow

ecobuild, ever growin'

year	exhibitor	visitors
2005	50	1.500
2006	90	6.144
2007	300	13.404
2008	500	25.858
2009	800	34.617
2010	1.000	41.000
2011	1.300	55.039

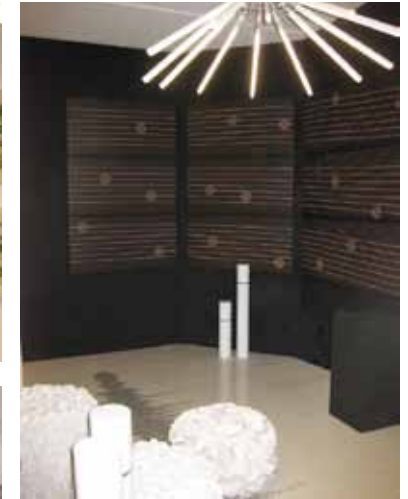


Main attraction 2011: il Water Nest

The main attraction of the Italian Pavilion was the “Water Nest”, an innovative project that proposed **a sustainable housing unit built exclusively with eco-friendly materials**. The driving idea behind the ‘Water Nest’ was the conciliation between high living standards and eco-sustainable power generating sources.

The main featured element was water, seen as an element in transformation, completely immersed in a red light environment, representing the original source of life, with vertical green grass gardens and background music.

2,600 visitors attended the Water Nest: a remarkable result in only three days of show. Of these, 84.5% came from Northern Europe and 12.4 from Italy.



Water Nest - 2600 visitors

architects: % (n. ...)

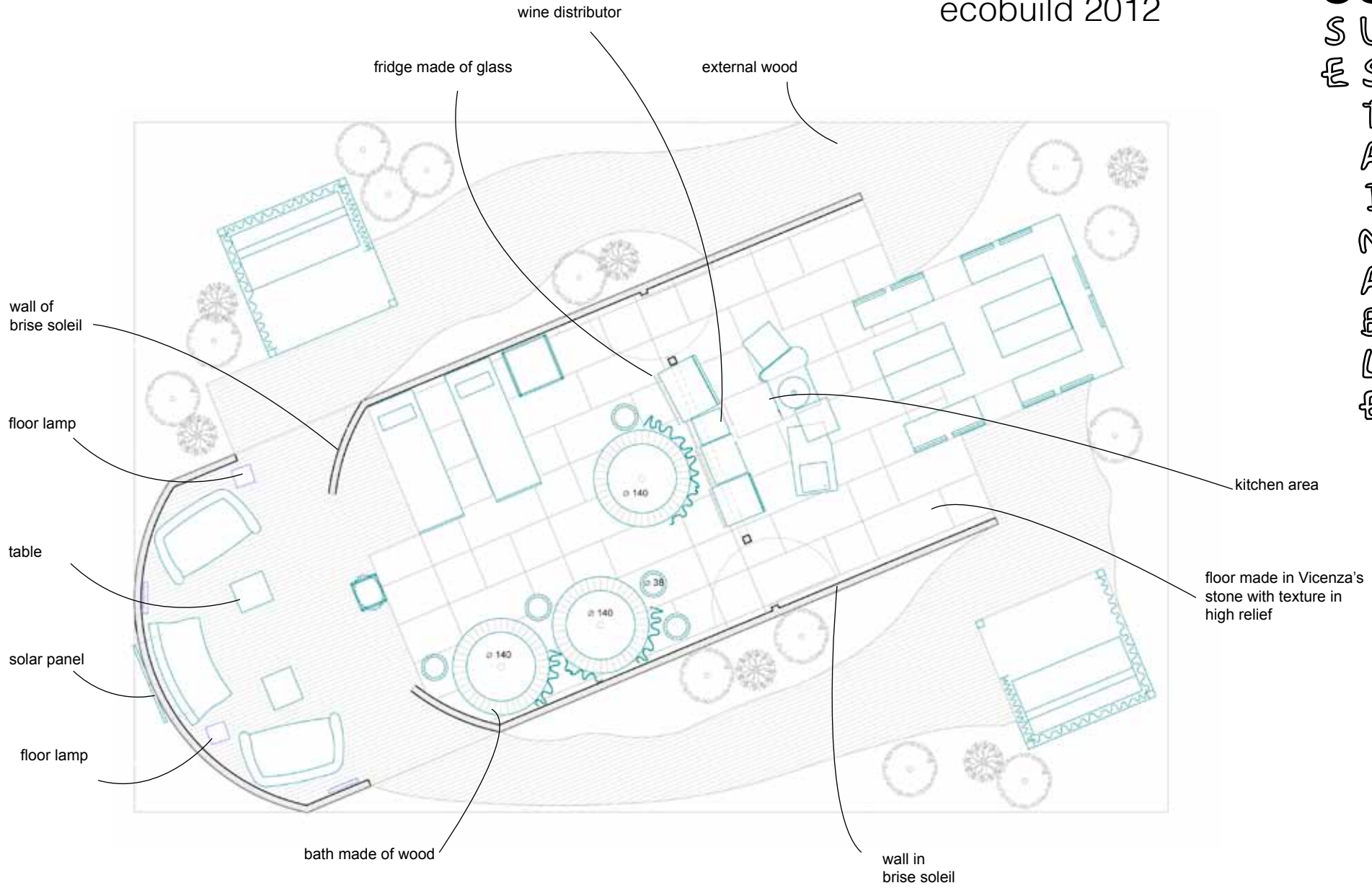
constructors: % (n. ...)

investitors: % (n. ...)

real estate: % (n. ...)

concept
ecobuild 2012

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THE IDEA

USB - USE SUSTAINABLE BRAINS

The Project is an indoor-outdoor receptive structure. It can be positioned in any open space environment and would be accessible to all: by the sea shore, on a hill, a mountain or in a park.

The Project will be built using eco-friendly architecture and will embody a message for a shift towards a "Sustainable Society" being itself a "Social Connection".

The concept of "Sustainable Society" is here meant as a transition from the "online" to the "offline" world: a search for the rediscovery of personal connections, social gatherings, of communication and for common lost values that we want to experience again.

The design resumes that of a USB key but with an additional meaning:

USB = USE SUSTAINABLE BRAINS

THE DRIVER

We want to reconnect people, reinstate the use of our brain and reasoning again...

We believe that this is a fantastic theme, provocative but strongly felt: it gains importance if presented to the numerous and qualified audience of Ecobuild, especially in consideration of the present topics.

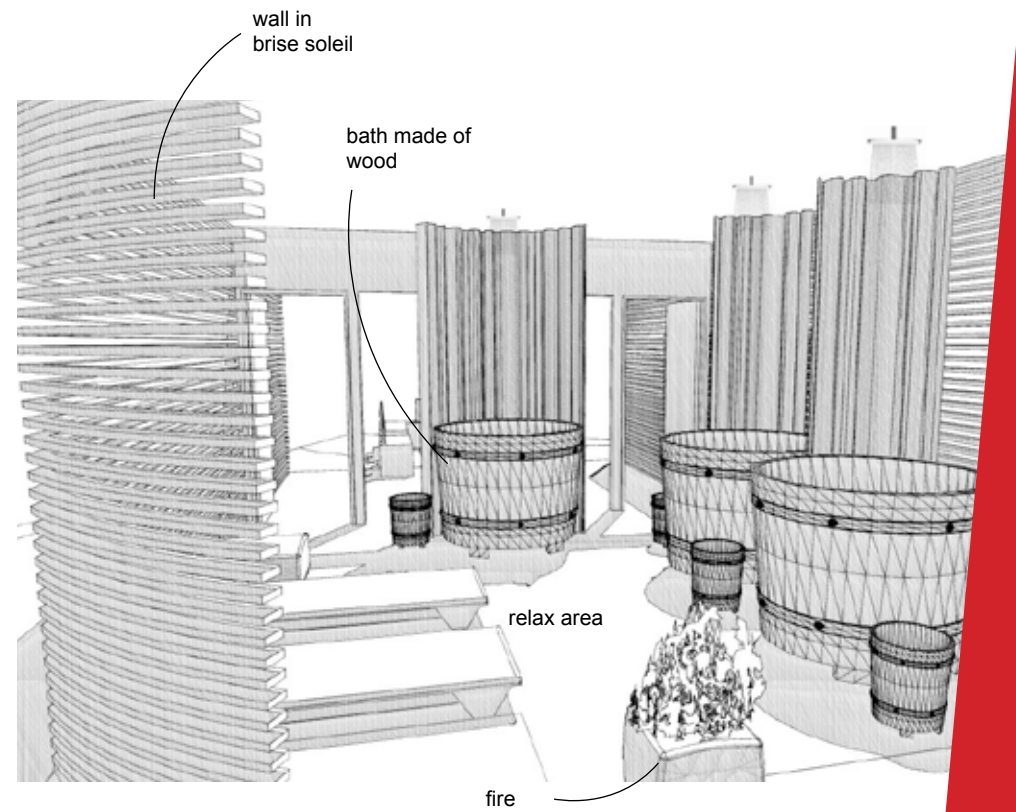
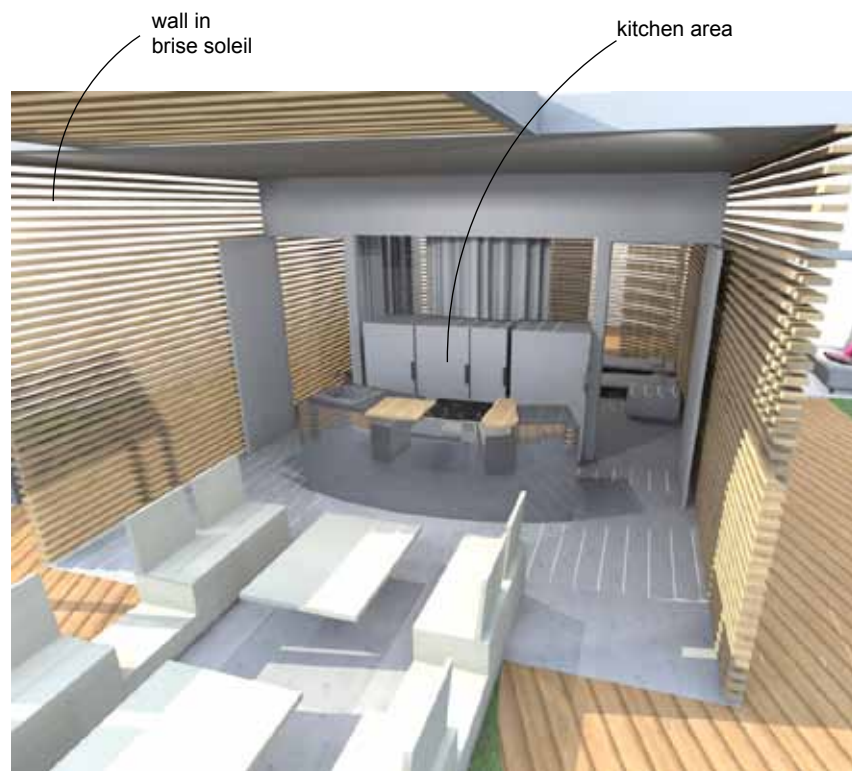
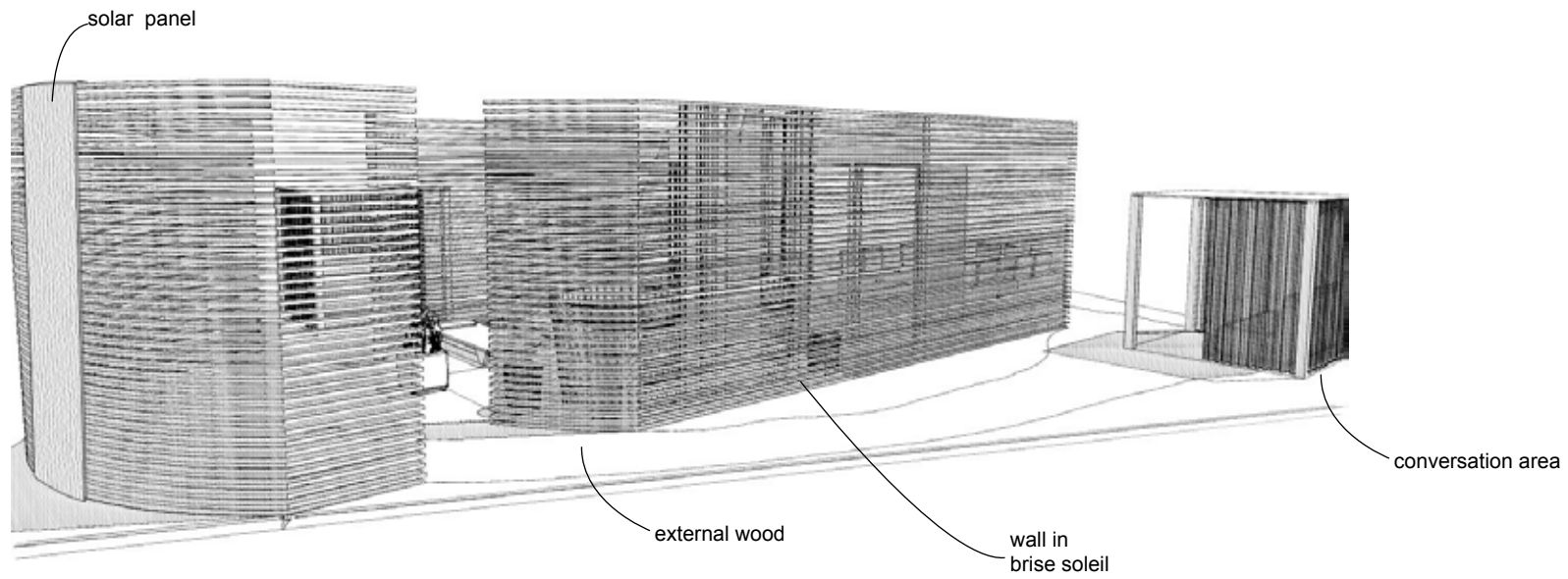
The setting will have an internal living habitat with a welcoming area organised as follows:

- Food vending machines or glass door fridges available for the owners of a special card;
- The area could be managed by an Association or by a private company, such as a self service bar or with served food.
- There could be a seating area built with benches in natural wood that replicate the design of a USB key, with various small tables and a brise-soleil solar shading system on the roof and curtains on the side;
- The structure develops into another public area containing three wooden bathtubs with ceiling mounted showers along a massage/relax area... in numbers of three transmitting an idea of conversation between individuals, such as in Spas and not an idea of a couple.

- Following there could be an indoor-outdoor area with three comfortable seats with tables with plenty of fruit and a centred fire place symbolising the ancient fire places where people used to gather to converse.
- The entire site is surrounded by walking alleys that cut through the green, in and out of the main structure connecting the 'outdoor conversational islands'. In this way these outdoor conversational islands and the pathways create a continuous circular movement of people that encourages and stimulates human interaction and conviviality.
- The entire site is powered by solar panels that can be seen in the 3D simulation. The remaining part of the structure can have a variety of finishing details: from the natural wood of the ceilings to the natural stone of the floor, from the vertical green patches to the shower systems over the wooden tubs, adjustable lights as well as an outdoor area built with wood and natural green, all of which would be made out of eco-friendly and natural materials.

The toilet areas have not been added to the project since we believe that these occasions are not the most appropriate places to do so, not to mention the limited space available.

The descriptive part of the project will be presented with blueprints and renderings and will be exhaustive in all its components in order to communicate clearly and correctly with the audience.







"USB" AMBIENT



INTEGRATION EXAMPLE



COMMUNICATION

A MAIN ATTRACTION THAT WANT'S TO MAKE THE DIFFERENCE!

MEDIA CAMPAIGN:

MEDIA COVERING
DIRECT MARKETING
PRESS OFFICE
WEB MARKETING

OFFICIAL CATALOGUE
OFFICIAL NEWSLETTER



By:



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