



**PALACONGRESSI
DI RIMINI**

Press release n. 4

The new Palacongressi di Rimini: the philosophy of its architecture

Architect Volkwin Marg - of Hamburg's Studio GMP - explains, "The design will be part of a very important town-planning context, which will involve an overall upgrade project." An ambitious project from the point of view of the choices made and the construction schedule planned. That sums up our experience in this sector, resulting in a venue able to give the conference market a great boost."

Architect Clemens Kusch, coordinator of the project for GMP, adds, "As well as the Conference Centre, the old expo centre site will also host a music Auditorium and some management offices overlooking the renovated AUSA river park. So, close to the centre of Rimini, there will therefore be what can be described as 'a culture and communication forum' recovering vast green zones for use by the town." Respect for the environment is one of the keynotes of Studio GMP's work.

In the context of this upgrade, there is also an overall project regarding the landscaped zones that will link the AUSA park with the sea. There's a proposal for the recovery of the shores of the "Quarry Lake" and the construction of a vehicular bridge in Via della Fiera, to enable cycle tracks and footpaths to pass under the road, linking the Conference Centre zone with the seaside area.

Marg continues, "We carefully examined the area involved, emphasizing for example the importance of the rivers that influenced the town's development. Nowadays, these rivers' courses are less visible, but it is easy to see the great effect they had on the town's layout. We shall concentrate on the area of the old expo centre, but wanted to imagine wider upgrading prospects. Working along with the designers of the Auditorium, which will stand near the Conference Centre, reassured us of the profitable coexistence of the two venues, even sharing aspects such as the distribution of the underground car parks, in order to better exploit the entire area and safeguard traffic flow by providing for accesses that don't penalize it."

Architect Clemens Kusch says, "Our Studio's philosophy is not based on avant-garde styles. Contemporariness and links with the surrounding areas are the dominating feature of our designs. And it's precisely as a tribute to contemporariness that our works are solid and practical. Real modernity is making users of a location the key players. This is why we designed the new Rimini Conference Centre with criteria of absolute flexibility and functionality.

A shell pointing towards the sea (which hosts the large room with its amphitheatre seating 1,600 people) and suspended from steel pylons will be the identifying element of the new Rimini Conference Centre. We wanted to create a symbol that could emphasize the project's recognizability, and at the same time become one of Rimini's recognized features worldwide".

The shell also gives an intrinsic message that brings to mind and pays tribute to the local area - the sea, but even more the fruit of the sea, in other words the area's business capacity - and is also in line with the hints of Renaissance architecture and images that have always been part of Volkwin Marg's work.

"The shell will be entirely glazed. **The designers explain,** "Studio GMP prefers natural traditional materials such as glass, which is also an extremely versatile material to use. The glass covering the shell will be opaque, to ensure that the architecture fits in perfectly with the surroundings, whereas transparent glazing in the entrances and the roof's skylights will characterize all the zones hosting conference delegates. Our idea was that of a project in which light played a key role. Natural luminosity to put delegates at ease, give the premises an overall image of clarity, but also to closely follow a policy of energy saving and environmental protection."

FURTHER INFO PER THE PRESS

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