

RESTORE TO IMPACT

CALL
FOR
IDEAS

The next healthcare landmark for innovation
and future-oriented competencies.

International Call for Ideas
for the regeneration of the
Chiesi pharmaceutical group site
in Via Palermo, Parma



PRESS
RELEASE

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Parma, 31 May 2023

RESTORE TO IMPACT, deserving concepts selected for the Professional and Under 30 categories

Flexibility, adaptability over time, porosity understood as the ability to dialogue with the physical and social context and as the quality of the landscape and public spaces in relation to connectivity. But also sustainability in technological, environmental, economic, business and innovative terms.

These are the criteria stimulated by the "5 Regenerative Actions as a Force for Good" and adopted by the Selection Committee of Restore to Impact - The next healthcare landmark for innovation and future-oriented competences to evaluate the ideas received and aimed at identifying innovative, evolutionary and transversal concepts as guidelines for the future regeneration project of the Chiesi pharmaceutical group's historic industrial site in via Palermo, Parma, whose objective is twofold to create an innovative business playground (Centre for Open Innovation & Competence) and to provide its commercial branch with a work space aligned with current notions of inclusion and corporate guidelines.

31 concept finalists of which 26 for the Professional Category and 5 for the Under 30 Category.

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This result is the fruit of intense work to promote and disseminate the International Call, which has reached **more than one hundred countries** (from Australia to Argentina, from Finland to South Africa, from the United States to Japan...) **and almost 500 registered users** in the two months it was open (1st March - 30th April), testifying to the Chiesi Group's commitment to soliciting reflections and new approaches to the built environment and to Open Innovation from external and transversal worlds.

From the 31 concept finalists, **three Prizes were identified for each Category (Professional and Under 30) and an Honourable Mention for the Professional Category.** The candidate entries for the Call for Ideas "Restore to Impact" were examined and evaluated according to a high score allocation by the Selection Committee meeting in Parma and composed of: **Andrea Chiesi** Head of Special Projects Chiesi Group and Sponsor of the international Call for Ideas Restore to Impact (Italy); **Giulia Baccarin** CEO and Co-founder MiPU Predictive Hub Società Benefit (Italy); **Emilio Faroldi** Pro Vice-Chancellor of the Polytechnic University of Milan (Italy); **Didier Fiúza Faustino** Artist / Architect, Director Mésarchitecture studio (Portugal / France); **Paola Liani** Architect, Co-founder Paritzki&Liani Architects (Israel); **Aura Luz Melis** Architect, Partner Inside Outside (The Netherlands); **Ingrid Paoletti** Scientific Coordinator Material Balance Research Lab Polytechnic University of Milan (Italy); and **Matteo Vegetti** Professor of "Theories of Space" Supsi (DADC Mendrisio) and Lecturer at the Accademia di Architettura, Mendrisio (AAM), Università della Svizzera Italiana USI (Switzerland).

PROFESSIONAL CATEGORY: 3 PRIZES AND 1 HONOURABLE MENTION

For the PROFESSIONAL Category, the three prizes and the Honourable Mention were awarded to project teams, either multidisciplinary or consisting of architects only. All were based in Italy, two specifically in Parma. An indicator, over and above the Call's intentions and the international audience it reached, of how closeness and familiarity with an urban area, its history and its critical issues are fundamental elements for the development of an intervention concept such as the one stimulated by Restore to Impact, stretching beyond the confines of architecture and open to the generation or regeneration of a profound dialogue between business/territory/community.

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Urban Scale Laboratory by Bodria Sportillo (Parma, Italy), a team composed of architect duo Pietro Bodria and Antonio Sportillo, imagines an incubator of ideas open to visitors and citizens, guaranteeing the highest standards for employees. Movement is stimulated through covered outdoor corridors, dynamic distribution spaces that become meeting places, multiplying opportunities for exchange and interaction.

Chiesi FARM (Forest Academy Research Museum) was presented by the heterogeneous team Chiesi FARM (Parma, Italy) - consisting of Chiara Cocconcelli Digital strategies & Communication (Italy) from Officine On/Off, Luca Bocedi Visual Designer (Italy), Francesca Giannini Architect (Italy), Giulia Ghidini Architect (Italy), Domenica Fiorini Architect (Italy), Veronica Pinetti Project Manager & Instructional Designer (Italy), Simone Spotti Designer (Italy), Ximena Malaga Palacio Sustainability Manager & Financial Officer (Italy). The project envisions an innovative and open space to cultivate talents and ideas. It welcomes diversity and fosters relationships by imagining the future and opening up to education with the Museum of Pharmacy and Chemistry to offer visitors opportunities for research and discovery. A gentle regeneration concept for the neighbourhood and for the company.

Restore to Impact presented by the team **Studio 63** (Florence, Italy) + **Edoardo Cesaro** (Camerota, SA, Italy) rethinks the layout of the Site as a Continuous and Fluid Urban Park, on which the Centre for Open Innovation & Competence and the offices of the Chiesi Italia company "float". The vision is that of an aerial building in a dynamic relationship with the ground and the external environment through the use of mediation spaces, tunnels, filters and semi-covered places to be realised predominantly with natural materials.

The Restore to Impact Selection Committee also intended to award an **Honourable Mention for the Professional Category** to the **Chiiiesi** concept by **CMJC** (Mantua, Italy) - a project team composed of Martina Baratta Architect (Italy) Cristina Roiz de la Parra Solano Architect (Italy), Camilla Federici DE&I Consultant (Italy), Julian Raffetseder Urban Climate Consultant (Switzerland) and Giorgio Notari Renderist (Italy). The three 'I's in the project title indicate identity, inclusion and innovation as the three pillars that carry the company's legacy into a new era through a gesture, a simple and delicate

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element, an L-shaped building that frames the garden and curves inwards as an act of welcome and inclusion, creating a public space for the city.

UNDER 30s CATEGORY: 3 PRIZES

For the UNDER 30 category, the three prizes were awarded to undergraduates or recent graduates of Architecture from three different countries, Italy, the Netherlands and Australia. A geographical openness that denotes a different methodological approach of the three concepts, more inclined to propose flexible solutions in space and time.

On the Screen by **Paola Mauti** (Monte San Giovanni Campano, FR, Italy), a single-cycle degree course in Architecture, imagines a landmark open 24/7: during the day it is the workspace for Chiesi Group employees with public facilities and a natural park open to all, at night it becomes a large stage where the company's activities can be promoted or events organised for Parma. A welcome to the city from the elevated railway line.

The Portico of Innovation by **Yifan and Jingwen**, (Delft, Netherlands) - a team composed of the duo Dong Yifan and Jingwen Gan, Master of Science in

Architecture degree course - proposes a concept related to urban relationships to be stitched together through architectural language in order to re-establish a balance between the privacy needs of users and the spatial value of the urban community.

The Civic Campus by **Robert Snelling** (Ascot Vale/Melbourne, Australia), Master of Architectural Engineering, majoring in Architecture + Civil Engineering, envisions the Campus fitting into the existing neighbourhood by stimulating an evolution over time not through radical transformations but through small, thoughtful changes considered the most innovative change of all.

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IN THE WORDS OF THE SELECTION COMMITTEE

"We are satisfied with the proposals we received," **Andrea Chiesi**, Head of Special Projects Chiesi Group and Sponsor of the international Call for Ideas Restore to Impact, comments, "which gave us food for thought and suggestions for design and relational paths and readings outside the perimeter in which we usually move and operate. The opening of the Call for Ideas to two categories of designers under 30 and professionals also fulfilled what was our initial hope of receiving different points of view, dictated by experience on the one hand and visionary and contemporary freshness on the other. Now some serious synthesis work will be needed to capture and translate the most useful ideas and suggestions into project guidelines, but the road, also thanks to the invaluable work of the Selection Committee, is undoubtedly well marked."

Restore to Impact in the **choral voice of the Selection Committee**: "What comes before architecture? The needs of a society... Restore to Impact is about making the city more alive... launching a public competition to renovate existing buildings.... to think together about how to approach the regeneration of a former industrial area... to create a beating heart of connectivity... to reflect on the relationship with the community... Receiving such good results is the result of the Call for Ideas process... it is a layering of voices from which to extract... **BALANCE!**"

PRIZES

As stated in the announcement, the **three deserving concepts for the Professional category will receive € 12,000.00 each, while the three deserving concepts for the Under 30 category will receive € 5,000.00 each. The Honourable Mention for the Professional Category will be awarded € 2,000.00.**

The amount not awarded (€ 13,000.00), calculated on the total prize money (€ 66,000.00), will be donated to a social project promoted by a local organisation that will be announced during the Award Ceremony.

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The winners, who were asked to indicate intervention concepts based on the principles of "kindness" and "connectivity" stimulated by the 5 Regenerative Actions as a Force for Good - Innovate to stay coherent / Restore to preserve: the heritage / Take care to treat / Give for opportunities / Design to Impact - will be involved in the elaboration and development phases of the guidelines of the future regeneration project of the via Palermo industrial site and **their names will remain in the concept development team, as promoters of the design guidelines of the future flywheel for urban regeneration and a landmark of innovation.**

THE FUTURE: THE AWARD CEREMONY AND PANEL SERIES

As a follow-up to the Call for Ideas, a **series of panels** open to the public, scheduled from summer 2023, will provide continuity to the themes introduced with the 5 Regenerative Actions as a Force for Good.

Chiesi's aim is that of encouraging reasoning, debate, new relationships tied to a culture of innovation, future skills training and sustainability, promoting increasingly greater openness and interaction with the outside world.

The first panel will be the venue for the **Award Ceremony** for the concepts identified by the Selection Committee.

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MOTIVATIONS

PROFESSIONAL

1159

Urban Scale Laboratory

Bodria Sportillo, Parma, Italy

The 'Urban Scale' project develops parameters of flexibility and sustainability, indicating a scale of gentle intervention and permeability to the urban and social context. It shows the possible adaptability over time and, in its visual impact, directly reflects the degree of innovation of the activities taking place inside. The creation of two separate elements for the different activities and the open space also declares the fluidity of the interconnections that could be more defined in the future.

1282

Chiesi FARM (Forest Academy Research Museum)

Chiesi FARM, Parma, Italy

The parameter appreciated in the 'FARM' project is porosity. The combination of the compact volume of the building and the different types of green spaces is a clear gesture. Through the demolition of the existing, the generous recovery of a predominance of open spaces to the site is suggested. Expressing, on the one hand, the ability to reorganise the urban fabric and, on the other, the hierarchical delimitation, either clear or more blurred, between public and private of the different areas.

1352

Restore to Impact

Studio 63, Firenze, Italy + Edoardo Cesaro, Camerota (SA), Italy

The 'Restore To Impact' project approach tends to enhance the relationship with the context, through a visual transparency of the built environment and the presence of greenery. The conception of two levels of open space, diversified by function, succeeds in outlining the creation of a system that is interconnected and at the same time autonomous and independent.

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PROFESSIONAL HONOURABLE MENTION

1156

Chiiiesi

CMJC, Mantua, Italy

Of the 'Chiiiesi' project, the concepts of flexibility, adaptability and economic sustainability are emphasised in an intervention involving the design of lightweight structures that can change according to needs and allow for possible interaction with greater permeability on the ground floor.

UNDER 30s

1057

On the Screen

Paola Mauti, Monte San Giovanni Campano (FR), Italy

The creation of two separate open areas in the 'On the Screen' project enhances the existing site by opening it up to the city and making it flexible in use. The screen façade and access to an underground auditorium further break down the delimitation between public and private space and highlight the potential interactive relationship with the community.

1179

The Portico of Innovation

Yifan and Jingwen, Delft, Netherlands

The idea behind The Portico of Innovation is a seam of the existing, with the addition of surgical interventions that enhance the relationship between inside and outside. These elements - interpreting criteria of flexibility and adaptability - are characteristically minimal and resilient to changes over time. They are able to propose different perspectives of access to the open space and enjoyment of the garden made public.

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1246

The Civic Campus

Robert Snelling, Ascot Vale/Melbourne, Australia

The project 'The Civic Campus' amplifies, also in a cultural key, the dialogue with the territory, establishes a proper relationship of urban scale and expresses the connection between learning and sociality. Maintaining the built environment, it proposes an easily convertible, circular and sustainable system to accommodate future functional evolutions.

CONTACTS

info@restoretoimpact.com

www.restoretoimpact.com

INSTAGRAM

[@restore_to_impact](https://www.instagram.com/@restore_to_impact)

[#RestoreToImpact](https://www.instagram.com/#RestoreToImpact)

PRESS OFFICE

GRUPPO CHIESI

Alessio Pappagallo

Press Office Manager

M. +39 339 589483

E. a.pappagallo@chiesi.com

PRESS OFFICE

RESTORE TO IMPACT

Samantha Punis

Head of Communication — AtemporaryStudio

M. +39 339 5323693

E. s.punis@atemporarystudio.com

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