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NATURE ARCHITECTURE

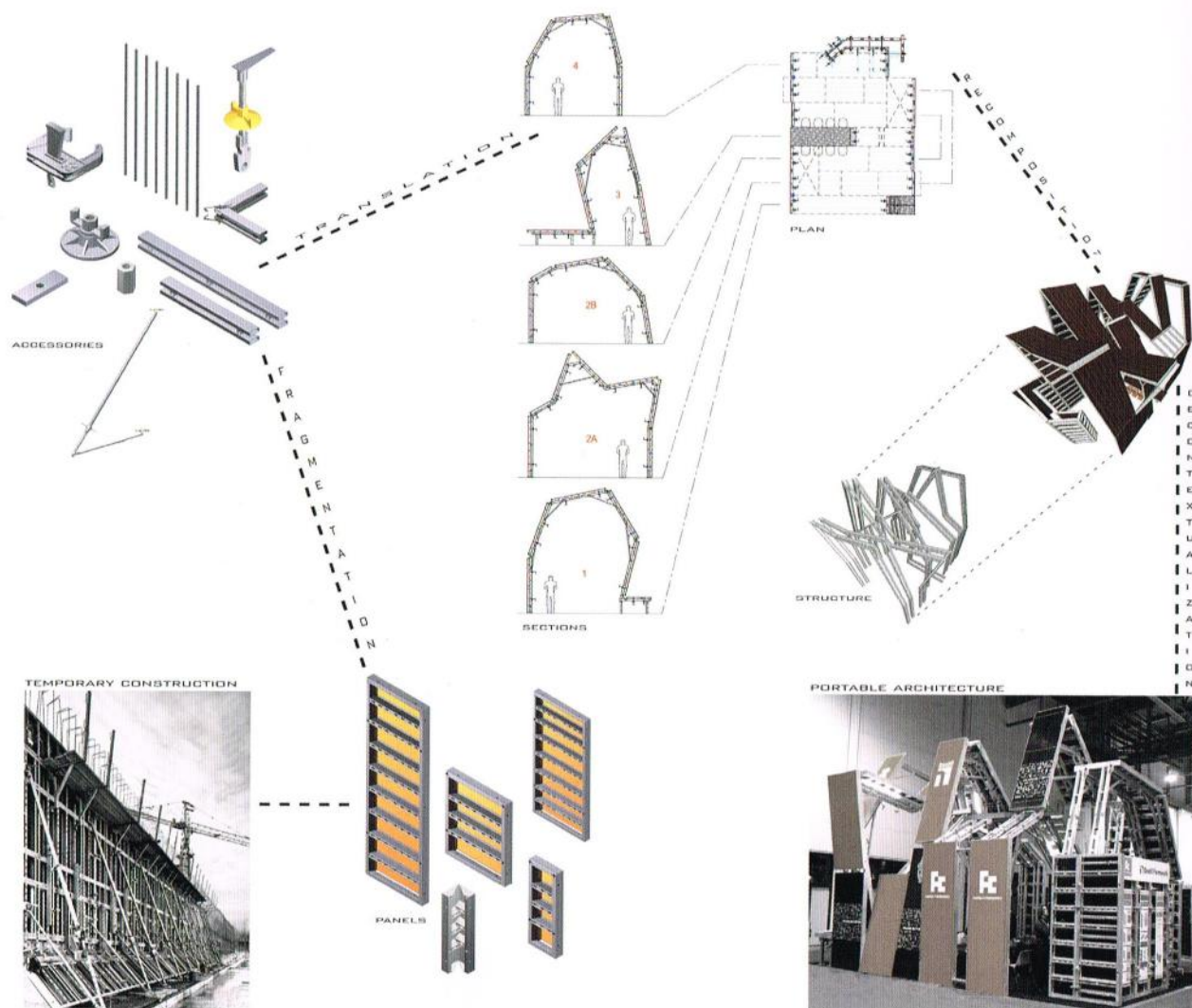
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provocative pavilion

Marcello Pozzi's design of the Farina Casseforme pavilion is a provocative composition which transforms fragments of temporary construction - the steel formworks panels - into built architecture. According to Pozzi, the formwork system becomes architecture through metaphorical translation of the steel fragments into architectural language; thus the decision of designing the entire pavilion with the formwork system. Fragmentation and raw exposed structure extend throughout Pozzi's work. The opportunity to create this unusual pavilion arose when Massimiliano Farina, owner of the Italian company Farina Formworks (Farina Casseforme), decided to introduce his company to the U.S. concrete formwork market by debuting at the international trade show "The World of Concrete" in Las Vegas in January of this year. Farina Formworks, founded in Milan, Italy, has produced modular and custom formworks and heavyweight structural steelwork for the construction industry for over thirty years. To have an impact, the pavilion needed to be in line with the contemporary architecture and design experimentation typical of the west coast which Massimiliano (also an established architectural photographer) discovered and appreciated when he visited his friend, the L.A. based architect Marcello Pozzi. That visit yielded the crazy idea of constructing an avant-garde steel pavilion. Pozzi wanted the heavy panels to evoke a sensation of dynamic lightness. Hence, these 400-pound panels, originally produced to hold and form tons of fluid concrete up to a pressure of 80 kN/m², appear buoyant as they float and fold in a surreal setting. With the applied graphics, they are reminiscent of the billboards along the streets of Los Angeles. However, these "billboards" with their controversial and ironic slogan form a deconstructed cluster suspended in the air. Graphic Designer Emanuele Gipponi created the branding and chose the double-entendre - "italians do it better" - to characterize the launch of the new "destil" system. The modular system of exposed structural galvanized steel, clamps, tie rods, and the phenolic resin-finished plywood are used out of context and become a new architectural language. The installation is composed of seven different folded and fragmented portals of panels staggered to create a dynamic composition. The pavilion has a foot print of 30' x 20' and a maximum height of 21'. In the front, the first portal folds down to become a display table for brochures and flyers. In the middle, the panels curl inward becoming an 8 ft long desk to receive the guests of the show. In the back, the last portal bends on the ground to become the formworks for a corner wall setting, thus displaying the typical modular connection of concrete wall forms. Minimal linear fluorescent lights are hidden within the structure and highlight the dramatic angled and fractured configuration of the panels. In designing the pavilion, the greatest challenge was to calculate an appropriate structure to support the heavy panels without a continuous anchoring platform.



A related issue was to determine an assembly sequence which took into consideration the height of the pavilion and the stability of the structure during the installation. In close collaboration with Pozzi, Ottavio Farina directed the engineering team to solve these issues by implementing a series of steel "angled arches" which support the panels. Each arch has a double channel section welded to follow the configuration of the portals. The panels are fixed on the arches with universal fixing bolts. The portals are braced to each other by the connection of adjacent panels by quick acting clamps. All the steel elements and accessories are hot deep galvanized. marcello Pozzi used the idiosyncratic aesthetic and mechanics of the formwork system to create a portable architecture which will now tour the world in different trade shows.



Location Convention Center, Las Vegas, Nevada

Designer/Architect Marcello Pozzi, MLLO Design

Client Farina Casseforme – Massimiliano Farina Fabrication and Engineering: Farina Casseforme Engineering Department – Ottavio Farina, Ivan Vertemati, Massimo Bassi

Graphic Designer Emanuele Gipponi

Photography Massimiliano Farina

