

Milano Design Week 2022

Piuarch at Milano Design Week presents the project HOMESWEETHOME / Fostering Synergies for Biodiversity

The architecture studio participates in the FuoriSalone with a show celebrating the concept of the home and its various interpretations - building, city, planet - and the need to safeguard and defend it.

Piuarch is once again taking part in this year's **Milano Design Week**, the most important international event in the world of design, with the project **HomeSweetHome / Fostering Synergies for Biodiversity**, which, thanks to an itinerary that winds its way from the courtyard at Via Palermo 5 to the **Garden** on the rooftop of the architecture studio, raises the issue of the importance of nature and its preservation.

Inspired by considerations on the current issue of the **disappearance of pollinating insects**, HomeSweetHome emphasises the importance of defending these precious beings that regulate the reproduction process of plants and perform a fundamental service for our ecosystem and for preserving biodiversity.

Reflecting on the concept of **home** and its various interpretations - home/building, home/city, home/planet - Piuarch has designed a home for bugs, a module designed as a habitat to foster the life of these harmless and solitary species, in which they can find refuge and reproduce.

Each HomeSweetHome module is made with a 3D clay extrusion printer.

Once dried and fired at a temperature of around 950° Celsius, the clay turns into terracotta, a stable and resistant material suited for the outdoors. Thanks to the varying-sized openings on each side of the module, different species will be able to find refuge and reproduce within this home for bugs, helping to sustain biodiversity in the urban environment as well.

This refuge is designed to accommodate different species of pollinating insects, including wild bees, solitary and harmless to humans because they do not sting, and whose survival is endangered by pollution, climate change and the loss of their natural habitat compromised by urbanisation and intensified agricultural production.

The setting for this presentation is the **Garden** created in 2015 on the rooftop

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of the architecture firm's offices.

A **Garden within Courtyards** is the title of the project that Piuarch created with the landscape designer Cornelius Gavril for Milano Design Week 2015, which has since become a permanent proposal. The Garden fuses many ideas into one: a project to improve building energy efficiency, a landscaping, decorative and self-producing food resource, as well as a new space for entertaining, socialising and co-working for those who do business in the building. This is where the **HomeSweetHome prototype** finds its natural setting.

To accompany visitors along this itinerary, Piuarch with the artistic direction of **Caterina Roppo** also proposes an interactive experience entitled **TheDoors**, four wallpapers visualised thanks to Augmented Reality: four visual metaphors that poetically depict the connection between human and animal systems revolving around the idea of home, of hospitality and of being protected.

The HomeSweetHome project was developed by Piuarch in partnership with **Apicolturaurbana.it**, a Milan-based organisation that has been working for years on environmental sustainability, biodiversity and the preservation of pollinating insects. By installing and maintaining beehives at farms, parks and schools, **Apicolturaurbana provides an outreach and educational service, helping people rediscover nature and protect biodiversity.**

To mark Design Week, the firm is also taking part in the event "**An Italian architect in... / The City of Women**", a commentary on the world of architecture proposed through talks and videos made in the most prestigious international architecture studios, led by Italian architects who have built their future abroad, including Piuarch itself.

Organised by Matrix4Design, a digital architecture and design magazine, and the journalist Laura Ragazzola, in the Superstudio Più spaces, the meeting will feature **Monica Tricario**, one of the founders of the Piuarch architecture studio, who is invited to talk about her point of view on the theme of the gendered city.

HomeSweetHome

A project by **Piuarch**

www.piuarch.it

created in partnership with

Apicolturaurbana.it

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The Doors

An interactive experience in Augmented Reality by:

Caterina Roppo_Art Director and Video Artist

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Nico Angelone_creative technologist

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A Garden within Courtyards

Concept and Architectural project: **Piuarch**

Landscape design: **Cornelius Gavril**

IG @corneliusgavril

HomeSweetHome / Fostering synergies for biodiversity

Via Palermo 5

20121 Milan

6-11 June from 10 am to 6pm

9 June from 10 am to 4 pm

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Piuarch

Piuarch is an international architecture firm based in Milan. Founded in 1996 by Francesco Fresa, Germán Fuenmayor, Gino Garbellini and Monica Tricario, it is a collective of about 40 architects and engineers from different parts of the world whose greatest strength lies in its diversity and ability to incorporate different points of view and approaches into a single project. Piuarch designs office and retail buildings, as well as developing residential complexes, projects to restore cultural landmarks and projects for urban renewal, consistently focusing on the values of environmental quality and its connection with its surroundings. It is internationally renowned for collaborating with some of the leading international fashion houses, including Dolce&Gabbana, Gucci, Fendi and Givenchy, for whom its project proposals have always included socially-relevant content.

Focusing on the multiple facets of the concept of sustainability, Piuarch seeks to re-imagine cities, with a view to converting and reclaiming buildings to be sustainable not only in terms of energy, but also from a social, landscape and innovation point of view.

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