



EFA studio di architettura
SPAZIO LAVORO ARCHITETTURA
Headquarters Chiesi, Parma

AUTHORS:	Emilio Faroldi, Maria Pilar Vettori
SERIES:	Ad esempio
PAGES:	144
PHOTOGRAPHIES BY:	Marco Introini, Pietro Savorelli, Kai-Uwe Schulte-Bunert
PRICE:	40 Euros
BILINGUAL EDITION:	Italian and English
IN BOOKSHOP:	December 2021
ISBN:	978889282054-8

Published by Electaarchitettura, the volume documents the conception and construction of the modern Headquarters that the industrial group Chiesi Farmaceutici inaugurated in June 2020 on the outskirts of Parma, designed by the EFA architectural practice.

The spaces of the new Headquarters are the premises of the senior executives and management of the Chiesi group, a complex with a commitment to design embodied in a business model capable of combining responsibility towards the planet, innovation in products and a concern for the working environment and well-being of the company's staff.

“Innovation”, “people” and “sustainability” are the three key words that guided the designers in the configuration of the company’s spacious Headquarters, covering an area of 46,300 square meters and set close to the Research Center inaugurated in 2011. Physical continuity between the two has ensured the creation of a veritable business citadel. The goal was to place at the center of the production the enhancement of resources and human relationships, an even more relevant topic during the pandemic period, which saw the workplace transform and adapt to a new type of more flexible use.

The design choices by EFA architecture practice bring out the desire to enrich the professional experience by creating extensive spaces for sharing and extra-work leisure, promoting sociability, inclusiveness and the overall welfare of employees. **The Headquarters is equipped with a multi-purpose pavilion, auditorium and company restaurant, spaces created as a result of a data analysis aimed at understanding the needs and expectations of future users,** merged into a document titled *Users' Requirements*.

The positioning of the building at the landscape level **is then configured within the wider “Kilometro Verde Parma” project. This initiative was developed with the aim of creating a tree-lined corridor along the A1 highway to redevelop the environment of one of the busiest stretches of express road in Europe.** Today this has grown into a reforestation project for the whole province. In this perspective, the new Headquarters emerges as a symbol of redevelopment and regeneration for the city, a landmark identifiable not only by the Parma community but also by passing travelers, who can recognize its architectural elements from the highway, parts now integrated within a new urban morphology.

As evidence of the green vision and a particular concern for performance aimed at reducing energy consumption and minimizing the environmental impact of the building, the Headquarters is also the first building of its kind to **have obtained LEED Platinum (Leadership in Energy and Environmental Design) certification in Italy, placing it among the top 35 buildings worldwide.**

The volume offers a detailed analysis of the project, from the phases of construction to the choice of materials and technologies adopted. **All the components are analytically described by their creators and expert commentators, in eight short essays richly illustrated with authorial photographs and technical drawings** selected with both an informative and a didactic purpose.

EFA architecture practice, Parma, deals with the themes of the city, architecture and the most innovative technologies, explored in the duality of functional and performative content and morphological-compositional synthesis. Its theoretical work is flanked by design practice in keeping with an interdisciplinary and multiscale vision of the profession of architect combining a humanistic and scientific culture. Landscape, sustainable development and technological innovation are the principal elements of comparison of the design method applied to the urban, architectural and building product scale. Some of the practice's numerous projects in Italy and abroad have been published in the leading specialist reviews, as well as participation in design competitions, receiving accolades and awards. Hybridization, fusion and a multidisciplinary approach are the paradigms nurturing the work of the studio, whose partners, in order of affiliation, are today Emilio Faroldi, Maria Pilar Vettori, Pietro Chierici, Francesca Pesci, Dario Cea and Giorgia Fochi.

CONTENTS

**HQ 2020: people at the center,
between sustainability and shared value**
Alberto Chiesi, Alessandro Chiesi

**Corporate architecture between
technological innovation and
environmental responsibility**
Maria Pilar Vettori

**The measure of architecture.
Lines for a linear landscape**
Pietro Chierici

**Creativity and process. Method and
instruments for project management**
Laura Piazza

**Dynamism, adaptability and flexibility
of the work spaces**
Francesca Pesci

**For a resilient architecture:
materials, technologies, construction**
Dario Cea

Drawings

Photos

Commentaries

On the edge of the highway
Marco Biagi

**People: architecture promoting health
and well-being**

Stefano Capolongo

**Sustainability: architecture
as the manifesto of an era**

Emilio Faroldi

Appendices

Edited by Giorgia Fochi

Project credits

Suppliers

Timeline

Author profiles