

L'ALCHIMIA

Le Murate .. Fashion Business Incubator



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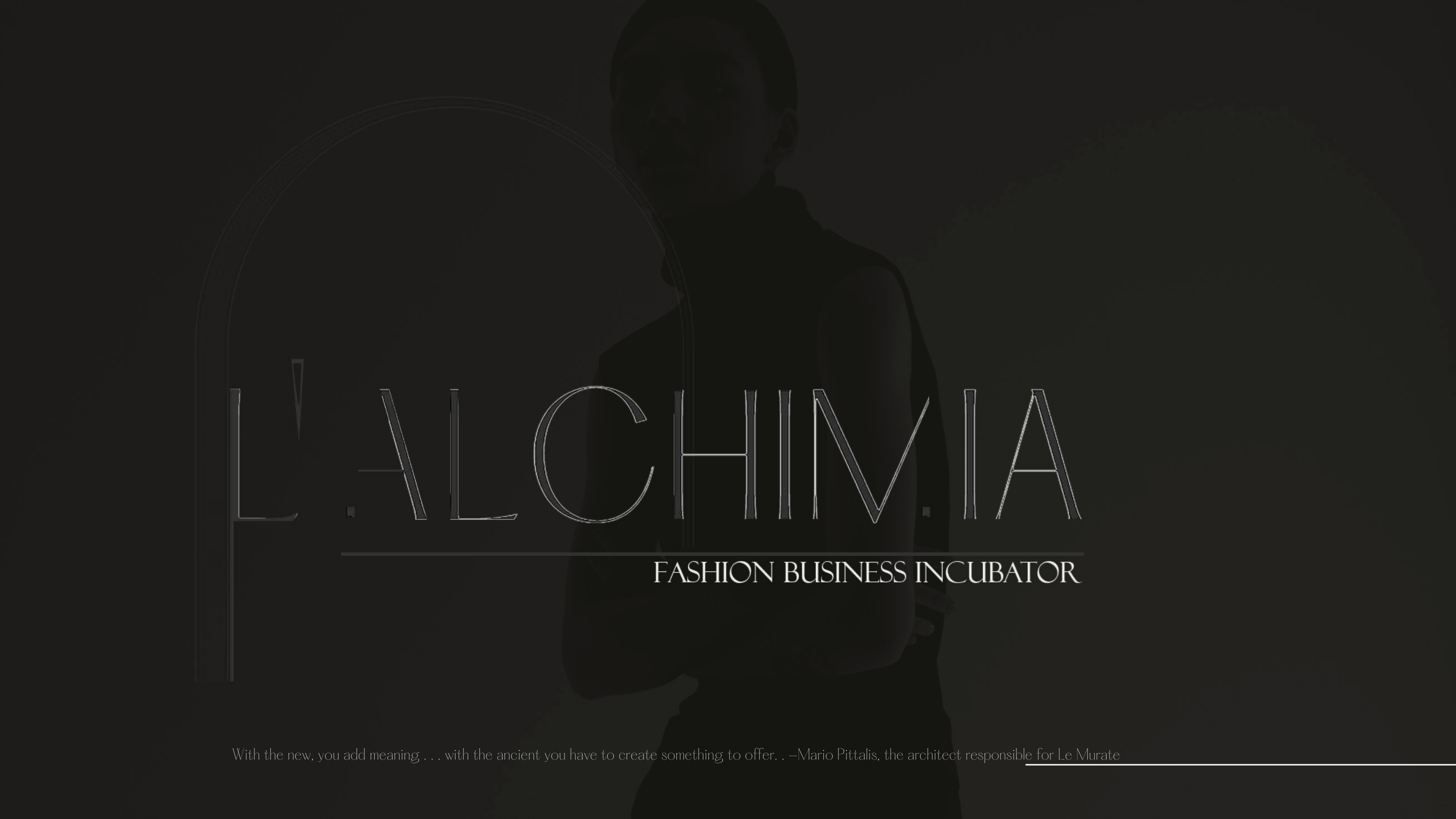
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01. INTRODUCTION



L'ALCHINIA

FASHION BUSINESS INCUBATOR

With the new, you add meaning . . . with the ancient you have to create something to offer. . –Mario Pittalis, the architect responsible for Le Murate

FASHION BUSINESS INCUBATOR

SUSTAINABLE – HANDMADE FASHION

CONNECTING HERITAGE CULTURE "HANDCRAFT"
TO FUTURE AND NATURE



L'ALCHIMIA

the Alchemist

A person who magically transforms or creates something from Brutal Metal into Gold.



02. SITE ANALYSIS

HISTORY

Le Murate, often known as "the walled one," was established as a convent in 1424 for nuns that were later relocated due to the flooding.

Then later it was closed in the 1800s century then in 1832 it was transformed into a prison and continued to serve this purpose for 140 years until 1985.

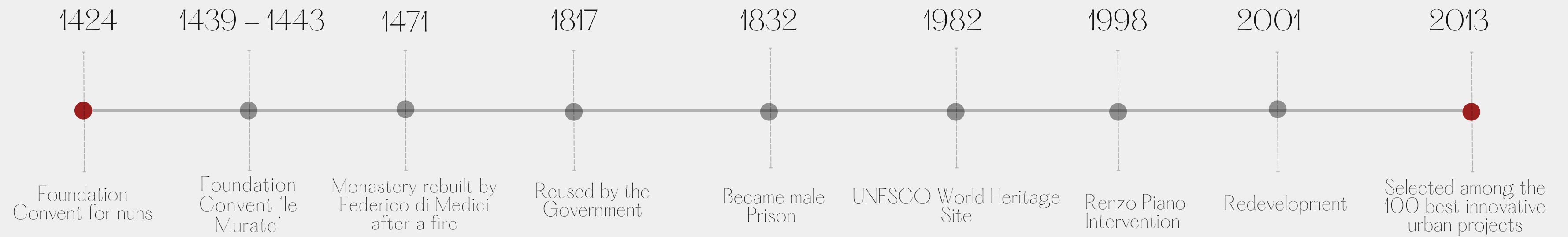
The complex was then abandoned due to the poor conditions and over crowding for a number of decades, and became an extensive unused terrain on the outskirts of the Santa Croce district. Neglected for nearly 25 years, renovations began anew in 2009.

The renovation of Le Murate complex began in 2001. The project was entitled "Inspiration" and includes different functions: residential, public, educational, commercial, artisanal and social space.

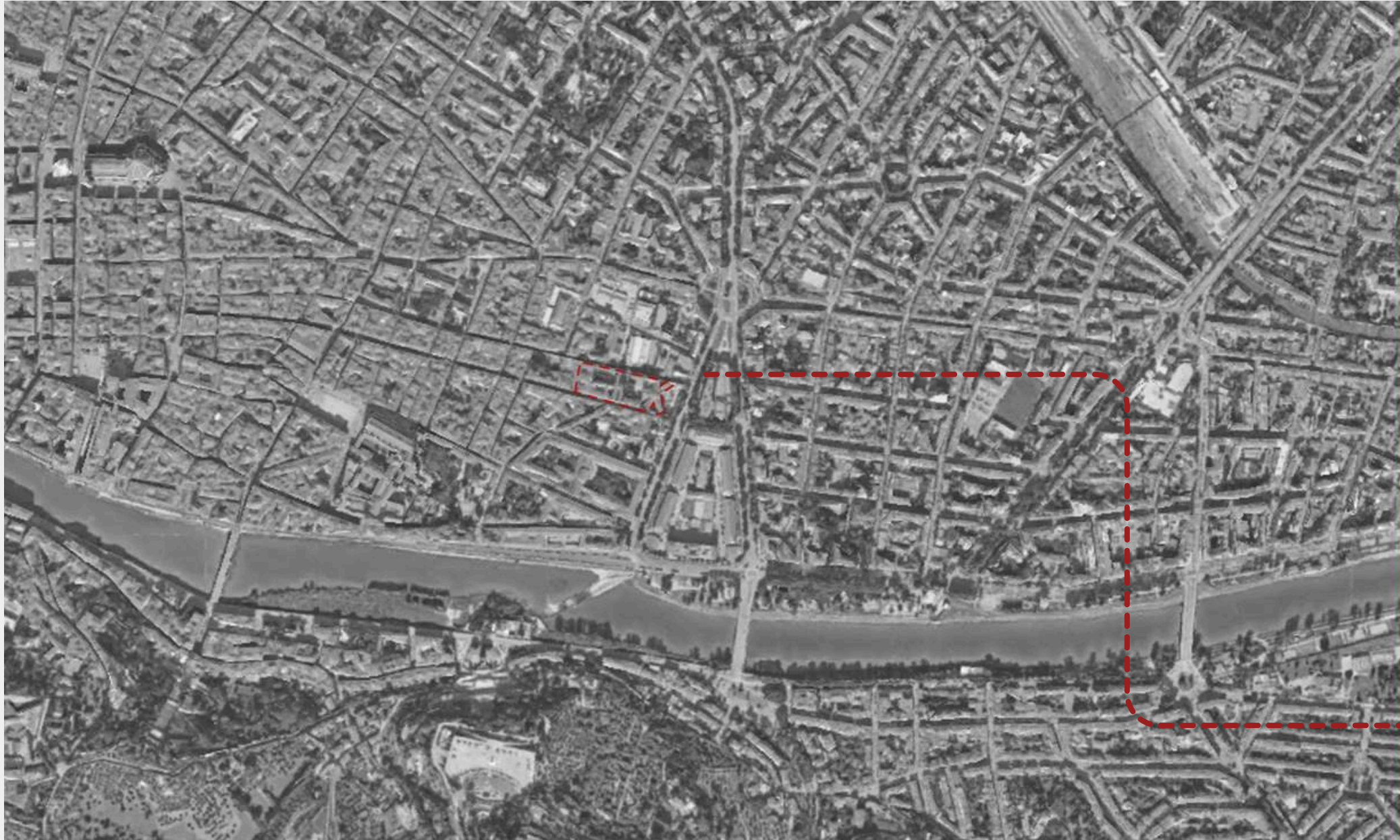
In October 2013, Le Murate Project was selected among the 100 best innovative urban projects and presented by the European Commission at the 100 Urban solutions exhibition.



TIMELINE



LOCATION



Le Murate

Le Murate occupies a large rectangle (14.500 m²) with high walls that contains both recreational, cultural, and commercial spaces as well as public housing, offices, parking, and open spaces.

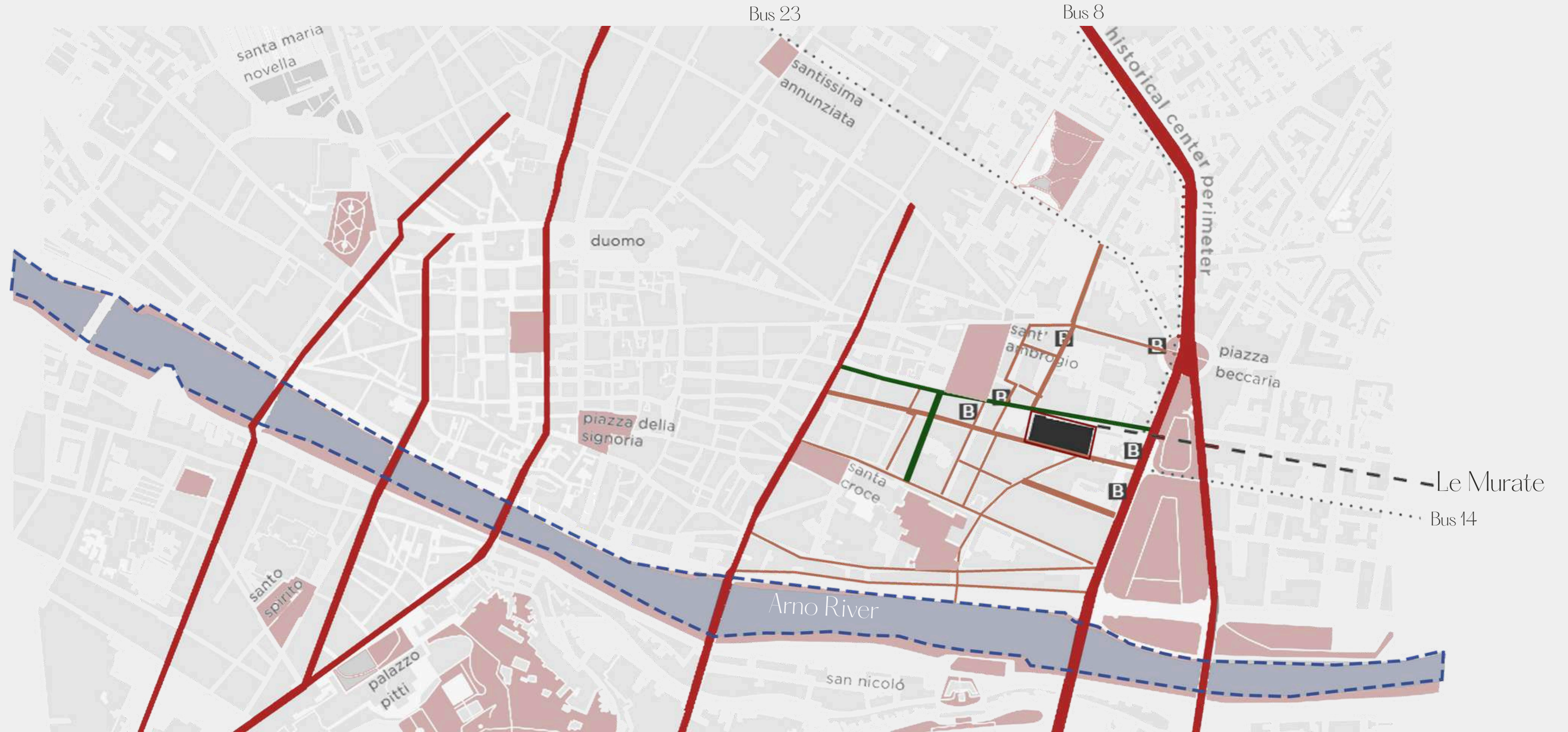
The context also enjoys monuments and numerous cultural facilities and is known as one of the most lively quarters of the historical Centre

Le Murate Address

The monumental complex of Le Murate is Located in the center of the Florentine historic center, between Santa Croce and the boulevards near Piazza Beccaria, the area is bounded in between Via Ghibellina e Via dell'Agnolo.



SITE ACCESSIBILITY

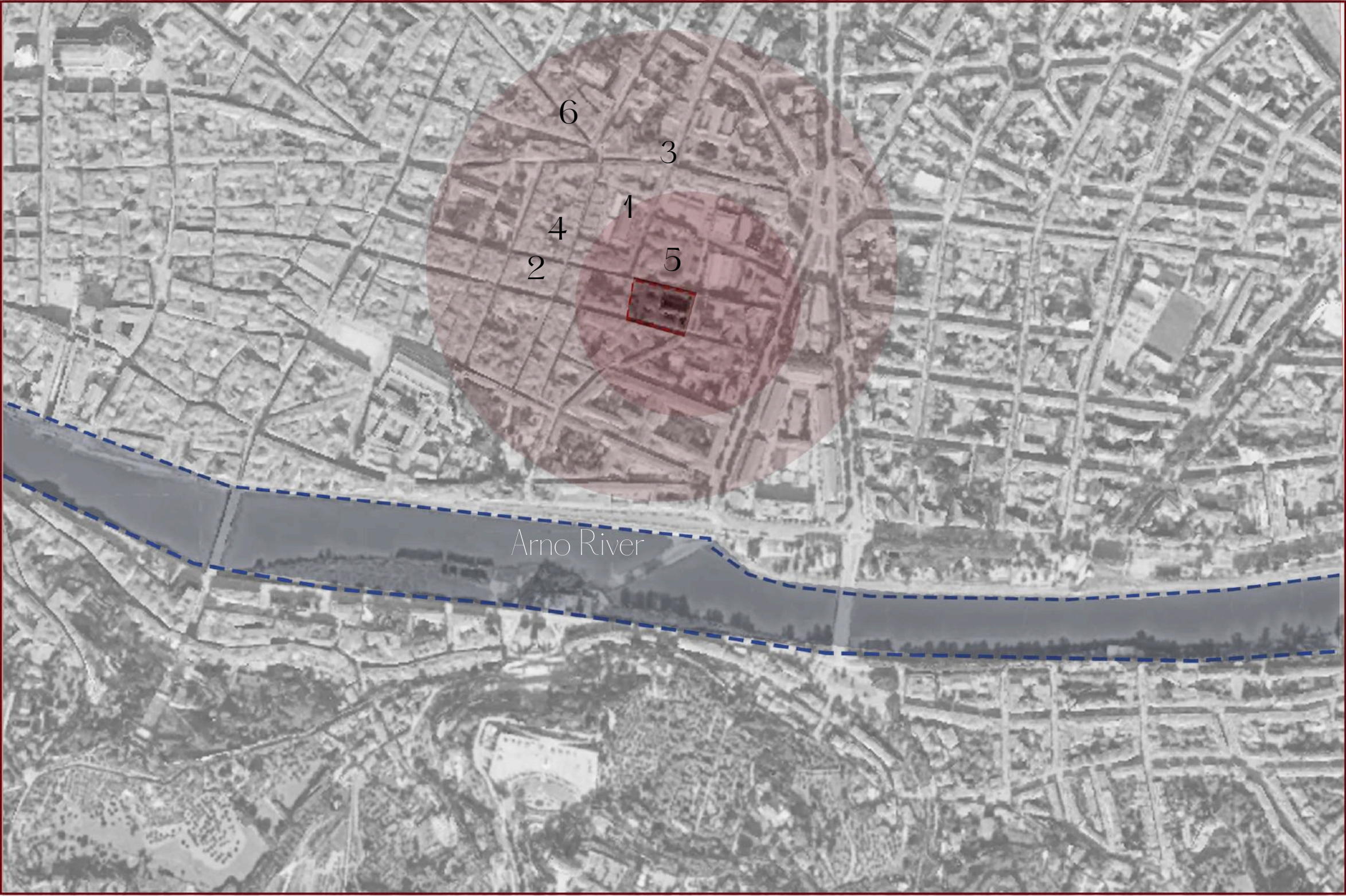


Legend

- | | | | |
|---------------------|----------------|---------------------|-----------------|
| ■ Le Murate Complex | ■ Arno River | ■ Main Avenues | ■ Bus Stop |
| ■ One Way Road | ■ Two Way Road | ■ Piazzas – Gardens | Bus Route |

SITE SURROUNDINGS

The two largest neighborhood markets in the area, Sant'Ambrogio and Mercatino delle Pulci, are located to the site's north and west, respectively. Additionally, the Piazza Ghiberti divides the two architecture campuses, Complesso Santa Verdiana and Santa Teresa, which are located north of the site.



1.Mercato di Sant'Ambrogio
3 Minutes walk



2. Palazzo Vivarell Colonna
3 Minutes Walk



3.Mercato Delle Pulci
2 minutes walk



4. Santa Verdiana Complex
2 minutes walk



5. University of Florence Architecture
1 minute walk



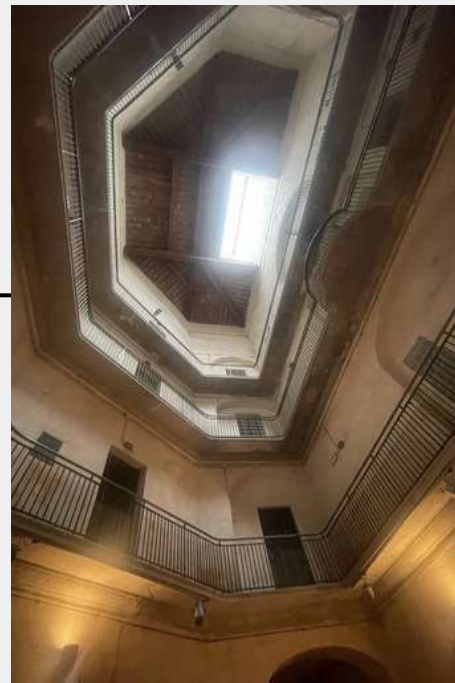
6.Chiesa di Sant'Ambrogio
5 minutes walk



CURRENT PHOTOS



Piazza & Caffeteria



Inside Le Murate



Prison inside Le Murate



Caffeteria

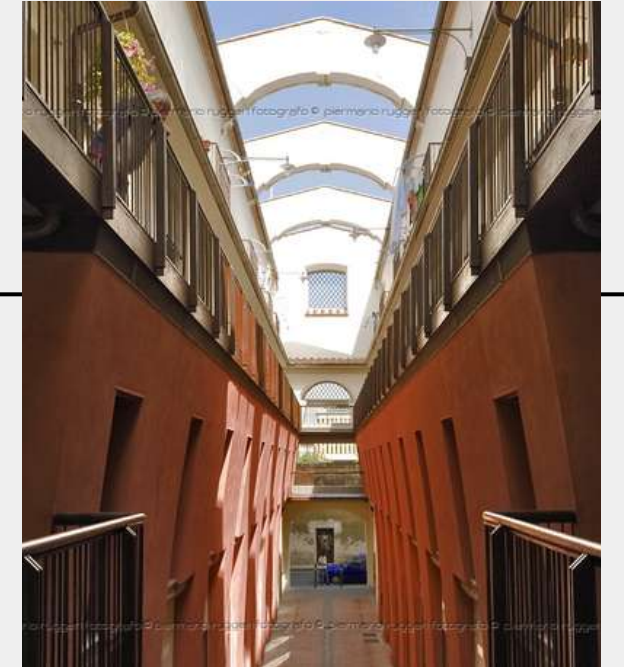
CURRENT PHOTOS



Apartments



Inside Le Murate Art District (Art Gallery)

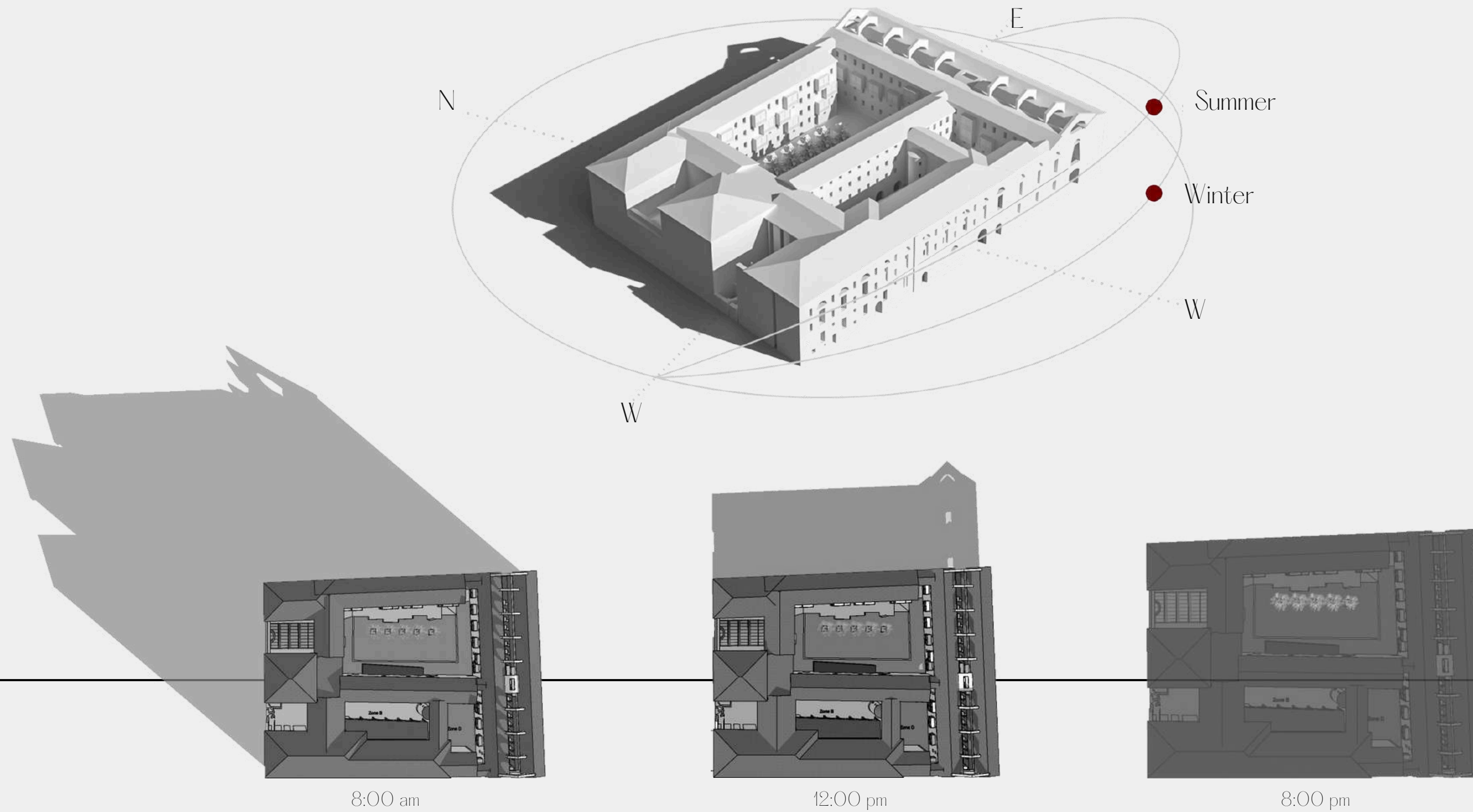


Offices – Galleries

SUNPATH

DIAGRAM

Analysis Le Murate is shaded most of the daytime due to the tall buildings, and also the open air piazza is shaded most of the day time, the main courtyard is still over casted with shadows. The north and east facades are hit with direct sunlight. So the top floor is illuminated the most while the floors below are in shade



03. THESIS CONCEPT

FLORENCE.FASHION

Florence is a city that cares deeply about its artistic heritage, and understands the value of its histories in handcraft designs and making. The history of fashion in Florence and Recycling goes back to Renaissance period creating textiles was extremely expensive and time-consuming, so clothing was often recycled, it was a major center for the production of luxury goods, including textiles, leather goods, and jewelry. In the 14th and 15th centuries, Florence became renowned for its woolen fabrics and silk textiles, which were exported all over Europe. In the 1950s, the Marchese Emilio Pucci, a member of a noble Florentine family of the twelfth century created the look now known as ‘casual elegance’ that just decades later would become the world-famous market of Italian ready-to-wear.

Florence played a significant role in the development of the fashion industry in Italy. In fact, it hosted the first fashion show in Italy in 1951, organized by the Florentine designer Giovanni Battista Giorgini, held in Palazzo Pitti, a historic palace located in the heart of Florence. At the time, Italian fashion was not yet well known on the international stage and Giorgini saw an opportunity to showcase the talent of Italian designers to an international audience.

Florence is home to many important designers as the Salvatore Ferragamo, Roberto Cavalli, Emilio Pucci, Gucci, Dolce & Gabbana and Giorgio Armani.

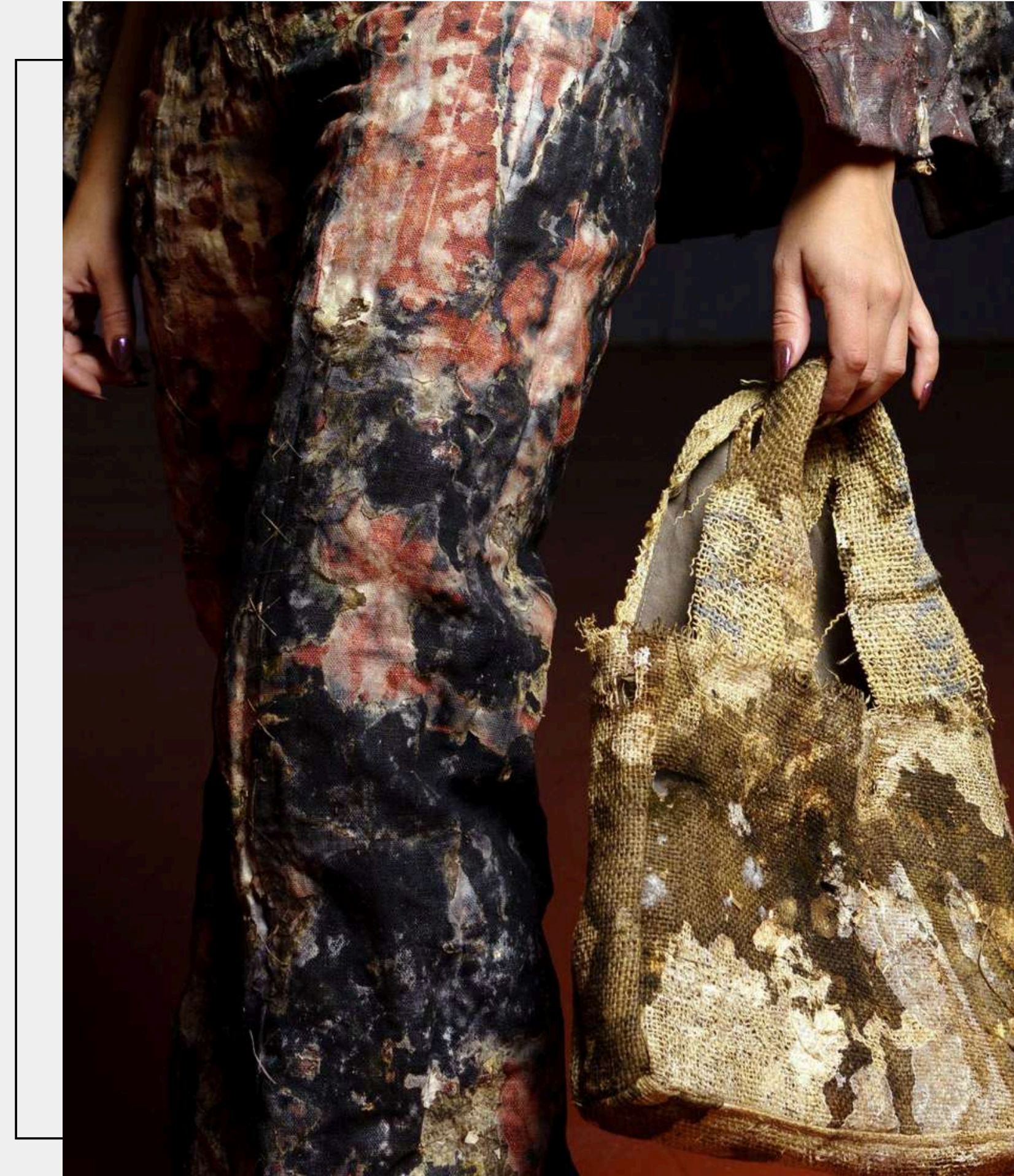


FASHION BUSINESS INCUBATOR

HANDMADE FASHION – SUSTAINABLE FASHION

Handmade fashion has gained popularity in recent years as a response to the negative environmental and social impacts of fast fashion. Sustainable fashion, which refers to clothing made with eco-friendly materials and ethical production practices, has become a growing concept. However, handmade fashion takes this idea a step further by emphasizing the artistry, craftsmanship, and uniqueness of each garment and is produced by skilled artisans who use traditional techniques and high-quality materials to create one-of-a-kind pieces. By contrast, fast fashion involves mass-producing clothing in factories with little regard for the environmental or social impact. In addition, handmade fashion often involves using upcycled or recycled materials, reducing waste and supporting sustainable practices. Another benefit of handmade fashion is that it supports local and independent artisans, allowing them to earn a living wage while preserving the traditional craftsmanship in Italy. This helps to build stronger local communities and fosters a sense of connection between the producer and consumer.

In summary, There is a growing movement towards combining these two concepts "Sustainable and Handmade", and the idea have been adopted by a lot of fashion brands started working with artisan communities to produce high-quality, handcrafted items using eco-friendly materials and ethical labor practices. This approach not only supports traditional crafts, local communities and promoting cultural diversity., but also promotes sustainability by reducing waste and negative impact of the fashion industry on the environment and encouraging conscious consumption.

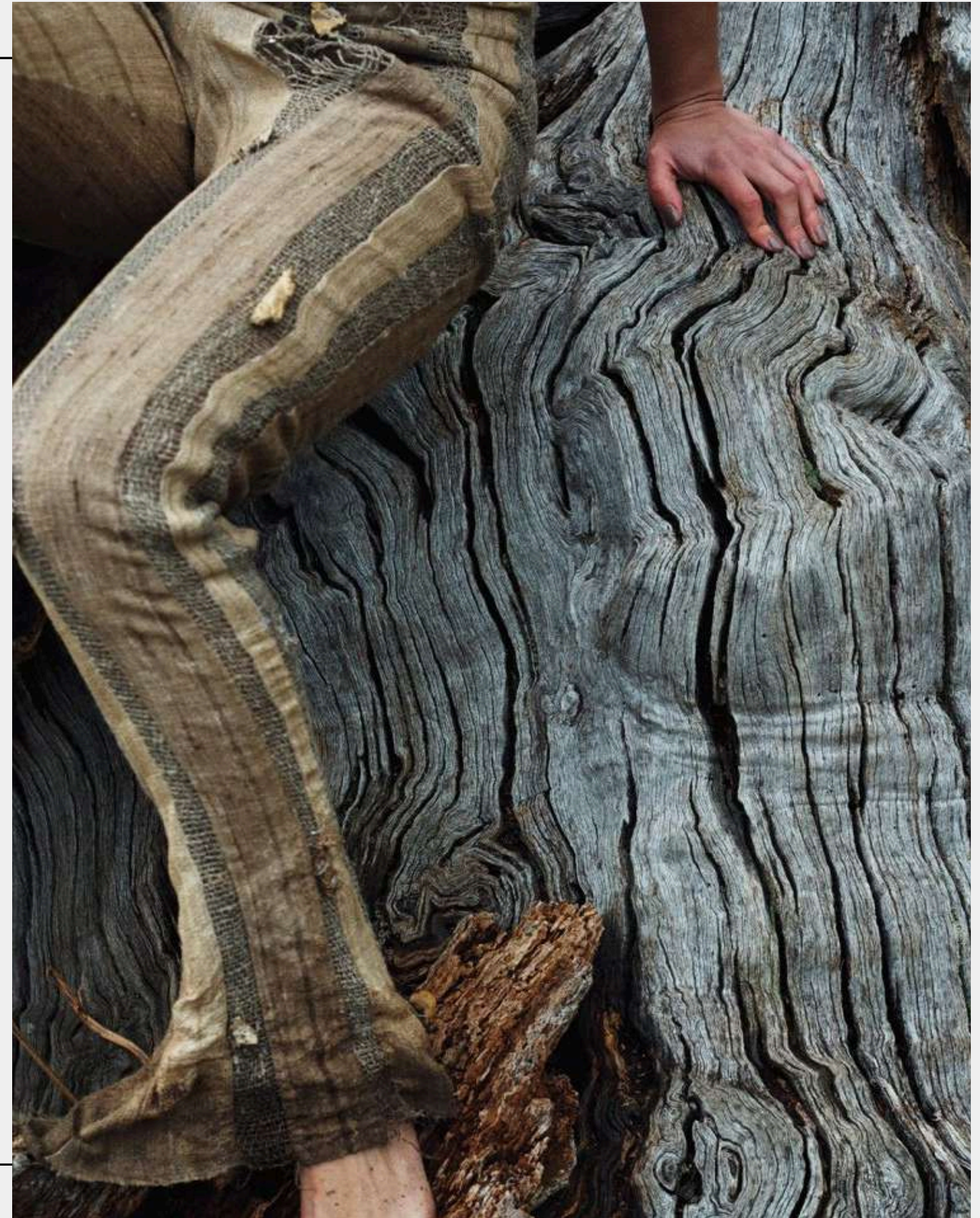


SUSTAINABLE FASHION BUSINESS INCUBATOR

A Powerful Place, a business boosting setting, A forward thinking Concept contextualized by Florence's Art and Culture in Handmade Fashion and Products, born to cultivate the highest curation of international products and stylistic evolutions.

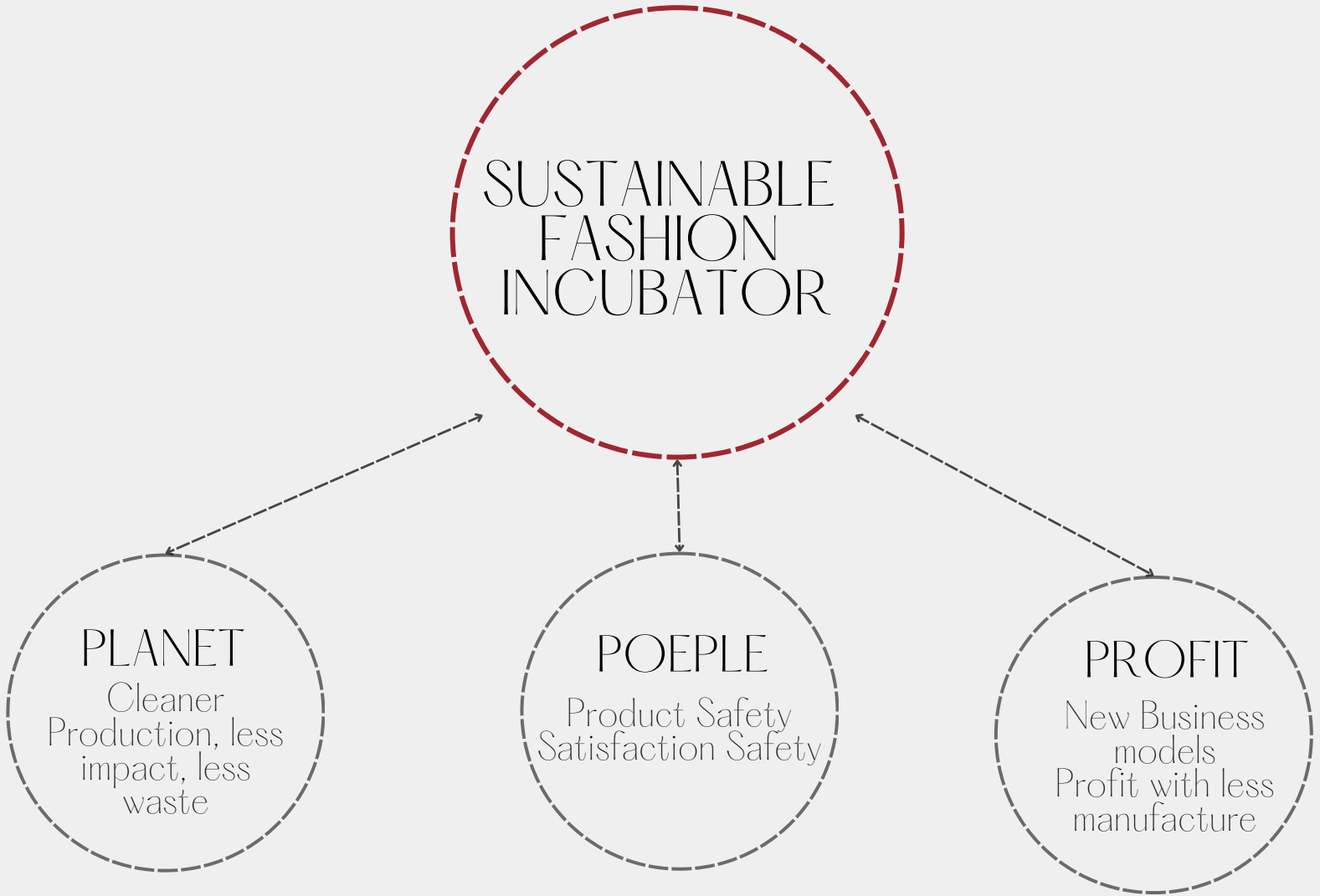
Networking, Tutoring, consulting, shared knowledge, and help stimulate relationships involving exhibitors and their collection, buyers, sponsors and the public visitors, Creating a collaboration in the fashion and publishing industries

THE PAST FURURES

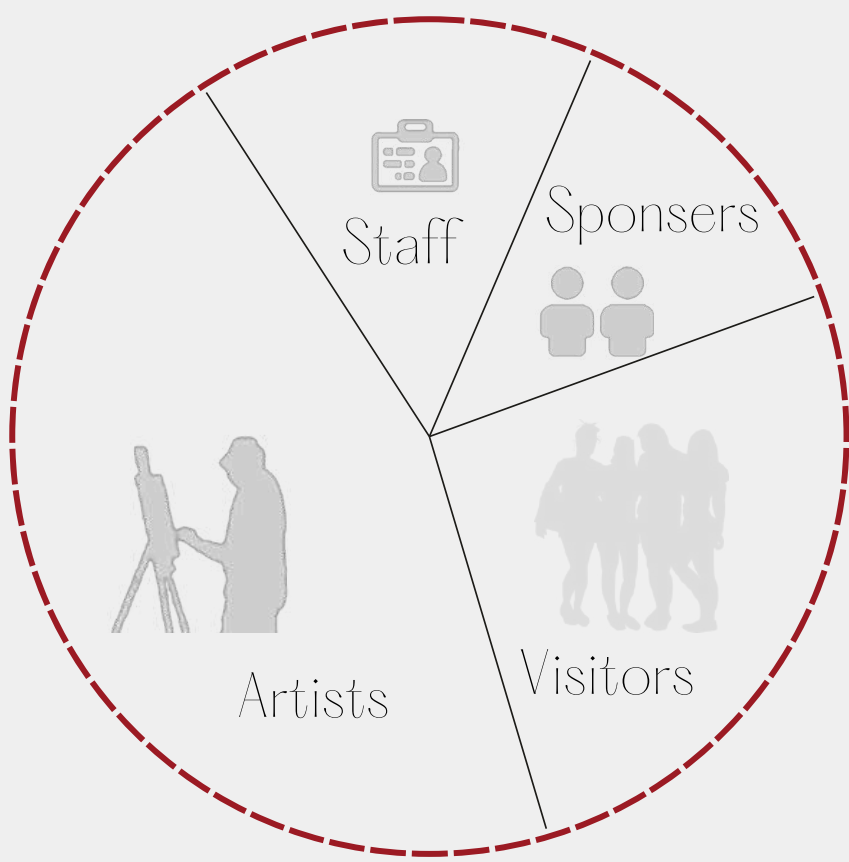


FASHION BUSINESS INCUBATOR

HANDMADE FASHION –
SUSTAINABLE FASHION



TARGET AUDIENCE



The main goal in this project is to focus and highlight the artists creation, so the structure of the project is designed to help the artists from spaces to produce, show and support their work.

HANDMADE CRAFTS

Florence, Italy is renowned for its rich artistic and cultural heritage in handmade crafts and you can find something to suit every taste and budget, and the city is home to a thriving community of artisans who create beautiful handmade crafts. Many of these products are made using traditional techniques that have been passed down through generations of artisans. Here are some examples of the handmade crafts you can find in Florence:

LEATHER



In Florence, the tradition of leatherwork is ancient, goes back to the year 1050.

JEWELRY



Florence is home to many talented jewelry designers who create unique, handmade pieces using precious metals, gemstones, and other materials.

SHOE DESIGN



One of the most notable shoemakers of the Renaissance period was Giovanni di Verrazzano,

FABRIC & TEXTILES



Florence is also known for its textile production, including handmade lace, embroidery, and tapestries.

FLORENTINE ARTISTS

LEATHER



Marco Galli

He have been part of this tradition industry for over 55 years.

JEWELRY



Giuliano Ricchi

Have been producing leather bags and accessories for over 40 years and their designs have been shown prominently all over the world

SHOE DESIGN



Stefano Bemer

A Florentine shoes designer that started out since 1983 in Greve in Chianti, and still designs till today.

FABRIC & TEXTILES



Giovanni Battista Giorgini

Nicknamed Bista, was an Italian entrepreneur and member of the Giorgini family, Who started the first fashion show in Italy and was held in Florence

04. CASE STUDIES

CASESTUDY 1

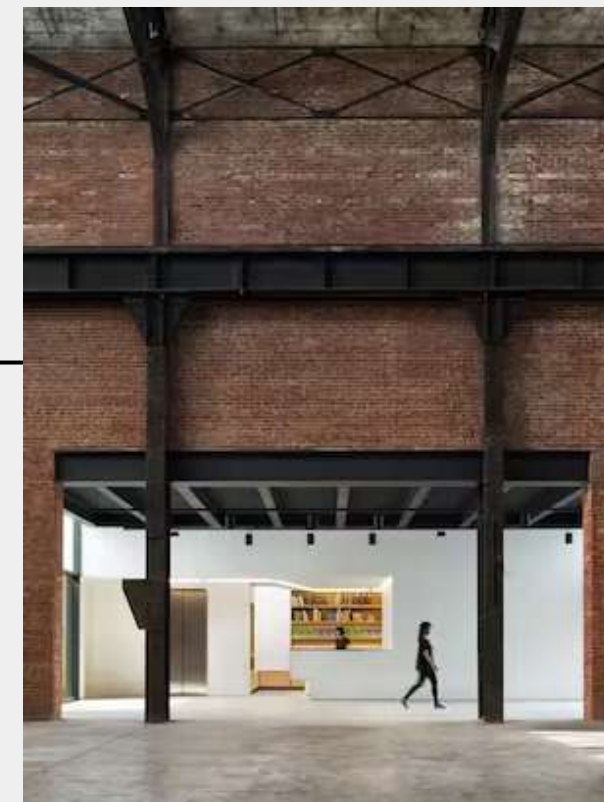
SCULPTURE CENTER, LONG ISLAND CITY, NY, US

ARCHITECT: ANDREW BERMAN

ADAPTIVE ARCHITECTURE

The expansion of the SculptureCenter includes a 2,000 square foot addition to the museum's renovated original structure. The design of the new building honors and compliments the robust steel and brick structure of the existing building, a former trolley repair shop built in 1908.

The new entry sequence allows for arrival, orientation, and a slow, curated revealing of the art, culminating in the spaces of the original building. In this manner, the full potential of the adaptive re-use of an old industrial structure is allowed by the nuanced and calibrated interventions and support spaces of the new building.



CASESTUDY 2

ARMANI SILOS IN MILAN

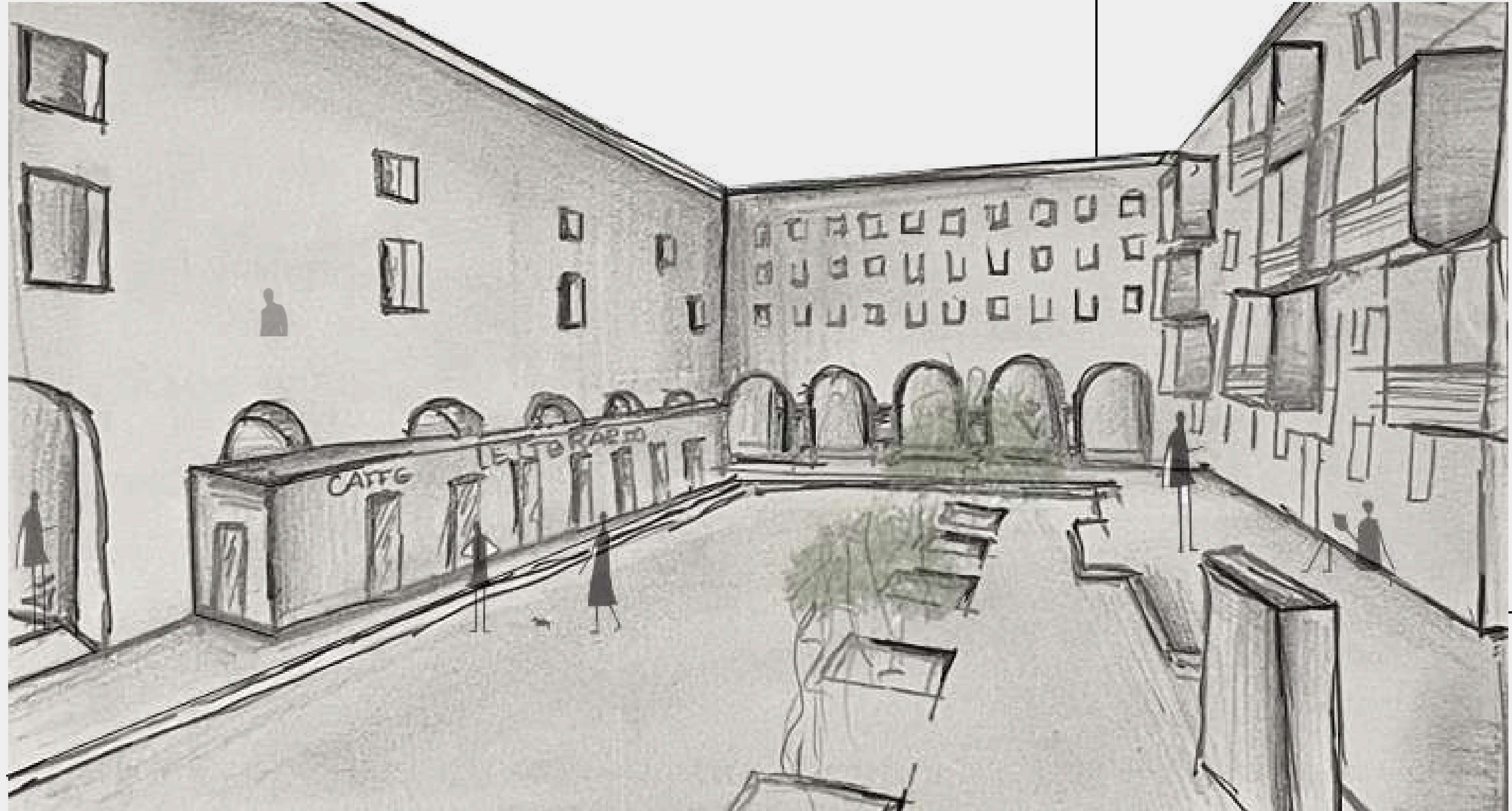
DESIGNED BY TADAO ANDO AND FOLLOWED BY THE SAME GIORGIO ARMANI

All the space is characterized by extreme attention to detail, with walls and cement floors, ceilings blacks, and service facilities on sight.
All the interior space are characterized by the full-height central void, and in addition to the permanent exhibition on the upper floors and to the temporary at the ground floor, the building offers a gift shop, a café and the digital archive.

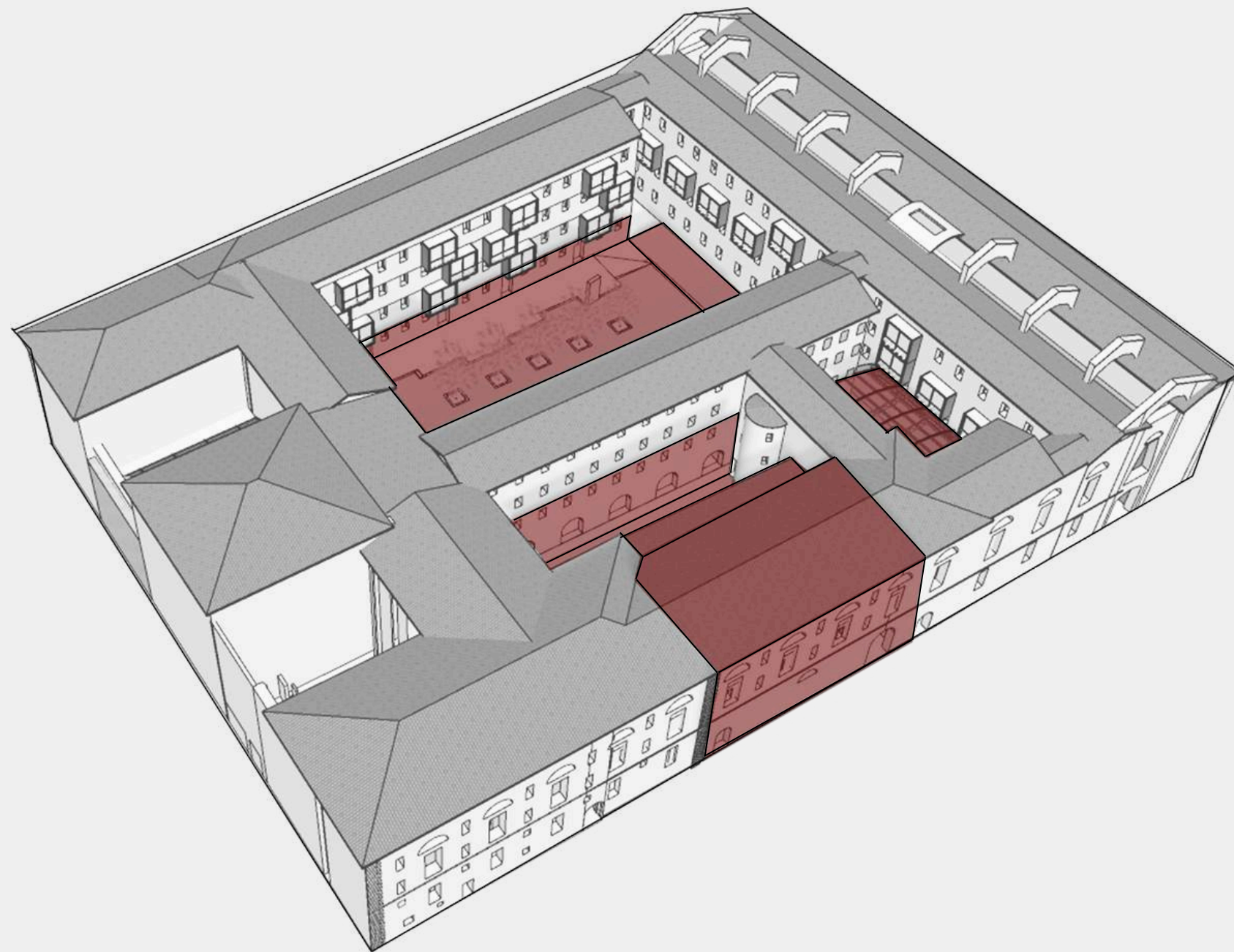


05. THESIS PROGRAM

SKETCH



PROGRAM



Business & Marketing Classrooms

PIAZZA

Café' – Work Spaces

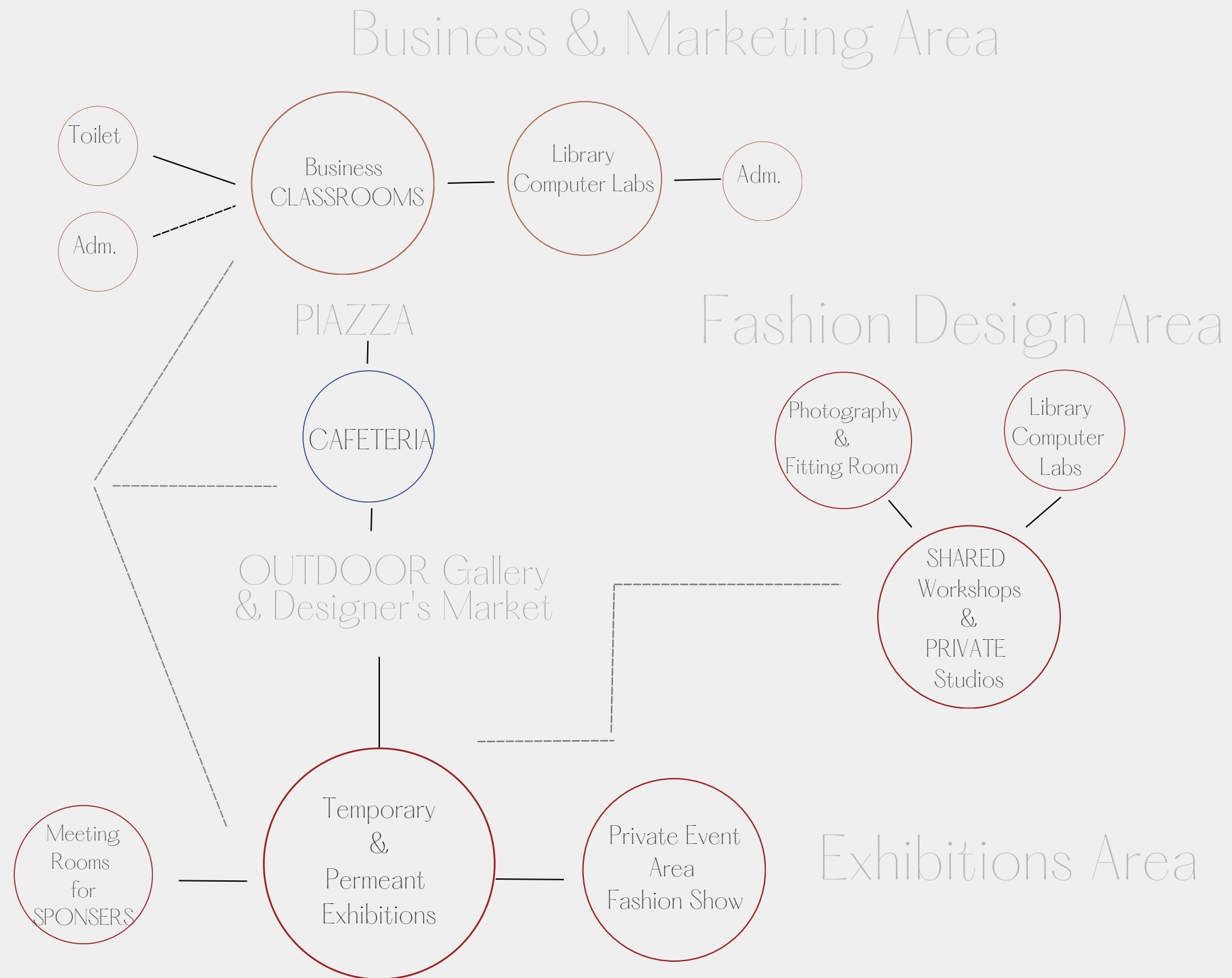
OPEN COURT

Fashion Galleries – Sponsors Room

Fashion
Runway
–
Event
Area

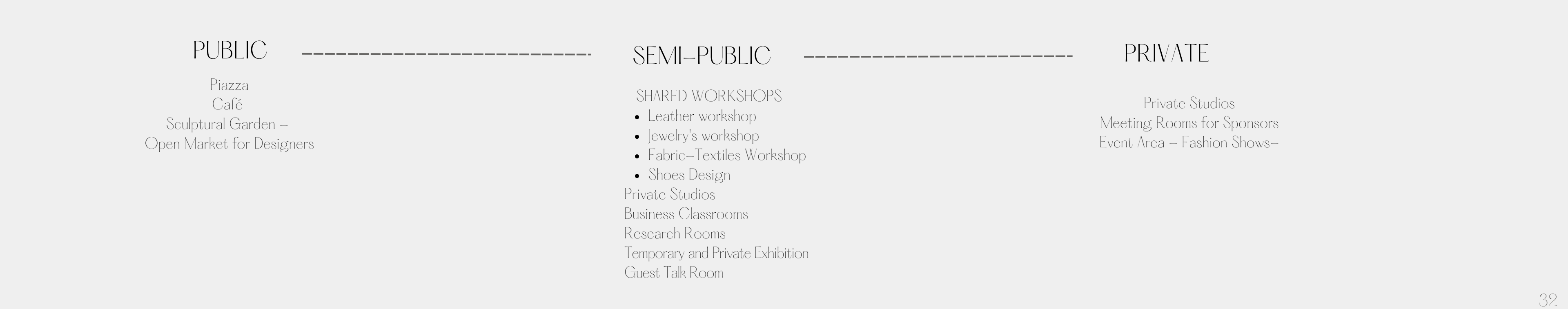
PROGRAM

Bubble Diagram



Zoning Diagram





06. PROGRAM DRAWINGS

DIAGRAMS

ZONING

GROUND FLOOR PLAN

Business And Marketing Classroom Area

PIAZZA

Caffe' – Exhibition – Fashion Event Area

- LEGEND
- Business Classrooms
 - Piazza
 - Cafee'
 - Caffe' – Exhibition – Fashion Event Area



VIA Ghibellina
MAIN PUBLIC ENTRANCE

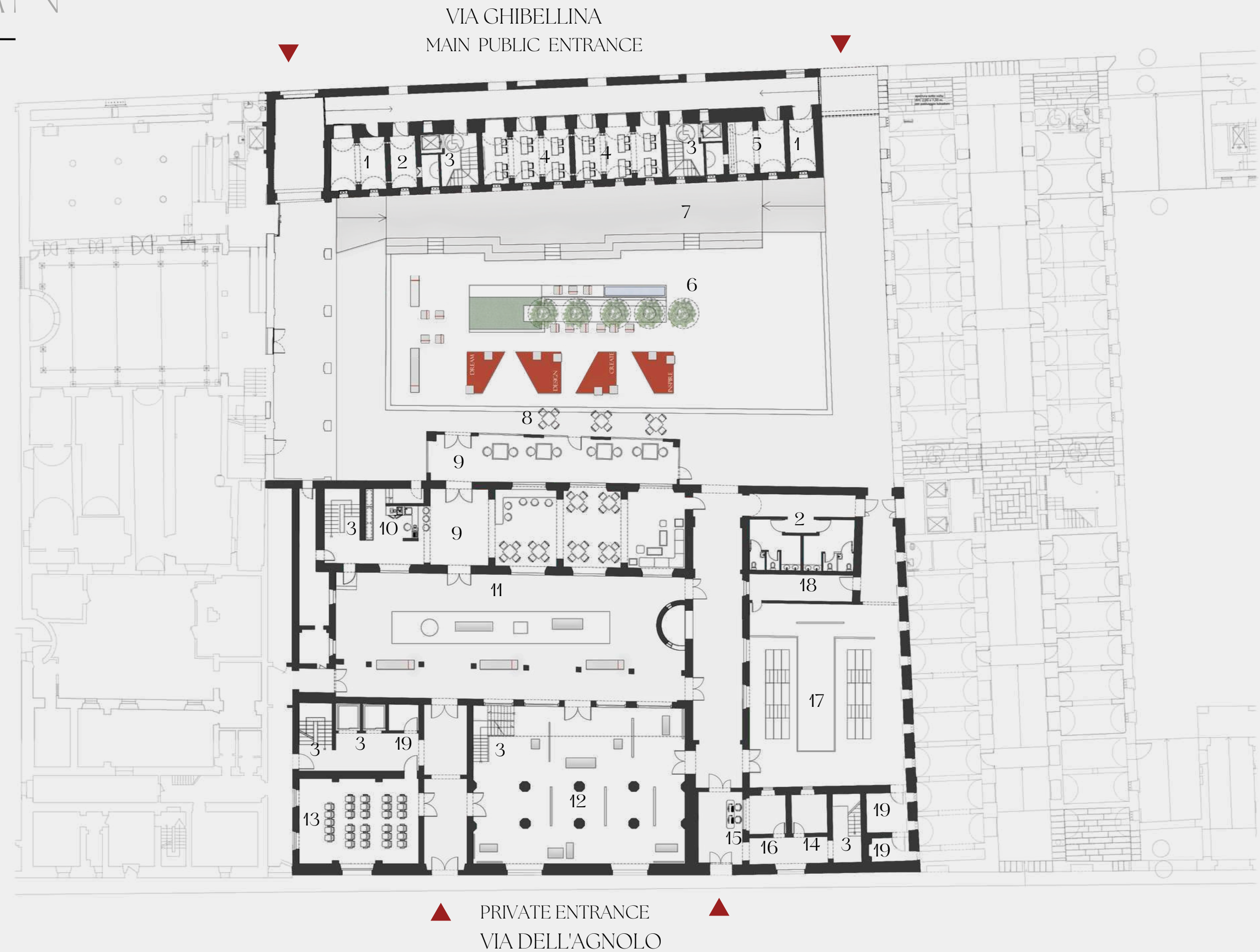
PRIVATE ENTRANCE
VIA DELL'AGNOLO

FLOOR PLAN

GROUND FLOOR PLAN

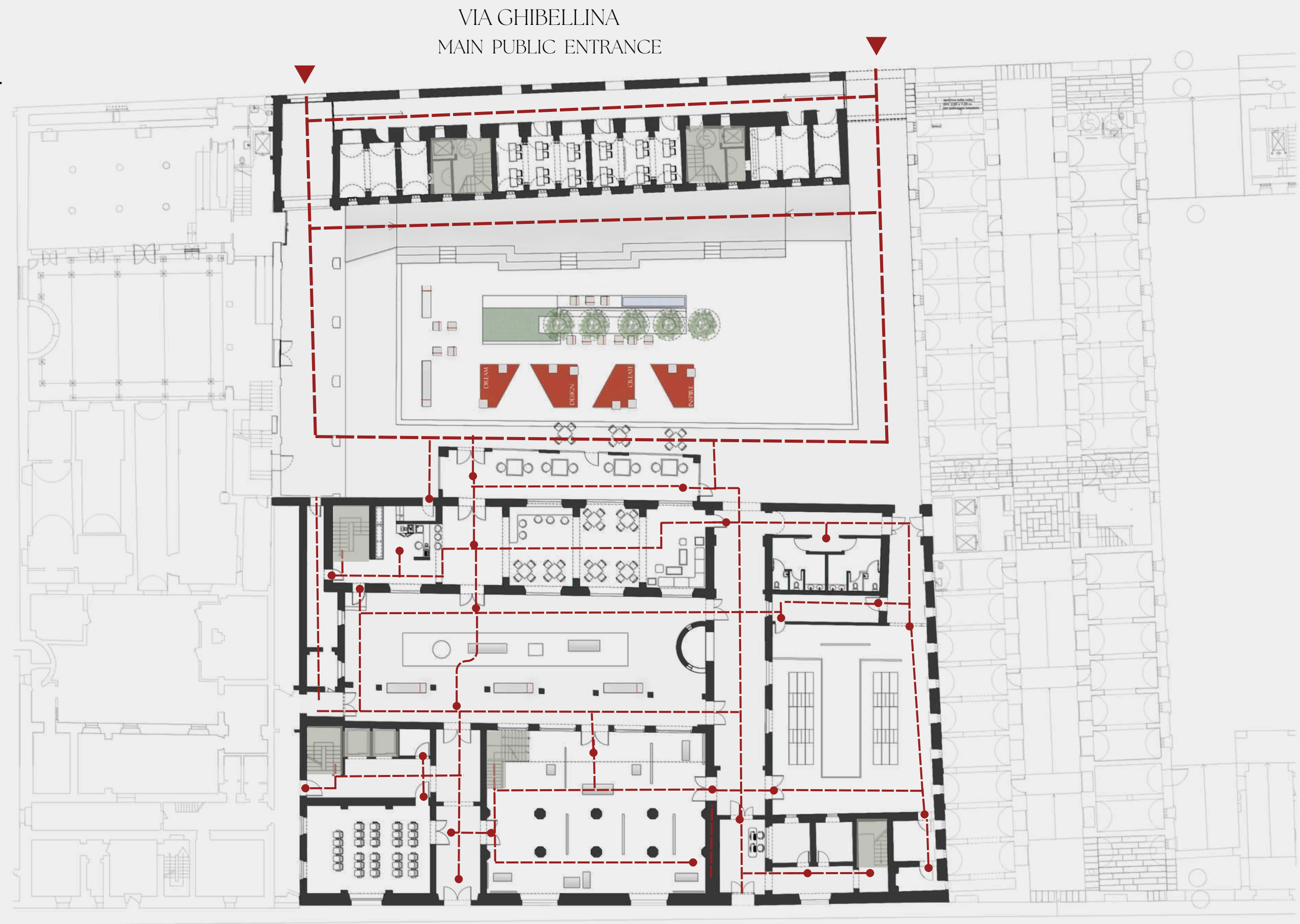
LEGEND

- 1. Administration Room
- 2. Toilet
- 3. Stairs & Elevator
- 4. Classrooms
- 5. Computer Lab and Library
- 6. Piazza
- 7. Urban Steps
- 8. Outdoor Café Area
- 9. Indoor Café Area
- 10. Kitchen
- 11. Open Outdoor Gallery or Market for Designers
- 12. Permanent Exhibition
- 13. Guest Talking Room
- 14. Technical Room
- 15. Ticketing Area
- 16. Cloak Room
- 17. Events Room - Fashion Shows
- 18. Preparing Room
- 19. Storage



DIAGRAMS CIRCULATION

GROUND FLOOR PLAN



- LEGEND
- - - - - Secondary Horizontal Circulation
 - - - - - Main Horizontal Circulation
 - Vertical Circulation

VIA Ghibellina
MAIN PUBLIC ENTRANCE

PRIVATE ENTRANCE
VIA DELL'AGNOLO

DIAGRAMS RED & YELLOW

GROUND FLOOR PLAN

VIA Ghibellina
MAIN PUBLIC ENTRANCE



PRIVATE ENTRANCE
VIA DELL'AGNOLE

LEGEND

-  Demolished Walls
-  New Built Walls

DIAGRAMS

ZONING

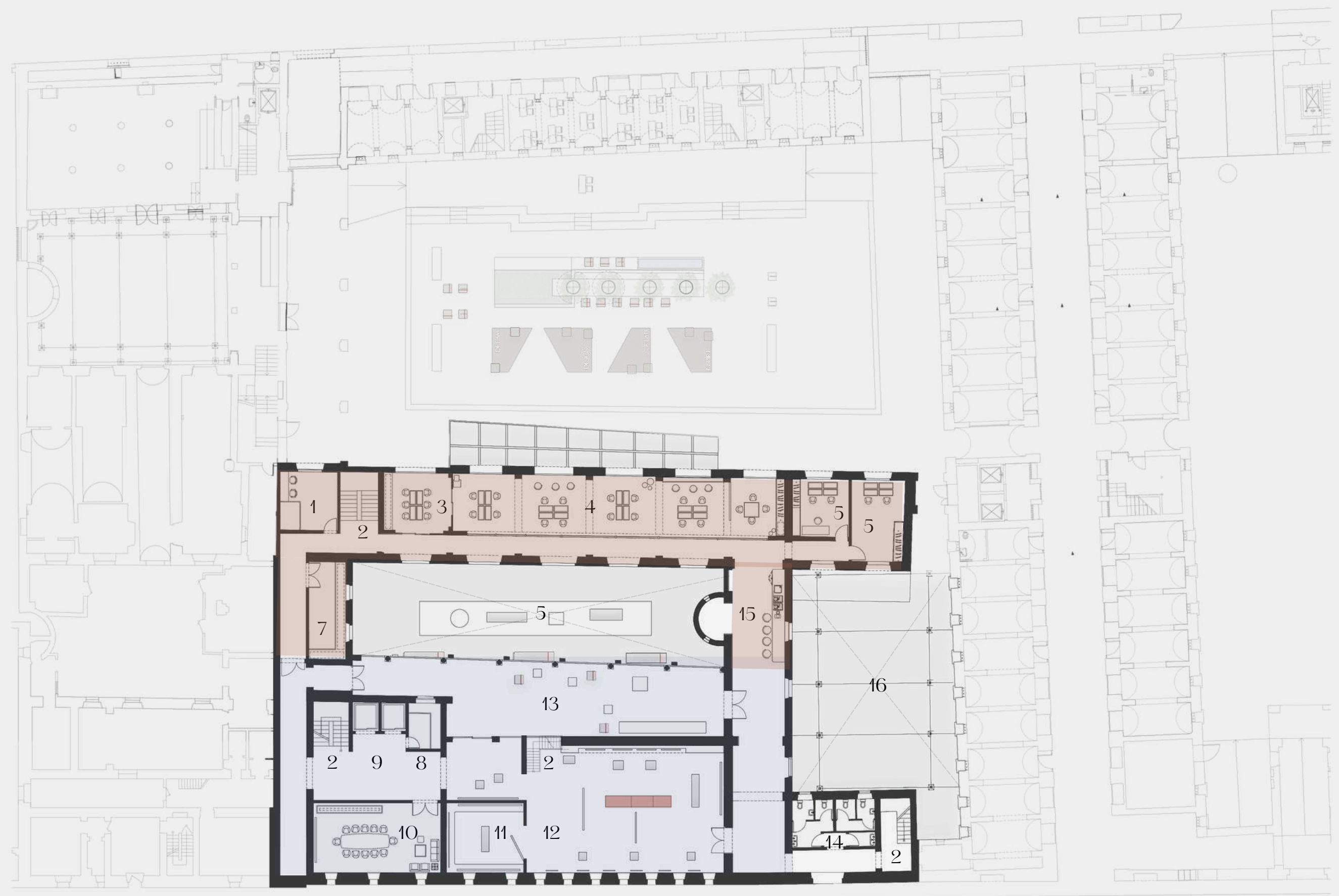
FIRST FLOOR PLAN

- Fashion Workshop Area
- Open Court
- Exhibition – Terrace Area

LEGEND

Fashion Workshop Area

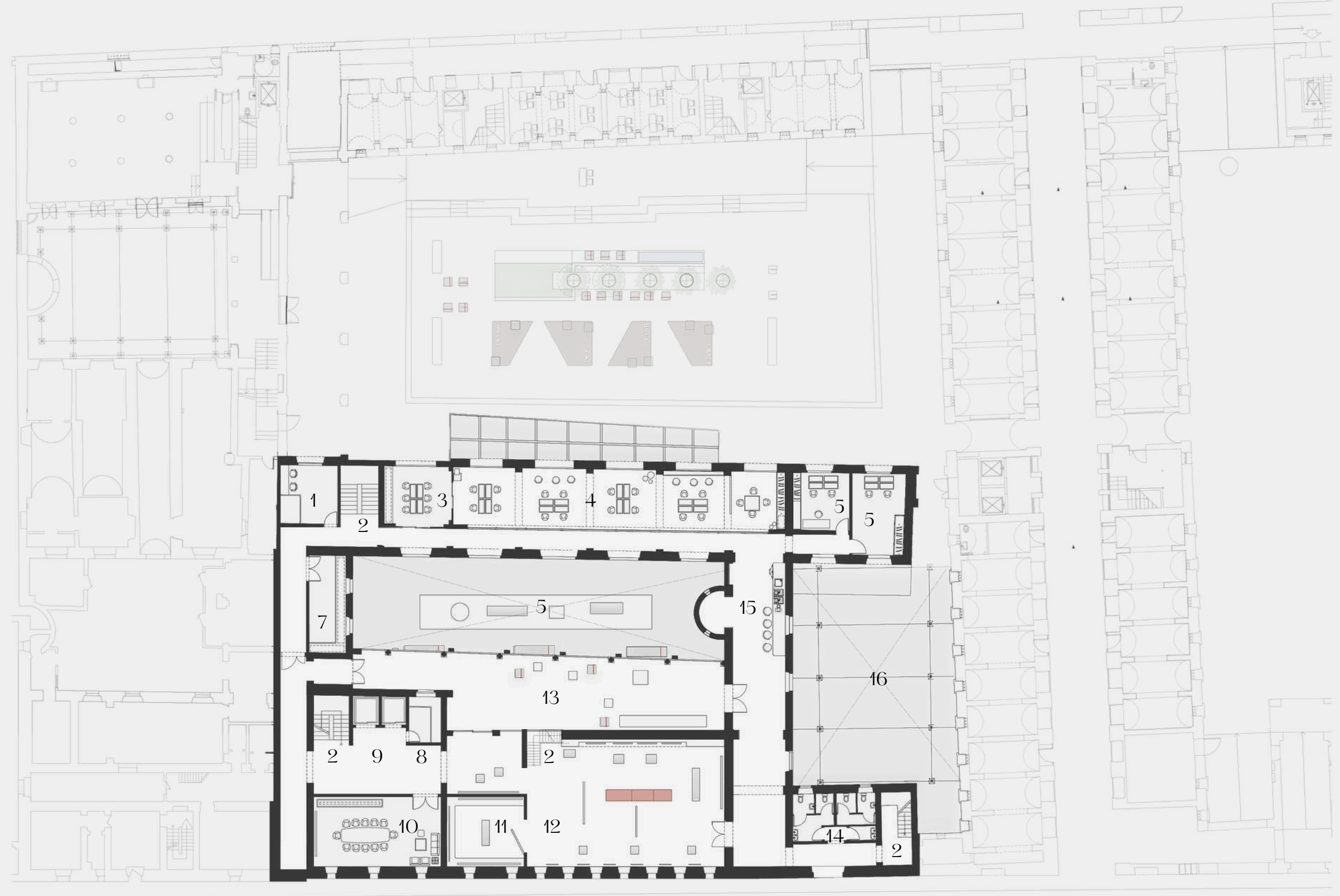
Exhibition – Terrace Area



VIA DELL'AGNOLO

FLOOR PLANS

FIRST FLOOR PLAN



LEGEND

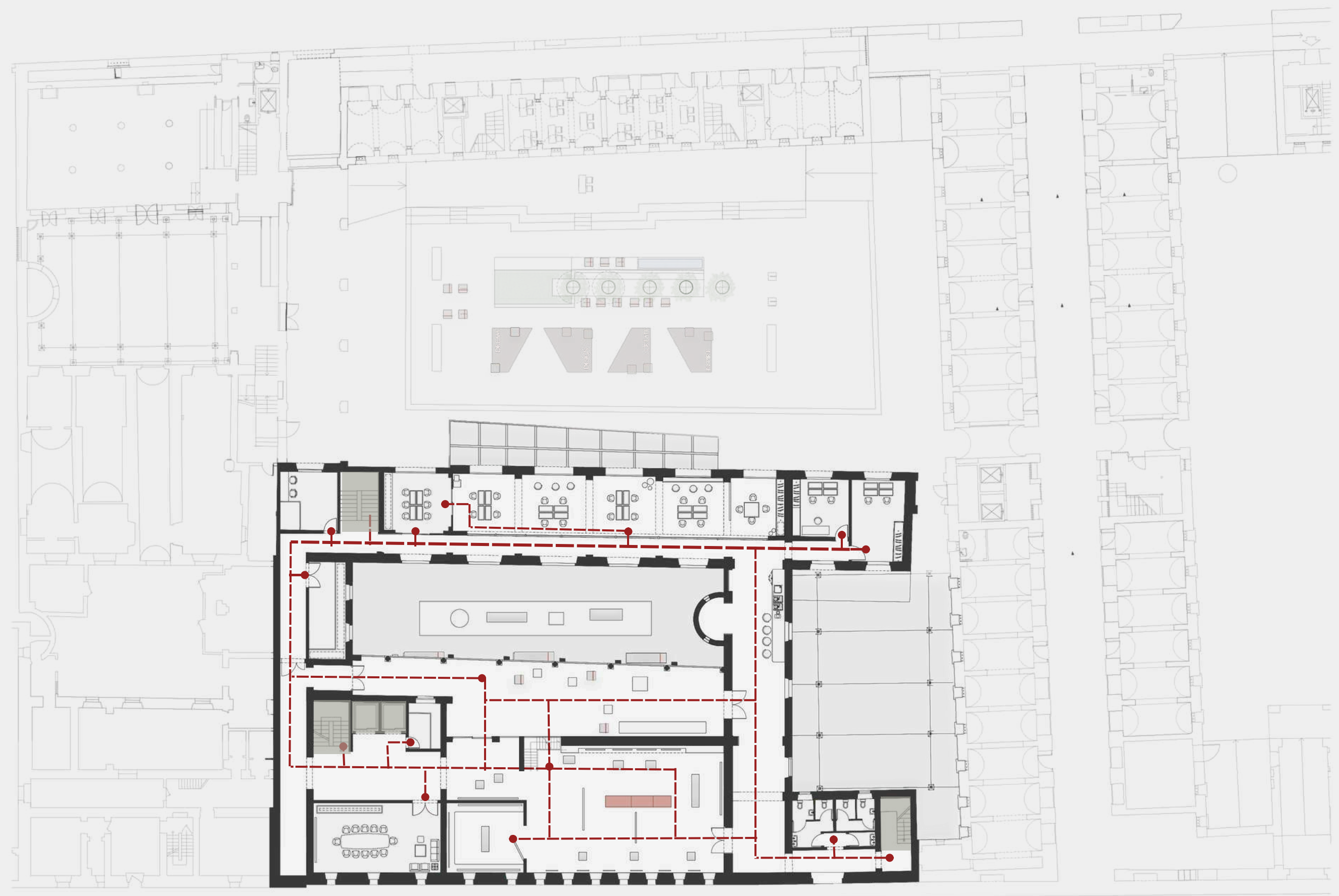
1. Photo session and Fitting Room
2. Stairs
3. Computer Lab & Library
4. Shared Workshops
5. Private Studios
6. Open Court
7. Storage for Products
8. Technical Room
9. Elevator
10. Conference Room for Sponsors
11. Interactive Room
12. Temporary Exhibition
13. Terrace
14. Toilets
15. Kitchenette Area
16. Fashion Runway Top view

VIA DELL'AGNOLO

DIAGRAMS

CIRCULATION

FIRST FLOOR PLAN



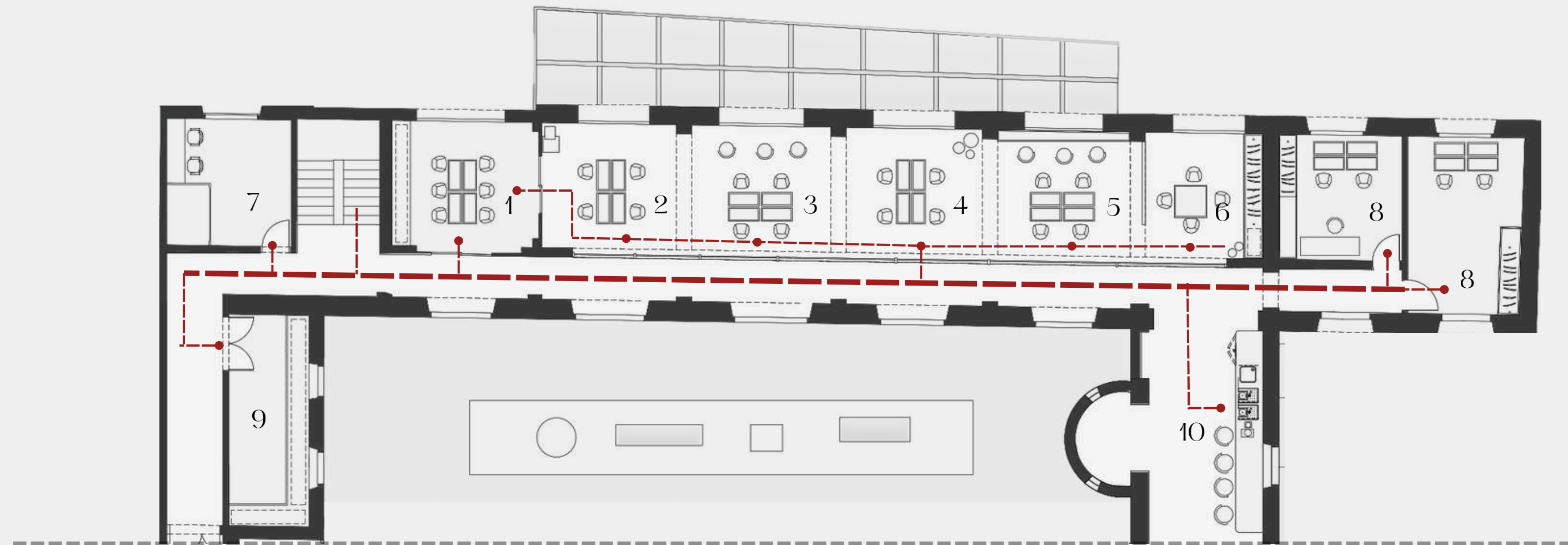
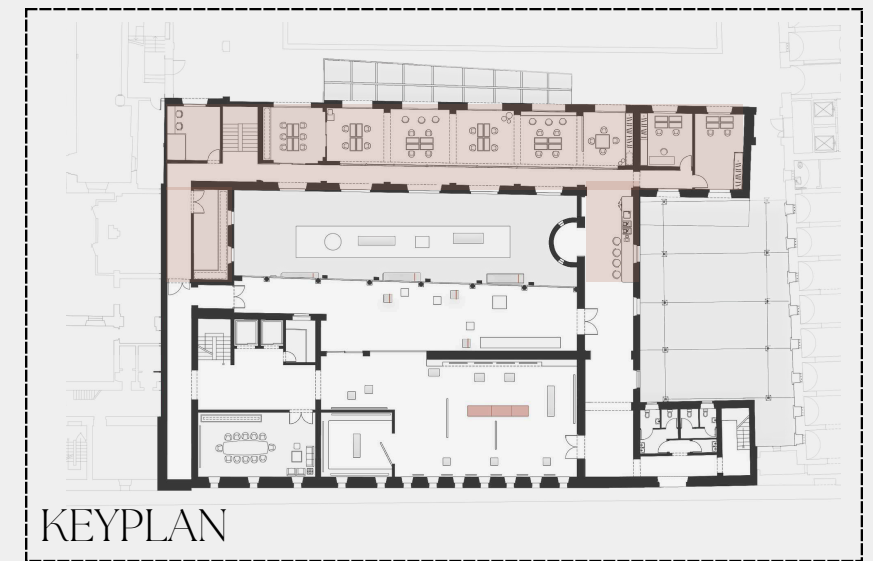
VIA DELL'AGNOLO

LEGEND

- Secondary Horizontal Circulation
- Main Horizontal Circulation
- Vertical Circulation

FLOOR PLANS

FIRST FLOOR PLAN—WORKING AREA DESIGN PROCESS STEPS



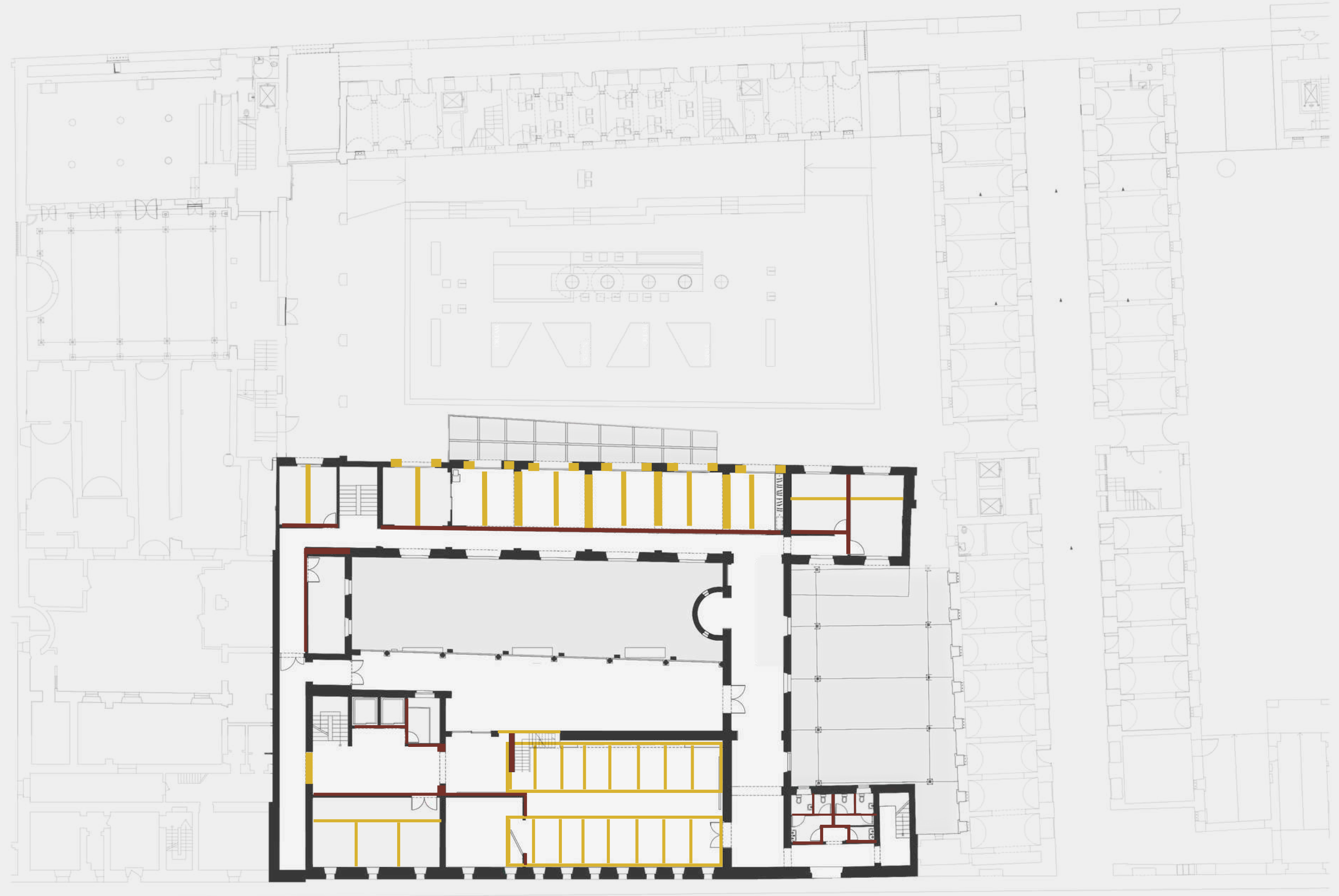
LEGEND

1. Research Room
2. Design and Sketch Space for **Jewelry**
3. **Jewelry's Process**: Melting, Welding, Press Machine and Smoothing
4. Sewing Clothes Designs
5. Sketching Designs
6. Fabric and Textiles Selection
7. Photography room : with makeup and Fitting space
8. Private Design Studios
9. Storage for Products
10. Bar Area

DIAGRAMS

RED & YELLOW

FIRST FLOOR PLAN



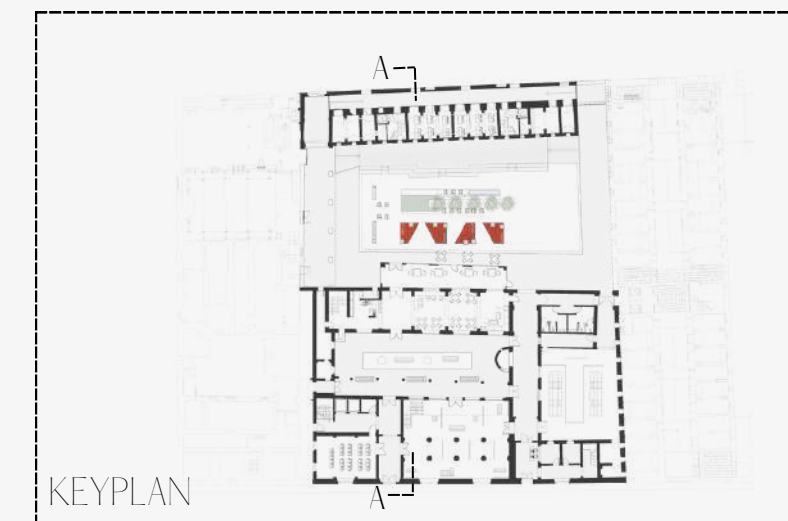
LEGEND

Demolished Walls

New Built Walls

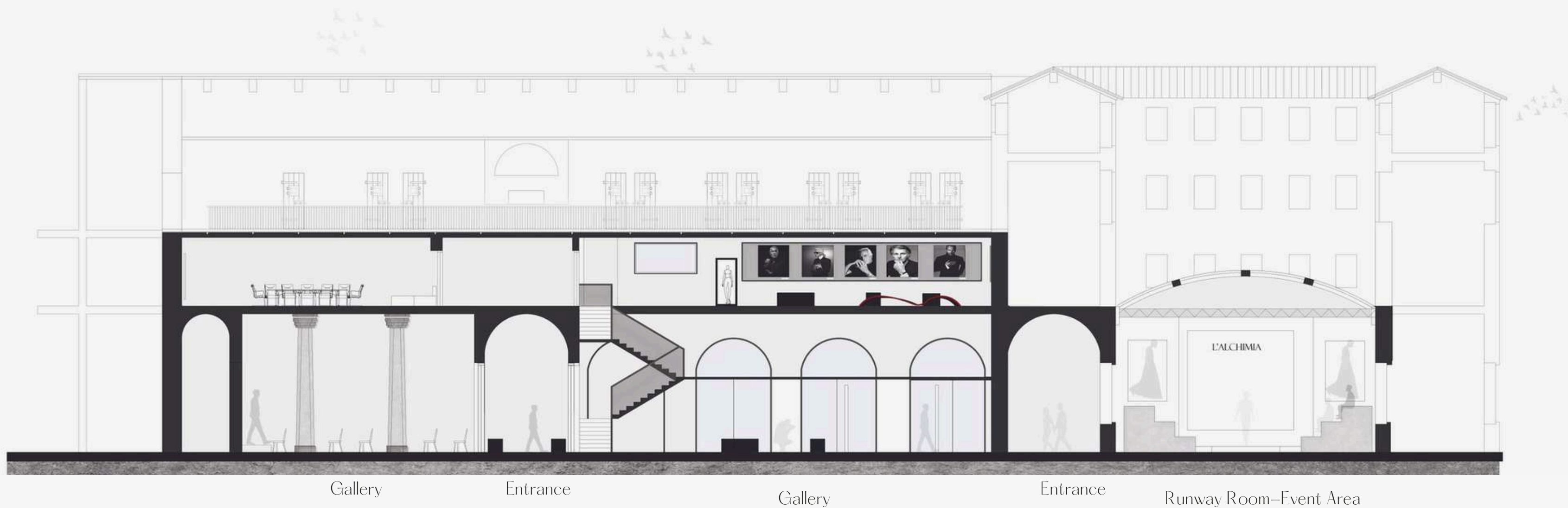
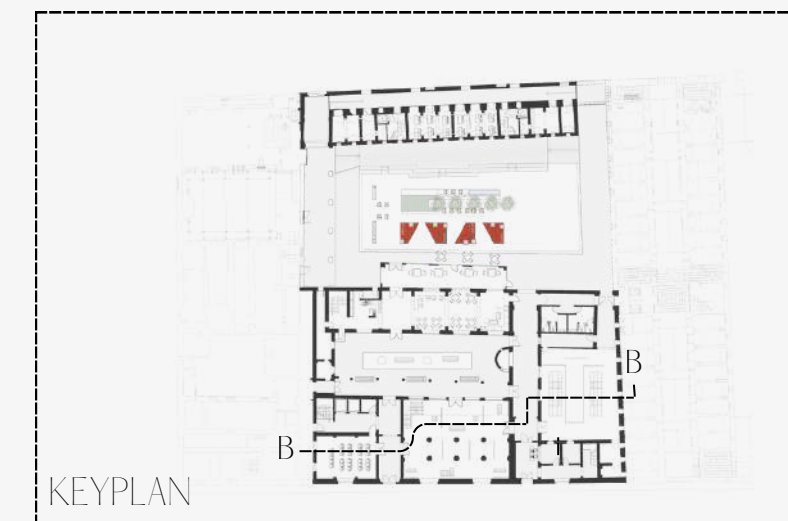
SECTIONS

SECTION A-A



SECTIONS

SECTION B-B



TECHNICAL DETAIL

Low E- Double Glazed Window

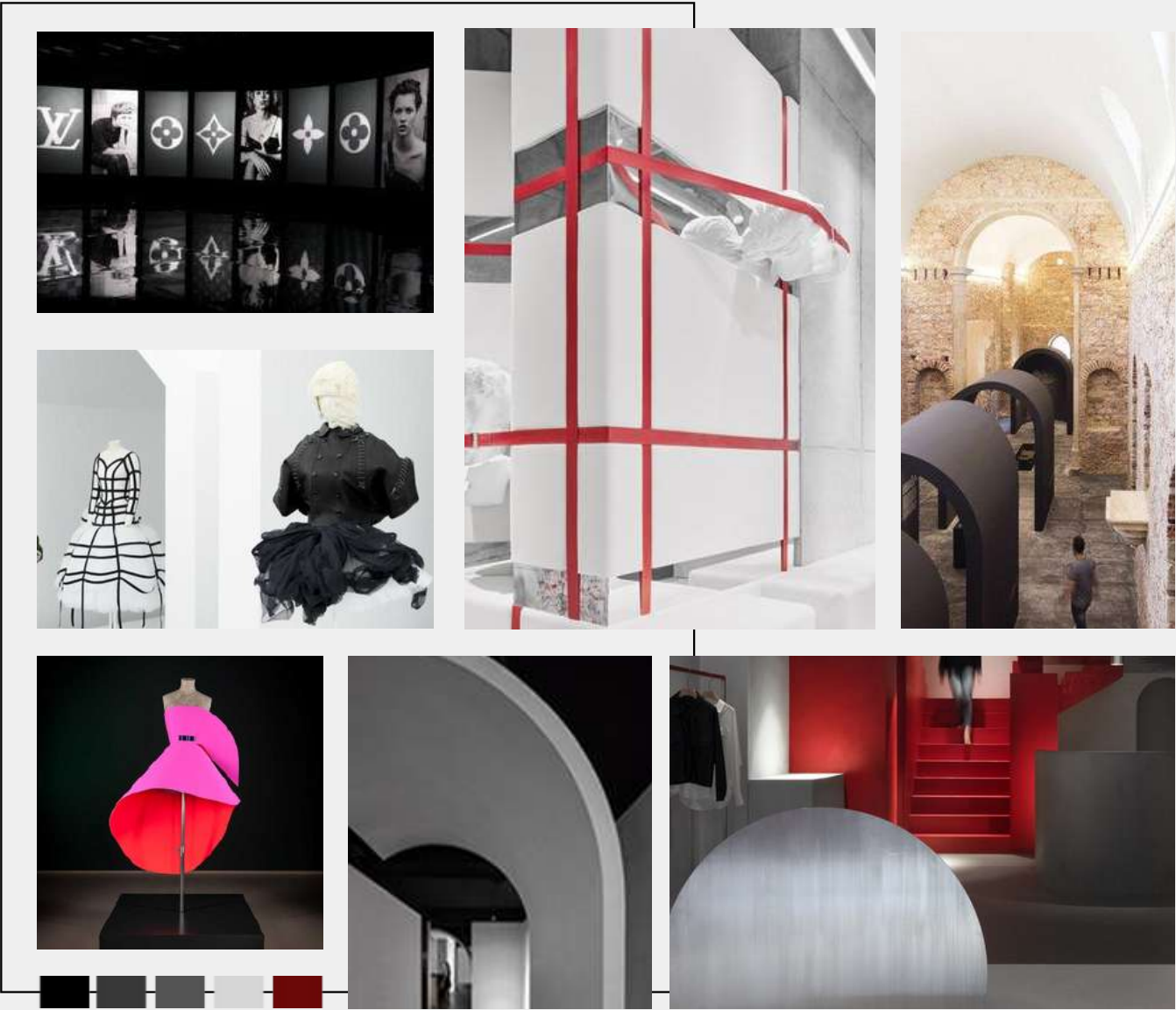
Low-E Glass : The glass helps to minimize the amount of infrared and ultraviolet light and heat gain that comes through the glass while maximizing the the amount of light that enters the space.



08. RENDERS

EXHIBITION

Blending PAST and PRESENT by merging the Old Structure of the building with the New Modern Art.
The materials tones are neutral to concentrate the focus on the art pieces



MOOD BOARD

THE CONTRAST HARMONY
TIMELESS INTERIOR

MATERIAL SELECTION





ITALIAN FASHION



Stagione
1945-1946

Stagione
1946-1947







L'ALCHIMIA
BOOK LIBRARY







Interactive
Room

Terrace

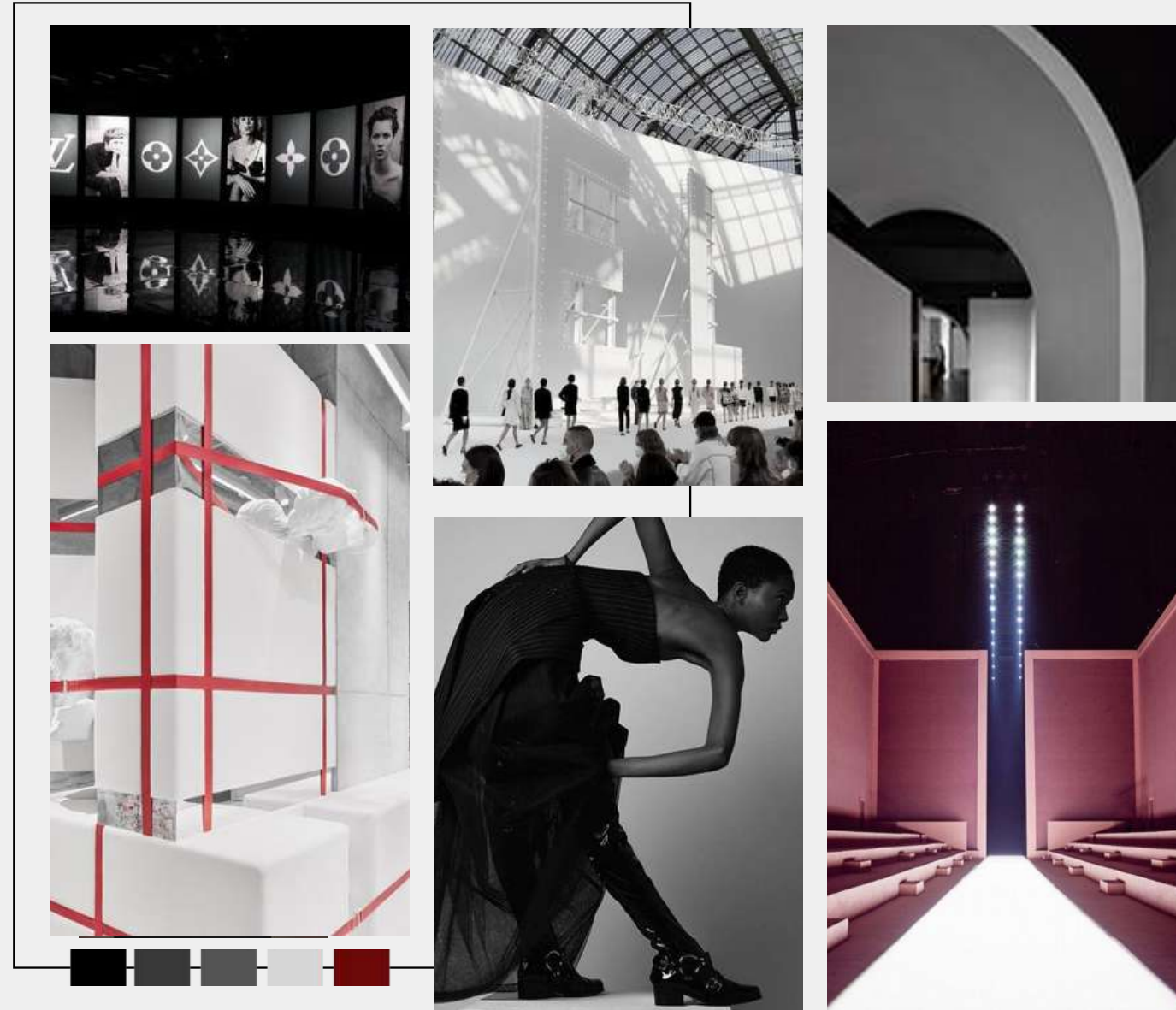






FASHION RUNWAY — EVENT AREA

The Furniture used in the space is flexible so the space can easily transformed from Runway Show into an Event Space, and the furniture material tones and neutral to draw attention to the show.



MOOD BOARD

MATERIAL SELECTION





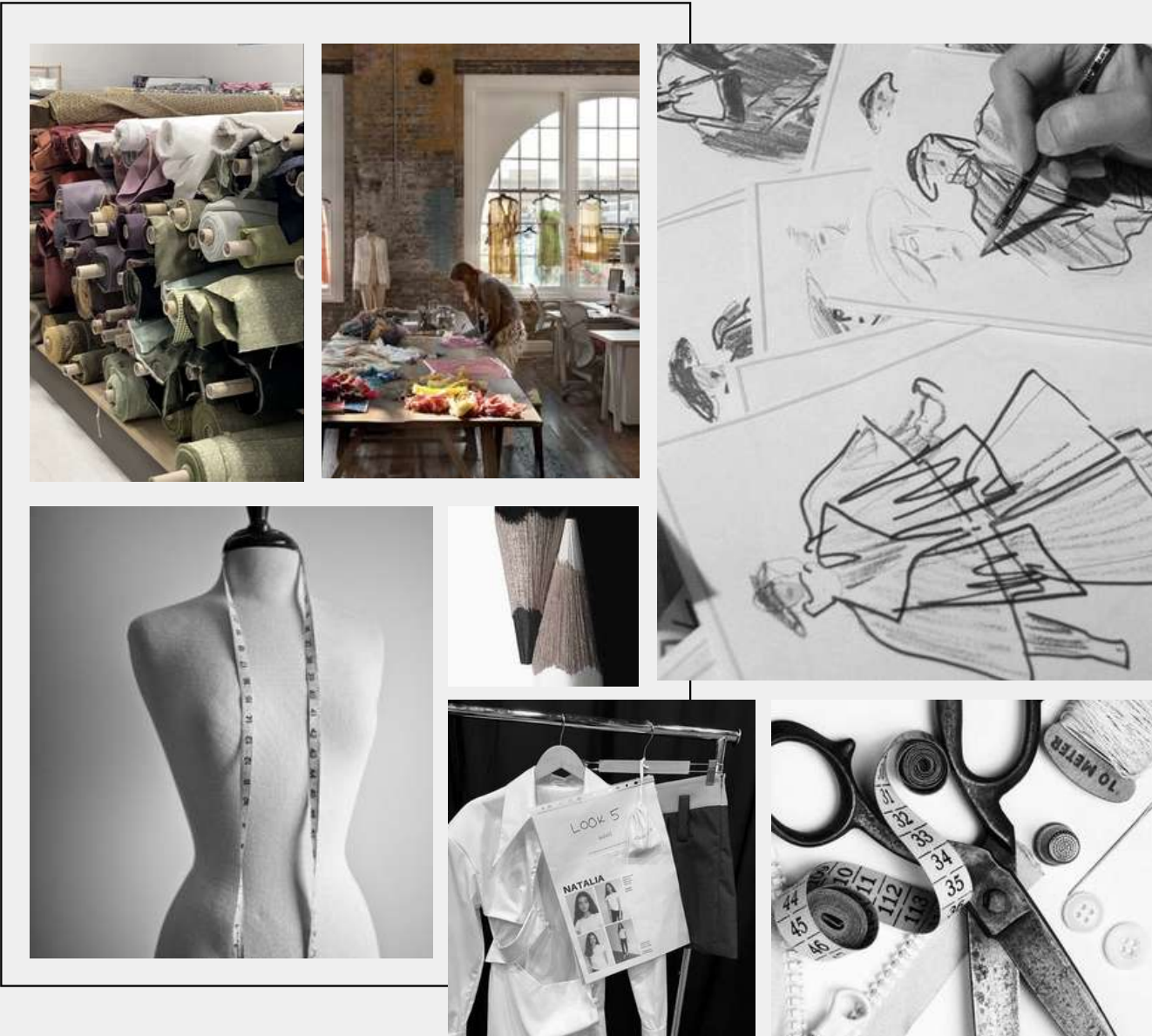
L'ALCHIMIA



L'ALCHIMIA

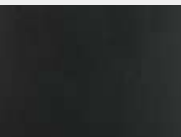
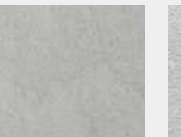
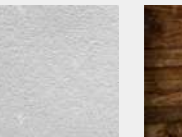
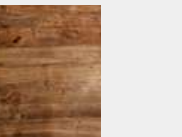


L'ALCHIMIA



MOOD BOARD

MATERIAL SELECTION

						
Black Plaster	Black Steel	Marble	Marble	Pietra Serena	Gypsum Board	Wood

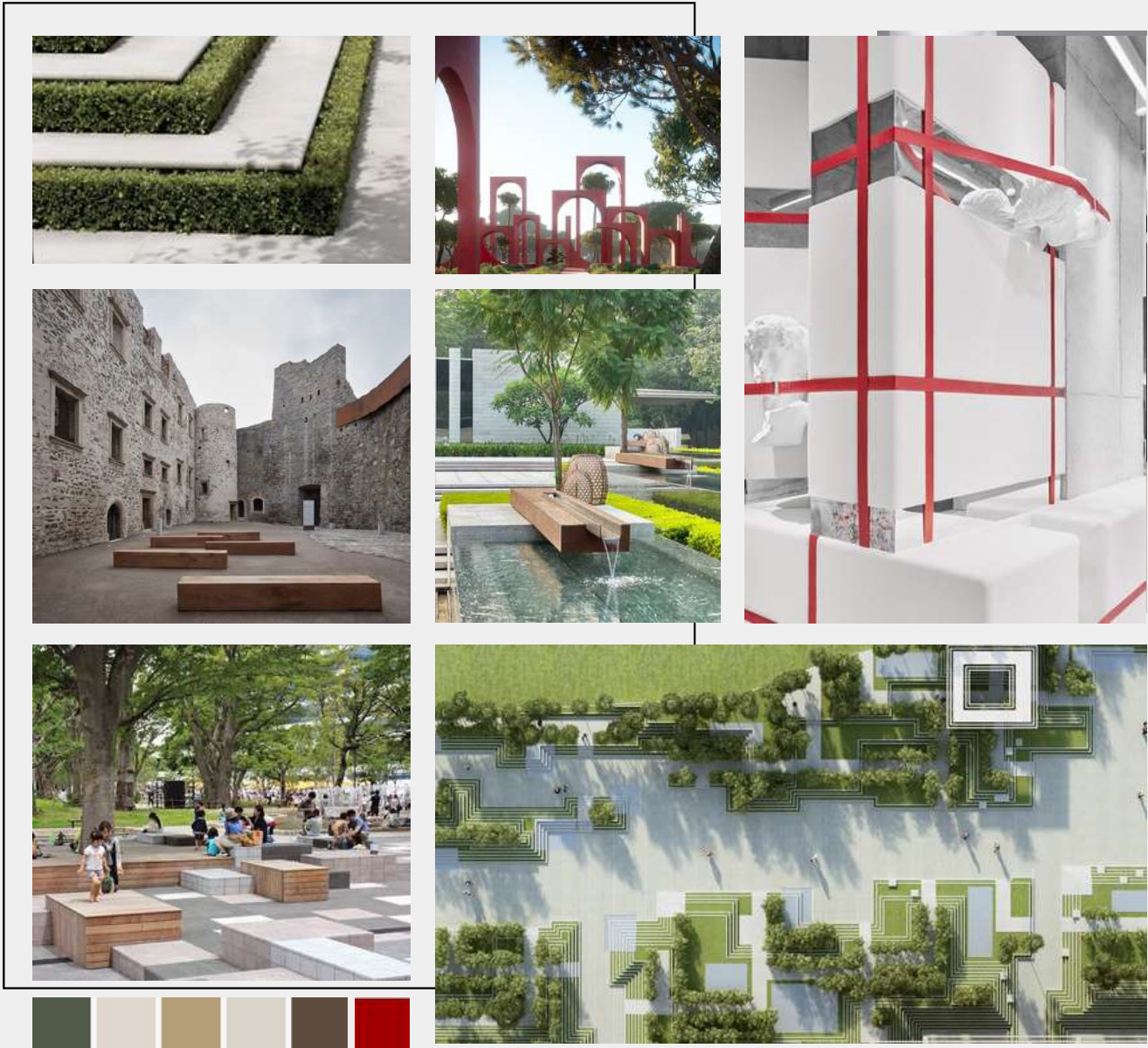


FABRICS

PRIVAT
STUDIO



Natural, warm Organic Material Selection with POP COLOR



MOOD
BOARD

MATERIAL
SELECTION







CAFFE' L'ALCHIMIA

CREATE



CAFFE' L'ALCHIMIA

CAFFE' L'ALCHIMIA





08. LOGO



Fashion Business Incubator



INSPIRATION

