

architecture, engineering, urban planning

Politecnica, one of Italy's leading integrated design companies, entirely backed with national capital

PRESS RELEASE

**Politecnica...
working for the first business school and innovation centre
in Ethiopia**

a new international project titled "the place for ideas"
for the leading Italian integrated design firm

plus: a new brand for the company

"building for humans"

**A new way of illustrating our projects, by giving voice to the people
involved on www.politecnica.it**

Modena, 19th April 2017 - *Politecnica, one of the leading integrated design companies backed with Italian capital - for architecture, engineering, and town planning - has signed an international project agreement for the construction of the Ethio European Business School and Business Innovation Centre in Addis Ababa, Ethiopia.*

The project is part of the **investment and economic development activities**, or Growth and Transformation Plan (GTP), **devised by the Ethiopian Government and the European Union.**

With a surface area of **15,000 m²** and a **total investment** for the university of Addis Ababa **estimated** at approximately **€15 million**, the project concerns an area of the university campus (located in the north-east of the city of Addis Ababa) and includes the construction of one large building **accommodating spaces for educational activities, conference rooms, meeting rooms, and a large learning centre, as well as common areas for the activities of both university departments and their departmental offices.**

"The place for ideas", as the project is called, was developed striving for a compositional geometry featuring **maximum integration with the site's morphological and natural features, consistent with existing vegetation.** The large terraces and green roofs create dialogue and continuity between the building's interior spaces and the surrounding nature. The projections and orientation guarantee optimal management of sunlight in order to minimise the need for

air conditioning. The entire building actually needs no air conditioning and the structure of the internal spaces promotes maximum efficiency and natural air circulation.

An architectural landmark and recognisable symbol of development, the complex was designed as a single volume divided over three and five levels, interconnected through a triple central volume.

Internally, the building features a large central space, open over three levels, which acts as a vertical connection through the stairway and the system of walkways intersecting at different levels. The large volume is a dynamic place and offers an ideal environment for innovative learning activities, a launch pad for universities of the future. Large spaces dedicated to hubs, arranged in a continuous manner along the walkways, provide areas in which learning and the sharing of knowledge can be enhanced, areas which can help develop the relationship between college students and the businesses which will be involved in the programs.



CREDITS

Place Addis Ababa

Country Ethiopia

Client Ethiopian Ministry for Economic Development, University of Addis Ababa

Team Politecnica Ingegneria e Architettura

Assignment preliminary design, final design, working design, work management

Dates of services 2017 Implementation: near future

Project area 15,000 m²

Building footprint 4.500 m²

The assignment, which is also challenging in terms of timing, is all-encompassing. Starting with the purely architectural design, it extends right through to the multidisciplinary working design, including the preparation of tender documents and the provision of assistance in the contract awarding phase, all over a total of just seven months, plus the supervision of the work over the following 24 months. In order to reach such ambitious goals, Politecnica has commissioned an **international multidisciplinary team of specialists**, on an exclusive basis, who are working on the building's design using solely BIM (Building Information Modelling) techniques.

Francesca Federzoni, Chairman of Politecnica, stated: *"The construction of the Ethio European Business School and Business Innovation Centre is a European project whose aim is to create the conditions required to promote the industrialisation and development of Ethiopia. Politecnica has designed an iconic structure which is expected to stimulate the creation of future Ethiopian managers within in an innovative learning environment. We believe that the project should not only take account of academic needs but also encourage the establishment of an area where small and medium-sized local businesses have the right conditions to aid their development and expansion, and to increase competitiveness. "*



Politecnica has accrued considerable experience in civil and infrastructural works in various developing countries as part of projects funded by international financial institutions. Projects like these include the recent design of a **new 33 km stretch of road in Sierra Leone** and the **One Airport Square** within the development of Accra International Airport, Ghana.

A track record stretching back over 40 years includes successful projects in all areas, in both the public and private sectors, including education and healthcare, industry, services, and infrastructure facilities.

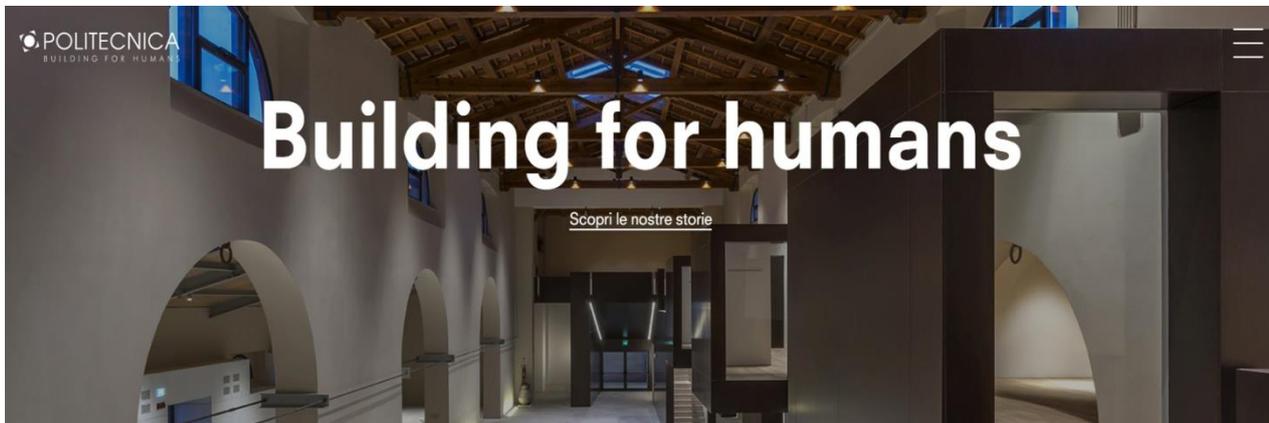
A new brand for the company *"building for humans "*

Politecnica's design track record and accounts of the firm's latest challenges can all be found in the new website, www.politecnica.it, which is now online. With the new site, Politecnica has introduced a new way of showcasing its projects, highlighting not only their technical aspects, but also the human-centred approach.

In a series of filmed interviews, Politecnica's members talk about the design challenges they have tackled in Italy and abroad, as well as the projects for the community, projects of collective interest, innovation in technical policies for environmental sustainability. These challenges range from the construction of transport infrastructure facilities for a **road in Sierra Leone** (not only an engineering project but also a project to connect up villages and communities) to the creation of the museum commemorating Enzo Ferrari at his childhood home in Modena (returning a slice of history of one of the world's most famous car brands to the city and its inhabitants).

The new brand, "BUILDING FOR HUMANS", expresses Politecnica's core values, conveying a **new humanism**, adopting a global approach based on human-centred projects, and basing the design on the needs of end-users, individuals, inhabitants, and communities.

Beatrice Gentili, Politecnica's **Sales and Marketing Director**, stated: *"What Politecnica is doing now is telling its designers' stories to its stakeholders through a new narrative approach and a new brand that encapsulates the firm's main features." Teamwork, i.e. the ability to bring together the various specialisations - architecture, engineering, town planning - as part of a global design-based approach and project implementation. This integrated approach, based on human-centred design, focuses on the customer first and foremost and the project in terms of the intended end-users.*



People, solidarity, and sharing are at the heart of our cores values, both within Politecnica (expressed through our intergenerational, multidisciplinary teams) and on the outside (in the form of sustainable projects striving for a new humanism).

WEB PLATFORM

A streamlined, flexible framework, with clean-cut graphics that highlight and enhance the stories behind the projects, with a "mobile first" approach, i.e. access to the site's contents via mobile devices, both now and in the future, is prioritised.

Attention is therefore focussed on site usability with different media and quick access to information. The strategy adopts a structure with a special focus on font readability and image viewing in an accessible and fast way.

The look and feel is further enhanced by the copy accompanying the large photos and images illustrating the projects. The site is designed and built by Milan-based firm Parco di Yellowstone.

POLITECNICA

Politecnica is one of **Italy's leading integrated design companies, offering a range of services including architecture, engineering, and town planning.** This independent company has **40 members** (engineers and architects), who have **signed off jobs in over 50 countries around the world**, with an annual turnover of around €15 million.

5 branches are located in Italy (Modena, Milan, Bologna, Florence, and Catania) and the firm is represented **abroad in 11 countries** (Armenia, Belize, Ivory Coast, Ghana, Malta, Palestine, Democratic Republic of Congo, Sierra Leone, Turkey, Ethiopia, and Kenya).

Politecnica develops **projects in all areas, within both the public and the private sectors, including education and health facilities, industry, services, and infrastructure**. With its international division, it has also completed civil engineering and infrastructure works in a number of developing countries, as part of projects financed by international donors (international finance institutions).

Integrated design

The combination of different skills (from system engineering to town planning, structural design to architectural design), guaranteed through our teamwork approach and the complementary skills offered by the over 200 people working with us (**designers, planners, engineers, consultants, and specialist technicians**).

Project Management

Our capacity to oversee the development of a project, to handle its complexities and implementation according to the client's needs, guaranteeing efficient use of time and resources overall.

With a department dedicated to **participatory and co-design**, we work together with institutions, local authorities, and communities - from the preliminary stages - to build projects of collective interest (schools, hospitals, infrastructure facilities), with the aim of combining all the stakeholders' objectives and creating common benefits for both the local area and future users of these projects.

Areas

One of our most advanced areas is **healthcare**, where the **participatory and co-design** approach means working together with institutions, local authorities, and communities - from the preliminary stages - with the aim of creating common benefits for both the local area and future users of these projects.

For example, Politecnica has signed off more healthcare projects than any other firm in recent years, with contracts including the **Sassari university hospital complex, the Pordenone hospital complex, the new hospital in La Spezia, and the new university clinics in the city of Catania**.

In **industry**, the firm has accrued considerable experience in the construction of new works, as well as refurbishment, conversion, and structural renewal projects featuring innovative design solutions which optimise initial outlay and management costs. Politecnica **has designed projects for a number of major foreign multinational companies that have invested in Italy** thanks to its ability to put together a highly specialised international team with extensive knowledge of the local areas and the regulations governing the building industry both nationally and locally. Politecnica offers **private entities and investors** intending to carry out a project in any of the main sectors (trade, industry, and tertiary) multidisciplinary assistance ranging from independent audits, due diligence reports, and cost optimisation (value-engineering) to design, management of administrative procedures, and work management and supervision.

Restoration and enhancement of **historical and architectural heritage** is another area where Politecnica enjoys special acclaim and experience, due to its recent work on the restoration of the **Complesso San Geminiano** and the **Complesso San Paolo**, two historical complexes situated in the heart of Modena's old town. Politecnica also specialises in the projects for the safety, repair, adaptation and structural strengthening of historic buildings damaged by earthquakes. Work completed immediately after the earthquake that hit the Emilia Romagna area in May 2012 (include **Palazzo Sartoretti** in the town of **Reggiolo, the cathedral (Il Duomo) and the castle towers** in the town of **Finale Emilia, the former convent of San Francesco** in the town of **Mirandola, and Palazzo del Governatore** in the town of **Cento**).

www.politecnica.it

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