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Politecnica Building for Humans, Park Associati and AMDL CIRCLE, with Studio Mattioli, win the competition for the new cultural hub in Ceto, a project that projects Imago – Valle dei Segni onto the international stage

The team led by **Politecnica Building for Humans**, together with **Park Associati** and **AMDL CIRCLE**, in architectural co-leadership, and **Studio Mattioli** has won the design competition promoted by the **Municipality of Ceto**, with the scientific coordination of Imago, directed by Luca Molinari, for the construction of the new **cultural hub**, to be built in the spaces of the **former spinning mill** of Società Filati Niggeler & Kupfer Srl.

The winning proposal is based on a methodological approach that regards the **landscape as the matrix of the project**, identifying in the **dialogue between cultural heritage, environment and community** the guiding principle of the subsequent development phases. From this perspective, the layered nature of the testimonies carved into the rock – the so-called **Pitoti**, the largest **prehistoric semiographic archive in Europe** – becomes an interpretative model capable of guiding future architectural choices, in constant dialogue with the study of the materials and morphology of the territory.

Located at the southern gateway to the Valle dei Segni, Ceto is home to one of the **most important clusters of rock carvings in the valley**.

The new hub is conceived as a gateway to the valley, located between **Monte Concarena** and **Pizzo Badile Camuno** – two mountains symbolic of Val Camonica – and characterized by a cultural and landscape heritage of exceptional value. The rock art of Valle Camonica, inscribed in 1979 on the **UNESCO World Heritage List**, was the first Italian site to receive this recognition; since 2018 the area has also been included in the **UNESCO MAB Biosphere Reserve “Valle Camonica – Alto Sebino”**, which extends from the Adamello glacier to Lake Iseo.

Ahead of 2029, the year marking the fiftieth anniversary of the UNESCO inscription, Valle Camonica has officially launched its **candidacy process for Italian Capital of Culture 2029**, reinforcing a vision that connects archaeological heritage, landscape and community.

The project translates this territorial vision into an **open infrastructure**, also conceived as a connective element capable of re-establishing physical and landscape connections. The facility integrates **exhibition functions, research spaces, an auditorium, services and areas dedicated to visitor reception**, establishing itself as the starting point of a network of routes connecting archaeology and the natural environment.

The winning approach thus outlines a vision that goes beyond the scale of a single building, identifying in the new hub a **tool for connection** with the aim of building a renewed narrative for Valle Camonica and projecting its great historical value onto a **contemporary and international dimension**.

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Politecnica Building for Humans is an integrated design company that manages complexity through method, strategic vision and a multidisciplinary approach capable of bringing different areas of expertise into dialogue to generate lasting value for territories and communities. Founded in 1972, it is today one of the leading Italian integrated design companies in architecture, engineering and urban planning. Independent, it is owned by 45 engineer and architect partners and has, over the years, developed public and private projects in more than 60 countries worldwide, with annual revenues exceeding EUR 30 million. With four offices in Italy — Modena, Milan, Florence and Rome — and an international presence in 10 countries and 3 continents, Politecnica operates across numerous fields, including healthcare, manufacturing, office development, infrastructure and mobility, restoration and industrial archaeology, urban regeneration, hospitality, culture and energy. With over 350 people among designers, planners, engineers, consultants and specialised technicians, Politecnica brings together diverse expertise, from building services to urban planning, from structural to architectural design, enabling it to manage every phase of the design process. Politecnica develops its projects according to the leading international sustainability standards — LEED®, Envision™, BREEAM®, WELL® — integrating ESG criteria and the advanced use of BIM methodology. The company also aligns its activities with the United Nations Sustainable Development Goals (SDGs).

Park Associati is an interdisciplinary collective of architects, designers and researchers united by the desire to shape the future of the built environment. Founded in Milan in 2000 by Filippo Pagliani and Michele Rossi, the studio works in architecture, urban design, landscape, interior and product design, promoting a cross-disciplinary approach. Every project developed by Park Associati takes shape within its specific context, from the Regione Lombardia skyscraper to the Luxottica and Salewa headquarters, from residential and commercial spaces to the redevelopment of modern landmark buildings or entire neighbourhoods. Park Associati immerses itself in the wealth of stimuli offered by each context, reinterpreting its deep identity and proposing a vision that is original, unique and coherent in all its elements. Operating at the intersection of tradition and innovation, the studio stands out for its ability to reinterpret and regenerate cities, transforming them into new models of liveability and sustainability, adopting adaptive reuse as its main strategy. The collective looks ahead, anticipating the long-term impact of its projects and giving shape to a multitude of experiences, research and perspectives, with the aim of enriching people's lives and establishing a new harmony between people and nature.

Park Associati has won numerous awards, including the 2024 Italian Architect Award, presented by the National Council of Architects, Planners, Landscape Architects and Conservators (CNAPPC).

AMD L CIRCLE is the multidisciplinary studio founded by Michele De Lucchi. Renowned internationally for its humanistic and interdisciplinary approach, it develops projects in architecture, interior design, product design and graphics. It carries out ongoing research into the future of architecture and its responsibility in envisioning scenarios that take account of change and, where possible, help to inspire it. The Milan-based studio has worked for public and private entities, collaborating with major international organisations such as Deutsche Bank, Intesa Sanpaolo, Novartis and UniCredit, and has designed buildings and exhibition systems for institutions such as the Neues Museum in Berlin, Triennale Milano, and Gallerie d'Italia in Milan, Turin and Naples. It has also designed lighting, products and furniture for Alessi, Artemide, Cassina, Hermès, Poltrona Frau and UniFor. In 2025 AMD L CIRCLE received the Italian Architect Award, presented by the National Council of Architects, Planners, Landscape Architects and Conservators (CNAPPC).

STUDIO MATTIOLI is an engineering firm active since 2006 in the geological and environmental sectors, specialising in the management of complex projects for public bodies, administrations and leading national operators. Thanks to well-established expertise and a multidisciplinary approach, Studio Mattioli offers integrated services including geological, environmental and archaeological studies, environmental monitoring, management plans for excavated soil and rock, environmental assessments (EIA, SEA and screening), permitting processes, remediation of contaminated sites, and archaeological studies.

Contacts:

Politecnica Press Office

Monica Tagliabue
m.tagliabue@keywords.design
P +39 3478813382

Park Associati Press office

Carmen Caggese
carmencaggese@parkassociati.com
P +39 3392718171

AMDLCIRCLE

Valentina Brivio
v.brivio@amdllcircle.com
P + 39 3402871031