



LABORATORIO DI ARCHITETTURA E DESIGN

Via Tommaso Salvini 2A – 00197 Roma – Italia

IVA / VAT 09735041007

Tel. (+39).06.93374233

Fax. (+39).06.93374234

www.lad.roma.it

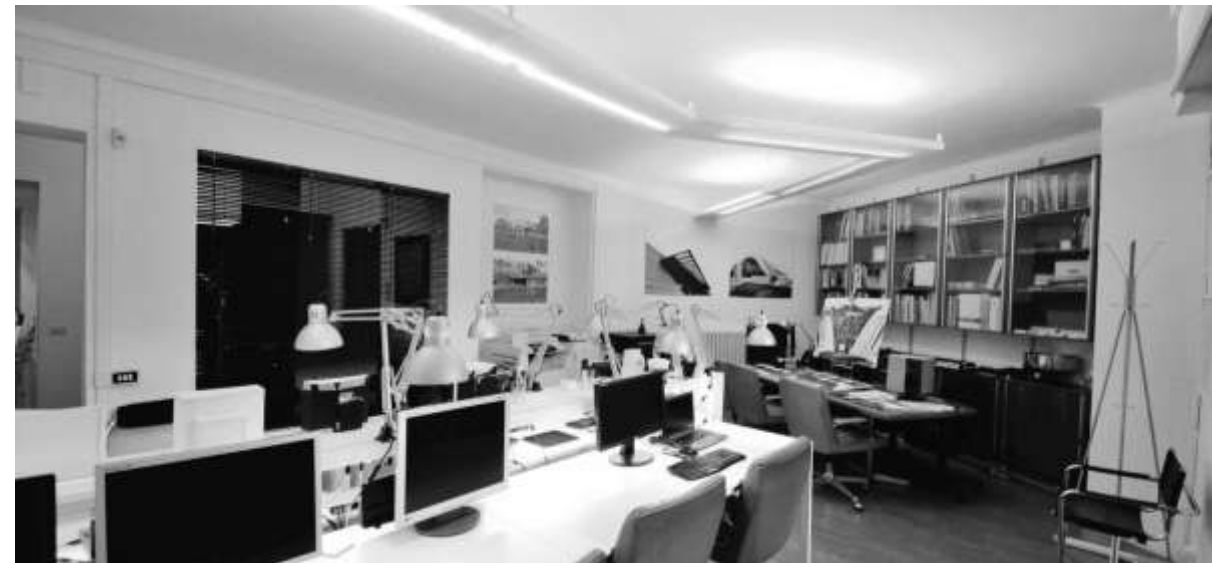
info@lad.roma.it

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STUDIO



LAD

LAD (Laboratory of Architecture and Design) is a young architecture studio founded in 2006 by Simone Lanaro and Francesco Napolitano and based in Rome.

The firm involves all sectors and levels related to architectural design, industrial design, and interior design. This includes design, feasibility studies and investment plans, as well as the construction management and technical support.

The constant goal of the studio is to achieve a high quality of design at all scales. LAD aims to find the right balance between the creation and the economic investment.

The firm blends a deep value of conceptual design with technical knowledge to bring projects to their realization. This fusion results in a unique design experience and subsequent construction of buildings of high architectural quality.

The works of the studio are published in some of the major Italian magazines dedicated to architecture.

LAD IN SEVEN POINTS

1. The value of architecture is the value of its concept. The more recognizable the concept is, the more appreciable its final result will be.
2. In Architecture, the idea is expressed through construction; the objective of the project is always its realization.
3. The aim of Architecture is not the glorification of the Designer or the Client.
4. Architecture is respecting tectonic, not denying it; Architecture is order, not chaos.
5. The project's concept is meant to trigger a sound process in an artistic, economic, enviromental and social way.
6. Design implies the inevitability of change.
7. Design regards all scales. The detail is as important as the whole: the result has to be reached both generally and particularly, without giving priority to one need at the expense of the other one.

PARTNERS



FRANCESCO NAPOLITANO
Architect, 1979.
Co-founder







Classical studies, studied at the School of Architecture “Valle Giulia” at the University of Rome “La Sapienza”. During his studies, he earned an Erasmus scholarship that allowed him to study for a year at TU Delft, working towards a Master of Science in Dwellings. He graduated in 2004 with honors and publication of a thesis in Environmental Design. After graduation, he began work on his Ph.D., collaborating with Professor Cristina Benedetti in courses in Environmental Design and Architectural Technology. In 2006 he founded LAD, and in 2008 obtained the title of Doctor of Philosophy. Alongside his professional research activity, he has been the supervisor of numerous theses and has completed a seminar in Environmental Design.

SIMONE LANARO
Designer, 1971.
Co-founder

Scientific studies, studied at the School of Architecture at the University of Rome “La Sapienza”. He has worked since 1991 in the field of Interior Design and furniture. In 2001 he founded Millennium Design, working on the furnishing of hotels, real estate and housing “luxury places”, in Italy, France, and the United States. In 2006 he founded LAD, and is now responsible for the coordination and development of ideas, projects and interior design.

MAIN AWARDS



<p>10/2014</p>  <p>"RI.U.SO. 03 – Città e Rigenerazione Urbana"</p> <p>Mention.</p>	<p>09/2014</p>  <p>"romArchitettura" prize</p> <p>Winner.</p>
<p>11/2013</p>  <p>Iran Pavilion at EXPO 2015, Milan</p> <p>Winner.</p>	<p>12/2013</p>  <p>"GiArch" at the Venice Biennale - "Projects of Young Italian Architects"</p> <p>Presentation.</p>
<p>11/2011</p>  <p>"Premio Roma Vocation"</p> <p>Winner.</p>	<p>2010</p>  <p>"27-37 – Review of Young Italian Architects"</p> <p>Selected.</p>

MEDIA



19/09/2014

RUM n. 49

Små villor, stora visioner.



10/09/2014

DETAIL 7/8 Fassaden

Sportcenter bei Rom vereint Schwimmbad und Fitnessstudio unter einem Dach..

**CORRIERE
DELLA SERA**

14/07/2014

CORRIERE DELLA
SERA

Come trasformare
ruderi di cemento in
una occasione di qualità.



27/11/2013

LA REPUBBLICA

Le città volanti. Se il
traffico è appeso ad un
filo.

arte.critica

12/06/2013

ARTE e CRITICA

La voce “giovane”
dell’architettura
italiana.



29/11/2012

OTTAGONO

Il progetto “Vocazione
Roma” architetti e
imprenditori insieme.

domus

01/03/2012

DOMUS

Rassegna facciate –
Laminated Structure.

Progetti
di giovani
architetti
italiani

16/02/2012

UTET GIARCH – LAD

Olgiata Shopping Plaza.

Corriere dello Sport

12/01/2012

CORRIERE DELLO
SPORT

La “forma” del
benessere.

Corriere dello Sport

12/01/2012

CORRIERE DELLO
SPORT

Creatività nella capitale.

la Repubblica

29/11/2011

LA REPUBBLICA

Il progetto “Vocazione
Roma” architetti e
imprenditori insieme.

**CORRIERE
DELLA SERA**

29/11/2011

CORRIERE DELLA
SERA

Il sogno romane degli
“under 40”.

THE PLAN
ARCHITECTURE & TECHNOLOGIES IN DETAIL

15/04/2011

THE PLAN N.49

Olgiata Sporting Club.

Progetti
Concorsi

29/11/2010

EDILIZIA E
TERRITORIO

Uno Stealth Fra le ville
dell’Olgiata.

INSIDEART

22/11/2010

INSIDEART

Lo spigoloso progetto
per riqualificare il
quartiere romano.

progetti

28/10/2010

PROGETTI

Olgiata Shopping
Plaza.

designboom

11/06/2014

DESIGNBOOM

LAD manipulates rays
of light in olgiata
sporting club.

designboom

11/06/2014

DESIGNBOOM

LAD lands the stealth
shopping plaza in Rome.

designboom

23/05/2014

DESIGNBOOM

LAD visualizes five
small villas isolated in
natural landscapes.

arch  daily

24/01/2014

ARCHDAILY

Elected works,
Olgiata Sporting Club /
LAD

arch  daily

19/01/2014

ARCHDAILY

Milan Expo 2015: NJP,
LAD Win competition
for Iranian Pavilion

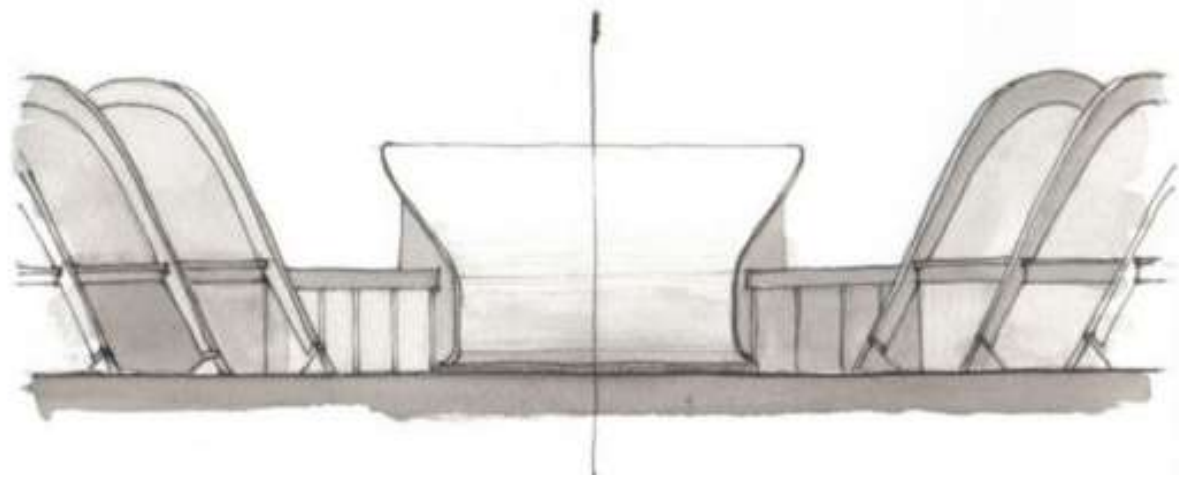
IL TEMPO

02/09/2013

IL TEMPO.it

Teleferica anti-traffico su
Monte Mario

01 | OLGIATA SPORTING CLUB



TYPE

Sporting Club

LOCATION

Rome, Via Conti

PROGRAM

7.500 m² indoor (gyms+swimming pool) +
80000 m² outdoor

DESIGN

2007

COMPLETED

2010

ARCHITECT IN CHARGE

Francesco Napolitano

INTERIOR DESIGNER

Simone Lanaro

CLIENT

Olgiata Verde s.r.l.

STRUCTURES

Teico, Holzbau (Legno Lamellare),

Rheinzink (Copertura tetto)

DESIGN TEAM

Michelangelo Sabuzi Giuliani, Maria Carla

Lini, Marcello Amalfitano

The *Olgiata Sporting Club* is located inside the woods of a garden city at the border of Rome, Italy.

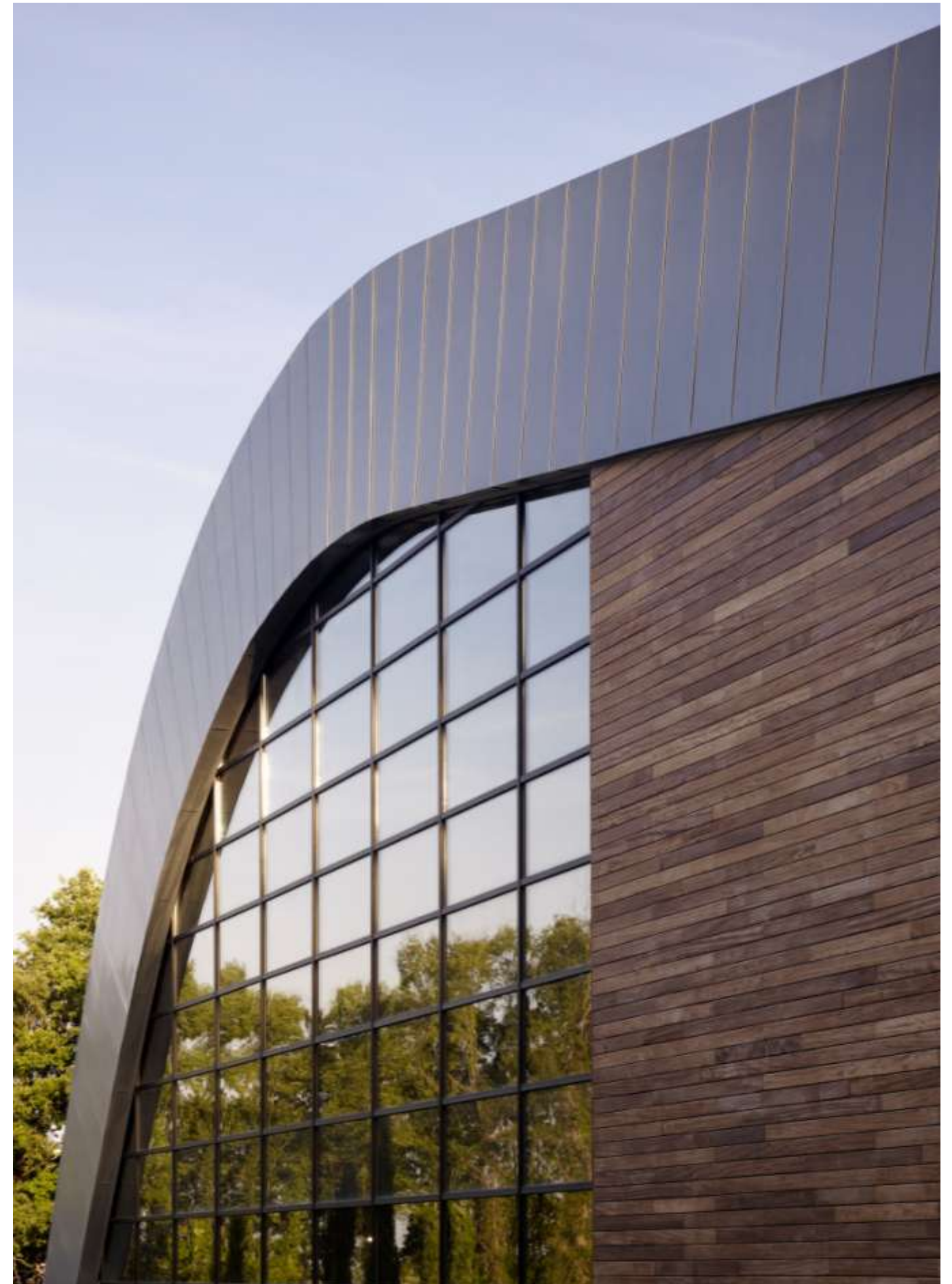
The building is made up of three different pavilions connected to each other. The central one is the administrative center and contains the entrance, where the main staircase and the connections are. Through it the visitor can access the locker rooms at the lower level and then the two pavilions.

South pavilion contains gyms, North pavilion contains swimming pools. The paths to reach the different areas are strictly separated.

Outdoor space accommodates football fields, tennis courts and a beach-volley court.

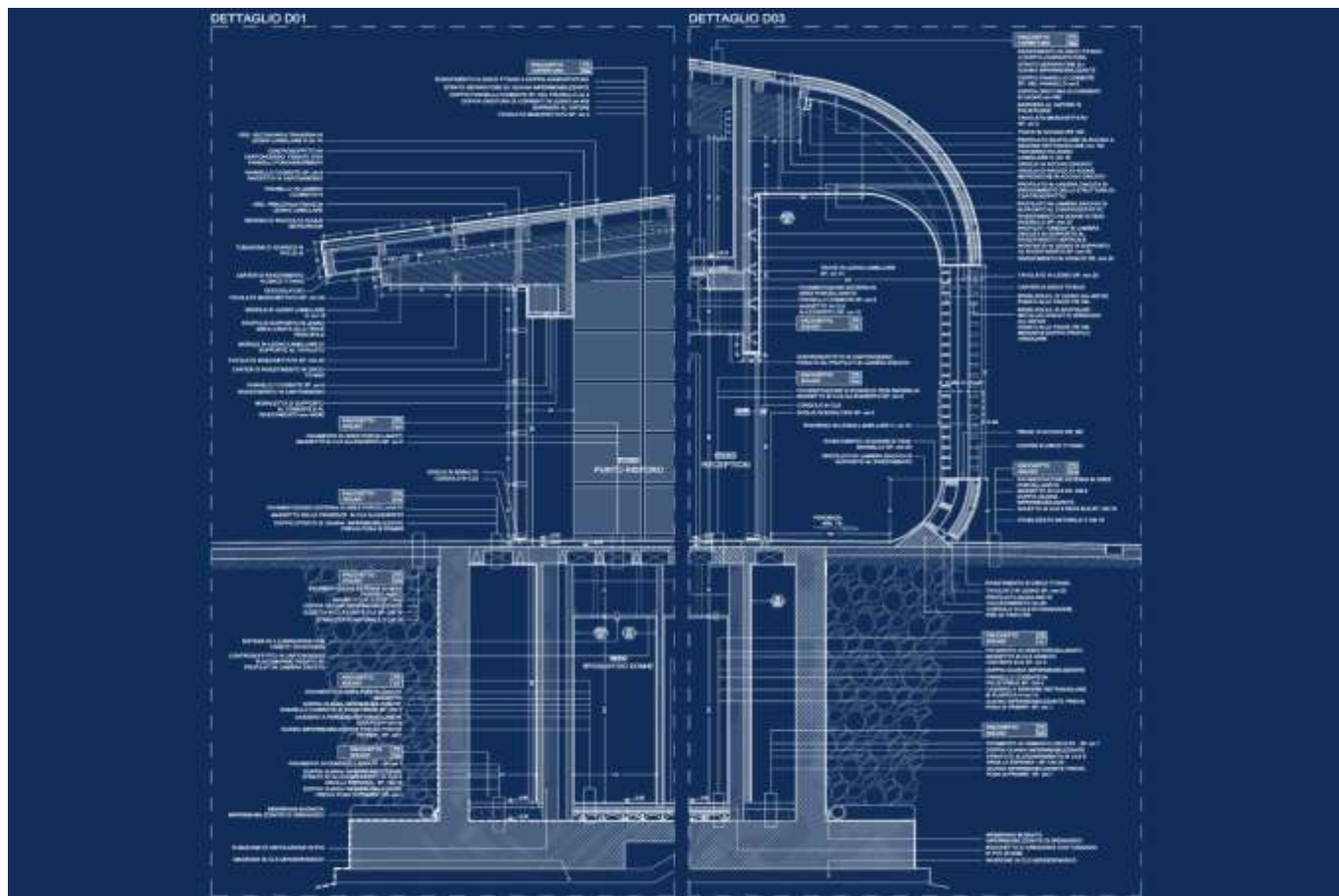
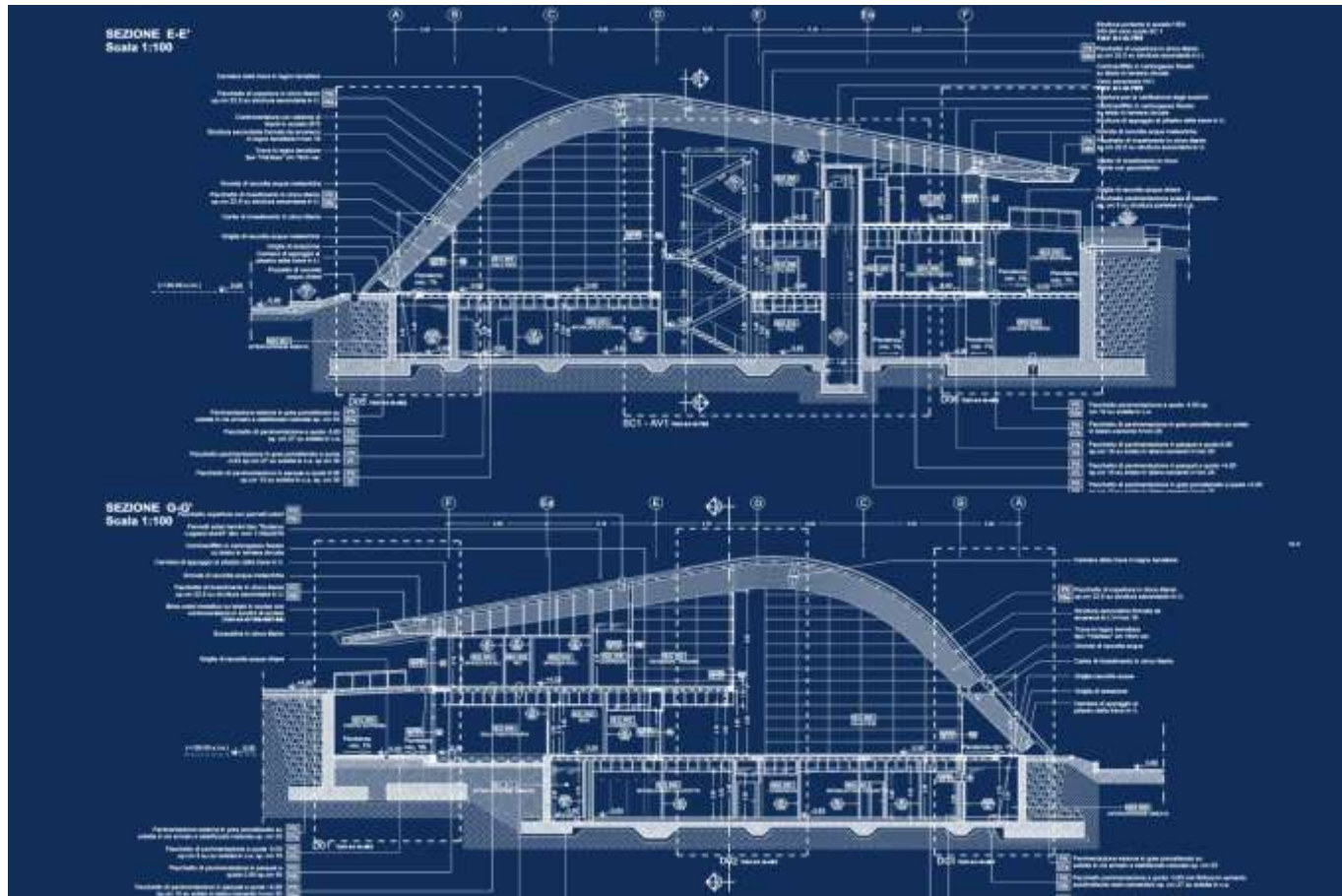
The boomerang shaped beams are made up of glulam, designed and produced by Holzbau in Italy.

The roof is in zink-titanium, produced by Rheinzink.

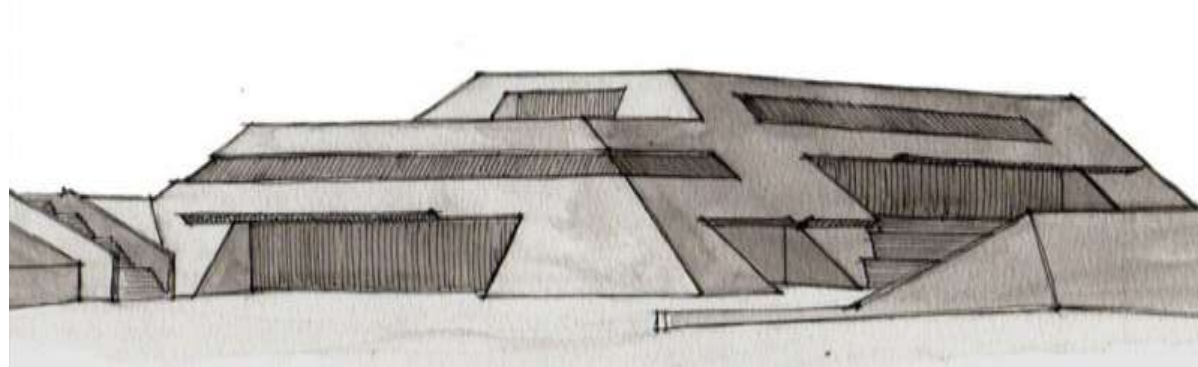








02 | STEALTH



TYPE

Shopping Center

LOCATION

Rome , Via Cassia

PROGRAM

2300 m² Shop+ 2000 m² Parking

DESIGN

2006

COMPLETED

2009

ARCHITECT IN CHARGE

Francesco Napolitano

INTERIOR DESIGNER

Simone Lanaro

DESIGN TEAM

Michelangelo Sabuzi Giuliani, Maria Carla Lini, Marcello Amalfitano.

CLIENT

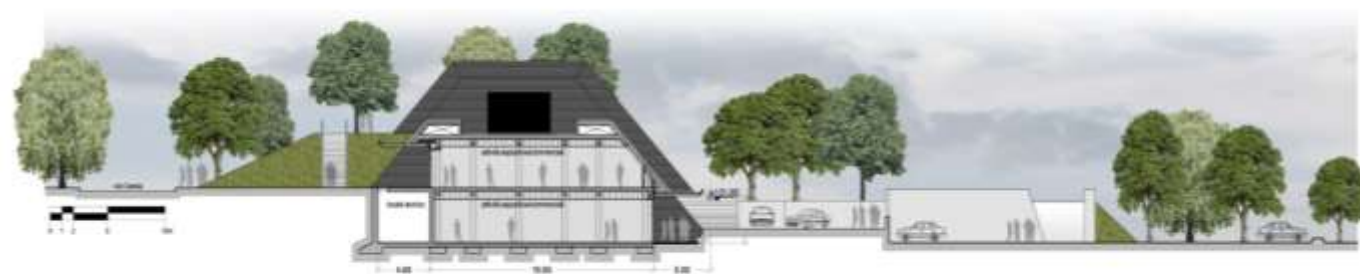
Olgiata Verde s.r.l.

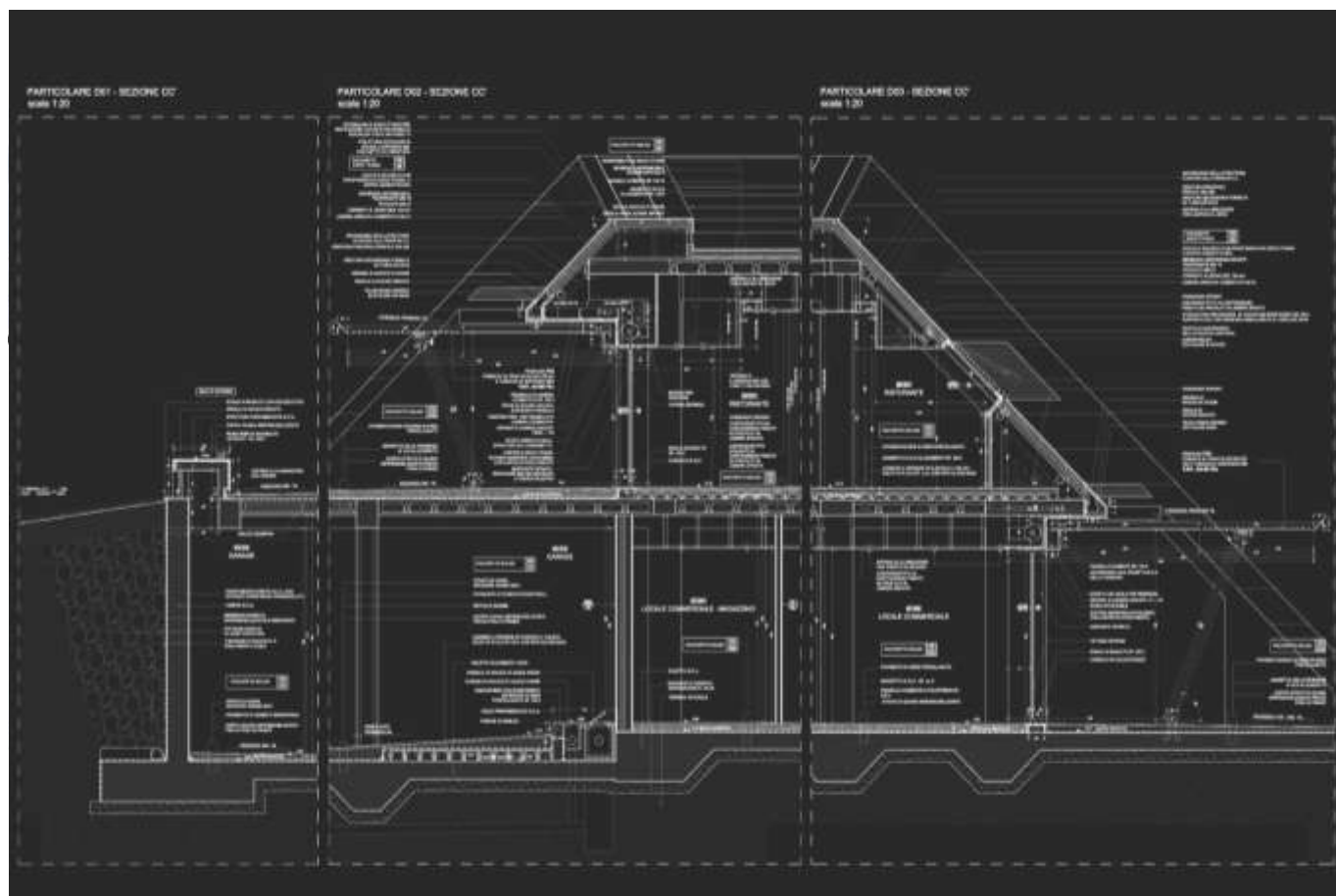
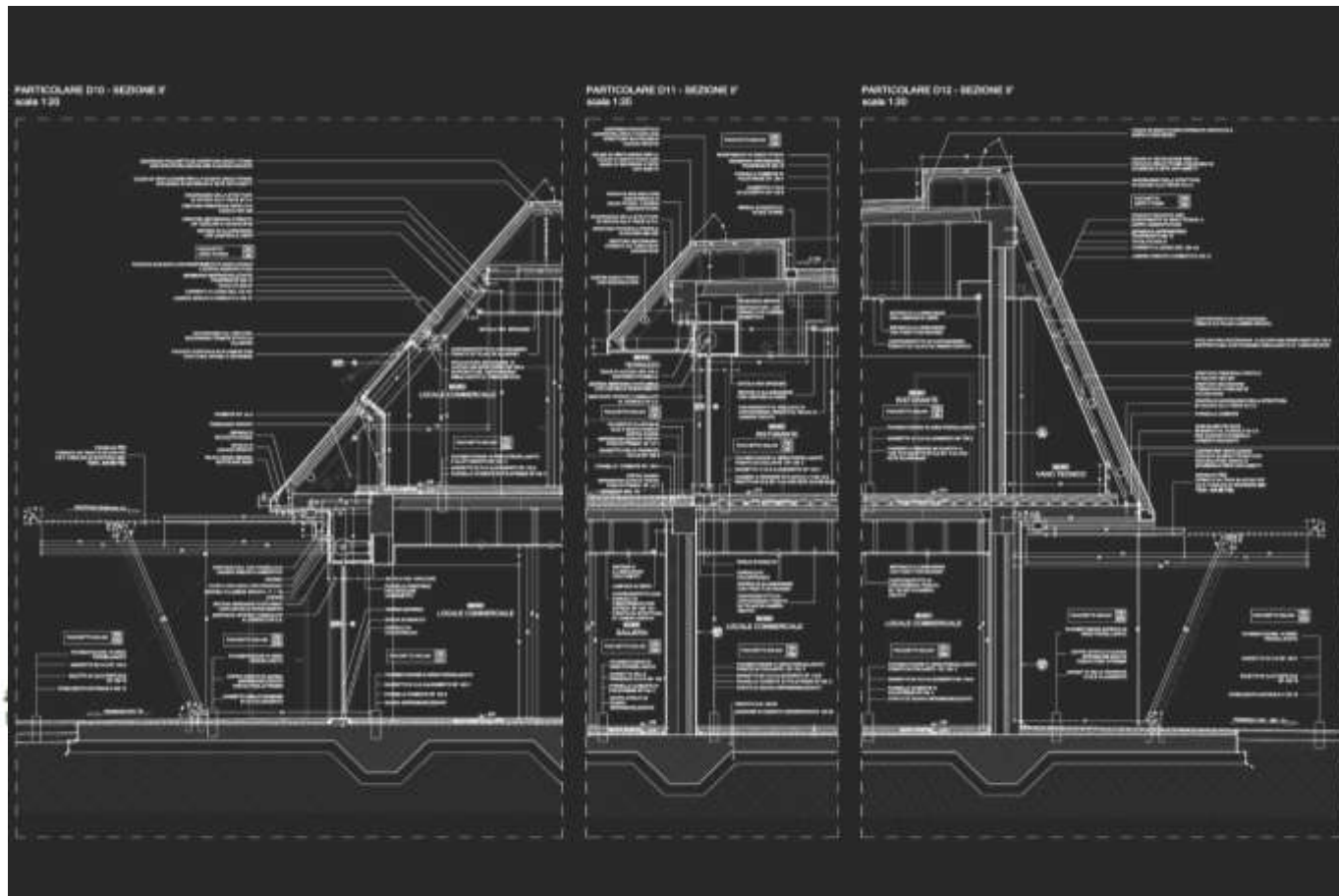
In addressing one of the issues more representative of society, in the present, the consumption of and free time that has elapsed between the shop windows become points of election for the exchange and the sociability. The project reflects the principle on the consequences that the inclusion of these structures entails on urban contexts and suburban in which are inserted. Starting point is precisely the reduction of the impact that the volume provided by indexes could have against a context to strong naturalistic vocation, if declined canonically. The search for forms that however did not try the mimesis organic but that on the contrary return a new image and at the same time known, gave life to the surfaces of the building. The

artificialisation of this truncated pyramid, tangible sign of the man while mindful of the natural slopes of the soil, that makes the new offers as an apparition controlled, dialectic synthesis between architecture and the environment, also understood as historical continuum. Mastaba as protecting a sacredness below, the coverage in titanium-zinc of the new building houses the places members to exchange and to local trade. If the architectures can be compared with the words, then the etymology of this intervention and military architecture, aerodynamics, compact and essential. All this has contributed to the birth of a nickname for the building, which is often called “Stealth”, as the American destroyer.









03 | TORSAPIENZA SPORTING CENTER



TYPE
Sport Center
LOCATION
Rome, Viale Giorgio Morandi
PROGRAM
1700 m² Sport+ 300 m² Commercial
DESIGN
2009
COMPLETED
Under construction

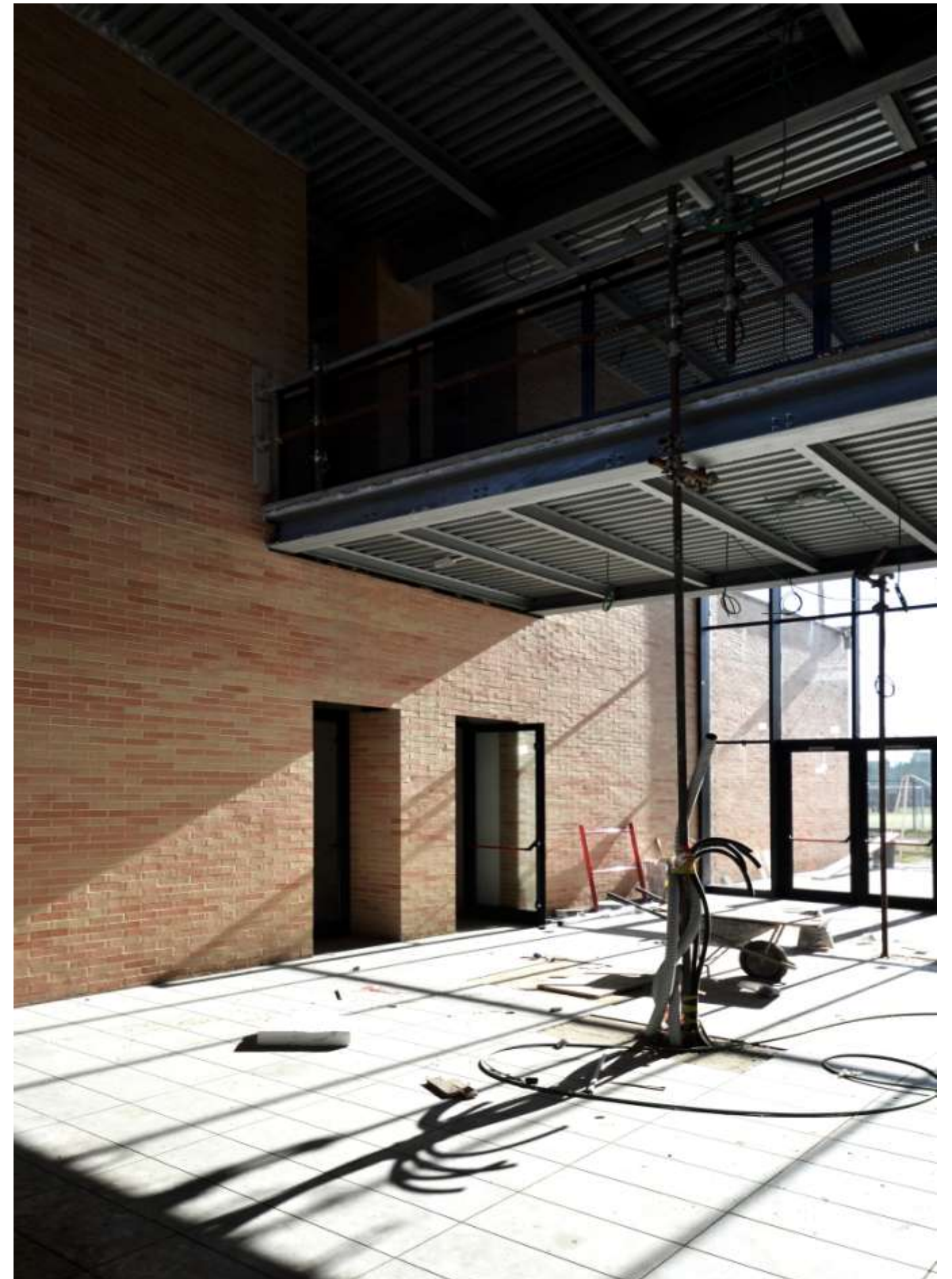
ARCHITECT IN CHARGE
Francesco Napolitano
INTERIOR DESIGN:
Simone Lanaro
DESIGN TEAM
Michelangelo Sabuzi Giuliani, Maria Carla
Lini, Marcello Amalfitano.
CLIENT
Tor Sapienza 2008 s.r.l.

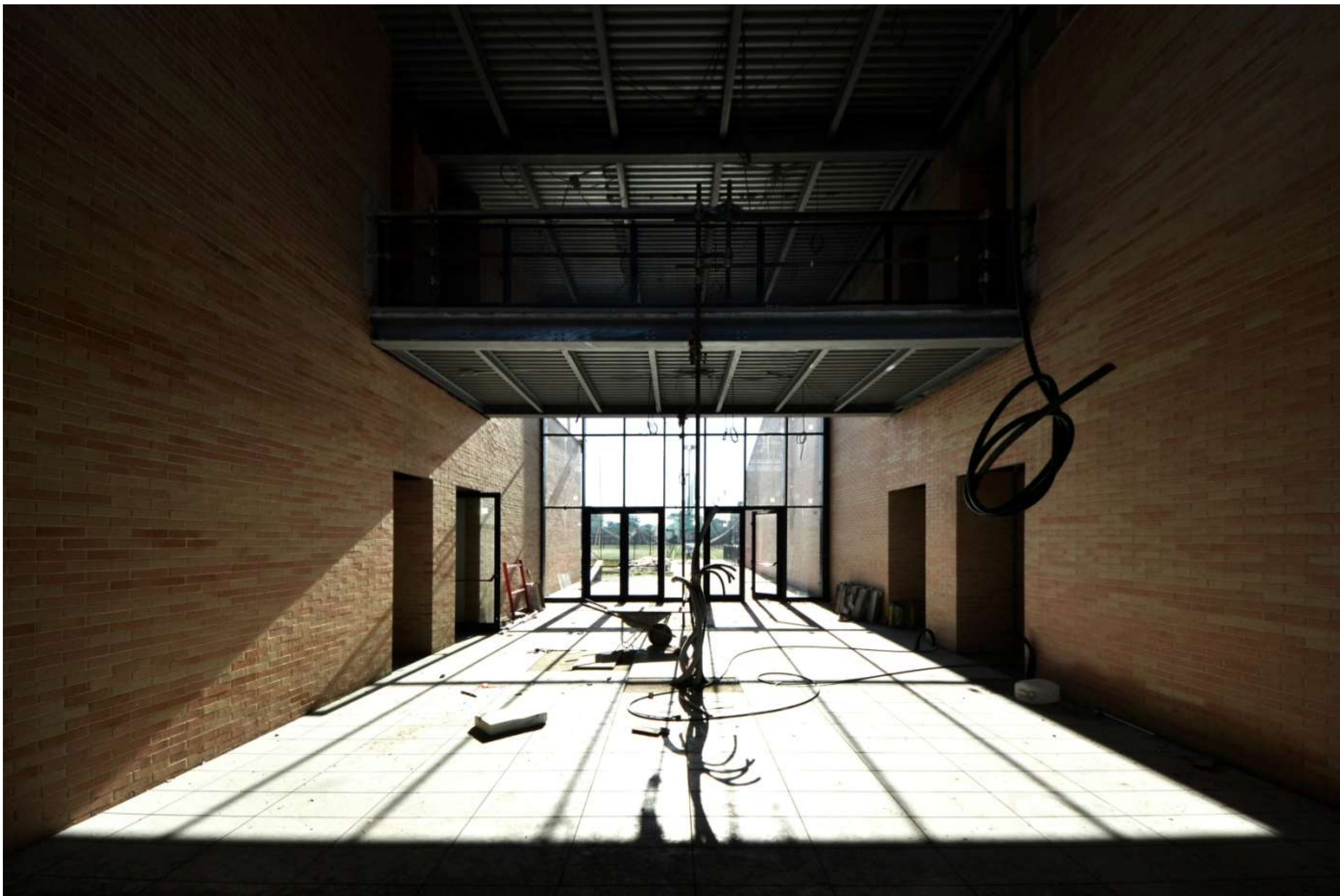
This project involves the construction of three functional blocks ("A" and "B" have flat roofs, while "C" has a pitched roof), which combined form an organic architectural composition. A small, detached building will replace the two structures destined for demolition, and will serve as a locker room for the soccer fields (Block D). Outside of the building, in the area adjacent to the west façade, an outdoor bath will be constructed with the dimensions of 20 x12.5 meters.

Block "A" is detached from the aggregate of blocks "B" and "C"; reaching the detached block requires passing an entrance, which is directly connected to the parking lot at the sports fields. The entrance halls are organized by control and distribution of paths leading towards the functional blocks. Vertical connecting paths are symmetrically positioned adjacent to the entrance lobbies, near the south entrance. The dual approach for paths is useful to differentiate the blocks; the block "A" passage is intended for

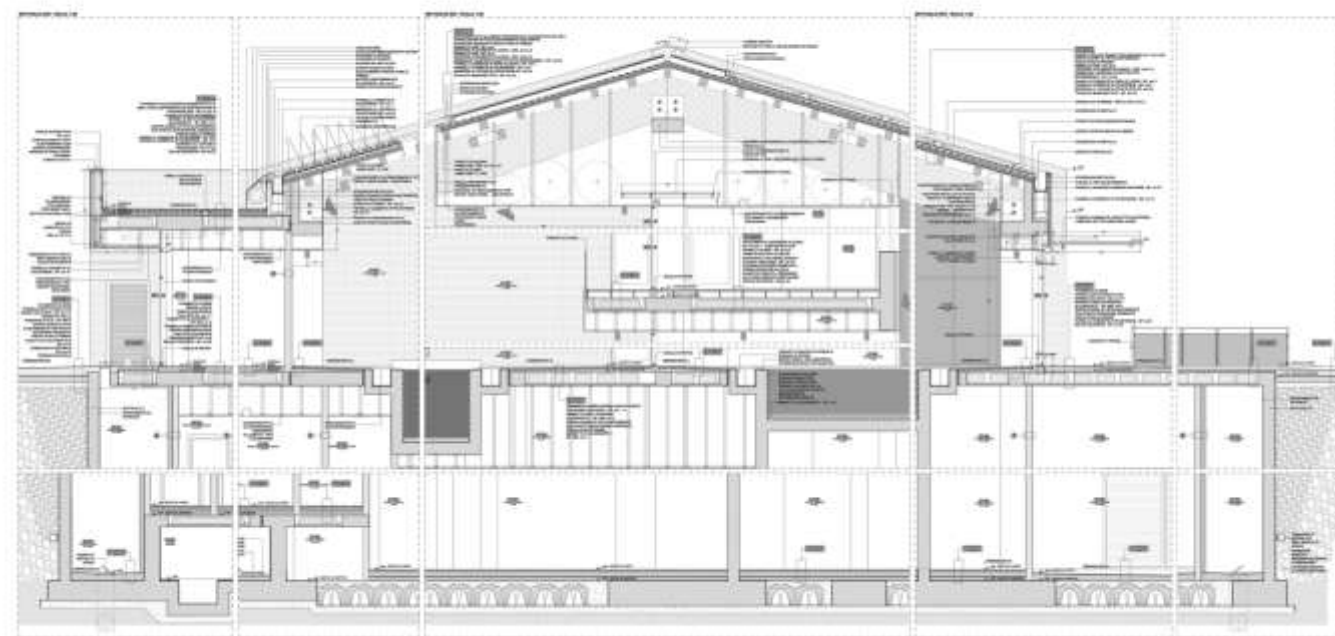
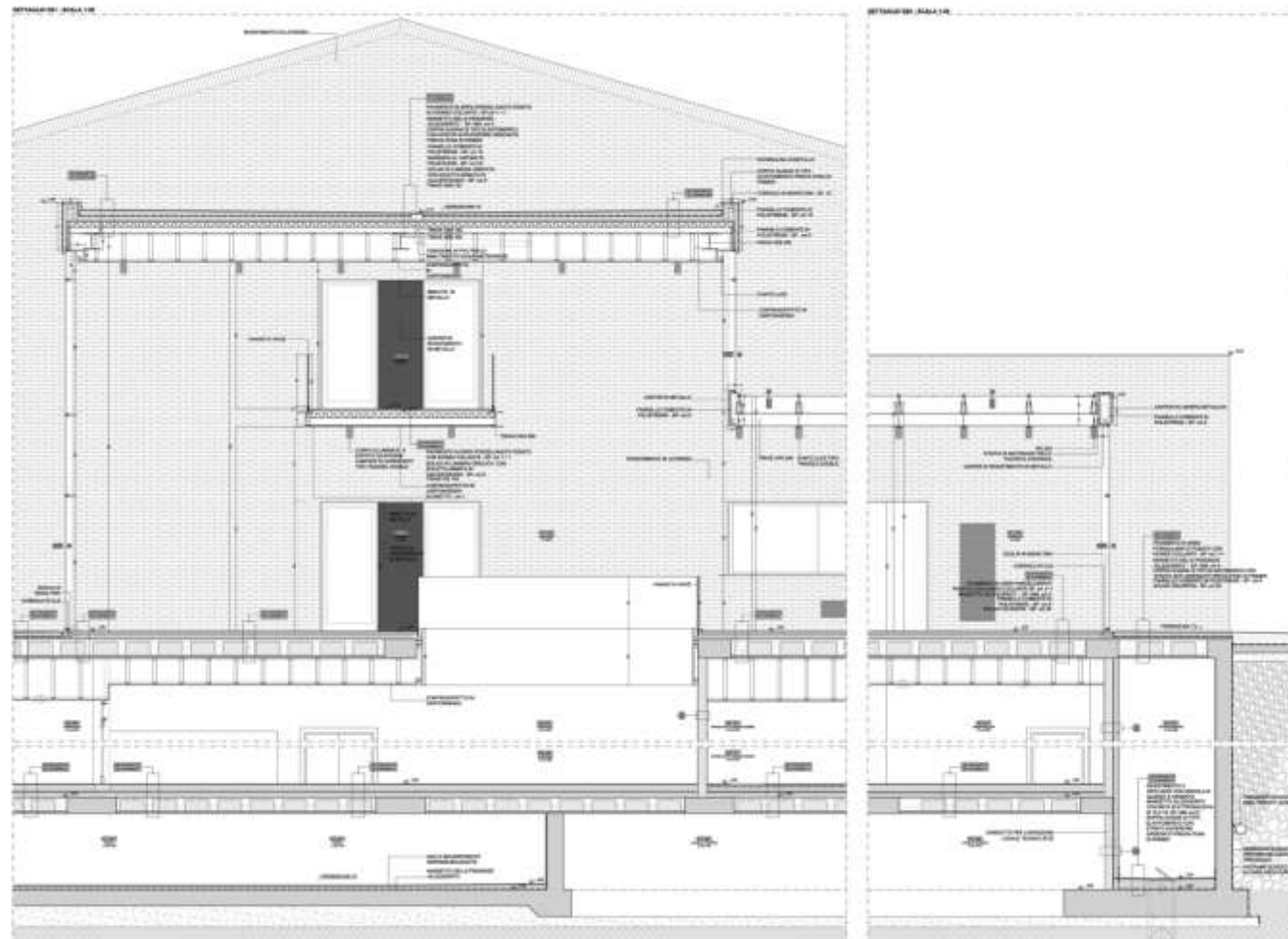
vendors and consumers of commercial activities and restaurants, while the area of the block "C" is used by athletes.

Block "A" houses commercial activities including the exhibition and the restaurant. Block "B" acts like a special connective tissue containing the administration, physiotherapy, and athlete recovery services. In addition, access can be enjoyed from both the outside and the inside. Block "C" contains two pools and a gym for indoor fitness activities. The entrance hall varies in height near the south wall of a rectangular volume to serve as a rooftop landing for Block "A", while also creating a connection to the double height space in Block "C." The mezzanine level has a walkway for visitors (accessible by a special path), and a fitness center (accessible from Block "C" to separate the paths of visitors and athletes. All sporting features on different levels are connected by an elevator, allowing for the transportation of any injured people to the first aid area.

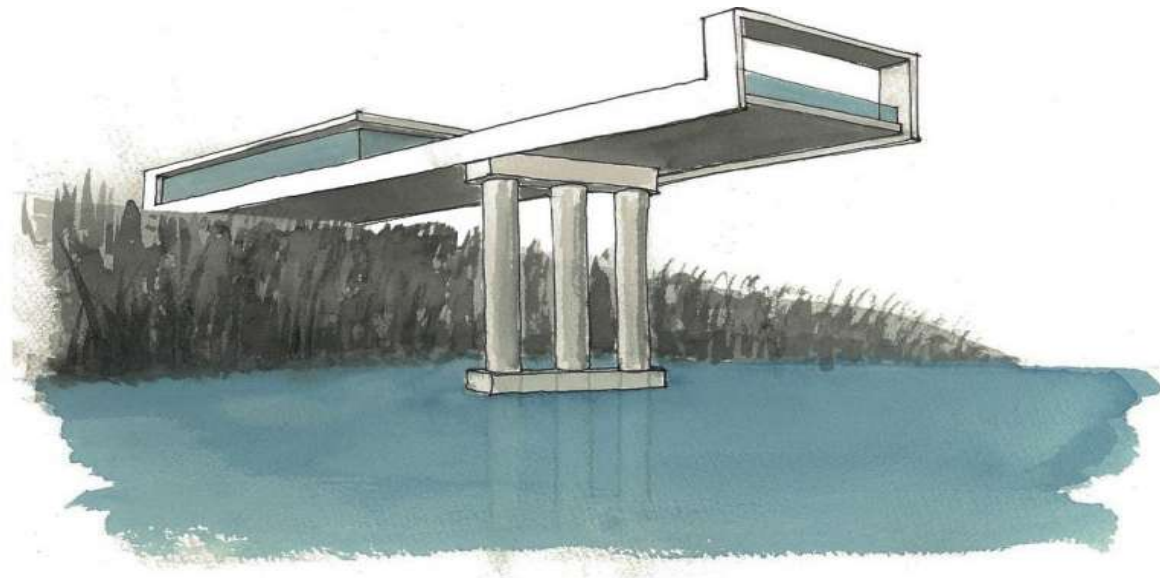








04 | ROME'S BAILEY BRIDGE RECYCLE

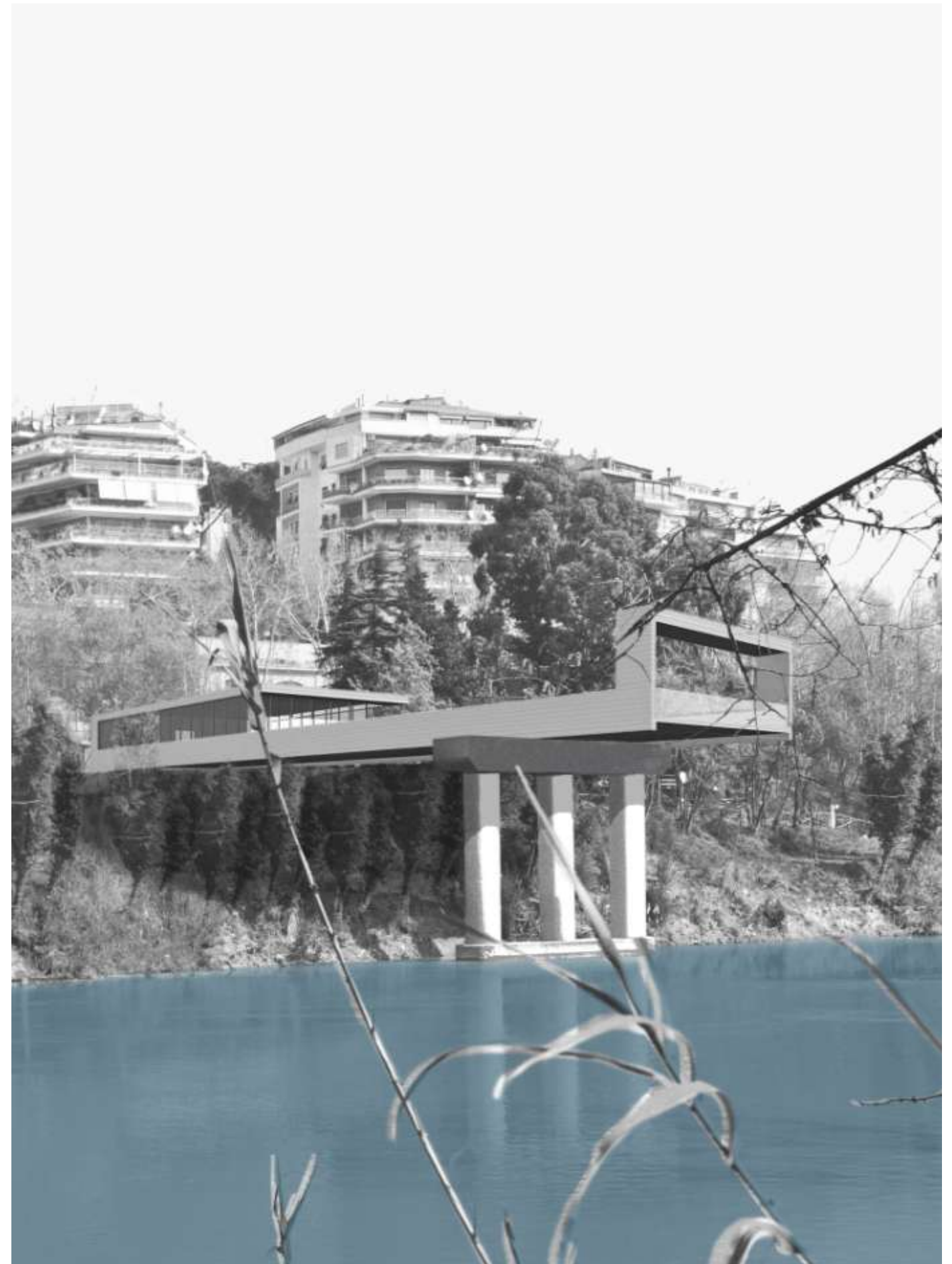


TYPE
Design Competition 1st prize
LOCATION
Rome, Via di Tor di Quinto
PROGRAM
200 m²
DESIGN
2011

ARCHITECT IN CHARGE
Francesco Napolitano
DESIGN TEAM
Michelangelo Sabuzi Giuliani, Maria Carla
Lini

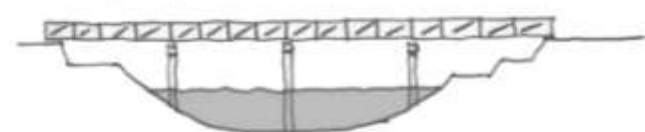
This is our idea to recover the Bailey Bridge pylons decline, that everybody walking on Tor di Quinto street near collina Fleming can see. Three useless reinforced concrete pylons rise from surface of the river, they were the pillars of the old Bayley Bridge, dismantled in the 60s. Our idea includes an agreement between the public administration and a private moneylender ready to invest in the demolition of two pylons. Against this effort, the Public Administration grants the private to recover the third pylon and to reuse it, putting on it a removable cantilever structure on the Tiber. This platform can be considered a real public square in the middle of the river, available to everybody and provided with a covered bar on the back. In the end of the license the Commune can decide if removing the structure and then destroying the third pylon, or

renovate the license. So the Public Administration remedies to a situation of urban decline without investing any money, the investor builds and creates business and then employment, and all the citizens get an urban cantilever square over the Tiber, where he can enjoy and see the river in a new way. The 27th November this project won the competition "Premio Vocazione Roma" and it was awarded by Nicola Zingaretti, President of Rome Province. This makes us proud, but it is not enough: the grant application for this project was delivered and registered at the offices of the Lazio Region but it was unfortunately ignored in those archives. We believe in this project, If you too believe in it and if you think you can help us to make it in anyway, please contact us, we are curious to hear your proposal.





1. PONTE BAILEY



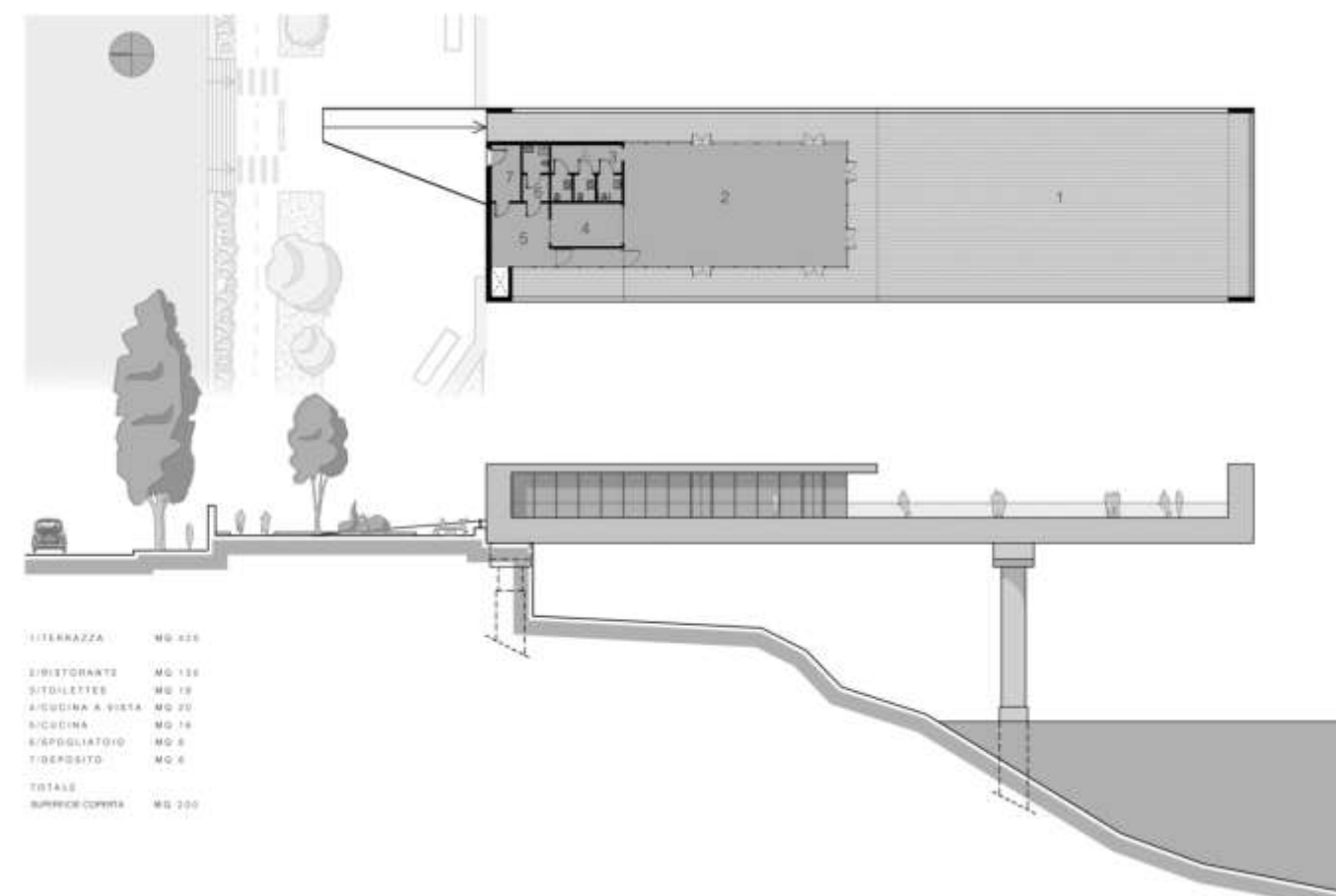
3. DEMOLIZIONE DEI PILONI



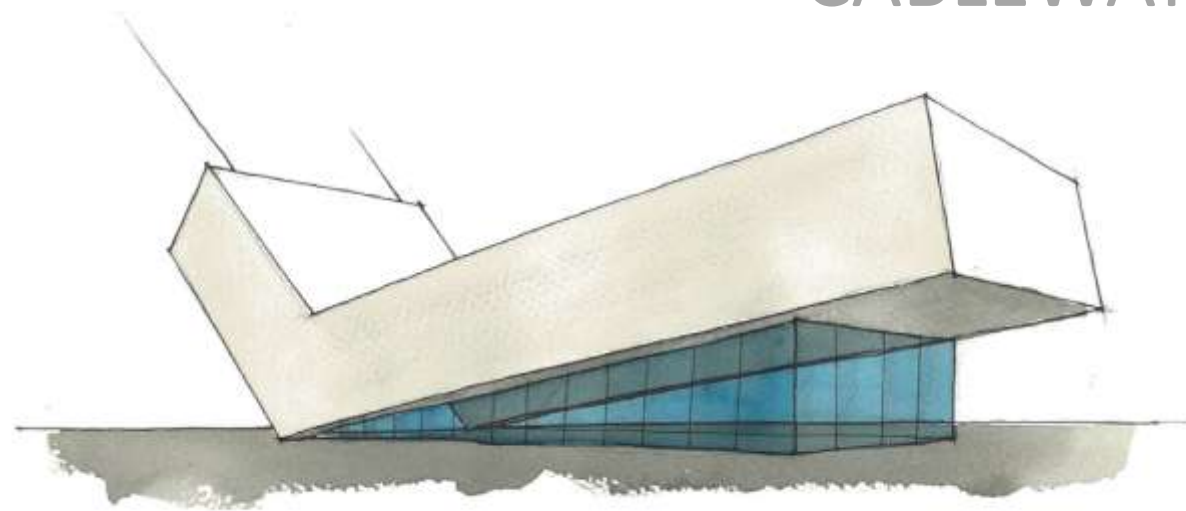
2. STATO DI PIATTO



4. POZZA DELLA TRIBUTORIA



05 | MONTEMARIO'S CABLEWAY



TYPE

Infrastructure - Cableway

LOCATION

Rome, Piazzale Maresciallo Giardino

PROGRAM

320 m Long, 116 m High Cableway, 2 Station

DESIGN

2013

PROJECT

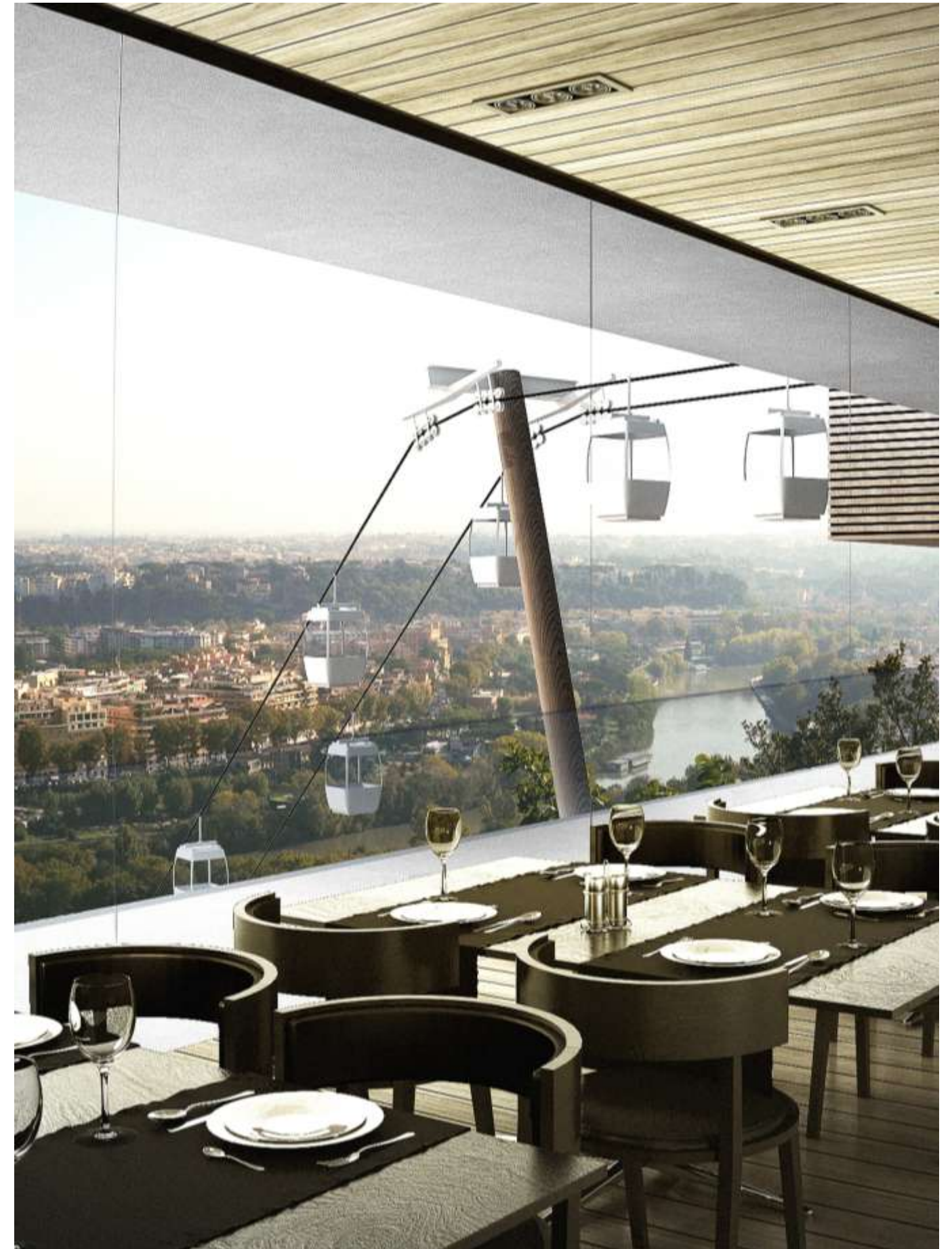
Francesco Napolitano

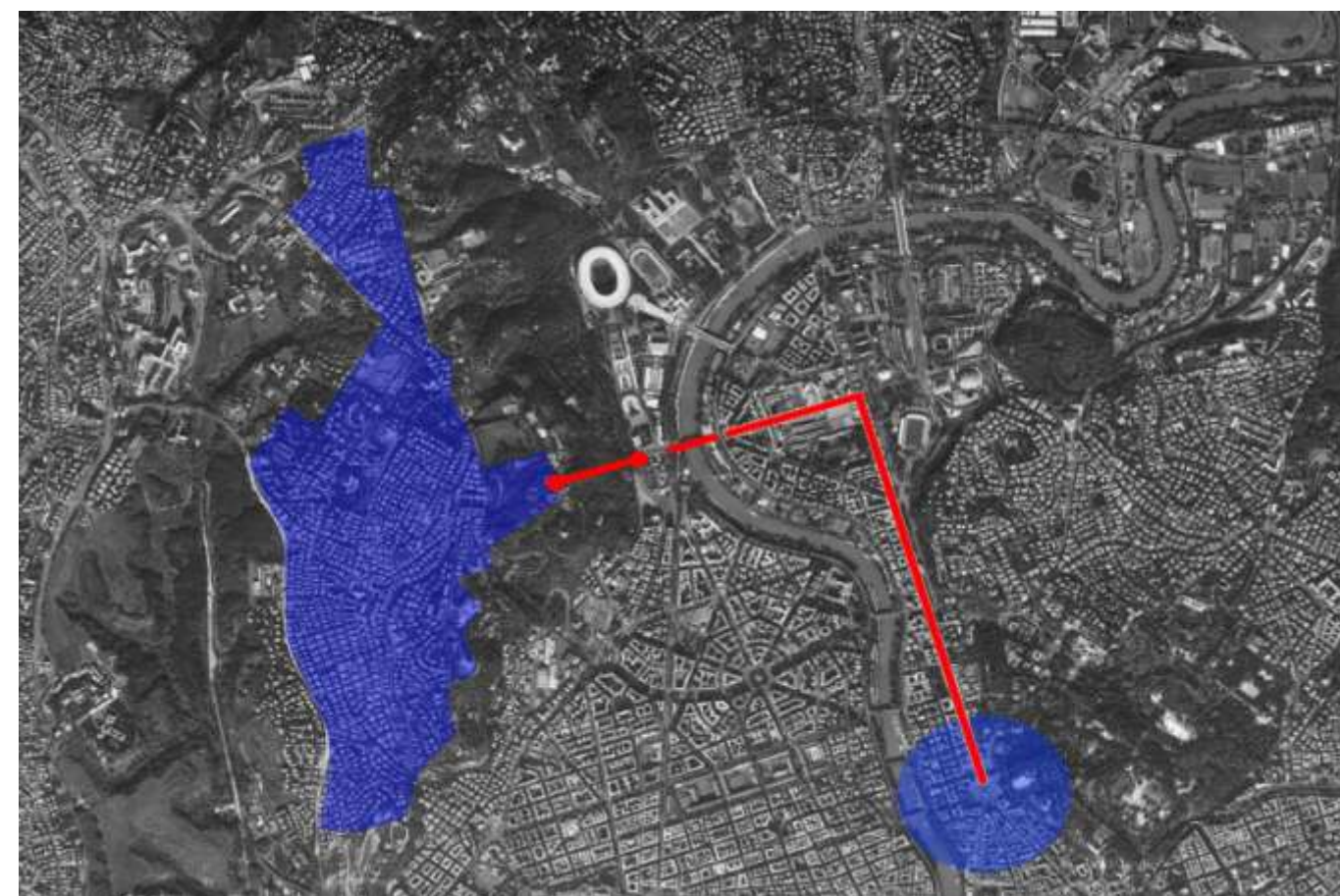
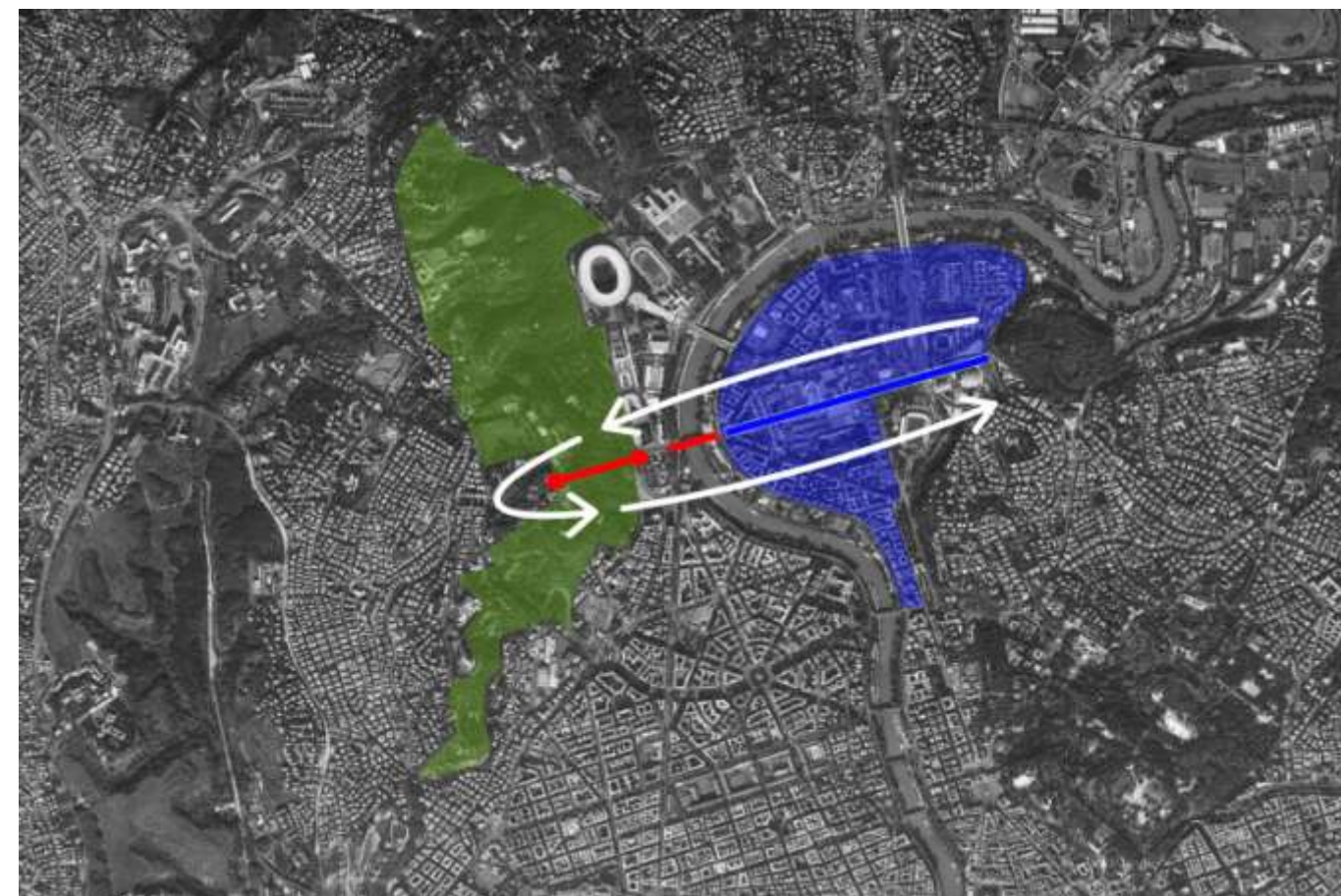
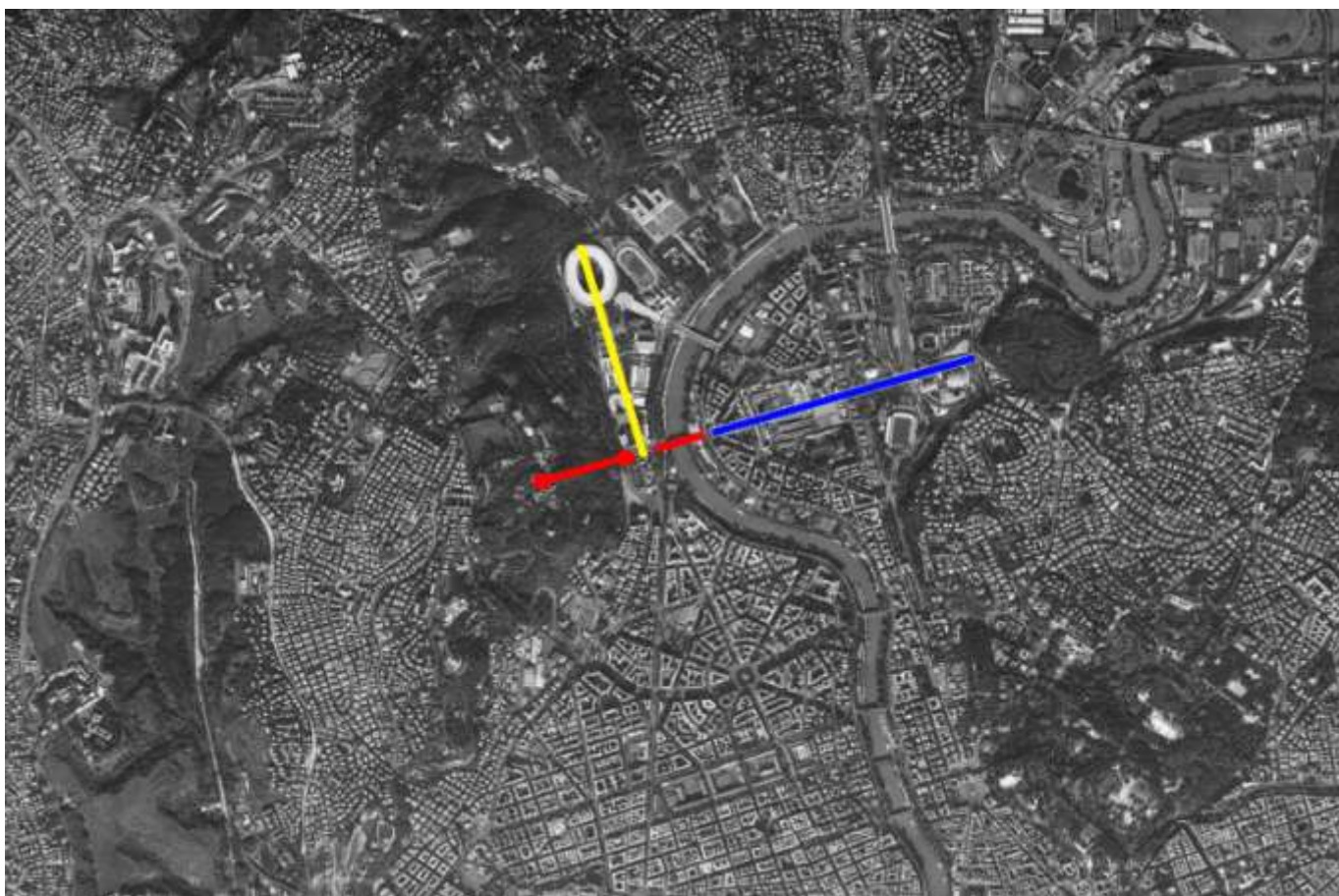
DESIGN TEAM

Maurizio Giodice, Saeed Amrzadeh

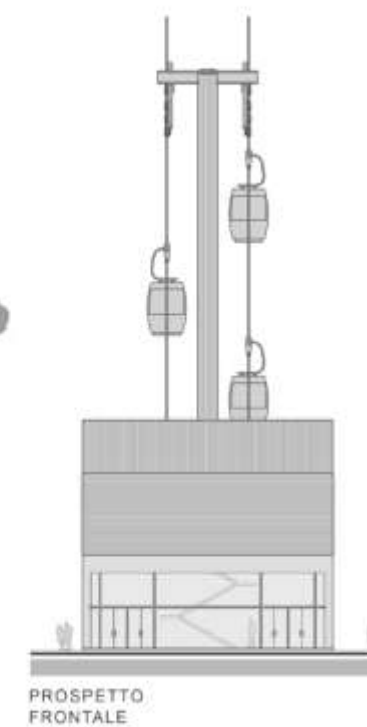
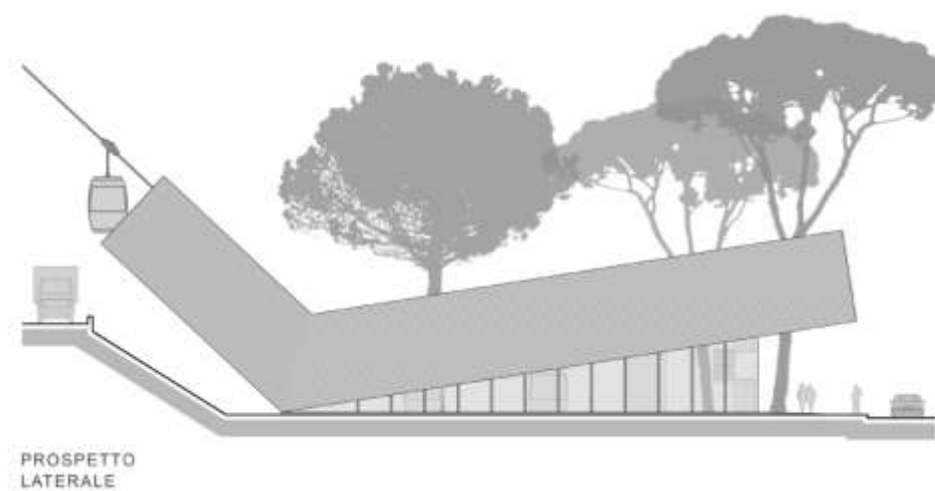
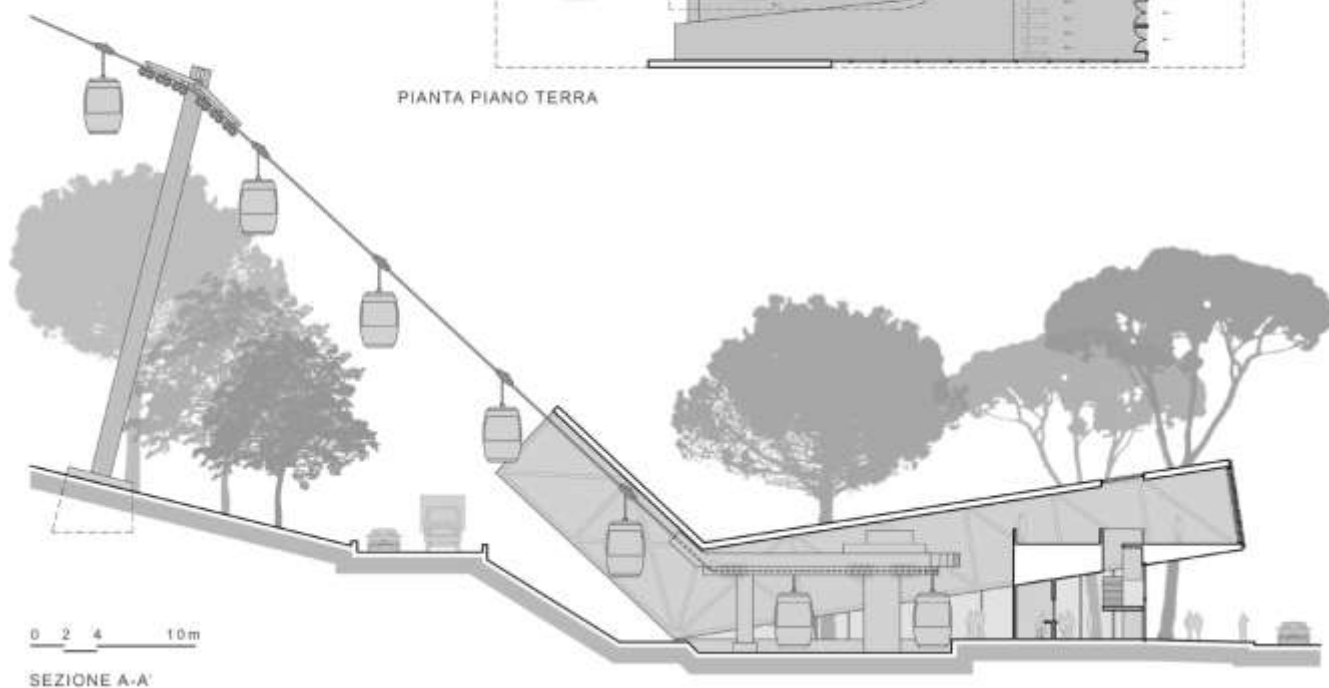
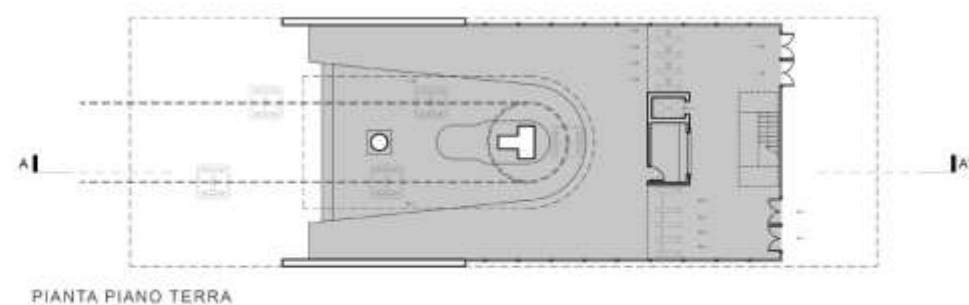
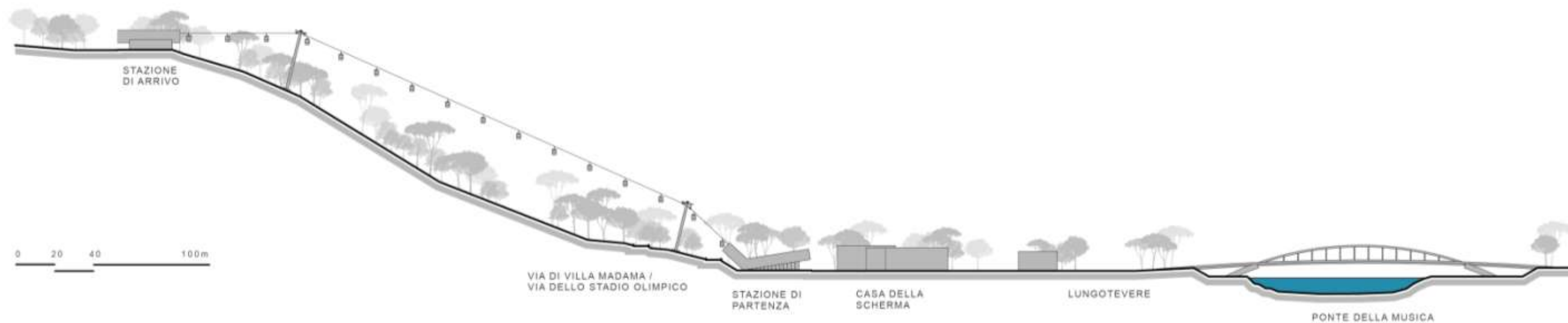
The Ponte della Musica (Bridge of Music) connects the axis of culture (Via Guido Reni) to the axis of the sport (Via delle Olimpiadi), and in essence serves to connect the Flaminio district to the Foro Italico. Yet, the bridge has remained largely unused for one simple reason: at the intersection of the two axes there is practically nothing. In fact, only the once beautiful House of Fencing by Luigi Moretti stands there, now unfortunately in such a state of disrepair, decay and neglect that it cries out for vengeance. But that's another story. Our project consists of a cable car system from the base of Monte Mario, in line with the Bridge of Music, and rising up the slope almost to the top of Monte Mario Park itself. The inhabitants of the Flaminio district would be able to use this cable car system to access the park on Monte Mario, a place now almost inaccessible due to the exhausting climb. Residents are thus given a real reason to walk the Bridge of Music: to use a beautiful urban park naturalistically, one that today the city spends a

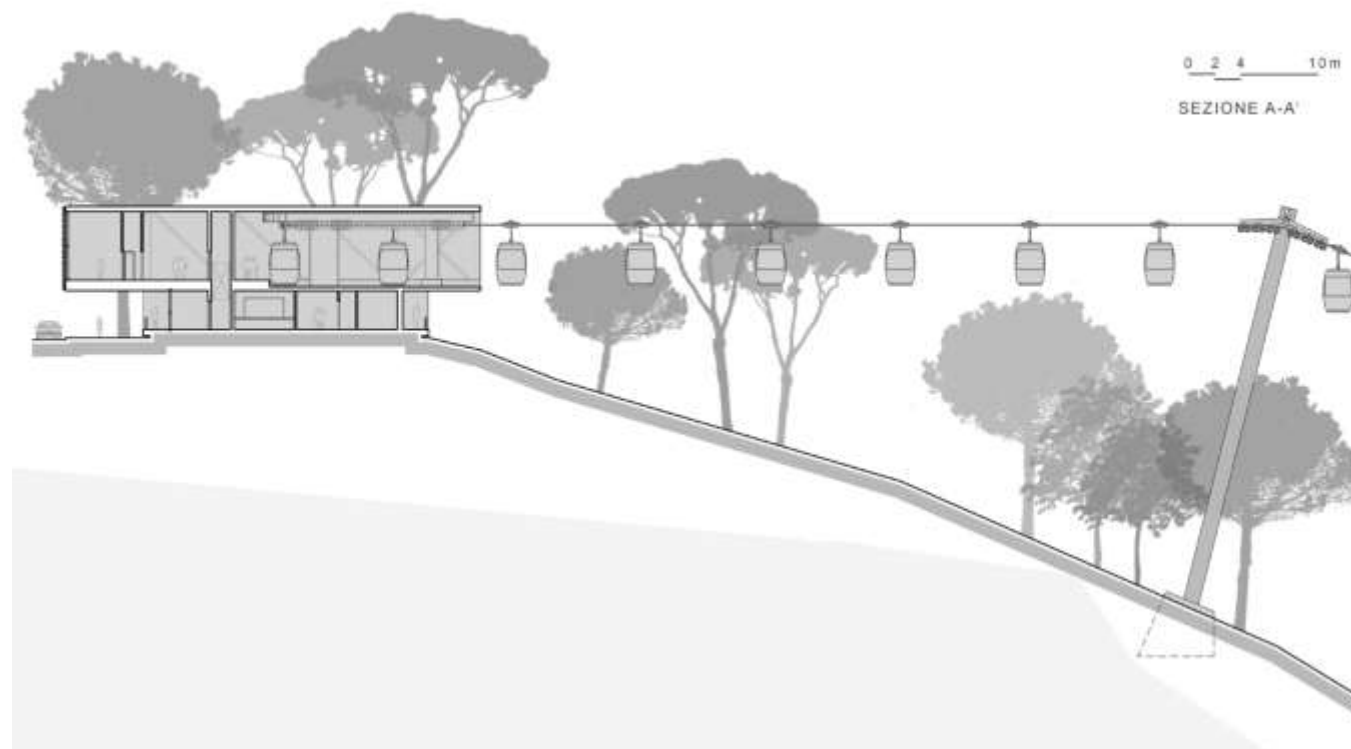
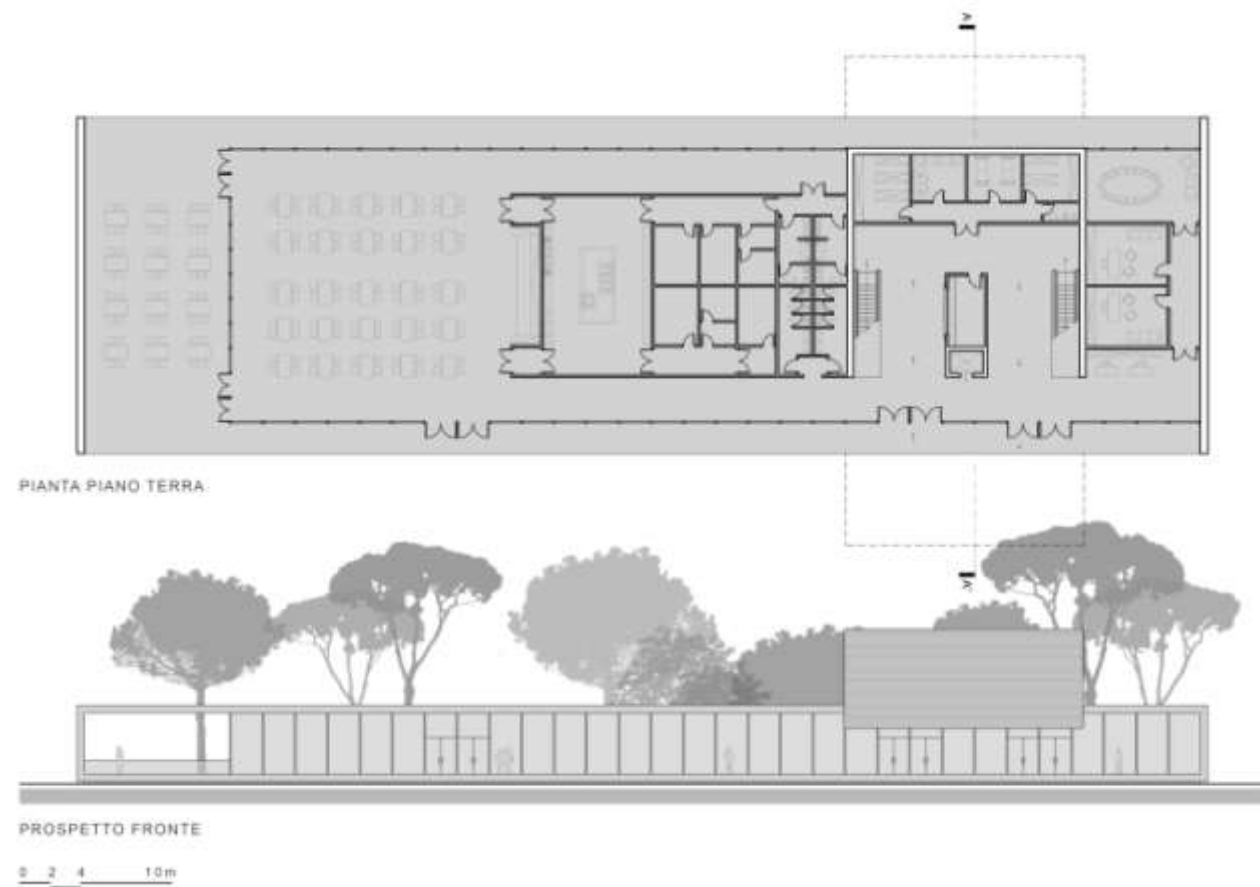
lot of money to maintain, yet is unfortunately all but deserted. In addition, rising along the axis of the bridge (as if it were an extension), the cableway would complete the visual line between Monte Mario and the cross of Villa Glori, which is now invisible because access to the Monte Mario Park at that point is very difficult. Additionally, all the residents of the Trionfale district would now finally be able to walk from home to the Olympic Stadium, the Tennis Stadium, the Foro Italico, the Tennis Club, and the CONI (Comitato Olimpico Nazionale Italiano). Further, using the Bridge of Music, they would access the Olympic Theater, the MAXXI, the Stadio Flaminio, the Sports Hall and the Auditorium. Finally, if the Bridge of Music was used to connect the tram that runs along the Via Flaminia, crossing the Tiber River and passing by Guido Reni, local Trionfale residents could reach on foot, and in a very short time the Piazza del Popolo, as well as the city center.



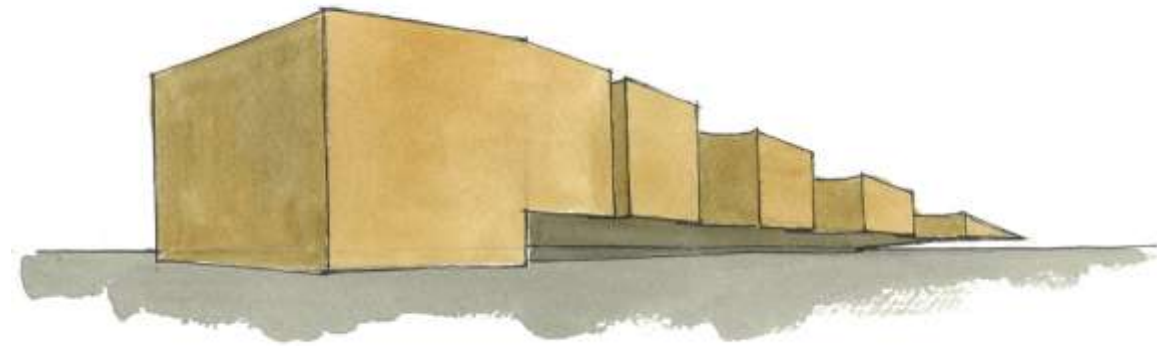








06 | IRAN PAVILION EXPO 2015



TYPE

Design competition for Iran Pavillon - Milan Expo

2015 - 1st Prize

LOCATION

Milan, Expo 2015

PROGRAM

800 m² Self - Built Exhibition Space

DESIGN

2013

DESIGN TEAM

Njp Naqsh, E, Jahan Pars + LAD
(Consultant/Site Architect)

In the summer of 2013, we were invited to participate with our Iranian partners NJP (Naqshe Jahan-e-Pars) in the Iran Pavilion at Expo 2015, and we won.

The idea of the project was for the building to act as a section of the Iranian terrain, metaphorically showing the operation of the “Qanat,” an ancient technology of underground water supply that has brought energy and life to human settlements throughout that territory of the country.

Regardless of this result, the Iranian government has not yet given us the opportunity to develop the project, and, instead, intends to commission the task directly to a professional outside of the competition participants.

This is a shame, because we believe that the winning project truly reflects the relationship between the theme of Expo 2015 and the Persian culture. In addition, the delays generated by this situation could seriously threaten the realization of the Iranian Pavilion, regardless of the chosen

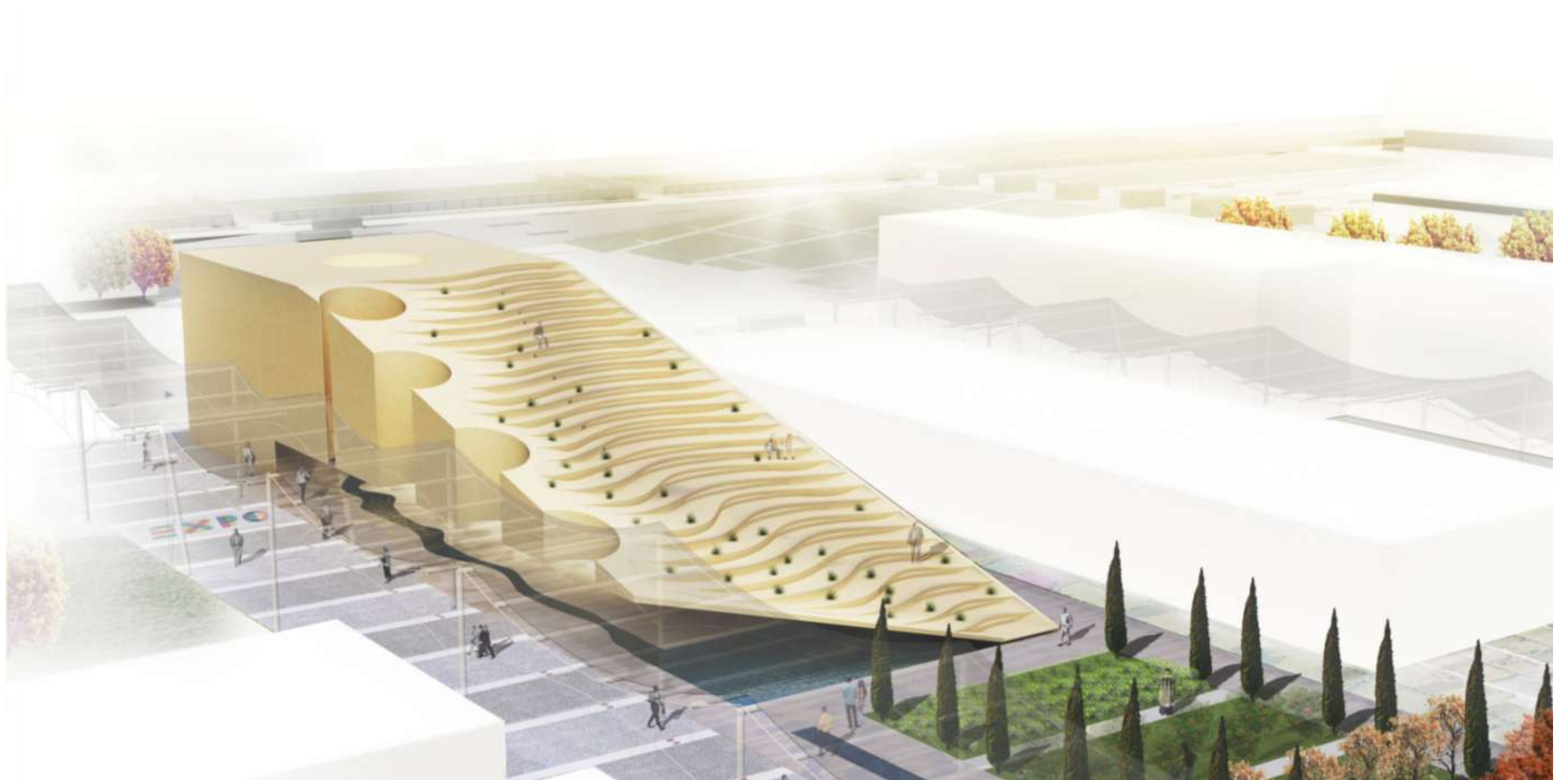
project.

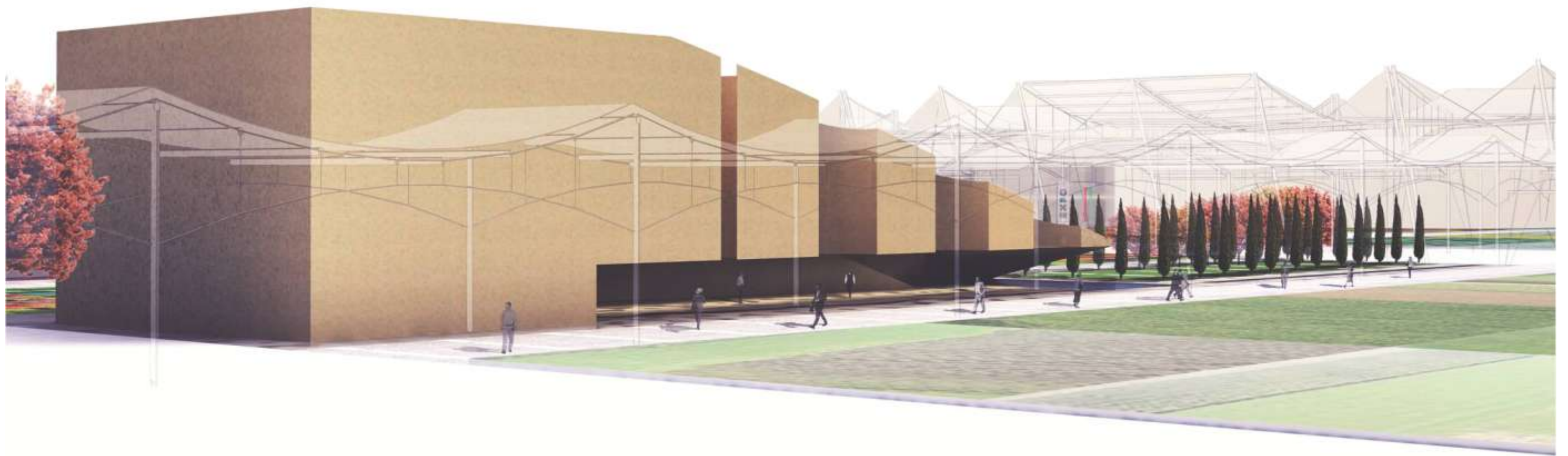
Iran had begun the process of design for its pavilion in the best way possible; through the creation of a competition, providing better architecture than the direct assignment of the task. Unfortunately, the Iranian government has rejected the result of these good intentions; most likely bringing to fruition a pavilion that differs from the winning competition entry.

This news obviously comes as a great disappointment because for inscrutable reasons we have been denied the opportunity to develop an important project, both for ourselves and for Expo 2015.

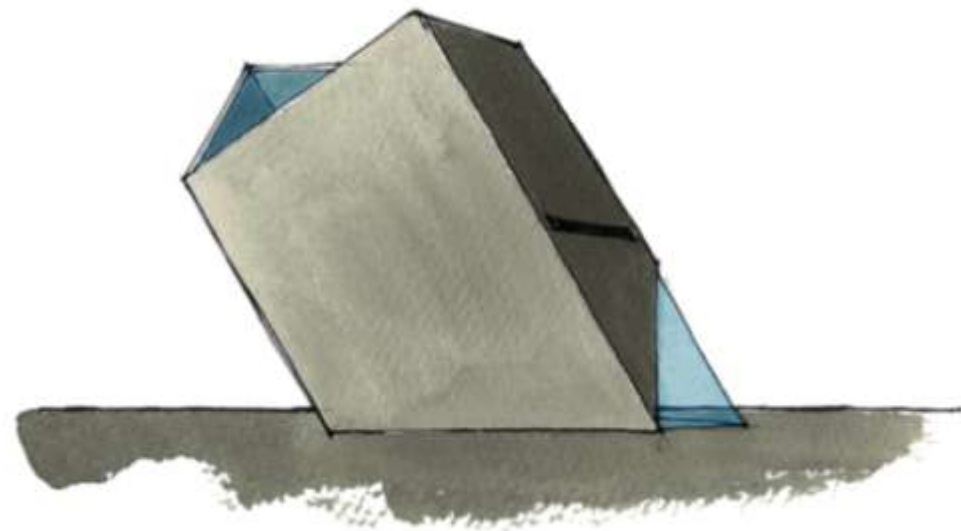
This remains a happy memory, however, because of our Iranian partners. Not only have they been great to work with, but also they have demonstrated the validity of their approach to architecture, regardless of the guidelines and decisions of their government.







07 | VILLA MINIMA #1



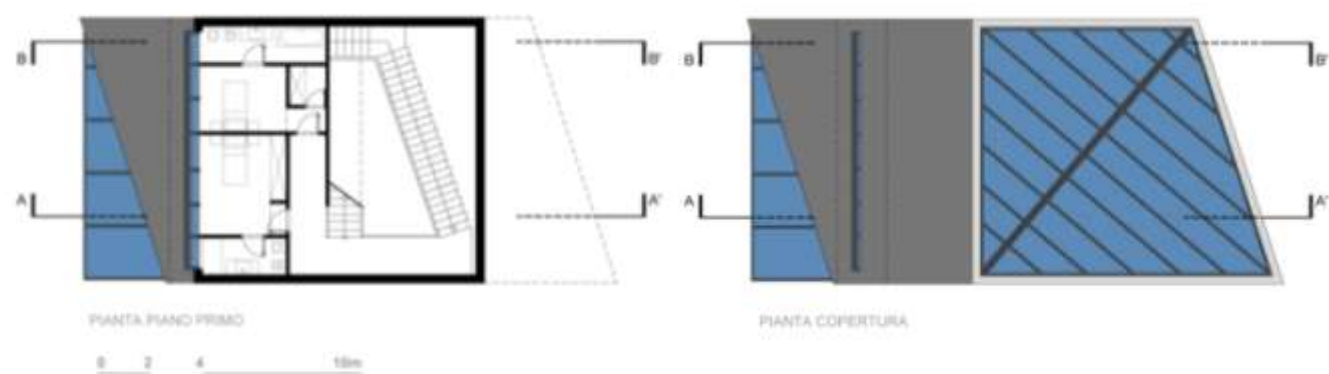
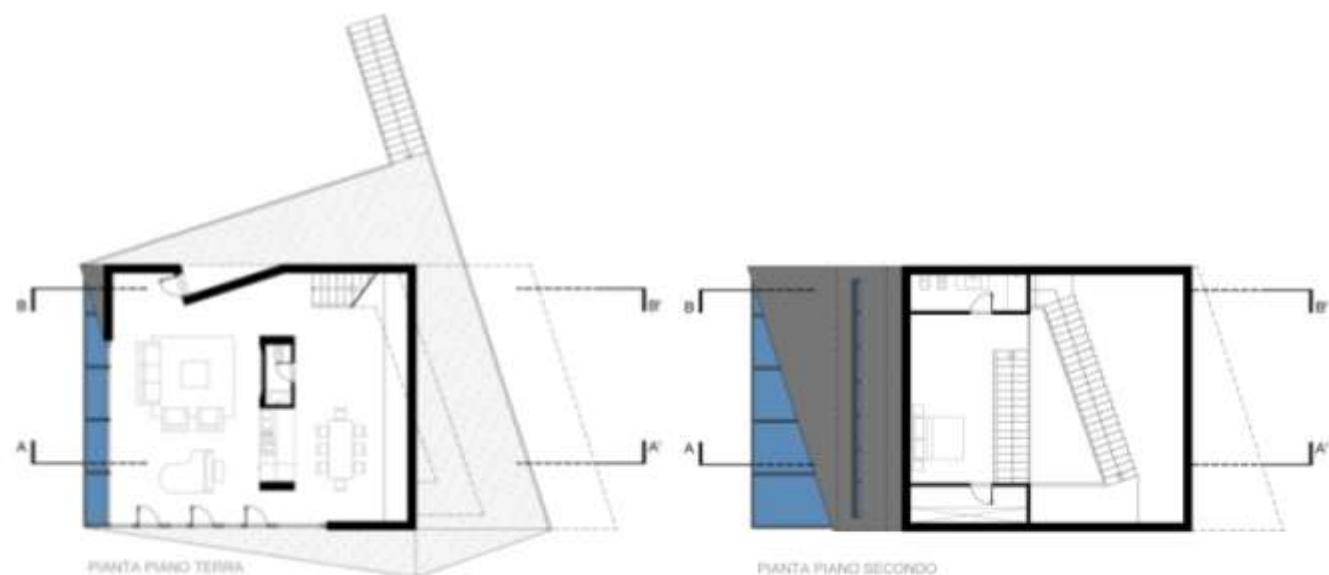
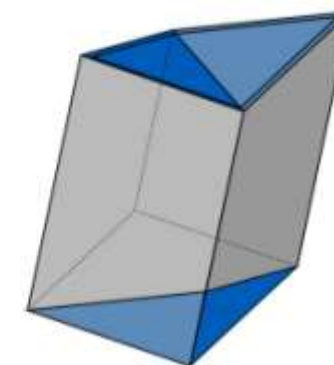
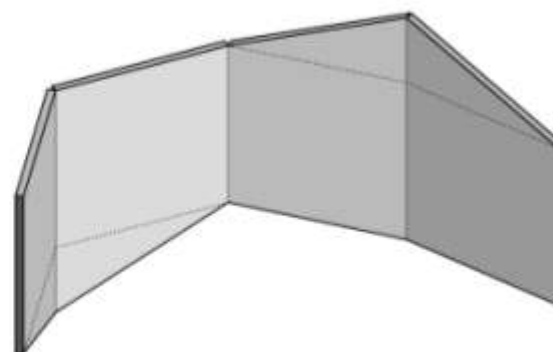
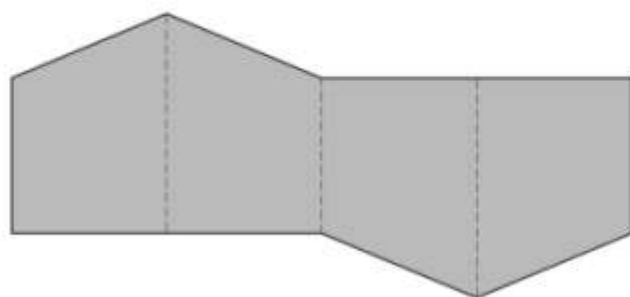
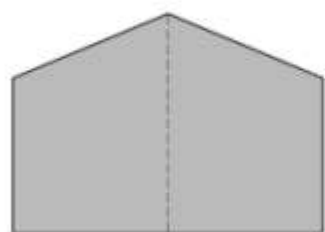
TYPE
Residential, private villa
LOCATION
Castrocucco, Basilicata, Italy
PROGRAM
m² 230

DESIGN
2014
PROJECT
Francesco Napolitano
DESIGN TEAM
Maurizio Giodice, Pietro Migliorati

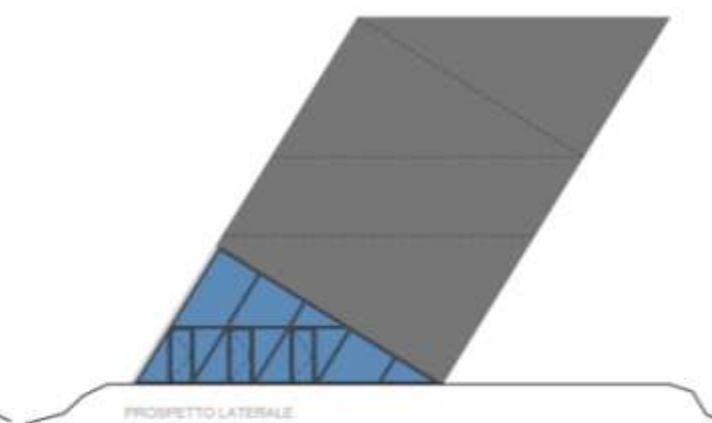
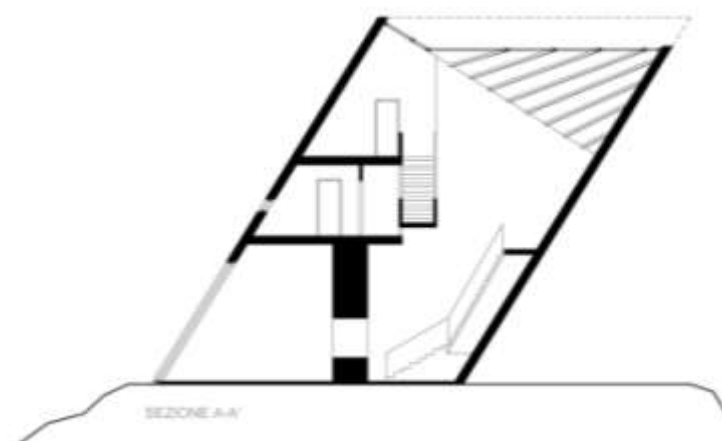
The design operation can be summarized as the duplication and subsequent bending of a gabled facade. In both cases, the goal is to create a space which frames three views: the views in two directions from the hill on which the villa rests,

and one view into the sky.
The project involves the demolition and reconstruction of an existing piece of decaying masonry.

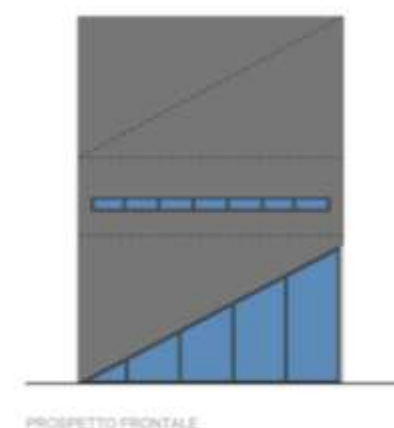




0 2 4 10m



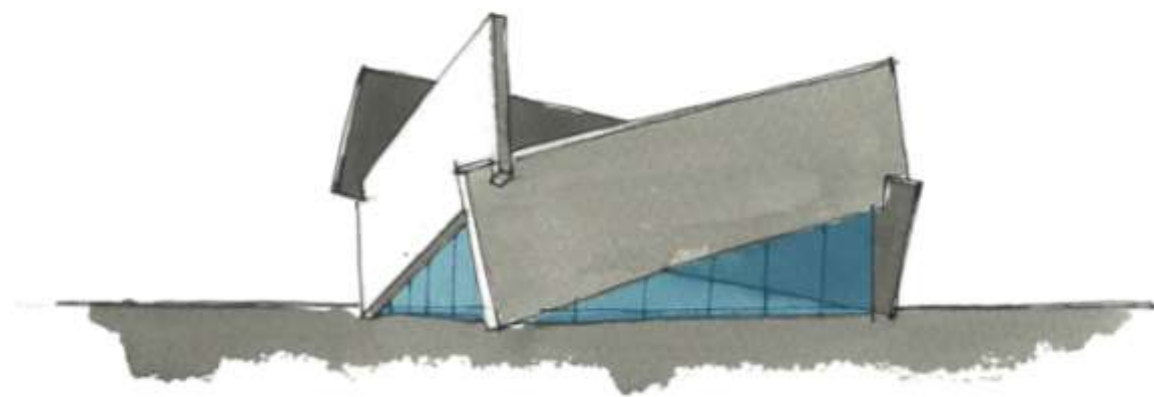
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PROSPETTO FRONTALE



08 | VILLA MINIMA #2



TYPE
Residential, private villa
LOCATION
Perugia, Umbria, Italy
PROGRAM
m² 85
DESIGN
2014

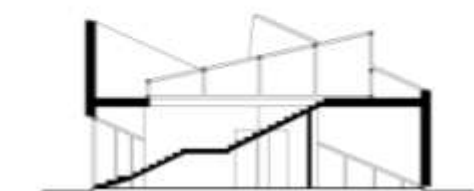
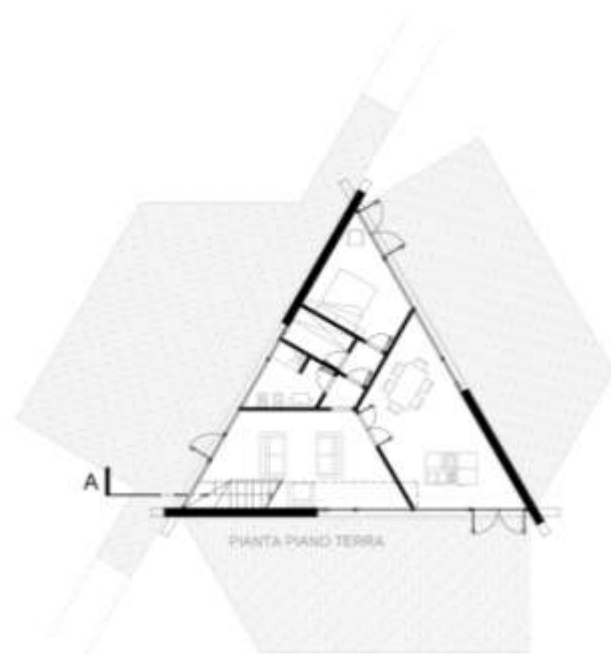
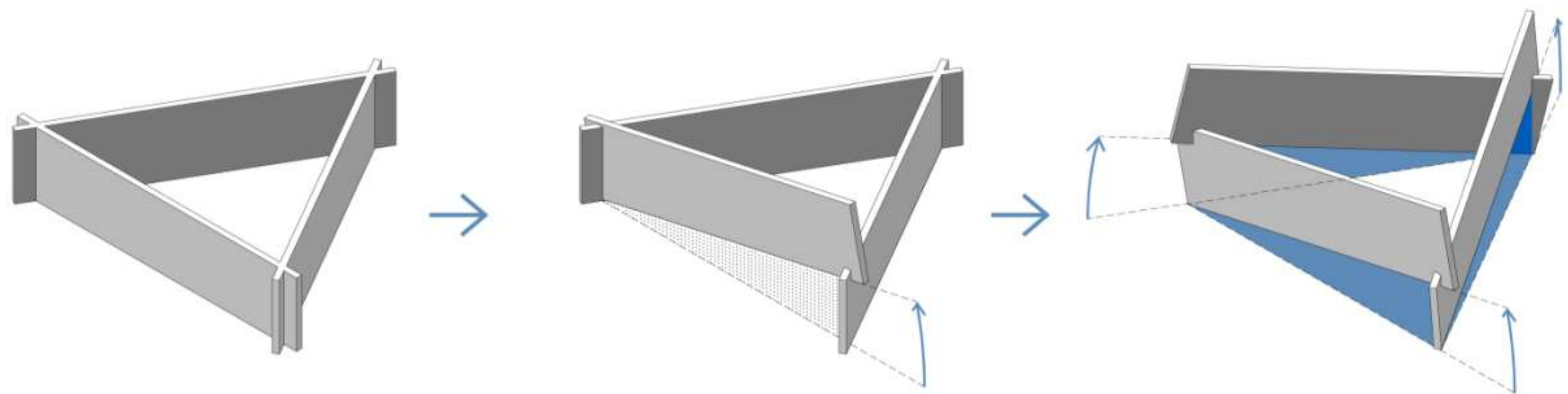
PROJECT
Francesco Napolitano
DESIGN TEAM
Maurizio Giodice, Pietro Migliorati
THANKS TO
Andres Besomi Terrazas

This design involves the detached pavilion of an ancient rural house, now converted into a luxury residence.

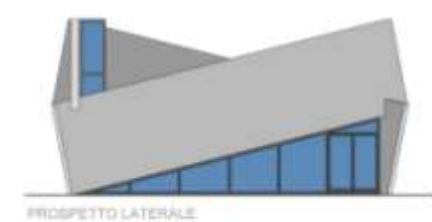
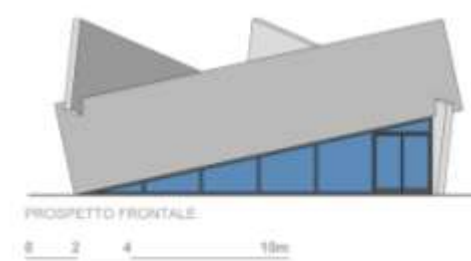
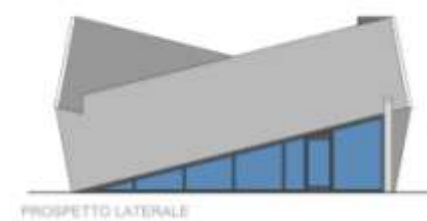
The main operation of the project concerns the distortion of a triangular form: the walls which

surround the space lift up and rest upon each other, creating a mutual and seemingly precarious equilibrium. This lifting creates openings to frame views in three different directions: the village, the countryside, and the woods.





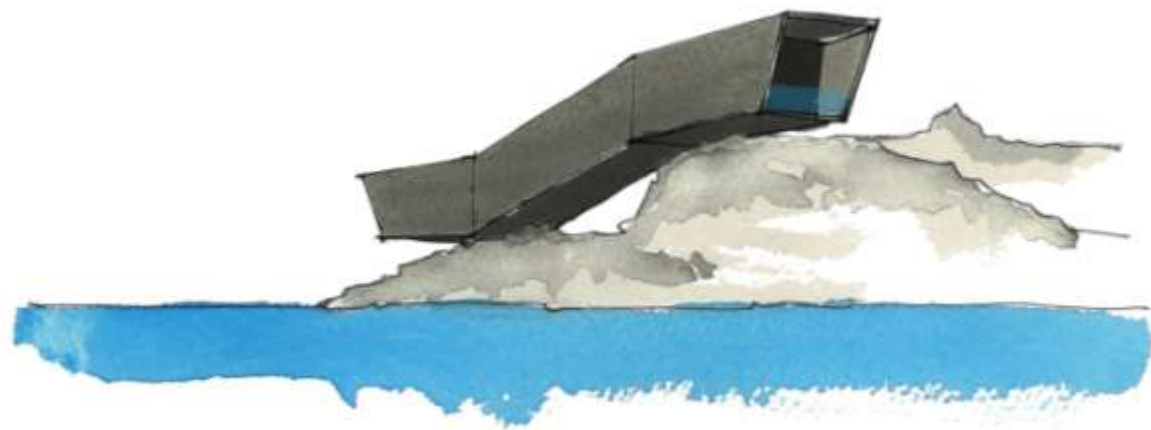
0 2 4 10m



0 2 4 10m



09 | VILLA MINIMA #3



TYPE
Residential, private villa
LOCATION
Province of Antalya, Turkey
PROGRAM
m² 150
DESIGN
2014

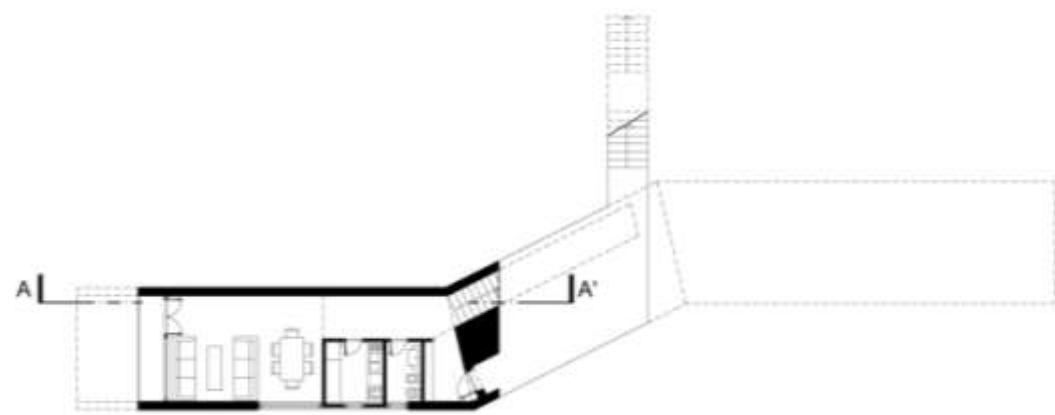
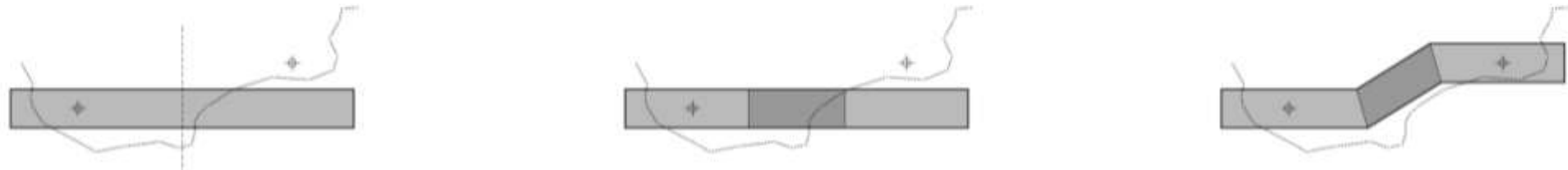
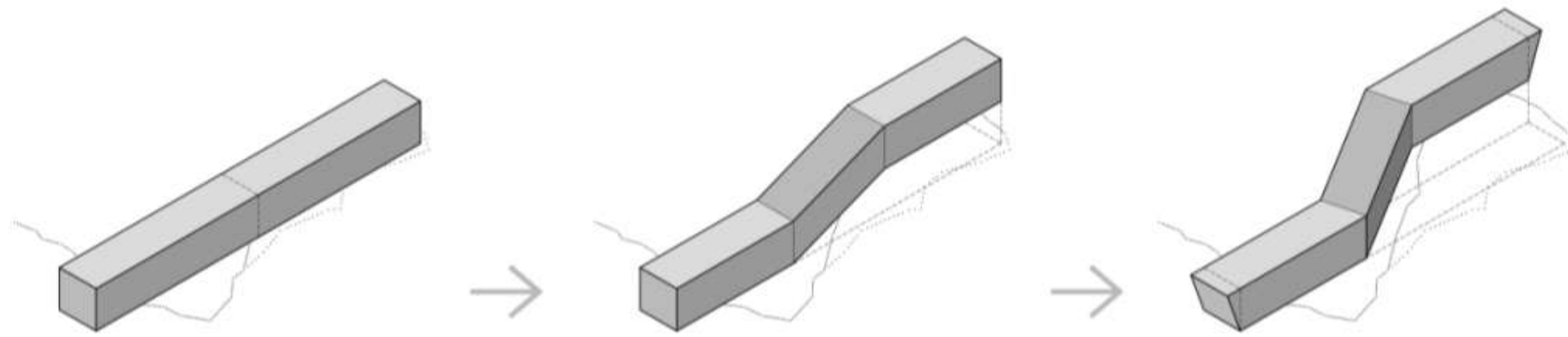
PROJECT
Francesco Napolitano, Matteo Bianchi
DESIGN TEAM
Saeed Amirzadeh, Maurizio Giodice, Pietro
Migliorati

This project presents the hypothetical expansion of an existing reinforced concrete structure, which currently exists in a state of neglect and decay.

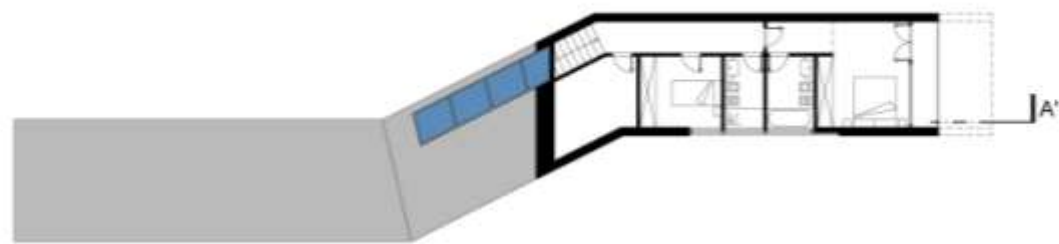
The operation distorts the linear building in the shape of a parallelepiped: the structure bends

adapting to support itself on the rocky topography. The angle of this shift is the same in plan and section. Both the living area and master bedroom frame two views of the landscape from their opposite ends.



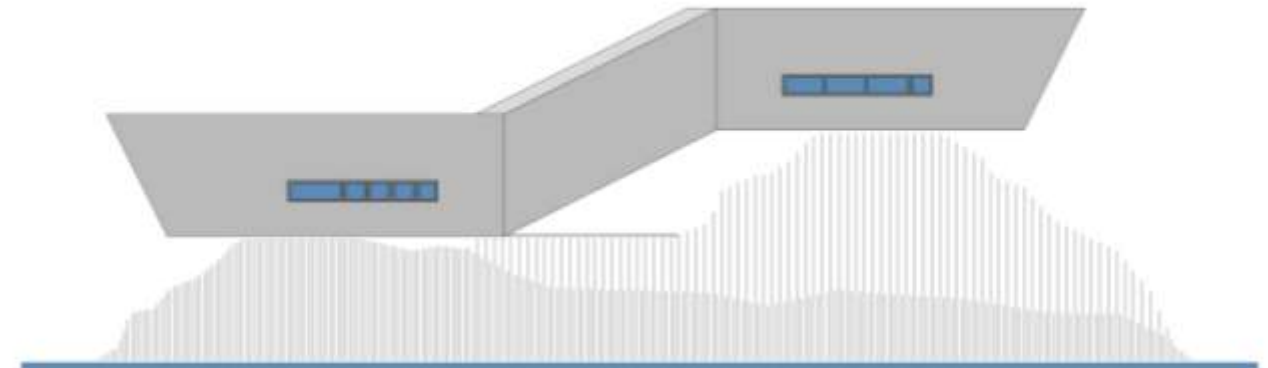


Pianta Piano Terra



Pianta Piano Primo

0 2 4 10m



PROSPETTO

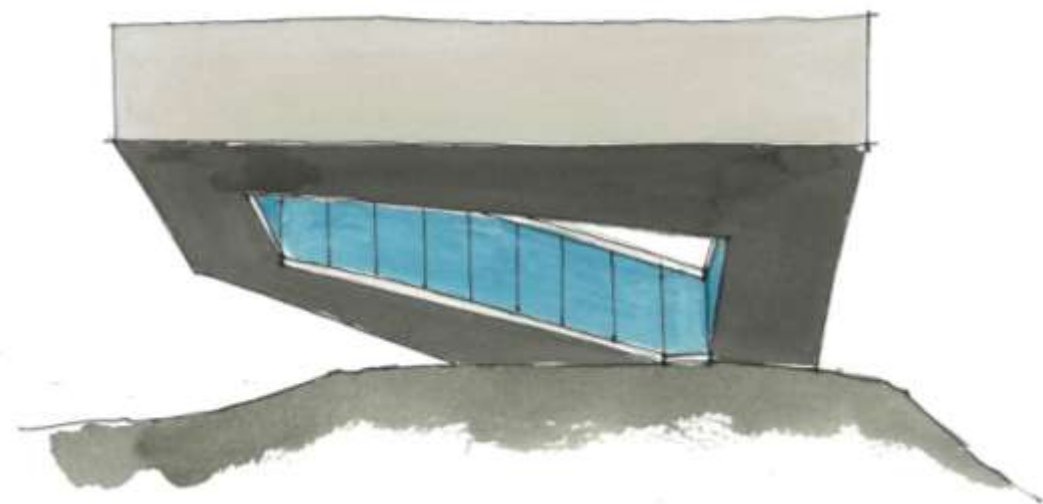


SEZIONE A-A'

0 2 4 10m



10 | VILLA MINIMA #4



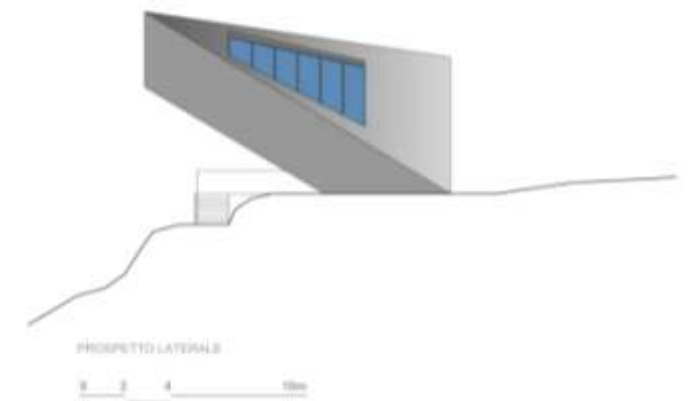
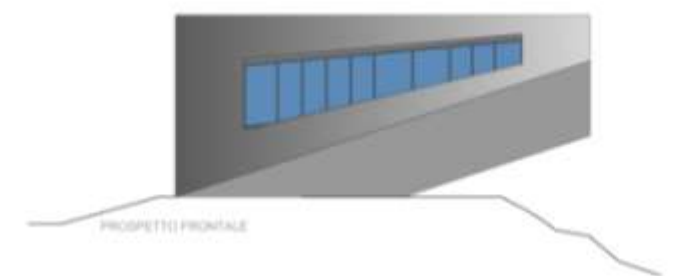
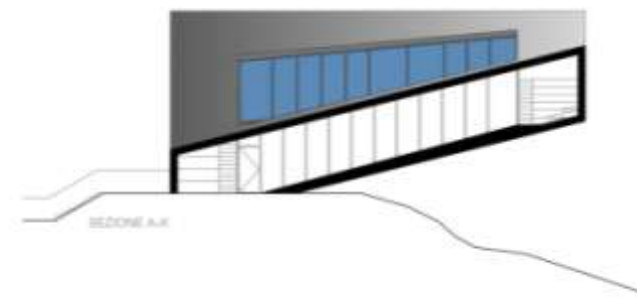
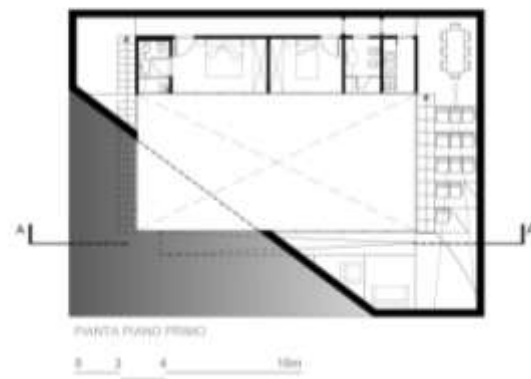
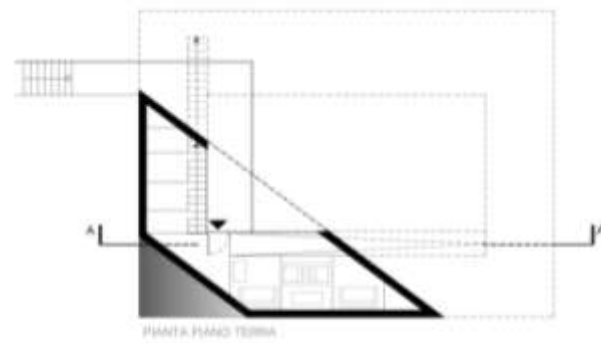
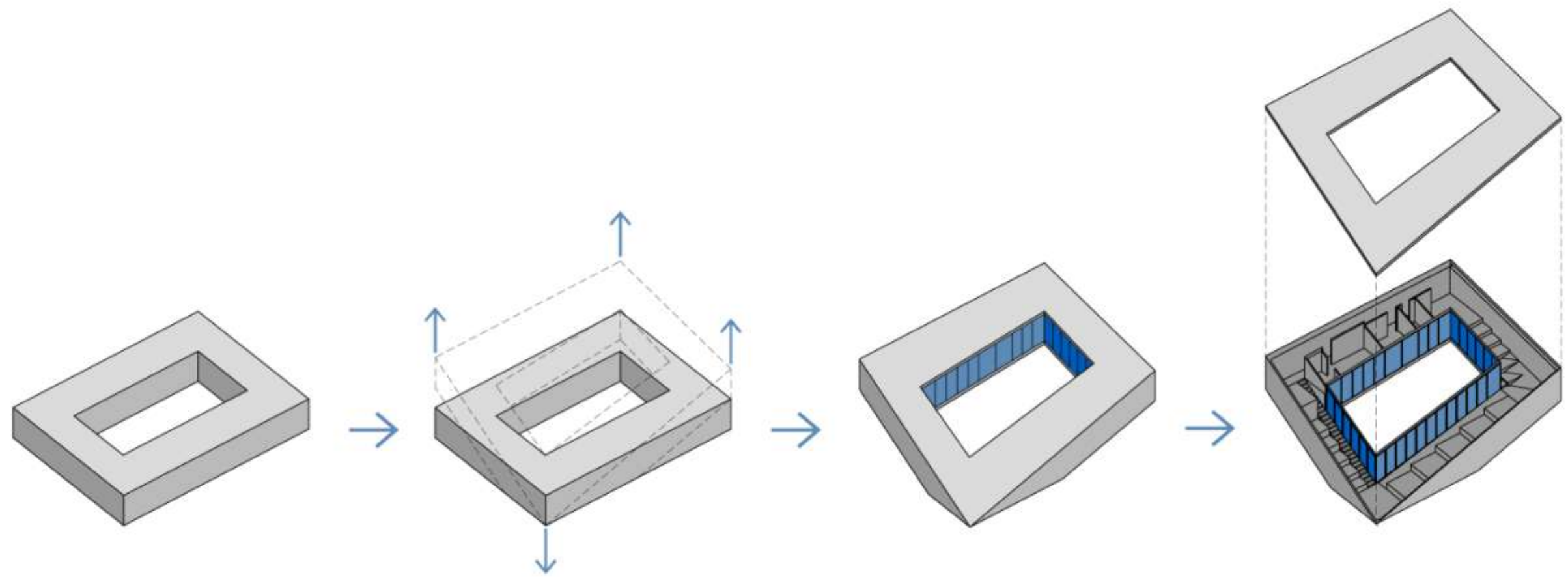
TYPE
Residential, private villa
LOCATION
Trecchina, Basilicata, Italy
PROGRAM
m² 175
DESIGN
2014

PROJECT
Francesco Napolitano, Domenico Faraco
DESIGN TEAM
Maurizio Giodice, Pietro Migliorati

This design begins with a rectangular building with a central courtyard. The corners are adjusted to distort the villa into a body projected to a cantilever, originating from a single point on the ground. The external walls are structural, and the vertical movement of the structure causes a slope, whose

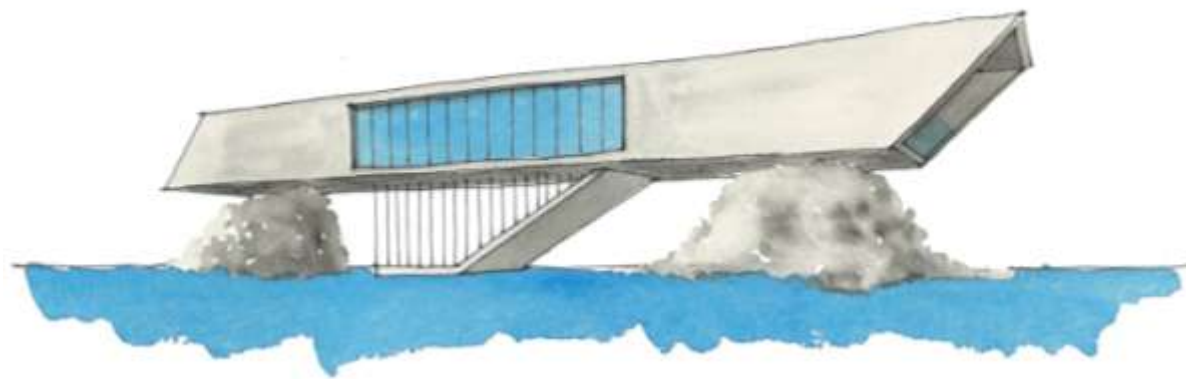
angle allows the interior spaces a view below or above the opposite ends of the villa. In this way, the raising living spaces have a view beyond the first floor rooms into the valley and the sea; whereas the bedrooms are able to view the mountains over the raising living space.







11 | VILLA MINIMA #5



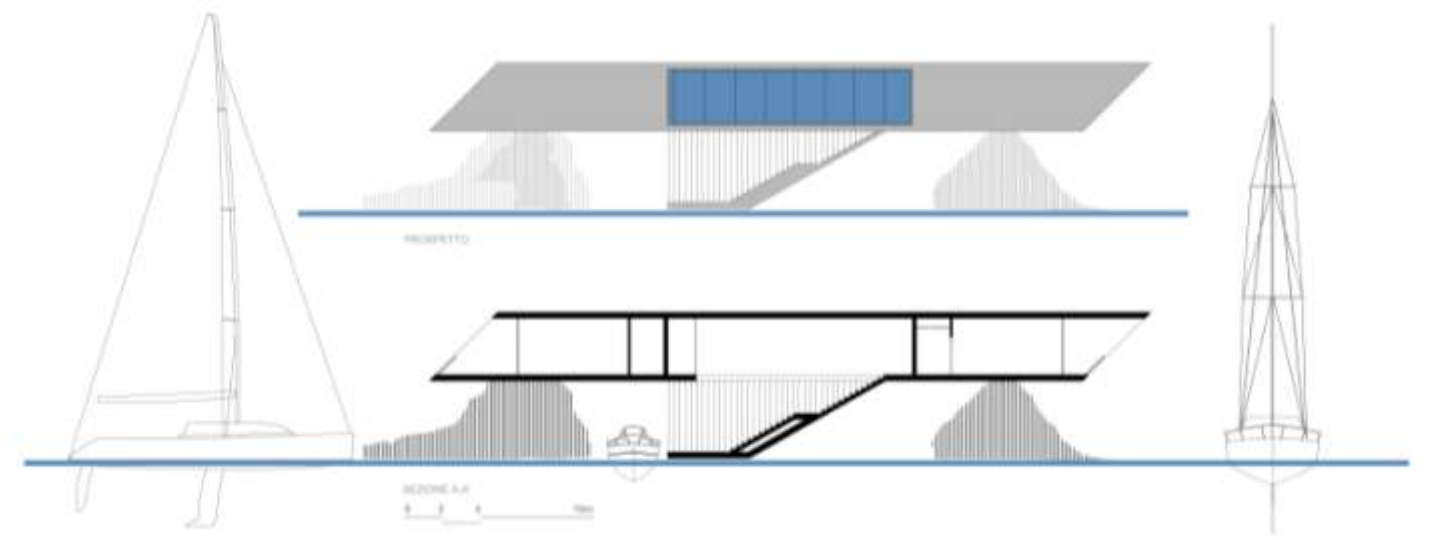
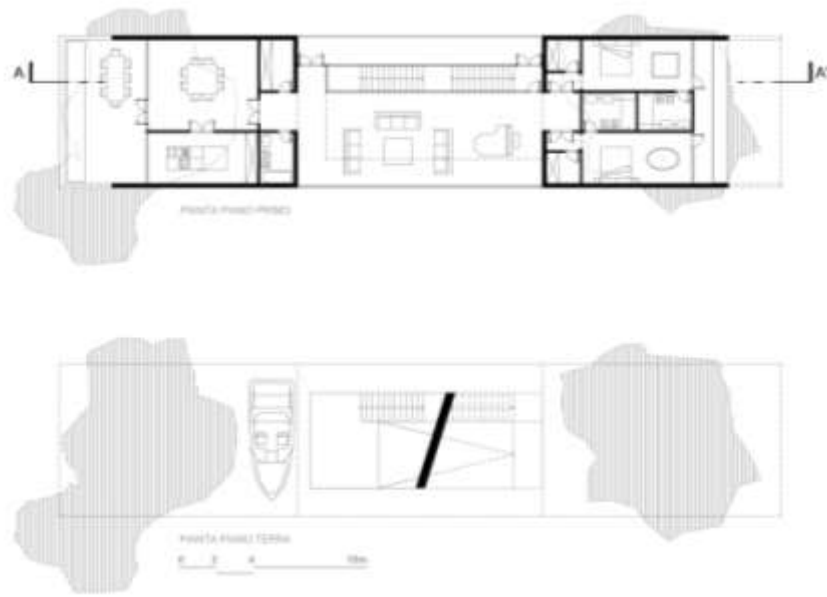
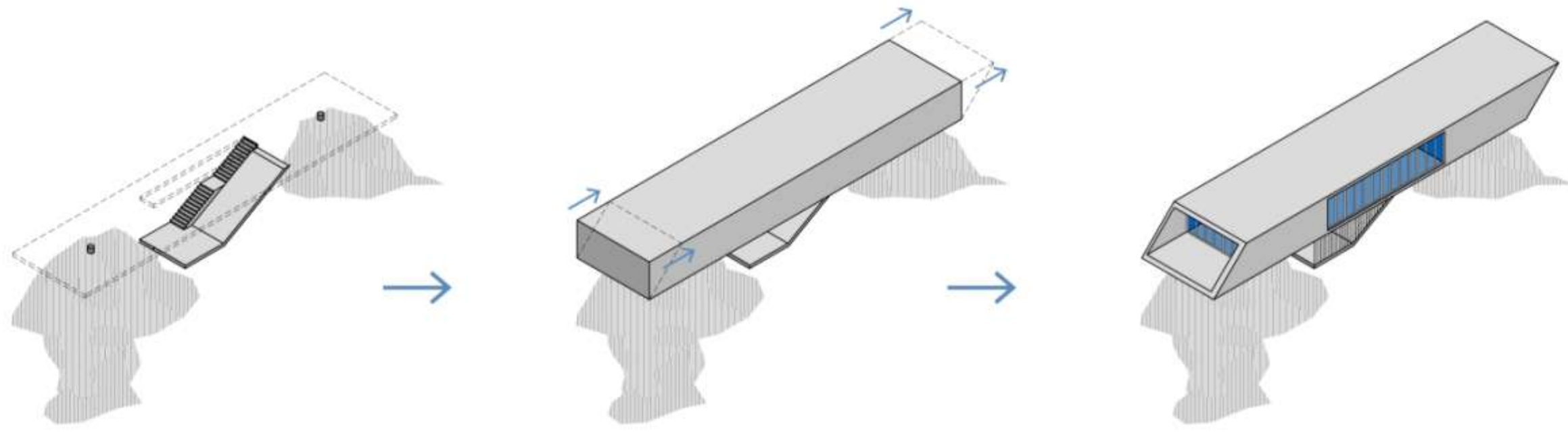
TYPE
Residential, private villa
LOCATION
Kish Island, Persian Gulf, Iran
PROGRAM
m² 200
DESIGN
2014

PROJECT
Francesco Napolitano
DESIGN TEAM
Saeed Amirzadeh, Pietro Migliorati

The villa is leaning on two rocks not far from the coast and easily reachable by swimming. The space between the eastern rock and the concrete platform allows a small motorboat to dock. The operation of distortion determines a large

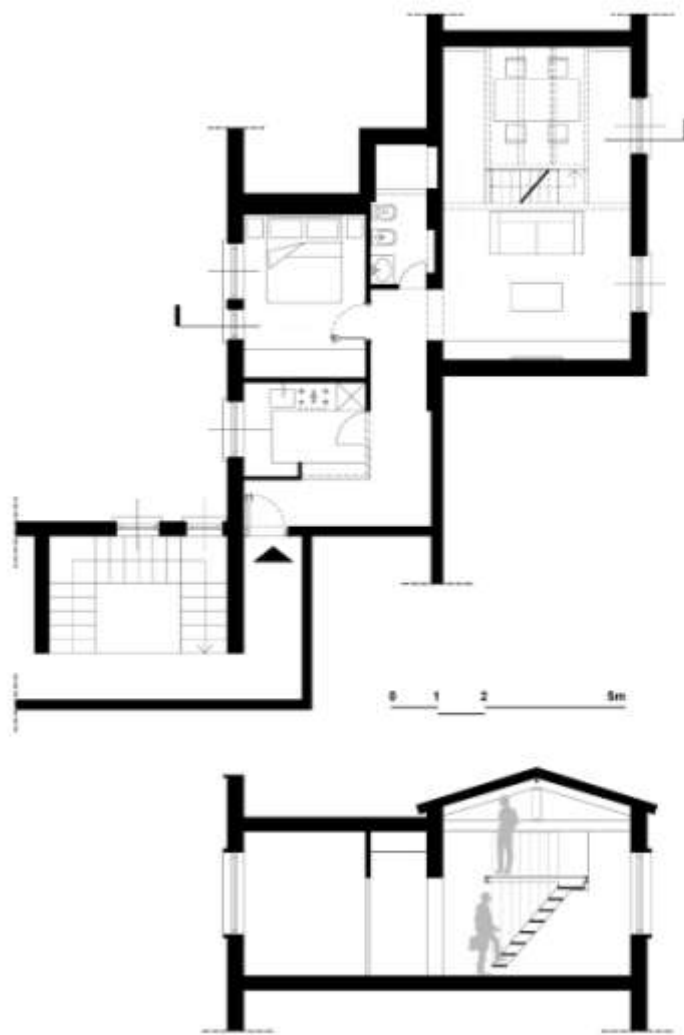
terrace for the dining area and a covered loggia for the bedrooms. The large windows of the living space frame the sea and the coast on the other side.







12 | MINI LOFT



TYPE
Flat renovation
LOCATION
Rome, Viale Parioli
PROGRAM:
60 m²
DESIGN
2013

COMPLETED
2014
INTERIOR DESIGN
Francesco Napolitano, Simone Lanaro
CLIENT
Avv. Marino

This interior design work is located in a building that was once a social housing unit and is now fronting one of the most elegant streets in Rome. The “Ante Operam” situation of the flat was therefore inadequate to the client’s desires. The main operation was to invert what was living

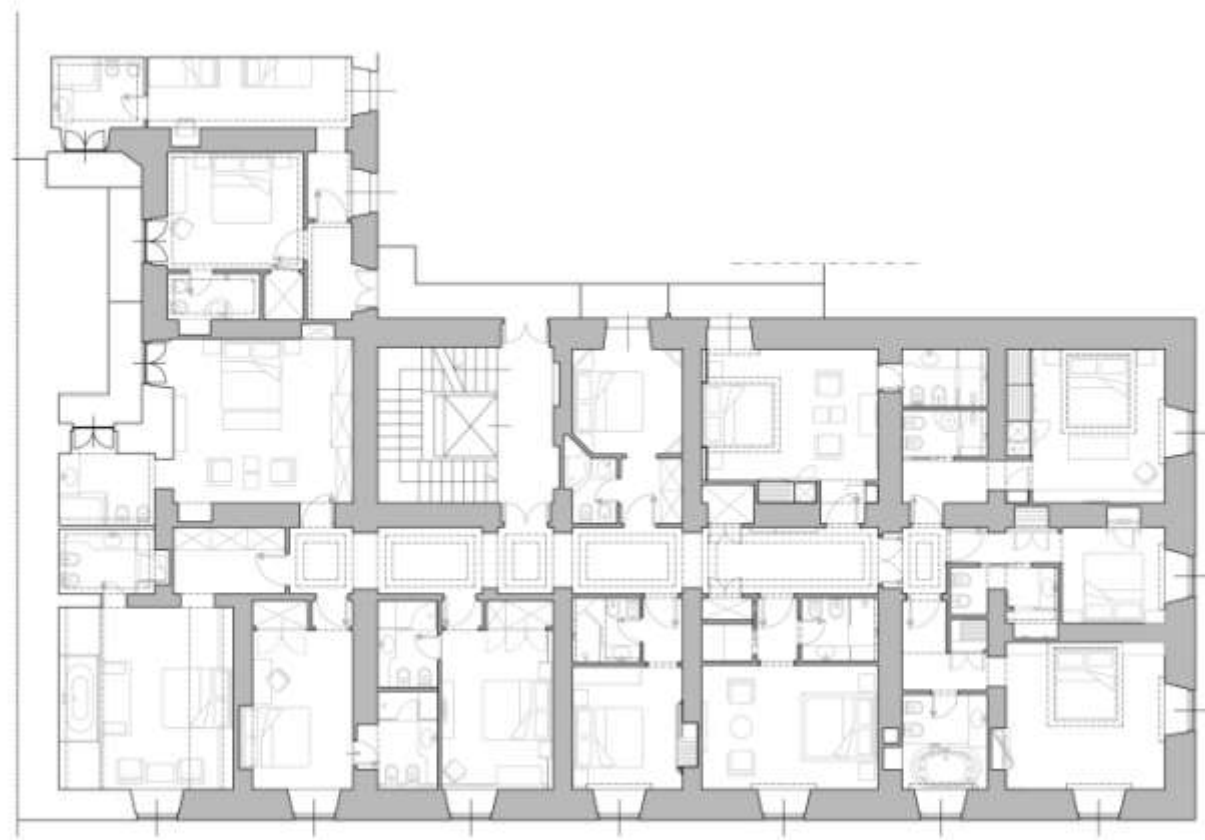
space with the bedroom. During the renovation of the new living room, an old wooden roof was found on the top of the old ceiling: it was restored and painted in white. The lamp is the famous “Arco” by Achille Castiglioni, the applique is the “Tolomeo” by Michele De Lucchi.







13 | HOTEL ISA



TYPE
Luxury renovation
LOCATION
Rome, Via Cicerone
PROGRAM
470 m² floor+ roof garden+ spa
DESIGN
2005

COMPLETED
2007
INTERIOR DESIGN
Simone Lanaro

Luxury Hotel Isa is located in the hearth of Rome close to CV and VM. the levels were renovated in distinct moments. The Hotel contains 54 rooms; the ground floor

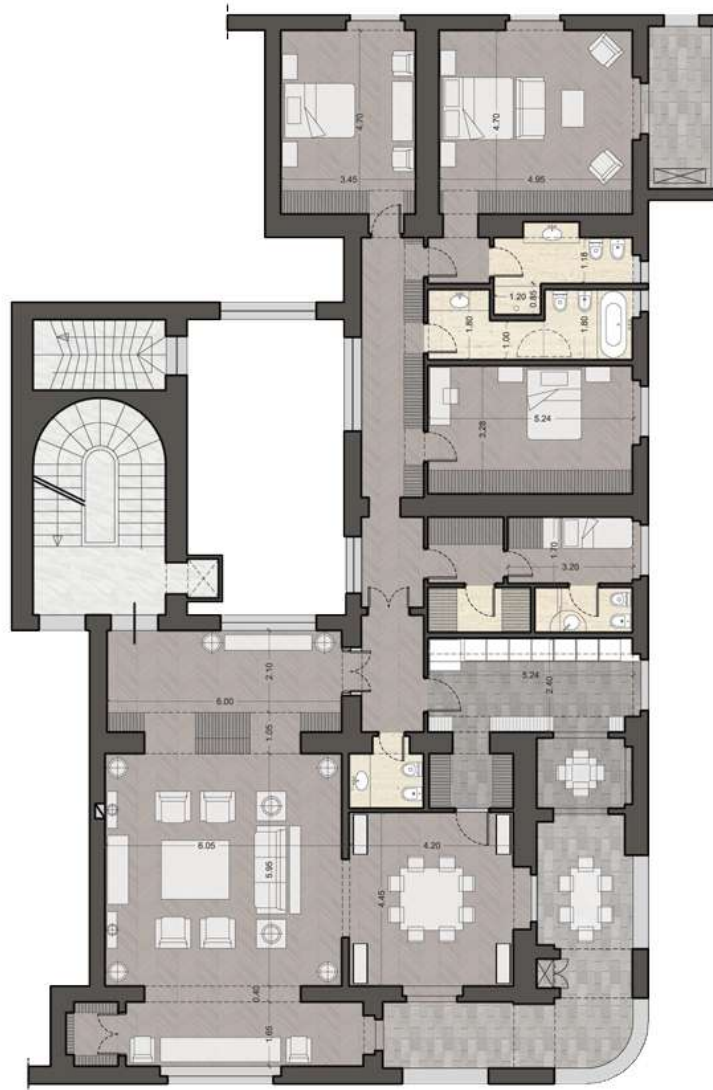
guests the entrance and a roof garden is placed on the top. All furnitures are designed by LAD.







14 | DOMUS M



TYPE
Flat renovation
LOCATION
Rome, Via Martelli
PROGRAM
300 m²
DESIGN
2010

COMPLETED
2011
INTERIOR DESIGN
Simone Lanaro

Domus M is a private house situated in Rome, in a luxury residential district called *Parioli*. The renovation involved the whole floor plan, and was meant to reset the house from scratch.

Furnitures credits: Tulip table by Eero Saarinen, Xilos table, designed by Antonio Citterio for Maxalto, Couch by Andrew Martins.





