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Published by David McManus updated on March 6, 2014

*Olgiata Shopping Plaza, Rome Retail Building, Italian  
Architecture*

# Olgiata Shopping Plaza, Rome

Italian Retail Development – design by LAD (Laboratorio di  
Architettura e Design)

6 Feb 2014

## Rome Shopping Centre

*Design: LAD (Laboratorio di Architettura e Design)*

Location: Via Cassia, Rome, Italy

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.



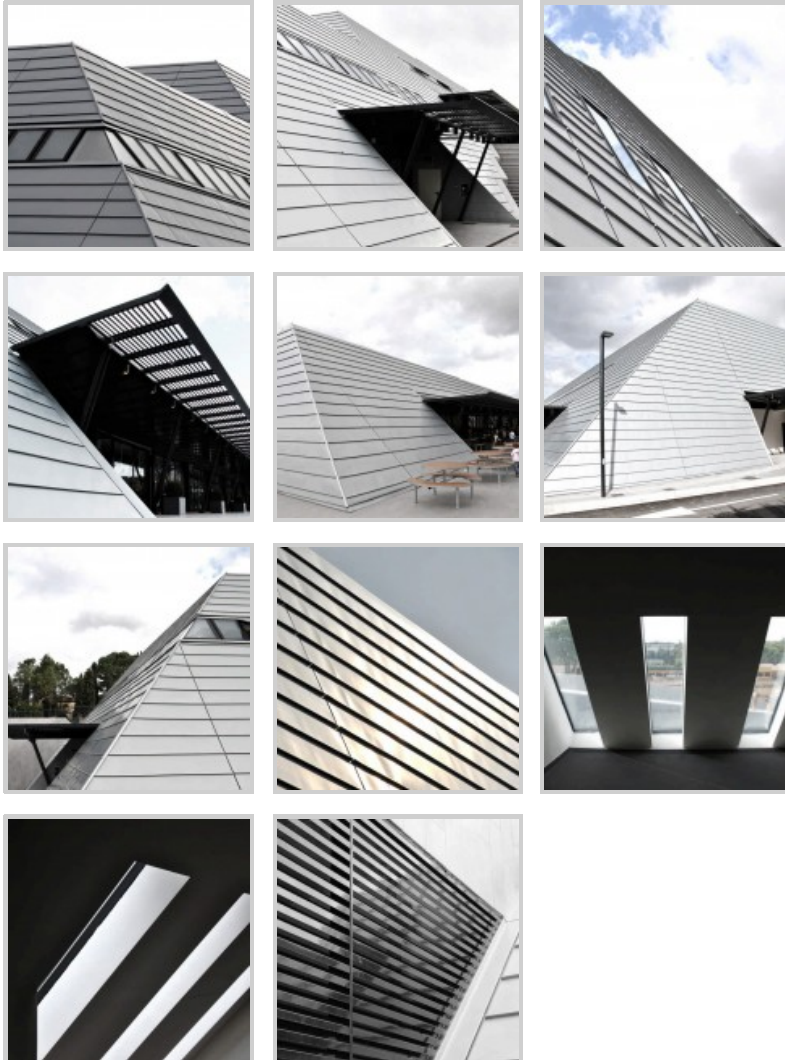
#### **Awards and Reports:**

in 2010 with this work LAD has been selected as one of the forty studies of architecture that have exposed their work to the exhibition “27-37 – Exhibition of Young Italian Architects”, in the

Italian Pavilion of Expo Shanghai 2010.

In 2012 the building was selected by UTET for GIARCH volume dedicated to the young studies of Italian architecture.

AT October 2012 the building was presented to the Italian pavilion of the Venice Biennale, on an occasion of a conference on projects of young architects published in volume GIARCH.



## Olgiata Shopping Plaza – Building Information

**Type:** Shopping Center – New Building

**Location:** Via Cassia, Rome, Italy

**Program:** 2300 M<sup>2</sup> + 2000 M<sup>2</sup> Parking Shop

**Design:** 2006

**Completed:** 2009

**Client:** Olgiata Green Ltd

**Design Team:** Michelangelo Sabuzi Giuliani, Maria Carla Lini, Marcello Amalfitano, Andrea Torsello.

*Olgiata Shopping Plaza images / information from LAD*



Mappa

Satellite