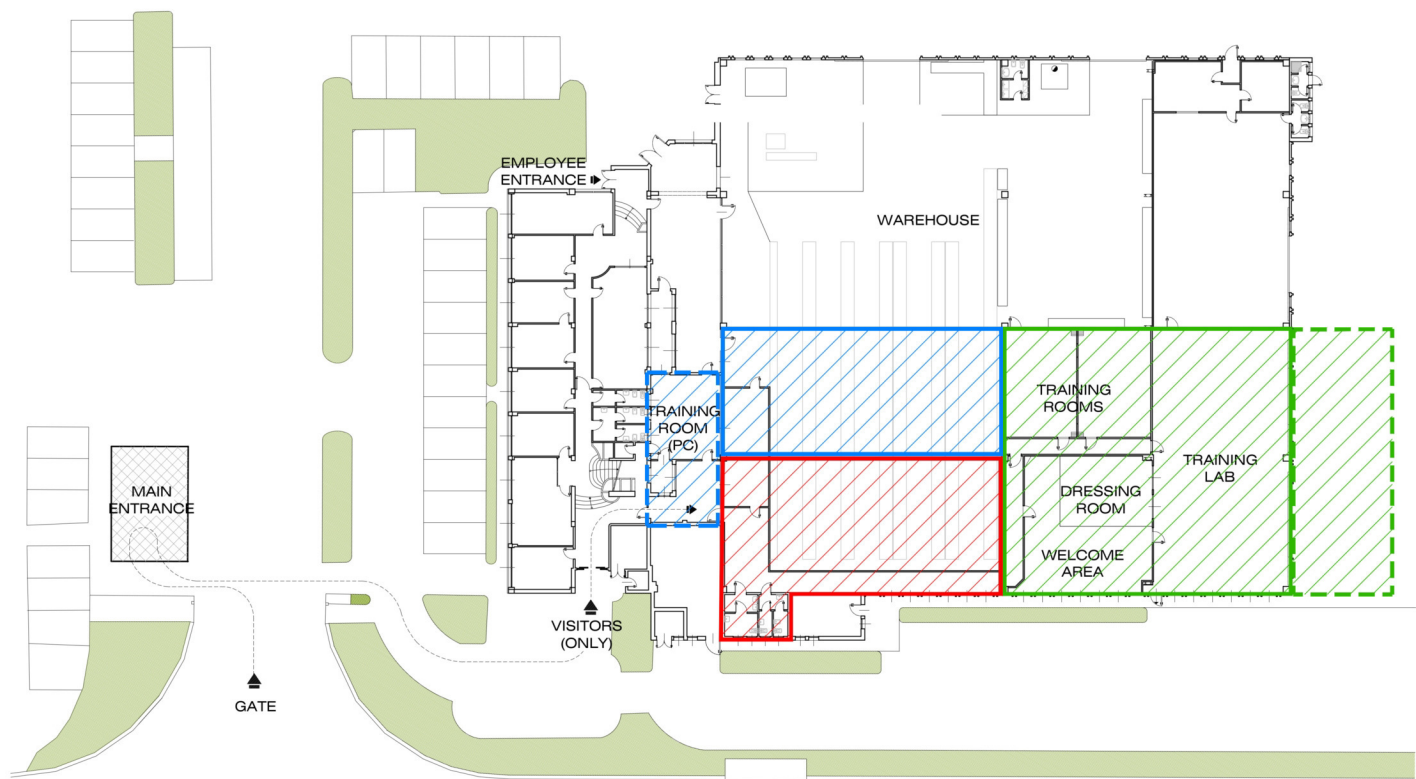


CATERPILLAR COMPANY
NEW VISITORS CENTER 2018

CONCEPT

z SPACES INVOLVED

- NEW FUNCTIONS
-  CONFERENCE ROOM/TRAINING ROOM
 -  BATHROOM/COFFEE BREAK (conference room area)
 -  WELCOME AREA
 -  PRODUCTS DISPLAY AREA
 -  PRODUCTS DISPLAY AREA



TECHNICAL REPORT

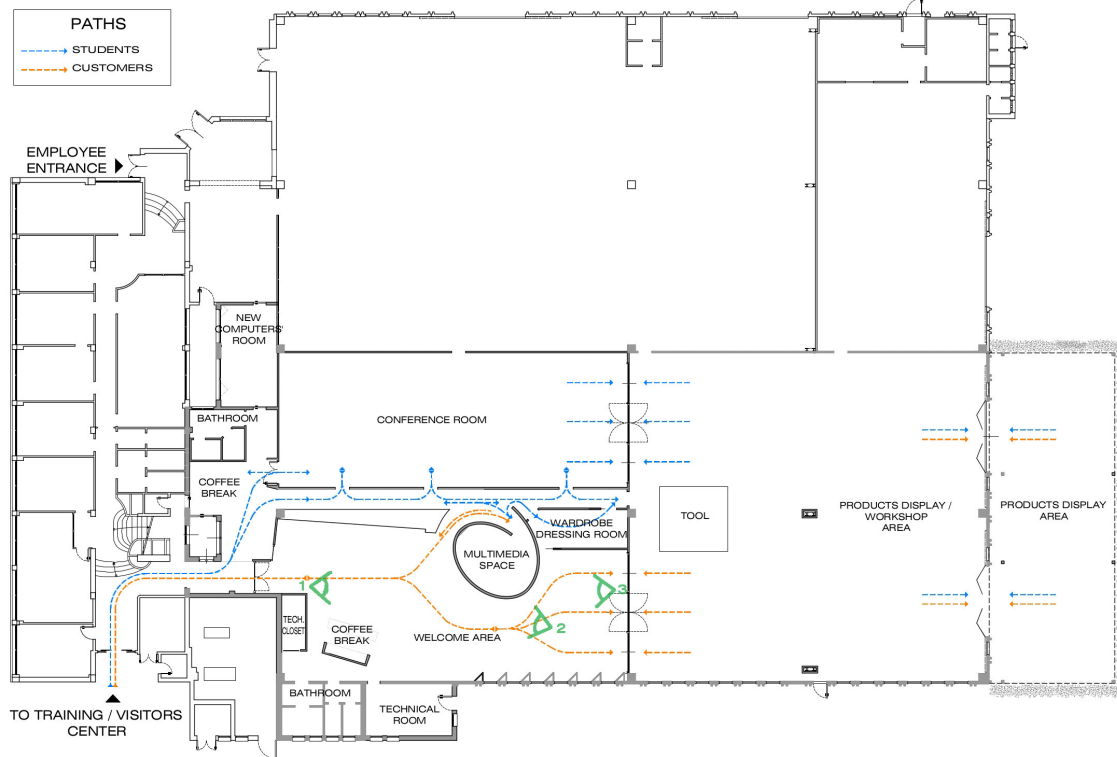
Spaces Involved

The Visitors Center will take up about 1040sq.m of the current 2570sq.m of the ground floor of the building, where the name "corpo A" has been given. The new part of the building will be made up of: the warehouse (420sq.m), the existing training rooms (100 sq.m.), workshop areas related to trainings (200 sq.m.), toilets, corridors, current dressing rooms and other seating and greeting space (230 sq.m), a computer didactic classroom and spaces adjacent to both the stairwell and warehouse (90sqm); there will also be an outdoor space facing the workshop area of about L20m by D8m.

Objective

- A. Making a multifunctional space for both the product display and training rooms that is large enough to hold the CAT machines as well as the cold planers.
- B. Adding a third training room, making them a bit larger than the current two and restructuring them so that they can be used as one large open-space as the current two are already being used.
- C. Creating a Welcome Area for visitors keeping the company's target in mind, "comfort and cleanliness", where small groups can have a chat over a coffee or snack, or simply just relax while surfing the net.
- D. Concluding the factors mentioned in the preceding three points, the project must also include a multimedia space and a locker room where it is possible to put on/ take off and store personal security shoes, as well as one's personal belongings.

SCHEMATIC DESIGN



View 1



View 2



View 3

The "Concept"

The elaborated concept is based on two essential design principles.

1. Developing a smart distribution plan where the activities are well connected to each other and where, when necessary, keeping them in line to the eye.

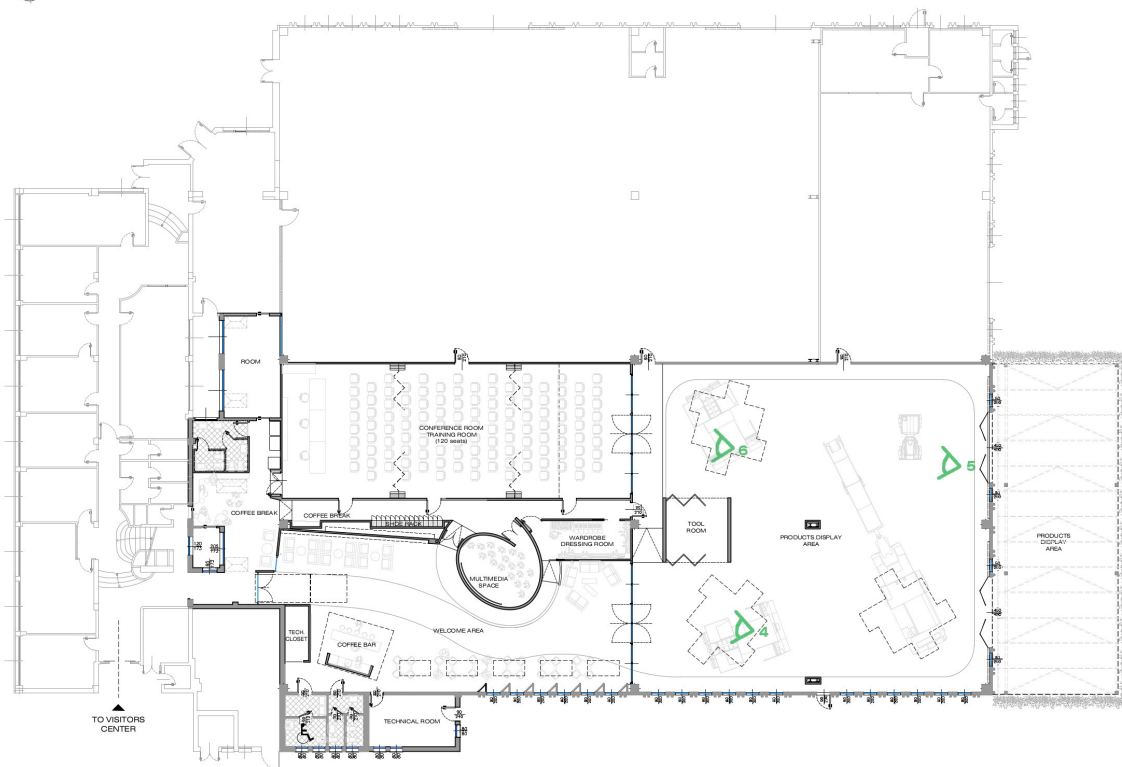
The Visitors Center can be accessed from the east entrance of the current office building and this access will remain dedicated to the visitors. The welcome area and the conference room/training room, occupy two areas of the rectangular shape, measuring approximately 200 sq.m each, running parallel to each other, with two separate entrances. From these two zones you can access a large area (400sq.m) dedicated to the products display / training-lab, which extends externally for another 160sq.m, and will be covered with a new metal structure. Trainees will find a corridor between the welcome area and the conference room /training room, where a corridor will lead them to the training lab passing by the training rooms and through the dressing room before entering into the workshop. In this way the trainees can enter into the training lab without having to pass through the welcome area, overcrowding it, and can attend the classroom lessons with the DPI on just before accessing the workshop. Between the entrance area and the classrooms there is a service area for the trainees where they can take a break, have a coffee, use the internet as well as the toilets.

In a nearly barycentric position of the 3 main areas (conference room, welcome area, product display/training lab), the project offers a space where you can "live" multimedia content. The spiral geometry and the location of the multimedia space come from 3 design ideas: 1) the curvilinear casing is ideal for the best acoustic quality; 2) looking at it alignment of the curved walls "accompany" the visitors from outside; the alignment of the curved walls, so that they can access the room both at the beginning and end of the visit depending on the event scheduled, whether it be before or after visiting the display of products or a training lesson; 3) whoever enters the welcome area will visually catch the elliptical volume, but its curved lines won't stop the visitor's eye from wandering, taking in the full depth of the space around, inducing the visitor to see "beyond" the glass wall that separates the welcome area from the products display area.

2. Emphasizing and becoming an added value: which cannot be neither concealed nor rejected as the old structure of the building, which is aesthetically too "plain" and very "un-characteristical".

Here we say "YES" to implementation with modern materials, which emphasize the post-industrial ambient such as iron, resins, glass, paints; "YES" to keeping the characteristic elements of the mechanical production (cogwheels, ropes, hooks, big square doors, ceiling skylights, shelves, etc.) even if the majority are no longer used; "YES" to maintaining two area volumes in the welcome area and products display area; "YES" to visible plant parts (air ducts, light mounts, etc.). On the contrary, concealing the original features would require an important (and useless) utilization of resources for dismantling and substitutions, and constructing temporary walls and false ceiling fixtures. In addition, operating in an open space will allow you, over time, to implement plant equipment at no additional cost or to modify internal distribution systems with the least impact on existing structures.

GROUND FLOOR PLAN



View 4



View 5



View 6

In to the Welcome Area

Those who enter the welcome area pass from a very low entrance to an area doubled in volume. To resolve this unpleasant effect, and to "accompany" the visitor to the new zone, the concept involves installing two suspended panels lifting upwards, starting at the entrance. On the floor, in a glossy resin, a path of varying gray colors that becomes increasingly wider all the way to the back of the room, inviting the visitor's eye to follow it. This kind of "target" will lead you over to the glass wall that separates this area from the products display area, extending slightly to the elliptical volume of the multimedia space and areas dedicated to relaxation and conversation, always characterized by a resin floor with different degrees of grey.

Both the floor design and full-height glass door, which allows you to view the ceilings, visibly joins the welcome area and the products display area giving a perception of amplitude to the entire area. These two elements, floor design and ceiling views, however, are not sufficient in eliminating the perception of being "boxed in"; for this reason, those entering are accompanied by an oblique wall on the left, orienting them towards the back of the hall, where the back wall of the bar to the right is also oblique; to conclude this pertinent work on space reconfiguration, it's necessary to complete the curvilinear trend of the multimedia space and to insert some small totems between the vertical windows of the east wall, appropriately rotated to hide the view of the window from the entrance, giving them the ability to project an oblique ray of light onto the floor. Continuing with the idea of giving a broad perception of the area as supposed to feeling "boxed in", some suspended ceiling panels will have the dual function of "lowering" the ceiling of the relaxation and conversation areas while, at the same time, giving artificial light in the evening hours as they can hold light fixtures.

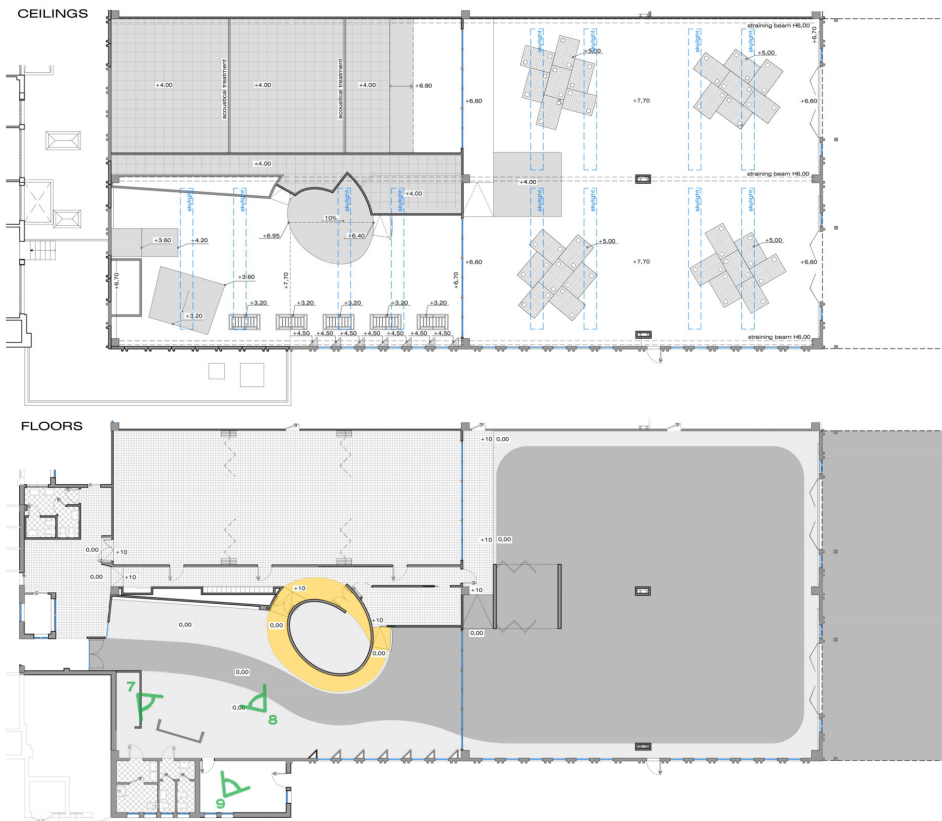
Regarding evening lighting, the project provides a widespread of general lighting to be obtained by means of adjustable projectors fixed to the roof structure (height from 6 to 7 meters). Concentrated lighting will be added in the relaxation, bar and conversation areas, by adding lights in the lowered ceiling panels at about 4 meters; Finally, lighting effects will be realized by installing LED spotlights and strip led which, when suitably placed, emphasizes the architecture and the volume of the area, for example by illuminating the elliptical volume baseboard, the skirting and the vertical edge of the totems, niches and wall protrusions. Instead, during the day, the dominant light comes from the ceiling, giving the ambient a surprisingly suggestive look, playing with both light and shade projecting onto the floor, remaining however, very bright.

Product Display/ Training Lab

This area can be accessed, from the welcome area and / or from the conference room by passing through the full height glass doors that allow the visitor to truly perceive the area volume in its entirety even before reaching them. Once through the two big doors opposite the glass doors, you have the direct vision onto the external part of the products display, inside that space, it will be possible to locate the machines with maximum flexibility as needed.

The design of the floor in the welcome area across the glass window accompanies the visitor to this space, which will then have a two-colored floor: on the perimeter, a light gray band creating a border effect on the walls, while on the big island in the center, where the machines will be positioned, will be dark asphalt gray which will contrast the yellow CAT machines that will be in the spotlight even in the daylight.

As in all exhibition spaces, light control, both natural and artificial, is very important. While artificial light can be fully controlled and you can create infinite ranges of accents, natural light is very difficult to control: it depends on the time of day, the



View 7



View 8



View 9

season, the weather. The product display area, as much exhibited, does not have to face this "problem" which, although it cannot be completely eliminated, can at least be controlled. For this reason, it is advisable to: a) mount a non-blinding curtain with a vertical sliding roller in front of the windows facing south and east to control the flow of light in very sunny hours and avoid a glare; (B) delegating the lighting system the task of illuminating machines with a suitable color temperature (4000° K) on the cloudy/dark days.

For this reason the choice of installing suspended ceilings on the four quadrants in which the area is ideally divided; in these panels, positioned at 5 meters high, it is possible to place the light projectors orientated on the exhibited machines. As in the welcome area, realizing the "islands" of hanging suspended ceilings, it will cancel the perception of feeling "boxed in", which is the current status. The false ceilings will be made by assembling panels in metal grid, low cost, low weight (12-15kg / sq.m), and fully consistent with the design choice to keep the industrial target of the original area, even if renovated And "cleaned up" by electrical cable casings,

various objects hanging from the ceilings and walls, painted with the black and yellow CAT colors; the false ceilings will not have regular edges and will be oriented differently to one another by giving the area a lively aspect that will allow the different machines to be exhibited differently depending on the occasion. On the contrary, "marking" the zones on the ground or ceiling is counterproductive from a "flexibility" point of view, seeing that the size of the machines CAT exhibits vary over time.

Finally, given the need to use this large room also as a training lab, the project includes a sectioned off "cube-workshop", as not to interrupt the exhibition space visually, and not directly visible either from the welcome area or from the conference room. Equipped with 2 compaction-closing walls, which will be opened when training sessions are being held and closed when the space is being used for an exhibition, giving the area the necessary decoration depending on the function at hand.

As in the exhibition area, also in the conference room the key word is flexibility. Designed to be split into 3 classrooms by extending the 2 compaction walls with high noise abatement, its optimum capacity is 90 seats, but can reach up to 120. By opening the 2 compaction walls, you can get 3 classrooms with an optimal capacity of 25-30 seats. The interior fittings in this area will be very different from the other two areas, because here it is necessary to have a high level acoustic performance and will be very similar to those currently in use in today's training classrooms. Floor carpets, ceiling mats in gypsum cardboard, reinforced gypsum cardboard walls with high noise abatement. The area, lowered to 4 meters high, as today's classrooms, will allow the reusing of the current compacted wall; The ceiling of the conference room towards the full-height glass door, beyond the 2nd compaction wall, will tilt upward giving "breathing" space to a very low ambient due to its length (4 meters high, 22 meters long) and it's also visually pleasant to see the conference room from the training-lab and vice-versa.

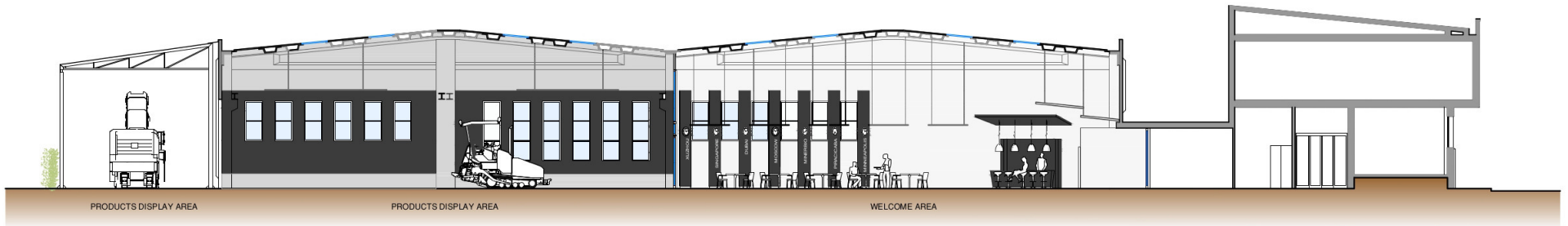
....

The "concept" described above as the designs provided, are only a outline proposals. If the concept is approved, it will be necessary to analyze every detail, both aesthetically and technically, to be able to conclude the final proposals.

ELEVATIONS-WALL SECTIONS



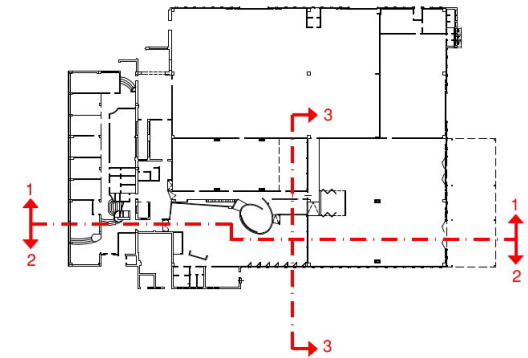
SECTION 1



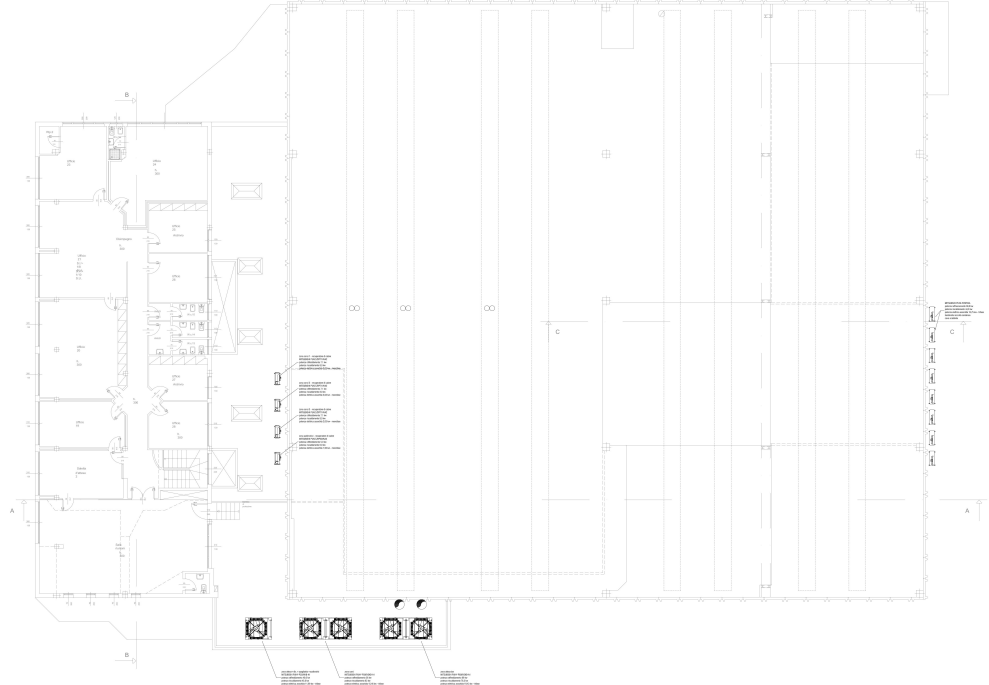
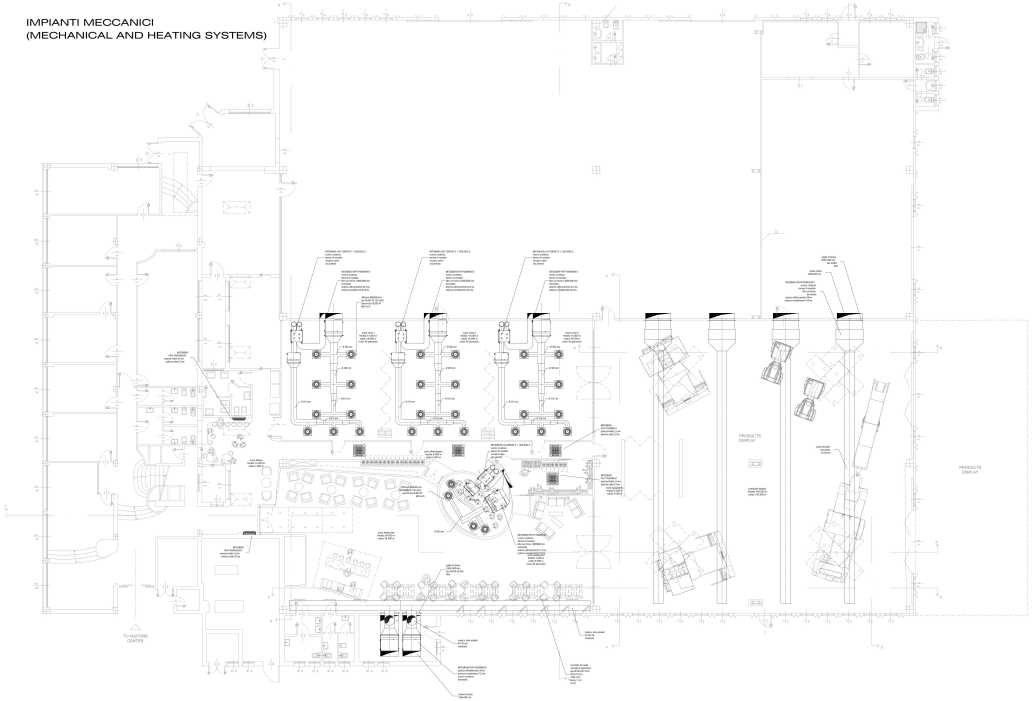
SECTION 2



SECTION 3

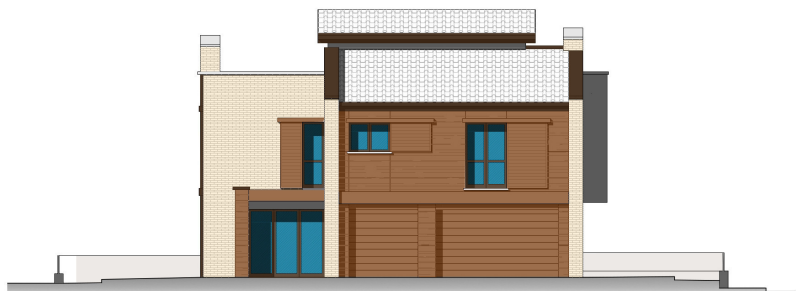


IMPIANTI MECCANICI
(MECHANICAL AND HEATING SYSTEMS)



CASA BIFAMILIARE

PROGETTO E
REALIZZAZIONE



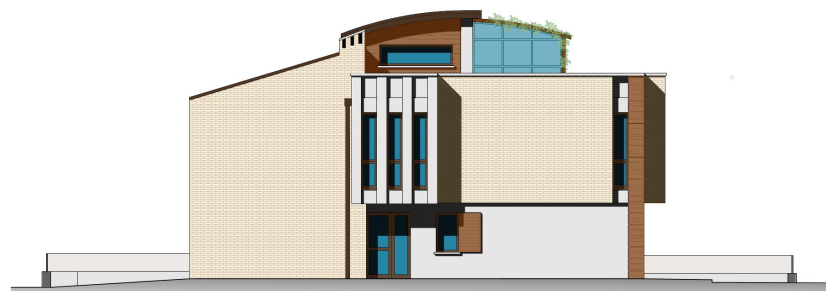
PROSPETTO NORD-EST



PROSPETTO SUD-EST



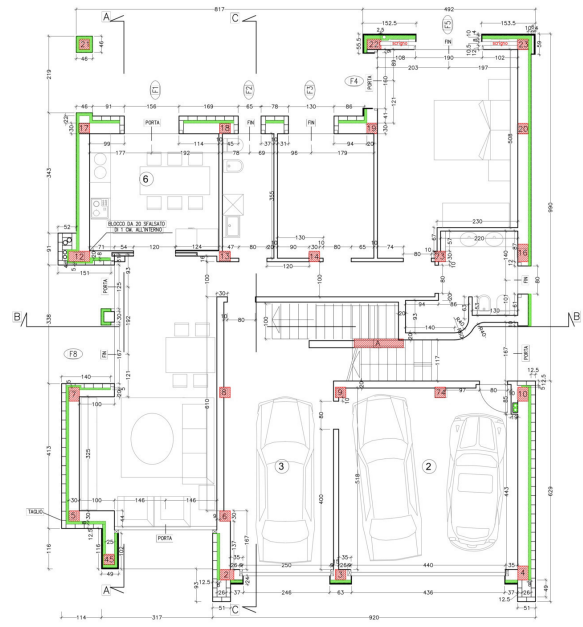
PROSPETTO SUD-OVEST



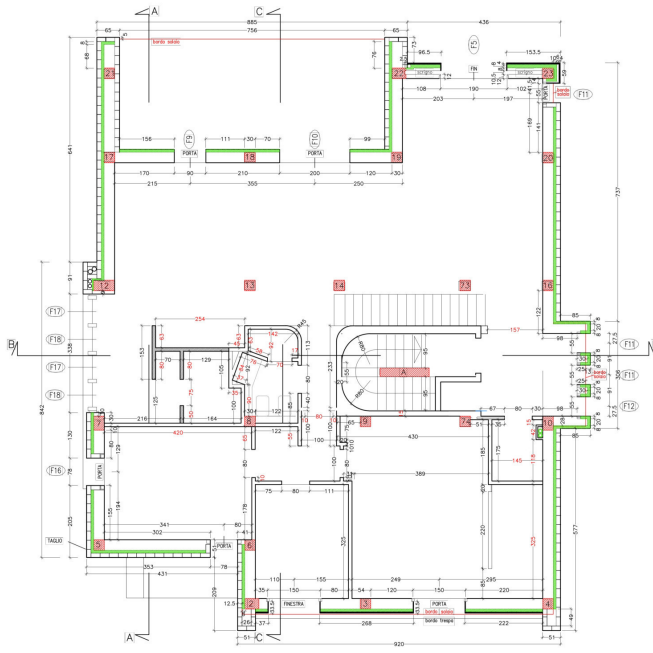
PROSPETTO NORD-OVEST



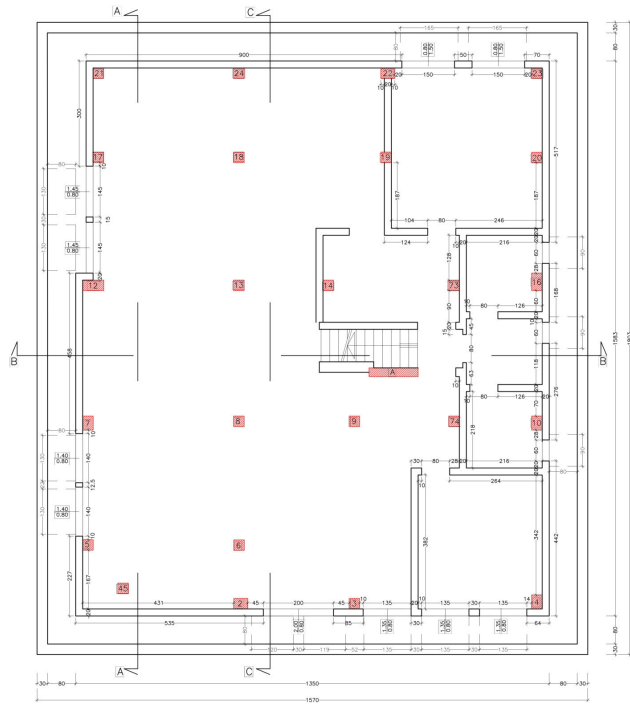
PIANO TERRA



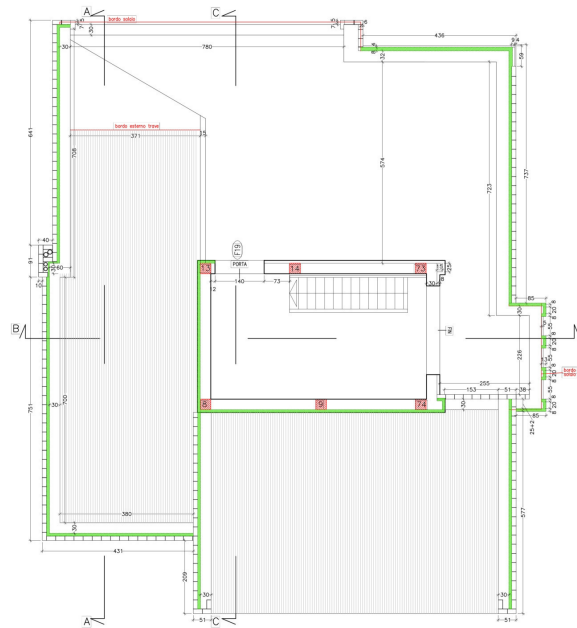
PIANO PRIMO



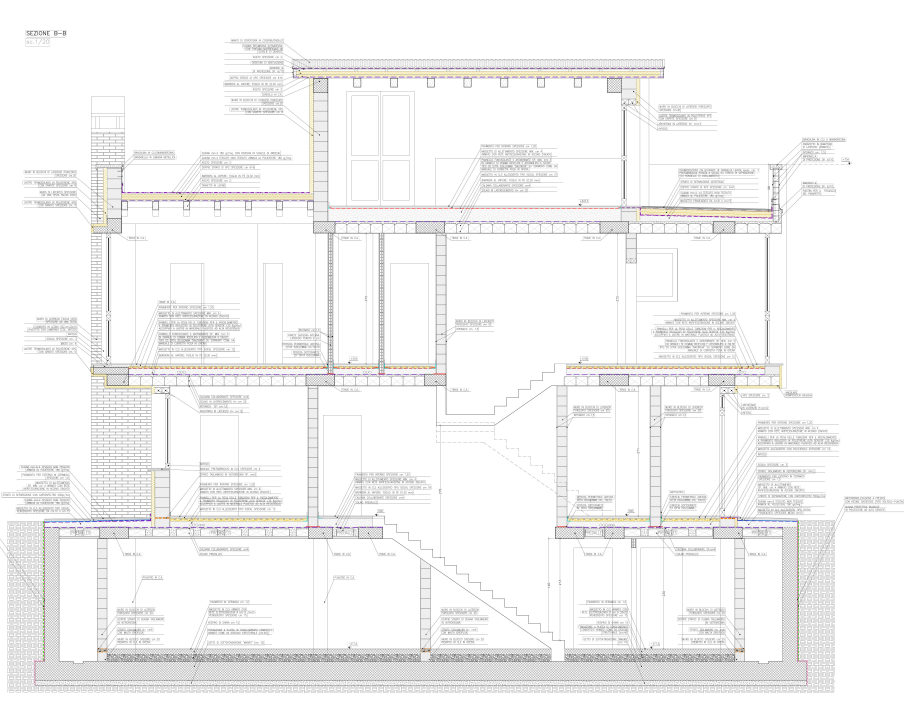
PIANO INTERRATO
Sc. 1/50



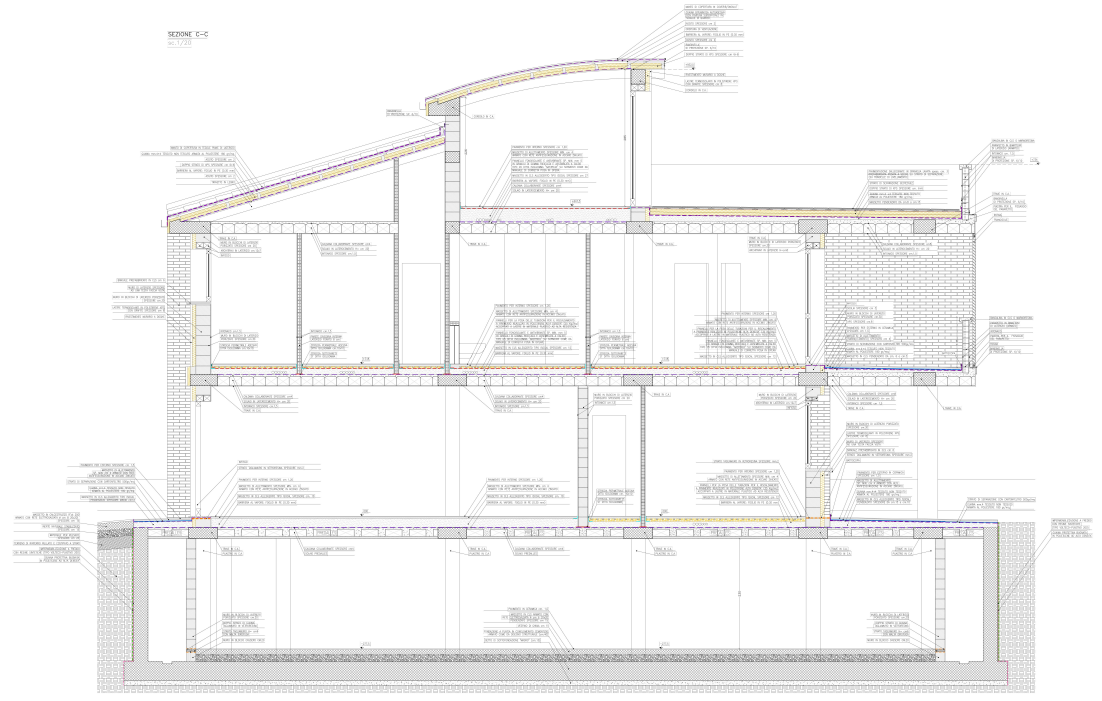
PIANO SECONDO



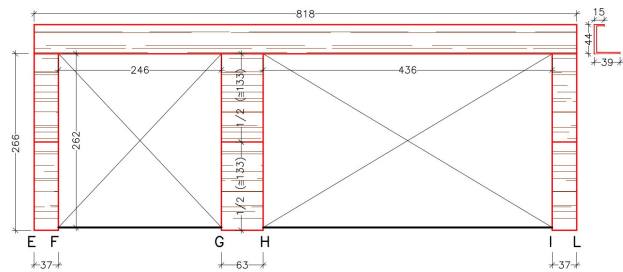
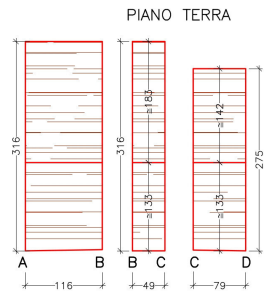
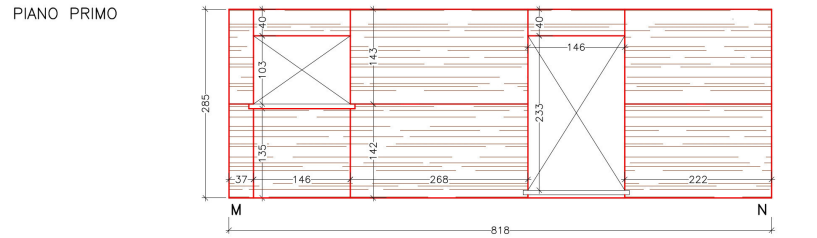
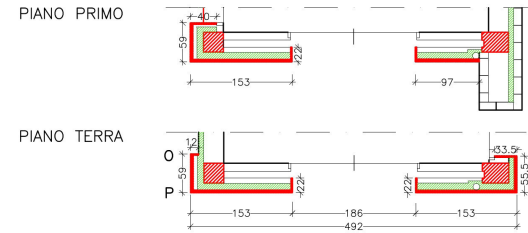
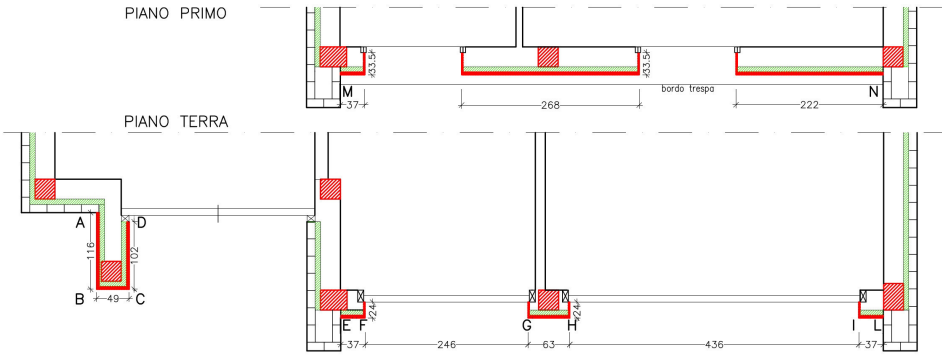
SEZIONE B-B
01.17.25



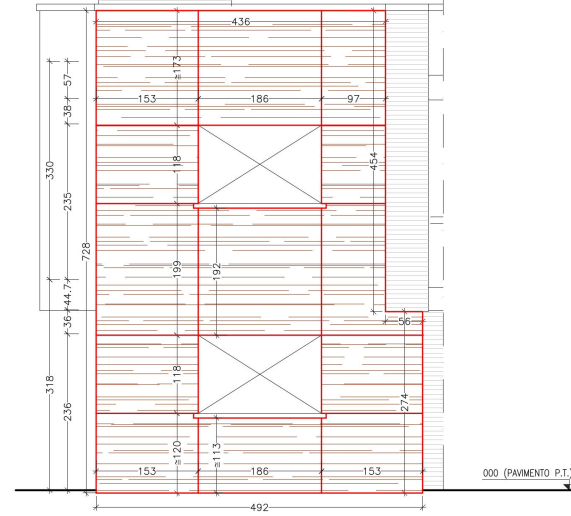
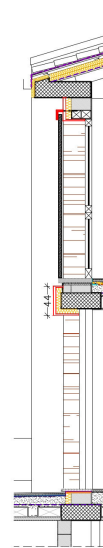
SEZIONE C-C
01.17.26



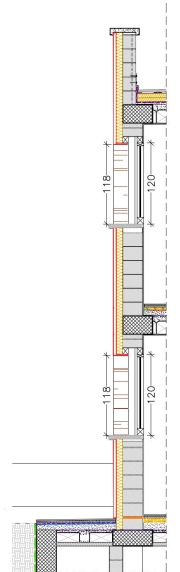
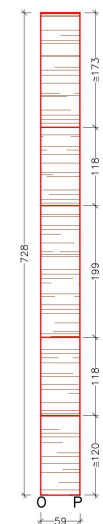
ESECUTIVO
RIVESTIMENTI DI FACCIATA



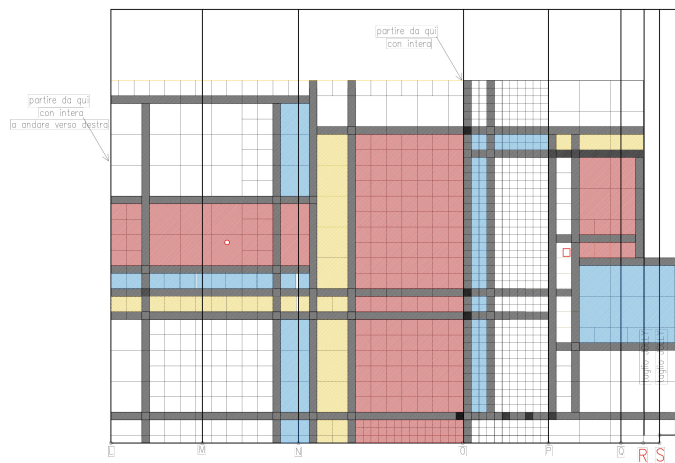
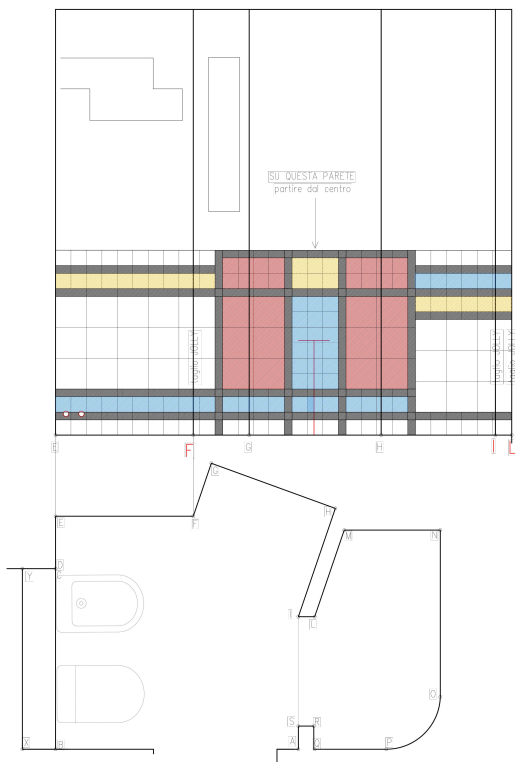
PROSPETTO NORD-EST



PROSPETTO SUD-OVEST

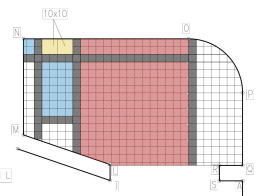


ESECUTIVO
RIVESTIMENTI BAGNO DI SERVIZIO



PER BOX DOCCIA
ATTENZIONE, LEGGI QUI

- 1) dentro al Box doccia partire con intera dai fili O ed L e mettere i tagli sui fili M,N,Q,R
- 2) sulla curva, tratto O-P, mettere tutto mosaico 5x5 su rete
- 3) nel piatto doccia mettere tutto mosaico 5x5 su rete (solo 2 mattonelle 10x10 colore verde)

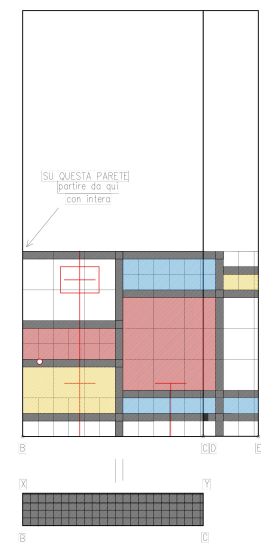
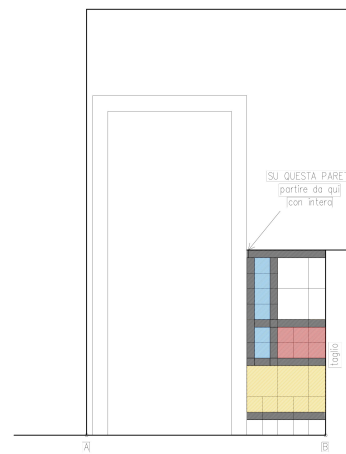


PRIMA DI INIZIARE
ATTENZIONE, LEGGI QUI



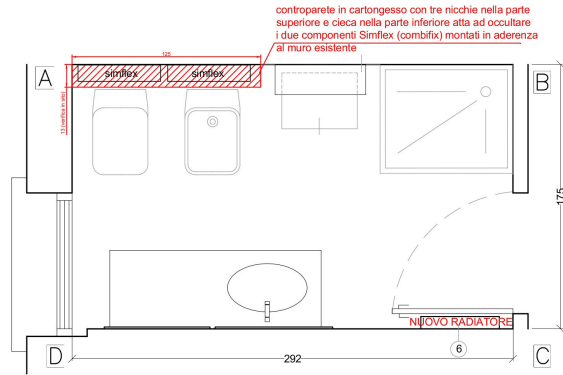
TAGLIO NORMALE
sulle linee verticali A,B,E,G,H,M,N,Q

TAGLIO A 45° ("JOLLY")
sulle linee verticali F, I, L, R, S

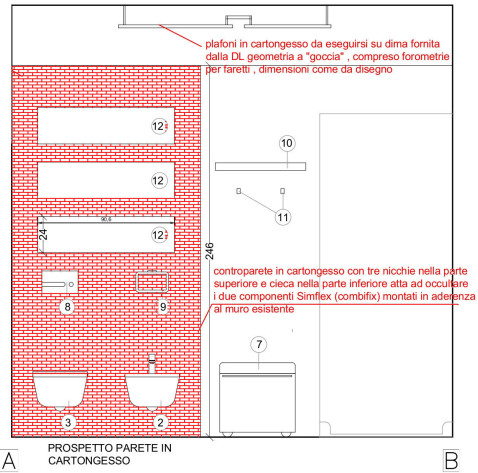


ESECUTIVO
BAGNO PIANO TERRA

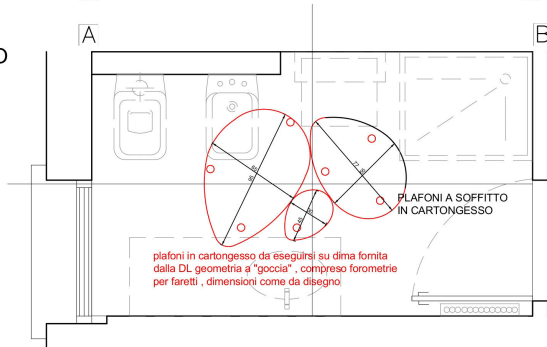
PIANTA



PROSPETTO

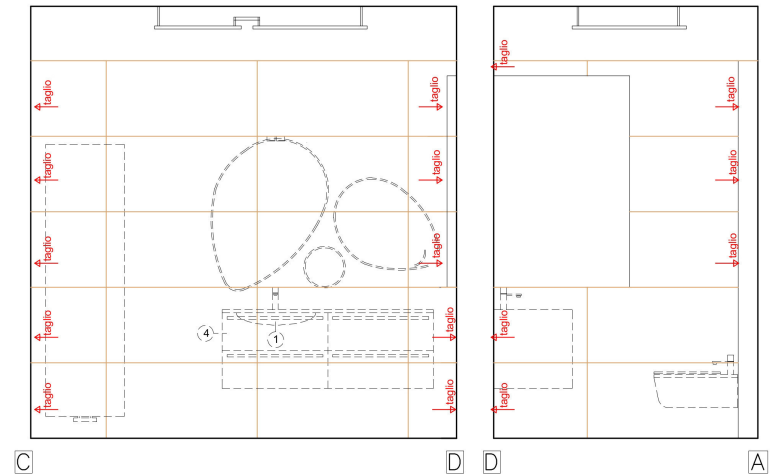
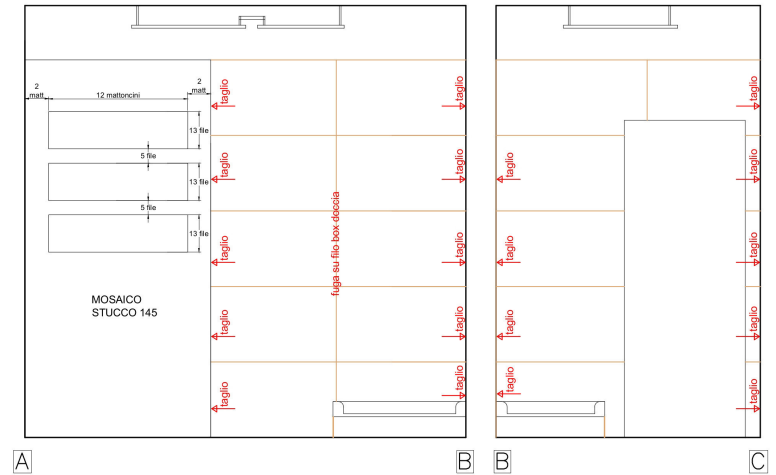


SOFFITTO

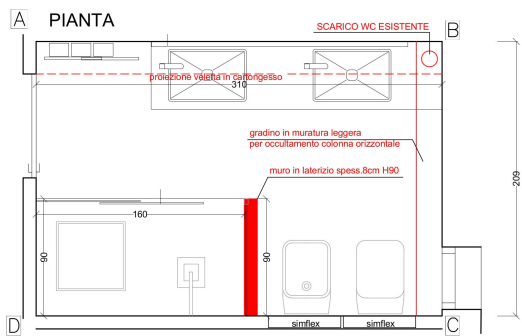


PROSPETTI

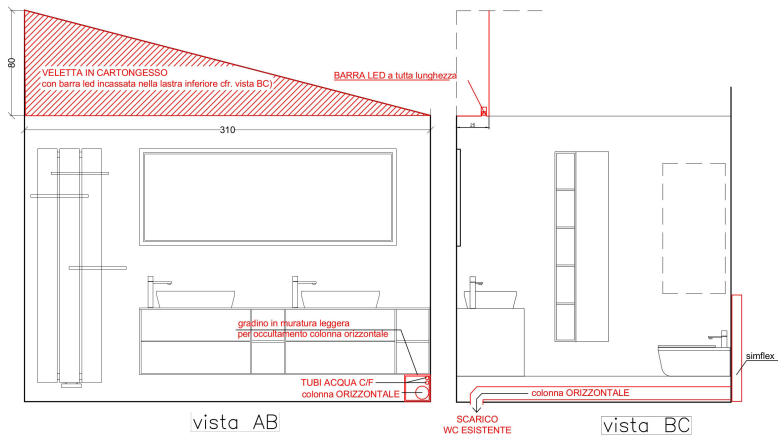
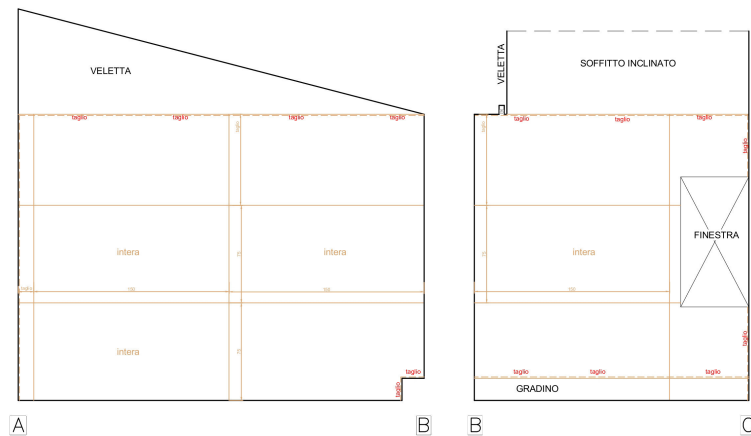
LASTRE 50X100
STUCCO 132
MOSAICO
STUCCO 145



ESECUTIVO
BAGNO PADRONALE



PROSPETTI AB-BC
LASTRE 75X150
STUCCO 132



PROSPETTI CD-DA
LASTRE 75X150
STUCCO 132

