

PRESS RELEASE

## **The Restyling of Palazzo degli Affari** *Firenze Fiera and Politecnica Join Forces for a Sustainable Upgrading of the Building*

*Florence, 2<sup>nd</sup> February 2021* – Being an integral part of the Florence congress and exhibition citadel managed by **Firenze Fiera – Congress & Exhibition Center**, along with the **Fortezza da Basso** and **Palazzo dei Congressi**, **Palazzo degli Affari** is now undergoing an **aesthetic and functional restyling**.

Firenze Fiera entrusted the project to **Politecnica** – among the most important Italian integrated planning company in the architecture, engineering, and urban planning fields – which is carried out in partnership with **Architect Elio di Franco** for the architectural design, **Consilium** for the engineering part, and **Engineer Riccardo Chiti** for the energy-related aspects.

The **upgrading of the building** touches various fields, including its architecture, structure, and systems, in synergy with the restoration of contemporary architecture, and features the reconstruction of the external façades, whose original aspect will be preserved to create a unique and coordinated image from a historical and functional point of view.

Carried out following the HBIM (Historic Building Information Modelling) method – an innovative design technology to restore existing buildings - the key objective of this renovation work is also to upgrade the building in terms of **energy efficiency and effectiveness**, to make it sustainable, particularly by redeveloping, reconstructing, and adapting its envelope, as well as upgrading the existing systems.

A new corridor obtained on the back, on the ground floor, will allow to maximise the aesthetic qualities and functionalities of the building, optimizing the use of spaces, thanks also to the construction of a large staircase connecting the basement, the ground floor and the first floor. Furthermore, the building will feature a panoramic terrace at the top available for the events, with a view of the main city monuments.

The restoration work was preceded by extensive **historic and archival research** which, thanks also to the support of a team of conservation and enhancement restoration experts, allowed to retrieve the original documents relating to the design and construction of the building, thus carrying out an operation of **great scientific and documental value**.

*“The restoration of the building is proceeding according to the scheduled timetable”, said **Lorenzo Becattini, President of Firenze Fiera**. “Upon completion of the work, **Palazzo degli Affari** will be an elegant congress center, as well as an ultra-modern exhibiting space according to the most state-of-the-art technological standards, combining high technology, innovation, the use of renewable resources and a spatial and functional optimization. The ongoing renovation will also aim at upgrading the building in terms of energy efficiency and effectiveness to make it **sustainable**, particularly by redeveloping, reconstructing, and adapting its envelope, as well as upgrading its systems”.*

*“The project of Palazzo degli Affari stems from the property’s need to renovate the palace, built in the 1970s, turning it into an emblem of excellence and modernity within the great congress and exhibition center of Florence and Tuscany”, said **Beatrice Gentili, Sales Manager of Politecnica for Italy**. “The expertise of Politecnica, combined with the competence of the partners involved, made it possible for us to carry out a restoration project*

*which will greatly improve the use of spaces, making Palazzo degli Affari a reference in the congress and exhibition sector for its equipment and its use of latest technology. This restoration and enhancement project is of great relevance, as much as other important works already implemented on the territory, such as the detailed design of the Uffizi, the project to monitor public access at Palazzo Pitti, and finally, the one of the 'ex-Dogana'."*

\*\*\*

Press Contacts:

**FIRENZE FIERA - CONGRESS & EXHIBITION CENTER**

**Press Office** - Fiamma Domestici - +39 055 4972243 - +39 334 1446710

**E-mail** [domestici@firenzefiera.it](mailto:domestici@firenzefiera.it)

[www.firenzefiera.it](http://www.firenzefiera.it)

**POLITECNICA INGEGNERIA ED ARCHITETTURA S.C.**

**Weber Shandwick | Advisory** - +39 02 0064111 Giorgio Catalano - Angela Convertini

**E-mail** [gcatalano@advisorywebershandwick.it](mailto:gcatalano@advisorywebershandwick.it) - [aconvertini@advisorywebershandwick.it](mailto:aconvertini@advisorywebershandwick.it)

[www.politecnica.it](http://www.politecnica.it)