



PRESS RELEASE

"Design Temporariness" by ATI Project, materieunite and Material Balance Research of Politecnico di Milano wins the YouBuild Award for Innovation in Construction Process

Pisa, November 2024 – The installation "Design Temporariness", created by ATI Project, Materieunite and Material Balance Research of Politecnico di Milano, has won the YouBuild Awards 2024 in the category of "Innovative Construction Process".

The award recognizes the use of cutting-edge technologies, including digitalization, robotics, parametric design, and the application of digital twins and machine learning, which have enabled the optimization of construction processes, improving the efficiency, precision, and the sustainability of the installation.

Presented to the public during the Lucca Biennale Cartasia 2024 (LuBiCa), the project received significant interest for its ability to combine technological innovation and sustainability. Exploring the potential of cardboard, the installation adopts an approach that combines computational design, digital fabrication and circularity strategies, proposing an architectural model that addresses contemporary challenges.

"Design Temporariness" transcends the traditional concept of the lifespan of structures: it is not the longevity that determines their value, but the impact they have on the physical and cultural context in which they are placed. Through generative design of the forms, the installation optimized the pavilion's geometry, creating a modular, adaptive and sustainable structural system. The parametric design approach minimized material use and energy consumption, without compromising the precision in the production of the modules, thus ensuring a highly efficient and environmentally-friendly production process.

The pavilion's box system structure, lightweight yet resilient, leverages the friction of the connections to ensure stability and strength. This innovative approach has enabled rapid adaptability to various needs, demonstrating how temporary architecture can be a powerful tool for change.

ATI Project, Materieunite and Material Balance Research (POLIMI) are proud of the recognition received, which serves as an encouragement to continue their commitment to innovative and sustainable approach. This award is an inspiration to contribute, with responsibility and dedication, to a future of architecture and construction that is more environmentally conscious and focused on circularity.

ATI Project

ATI Project is an international architecture and engineering studio. Founded in 2011 by Branko Zrnica and Luca Serri, it is specialized in integrated multidisciplinary design, following an approach focused on technological innovation and sustainability. The studio currently counts over 350 professionals and eight offices across Europe, with main headquarters in Pisa, Milan, and Belgrade. ATI's activities range from Integrated Design to Tender Management, with extensive experience in healthcare, residential, commercial, hospitality, education, retail, and industrial sectors. Research and development serve as responses to the need for paradigm renewal in face of evident limitations. From the complexities of reality, flexibility and adaptability emerge as constants that play a central role in the ongoing evolution of tools and materials available for a future of change.

www.atiproject.com

materieunite

materieunite is an innovative startup in the eco-design field, specializing in design and production of setups for exhibition spaces utilizing eco-friendly, recycled and recyclable materials. The company aims to promote a circular furniture supply chain that minimizes environmental resource use and reduces waste. Using advanced digital technologies such as parametric design and computer numerical control (CNC) machines, Materieunite creates contemporary and highly functional exhibition solutions for fairs, events, exhibits, and retail environments. Materieunite also organizes workshops and educational programs on eco-design to promote a circular economy.

www.materieunite.it

Material Balance

Design Matters. Material Balance Research Group, a research laboratory within the ABC Department of Politecnico di Milano, led by Professor Ingrid Paoletti, aims to restore balance in how we live, inhabit, design and build. Material Balance's vision focuses on a renewed balance between our habitat and nature, distant from a consumerist approach. The laboratory conducts research and development of technological systems and experimental materials, from concept to industrial application, with a particular emphasis on process and product innovation for the built environment. Material Balance is a multidisciplinary group aiming to rebalance these relationships through a responsible approach related to the world in which we live, inhabit, design and build.

www.materialbalance.polimi.it

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