

# Scuderia Ferrari

*Opening of a new Sporting Management Center for the Italian racing team.*

## Italy\_Modena\_Maranello Fiorano

The new Ferrari Sporting Management Center, facing the Fiorano racing track, was completed following twenty months of construction. Representing the brand's image known worldwide for its audacity and high standards of quality, Wilmotte & Associés Architectes has realised, for the Scuderia Ferrari, an exceptional building. A tribute to both the brand's innovation and historical know-how, the new address of Ferrari's home responds to the high quality standards for which the company has been famous since its creation.

The architectural choices have been nourished with the desire to conceive an iconic building, with a strong visual identity, which could and will evolve with the Scuderia in the forthcoming years

The building, which houses numerous fundamental departments to Ferrari, is built over three levels with an area of 9,000 sq.m for a total of 24,000 sq.m. Lighting, horizontal circulations and the emblematic signature red, have been particularly designed to deliver a unique building tailored to Ferrari. Each detail has been thought of to offer the « Gestione Sportiva » (GeS) an unmatched workplace, where conceptual designers, technical offices, research and development, assembly of Formula 1 cars, communication and management all coexist.

**Optimizing the production process, the functionality of the spaces, responding to strong image constraints and increasing by one third the workspaces' area, are the key points that guided the concept design of the building.**

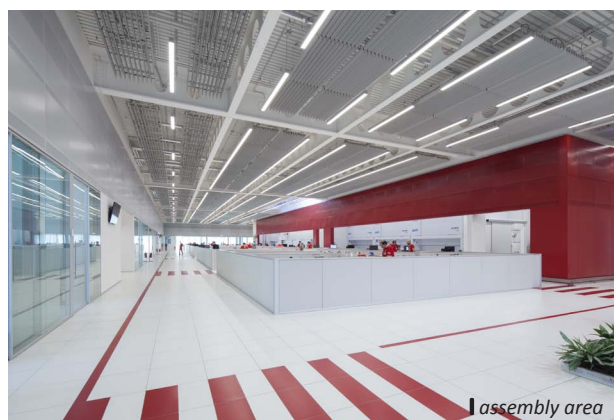
Style, functionality, efficiency and innovation are the main lines of the architectural plan, which aim at improving the workplace conditions and facilitate cohabitation of the different activities housed inside the building. Three main streams coexist in this space: the GeS employees, the external visitors and the materials/products. One of the key challenges of this project was to organise them by designing efficient and harmonious floor plan layouts.



facade of the building



welcoming hall



assembly area

As a true gateway to the entire area dedicated to the activities of sporting management, the building provides a more functional access which creates a strong link between the GeS and the rest of the factory. This new entrance, open to the external public realm, reflects, thanks to the design of the facades, the true values and codes of the brand. The Ferrari red, black, and reflecting metal, as well as the winding shape of the envelope, contribute to give the building strength, character and momentum.

The decision of conveying the ideas of speed, performance and acceleration, which are intrinsic to the brand's identity, onto a graphic and spatial interpretation, results in the transformation of the building into a glass clad vessel, with facades that allow the control of natural light while effectively limiting the views from the exterior into the private areas where confidentiality is a fundamental condition.

The façade of the new GeS building organises itself over three levels. In the basement level and ground floor, it

constitutes itself with modular vertical screen-printed glazed panels mounted onto aluminium profiles. The façade on the first floor is composed of two distinct elements, which work as a double skin. The internal façade is composed of glazed transparent panels and the second, which surrounds it, is separated by a 70cm void. The modularity of the panels associated to a particular treatment of the glazing of the double skin, gives a global dynamic effect and an extreme elegance.

The use of solar panels, both thermal and photovoltaic on the roof, a water recuperation system produced by compressors, the design of the gardens, from the greenery to the landscaping, all allow the building to blend intelligently onto the site and stand out thanks to an environmental and sustainable performance.

Modularity, comfort at work, quality and generosity of spaces were the key aspects which guided Jean-Michel Wilmotte and his team to conceive this building, now emblematic of the Scuderia Ferrari.

## Contact (images available on demand)

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**Client:** Ferrari S.P.A.

### Project management team:

Concept design Architect: Wilmotte & Associé Architectes  
Structural engineer & Construction management: Studio Quaranta  
Fluids engineer: HL-PP  
Fluids subconsultant: Polistudio  
General contractor: Italiana Costruzioni

**Area:** 24,000 sq.m GFA

**Chantier:** 2013-2015 (20 months)

Technical data

