The project is a multi-purpose building mixing very different types of cultural facilities, from digital arts to a ballet Academy, passing through a school of dance, a theater, exhibition places and workshops for contemporary arts. Moreover, the project comprises exhibition spaces and a restaurant.

The site is located on a main entrance to the town, and it only allows a vertical building, because of its narrowness. This verticality was a chance to create a very visible building, in a comparable scale to the context, itself containing some very high buildings.

Each element of the program has precise and strict impositions, giving volume’s constraints more than surface’s constraints. It has inspired us in respecting precisely each programmatic volume, and assembling them in a very clear way, one on the top of the other: the result is a sort of vertical sculpture, where each volume corresponds to a distinct function. The combination allows a lot of terraces protected from the sun, to explore outdoor artistic work and ephemeral installations. All the terraces are also places to rest and relax.

The large theatre with 500 seats completes the functions of the building. This professional stage is designed for a daily use, for both music and dance performances, and rehearsals.

All those volumes are directly connected to a central core, which has to assemble, to link and bring together each type of public in the project. This tower is a very important common place where people will meet, and where the opportunity will be given to host exhibitions and artist’s works.

For architects, the ROCKWOOL Group’s wide range of products means greater freedom of design.
The façade of the building consists of metal panels with more or less large openings; these are beautiful generous windows that will offer fantastic views. They gradually descend along the façades as if to accentuate the vertical movement of the project. Then, the pattern flows in a second movement in a concentric way around the building, to envelop all the public spaces and the landscape, allowing greenery and light insertions, and inspiring all the design for the outdoor furniture.