



# ARCHMARATHON

Worldwide Architecture Awards



# COCA-COLA PAVILION SECOND LIFE





## COCA-COLA PAVILION - SECOND LIFE

### PEIA ASSOCIATI

*Photos courtesy of Peia Associati*

Category:

Sport

Project selected:

Coca-Cola Pavilion – Second Life

Location:

Milan, Italy

Year:

2016

#### Project Description

The Coca-Cola Pavilion has been designed from the beginning to be reused as a basketball court at the end of the EXPO 2015. The pavilion won the title of Leadership in the "Towards a Sustainable Expo" award for its passive temperature control capabilities, thanks to a cross ventilation effect, activated by the freshest air captured through the North motorized glass louvers, and sucked up by the warmer air outside the high openings on the South façade. For greater effectiveness, waterfalls have been created on the West and East glass facades.

After Expo, the structure was dismantled, transported and rebuilt as a Second Life in the Parco Robinson in Milan, where it was used to cover a basketball court.

The structure allows shading the space of play assuring usability in any climate conditions.

The donation of the pavilion to the city of Milan, and not to private individuals, has created a new aggregation point in a suburban neighbourhood, promoting active and socializing lifestyles, inclusivity and sustainability.





## Peia Associati

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

### Studio Description

The studio develops design in a wide spectrum of thematic areas, and any scale from masterplans to private villas, residential and multipurpose complex, high rise buildings, open spaces, public buildings, sports facilities, pavilions. The Coca-Cola pavilion at Expo 2015 Milan, received the title of Leadership in the "Towards a Sustainable Expo" program and after Expo, the structure was rebuilt as a 'Second Life' as a public facility in Milan park.

In Milan, the Cultural Centre Ikeda for Peace is the biggest Buddhist temple in Europe, a multifunctional building shared and used by the public. Currently the most important project is the renovation of the United Nation in Geneva. All these projects have led to credit Architect Giampiero Peia as a Peace Keeper Architect.

Among these recent completed projects and works in progress: a Masterplan in Shanghai for residential towers and commercial areas, high rise buildings in Colombo, Sri Lanka, 2 eco-resort in Maldives (Westin resort opening next October), private villas in Middle East, masterplan in Abidjan and the R&D for several companies for building innovation. Robonica is a project for mass market product for hydroponic vegs growing, in the scaling strategy from kitchens to housing, from urban greenhouse to vertical and floating farms. At testimonial to the transversal approach, recently Peia won several awards like Best Residence with beach villa in Greece, Best Public Building in Doha, Best Environmental Pavilion at EXPO Milan 2015 and the first prize at international awards for Vertical Farms.



### Main projects

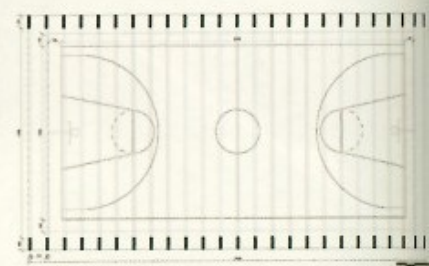
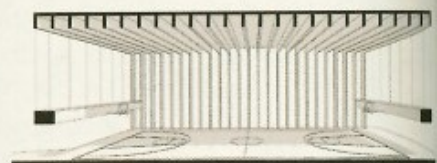
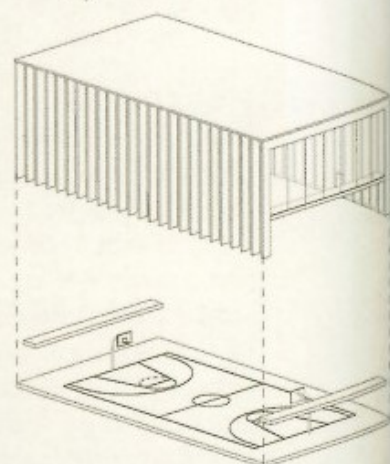
Coca-Cola Expo Pavilion, Milan, Italy, 2015  
Sky Lounge Bar Kempinski Residence and Suites, Doha, Qatar, 2015  
Private Villa, Antiparos, Greece, 2015  
Cultural Center Ikeda for Peace, Milan, Italy, 2014

### Work in progress

Maldives Resort, Miriandhoo Island, Baa Atoll, Maldives  
10 Residential Towers – Royal Garden, Shanghai, China  
Renovation at the United Nation, Geneva, Switzerland  
Private villas and office buildings, Doha, Qatar  
Towers and Sport Centre, Colombo, Sri Lanka  
Green houses and green facades system  
Floating farms and floating housing system in.







SECOND LIFE