

Urban Design



S M P

Long-range efficiency and creativity

Studio Marco Piva has a solid experience in the field of comprehensive long range plan, especially abroad. The Urban plans studied are always respectful of the environment, not invasive and linked to the local surroundings.

Architects, engineers and interior designers from different nationalities and cultures, develop projects all over the world starting from research on socio-economic references and on available construction technologies. Projects start with research and ultimately achieve highly realistic graphic rendering, and then go from the building of the prototypes to simulations of efficiency: a breeding ground of creativity from which emerge solutions with a strong impact.



MARCO PIVA
CO-FOUNDER



SARAH GABAGLIO
CO-FOUNDER



ARMANDO BRUNO
FOUNDING PARTNER - CEO



DANIELA BALDO
FOUNDING PARTNER

Studio Marco Piva

Studio Marco Piva resides in the creative and multicultural heart of Milan: a **Research Center and an Experimental Workshop, more than an Architecture and Design Firm**. This is where, on the base of continuous investigation into shapes, materials, and technologies, the multidisciplinary Design Teams conceive and develop projects at different scales for the most prestigious private and public clients around the world, **from Masterplanning to Architecture, from Interior Design to Product Design**.

Marco Piva, the co-founder, a traveler and designer, is an innovator who is dedicated to create unique design creations pervaded by stylistic freedom. Distinguished by an exciting, fluid and functional language, it has become one of the most representative archetypes of Italian Design.

The board of Studio Marco Piva is composed of the co-founders, architects Marco Piva and Sarah Gabaglio, and the founding partners Armando Bruno, CEO, and Daniela Baldo.

The firm is currently composed of a hundred collaborators all extremely skilled in the various disciplines from Urban Design to Architecture, from Interiors to Product design. They are distributed between the main office in Milan, the second office in Shanghai and the many sites around the world.

The opening of the Chinese office has allowed SMP to be able to maintain a more stable presence in the vast Chinese territory, allowing for complex coordination of projects in several cities like Shanghai, Beijing and Chengdu.

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Quzhou, China

The New Zhejiang Eco-friendly Mixed-use Development

Architecture reflected in the soft green of nature



CLIENT
Zhejiang Mailang Cultural Tourism Development Co., Ltd

PROJECT
Masterplan concept, Landscape, Architecture

BUILT UP AREA
123.298 sqm
Commercial: 18.738 sqm
Hospitality: 39.960 sqm
Residential: 64.600 sqm

DATE
2021

The New Zhejiang Eco-friendly Mixed-use Development is part of one of China's most developed provinces: Zhejiang Province. The city of Quzhou has a topography that includes mountains, reservoirs and river valleys. It is from the concepts of "Mountain, Water, Urban" that Studio Marco Piva draws inspiration and aims to closely integrate the architectural form with the natural environment. Elements such as the 'curve', the 'green' of the mountain and the 'reflection' and 'softness' of water have been incorporated into the design plan. If water has a shape, it must be like a ripple. SMP refined the shape of the ripples and simplified them into soft lines, which in turn produced an idea of the shape of the building block. From the point of view of building materials, glass was chosen to adapt to the characteristics of the water, as it perfectly combines

the two key words of "reflection" and "softness" as an important material for the construction of the façade. On the other hand, as far as the skyline concept is concerned, it represents the symbol of a city, and is also one of the main differences between a city and its natural appearance. The skyline is also the map of a city. By simplifying the city skyline, the 'texture' of the city was simulated and the two-dimensional lines were transformed into three-dimensional blocks through the language of design. The scattered and interesting architectural forms will greatly enrich the "life" of the city. Considering the entire architectural concept, the principles of green ecology and sustainable development are respected, and the criteria of 'green' development are also implemented in the selection of building materials.











Sanya, China

Sanya Romantic and More Fun

The new landscape: by riverside to lifestyle



22

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CLIENT
Private

PROJECT
Masterplan concept, Landscape, Architecture

BUILT UP AREA
Plot A: 19.000 sqm
Plot B: 11.450 sqm
Plot C: 13.000 sqm
Plot D: 23.000 sqm
total: 66.450 sqm

DATE
2021

"Sanya Romantic and More Fun" is the new Riverside Lifestyle Complex in Hainan province: the southernmost administrative region of China. Sanya, known as Oriental Hawaii, is an international tourist city with a tropical seaside scenery. The shape of the traditional Chinese fan and ribbon are the two concepts that guided the entire project. In them are merged Nature, Landscape, Art and Stereometric Vision.

The plot path redesigns the natural landscape of the place in continuity between outside and inside spaces: the Riverside Lifestyle Complex is located in the Binglang section of the Sanya River which flows from north to south of the entire new district.

The entrances to the four large areas of the complex are located along the main streets of the city and ensure a good connection with the station and the airport.

The path of the Sanya Romantic and More Fun Complex is divided into two main areas: the dynamic area with the most commercial functions - Shopping, Dining, Leisure, Entertainment, Business, Culture, Tourism - and the static area with a residential purpose.





Shenzhen, China

Shenzhen Opera House

The sound of sea





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CLIENT

Shenzhen Municipality

PROJECT

Masterplan concept, Landscape, Architecture

BUILT UP AREA

175.000 sqm

DATE

2020

Studio Marco Piva's design is inspired by the condition of Shenzhen's architectural elements, the sloping hills and the sinuous shape of the bridge over the sea.

Discovering the relationship between sound and the sea guided the design concept. A sinuously shaped profile is the link between the melodies of the sea and the dynamic writing of notes on a musical score.

The sea is portrayed through the profile of manta rays. The architecture aspires to represent a giant manta ray pushed ashore by the sea current and lying on the peninsula. The tail acts as a public bridge connecting the south and north zones. An extension of the manta ray's profile interacts with and sharpens the landscape and waterfront.

While the sound is portrayed through the Chinese pipe, a traditional four-stringed musical instrument. The popular instrument traces its

origins back to the Han dynasty.

The strings of the pipe run the length of the manta ray's dorsal, a graphic expression of the integration of sound into the sea.

The ascending nature and the musical silhouette seem a fresh yet familiar continuation of Shenzhen's coastal landscape.

The project aims to regenerate the waterfront area by mitigating the flow of vehicular traffic, improving connectivity with the city, creating a high-quality public environment, extending pedestrian connectivity to and from the city center and ensuring pedestrian safety at points of conflict between vehicles and pedestrians.

The design interpretation of the manta has led to the definition of a waterfront landmark that increases attractiveness and connectivity with the city center. The skin of the manta is densely embedded with overlapping multi-sculpt notches.





Algeri, Algeria

Marina Forum El Djazair

The most exclusive harbour
along the algerian coastline





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The Marina Concept Design has been developed on the base of "organic shapes", the harbour protection breakwaters expand from the shore into the sea like long gentle tentacular arms to embrace boats coming from the roaring waters to land at El Djazair Hospitality and Residential Complex.

The project by Studio Marco Piva is a beautiful expansion of the surprising complex of a Five Star Luxury Hotel and Apartments Building, enriched by one of the most vast and exclusive Spa of the all Mediterranean Sea.

The Studio has conceived a continuity in the Landscape Design that will guide the Hotel Guest and Residents, as well as other visitors, from the sandy shores to the Harbour, that consists in two arms designed to protect the inner water from waves and wind.

Along these arms Yachts and Vessels will be able to dock around a Center View Point: The Marina El Djazair Yacht Club.

CLIENT
Emiral

PROJECT

– Masterplan
– Panoramic walk, Harbour, Boat parking, View point
Restaurant, Yacht Club, Fuel station, Office building,
Sailing school, Administrative office, Beach bar, Sport center,
Security station, Drying area, Commercial spaces, Heliport

BUILT UP AREA
7,600 sqm

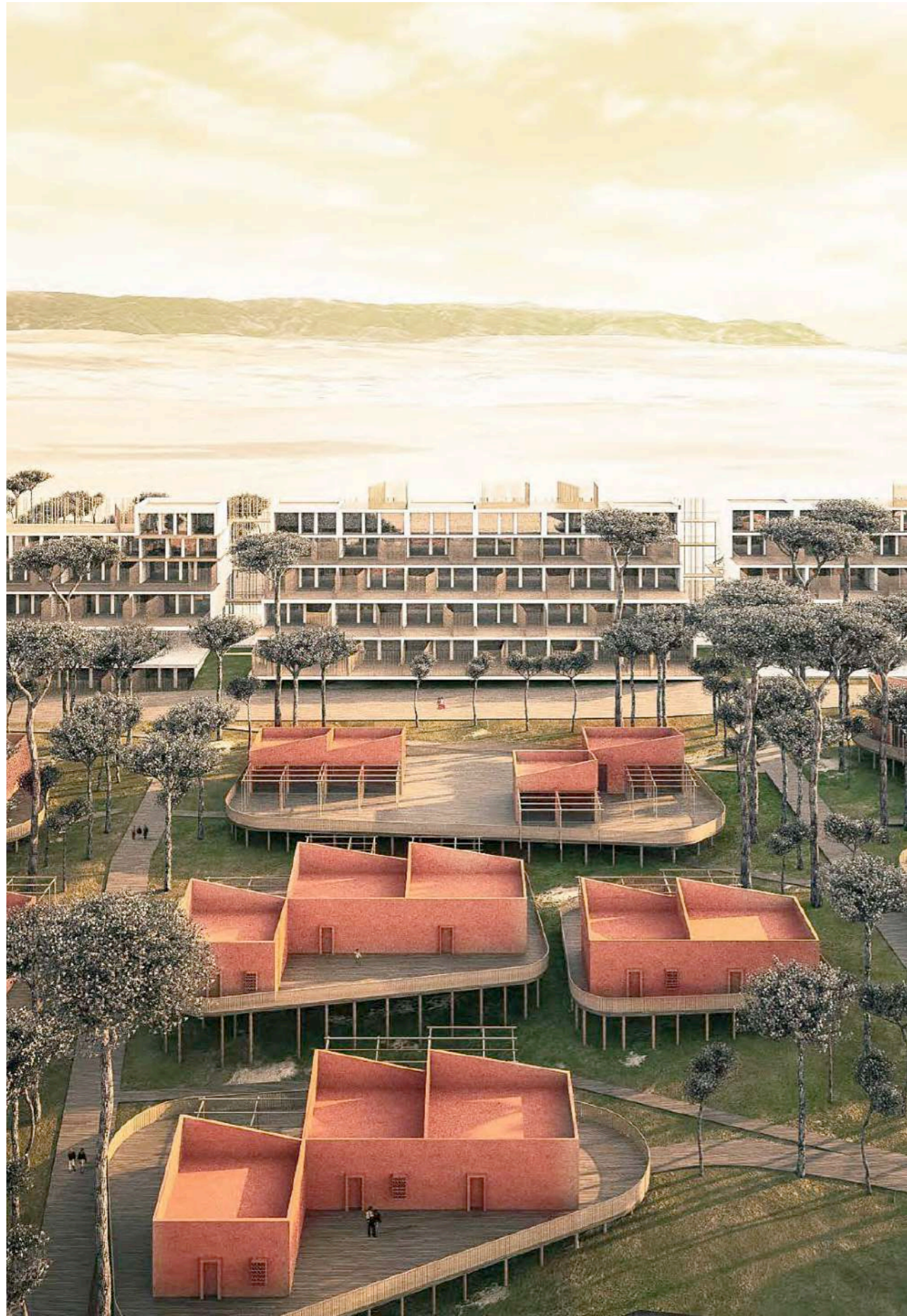
DATE
2018

Golden Sand Beach, Algeria

Zeralda Resort

A new way of conceiving
residential complex by the sea





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CLIENT

République Algérienne Démocratique et
Populaire Ministère de la Défense Nationale

PROJECT

- Architecture and interior design
- Waterpark
- Residential area; G+1
- Hotel building; G+4
- Spa area

BUILT UP AREA

110.000 sqm

DATE

2014

The Architectural project developed by Studio Marco Piva and 5+1AA for the new family resort in Zeralda is located near the Golden Sand Beach.

The coast is now characterized by different tourist complexes, each with its own identity.

The developed project proposes the presence of a clearly defined element: a linear building in east-west. The building will be located along the southern boundary of the subdivision.

The remaining soil to the north is for the Development of the future Water Park and the construction of a residential building.

The choice to condense most of the south volume keeps the pinewood existing while minimizing the use of land.



Zeralda, Algeria

Zeralda Ovest

A new point of reference for the country







50

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The masterplan concept developed by Studio Marco Piva started from a clean division of different functional areas, 8 in total, all to be served by independent road accesses.

The central focus of the project is the hypermarket, that covers 118.313 sqm, with its commercial area which includes more than other 80 retail and restaurant activities.

A pedestrian path crosses the whole zone to give direct access to the beach. Then there is an area destined to be a 5 Star Hotel of 300 rooms, equipped with all the necessary services to operate at an international level, such as restaurants and spa area.

Three areas are designated for residential, two covering villas for rent and for sale, and the other with 47 residential buildings of 12 floors. Finally there are areas dedicated to the hospital, to facilities for leisure and sport, and for the school, divided in primary and secondary.

CLIENT

Private Client

PROJECT

- Hospital; G+5
- School Area; G+1, G+3, G+3
- 47 Residential Buildings; G+12
- 320 Villas; G+1
- 5 Star Hotel Complex; G+8
- Sport Academy, Conference Center, Arena, Go Kart, WaterPark (leisure area)
- Hypermarket, 62 shops, 20 restaurants, Gallery (commercial area)

BUILT UP AREA

942.336,20 sqm

DATE

2018



Imperia, Italy

The Blue Gate

Urban regeneration along the ligurian coastline



54

55

CLIENT

Waterfront Imperia s.r.l.

ADVISOR

RINA Prime Value Services S.p.A.

PROJECT

Masterplan & Architecture

BUILT UP AREA

15.800 sqm

DATE

2020 - on going

Blue gate is the name of the masterplan developed by Studio Marco Piva with the aim of regenerating and enhancing a disused area of the municipality of Imperia, while preserving some elements of its historical identity.

The project focused along two different but complementary guidelines: the first, which includes the disused area of the former Agnesi factory with its transformation into a multifunctional building with pertaining green and leisure areas and smaller buildings at the service of the community, and the second, which includes the marina, with the creation of harmonic connection pathways with the surroundings and the re-functionalization of the area, which will offer new services and attractions linked to the territory's excellence.



56



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The main architectural organism, which will house a boutique hotel, a residential complex, the yacht club, car parks and other areas for commercial activities, is based on the concept of functional integration and flexibility, recalling a "neighborhood" model: a place where you can live, work, socialise, shop or have fun: an organism suspended between the green and the sea, osmotic with the city, designed with a soft and dynamic architecture that recalls the physiognomy of the Ligurian coast.

The structure will be built on the basis of careful parameters of sustainability and environmental impact and will be equipped with cutting-edge constructive and plant technologies, in order to obtain Leed certification.

The new touristic quay will allow to moor various boats, having been designed to allow the maneuvering and parking of up to 100 meters yachts, and will visually and physically reconnect the banks between Oneglia and Porto San Maurizio, through the creation of cycle and pedestrian paths, solutions linked to viability and accessibility by land and sea, and iconic elements of attraction and recreation, which will lead the two waterfronts, until now isolated, to be a continuum of the Ligurian seafront, always maintaining representative elements of the collective memory.

An urban regeneration that takes reference from the urban fabric of the place, and pulls it towards a new future.





Sardinia, Italy

Club Med Caprera

A touristic development that respects
the naturalistic patrimony



The Club Med Resort is situated in an area of naturalistic value, where the principal objective is to develop a touristic territory which respects in full this meaningful patrimony. This development rotates around the "Coeur du Village", where the primary services such as restaurants, bar and pool, are situated. Pathways leading to the sea commence in the heart of the village and wind through the 300 residential units which nestle in the lush landscape.

The masterplan layout is centred around the primary functional node, where the main services such as the Hall, Main Restaurant, Lounge Bar, Theatre and Disco, Mini Club are found.

CLIENT
Club Méditerranée

PROJECT
- 5 Star Resort
- 300 Rooms and Bungalow
- Restaurants, Bar, Amphitheatre
- Spa, Sporting Club, Beach Bar

BUILT UP AREA
889.000 sqm

DATE
2006







Pluzine, Montenegro

Mratinje Dam Complex

An enviromental-friendly project through nature





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The project proposes The Mratinje Dam as a hub for the entire zone, inviting people to enjoy all facilities and services for tourism and meeting point for research and relax at the same time with amazing views and direct connection with the nature.

A relevant aim of the project is the sustainable and the compatible level of the intervention in a such distinctive environment. Beside the use of appropriate and recyclable materials, stone, wood, steel and glass, the design proposes also technical solution to optimize the mechanical, electrical and plumbing systems.

CLIENT
Ministry for Economic Development

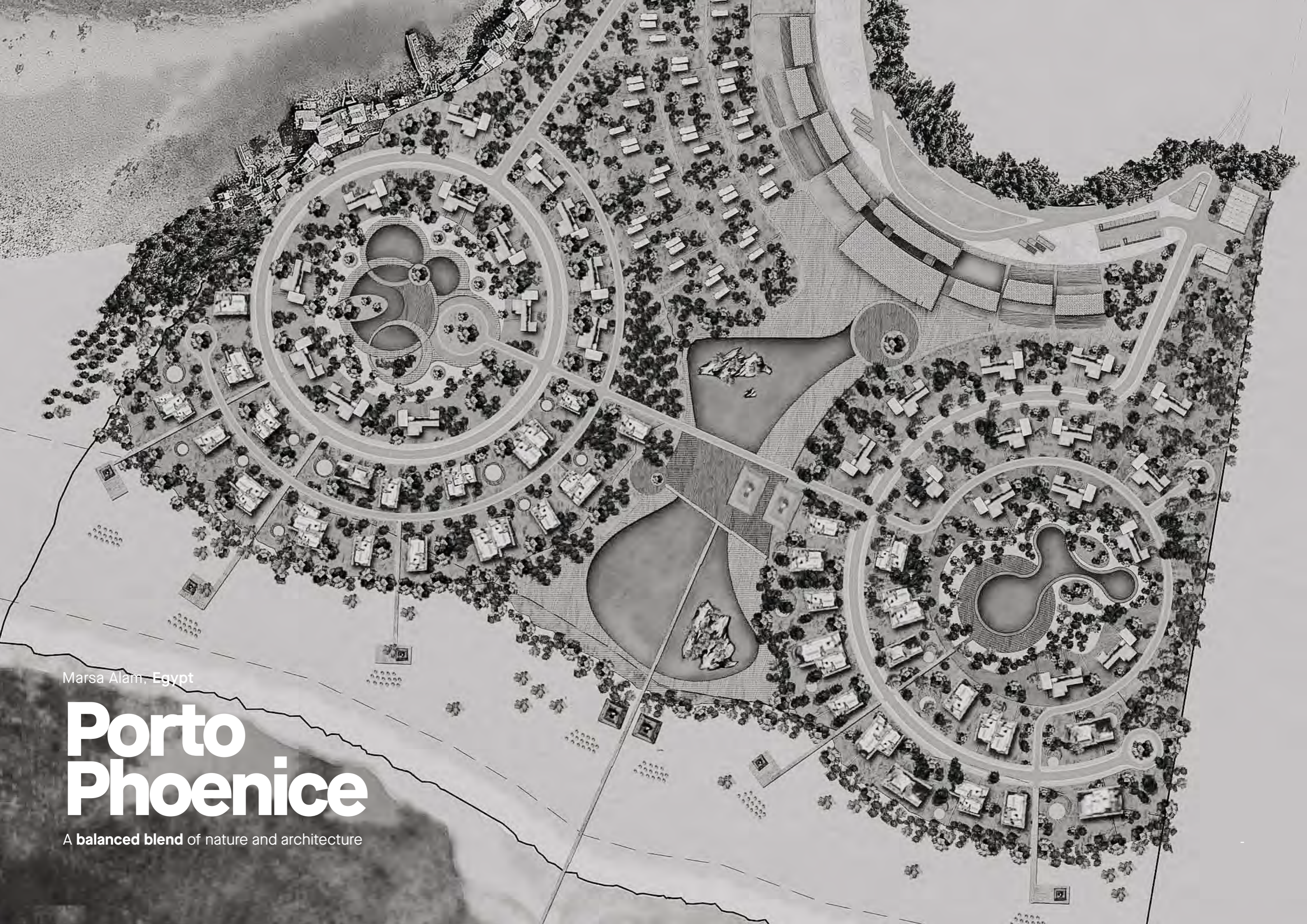
PROJECT
– Preliminary Design Concept, Urban Architecture
– Museum, Tourism Information centre, Hotel/
Lodge, Walking paths, Bridge and external Areas

BUILT UP AREA
12.000 sqm

DATE
2009

69





Marsa Alam, Egypt

Porto Phoenice

A balanced blend of nature and architecture



72

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The Master Plan of Porto Phoenix Development has been conceived by Studio Marco Piva as a balanced blend of nature and architecture.

The terrain is typical of the area: arid, sandy and partially rocky, with little or no vegetation.

The architectural solutions proposed are perfectly adaptable and coherent to the site and its environment. The inspiration was the Mediterranean, with its most beautiful characteristic. Details have been essential to enrich the whole, to exhilarate all five senses. A careful choice of materials and finishes are reminiscent of vibrant Mediterranean panoramas, pleasant and inviting to touch.

CLIENT
T.M. Group

PROJECT
- 5 Star Resort
- 7 Resorts
- Rooms, Apartments, Villas and Chalet

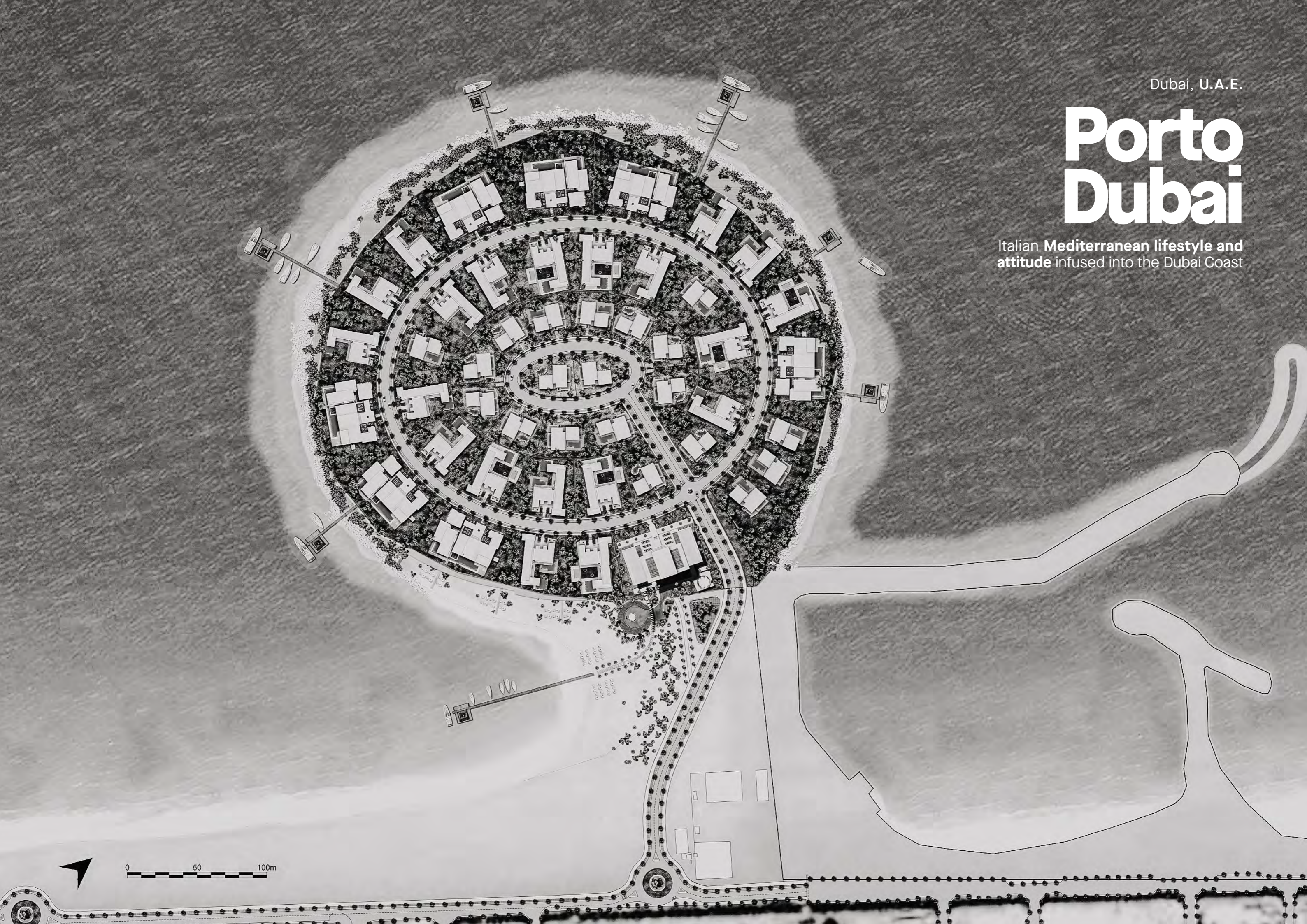
BUILT UP AREA
365.178 sqm

DATE
2006

Dubai, U.A.E.

Porto Dubai

Italian **Mediterranean** lifestyle and
attitude infused into the Dubai Coast





76



77

CLIENT

Zabeel Investment

PROJECT

- Beach Club, Sport Club and Spa
- Residential Complex
- 47 Luxury Villas, 1 Boutique Hotel, 10 Suites

BUILT UP AREA

150.000 sqm

DATE

2006

Porto Dubai is a well studied and designed project where Marco Piva has invested his creativity and flair, with medium to low density edifices carefully distributed over the territory.

An architecture which is visually intriguing, with perspicaciously placed volumes creating an interesting balance between open and closed space; a sought after equilibrium between private and public spaces, all of which nestle in lush and overflowing vegetation.

An in depth study into the architecture, both its aesthetics as well as its function must be rigorous and exhaustive, ensuring that the architectural solutions are perfectly adaptable and coherent to the site and its environment.





Dubai, U.A.E.

Riviera Residence

Giving life to a **natural marvel** and **submarine paradise**





84

85

CLIENT
Rakeen

PROJECT

- Residential Complex; G+8
- 650 Apartments
- Common Area, Retail, Beach Club and Spa

BUILT UP AREA
85.540 sqm

DATE
2007

Situated 27 km south of Ras Al Khaimah, Al Marjan Islands are composed of a group of four islands, with an overall surface of 2.7 million square meters.

Al Marjan Islands is a group of artificial islands, with the capacity to host commercial, residential, 5 star hospitality terminals, apartments, villas, marinas, thematic and aquatic parks, sport and leisure activities, aimed at becoming unique and prestigious location.

High attention to the marine environment has been adopted by the designers, by using natural rocks to construct the island.

More than two million natural stone blocks have been used for the construction of this development, aimed at creating an optimum marine environment.



Yuhang, China

Culture and Art Center of Yuhang

A sustainable, ecofriendly environment



The design concept is based on the idea of dynamical forms, able to define functional interlaced spaces but also modulated, to strongly interact with the environment reacting to natural or artificial lights, generating visual surprises and reflection effects. The inspirations came from History, local Culture, Art and Nature.

The landscape Design developed is aimed to build a sustainable, ecofriendly environment, well balanced between the city and nature, the so called Water Park.

The Water Park will offer to citizens the opportunity of long relaxing walks, quiet corners where to seat, read and enjoy the beautiful vision of gardens, woods, birds and of other living species. The design is harmonious with the surrounding environment and correspond to the city culture. All the four buildings have been carefully studied from the point of view of space-organizing, people's needs, materials choice and technical requirements.

CLIENT

– Development and Construction Committee of Hangzhou Linping New City, Hangzhou Yuhang City
– Construction Group Ltd.

PROJECT

– Landscape, Masterplan, Architecture, Lighting, Interior Design
– 4 interconnected buildings from G-2 to G+3
– Podium, Water Park, Traffic Flow

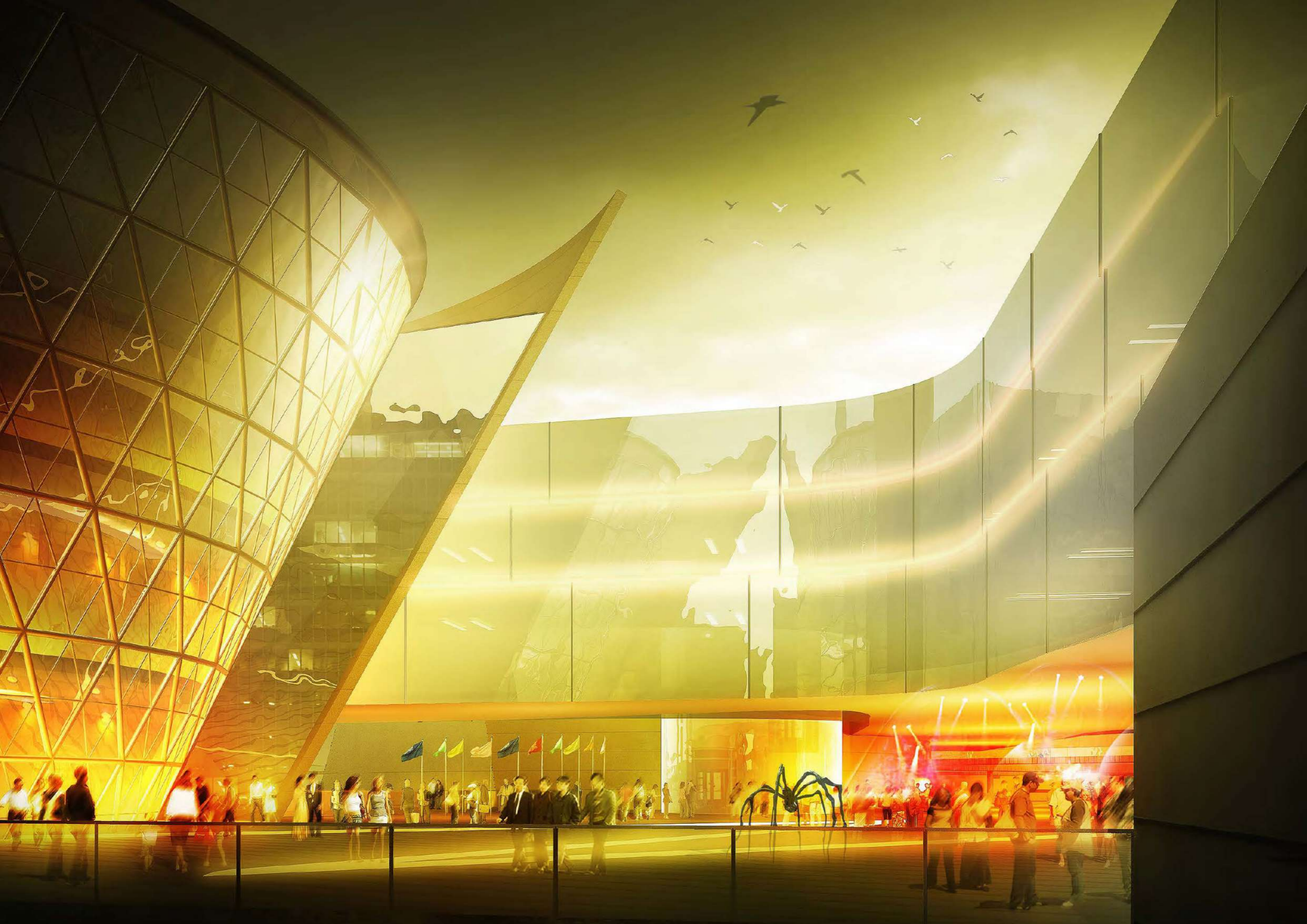
BUILT UP AREA

– Masterplan & Landscape: at about 210.000 sqm
– Architecture, Lighting, Interior Design: at about 70.000 sqm

DATE

2014









Beijing, China

Feng Tai

Maximize land use **without**
sacrificing green space







102

103

CLIENT

City of Beijing

PROJECT

- 3 connected towers
- Multi layered transportation ribbon
- Green space program
- River Walk
- Recapture of underground space

BUILT UP AREA

336.000 sqm

DATE

2011

Studio Marco Piva has been commissioned to define the development of three plots of the central area of Feng Tai, that will be the financial district of the city. The project involves the development of three towers, two of which are 200 meters high, and the other one 180.

From the functional point of view, the three towers will house a variety of activities, from shopping malls to hotels, from convention centers to meeting spaces. The lower part is characterized by dynamic spaces used for bars and restaurants, while the center will host the congress center. The innovative idea of the project lies in the connection between the buildings. A platform connects the three plots, promoting cultural exchange and social development.







Zhujiajiao, Qingpu, China

Dianshan Lake

An organic and harmonious **continuum**,
articulated in **formal** and **functional** solutions



110

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Studio Marco Piva aim in the project of Dianshan Lake Masterplan concept was to create the basis for a strong link between Eastern and Western Cultures, with a transcultural design development that rise up from the Chinese culture, yet meeting the International lifestyle requirements. The starting point of the design was in the fish figure, an important motif in Chinese mythology.

The inspiration came from the New Year Chinese paintings, where the fish figure is a homophone of "surplus" and implies a wish for "prosperity". A two fishes figure generates the masterplan main shape.

Another shape of reference has been the monumental portal of Western Culture, such as the gate of Milanese Brera Art Academy, compared to the Chinese main ones. The design proposal for Dianshan Lake delivered a coordinated solution for a multifunctional land use.

CLIENT

Shanghai Central Eagle Real Estate Co.Ltd

PROJECT

- Masterplan Concept
- Access Gates
- Open Air Theatre
- Lake fountain
- Podium
- Hotel; G+3 + basement
- Private Villas; G+1

BUILT UP AREA

222.250 sqm

DATE

2017



Baocailu-Yancheng, China

Crystal Towers District

A balance between **economic** opportunity, **social** development and **sustainable** living



**CLIENT**

CEG, China Eagle Group

PROJECT

- Masterplan
- 11 towers (9 residential, 2 offices)
- Towers Height: from 127m to 180m residential, 220m offices
- Offices; G+57
- Residential; G+ 31, G+38, G+47

BUILT UP AREA

992.138 sqm

DATE

2017

The concept idea for the development of the new residential and business area of Yancheng comes from the crystal sea-salt shape, as the city's name means "City of Sault".

The towers have been imagined as crystal sault, while their bases, from which the towers are connected creating a retail area that promote cultural exchange and social development, remind to the tradition and shape of a Chinese fan.

From the functional point of view, there are areas dedicated for relax/culture (the floating theatre), pedestrian pathways, a sport center, an artificial lake and many green areas, a "green lung" separating the new complex from the nearby highway.

Moreover, the car circulation has been studied underground, for a better liveability of the whole.

Suzhou, China

Dancing Sails

From tradition to future





120

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The concept of the Dancing Sails project by Studio Marco Piva starts from the context in which the lot is inserted, in Suzhou, a hundred kilometers far from Shanghai, where the Yangtze River flows into Taihu Lake, the third largest lake in China.

The theme of water, very important for the tradition of the place, has been taken up to create the three iconic architectures reminiscent of the image of sailboats moved by the wind.

The historic sailing boats become modern dynamic buildings, in which the traditional mast of the ship is transformed into a vertical connection system for the lifts, and the rest of the building in the sail, in a combination of history and technology.

The masterplan has also dealt with the entire area around the three buildings, with particular attention to the green areas, public spaces, parking and commercial activities, other towers for residential use.

CLIENT

Hengtong cultural tourism development

PROJECT

- Masterplan
- 5 Star Luxury Hotel; G+48,
- 4 Star Hotel; G+35
- Serviced Apartments Tower; G+35
- Residential Towers; G+25, G+24, G+22
- Waterfront, Podium, Congress center, Parking, Wedding Chapel, Theatre, Heliport, Retail Activities, Diving center

BUILT UP AREA

177.865 sqm

DATE

2018





Caofeidian Tangshan, China

The Shape of the Wind

An advanced **eco-city** covering the needs of the **future**



126

127

Within the masterplan project of the new ecocity of Caofeidian, Studio Marco Piva has been commissioned to propose the development of the area surrounding a big water island, the focal point of the site.

Acting as a Rose of the Winds, the buildings stretch along this fulcrum, creating a concentric yet ordinate geometry. The first row is aimed for shopping and cultural activities, while the others moving away from the center for residential and office use.

Focal points are identified within the two conical tower, supposed to fulfill hospitality's needs, and the shell-shaped buildings which house the cultural activities (opera house, concert hall, museum...). Green areas, public spaces, the waterfront and bridges complete the functional distribution of the plot, an advanced eco-city covering the needs of the future.

CLIENT
CEG, China Eagle Group

PROJECT
- Mixed use masterplan development
- Residential buildings
- 1 Hotel
- Cultural Units
- Park/Green Areas
- Public Spaces
- Public Square

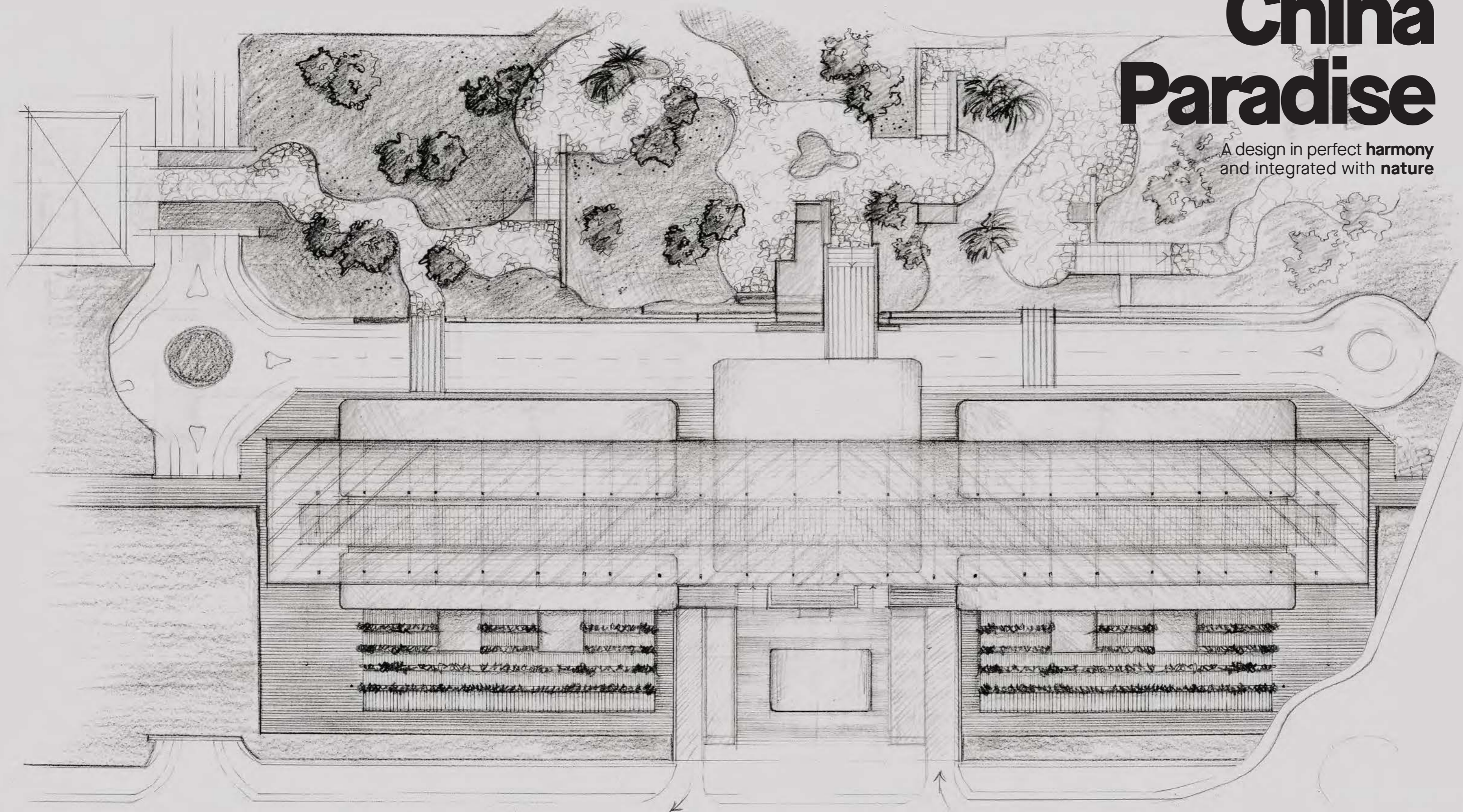
BUILT UP AREA
1.982.956,50 sqm

DATE
2017

Changzhou, China

China Paradise

A design in perfect **harmony**
and integrated with **nature**





The masterplan project has been developed on a valley overlooking the Taihu Lake, the third of China for its extension. Approximately 200 villas will be build around landscape's significant element. The ground is characterized by four main layers of the land: highland, hill, lake basin and the plain.

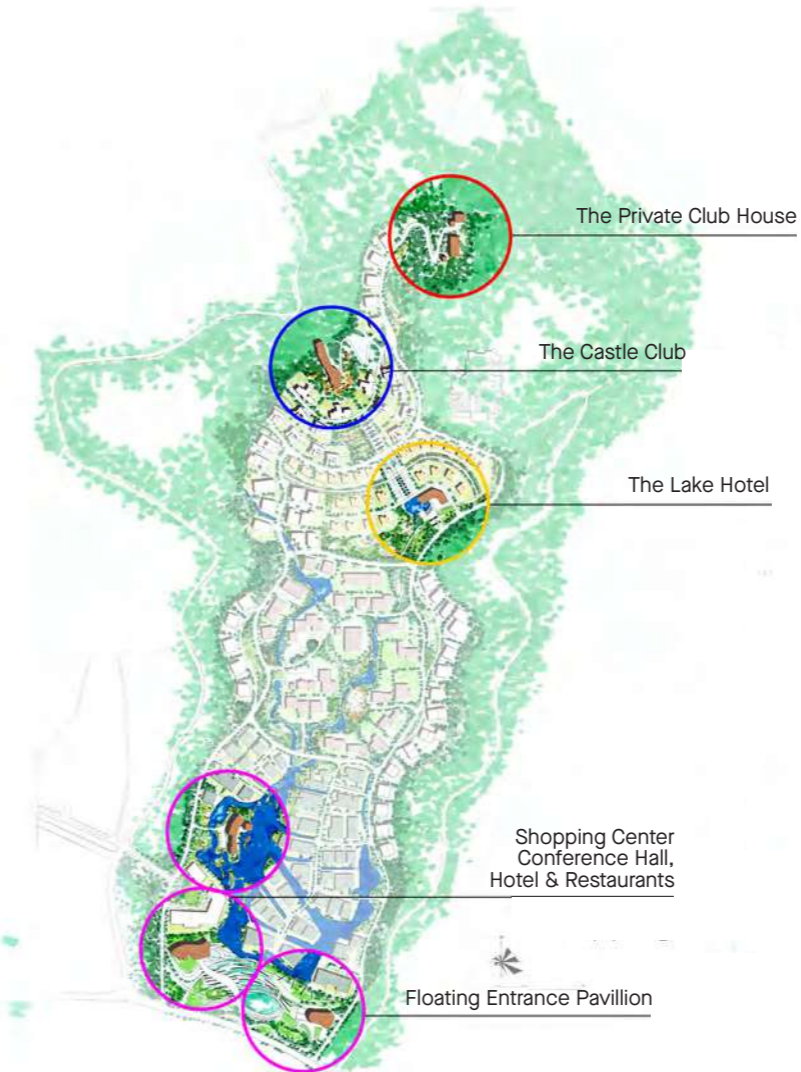
Studio Marco Piva has studied different architecture and styles for each ground configuration. With its beautiful natural scenery, Taihu landscape embraces the site and penetrates the architecture constantly and fluidly. The Villas' architecture, with a contemporary taste, are in perfect harmony and integrated with nature, through a balanced design, shapes interconnected with the landscape and particular choice of building materials.

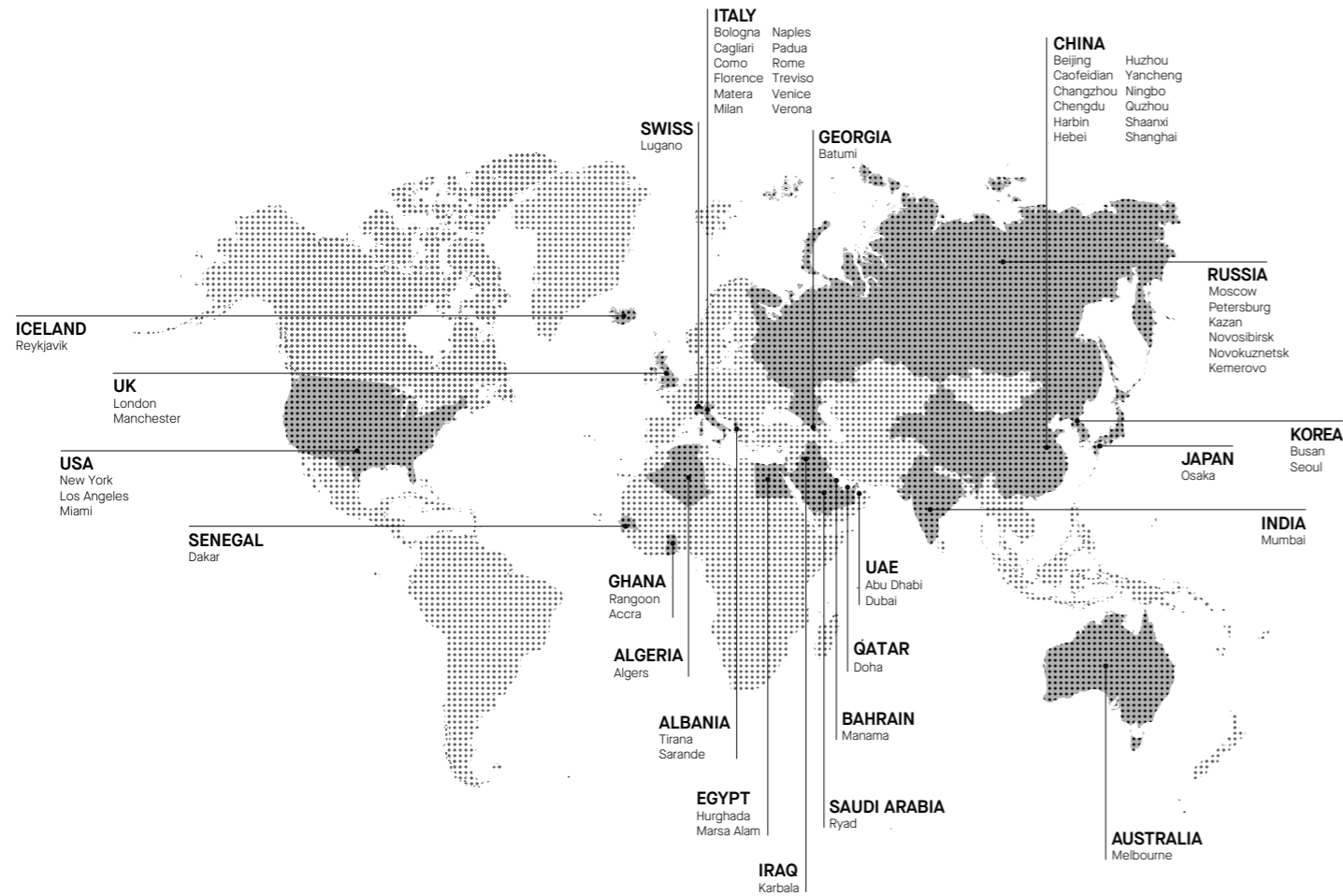
CLIENT
Tongji University, Shanghai

PROJECT
- Masterplan
- Building architecture, landscape and concept design
- 200 villas; G+1, G+2
- Lake complex
- Floating entrance Pavillion

SITE AREA
550.000 sqm

DATE
2014





SMP

on the map

Studio Marco Piva has always had a strong resonance both national and international, with a wide range of projects on all 5 continents. Internationality is also reflected internally in the Studio's working life, which currently includes collaborators from 17 different nationalities speaking 20 languages.

For SMP this aspect is an element of strength that plays a strategic role in the continuous weaving of relationships, of understanding and cooperation with other design entities throughout the Globe.

The research for harmonious relationships with other Cultures and the intriguing "contamination" that derives, leads SMP to interpret the design challenges in new and winning ways.

In the United Arab Emirates, Studio Marco Piva has maintained an important presence for more than 15 years that allows the Firm to act, when necessary, in the entire Gulf area, while a specific presence, through local collaboration, recently started in Saudi Arabia. Also in India, after carrying out some high-level residential projects, SMP has established its presence in the most important cities of the country.

In China the Firm has chosen another strategy, deciding not to operate through representation agreements but to open a company under Chinese Law able to operate autonomously throughout the territory of the Nation.

The last confirmed worldwide presence of SMP in chronological order is in the United States, where it had already been active for years in areas of California with important private villa projects and now also active on the territory of New York and in all the States of the Union.

As for the relationship with other Italian and foreign firms, the preference of Studio Marco Piva goes to targeted collaborations with some of the most prestigious engineering companies in the world.

Passion, dedication and perseverance in successfully achieving the objectives have allowed many of SMP's projects to win important prizes, awards and mentions of honor all over the world, from large-scale projects, to architectures, interiors and product.

SMP projects show distinctive features, in functionality, aesthetic and design conception focused also on new ethic values. These traits are often chosen as a model of inspiration and teaching in conferences and seminars, in schools and universities, and finally in worldwide events such as the Italian Design Days where Architect Marco Piva takes part as Italian Design Ambassador since years.

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