

# 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**  
FOUNDER

Inside the creative and multicultural heart of Milan, that's where you will find **Studio Marco Piva, an academy of sciences more than an architectural and design Firm**, an experimental workshop where, with methodical rigor, projects on different scales are confronted. **The Firm's works range from Masterplanning to Architecture and from Interior Design to Product Design.**

**Marco Piva, the founder, a traveler and designer, is an innovator who is dedicated to create unique design creations pervaded by stylistic freedom.**

His style has been developed through the endeavor of materials research and technology, by the value of differentiation and with design innovation guiding his output. **Distinguished by an exciting, fluid and functional language, it has become one of the most representative archetypes of Italian Design.**



**ARMANDO BRUNO**  
PARTNER - CEO



**SARAH GABAGLIO**  
STYLE AND DESIGN DIRECTOR



**DANIELA BALDO**  
PARTNER - COO



**FABIO BASILE**  
PARTNER - GENERAL MANAGER

## Board of directors

The leadership of Studio Marco Piva is constituted by a Board of directors which, in addition to the founder Marco Piva, includes: the co-founder Sarah Gabaglio, Head of the Style and Design Department; Armando Bruno, the Chief Executive Officer of SMP and Head of Educational; Fabio Basile, the General Manager; and Daniela Baldo, the Chief Operating Officer and responsible together with Marco Piva for Overseas operations.

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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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 breaks waters 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





16

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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 building residential.

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







24

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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



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



34

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

35





Marsa Alam, Egypt

# Porto Phoenice

A balanced blend of nature and architecture



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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

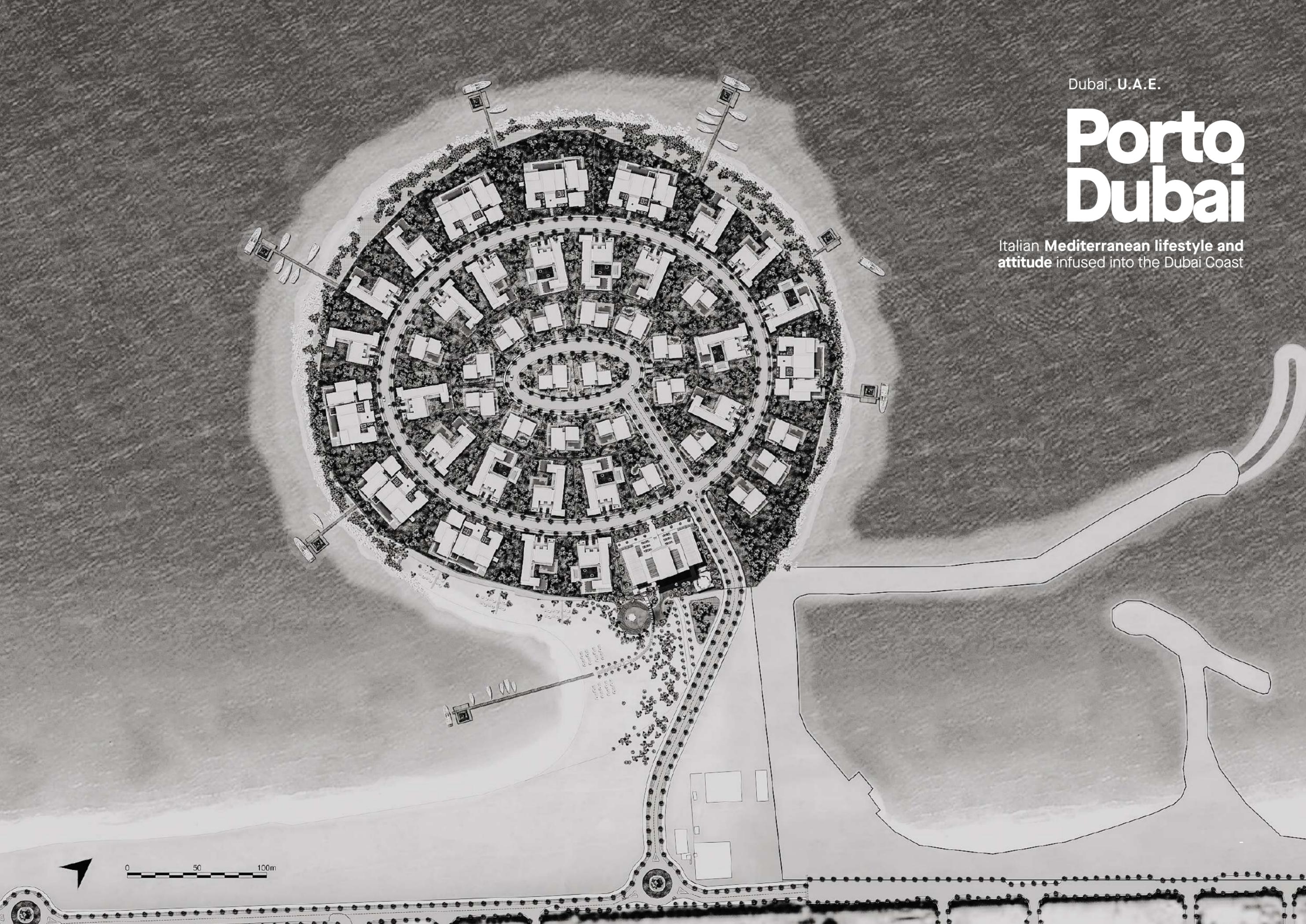
**BUILT UP AREA**  
365.178 sqm

**DATE**  
2006

Dubai, U.A.E.

# Porto Dubai

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



0 50 100m



42



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**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**





50

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**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







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**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



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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





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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



An aerial architectural rendering of a futuristic city, Caofeidian Tangshang in China. The city is built on a peninsula and is surrounded by water. It features a dense cluster of modern, multi-story buildings with illuminated windows. A large, circular water feature with a fountain is prominent in the center. The city is integrated with green spaces and a network of roads. Several boats are visible on the water, and a large, curved structure is visible in the background.

Caofeidian Tangshang, China

# The Shape of the Wind

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



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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

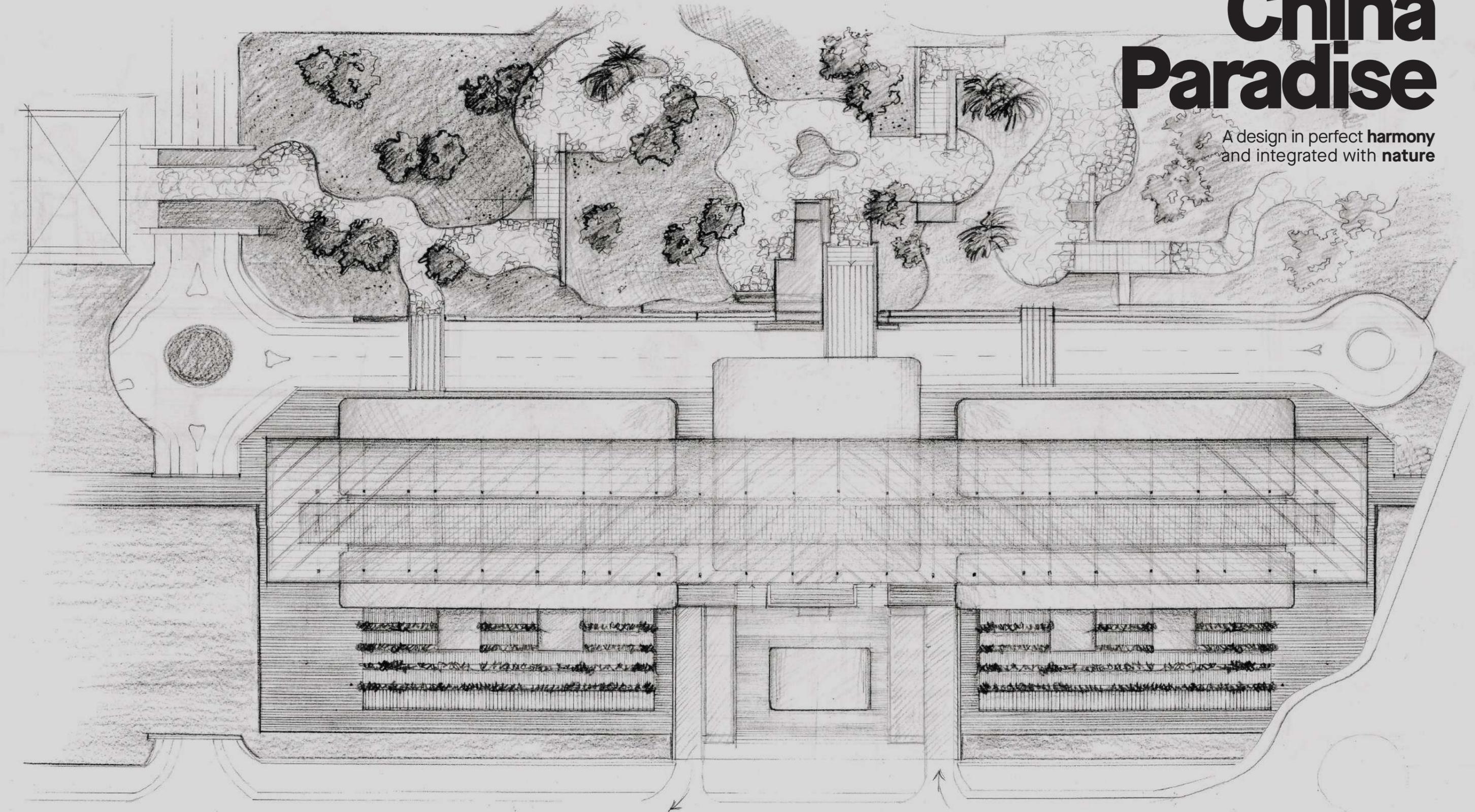
**BUILT UP AREA**  
1.982.956,50 sqm

**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.

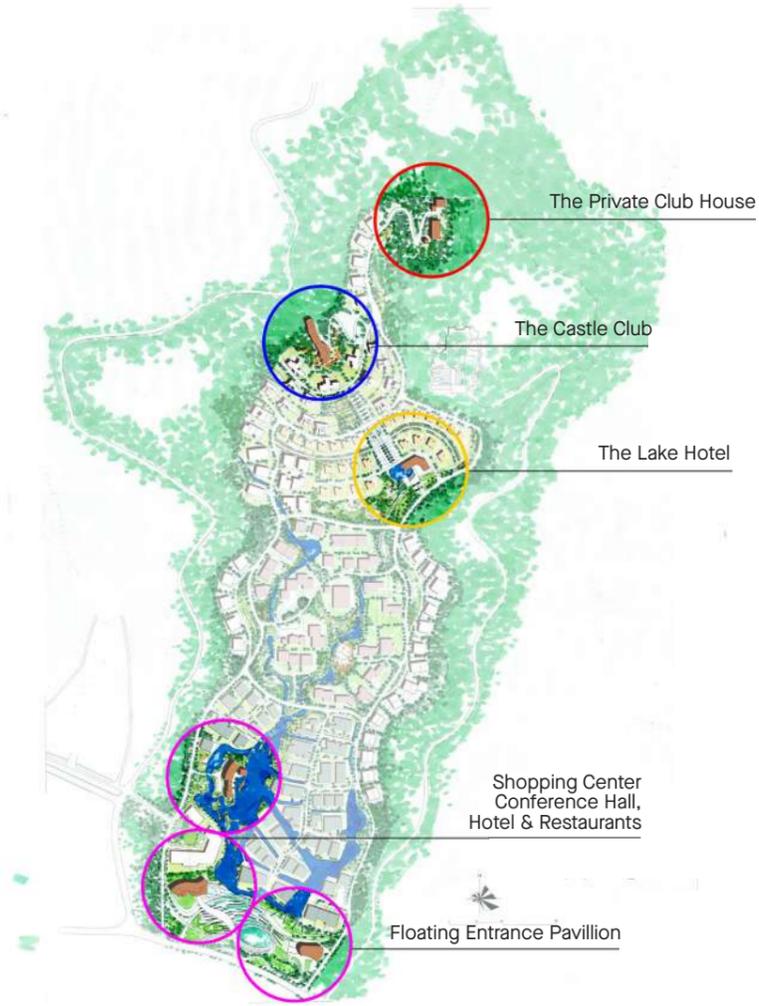
Studio Marco Piva has studied different architecture and styles for each ground configuration. With its beautiful natural scenery, Taihu landscape embraces the site and penetrates the architecture constantly and fluidly. The Villas' architecture, with a contemporary taste, are in perfect harmony and 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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