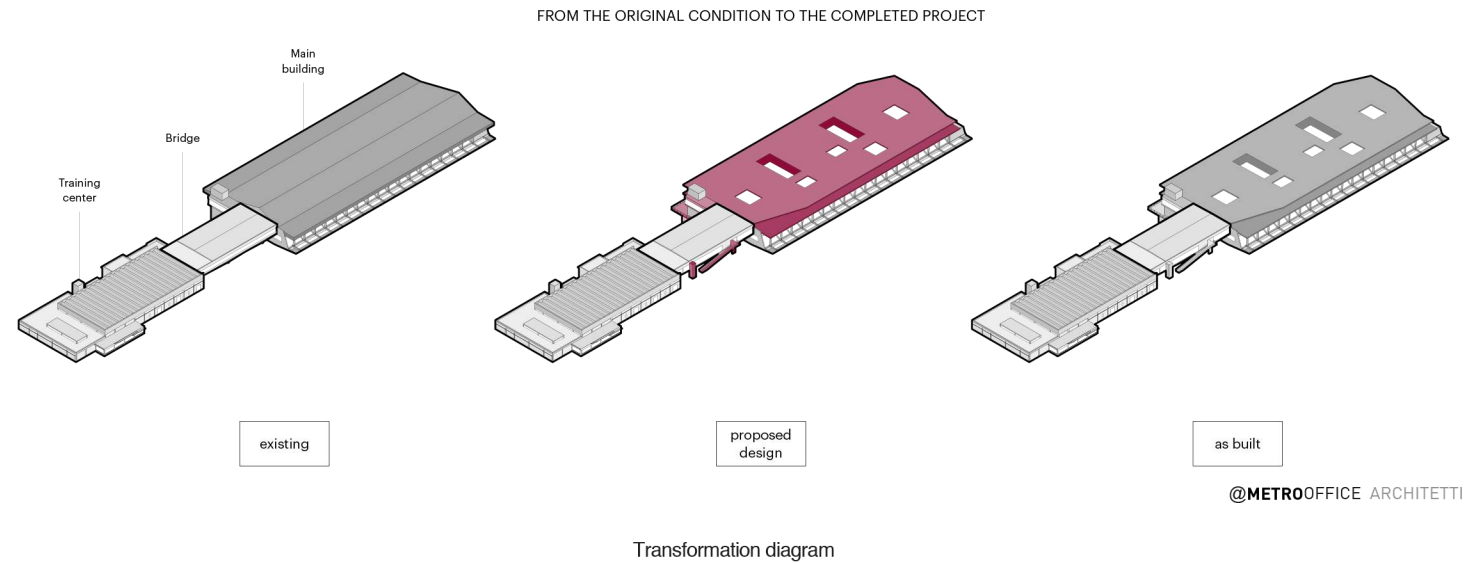


BALENCIAGA, THE PLANT

발렌시아가 더 플랜트

MetroOffice Architetti / Fabio Barluzzi, Barbara Ponticelli
메트로오피스 아키텍테티 / 파비오 발루치, 바르바라 폰티첼리



The Plant, Balenciaga’s new production hub in Cerreto Guidi, inserts itself into the Tuscan hilly landscape as a measured yet clearly identifiable presence. MetroOffice Architetti transformed a disused industrial complex, reworking its form, updating its program, and restoring continuity to its productive life.

Originally a leather factory active in the 1960s, the site returns today as a structure capable of accommodating production, training, and services, restoring both function and symbolic value to a place once central to the local community. Its decline had left a void; the current intervention responds through a systematic redefinition of industrial identity, spatial organization, and the relationship between architecture, environment, and artisanal tradition.

The new complex is organized into three volumes: the Training Center, the Bridge, and the Main Plant. The Training Center, the first to become operational, hosts educational activities and supports the relocation of production lines to Italy. The Bridge, a suspended element, contains shared services such as the cafeteria. The Main Plant, the core of the project, develops across multiple levels while maintaining a strong horizontal dialogue with the landscape.

The Main Plant embodies the central design approach. The original structure — combining reinforced concrete and steel, with V-shaped columns and large trusses — has been reinterpreted through subtraction. Infill elements were removed, interiors reorganized, and the structural system restored and left

exposed as the primary architectural language. The sequence of floor slabs, articulated with lightened profiles, defines a clear horizontal rhythm across the façades.

The roof represents the most visible transformation. Composed of two superimposed slabs with an emerging steel structure, it establishes a calibrated relationship with the surrounding agricultural landscape. Rather than asserting itself as a dominant volume, it appears as a suspended, lightweight system extending over olive groves and vineyards. Between the upper levels, a technical layer integrates terraces, photovoltaic panels, and systems for natural lighting and ventilation. Filtered light and controlled airflow transform the roof into a climatic infrastructure.

Inside, production areas, offices, and training spaces are organized within a clear and coherent spatial framework. The exposed concrete structure acts as a unifying matrix, while natural light and restrained material choices reinforce spatial clarity.

The Plant positions itself within the contemporary architectural landscape as an exemplary case of reuse. An intervention that embraces material and social history as design matter and translates it into a contemporary architectural language.



© Marco Cappelletti Studio



© Marco Cappelletti Studio