

IGUZZINI : Barcelona Corporate Building : MIAS, Josep Miàs /
[coordination: Xavi Bas ; texts: Adolfo Guzzini... et al.]

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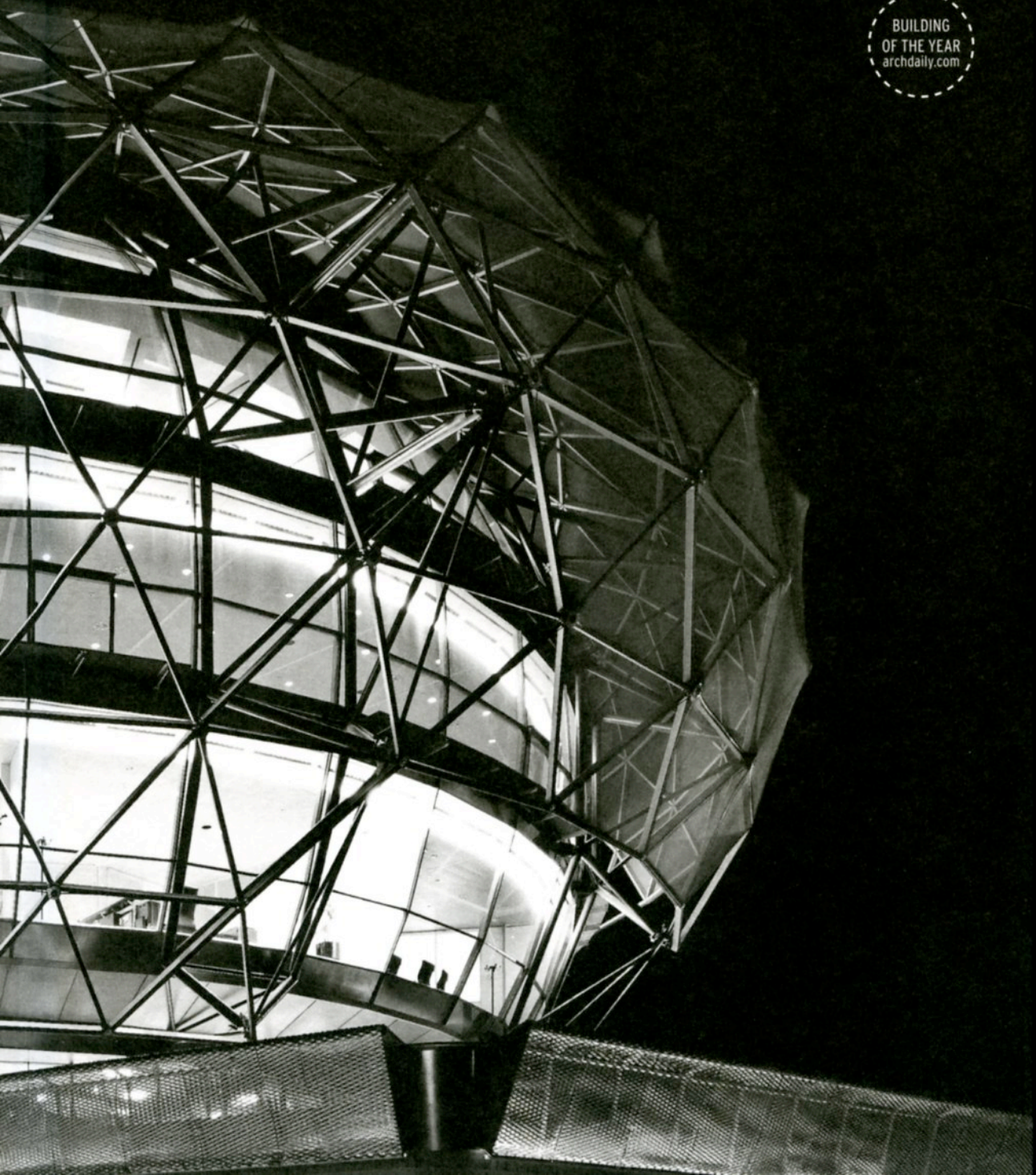
iGuzzini

BARCELONA CORPORATE BUILDING

MiÀS

JOSEP MIÀS

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Light and architecture lie at the base of the iGuzzini Illuminazione strategy.

If Le Corbusier defined architecture as "the masterly, correct, and magnificent play of masses brought together in light", today the relationship between volume and light has been enriched with new elements, primarily the search for a sustainable architecture able to reduce energy consumption.

In Josep Miàs's project we immediately sensed the possibility of combining these values through a volume embodied in light. During the day a "natural", organic form, premised on the goal of harnessing sunlight to create high-quality, highly-ergonomic workplaces. At night, the building is transformed by artificial light into a glowing landmark in the landscape, a gigantic lantern. The project is the result of profound technological research, which, however, is not the protagonist: the goal is not the ostentation of technology but the quality of the spaces.

Once again we find a great similarity with the iGuzzini strategy, in which technological research and the constant drive towards innovation are primarily aimed at the quality of light to improve the quality of life: the rational use of artificial light, far beyond the necessary respect of its functions, promotes new relationships between people and the environment. A strategy that places design in the role of catalyst and leader in product definition.

When in the early 1990s, in a pioneering attitude for a lighting manufacturer, we suggested to international public opinion the need to reduce light pollution, we were adhering to a clear ethical principle which demanded that companies address and resolve the question of environmental impact, a commitment we followed up on with the our "-CO₂, Re-lighting" project to reduce emissions through the widespread introduction of LED systems and lighting management.

Concern for the environment and the quality of work are two of the objectives that the company has stipulated in its own buildings, all of which are the result of the most advanced architectural design criteria for sustainability. Even in our buildings, we seek to realise Adriano Olivetti's idea of a company as an open system, destined to exchange with the outside world, responsible for the economic and social fabric in which it moves, and in which goods and services as well as knowledge and culture are produced.

This building by Josep Miàs is a work of architecture that fills with pride all who work at iGuzzini round the world, because it expresses masterfully the industrial culture that is the foundation of their work.

Adolfo Guzzini,
president of iGuzzini Illuminazione

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