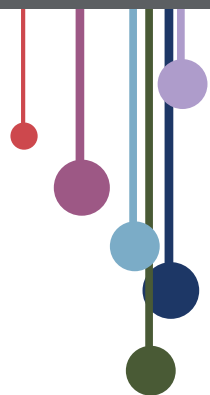




COLORIAMO IL MONDO

L'USO DEL COLORE NEGLI INTERVENTI DI RECUPERO
DELLE PERIFERIE E DELLE AREE URBANE DISMESSE.

Titolo progetto:
ponte della ghisolfa



DESCRIPTION

When i first came to Milan, my image of the city was restricted to the central Duomo and other shopping and touristic areas . In my mind it was the best city to stay in and the most well maintained. But one month down the line when the city actually sunk in and I began to stay here and explore areas which were an integral part of this city but not visited by tourists. I realized that Milan is actually very different to what I had first seen. There is more to the city than just being “well dressed” . I discovered that it is actually a melting point for people from all over the world and has a culture and buzz that is very different to any other Italian city.

And that is the reason I choose the neighborhood where lies the Ponte della Ghisolfi .I was intrigued by multi – ethnicity. Reading about the history I found out that it was actually quite a popular area and the 1st bridge is very iconic in the days that it was constructed. It was used in movies and has famous books published with the same title. The bridge also links the center to the north making it very congested during peak traffic. Very close to the fiera Milano which is an exhibition that attracts people from all over the world.

Sadly , however when I finally did see the building I could not believe that all that history belonged to this gray structure that stood in front of me.

My concept was to link the history (past) and culture (present) of this bridge. Something that the locals can find instant identity in, but also something that retains its true spirit .

I did not want to make it very colorful and make it stand out from the buildings around. After studying the colors around I finally decided on an orange in different tones. The properties of orange are having an stimulating and energizing effect which was perfect for the drivers. The reason I gave a gradation so as to mentally tell the driver how far the other end is. The columns are used to display artwork like graffiti on walls which narrates a history of the bridge. In that way I maintain the flavor of the area without vandalism.

One other thing that I noticed that in the night the bridge is shut and all means of travel are below it. I also propose some lighting highlighting the orange area to break away from it being a dark dingy area.

Ponte della Ghisolfia / Cavalcavia Bacula

Concept - I was intrigued by the location, history and people in that area

Location - Situated in northern milan, this area is very close to Fiera Milan. In earlier days was a very popular place and is very rich in history. Now days it's surrounded by popular industrial buildings. It's a vital link from the center to the north and is always crowded during peak traffic.



History - The first bridge construction was during the world wars. The construction ended in 1941. During the 1960's period an extension of the bridge was built, and during the 90's the bridge was made broader.



People - In olden days was occupied by the anarchist group. After the second war was largely occupied by the immigrants and now described as Multi - Ethnic.

Ponte della Ghisolfi / Cavalcavia Bacula

Concept - The use of one colour in gradation

Colour - Orange colour has an psychological effect of energizing and stimulation.

I dint want to use red or green as they are colours with strong traffic indication and could confuse

The colour compliments the surrounding buildings .

The gradation gives a traveler an idea of the distance left when stuck in peak traffic.

The colour is restricted only on the sides with the center cleaned to a cement finish



Art on pillars - A proposal to display art on pillar that would resemble graffiti but would actually narrate a story of the *history and culture* of the bridge

The graffiti would be graphical representation by artists of

multi ethnic culture

movie scene

secrets of milan

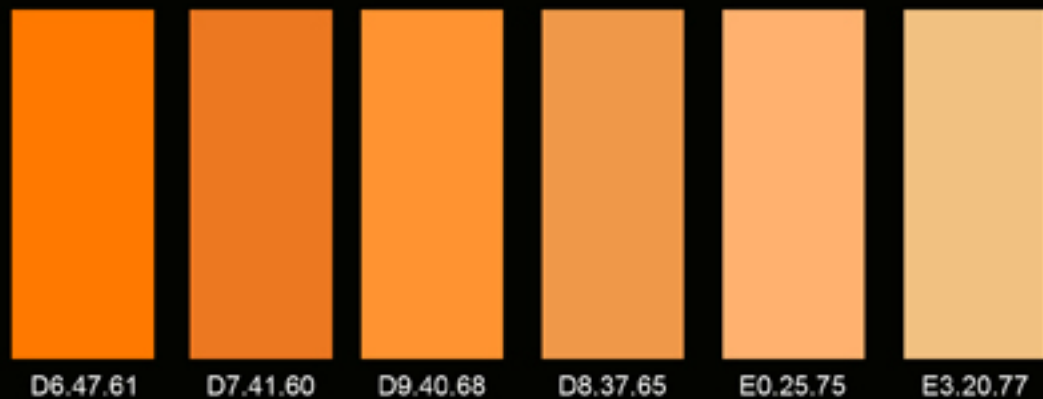
map with position

political agenda

Ponte della Ghisolfi / Cavalcavia Bacula



Ponte della Ghisolfia / Cavalcavia Bacula

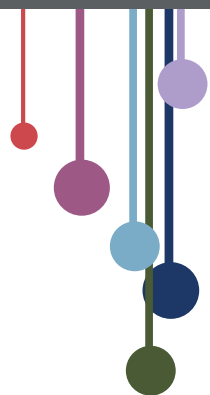




COLORIAMO IL MONDO

L'USO DEL COLORE NEGLI INTERVENTI DI RECUPERO
DELLE PERIFERIE E DELLE AREE URBANE DISMESSE.

Titolo progetto:
TUNNEL stazione centrale



DESCRIPTION

Stazione Centrale is a meeting point where many people arrive from different countries and cultures. For Milan or even for Italy it's a representative WELCOME. There is one tunnel crossing under the rails of centrale to connect to the other part of Milan. The passage is actually in a very bad state. It's dirty dark and without visual security for the pedestrian. I observed that many people avoid to pass this tunnel because of it's unsecure atmosphere and prefer to surround the whole Centrale instead. With color we could make a difference.

In the tunnel are existing 3 lines for cars and also for pedestrians. The division of the 3 lines is supported by continues squared beams continuing on the ceiling.

The concept is based on the idea to create a secure pathway for the visual aspect of the pedestrians. The entrances are indicated in green color which looses intensity till the middle of the tunnel to create a more luminous point and gaining it again till the end. The colored green beams will continue on the ceiling. Only the beams will be colored till the ceiling and the walls on the side will be cleaned. I wanted to focuse on one color, because the continuity will give us already a very strong and inviting effect to the interior.

"L'USO DEL COLORE NEGLI INTERVENTI DI RECUPERO DELLE PERIFERIE E DELLE AREE URBANE DISMESSE"

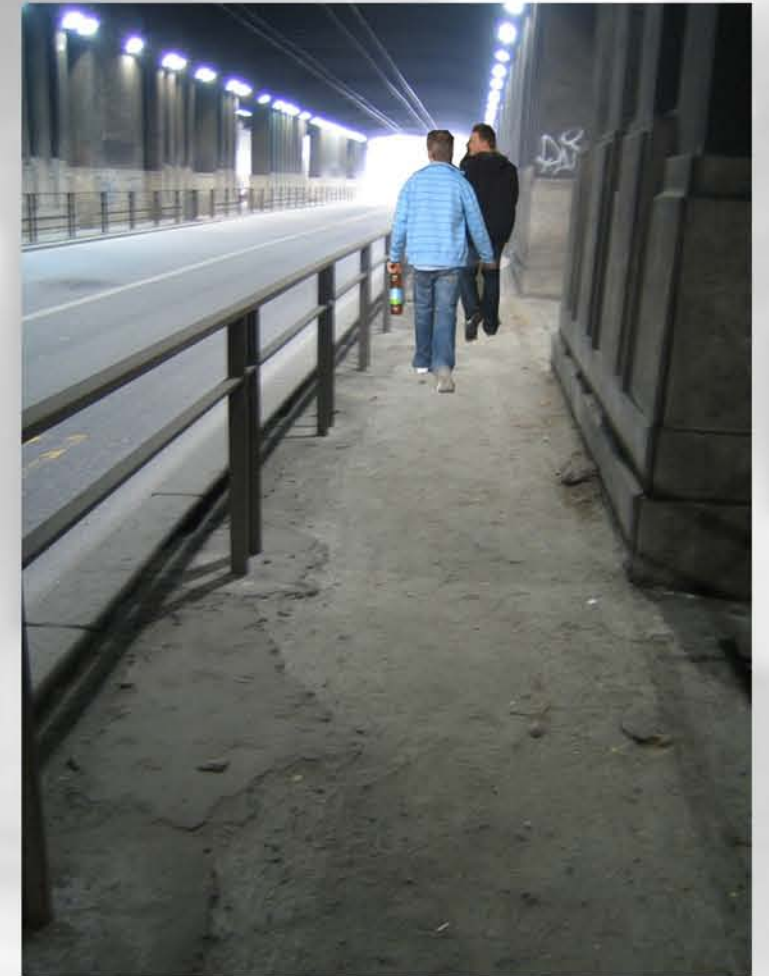
II TUNNEL della Stazione Centrale Milano



Stazione Centrale is a meeting point where many people arrive from different countries and cultures. For Milan or even for Italy its a representative WELCOME.

There is one tunnel crossing under the rails of centrale to connect to the other part of Milan. The passage is actually in a very bad state. It's dirty dark and without visual security for the pedestrian. I observed that many people avoid to pass this tunnel because of it's unsecure atmosphere and prefear to surround the whole Centrale instead. With color we could make a difference.

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"L'USO DEL COLORE NEGLI INTERVENTI DI RECUPERO DELLE PERIFERIE E DELLE AREE URBANE DISMESSE"

Concept



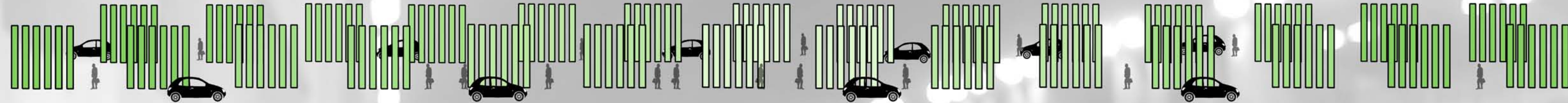
View of one line of the tunnel. Only the beams will be colored till the ceiling and the walls on the side will be cleaned.
I wanted to focus on one color, because the continuity will give us already a very strong and inviting effect to the interior.

Concept

The concept is based on the idea to create a secure pathway for the visual aspect of the pedestrians.

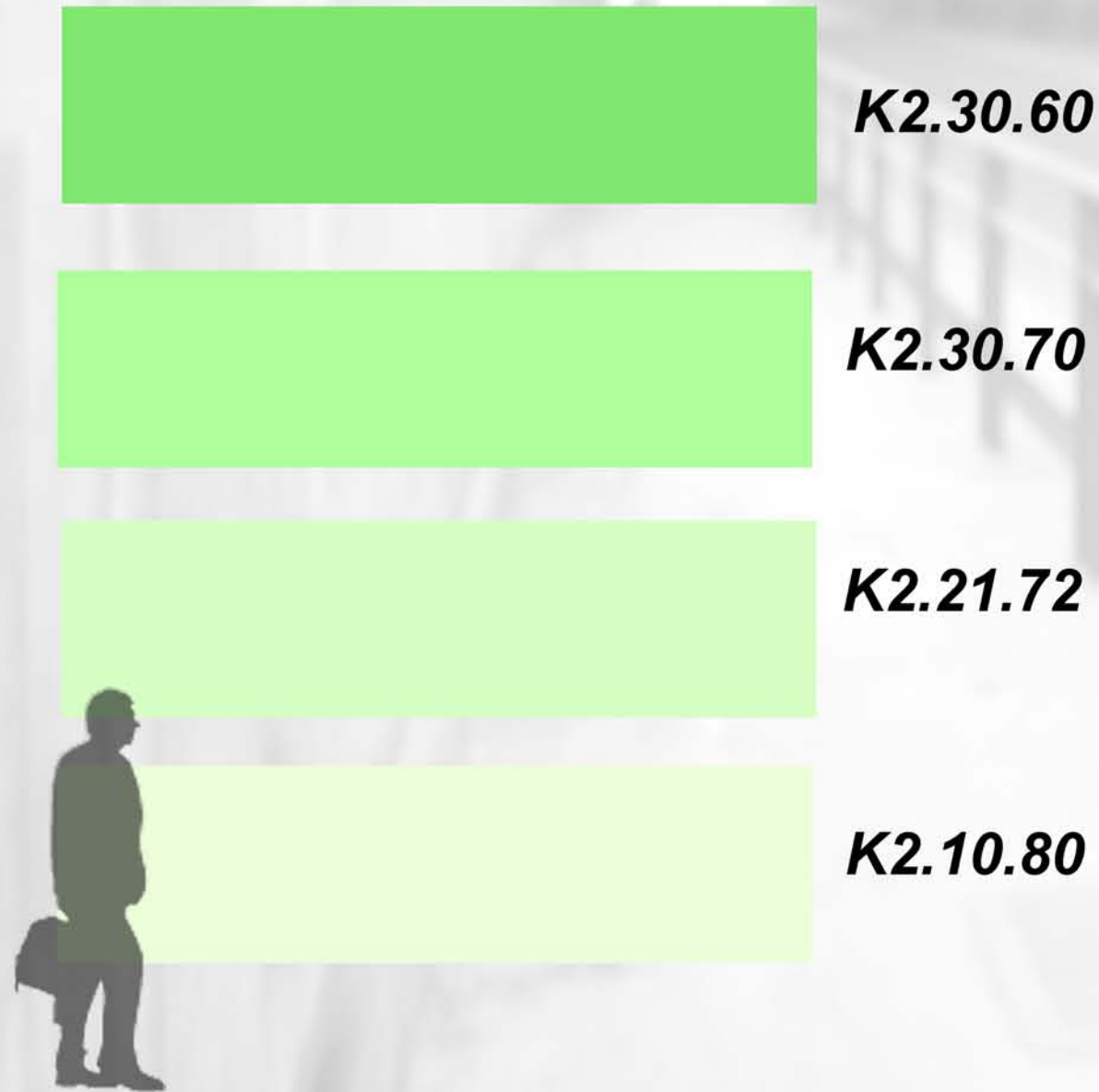
The entrances are indicated in green color which loses intensity till the middle of the tunnel to create a more lumenous point and gaining it again.

The colored green beams will continue on the ceiling.



Always 2 following beamgroups will have the same color.

Color schemes and codes (4041 color concept)



"COLOR MEETS FUNCTION"

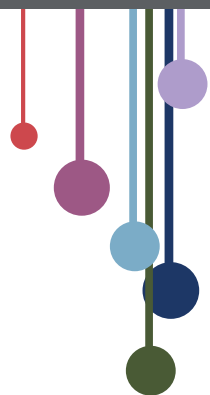




COLORIAMO IL MONDO

L'USO DEL COLORE NEGLI INTERVENTI DI RECUPERO
DELLE PERIFERIE E DELLE AREE URBANE DISMESSE.

Titolo progetto:
green tunnel - Milan



DESCRIPTION

Some places in a city are important as landmarks.
These landmarks are often airports, museums, railway stations etc.
Often these places have beautiful facades, but the area around and behind them are often forgotten.
Arriving at central by train is a beautiful experience, approaching central by foot is a beautiful experience, but arriving at central by bus is not a beautiful experience.
All busses from Malpensa and Bergamo airport passes through the tunnel behind Centrale.
The tunnel is long and grey and the arrival on the backside of Centrale is not a warm greeting to Milan.
The Tunnel is also used by many Milanese people using their car to go to their jobs. The tunnel becomes a depressing grey hole they have to go through every morning and afternoon.
We want to change this tunnel to a landmark where travelers get a warmer welcome at their arrival to Milan, also a place that they can recognize as a sign of where to get off the bus.
The tunnel will become a passage where the Milanese people will feel like taking a breath of air instead of the feeling of entering a black hole.
Walking by foot till now has been impossible. The tunnel is too long and too dark for people to have the courage to pass it by foot.
We can't change the length of the tunnel, but we can make it brighter and more welcoming.
Our proposal is to make a forest in the tunnel, starting in one direction with a forest in spring, to make it welcoming, and then continue with summer, fall and winter.



CON IL PATROCINIO DI:

“COLORIAMO IL MONDO”

HEEWON KIM
www.kimheewon.com

LARSEN NIKLAS
niklaslarsen3@hotmail.com

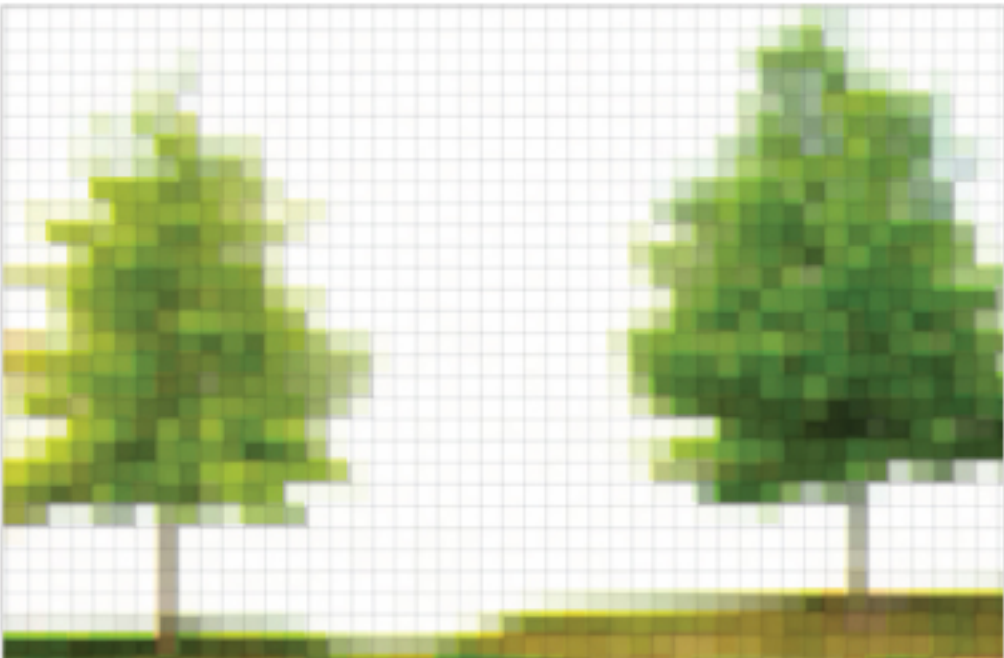


Milano



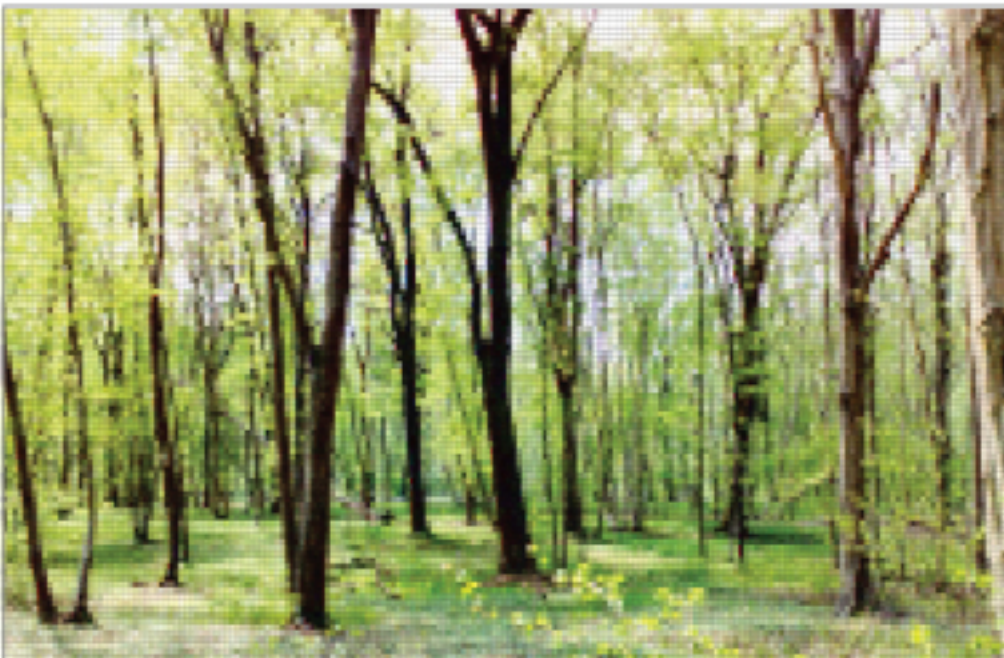
Comune
di Milano
Settore
Decoro Urbano

COLORIAMO IL MONDO



Green

J0.	20.	20
	20.	30
	20.	70
	20.	80



H7. 22. 83

J6.	45.	43
J6.	26.	76
J1.	21.	83
J6.	11.	83



Brown

K0.	26.	76
K2.	40.	56
K2.	40.	30
E8.	25.	45
E8.	30.	40
E8.	35.	45



Blue

P4.	10.	75
P1.	09.	69
R4.	14.	80
R5.	37.	56
RO.	10.	80
	20.	70
	30.	30



Red

B3.	37.	51
B2.	30.	60
B2.	40.	50
A6.	30.	50
B2.	30.	40
B6.	35.	40
Z9.	10.	77
Z6.	23.	60
Z9.	35.	38



White

ON.	00.	90
ON.	00.	81
ON.	00.	69
ON.	00.	50
ON.	00.	31
ON.	00.	86
ON.	00.	76
ON.	00.	26
ON.	00.	83

MILANO CENTRALE

1. PRIMA IMPRESSIONE DI MILANO

2. E' UN PUNTO CENTRALE

3. E' UNA ZONA PERICOLOSA

cambiandone i colori

VOGLIOMO CREARE:

1. UN NUOVO LANDSCAPE

2. UNA NUOVA ATMOSFERA

3. DARE UNA BOCCATA D'OSSIGENO

IN UNO DEI LUOGHI PIU' INQUINATI

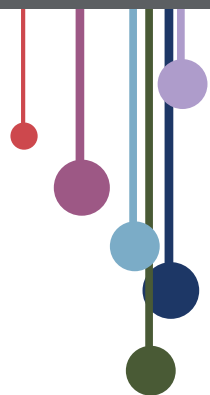
DI MILANO



COLORIAMO IL MONDO

L'USO DEL COLORE NEGLI INTERVENTI DI RECUPERO
DELLE PERIFERIE E DELLE AREE URBANE DISMESSE.

Titolo progetto:
color and light

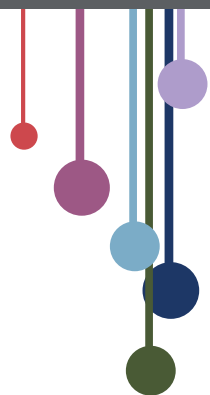




COLORIAMO IL MONDO

L'USO DEL COLORE NEGLI INTERVENTI DI RECUPERO
DELLE PERIFERIE E DELLE AREE URBANE DISMESSE.

Titolo progetto:
color and light



studenti: HONG SANG HEE

DESCRIPTION

LOCATION OF A BUILDING _ VIA MOLINETTO DI LORENTEGGIO
(HALT CONSTRUCTED BUILDING)

_ ENVIRONMENT
: NEAR TO NAVIGLIO RIVER / LIVING AREA (FLATS AND PARKS)

CONCEPT KEY WORDS (NATURAL SOURCES)

_SUNLIGHT _ SUNRISE_BLUE : CALMING, PEACE, QUIET, RELAX, INNER STRENGTH.

SUNSET_RED : PASSION, EXPRESSION, COMMUNICATION

_RAINBOW

_EARTHY ELEMENTS (SOIL, SAND, WOOD, WIND,.)

INSPIRATION

_Sunlight contains different frequencies of electromagnetic energy. When light passes through drops of moisture in the air, each tiny envelope of water can become a prism, reflecting the rays and causing each frequency to bend to a different degree.

INTRODUCTION

_ Two sides of building located in East(right side) and west(left side) directions. It means that this building has affected by sunlight. In my experience of watching the building in a whole day, during sunrise has a blue color and it makes the object bluish and during the sunset makes it reddish. The interest thing is the sunlight affects the object's color changes a lot. Therefore, I tried to put the colors from this theory.

COLOR CONCEPT

_The aim is to paint the color which people feel relax and comfortable. At same time, the building can be a communication place such as concert hall, café and market.

COLOR PALLETS

SUNRISE COLOR

_ This colors calms and slows things down and eases become isolating.

(S3.56.42 / SO.40.60 / TO.40.50 / C8.40.60 / E6.58.65 / R2.30.73)

SUNSEET COLOR

_ Having a slowest vibration, it increases body temperature and stimulates blood circulation.

(VO.37.42 / X7.18.54 / B2.30.40 / C8.40.60 / CO.30.50 / E4.60.60)

EARTHY COLOR

_ It tends to be perceived as warm and inviting in character.

(E4.60.60 / EN.02.88 / E8.30.70 / C8.03.78 / C8.05.65 / AO.05.45)

PREVIEW PLAN _ P.P.T SIZE

SANG HEE HONG (LUNA)



COLOR and LIGHT

HONG SANG HEE (LUNA HONG)
DOMUS ACADEMY _ INTERIOR AND LIVING DESIGN



COLOR PALLETS

SUNRISE COLOR
(S3.56.42 / SO.40.60
TO.40.50 / C8.40.60
E6.58.65 / R2.30.73)

SUNSEET COLOR
(VO.37.42 / X7.18.54
B2.30.40 / C8.40.60
CO.30.50 / E4.60.60)

EARTHY COLOR
(E4.60.60 / EN.02.88
E8.30.70 / C8.03.78
C8.05.65 / AO.05.45)

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One of nature's most dramatic displays !





Via Molinetto di Lorenteggio



Duomo

La Scala



BLUE

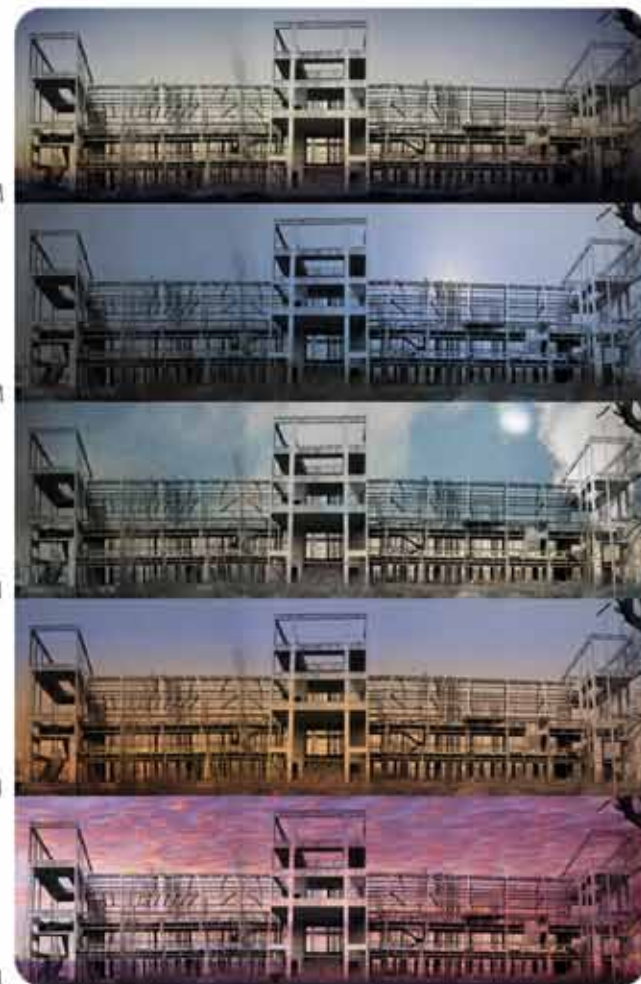
6:30 AM

9:00 AM

1:00 PM

4:00 PM

7:00 PM



RED



COLOR PALLET_ SUNLIFHT

SUNSET COLORS : Having a slowest vibration, It increases body temperature and stimulates blood circulation.

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S3.56.42

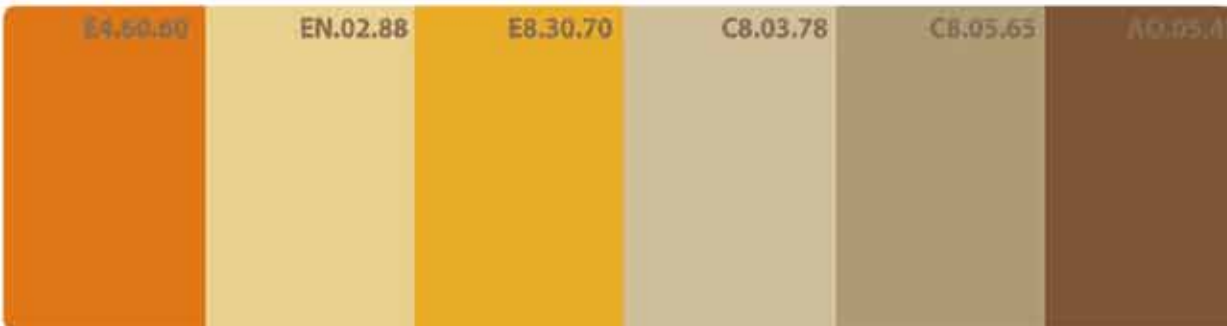
SQ.00.02

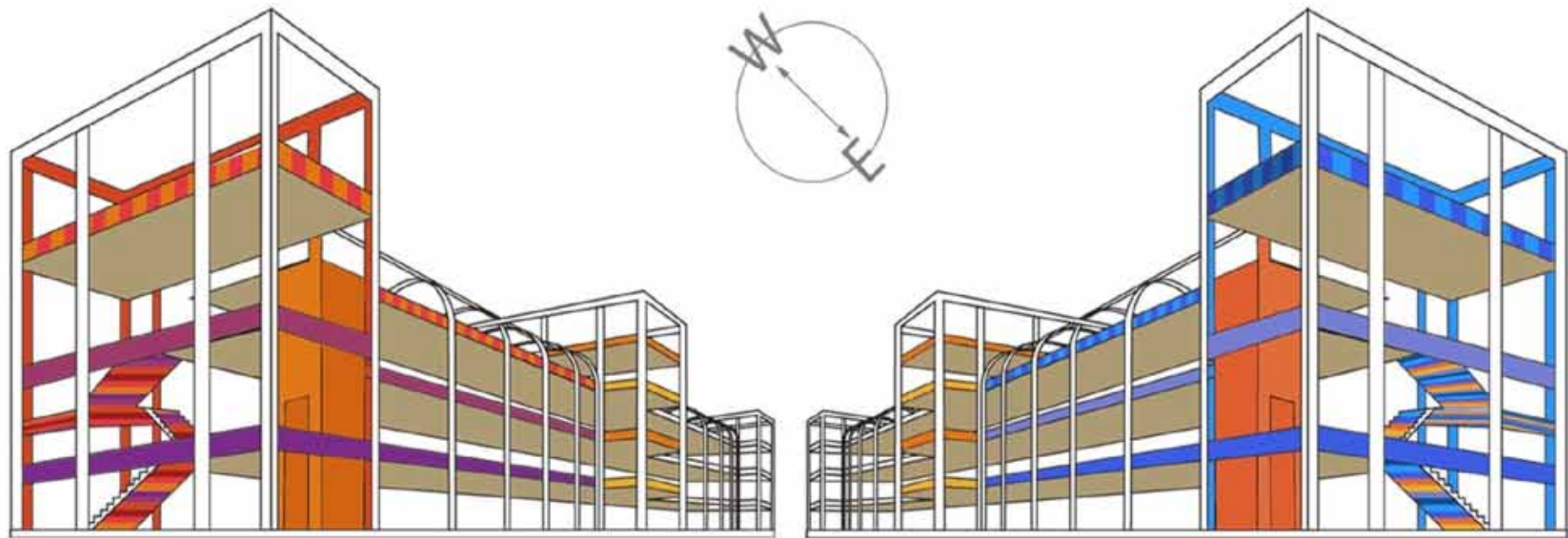
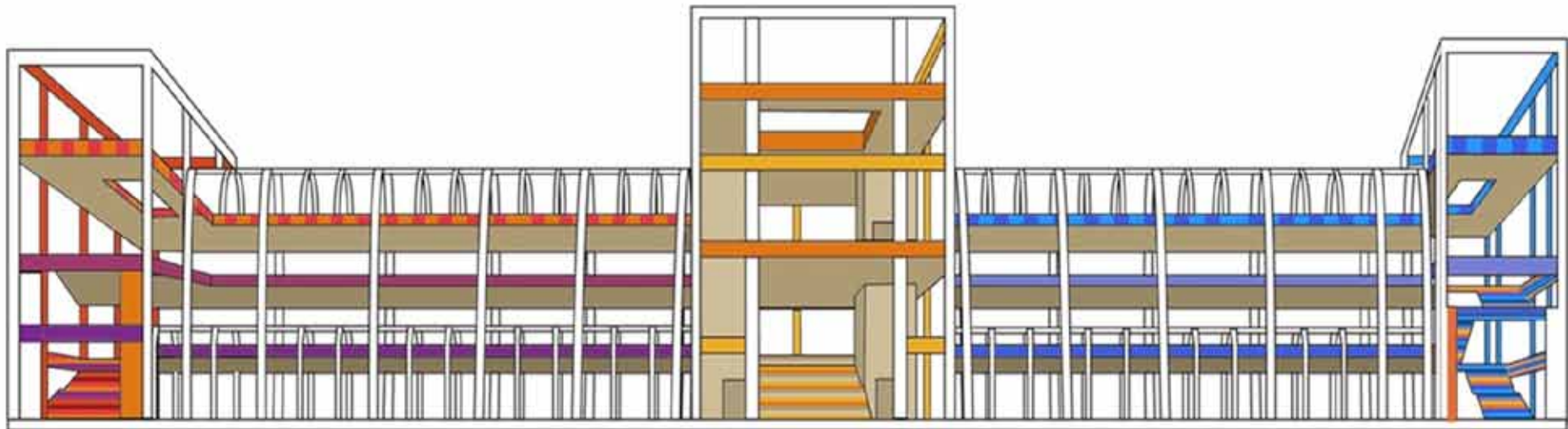
T0.40.50

CA.00.00

E6.58.65

SL.00.02





BLUE_SUNRISE

EMOTIONAL EFFECTS

CALMING

PEACE & QUIET

SIMPLY RELAX

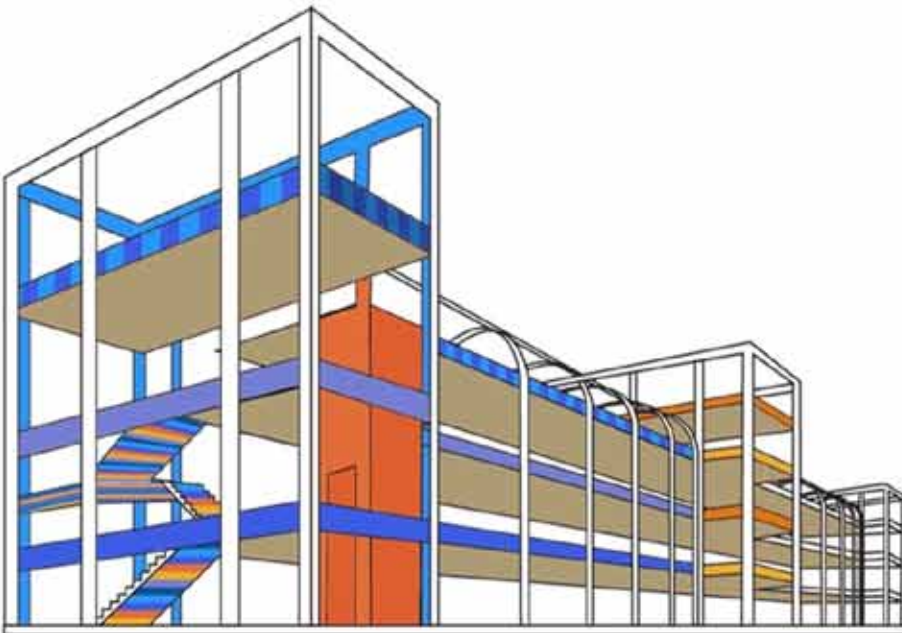
INNER STRENGTH

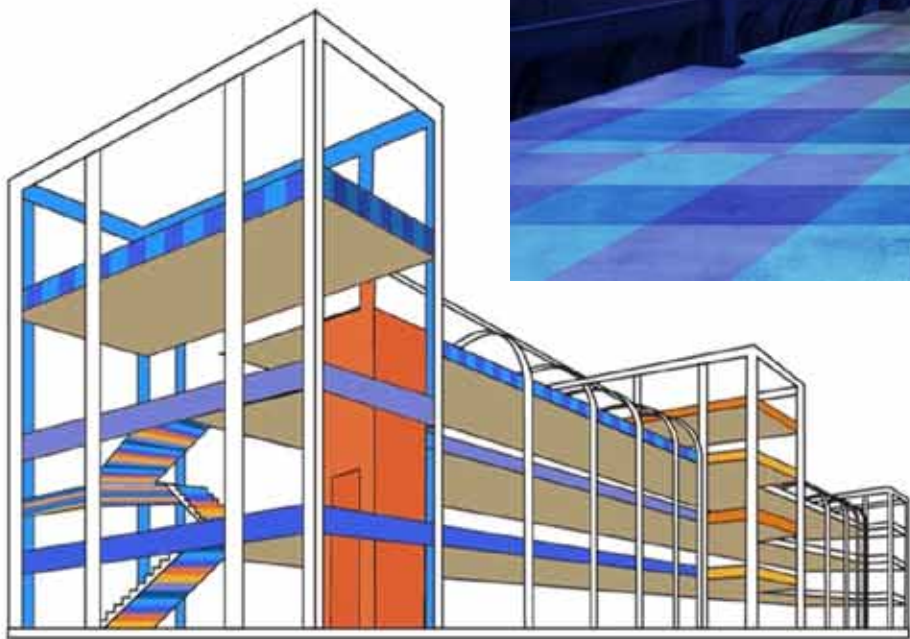
ACTIVITIES

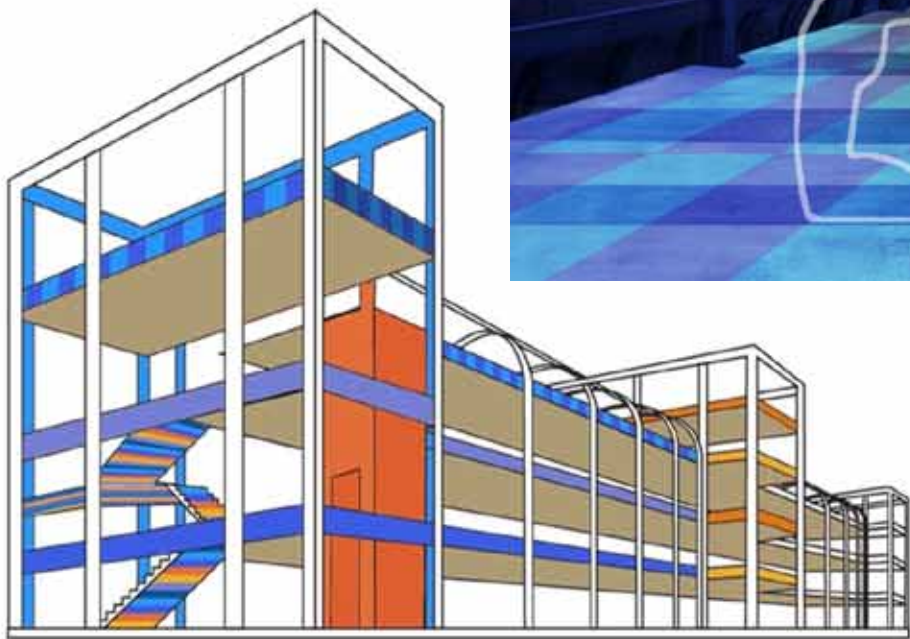
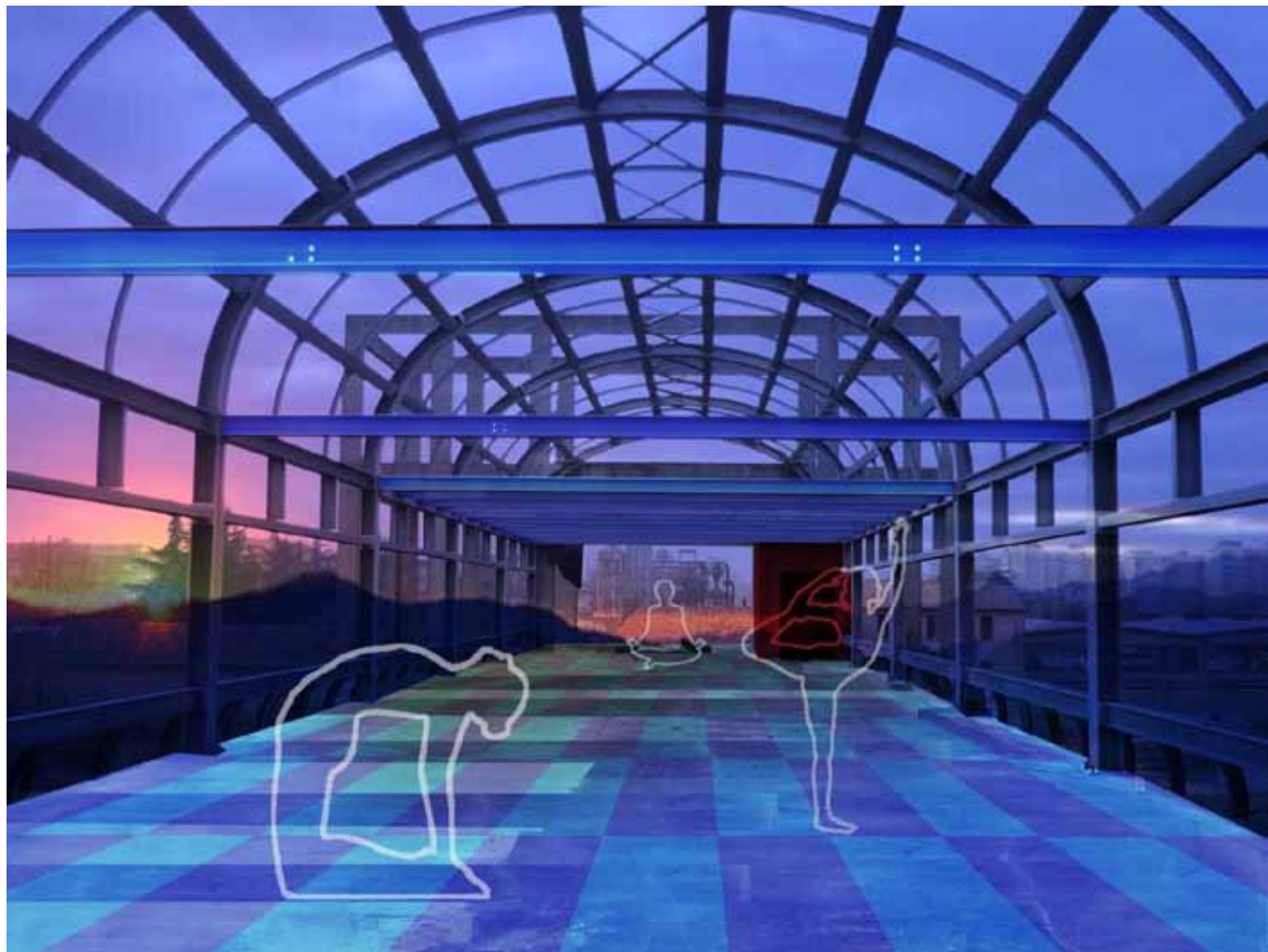
A MEDITATION PLACE
(YOGA)

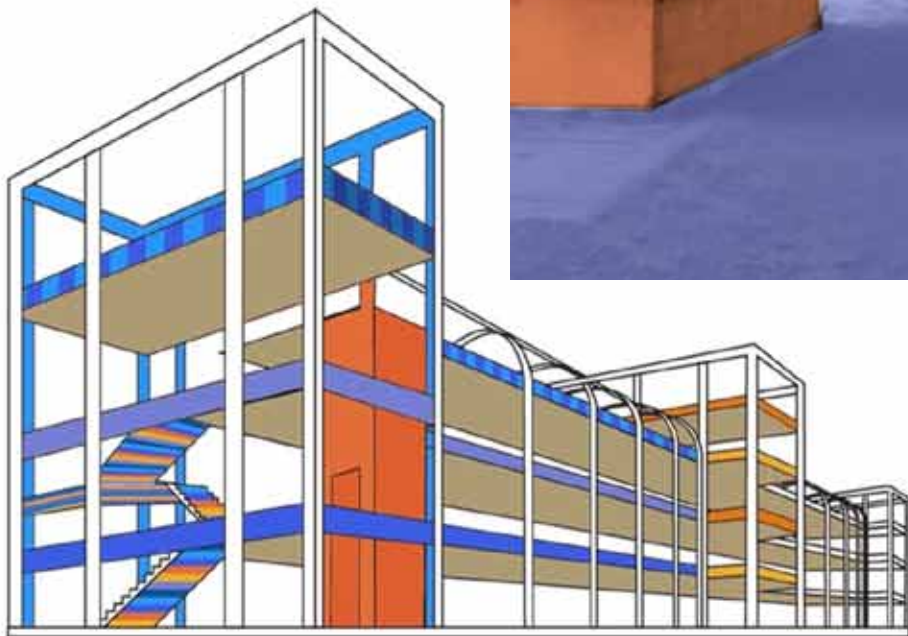
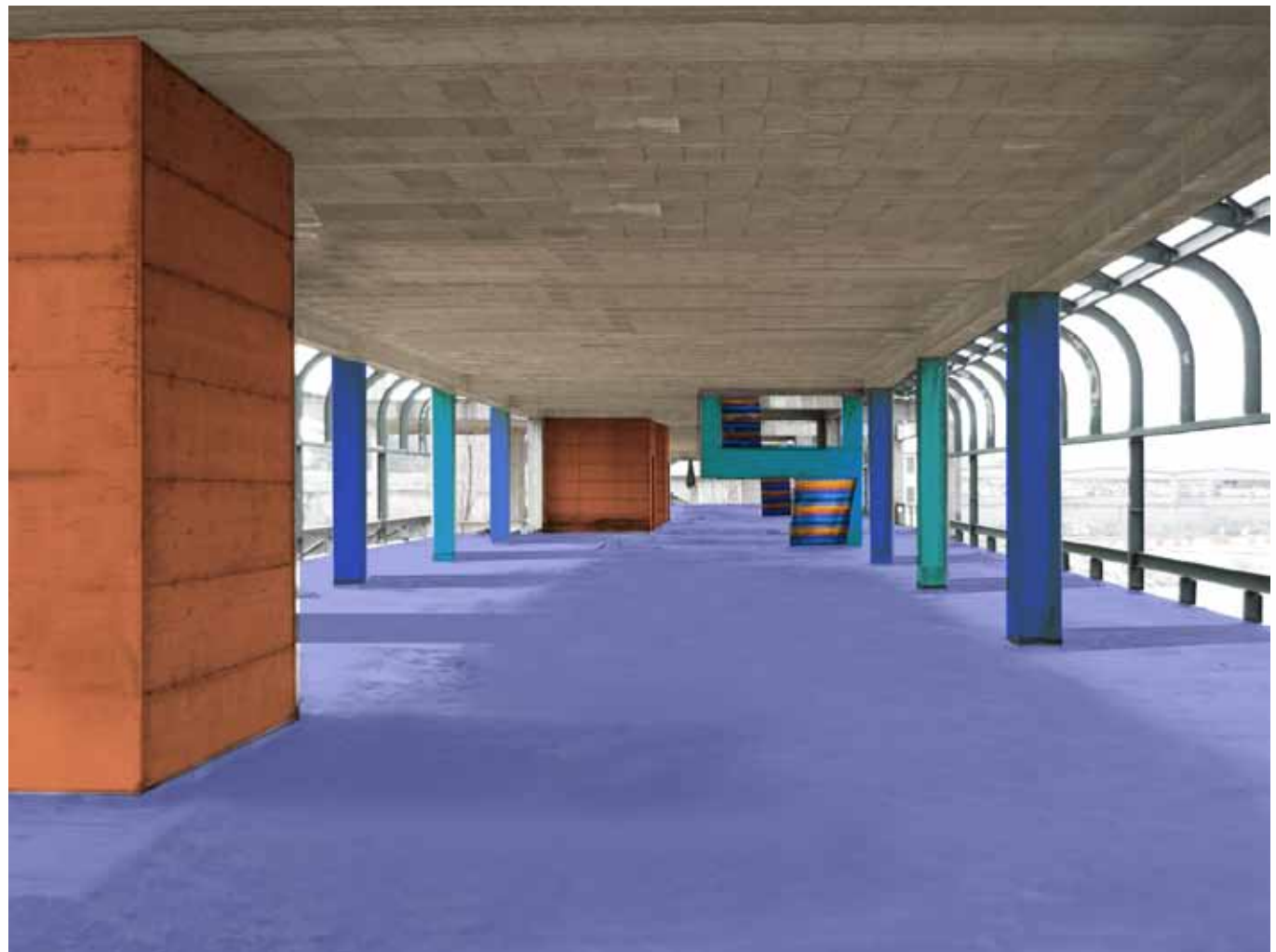
BOOK CAFE
(READING AND RELAXING)

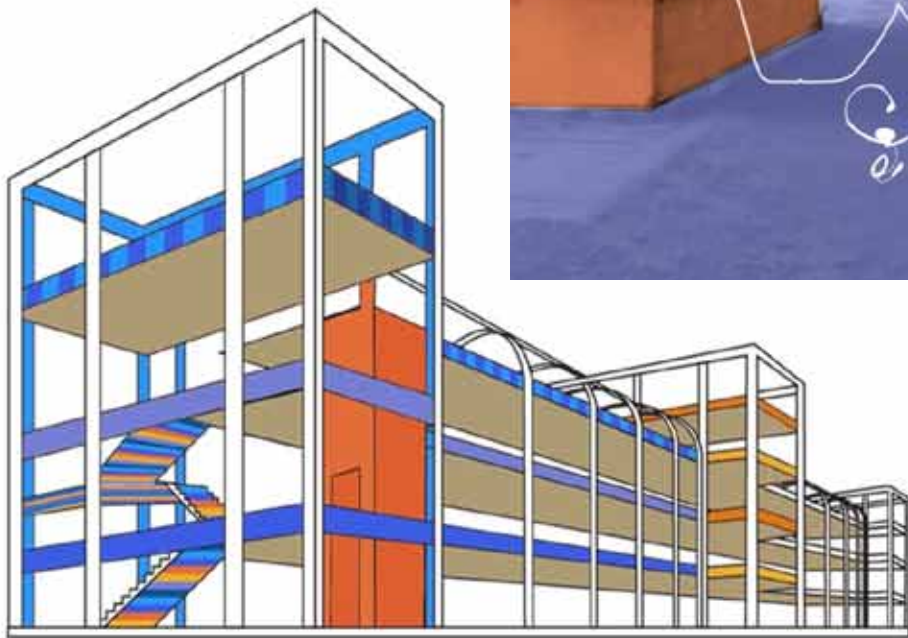
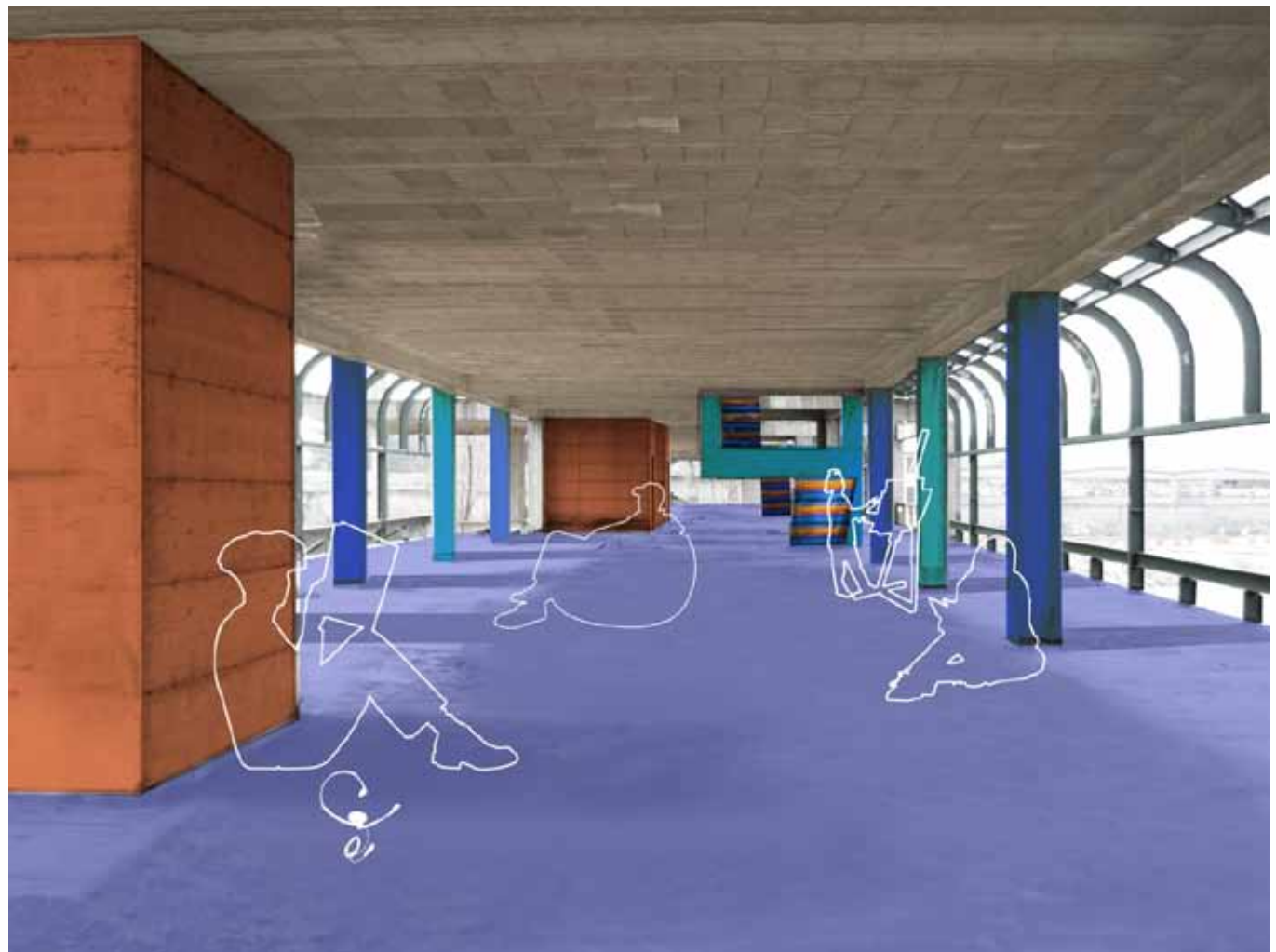
EXHIBITIONS
(ART GALLERY)











RED _ SUNSET

EMOTIONAL EFFECTS

PASSION

EXPRESSION

MOTIVATION

COMMUNICATION

ACTIVITIES

CONCERTS

(FASHIONSHOW, MUSICAL)

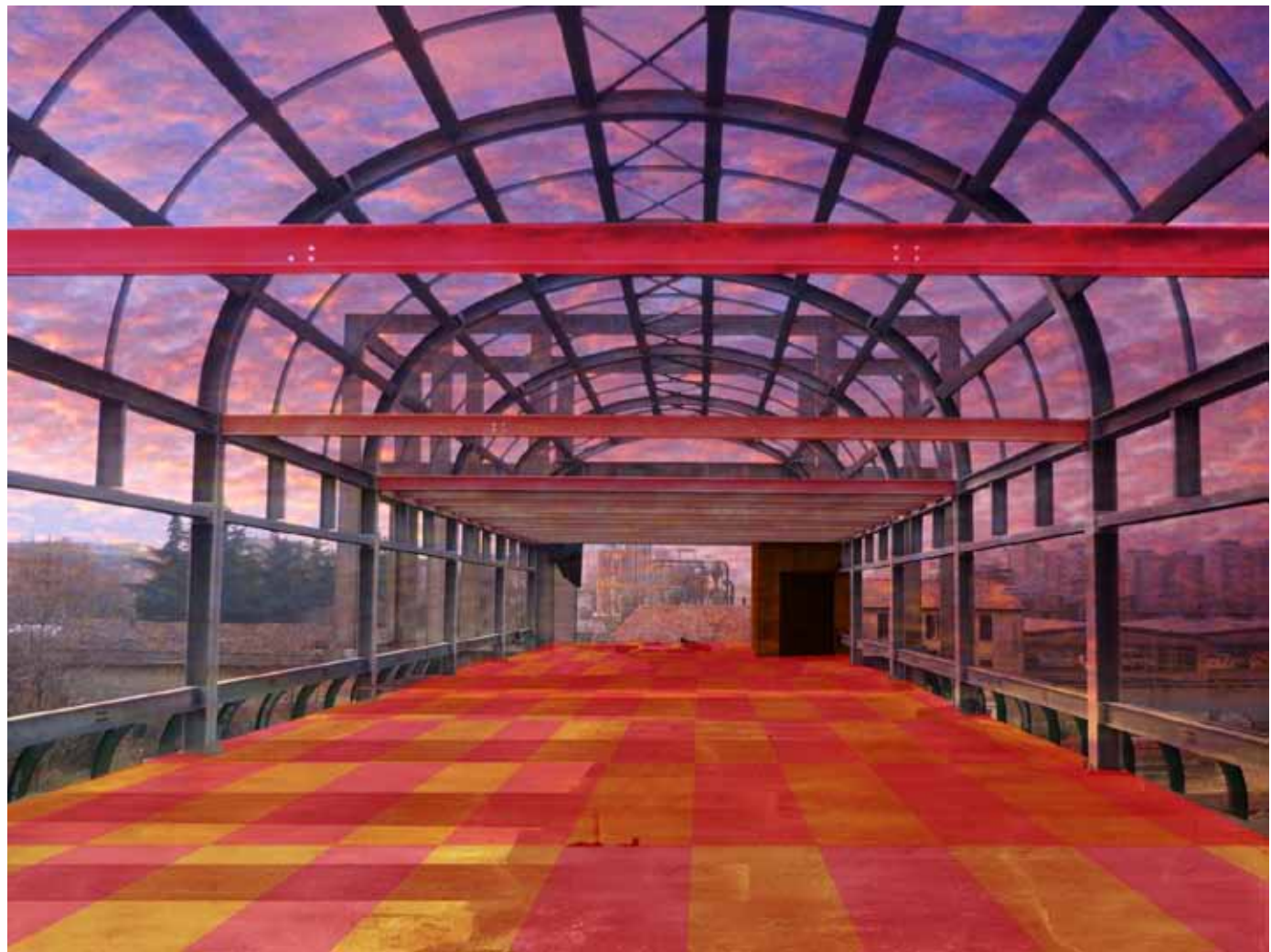
A MEETING PLACE

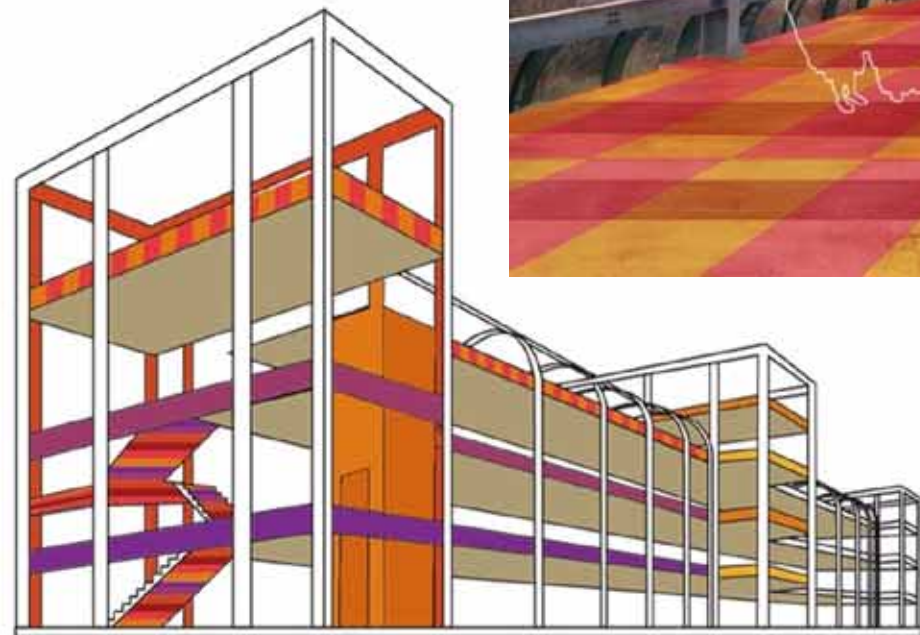
(ANY KINDS OF PARTY OR CLUB)

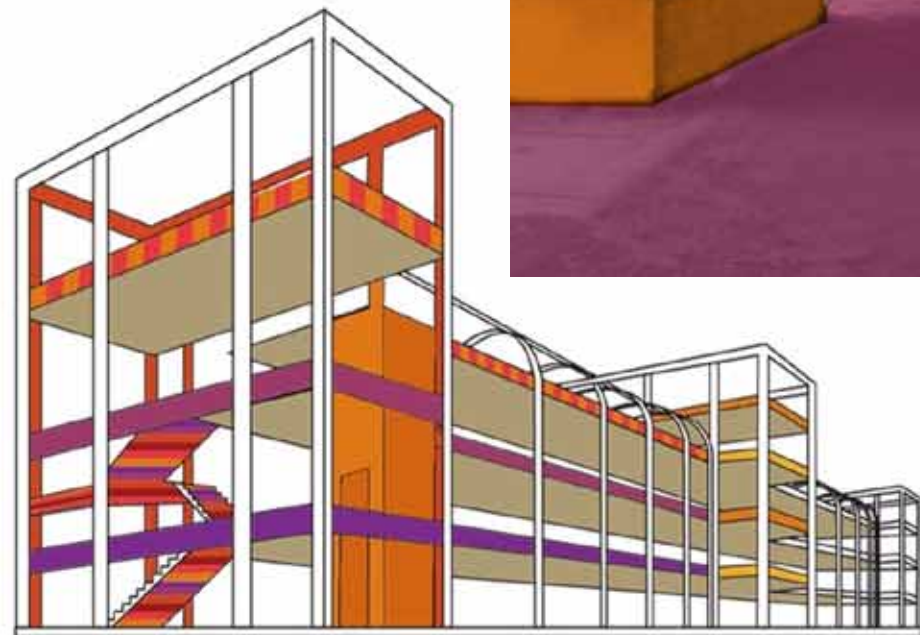
OPEN MARKET

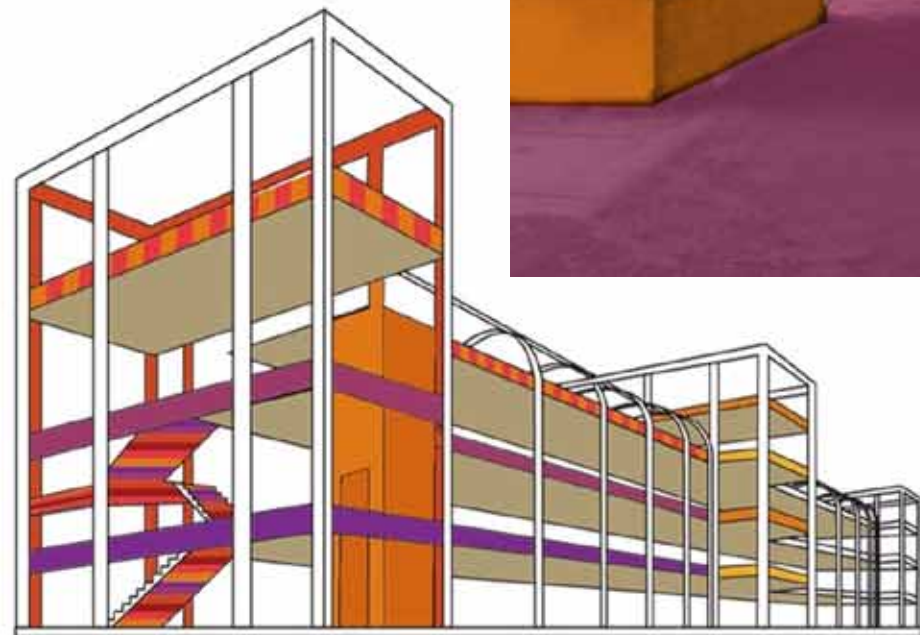
(CREATIVE PRODUCTS)











FINAL PLAN _ A3 SIZE

SANG HEE HONG (LUNA)



COLOR and LIGHT

HONG SANG HEE (LUNA HONG)
DOMUS ACADEMY _ INTERIOR AND LIVING DESIGN



COLOR PALLETS

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(S3.56.42 / SO.40.60
TO.40.50 / C8.40.60
E6.58.65 / R2.30.73)

SUNSEET COLOR
(VO.37.42 / X7.18.54
B2.30.40 / C8.40.60
CO.30.50 / E4.60.60)

EARTHY COLOR
(E4.60.60 / EN.02.88
E8.30.70 / C8.03.78
C8.05.65 / AO.05.45)

COLOR CONCEPT

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At same time, the building can be a communication place such as concert hall, café and market.

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(HALT CONSTRUCTED BUILDING)
_ ENVIRONMENT
: NEAR TO NAVIGLIO RIVER / LIVING AREA
(FLATS AND PARKS)

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S3.56.42

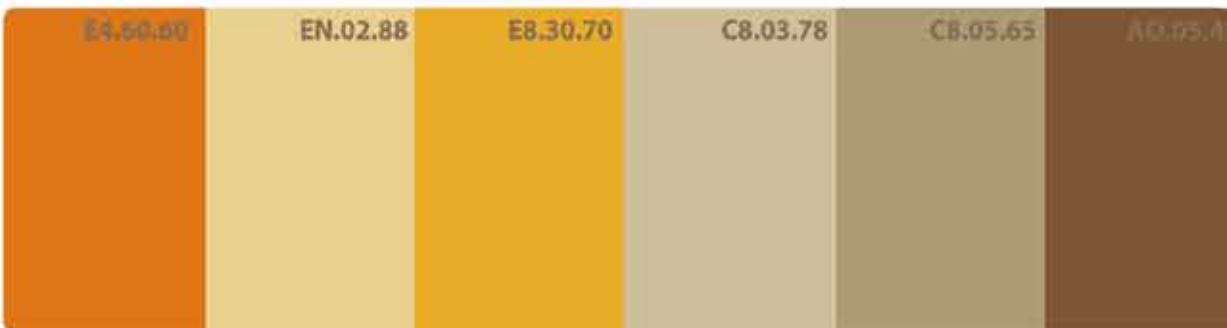
SQ.00.00

T0.40.50

CA.00.00

E6.58.65

SL.00.00





Via Molinetto di Lorenteggio



Duomo

La Scala



BLUE

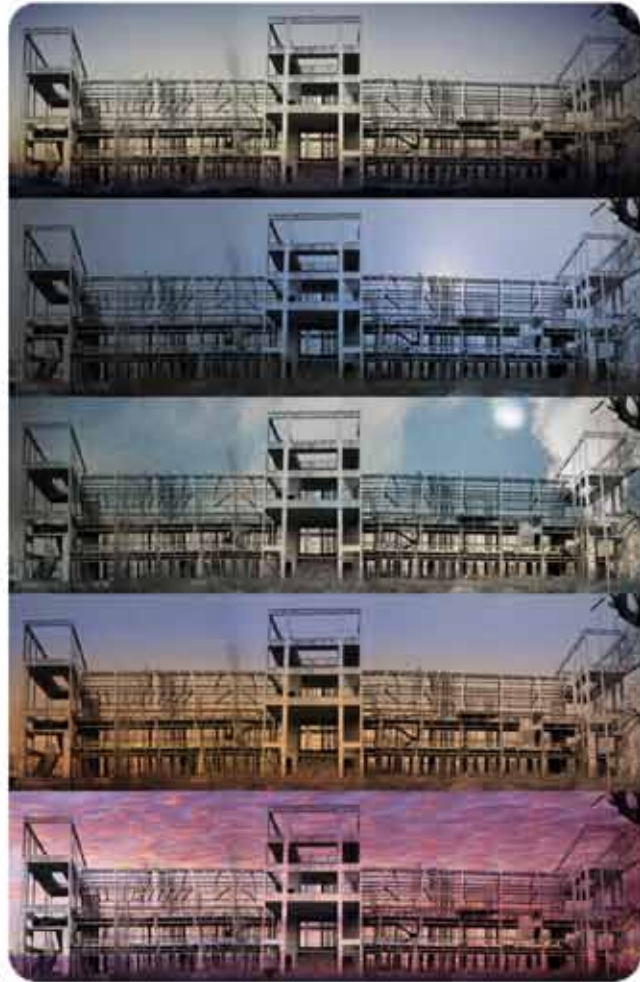
6:30 AM

9:00 AM

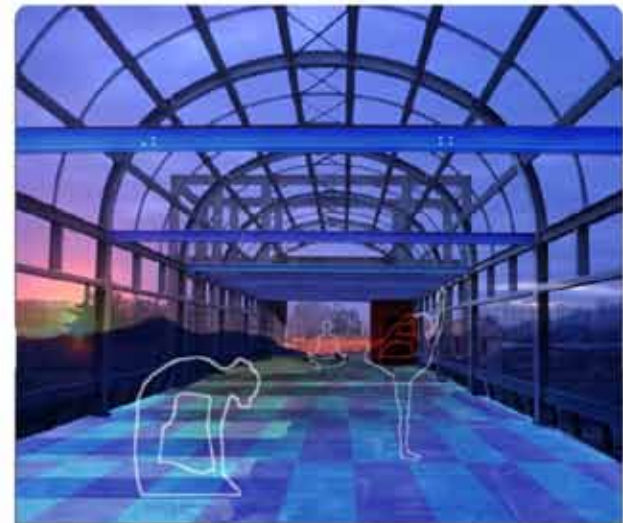
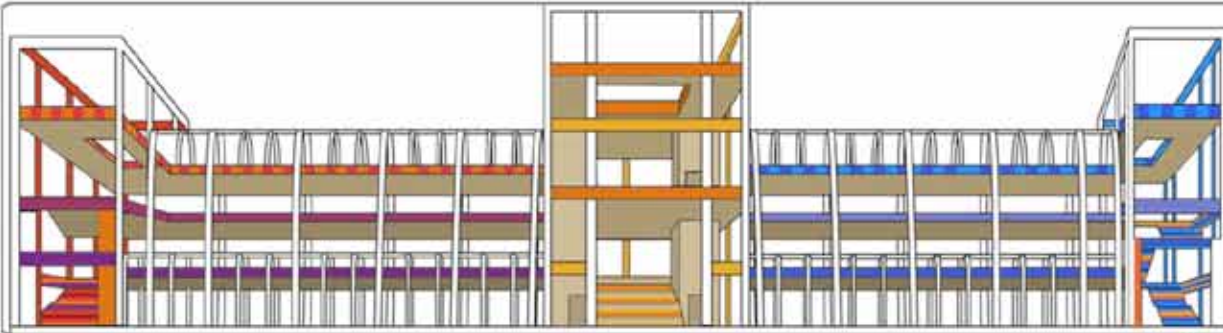
1:00 PM

4:00 PM

7:00 PM



RED



RED_ SUNSET

EMOTIONAL EFFECTS

PASSION
EXPRESSION
MOTIVATION
COMMUNICATION

ACTIVITIES

A MEDITATION PLACE
(YOGA)
BOOK CAFE
(READING AND RELAXING)
EXHIBITIONS
(ART GALLERY)

ACTIVITIES

CONCERTS
(FASHIONSHOW, MUSICAL)
A MEETING PLACE
(ANY KINDS OF PARTY OR CLUB)
OPEN MARKET
(CREATIVE PRODUCTS)

BLUE_ SUNRISE

EMOTIONAL EFFECTS

CALMING
PEACE & QUIET
SIMPLY RELAX
INNER STRENGTH

