

Minimum Documentation Fiche

composed by regional working party of FRIULI VENEZIA GIULIA, Italy

01. Picture of building



Depicted item: Uffici Zanussi, Porcia, south front

Source: Electrolux

Date: 2014

1. Identity of building

1.1 current name of building

Uffici Zanussi

1.2 variant or former name

None

1.3 number & name of street

Corso Lino Zanussi 30

1.4 town

Porcia

1.5 province/state

Pordenone/Friuli Venezia Giulia

1.6 zip code

33080

1.7 country

Italy

1.8 national grid reference

latitude 45.968, longitude 12.62292

1.9 classification/typology

offices, tertiary

1.10 protection status & date

Legge 1/6/1939, n. 1089

2 History of building

2.1 original brief/purpose

Gino Valle was already working as designer at the company Zanussi when he started to develop three different projects for offices in 1957. Only the last one was realized (1959).

2.2 dates: commission/completion

Commission 1959,
completion 1961

2.3 architectural and other designers

Gino Valle

2.4 others associated with building

Ing. R. Novarin, ing. G. Crapiz (structures)

2.5 significant alterations with dates

Skylight closure with false ceiling and replacement of frames.

2.6 current use

original

2.7 current condition

good

3. Description

3.1 general description

The longitudinal axis of the building (103.60 m) is oriented east-west as the State Highway Pontebbana. Its three floors above ground surface count an amount of 20,000 cu.m. The street level front, preceded by a car park (-1.5 m), is measured by a succession of pillars which release the structure giving place to wide windows useful for the natural brightness of interiors. The succession on the south side is introduced by a wide opening allowing the access to the factory. At this point the building reduces its volumes towards the inner court, where you can also find the main entrance of the building.

3.2 construction

The reinforced concrete construction was realized with rigid frames transverse to the factory block. They are matched at 2.40 m. The frames support three platforms sloping south towards the State Highway Pontebbana on the lowered car park. The building has three floors above ground surface and includes also a basement. The structure integrating the two floors beneath and the top floor are completely made of metal. The maximum length of the building is 103.60 m, the walkable area is 5,000 cu.m, the total volume is 20,000 cu.m.

3.3 context

The building is located in Porcia, close to the western exit of Pordenone, on the State Highway Pontebbana leading to Venice. It's a long wall, whose rhythm is settled by the main elements, in juxtaposition with the local *pointillisme* made of villas and factories, all different in shape and scale. The building overcomes the context in which it is placed, in order to confront the Alps scenario, lowering towards the Friulian valleys. A wide parking lot allows the buildings some space, interrupted by a huge portal opening to the world of the factory.

4. Evaluation

4.1 technical

High value. The building has a reinforced concrete core structure and materials (open façade, brick and concrete cover, metal and glass), which you can see from the outside. This allows a fast read of the architecture and a formal definition, directly connected to the mind of the project.

4.2 social

High value.

4.3 cultural & aesthetic

High value. The building, immediately recognized as state of the art architecture, brought new values of modernity, synchronizing with the enterprise vision and production, contributing greatly to the image and to the Zanussi trademark.

4.4 historical

Once it was completed (1961), the building was immediately published with flattering reviews on the pages of *Architectural review*, and after that on several magazines, which considered the thoughts of Gino Valle (cf. bibliography) an example in the world of architectural design for industrial buildings. That contributed greatly to spreading both the prestige of the building and the image of Zanussi and of the architect Gino Valle. When the building was realized, Zanussi counted about a thousand employees. In a few years the firm grew, incorporating several other marks and firms and since 1984 it shifted to the Swedish multinational corporation Electrolux, spreading its production worldwide and counting more than 100,000 employees. Porcia's factory came to count 2,500 workers and the offices designed by Gino Valle changed with the rapid growth of the factory, living with the fact they had to re-organize the production spaces, even if it tried to keep its own architectural identity. The building, conceived as "a door to the world" of the factory, lost that function, even if it kept its functionalities and the high level of symbolic representation.

4.5 general assessment

The building was immediately assigned to the history of architecture and now it represents an exemplar, if related to the context, the organisation and distribution of the room, the technical dimension where its formal definition comes from. The noteworthy relationship with the time factor has made the building able to keep up with the transformation of the company needs and the different concepts of the architectural project and its construction.

5. Documentation

5.1 principal references

Francesco Tentori, *Dieci anni dello studio Architetti Valle*, in "Casabella", n.246, 1960; Reyner Banham, *Studio Valle*, "The Architectural Review", n.772, 1961; Reyner Banham, *Rex*, "The Architectural Review", n.779, gennaio 1962; Roberto Guiducci *Presente e futuro dell'architettura industriale in Italia*, in "Zodiac", n.9, gennaio 1962; *The look of industry*, in "Forum", aprile 1962; *Due realizzazioni delle industrie A. Zanussi a Pordenone*, in "Casabella", n.277, 1963; *Uffici per le industrie A. Zanussi Rex a Pordenone*, in "Lotus Architectural Annual", 1964-65; *Bureaux Zanussi Rex a Pordenone*, "L'architecture d'aujourd'hui", n.48, gennaio 1965; *Uffici della Zanussi Rex a Pordenone*, in Alberto Galardi, *Architettura italiana contemporanea*, Comunità, Roma 1966; *Uffici Zanussi Rex*, in *Catalogo Bolaffi dell'architettura italiana 1963-66*, a cura di Giuseppe Luigi Marini, Bolaffi, Torino 1966; *Batiment administratif de l'usine Zanussi Rex à Pordenone*, "L'Architecture d'Aujourd'hui", n.133, 1967; Francesco Dal Co, *Gino Valle. La necessità dell'architettura*, in "Lotus International", n.11, 1976; Manfredo Tafuri, Francesco Dal Co, *Architettura Contemporanea*, Electa, Milano 1976; *Gino Valle architetto*, catalogo della mostra, Idea Books, Milano 1966; Manfredo Tafuri, *Storia dell'architettura italiana 1944- 1985*, Einaudi, Torino 1986; *Atlante dell'architettura italiana del Novecento*, a cura Giorgio Ciucci, Francesco Dal Co, Electa, Milano 1981; Pierre-Alain Croset *Gino Valle: progetti e architetture*, Electa, Milano 1989; Sergio Polano, *Guida all'architettura italiana del Novecento*, Electa, Milano 1991; *Friuli Venezia Giulia. Guida critica all'architettura contemporanea*, a cura di S.Polano e L.Semerani, Arsenale, Venezia 1992; .Pierre-Alain Croset, *Gino Valle per Zanussi a Pordenone. Attuale oggi un'architettura di ieri*, in "Abitare", n.390, 1999; *Gino Valle*, numero monografico "Lotus. Navigator", n.1, 2000; Pierre-Alain Croset, Luka Skansi, *Gino Valle*, Collana Documenti di architettura, ed. Electa, Milano, 2010; Marco Biraghi, Alberto Ferlenga, *L'architettura del 900, opere progetti luoghi*, Einaudi 2013.

Archives

Studio Valle architetti associati (UD)

<http://www.studiovalle.com>

Archivio Electrolux (Porcia-PN)

<http://www.electrolux.it>

5.2 visual material attached

01_The north front with the entry stars, photo Italo Zannier, courtesy Studio Valle Architetti Associati

02_South front, photo Giuseppe Dall'Arche, 2007, courtesy Studio Valle Architetti Associati

03_Detail of the south front, photo Giuseppe Dall'Arche, 2007, courtesy Studio Valle Architetti Associati

04_Perspective of south front, courtesy Studio Valle Architetti Associati

5.3 rapporteur/date

Francesca Agostinelli, May 2015

6. Fiche report examination by ISC/R

name of examining ISC member: date of examination:

approval:

working party/ref. n°: NAI ref. n°:

comments:



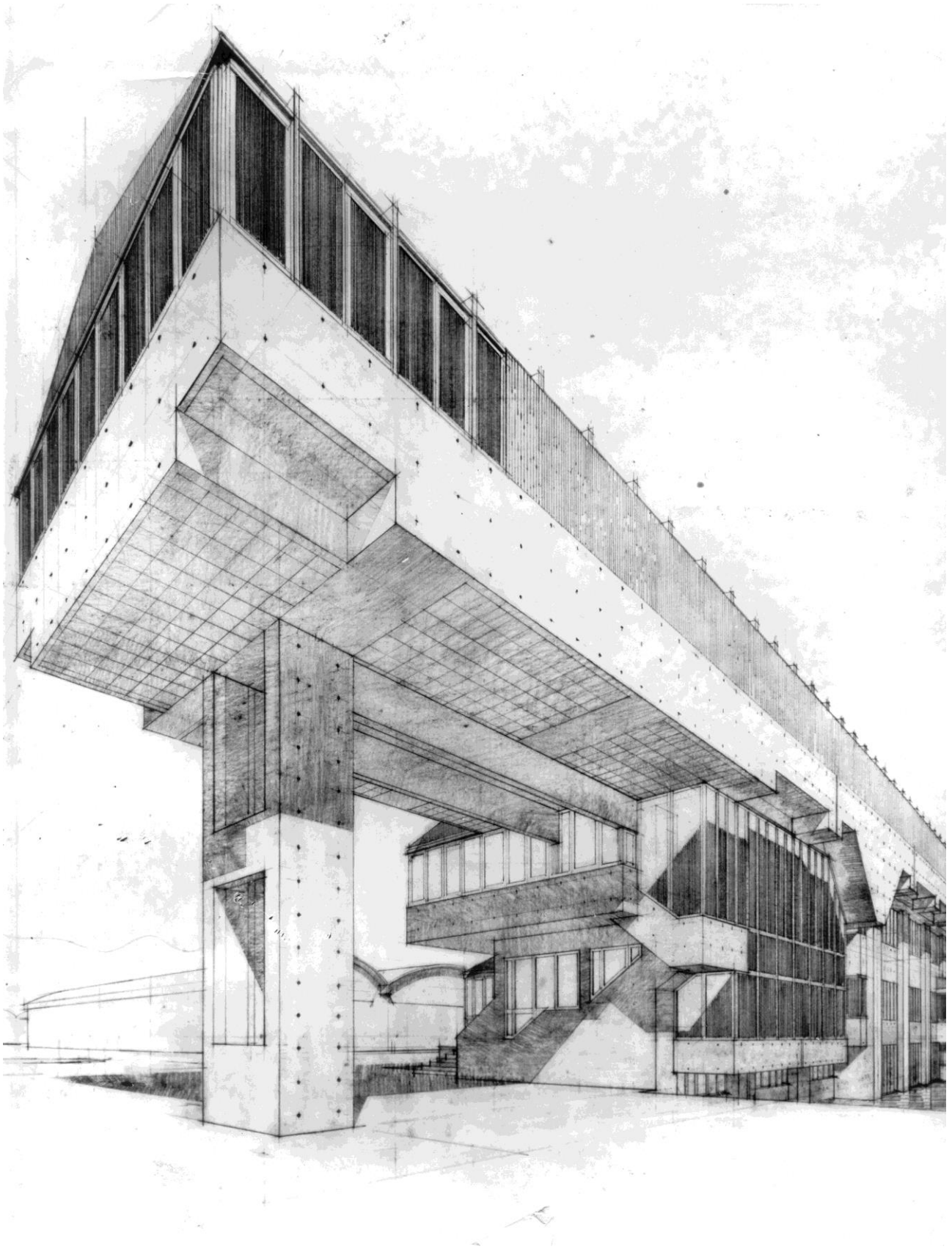
01_The north front with the entry stairs, photo Italo Zannier, courtesy Studio Valle Architetti Associati



02_South front, photo Giuseppe Dall'Arche, 2007, courtesy Studio Valle Architetti Associati



03_Detail of the south front, photo Giuseppe Dall'Arche, 2007, courtesy Studio Valle Architetti Associati



04_Perspective of south front, courtesy Studio Valle Architetti Associati