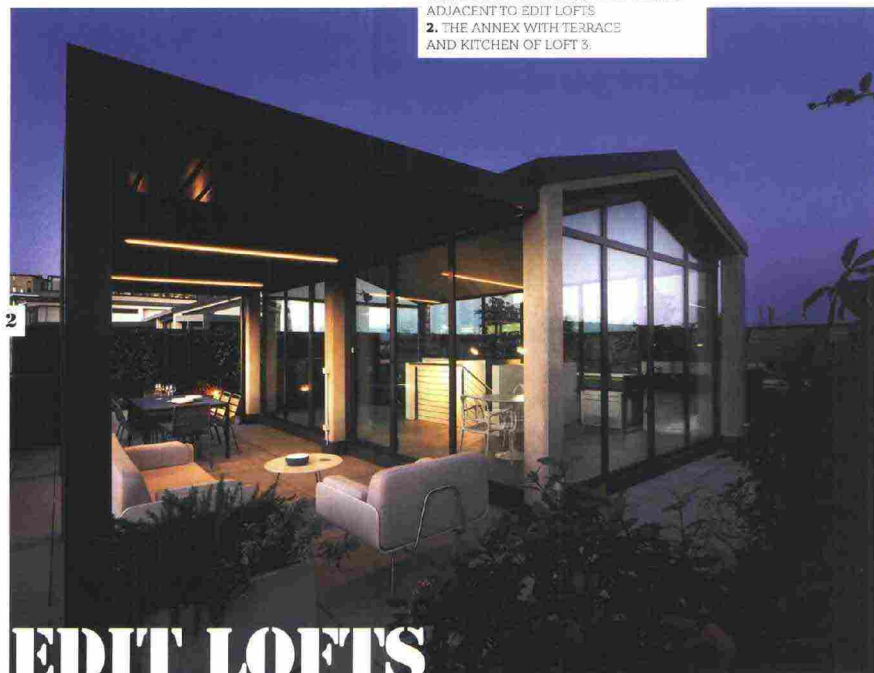
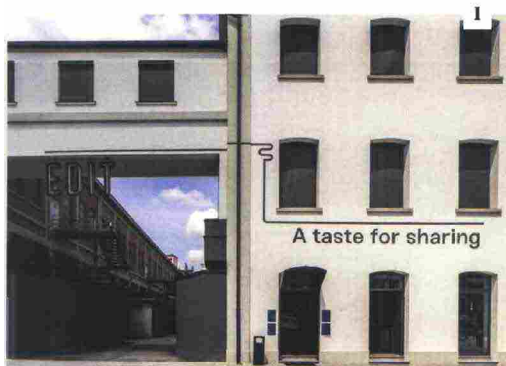


LookINg AROUND PROJECTS

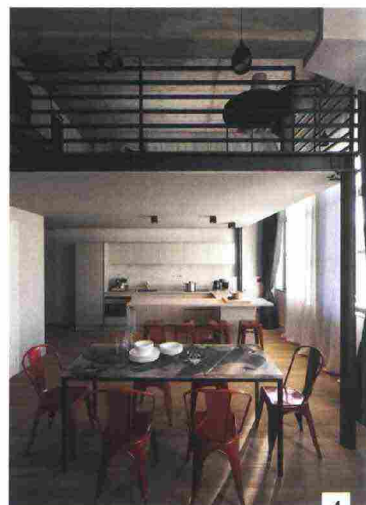
The charm of industrial archaeology combined with art and design in eleven lofts that reinterpret the concept of hospitality



1. THE ENTRANCE OF EDIT: THE MULTIFUNCTIONAL FOOD CENTER ADJACENT TO EDIT LOFTS
2. THE ANNEX WITH TERRACE AND KITCHEN OF LOFT 3.

EDIT LOFTS A TALE FROM TURIN

Turin regenerates, converting its energies, refining their quality, making it more subtle and fluid in the delicate phase of transition from a main industrial city to a smart city of the 21st century. One of the examples of this is the project of revitalization of a zone known as Barriera di Milano, to the northeast of the city, crossed by the so-called Mile of Innovation, the new axis leading from the Polytechnic to the Dora station, flanked by research centers, art galleries and innovative



3. THE LIVING AREA WITH LOFT LEVEL OF LOFT 4
4. THE CONVIVIAL AREA WITH ACCESSORIZED KITCHEN IN LOFT 6.
PHOTOS DANIELE RATTI, ANDREA MARTIRADONNA AND LUISA PORTA

startups. Here, in the building that once contained the facilities of Incet, an electrical wiring factory, Marco Brignone, entrepreneur and collector, has purchased an area of 5000 square meters to create a multifunctional food center known as Edit, an acronym for Eat, Drink, Innovate, Together. Next to it, last year Brignone completed eleven Edit Lofts to round out the complex. Eleven residential units for tourism or work-related sojourns in the city, where architecture, art and design join forces in original, welcoming and functional solutions, with an accent on ecosustainability. "The project," says Barbara Scott, interior designer and project leader of Edit Lofts, "was developed around a single objective: to keep the traces of the old factory visible, combining them with the warmth of a residence, through a language made of sober, modern materials that generate a forceful industrial character, but in a new, reinterpreted guise." ■

Francesco Massoni