

POLITECNICO DI TORINO  
SECOND SCHOOL OF ARCHITECTURE  
Master of Science in Architecture  
*Honors theses*

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**Exhibition and communication: Project to upgrade the fairground of Cagliari**

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The planning of our degree thesis draws inspiration from the notice of contest of ideas for the project of redevelopment of the Exhibition Trade Fair of Cagliari, which has for its object the establishment of criteria and project ideas to redevelopment the pavilions, buildings and outdoor spaces that characterize the fair district of Cagliari. Before proceeding with the design of the exhibition area, we analyzed the organizational characteristics of the main Italian exhibition centers, paying particular attention to the relationship between the trade fair and the city in which it arises, transport systems related to the type of the fair and its evolution time. We analyzed the districts fair of Torino (Lingotto and Torino Esposizioni), Milano (the Trade Fair and the new exhibition center in Rho - Pero), Genova, Bologna, Rimini, Roma and Bari.

This analysis provided some insight into the strengths and weaknesses, which we then summarized and that we were used to design the fairgrounds.

Finally, our visit to Cagliari, and in particular to the area of the fair, and the subsequent brief research on the dynamics of transformation of the city, was fundamental to identify the hubs and the morphological characteristics, which have proved crucial to the design.

Only after this careful analysis we have grappled in the design of the exhibition area by proposing a system with double comb, that was suggested by the analysis of the latest exhibition centers considered, deployed on two main pillars for a better use of pavilions.

Our proposal is based on a single law of composition defined by a modular grid, measured by net geometry and pathways clear and well defined.

The project is then divided into a business center, visual focus of the complex, which unfold in two areas exhibition organized pavilions, and two pre-existing built by Adalberto Libera.

The business center is characterized by the office tower, with service rooms for the public at the ground floor, and by the convention center with two large conference rooms, and related services, both characterized by strong local stone facings.

The business center is located at the entrance of the fairground and immediately after the ticket office and entrance turnstiles annexes. Near the tower, located along the axis of Viale Diaz, there is the historical building of Liberia, which provides for the conservation and destination restaurant. On the opposite side, however, foresees the creation of a service center to incorporate into the facility floor plan of historical building.

The exhibition halls are willing to comb along the two axes walkways covered with a glass supported by steel pillars branched, characterized by strong finishes in stone and large windows shielded from brise - soleil on the facades, while the cover provides natural ventilation and the possibility of inserting film photovoltaic. In the middle of the complex there is a large square, that can be used for temporary exhibitions, and a second historical building of Libera converted into a coffee bar. We also expect green areas distributed to comb through the pavilions to ensure shaded areas, thanks to the presence of lush palms. We also expect an elevated walkway that connects the district fair with the waterfront, equipped with green areas, recreational areas and sports activities, and organized around a central pedestrian axis that connects the entire area with the new pier and the "Pavilion of salt" by Pier Luigi Nervi. Finally, we also considered the connection between the fair and the city by recreating the city walkways, as required by the notice and input from the PUC of Cagliari.



Masterplan



General sight of the south sector of the fair district



Sight from the south est of the fair district

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