

## ZORDAN'S NEW "HOME"

19 May 2023. Valdagno, immersed in the green hills of the Valdagnese countryside, saw the inauguration of a new head office for Zordan, a longstanding company in the area that creates retail spaces that are beautiful and sustainable for people and the planet. The building is in complete harmony with the surrounding landscape, a synthesis of tradition and innovation, fundamental pillars of the Group.

At the event, which was moderated by Emanuele Bompan, an environmental journalist and expert in circular economy, there were speeches by the architect Alessandro Basso, by Marco Montemaggi, the curator of the Zordan Museum and by Laura Pighi, CPO of GREENMAP HABITECH.

The project was led by architect Alessandro Basso and included the work of engineer Andrea Zarantonello, architect Daniela Baretta for the construction engineering part and Roberta Meneghini for the landscape gardening and environmental analysis of the site. This is a project of sustainable innovation, designed to work in harmony with the natural environment of the area. Laura Pighi of Habitech coordinated and supported the global sustainability objectives of the project.

With the aim of creating a dialogue with cultural figures and institutions, Zordan also created a Business Museum inside the new building, curated by Marco Montemaggi. This museum is designed to be a point of reference for the local community as well as a cultural bridge to connect Valdagno with the whole Italian and international context.

### THE NEW FACTORY

The "Nuova Fabbrica" (new factory) is a building of 6.000 sq. m. By functional necessity compact and massive, it features a double height glassed-in portico on the main south-east façade. The walls are highlighted by sections in combinations of natural colors that make the building blend into the surrounding landscape: ploughed fields, meadows, the color of the woods on the hills, the darker tones of the bark on the tree trunks.

The new building is highly energy efficient. In the offices and in the company museum the air-conditioning is air controlled, with systems integrated into the structure of the rooms. In the production area there is floor heating, with continuous recycling of inside and outside air to control the CO<sub>2</sub> levels in all areas of the building.

Primary objectives are the livability of the work spaces and attention for the wellbeing of the workers.

In order to share designing and technological decisions, the work group of the technical designers coordinated with the company with monthly meetings for more than two years.

**Alessandro Basso, architect:** *"By functional necessity compact and massive, it features a double height portico and a glass curtain wall on the main façade. The entire building, highlighted by walls with irregular sections in combinations of natural colors, was constructed in a green area, at the end of the industrial area of Valdagno, beside the road that leads to Piana. The vision of the design was to create a dialogue with the hills and woods on an unfenced plot to blend in with the surrounding landscape."*

### THE COMPANY MUSEUM

The Zordan Museum, curated by Marco Montemaggi, grew out of an awareness of the role of culture and art to transmit values. With its own museum Zordan aims to promote a "contemporary" business culture, oriented towards generating profit and at the same time having a positive impact on people and the planet.

This is a complex project but perfectly suited to a company like Zordan, which has entrepreneurial ability and a commitment to ethical values in its DNA.

The Zordan Museum narrates a new way of doing business defined as “future proof”.

The narrative flow, which takes in three rooms of the Museum, illustrates three elements of the company's development:

1. **Timeline.** The interwoven timelines tell of the growth of the company and its strategies in a constant exchange of values with the local area, and aim to show how the area of origin contributes to the shaping of its identity.

Graphic design: Joseph Rossi

2. **Wunderkammer.** Diving into the “room of wonders” the visitor experiences the three approaches to business that characterize Zordan: attention towards people (People), the commitment to safeguarding the planet (Planet) and the pursuit of economic sustainability (Prosperity).

Design and artistic direction: Francesca Molteni

3. **Art for Sustainability.** Through the various languages of art and culture, and with a multicultural and multidisciplinary approach, the two installations explore the theme of climatic change from new perspectives, as a testimony to possible approaches towards understanding, education and action.

Installation 1: “I’ll make you see with your eyes closed”, Author: Elisabetta Zavoli, Curator: Denis Curti.

Installation 2: “(Neo) Nature”, Authors: Andrea Valzania – Davide Piro – Sara Rombaldoni, in collaboration with l’Istituto ISIAU, Curator: Cristiana Colli.

Our thanks are due to Miomojo, a B Corp certified company and winner of the first Zordan Sustainability Award 2022.

**Marco Montemaggi** – Curator of the Zordan Museum: *“The Zordan Museum represents a new kind of company museum on the European scene in this sector. The originality of this exhibition comes from the company and from its own peculiar manufacturing characteristics that orient the conception of the museum structure. This approach has led to the designing of a Company Museum that represents a change of exhibition paradigm focused not so much on the presentation of iconic products but on the processes and the design function of the company, its history intertwined with that of the local area and last but not least on sustainability, the goal and founding value of this Brand”.*

## LEED

Zordan’s new headquarters were designed and built according to LEED criteria (Leadership in Energy and Environmental Design) with the aim of reaching “gold” level.

The LEED criteria provide a framework for designing and creating buildings that are healthy and energy efficient, and that put together the objectives of company governance with social and environmental benefits.

The indicators make up a comprehensive framework of performance, starting from integration into the local area with conservation and improvement of the local environment, and then addressing the issues of energy and water saving, reduction of CO<sub>2</sub> emissions, improvement of internal quality and comfort, and the selection of materials with a low environmental impact, and concluding with an overall assessment of the building’s carbon footprint over its life cycle.

The new Zordan head office aims to:

- reduce the use of indoor water by 45% (compared to the baseline of reference);
- reduce energy consumption by 74,6% (compared to the baseline of reference);
- recreate the natural hydrology of the site and conserve and regenerate the environment;
- reduce emissions and satisfy its own energy needs from renewable sources (renewable on site and green power);

- use materials with transparent information on their impact during life-cycle and calculate the overall impact of the building itself during its life-cycle;
- create healthy internal spaces designed for comfort.

**Laura Pighi** – CPO GREENMAP HABITECH: *“The meanings we can give to sustainability are many. They all involve taking paths, developing solutions, confronting our choices daily and applying them to our own work with transformative actions. Zordan has decided that its own headquarters must be consistent with these choices, so that the place itself becomes part of the narration of values. Supporting this idea with an international sustainability certification allows us to join intentions and measurements, values and impacts”.*

## **ZORDAN FAMILY**

The art of know-how is at the foundations of the Zordan family, who have remained during the centuries since their origins in the same geographic area, at Valdagno in the Valle dell’Agno in the province of Vicenza.

The first workshop built by grandfather Alfredo SR was less than 200 steps from where the new head office has been inaugurated, and this illustrates how being deeply rooted in the local area and in the community has helped Zordan to become a B Corp company recognized today on the world market as a creator of iconicity in shopfitting for the world of luxury.

Today the three Zordan siblings Maurizio, Alfredo and Marta are the Part Owners who guide the family business following an effective business model that continues, as in the past, to put the person in first place in the company values, thus helping the local community to grow with the creation of beauty.

**Maurizio Zordan** – Part Owner Zordan: *“When you build a factory you can conceive it for its conventional use but also as a place that helps the community.*

*In the specialization of tasks typical of Taylorist capitalism, companies are closed inside their gates, they have become spaces separate from the community and we Italians and Veneti in particular do not feel comfortable with this kind of model. Our history is full of companies that have influenced their local community, and now more than ever the teachings of our predecessors are topical. Zordan aspires to this role in the local territory that hosts us, to be a point of reference that embraces the local community and fosters its growth.”*

**Marta Zordan** – Part Owner Zordan: *“In our company statute there are six objectives: to support the local community, reduce environmental impact, help our collaborators to improve, support cultural development, promote the wellbeing of our workers and operate transparently. The building of the new head office in which all these important objectives could come together in a serene, productive and innovative atmosphere was an obvious choice for our Family.”*

**Alfredo Zordan** – Part Owner Zordan: *“The new head office represents a highly significant environment for the history of our local area, where we would like to remain firmly rooted. At the same time, we would like to use this new space to help build an inclusive and sustainable future that will see us as leading players, witnesses of the genius loci that has left its mark for over one hundred and fifty years.”*

### **Press office**

EFFE-BI

[gbarbara@effe-bi.it](mailto:gbarbara@effe-bi.it)

Cell 3485313401