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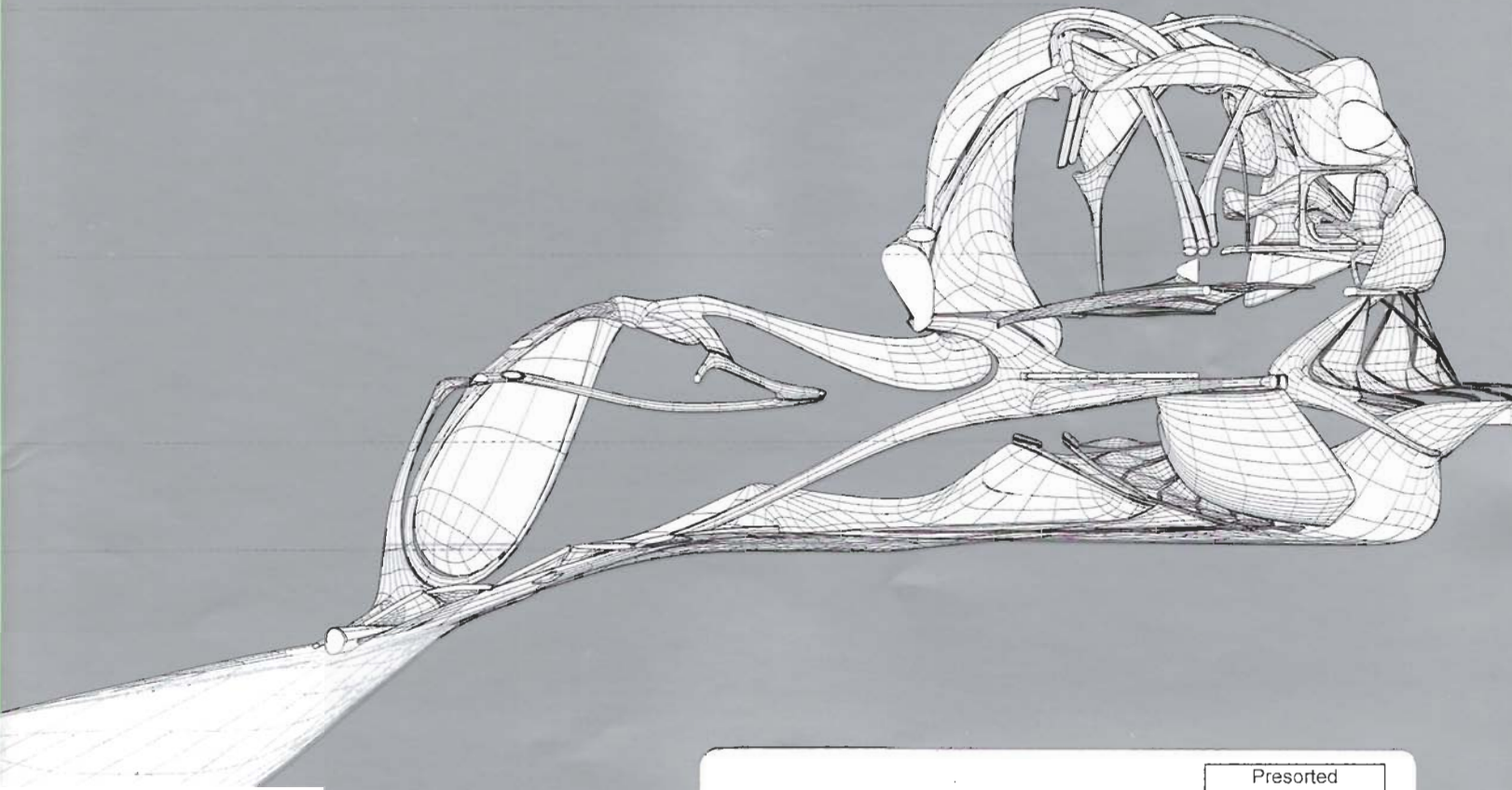
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Marcello Pozzi

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Farina Casseforme Pavilion

Location: Convention Center, Las Vegas

Designer: MLL0 Design

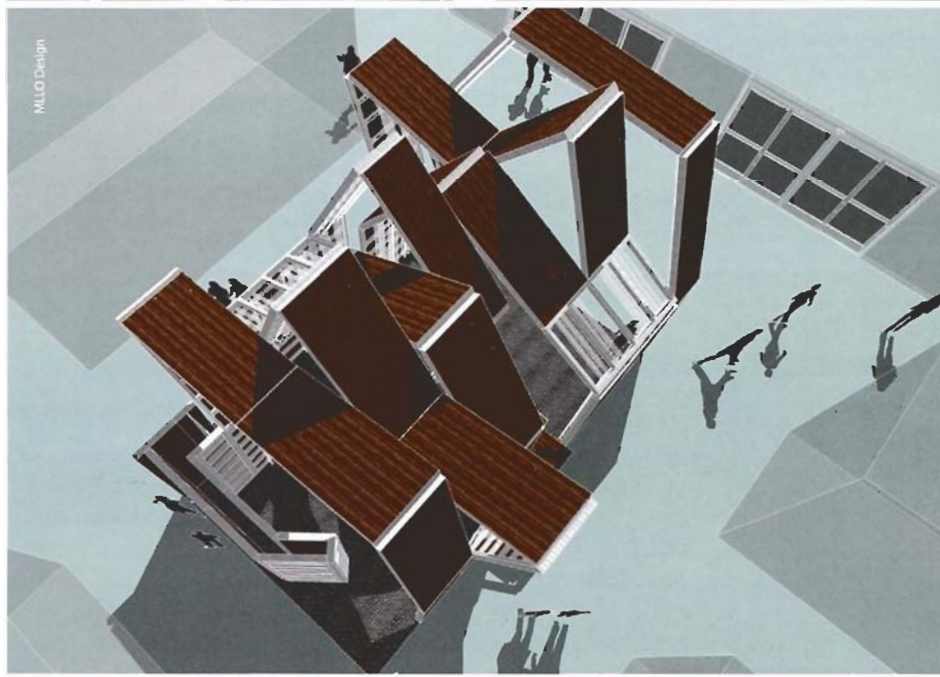
Web site: www.mllo.net

The design of the Farina Casseforme pavilion at the World of Concrete trade show in Las Vegas earlier this year was an effort to transform fragments of temporary construction—the steel formworks panels—into built architecture. The formwork system becomes architecture through metaphorical translation of the steel fragments into architectural language; thus the decision of designing the entire pavilion with the formwork system.

The pavilion design was inspired by the contemporary architecture and design experimentation typical of the West Coast. Its heavy panels were to evoke a sensation of dynamic lightness, and so 400-pound panels, originally produced to hold and form tons of fluid concrete up to a pressure of 80kN/m², appear buoyant as they float and fold in a surreal setting. With the applied graphics, they are reminiscent of the billboards along the streets of Los Angeles. However, these “billboards” with their controversial and ironic slogan form a deconstructed cluster suspended in the air.

The modular system of exposed structural galvanized steel, clamps, tie rods, and the phenolic resin-finished plywood are used out of context and become a new architectural language. The installation is composed of seven different folded and fragmented portals of panels staggered to create a dynamic composition. The pavilion had a 30-foot by 20-foot area with a maximum height of 21 feet.

The greatest challenge to the design was calculating an appropriate structure to support the heavy panels without a continuous anchoring platform. A related issue was how to determine an assembly sequence which took into consideration the height of the pavilion and the stability of the structure during the installation. The resolution came by implementing a series of steel “angled arches” which support the panels. Each arch has a double channel section welded to follow the configuration of the portals. The panels are fixed on the arches with universal fixing bolts. The portals are braced to each other by the connection of adjacent panels by quick acting clamps.



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Farina Casseforme Pavilion

LOCATION: Las Vegas

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