

Ac Siena Stadium Siena, Italy

CLIENT:
Ac Siena

PROJECT: 20,000 seats UEFA 4 Class stadium, commercial promenade, multiplex cinema

WORK CARRIED OUT: Concept, Design, Planimetric study, Urban planning

BUILD UP AREA: 42,000 m²

OVERALL PROJECT VALUE:
€ 80 Millions

DATA AND LOCATION:
2012 Siena, Italy

PROJECT PHASE: Preliminary project



The new Ac Siena Stadium will be built on the same area of the existent Artemio Franchi Stadium in Siena, a few metres from the historic city centre which has been declared by UNESCO a World Heritage Site. It is one of the nation's most visited tourist attractions. Siena is famous for its beautiful medieval cityscape. The development aspiration is to create an exciting and contemporary football stadium which simultaneously addresses environmental and commercial concerns, whilst successfully integrating into the historic building fabric of Siena.

Our design has been inspired by the beautiful cityscape of Siena and its rich history and culture. The design has also been driven by a desire to minimise any visual impact on the historic fabric of the city, whilst creating a stunning contemporary sports venue. In keeping the height of the stadium to a minimum, it became apparent to us that the roofscape would be the most visible aspect of the design. We wanted our roofscape to reflect the unique urban grain of Siena – and so we projected lines from the surrounding

buildings and roads to break up our roofscape – introducing pitches and angles to reduce the scale and relate it back to the city. We have divided the roofscape into 17 sections – to reflect the 17 ancient 'contradas' of Siena. All of the 17 'contradas' come together under this roof to support their city's football team. The existing West Stand will be retained and refurbished to provide hospitality and VIP accommodation. A new South Stand will house away fans, whilst a new East stand provides opportunities for further

Executive Accommodation, which could be used for functions/ conferencing to generate revenue on non-match days. We have designed a separate North (Robur) Stand, to emphasise its importance as the main home fan area.

The areas surrounding the stadium are redesigned using terraces which define spaces for commercial and cultural activities, creating a multilevel promenade that connects the stadium to the city and the natural landscape, defining a unique urban park.





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