



WORLD-RENOWNED ARCHITECT BJARKE INGELS TO DESIGN NEW S.PELLEGRINO FLAGSHIP FACTORY

The international architecture firm, BIG (Bjarke Ingels Group) has been revealed as the winner of the global competition to redesign the historic bottling plant of S.Pellegrino.

MILAN, February 15, 2017—World-renowned architecture firm **BIG (Bjarke Ingels Group)** has been announced the winner of the **international tender**, curated by **Luca Molinari Studio**, to redesign the **S.Pellegrino Flagship Factory**, an innovative, state-of-the-art facility intended to harmonize its aesthetic with its surrounding territory, benefit personnel and welcome tourists from across the globe. The project to construct the leading ‘Made in Italy’ mineral water’s new home, led by distinguished Danish architect **Bjarke Ingels**, was officially unveiled at the Feltrinelli Foundation in Milan at the “*S.Pellegrino Flagship Factory – The Factory of the Future to Celebrate Made in Italy*” event. BIG will partner with S.Pellegrino for the next four years, with the groundbreaking of the construction to take place in 2018.

“Today we are laying the first symbolic stone of the Factory, which will become the flagship of our Group,” said **Stefano Agostini, President and CEO of the Sanpellegrino Group**. *“Out of all the projects presented, BIG’s proposal was the most representative of our brand values and our company’s commitment: to restore our role as Made in Italy ambassadors; tell an extraordinary and non-outsourcable story of mineral water; generate real value and benefits for the community in which we operate; enhance the quality of work for our personnel – and therefore, increase production – reinforcing the sense of belonging and the passion for working in a progressive, comfortable and gratifying environment.”*

“It is with great excitement that we embark on this collaboration with S.Pellegrino. Rather than imposing a new identity on the existing complex, we propose to grow it out of the complex. Like the mineral water itself – the new S.Pellegrino Factory and Experience Lab will seem to spring from its natural source. We propose to wash away the traditional segregation between front and back of house, to create a seamless continuity between the environment of production and consumption, preparation and enjoyment.” **Bjarke Ingels, Founding Partner, BIG.**

The new Factory comes to life in the context of a **virtuous relationship with the local communities**, which the Sanpellegrino Group has listened to, supported and cooperated with since its establishment. The project, which is expected to involve an **investment of 90 million Euros**, will benefit the **San Pellegrino Terme** and **Zogno** territories and aims to harmonize the aesthetic of the bottling plant with its surrounding environment, creating conditions – both logistical and cultural – to **enhance the tourism industry of Valle Brembana**, the source of the mineral water so emblematic of Italian taste and style.

*“This project is demonstrative of **Sanpellegrino Group’s close attention to and strong bond with our territory**,”* commented **Vittorio Milesi, Mayor of San Pellegrino Terme**. *“The new factory falls under the category of **tourism development** of our community and we are confident that it will stimulate other initiatives that were started in recent years, but may have been put on hold in the aftermath of the economic crisis.”*

“Our community is supportive of Sanpellegrino Group’s project,” stated **Giuliano Ghisalberti, Mayor of Zogno**. *“We are confident that **cooperation between public and private is a virtuous model** that will help to **redevelop our territory** and reinstate Valle Brembana’s image in the world, generating guaranteed **positive effects on employment**.”*

Thus, the Lombardy region, recognized as the heart of the Italian System, has given way to a **new perspective on industry in the Italian and global landscape**. This project is also a true testimony of how **mineral water** can be an **industry capable of pulling investments in areas considered less-industrial** and, thanks to the public-private partnerships, enhance territories of origin, bringing economic, tourism, social and employment benefits for local communities and the entire Lombardy Region.

To carry out the S.Pellegrino Flagship Factory, the **BIG studio will partner with the brand for the next four years**. This upcoming year will be dedicated to the executive design of the project, with **construction beginning in 2018**. The first **priority** is the **construction of the bridge that will connect the bottling plant to Zogno**, which will then pass to the parking structure for heavy vehicles. From **2019-on**, the focus will turn to the **offices**, the **northern wing** of the factory and the construction of the **S.Pellegrino Experience Lab**, a futuristic venue where visitors can not only discover all of the benefits of the mineral water, but also **experience first-hand the 30-year-old journey** that S.Pellegrino water makes – from the precipitation accumulation, to the enrichment of the rocks and the arrival at its source – before becoming that treasured product so well-known and loved among consumers.

To follow the various phases of the project, updates will be available at www.sanpellegrino.com and via S.Pellegrino's digital and social media channels:

Facebook - www.facebook.com/SanPellegrino

Instagram - [@sanpellegrino_official](https://www.instagram.com/sanpellegrino_official)

YouTube - www.youtube.com/user/SanPellegrinoTV

###

BIG

BIG is a Copenhagen, New York and London based group of architects, designers, builders, and thinkers operating within the fields of architecture, urbanism, interior design, landscape design, product design, research and development. The office is currently involved in a large number of projects throughout Europe, North America, Asia and the Middle East. BIG's architecture emerges out of a careful analysis of how contemporary life constantly evolves and changes. BIG believes that in order to deal with today's challenges, architecture can profitably move into a field that has been largely unexplored. A pragmatic utopian architecture that steers clear of the petrifying pragmatism of boring boxes and the naïve utopian ideas of digital formalism. Like a form of programmatic alchemy we create architecture by mixing conventional ingredients such as living, leisure, working, parking and shopping. By hitting the fertile overlap between pragmatic and utopia, architects once again find the freedom to change the surface of our planet, to better fit contemporary life forms.

Luca Molinari Architecture Curatorship & Consulting

With an extensive experience that spans over 30 years including university education and assignments in fields such as architectural research, curatorship, publishing and consulting, Luca Molinari today is supported by a team of skilled professionals with experience in architecture, graphic design, journalism and project management. Luca Molinari Firm's core mission is to conceive and develop tailored-made projects that can turn visions and needs into tangible projects through an active dialogue with both institutional and private clients.

S.Pellegrino, Acqua Panna and Sanpellegrino Sparkling Fruit Beverages are international trademarks of Sanpellegrino S.p.A. Distributed in over 140 countries through branches and distributors in all five continents, these products represent quality excellence by virtue of their origins and perfectly interpret Italian style worldwide as a synthesis of pleasure, health and well-being. Founded in 1899, Sanpellegrino S.p.A, part of the Nestlé Waters group, is the leading company in the beverage sector in Italy with its range of mineral waters, non-alcoholic aperitifs, drinks and iced teas. As a major Italian producer of mineral water, it has always been committed to enhancing this primary good for the planet and works responsibly and passionately to ensure that this resource has a secure future.

For Press Inquiries:

Sanpellegrino Group

Prisca Peroni

Director of External Relations

prisca.peroni@waters.nestle.com

Ketchum

Carmelo Santisi – (+39) 02.62411928 - carmelo.santisi@ketchum.com

Rachel Niemoller – (+39) 02 62411926 - rachel.niemoller@ketchum.com

Paola Chiasserini – (+39) 02 624119.48 - paola.chiasserini@ketchum.com