



# GRANDE

IL  
IL

MAXXI  
FUTURO

SI  
PRENDE

ESPANDE,  
FORMA.

10

| 02

| 2022





MA

Museo nazionale  
delle arti del XXI secolo

**GRANDE MAXXI** was presented this morning together with Italian Ministers Dario Franceschini, Enrico Giovannini, Lorenzo Guerini and Roberto Gualtieri, the Mayor of Rome

**3 keywords for the MAXXI of the future: sustainability, innovation, inclusion**

**a research hub for experimenting with the relationship between architecture, art, science and artificial intelligence**  
**a centre of excellence for contemporary art restoration**  
**new training spaces, smart and accessible repositories**  
**a new urban green landscape with productive vegetable gardens**  
**green challenge with carbon neutrality as a target**  
**overcoming of physical, sensory and digital barriers**

## **INTERNATIONAL IDEAS COMPETITION LAUNCHED**

[www.maxxi.art/grande-maxxi](http://www.maxxi.art/grande-maxxi) | #GrandeMAXXI

press kit and images: [maxi.art/areariservata/](http://maxi.art/areariservata/) password: **areariservatamaxxi**

*Rome, 10<sup>th</sup> February 2022.* A major urban regeneration project. A challenge for the MAXXI of the future. A new sustainable, high-tech building housing a research hub fostering dialogue between architecture, art, science and artificial intelligence; a centre of excellence for contemporary art restoration, spaces for training activities, innovative and publicly accessible repositories.

A new urban green belt together designed by artists and agronomists, with outdoor exhibition activities, environmental workshops and productive vegetable gardens.

Photovoltaic systems, energetic community and rainwater recovery at the service of Zaha Hadid's building sustainability plan. New solutions for making MAXXI even more accessible and welcoming by breaking down all physical, sensory and digital barriers.

Enter the **GRANDE MAXXI** masterplan: after the transformations, the developments and the results achieved during its first 10 years of activity, the National Museum of XXI Century Arts is now laying the foundations for the future under the banner of **sustainability, inclusion and innovation**.

**GRANDE MAXXI** is an ambitious project born from a significant and important strategic inter-institutional collaboration that is inserted in a dynamic urban context, characterized by quality architecture, at the centre of a large regeneration project. The masterplan was presented this morning by **Giovanna Melandri**, President of Fondazione MAXXI, together with the Italian Minister for Culture **Dario Franceschini**, the Italian Minister for Infrastructure and Sustainable Mobility **Enrico Giovannini**, the Italian Minister for Defense **Lorenzo Guerini**, the Mayor of Rome **Roberto Gualtieri**, project coordinator **Margherita Guccione** and the Secretary General of Fondazione MAXXI **Pietro Barrera**. The founding partners of Fondazione MAXXI also attended the event: the Lazio Region, as represented by President **Nicola Zingaretti**, Enel, as represented by President **Michele Crisostomo** and CEO **Francesco Starace**, the Museum's Board of Directors and MAXXI's partners of excellence within the European competition aimed at establishing the EDIH (European Digital Innovation Hubs) network.

During the event, the **international ideas competition** for the new multifunctional building and the system of equipped public green was presented. The call for proposals, which is the first step in the realisation of the masterplan, was published in the Official Journal of the European Union on 8<sup>th</sup> February and in that of the Italian Republic on 9<sup>th</sup> February. It is also online on the MAXXI website [www.maxxi.art/grande-maxxi](http://www.maxxi.art/grande-maxxi).

Fondazione MAXXI | Museo nazionale delle arti del XXI secolo Ministero della Cultura

via Guido Reni, 4A - 00196 Roma | [www.maxxi.art](http://www.maxxi.art)

Piazza Santa Maria Paganica, 15 - 67100 L'Aquila | [www.maxxilaquila.art](http://www.maxxilaquila.art)

C.F. 10587971002 | tel +390632486





MA

XXI

Museo nazionale  
delle arti del XXI secolo

The Jury that will accompany Fondazione MAXXI in the realisation of GRANDE MAXXI was also presented. Its members include **Paolo Benanti, Francesca Bria, Leonardo Caffo, Maria Grazia Carrozza, Emanuele Coccia, Luca De Biase, Donatella Di Cesare, Stefano Mancuso, Telmo Pievani, Antonella Polimeni, Gianni Silvestrini, Chiara Valerio, Maria Alessandra Vittorini.**

In the words of **Giovanna Melandri**, "In its first 10 years of activity, MAXXI has grown and evolved, thereby becoming a device for research, education and experimentation. Every day, through the gaze and visions of artists, architects, designers, masters of photography and the in-depth programs in which intellectuals, philosophers, scientists, and experts from different disciplines have participated, we have explored the most pressing issues of our time, including the relationship between man and nature, between art, architecture, science and artificial intelligence. We learned a lot in the pandemic years, bringing our content online and strengthening the educational and social function of the museum. Now is the time for a 'natural' and further evolution under the banner of urban regeneration, sustainability and high-tech, which will enable us to confront the 'new world' that must arise from the syndemic, environmental, social and health crisis and become even more a laboratory of the future. With this project, we stand for a leading role in the New European Bauhaus program launched by the President of the European Commission Ursula von der Leyen.

The GRANDE MAXXI site will provide an opportunity for new projects and new employment for many young people, researchers, artists, creatives.

With MAXXI L'Aquila we have demonstrated that we are able not only to plan but also to finalize. We are now ready for this new challenge, to make the MAXXI of the future grow."

"The GRANDE MAXXI masterplan expands the Museum's prospects and range of action with a series of organic operations that will lead to a profound urban regeneration of the entire area.

Our virtuous path begins today with the international ideas competition, which will focus on the design of an equipped productive green axis – as well as the seat of the new research, development and digital innovation hub – and will continue with a radical energy transformation of the entire complex, all with the goal of achieving carbon neutrality within a few years", said **Margherita Guccione.**

**GRANDE MAXXI** consists of a series of integrated actions involving both the building designed by Zaha Hadid together with Piazza Alighiero Boetti, and an adjoining area pertaining to the Museum. Below are the main interventions:

- **MAXXI HUB:** construction of a new sustainable, multifunctional building.
- **MAXXI GREEN:** creation of an equipped, productive, publicly accessible green area
- **SUSTAINABLE MAXXI:** energy conversion of Zaha Hadid's building. Circular economy.
- **SMART, ACCESSIBLE MAXXI:** break down of physical and sensory barriers and digital upgrading, creation of new technological, publicly accessible repositories and transformation of existing ones.

#### **MAXXI HUB: the new multifunctional and sustainable building**

The new building will rise on an area overlooking Via Masaccio, which is adjacent to Piazza Alighiero Boetti, to which it will be connected. It will be on two levels and will include a green roof, which will also be accessible from the square, and an underground parking lot. Moreover, it will house a series of interconnected functions.

**Innovation Hub:** a research and development hub where the most qualified professionals in the fields of art, architecture and creativity will work together with the scientific community to develop ideas, visions, solutions and urban regeneration projects by combining data, information technology and creativity.

In this regard, MAXXI has acted as the promoter and leader of an unprecedented consortium of six partners of excellence (Fondazione Human Technopole, SONY CSL Paris, DTC LAZIO – Centre of Excellence, Innova Camera, LVenture Group and Pi School) so as to take part in the European competition for the establishment of the EDIH (European Digital Innovation Hubs) network.

Fondazione MAXXI | Museo nazionale delle arti del XXI secolo Ministero della Cultura

via Guido Reni, 4A - 00196 Roma | [www.maxxi.art](http://www.maxxi.art)

Piazza Santa Maria Paganica, 15 – 67100 L'Aquila | [www.maxxilaquila.art](http://www.maxxilaquila.art)

C.F. 10587971002 | tel +390632486





MA

XXI

Museo nazionale  
delle arti del XXI secolo

The first national step was successfully taken in December 2020 and, after the deadline for the submission of the applications on February 22<sup>nd</sup> 2022, the final European selection, in which this project also participates, will begin.

**Centre of excellence for contemporary art restoration.** The absence of consolidated guidelines and the heterogeneity, fragility and occasional perishability of materials, make contemporary art restoration a field open to the most advanced research and the most innovative interdisciplinary approaches. The new laboratories – which will be flexible, equipped and computerised – will be a point of reference in this field, being at the service of the Italian contemporary art system. All activities will be developed in synergy with institutions in the field and training schools (including the ISCR, Opificio delle Pietre Dure, Fondazione Scuola dei beni e delle attività culturali, and Universities).

The new building will also house spaces intended for **specialist training** offered by the Museum, thereby reinforcing MAXXI's commitment to create future professionals in the cultural field. It will also house the new smart and accessible storage facilities.

The **rooftop garden** will be connected to the MAXXI square and the new to be built green corridor in Via Masaccio, that will create a single usable equipped green route.

#### **MAXXI GREEN: a bridge between concrete and urban greenery**

GRANDE MAXXI envisages a **strip of equipped urban greenery** along the Via Masaccio axis. This green belt linking all of the Museum's open spaces will be open to the public and will serve as a sort of open-air gallery featuring site-specific interventions by artists and landscape architects, landscape design workshops, and productive, sustainable urban gardens that will also serve the Museum's refreshment areas and BioGrounds, that is the educational garden project aimed at achieving a new environmental awareness.

#### **THE INTERNATIONAL IDEAS COMPETITION**

An **international ideas competition** mainly aimed at multidisciplinary design groups has been launched for the realisation of MAXXI HUB and MAXXI GREEN. The Jury will select the best project in terms of integration, sustainability, innovation, accessibility, and technical and economic feasibility. The Jury is composed of **Giovanna Melandri** (President), **Mario Cucinella**, **Petra Blaisse**, **Maria Claudia Clemente** and **Lorenzo Mariotti**; alternate members are **Pippo Ciorra** and **Simone Gobbo**.

**The project must be delivered by 13<sup>th</sup> May 2022 and the winner** who will be entrusted with the final design project, **will be announced on 10<sup>th</sup> June 2022**. The first 5 projects in the ranking will be awarded in a scalar way and will be exhibited at MAXXI.

#### **SUSTAINABLE MAXXI**

GRANDE MAXXI is also an opportunity to address the issue of the Museum's **environmental sustainability** and embrace the green challenge of reducing greenhouse gas emissions, with the ambitious goal of achieving 'carbon neutrality' through a multi-year plan. Various types of latest-generation photovoltaic panels will be installed on the roofs, which will not interfere with the building's profile and architectural features. MAXXI is thus set to become a prototype for the use of photovoltaics on monumental architecture. The self-production of green energy will cover a third of the related needs. Another part of production will take place through the establishment of a local energetic community in cooperation with the Italian Ministry of Defence, which owns the adjacent barracks. Methane gas boilers will also be eliminated, and all light sources will be converted to LED technology. Virtuous behaviours, some of which are already in place, will be systematised, such as the recycling and reuse of set-ups, and the recovery of rainwater so as to irrigate the green area and urban gardens, thus generating a circular economy system.





MA

XXI

Museo nazionale  
delle arti del XXI secolo

### SMART, ACCESSIBLE MAXXI

Three lines of action are available to make MAXXI increasingly accessible and welcoming in keeping with the social calling of the contemporary museum, all under the banner of participation and training.

**MAXXIperTUTTI** (*MAXXI for all*) is an ambitious **accessible and participatory renovation programme** where accessibility is understood as a general approach aimed at all visitors (families, children, students, seniors, people with disabilities or frail conditions, migrant communities, etc.). Its objectives include the removal of physical, sensory and cognitive barriers, both on-site and online; co-planning with different audiences so as to involve voices and points of view that are often underrepresented; the training of operators on accessibility issues and of people with disabilities as cultural mediators.

**MAXXI Technology** envisages the constant **digital upgrading of the Museum**, which will be equipped with cutting-edge networks, hardware and software with a view to expand both the production of content and its fruition within the Museum. Through the use of various tools such as data, interactive systems, immersive environments and wearable technologies, such a new digital ecosystem it will, on one hand, encourage artists to use new technologies (NFT, metaverse, blockchain, AI, gaming, AR, VR etc.) as an expressive tool, and on the other, it will enrich the visitor experience of the Museum and enjoyment of the works, both on-site and online.

**MAXXI Storage** concerns the hidden heart of the Museum, namely the **storage spaces** where the constantly growing collection, on display on a rotating basis with free admission from Tuesdays to Thursdays and in continuous growth thanks to the support of MiC is kept. Both the Art and Architecture and photography collection have more than doubled since 2010. MAXXI's smart warehouses will be welcoming and accessible, intended not only for the conservation but also for the fruition and enhancement of the works.

### FINANCIAL FRAMEWORK

The project takes shape in the context of the Italian National Recovery and Resilience Plan (*Piano Nazionale di Ripresa e Resilienza*, PNRR). With the PNRR it shares mainly the method: the definition of the targets, the ambition, the precise timeframe. Although only certain financial lines are ascribable to the PNRR, the aim is to apply its approach to the entire project.

Fondazione MAXXI has already launched preliminary and feasibility studies using its own resources and will continue its fundraising activities with the aim of involving private partners in the implementation of the project. To date, 37.5 million euros of investments are planned in the programming of MiC and MIMS budget resources, of which 15 million euros from the Strategic Plan for Major Cultural Heritage Projects (MiC); 2.5 million euros from the PNRR's investment line 1.2 under the responsibility of the MiC; 20 million euros from the MIMS Fund for infrastructural interventions aimed at the conservation, maintenance, requalification, restoration and enhancement of cultural heritage and the spaces that are instrumental to it, including green spaces.

---

MAXXI Museo nazionale delle arti del XXI secolo  
via Guido Reni, 4A - Roma | [www.maxxi.art](http://www.maxxi.art)

soci founding members



**UFFICIO STAMPA MAXXI** +39 06 324861 [press@fondazionemaxxi.it](mailto:press@fondazionemaxxi.it)

Fondazione MAXXI | Museo nazionale delle arti del XXI secolo Ministero della Cultura  
via Guido Reni, 4A - 00196 Roma | [www.maxxi.art](http://www.maxxi.art)  
Piazza Santa Maria Paganica, 15 - 67100 L'Aquila | [www.maxxilaquila.art](http://www.maxxilaquila.art)  
C.F. 10587971002 | tel +390632486

