

Planners from Florence to design future children's hospital

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While the countdown has started for the laying of the first stone of the "Ponte del Sorriso" hospital, which should take place in the first half of March, the definition of the technical details, such as the final design, is fast approaching. And the most important news concerns the design phase, which, after the first round of tenders, in which the designers of the Meyer Children's Hospital, in Florence, who have long been involved in the Varese plan, were excluded, has seen their return. The return of the team managed by the architect Felli, of CSPE in Florence was decided by the CTBO, who agreed to pay the expenses (several hundreds of thousands of euros) for the new preparatory work for the second phase, namely, the construction of the new children's hospital, which will be built on the site of the current Vedani building, which is going to be demolished.

CSPE is a professional studio, that was founded in 1975, to carrying out research, studies, design and consulting in the health and social intervention sector.

Emanuela Crivellaro, the chairperson of the CTBO, is satisfied with how the work is progressing. "For the CTBO, this is a large economic undertaking, of the order of several hundreds of thousands of euros, which we hope to collect with everyone's help. To guarantee our children have a hospital that is really child-sized, we wanted the "Ponte del Sorriso" Hospital to count on some of the world's best architects, experts in what children need from a hospital." In order to consider the ideas the professional studio has come up with, relating to admitting children to hospital, the general director, Walter Bergamaschi, together with the Health Department and the hospital's technical office, is going to visit the Meyer hospital in Florence. Emanuela Crivellaro will also be there with some CTBO members.

The CBTO is about to launch a new publicity campaign, which has been designed and donated by Saatchi & Saatchi, to collect charity donations. The campaign shows a large "H" for "HOSPITAL", made of real, red and white Lego bricks, to say that building a children's hospital is easy only if it is done with everyone's help.

The work of the agency was done by Andrea Afeltra (art director), Pierfabio Iannuzzi (copywriter) and Stefania Sessa (art director), with executive creative directors, Agostino Toscana and Alessandro Orlandi. The photo was taken by Gianni Baccega.

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