

## **ISABELLA GOLDMANN**

### **ARCHITECT AND JOURNALIST FOR WELL-BEING and GREEN LIVING**

Solid twenty years' experience in the field of sustainable and bioclimatic architecture, artistic inspiration and design skills, sensitivity in perceiving the evolution of living and knowledge of the most advanced technologies for the implementation of innovative solutions. These are the characteristics that make Isabella Goldmann an architect who translates her time and feeds as a forerunner the newest trends in eco-sustainable architecture, through constant study and scientific research.

#### **At school by the Greats**

Her university education has been oriented from the beginning to project path examination, to architecture history and criticism, to existing building heritage restoration and requalification, thanks to the contact with both architecture great masters, such as Giuseppe Perugini and Paolo Marconi, and critics such as Achille Bonito Oliva.

During her university years, she was a voluntary university assistant to Bruno Zevi at History of Architecture II chair, and to Paolo Marconi of Restoration of Monuments' chair.

She graduated in architecture at the University La Sapienza in Rome and obtained the professional qualification.

To deepen the organizational and communication aspect of the inhabited space, she studied Business Communication at Harvard University in Cambridge (Massachusetts - USA) and obtained a Master in Business Administration at Bocconi University, in Milan.

As a manager, she immediately became involved in the marketing and corporate communication world. She worked in large corporate companies (Louis de Poortere, PA Consulting Group, and SEAT Pagine Gialle – STET Group, now TIM SpA) where she always led projects linked to the architectural world. In particular, in the SEAT magazine dealership, she gained experience in communication and (Abitare, Costruire, AD, etc.).

#### **The grand architecture with RAI (Italian State Television) documentaries...**

In 1995 she began to produce and conduct for RAI programs and documentaries on the great protagonists of contemporary architecture, an activity that continues today and which allows her to come into contact with the world's leading architects and their working teams. Among them: Mario Botta, Renzo Piano, Ignazio Gardella, Odile Decq & Benoit Cornette, Enric Miralles, Thompson & Vaivoda, Zaha Hadid, Jean Nouvel, Coop-Himmelb(l)au, Hans Hollein, Norman Foster, Richard Meier and many others.

#### **... and with articles, lectures and seminars**

At the same time, she has continued her activity as a critic and journalist, writing for Technology Review (MIT - Massachusetts Institute of Technology magazine) and L'ARCA, collaborating with Bruno Munari and Ugo Sasso, founder of the Bio-architecture Italian National Institute, with a paper about sustainable architecture dissemination. She still holds lectures and seminars for public and private institutions on issues of bioclimatic and sustainable architecture, design and documentary technique. Isabella Goldmann is also contract professor at IULM University, Milan and at RES-Real Estate Master at Ca' Foscari University, Venice.

#### **From communication to management: Goldman & Partners (G&P) is born**

G&P is a strategic design and consulting company with a focus on Sustainable & bioclimatic Design, Product and Project & Construction Management, which operates alongside large customers and important real estate development projects, in coordination with well-known and articulated design teams.

Its operating spectrum also covers the areas of energy and environmental requalification interventions, design of high-quality new buildings as well as the renovation of interiors: all of this according to the canons of bio-architecture.

Among the design commitments she carries out with her extensive team of professionals and collaborators, Isabella Goldmann promotes a new way of conceiving offices, working environment, logistics, housing, student housing, social housing, hospitality, senior living and health care, where the highest possible quality is sought in the face of the best cost/benefit ratio.

"The new frontier of sustainable building is precisely in pursuing the maximum well-being of people. It is here that the most difficult challenges are launched; it is here that we must concentrate the most significant efforts for high-quality design. We have to combine low cost of construction, high energy efficiency, low maintenance costs and maximum comfort within the living space" comments Goldmann.

"Bio-architectural design is the most natural and fastest way to achieve these objectives - continues Goldmann -. It is the only construction criterion that can combine the lowest cost and the highest quality of the result, both from a real estate and a social point of view".

### **Commitment to all-round sustainability: IRCAS research centre**

Within G&P, Isabella Goldmann wanted a research centre entirely dedicated to sustainable and bioclimatic architecture: IRCAS (Intl. Research Centre for Applied Sustainability), of which she is Scientific Director.

IRCAS coordinates and produces scientific texts, always referring to bioclimatic and sustainable architecture.

As a research centre, it creates, experiments and brings new proprietary protocols, used by G&P for all its activities, to full capacity.

IRCAS, over the years, has also collaborated in joint research with many prestigious institutions and research centres such as SDA Bocconi, Como Next, Nomisma, Camera Nazionale della Moda Italiana, Telecom Italia, Pubblicità Progresso, MISE, Fondazione U. Veronesi.

INBAR (National Institute of Bioarchitecture) member, Isabella Goldmann sits in the Board of Directors of In/Arch Lombardia (National Institute of Architecture founded by Bruno Zevi).

She is often a member of important juries in competitions for young architects and designers. Since 2008 she has also been the editor-in-chief of Megliopossibile.it, ([www.megliopossibile.it](http://www.megliopossibile.it)), IRCAS webzine, that explains sustainability to the general public from all points of view in which it can be implemented.

Always close to the academic and educational world, for the last ten years, Isabella has been the head of the Sustainability Topic inside Bocconi Alumni Association, a community of all former Bocconi alumni, which aims to spread the culture and practice of sustainability among all Bocconi people in the world.