

**ISABELLA GOLDMANN,
ARCHITECT AND JOURNALIST FOR *GREEN LIVING***

A sound twenty-year experience in the field of sustainable architecture, artistic inspiration and design skills, close perception of the evolution of living, and knowledge of advanced technologies for the implementation of innovative solutions are the main features of **Isabella Goldmann, an architect interpreting her time and a forerunner of the latest trends in eco-sustainable architecture, promoted through on-going study and scientific research.**

At school with the great masters

Her academic background was focused from the outset on the review of the project course, on the history and criticism of architecture, on the upgrading and renovation of the existing real estate assets through contacts with great masters of architecture, such as **Giuseppe Perugini and Paolo Marconi**, and of art criticism, such as **Achille Bonito Oliva**.

After graduating in architecture at the La Sapienza University in Rome and receiving her professional qualification, Ms. Goldmann studied Business Communication at the **Harvard University** in Cambridge (Mass.) to learn about the organization and communication of residential spaces, then achieved a Master in Business Administration at the **Bocconi University** in Milan. As a manager, she got immediately involved in marketing and corporate communication with big companies (**Louis de Poortere, PA Consulting Group, and SEAT Pagine Gialle**), where she was responsible for architecture-related projects. In particular, she developed her communication and advertising skills with the publishing company SEAT, dealing with publishing houses and with the publications dedicated to architecture and furnishing (Abitare, Costruire, AD).

Top-level architecture with the RAI documentaries...

In 1995 Ms. Goldmann started producing and hosting shows and documentaries for RAI on the top names of modern architecture, an activity that she still carries out today and allows her to get in touch with the world's greatest architects and their work teams, including **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**, among others.

... and with articles, lectures, and seminars

At the same time she continued to work as a critic and journalist, writing for the **Technology Review** (the press organization of the MIT – Massachusetts Institute of Technology) and for **ARCA**, in cooperation with **Bruno Munari and Ugo Sasso**, founder of Istituto Nazionale di Bioarchitettura, on educational documents about sustainable architecture, holding lectures and seminars for public and private institutions on architecture, design, and documentary technique.

From communication to management: the establishment of Goldmann & Partners

These were the assumptions for the establishment of Goldmann & Partners, a project management company operating in the field of **sustainable architecture and engineering**, coordinating important **design** teams for broad **energy** and **environmental upgrading** interventions, **for design of new high-**

quality buildings, as well as for interior refurbishment – all according to the principles of bioarchitecture. The design assignments fulfilled in cooperation with her extended team of professionals and co-workers include the promotion of a **new way of conceiving social housing** dedicated to the weakest social groups, where maximum possible housing quality is pursued in view of the best cost/benefit ratio.

“Social housing is, indeed, the new frontier of sustainable building: this is where the toughest challenges are met, because this is where the greatest efforts should be made to achieve high-quality design, combining low construction costs with energy efficiency, low-cost maintenance, and maximum comfort at home,” says Ms. Goldmann. The design of social and service venues for the residents is extremely important in social housing, in order to promote the development of a happy and cooperative residents’ community.

“Bioarchitecture design is the quickest and most natural way to achieve all these goals,” says Ms. Goldmann. “It is the only building principle combining low cost with top quality results, both in building and in social terms.”

Full commitment to sustainability

A member of INBAR, Istituto Nazionale di Bioarchitettura, and of the juries of contests for young architects and designers, Ms. Goldmann is now involved in the evaluation of works and projects for new housing formats, developing eco-compatible solutions within Ecohousingart (www.ecohousing-art.it), a competition sponsored by the Urban Center of Milan, the Milan Municipality, the Monza Brianza Province, and the Milan Province.

Moreover, since 2008 she has been the **publisher and editor in chief** of **Megliopossibile.it**, (www.megliopossibile.it), the web magazine focused on sustainability in all its possible respects.

Always busy in the academic and training world, Ms. Goldmann is also the head of the **Sustainability Topic** of the **Bocconi Alumni Association**, the alumni’s community of Bocconi, whose goal is to disseminate the culture and practice of sustainability among all the former Bocconi students around the world.

Ms. Goldmann is a member of the Managing Board of Progetto Civis Onlus, a non-political and politically independent association aimed at promoting the civic culture, particularly among the new generations.

Lastly, she manages a **sustainable architecture blog** on **Go Green**, the page on sustainability of the portal www.virgilio.it, of which she is the expert eco-architect.

Press contacts:

Altra Pagina

Via G. D’Arezzo 4 – 20145 Milan – Italy

Ph. +3902 48559422; fax 02 4694998

Maria Giovanna Arena mg.arena@altrapagina.com

Katia Piraccini k.piraccini@altrapagina.com