

ARCHITECTS

Carlo Ratti (born 1971) a practising architect in Italy (with **Walter Nicolino**, 1975) and professor at MIT, where he directs the SENSEable City Laboratory. His work explores how new technologies can help make our spaces more responsive to people and the environment. His Digital Water Pavilion at the World Expo 2008 was hailed by TIME Magazine as one of the "Best Inventions of the Year". Ratti has been included in Esquire Magazine's "2008 Best & Brightest" list, Thames&Hudson's selection of 60 innovators for 60 years, and named Inaugural Innovator in Residence by the Queensland Government in 2009.

Alex Haw (born 1973) is an architect, artist, writer and video maker operating at the intersection of design, research, art and urban environment. He runs **atmos**, a collaborative experimental London-based practice focusing on public art and architecture, phenomenal atmospheres and installations; he has exhibited and lectured globally.

*Architecture by: Carlo Ratti, Walter Nicolino, Alex Haw
Team: Giovanni De Niederhausern, Alberto Bottero, Pietro Leoni, Coen Smets, Assaf Biderman, Mauro Martino, E Roon Kang*

GRAPHIC DESIGNERS

Studio FM Milano is an award winning office that specializes in graphic design, art direction, corporate identity, books, exhibit/installation design and web design.

Team: Serena Brovelli, Libero Corti, Sergio Menichelli, Paolo Tesei

LANDSCAPE ARCHITECTS

Agence Ter is a leading landscape architecture practice that explores the use of air, water, layers and horizons. In 2008 it received the French "Grand Prix Nationale du Paysage", one of the highest honours in the field.

Team: Olivier Philippe

ARTIST

Tomas Saraceno (born 1973) is an Argentine artist. He creates experimental sculptures, including balloons and inflatable constructions, that alter our experience of the built environment. His sculptures often resemble networks of floating cells or suspended habitats. Saraceno's work has been exhibited widely, including The Walker Art Center, the Barbican, the Hayward Gallery, the Venice Art Biennale 2009.

STRUCTURAL ENGINEERS

Schlaich Bergermann und Partner is one of the world's leading engineering firms for the design of lightweight structures. Since their involvement with the Munich Olympics Stadium in 1972, they have designed sophisticated engineering structures ranging from wide-span lightweight roofs to slender towers, prize-winning bridges to innovative solar energy power plants.

Team: Uwe Burkhardt, Jörg Schlaich

ADVISORS

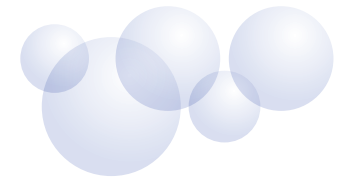
Overall strategy
Marco Santambrogio, Professor of Logic, Milan, Italy

Design vision
Chris Bangle, former Chief of Design at BMW, Munich, Germany
Giuliano da Empoli, Writer and Deputy Mayor for Culture, Florence, Italy
Antoni Muntadas, Artist, New York, USA

Digital vision
William J. Mitchell, Professor of Medial Arts and Sciences, MIT, Cambridge (MA), USA
Paul Richens, Professor of Architectural Computing, University of Bath, Bath, UK
Gianluca Salvatori, CEO EURICSE European Research Institute on Cooperative and Social Enterprises, Trento, Italy

Participation and local communities
Caterina Ginzburg, Journalist, Turin, Italy
Liza Fior, Head of MUF architects and artists, London, UK
Margo Miller, London, UK Immediate past Chair, Democrats Abroad UK

In response to the Mayor's Landmark Project we have assembled a young, exuberant and recognised multidisciplinary team (average age: under 40) – ranging from lightweight-structure engineer Jörg Schlaich to Internet company Google.



THE CLOUD

GOOGLE

Google is an American Internet company founded by Larry Page and Sergey Brin. The company specializes in Internet searches and application. Google's mission is "to organize the world's information and make it universally accessible and useful"; it has been identified multiple times as Fortune Magazine's No.1 Best Place to Work.

Team: Obi Felten, Aaron Koblin, R.J. Pittman

M&E, ENVIRONMENTAL, CONTROL, DIGITAL AND SITE ENGINEERING

ARUP is a global firm of designers, engineers, planners and business consultants providing outstanding solutions. Their work is characterized by innovation and value, implemented by a vast pool of technical expertise across the world. Though employing over 10,000 staff, Arup operates as a trust on behalf of all its staff – a community of excellence.

*Team: London - Chris Twinn, Alvise Simondetti, Pat Dallard, Richard Terry, Chris Luebke, Jose Carrizosa, Riccardo Merello.
Sydney - Dan Hill, Haico Schepers.*

VISUALIZATIONS

GMJ is a future illustration, ideas, communication and software company founded with a vision to reinvent the grand tradition of architectural illustration and model-making for the 21st century.

Team: Robert Graves, Didier Madoc Jones