



Parallel Digital is a company specializing in the use of the BIM manager and digital technology in the construction process, with offices in Rome, Geneva and Paris.

The construction world is slow to evolve next to other sectors: it is behind in technological innovation, process management, construction practices, enhancement of existing buildings and caution in the consumption of resources.

We believe that the professions must reposition themselves at the centre of the construction process and trigger the necessary change. The development of the BIM methodology (Building Information Modelling) is in our opinion the first step to make for this change to come about.

Through BIM, **Parallel Digital** is aiming at innovation in the construction sector and at bringing about changes in the life cycle of a building and infrastructures in general. The immediate consequence of this innovation calls into question the logic ruling the relationships between different disciplines and businesses. BIM requires working in a group to bring about new synergies, new types of collaboration and new professional profiles.

Parallel Digital is the architectural studio **it's** and the engineering company **INGENI**'s answer to the need to change the world of construction.

Parallel Digital's main clients include Amazon, Grisoni Zaugg, Salini Impregilo and Jacobs.





Human resources

NAME

DEGREE

ROLE

- Partners -

Alessandro Cambi
Siena 06/06/1976

Architect

Administration and management
Project manager
Research activity

Francesco Marinelli
Rome 07/11/1975

Architect

Administration and management
Project manager
Research activity

Paolo Mezzalama
Rome 04/06/1975

Architect

Legal representative of
Parallel Digital s.r.l.
Administration and management
Project manager
BIM research

- Technical director -

Paolo Mezzalama
Rome 04/06/1975

Architect

Control of technical compliance of
projects

- Freelance professionals and employees -

Bruna Dominici
Rome 13/05/1984

Architect

Project manager

Emanuele Andreoni
Rome 14/09/1985

Architect

Design architect

Mattia Biagi
Rome 12/04/01987

Architect

Design architect





Annachiara Bonora Civitavecchia (RM) 20/08/1987	Architect	Design architect
Claudia Di Canossa Principauté de Monaco 18/03/1985	Architect	Design architect
Matteo Sarrocco Rome 17/02/1984	Architect	BIM Manager
Chiara Di Battista Rome 01/11/1989	Master of architecture	BIM coordinator MEP - architecture
Davide Quadrozzi Rome 13/11/1989	Architectural engineer	BIM coordinator Building site - structure - MEP
Andrea Reina Rojas Las Palmas des Gran Canaria (Spain) 11/08/1989	Architectural engineer	BIM coordinator Architecture - structure Quantity surveyor
Antonio Vellucci Gaeta (LT) 28/10/1986	Bachelor of architecture	BIM coordinator Architecture
Alessandro Alessi Civitavecchia (RM) 27/05/1987	Architect	BIM specialist Architecture
Giulia Di Francesco Rome 18/11/1983	Architect	BIM specialist Architecture
Maria Rita Longo Frosinone (FR) 02/11/1981	Architect	BIM specialist Architecture
Enrico Mele Rome 20/10/1986	Architect	BIM specialist Architecture
Gianfranco Antonio Policella Nardò (LE) 31/10/1989	Architect	BIM specialist Architecture





Valeria Taormina
Rome 20/04/1986

Architect

BIM specialist
MEP - architecture - energy
efficiency

Elena Cambianica
Trescore B. (BG) 19/11/1986

Master of architecture

Management assistant Rome

Julie Martinais
Enghien-les-Bains (France)
16/05/1987

Diploma in Turistic
Management

Management assistant Paris





Partners

Alessandro Cambi



Alessandro Cambi was born in Siena on 6th June 1976.

He enrolled in the Faculty of Architecture at the University of Florence in 1996 and graduated (with a project for a university area, La Plaine Saint-Denis, designed with S. Rodriguez), after two years studying at La Défense and La Villette Schools of Architecture in Paris, in July 2002. He worked with architectural practices in Siena, Paris (Buffi Associés SA, working on projects for the 2006 Olympic Games in Turin, the Faculty of Medicine in Rouen and Galeries Lafayette in Lyon) and Rome (Studio Sartogo, for the University of Bologna project), while continuing his own architectural research through design projects and competitions.

The result of this line of activity was his affiliation with Scape in January 2005.

In 2016 he leaves the Scape Group and along with Francesco Marinelli and Paolo Mezzalama, 3 of 4 professional members of Scape S.p.A. and Offscape S.A.S., founds two new professional realities: PARALLEL DIGITAL srl and IT'S srl, both operating in the offices of Rome, Paris and Geneva; two companies created with the purpose of hybridizing architectural methods with the know-how of other fields, contaminating different kinds of knowledge in an attempt to increase job horizons. He has tutored national and international workshops and held conferences at the university architectural faculties of Ferrara, Genoa, Reggio Calabria and Rome. In 2012 he has been a visiting lecturer at the Faculty of Architecture at the University of Roma Tre.

Since the 2013 he has been professor at the Faculty of Architecture at the University of Ferrara. He is a member of the Order of Architects of Siena, n. 521.

Francesco Marinelli



Francesco Marinelli was born in Rome on 7th November 1975.

He entered the Faculty of Architecture at the University of Roma Tre in 1994, where he followed a line of study involving architecture and the city and architecture and landscape in their various forms. He graduated with a first class degree in 2002 with a project on the morphologic structure of the city of Rome, mentored by Alessandro Anselmi.

In 2002, he set up the Scape project with Paolo Mezzalama and Ludovica Di Falco. The result of this line of activity was his affiliation with Scape in January 2005.

In 2016 he leaves the Scape Group and along with Alessandro Cambi and Paolo Mezzalama, 3 of 4 professional members of Scape S.p.A. and Offscape S.A.S., founds two new professional realities: PARALLEL DIGITAL srl and IT'S srl, both operating in the offices of Rome, Paris and Geneva; two companies created with the purpose of hybridizing architectural methods with the know-how of other fields, contaminating different kinds of knowledge in an attempt to increase job horizons. He has tutored and coordinated numerous workshops, both national and international, and has held conferences at the Faculty of Architecture in Milan, Genoa, Florence, Reggio Calabria, Rome, the Pratt Institute-Rome and the University of Waterloo-Rome. From 2002 to 2010, he collaborated on courses of Design and Planning with the Faculty of Architecture, Roma Tre, with Alessandro Anselmi (2002-2006), Francesco Cellini (2006-2007) and Paolo Desideri (2007-2010).

Since 2010 he has been a visiting lecturer at the Faculty of Architecture, Roma Tre. He is a member of the Order of Architects of Rome, n°15082.





Paolo Mezzalama



Paolo Mezzalama was born in Rome on 4th June 1975.

After receiving his diploma from the French Lycée in Rome, in 1993 he enrolled in the Faculty of Architecture at Roma Tre, where he developed his interest in architectural planning, above all at an urban development level.

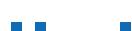
He graduated in February 2001, with mentor Alessandro Anselmi.

In 2001-2002, collaborating with Studio Salvioni in Rome, he worked on various residential building projects and, with Francesco Cellini, on the project for a housing complex in Orvieto and the new FAO headquarters in Rome. From 2001 to 2009 he was assistant to Stefano Cordeschi at the architectural planning course at the Faculty of Architecture at Roma Tre.

He has held conferences in the university faculties of Milan, Rome, Waterloo-Rome and the March School of Architecture in Moscow.

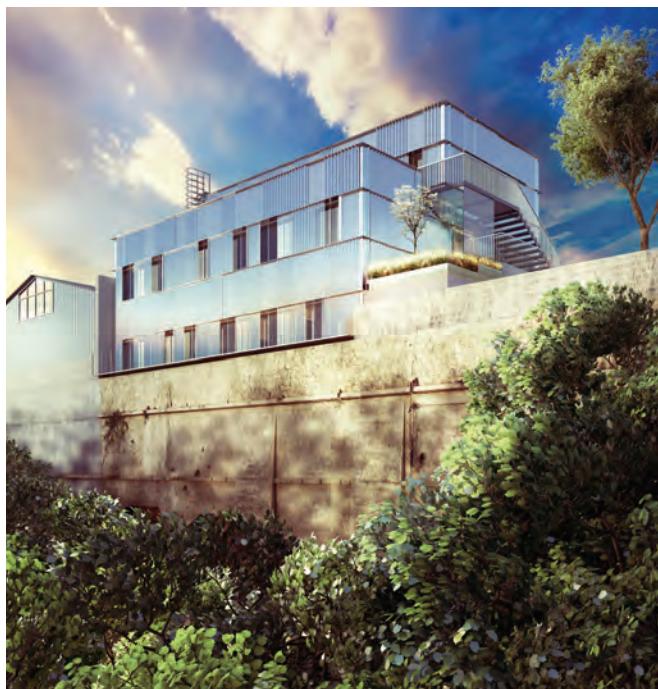
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Since 2010, he has been a visiting lecturer at the Faculty of Architecture, Roma Tre. He is a member of the Order of Architects of Rome, n°14744.





It's HUB



Project Description

New hub in the ex-Industrial district close to the train station Tiburtina.

Location

Via Pettinengo, 72 – Rome
(Italy)

Client

Ital Elettronica s.r.l.

Project team

Architecture: It's
BIM: Parallel Digital
Structures: Antonio Del
Buono
Fluids: Gian Luca
Brizzolari

Task/Activities

Drawing production
BIM Coordination
BIM Modeling

4D/5D production Model
authoring

Data authoring

Design review

Lightning analysis

Site analysis

Digital fabrication

Energetic performance
Classe A++

Chronology

2016-in progress

Gross area

469,76 sq m

Budget

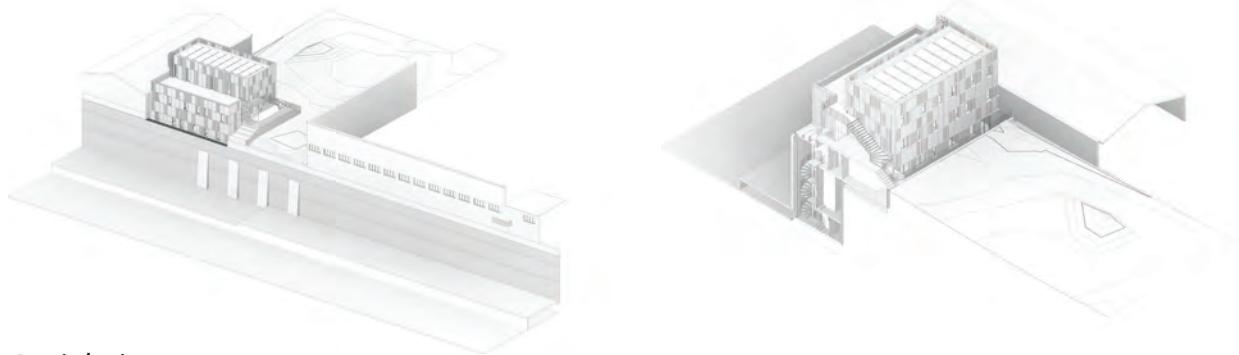
490.560,00 €





It's HUB





Aerial views



Cross section

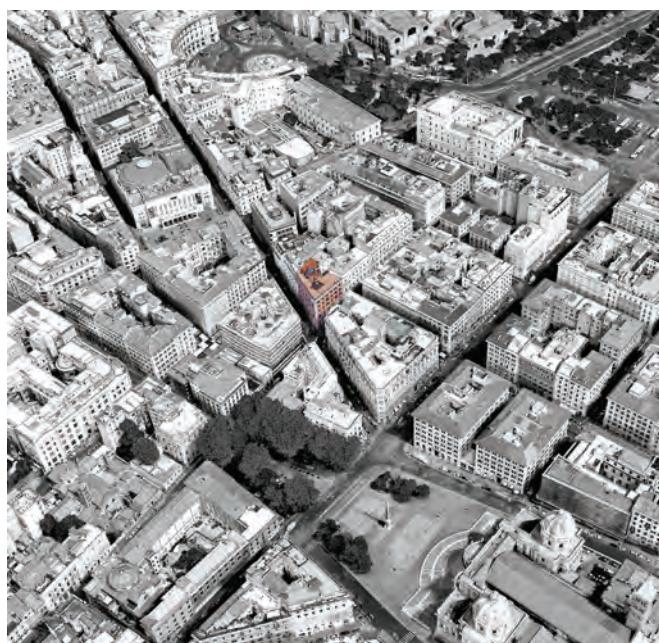


Longitudinal section





New headquarters of Confcooper



Project Description

Restructuration of an historic building in offices

Location

Via Torino, 153 – Rome
(Italy)

Client

Confcooper Società Cooperativa

Project team

Architecture: It's
BIM: Parallel Digital
Structures: Dedalo
Ingegneria
Fluids: AG&C
Associati s.r.l.
Practices: Piùtrentanovesei
architetti
Security: Francesco Bindi

Landscape: Paisà

Task/Activities

BIM Coordination
Cloud Points survey
Architectural BIM model
MEP BIM model
Drawing production
5D production
Model authoring
Data authoring
Design review

Energetic performance
Classe G

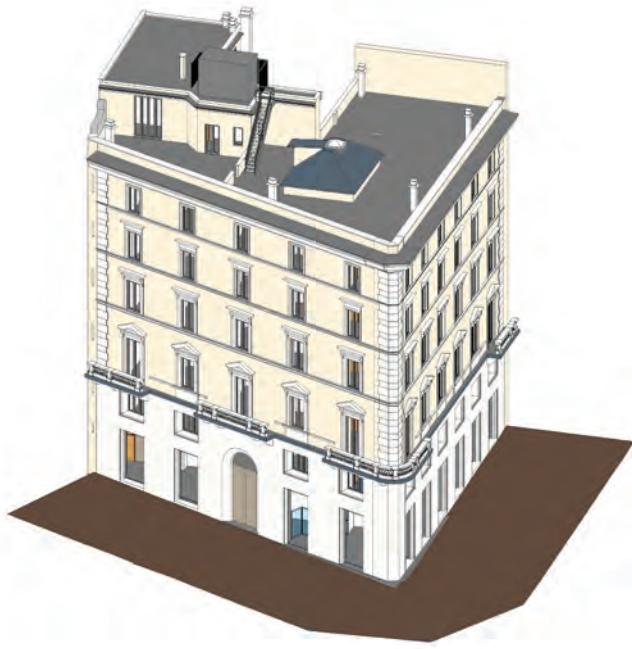
Chronology

2017 – in progress

Gross area

3.530 sq m

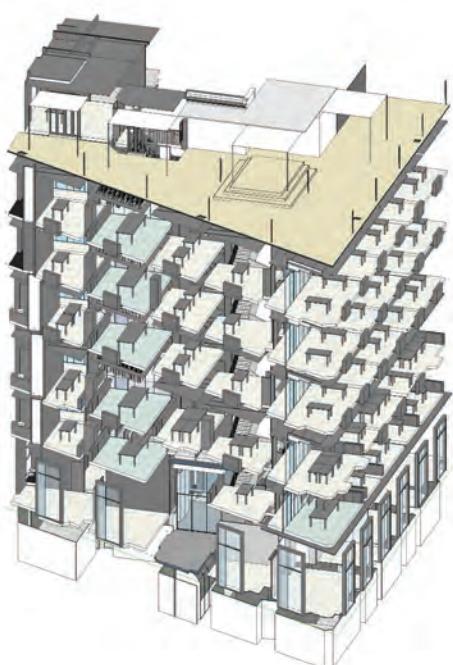




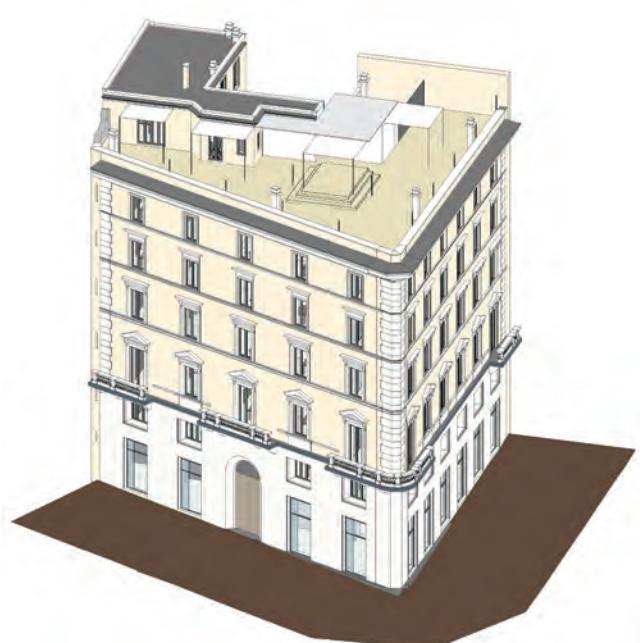
Existing



Demolished



New



Complete design

New headquarters of Concooper





MEP model



Clash detection



Espace Tourbillon ZIPLO

Project Description

Three buildings for the settlement of industrial and artisan activities and underground parking.

Task/Activities

Digital coordination of the disciplines (architectural, structural and MEP) acting in the project.

Location

Rt. De la Galaise,
1228, Plan-les-Ouates,
Genève canton,
Switzerland (CH)

Chronology

2017-2018

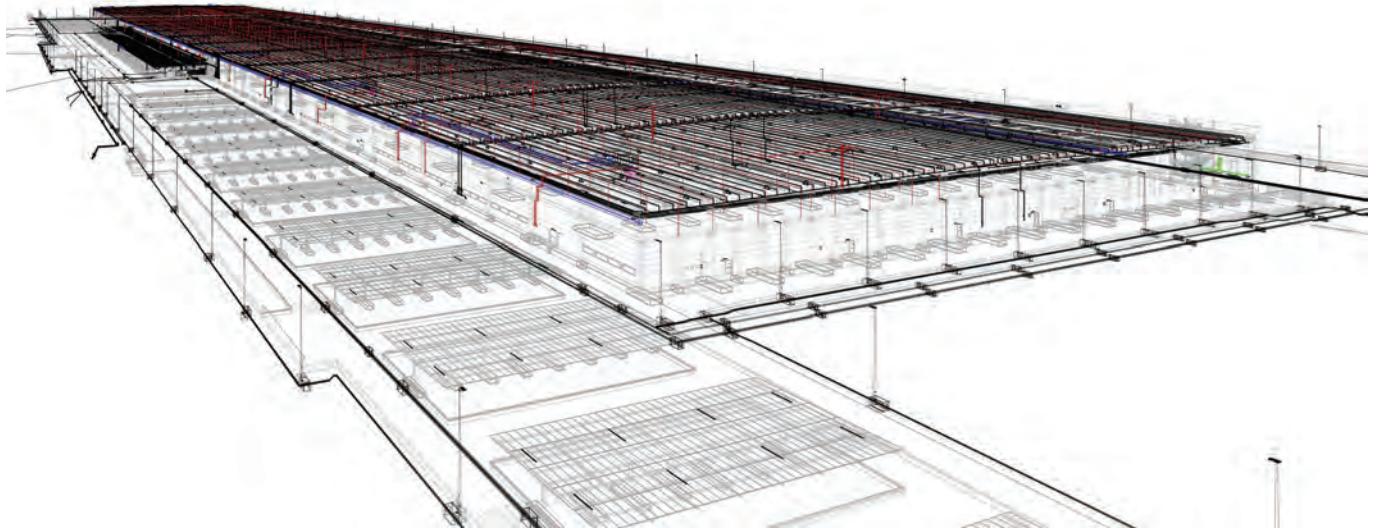
Gross area

85.740 sq m

Client

Implenia Suisse SA





New logistics site Amazon – Vercelli

The building is made up a warehouse - storage and goods handling area - spread over a floor space of approximately 100,000 sq.m., and a nucleus of offices.

Our team had the job of modelling in collaboration with Jacobs Italia and Enetec during the executive phase of the project, hence receiving both the designs and the initial technical specifications on which to base the location or ex novo modelling of families.

Remote collaboration between the different companies was achieved by working in the Cloud. Thanks to the constant updating of all the models and also to the rigour imposed by the Bim Execution Plan (BEP), that dictated the software to be used and relative versions, the methods of renaming families and models, the Level of Detail required (LOD 300) and the processes of monitoring and exchange of models, it was possible to guarantee homogeneity and quality.

Each model was sub-divided into worksets "confining" each person's job with the aim of avoiding overlap, or causing delay and errors during modelling.

Every element was equipped with a series of parameters that, at any given moment, provided all previously assigned information.

Only by establishing the right parameters and correctly connecting all the elements is it possible to create systems that

Project Description

Modelling plants in Revit, LOD 300

Architecture Project: SpazioTre

Location

Larizzate, Vercelli - Italy

Task/Activities

BIM Modelling
BIM Implementation

Client

Jacobs Italia S.p.A., Enetec

Energetic performance

Classe A

Project team

Project Management,
Air, water and fire system
design: Jacobs Italia
Electrical Project Manage-
ment: Enetec

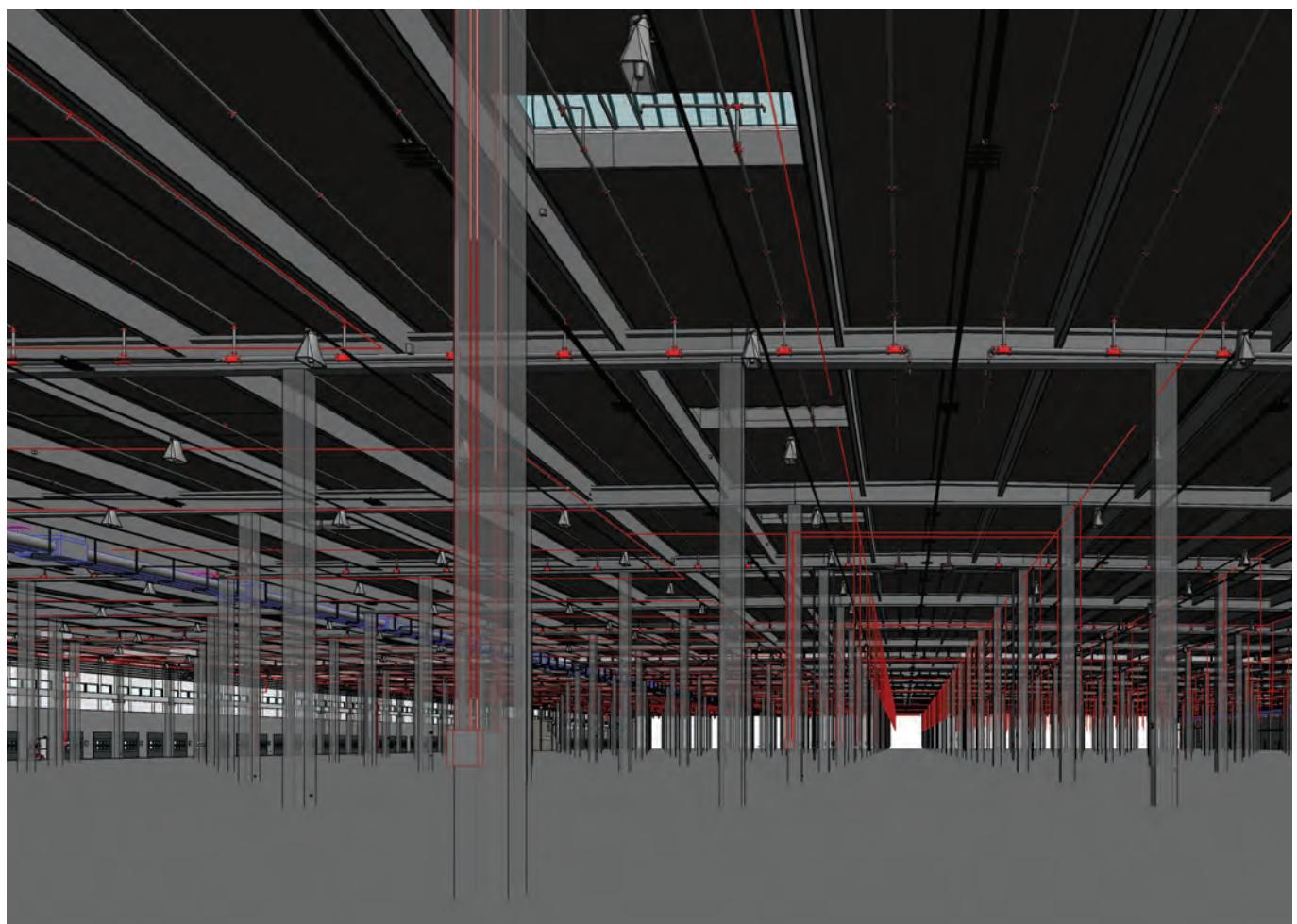
Chronology

2017

Gross area

110.000 sqm

link to manifolds ("Fire protection wet" or "Fire protection dry") in the case of the fire protection system, or circuits that link to the electric board, in the case of the electric power system. In such a way the models assumed a greater significance with respect to simple 3D modelling, offering the possibility to anyone at any moment to physically see the system and understand its characteristics through the information given.



New logistics site Amazon – Vercelli





New logistics site Amazon – Vercelli





New fulfillment center for Amazon

Amazon's new distribution centre has been defined the largest project currently being constructed in central-southern Italy and the first in Europe running on an automated robot system. It is located north of the capital, more precisely, in the northeast of Rome, bordering on the Province of Rieti, in the area of Passo Corese, in the Comune of Fara in Sabina.

The construction is made up of a large industrial building for use as a warehouse (approx. 50,000 sq.m. per floor) with three floors, with an annex for offices (approx. 8,000 sq.m.). It has been carried out by Parallel Digital, in collaboration with Jacobs Italia, using BIM coordination on site and LOD 350 modelling.

From the start, every model - one for each function area - was set up with worksets to better subdivide the work of each of the users within the sector/area and for each floor, as the building has several floors.

This sub-division, clearly respecting the BEP (BIM Execution Plan), prevented overlapping and/or interference between different local job files to avoid delays or errors during modelling.

Every family contained in the various models was parameterized, in a detailed manner, to suit the needs and functions required.

The optimal result of this approach can be seen above all in the Fire Safety model, HVAC model and Plumbing model, where each function system effectively corresponds to a virtual system.

Project Description

BIM Coordination and Modelling Revit, LOD 350

BIM Management and Modeling Revit, LOD 350:
Parallel Digital

Location

Passo Corese, Rome (Italy)

Task/Activities
BIM Coordination
BIM Modelling
BIM Implementation

Client

Jacobs Italia S.p.A., Enetec

Energetic performance
Classe A

Project team

Project Management:
Jacobs Italia
Structures: Ing. Renato Vita,
Ing. Paolo Serdoz
Fluids: Enetec
Architecture: Spazio3
Architettura

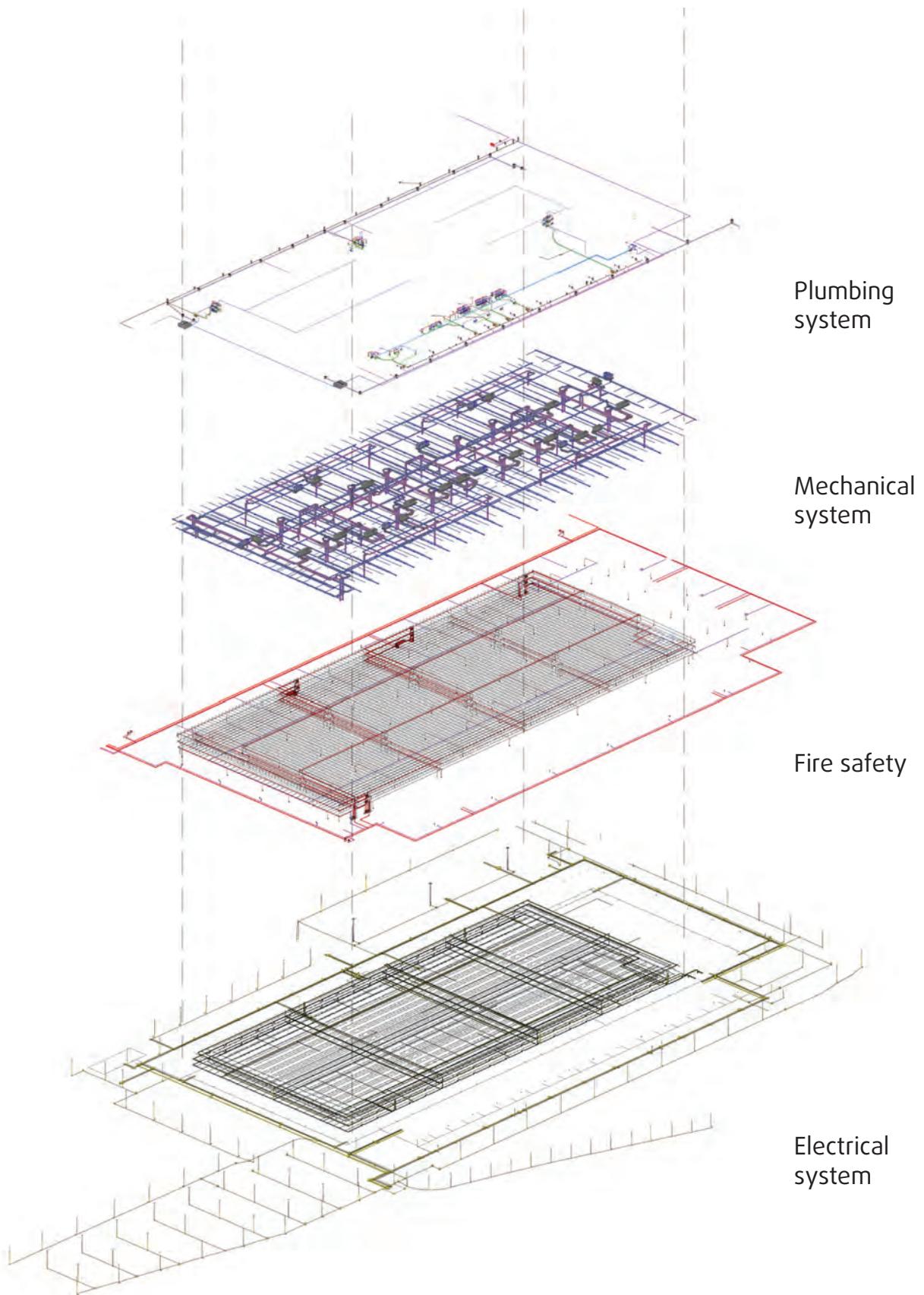
Chronology
2016-in progress

Gross area
120.000 sqm

In the execution phase, work on site involved coordination between the architectural and structural aspects and the function areas by means of weekly reports following continual checks carried out on site, so as to keep full control over macro-categories.

In the construction phase there was parallel checking and coordination of the function areas to allow for changes to modelling in the built architectonic and structural parts.

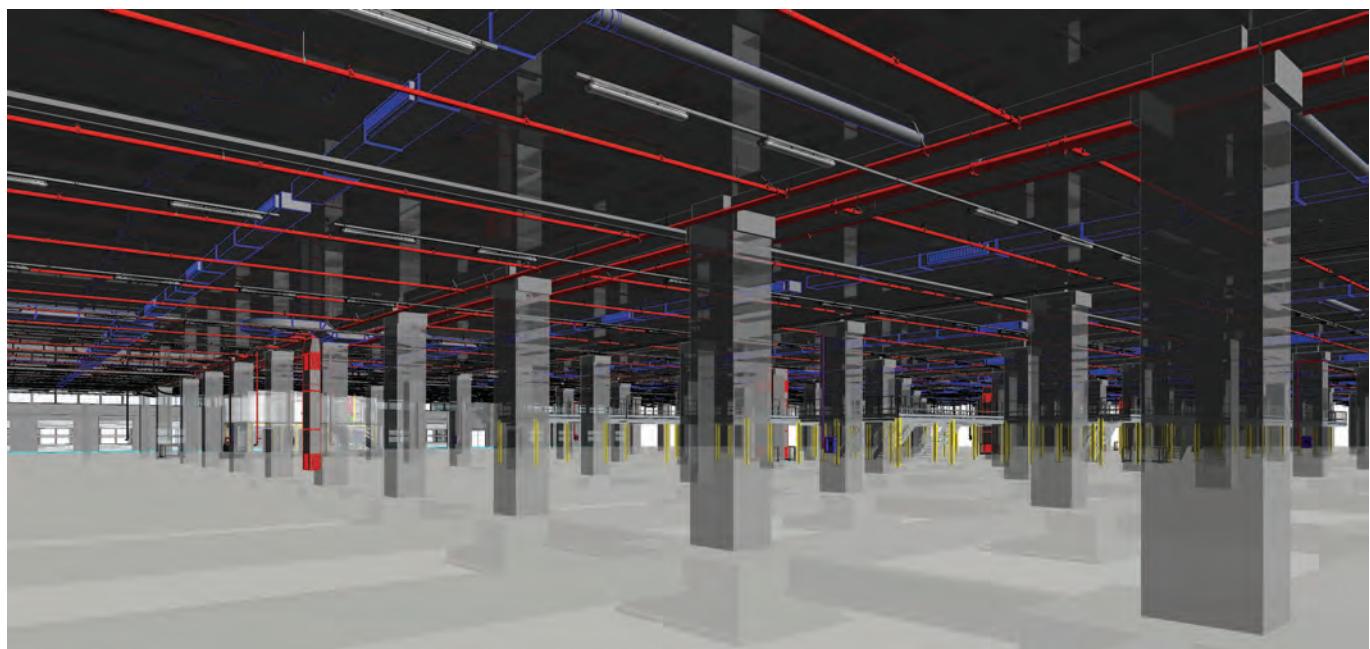






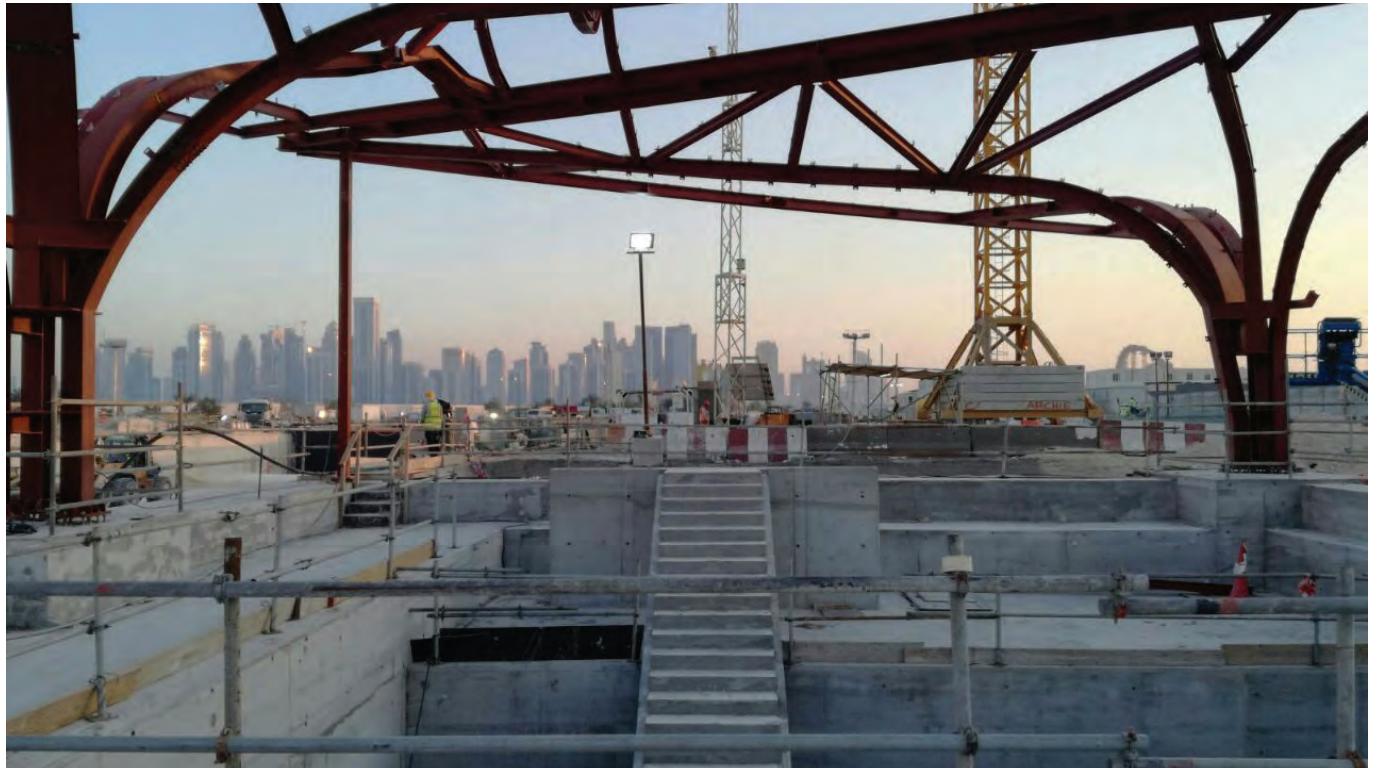
New fulfillment center for Amazon





New fulfillment center for Amazon





Red Line North

The Doha Metropolitan Area is one of the most important projects in the Middle East landscape of these years, attracting a large part of workers from all around the world. The project consists of the development and construction of three lines (red, green, gold) for a total of 40 stations and a total length of 76 km. In the first phase of development of the metropolitan network, the project is entrusted to UNStudio. An Architectural Branding Manual is created, which presents the typical station layout through guidelines, details and choice of materials to ensure quality for the design of the entire transport network. The development of executive projects is entrusted to several joint ventures for each subway line, dealing with layout development, detail study, project co-ordination, and work execution.

Parallel Digital was in charge of 7 stations. Our task was the BIM coordination in phase M3 (Milestone M3, with special attention to the design of interior finishes) of architectural discipline, of a complex team of workers located in different cities around the world. The objectives were to facilitate the management of workflow, to produce LOD 300 models, to extract graphs and metric calculations.

Project Description

Bim Coordination of the architecture and landscape design of the two major stations of the Redline North

Location

Doha, Qatar

Client

One Works S.p.A for ISG
(Impregilo – SK E&C – Galfar Al Misnad JV)

Civil design: Cowi

Lighting design: Metis Lighting

Task/Activities

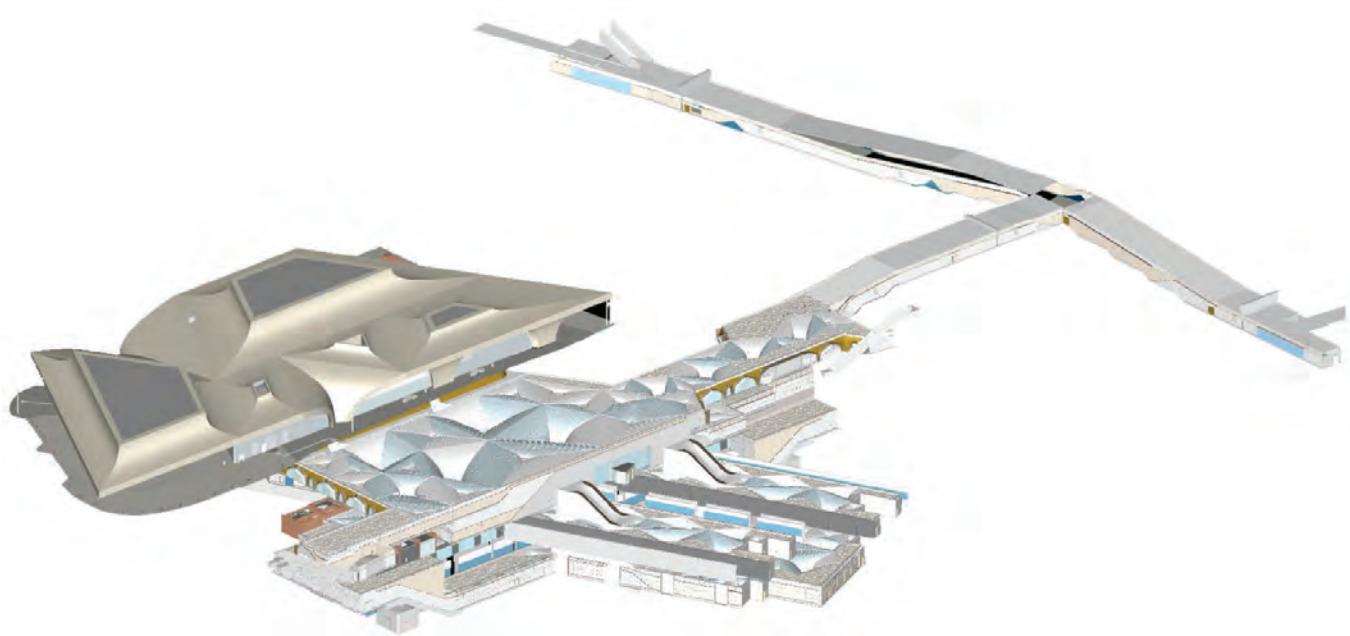
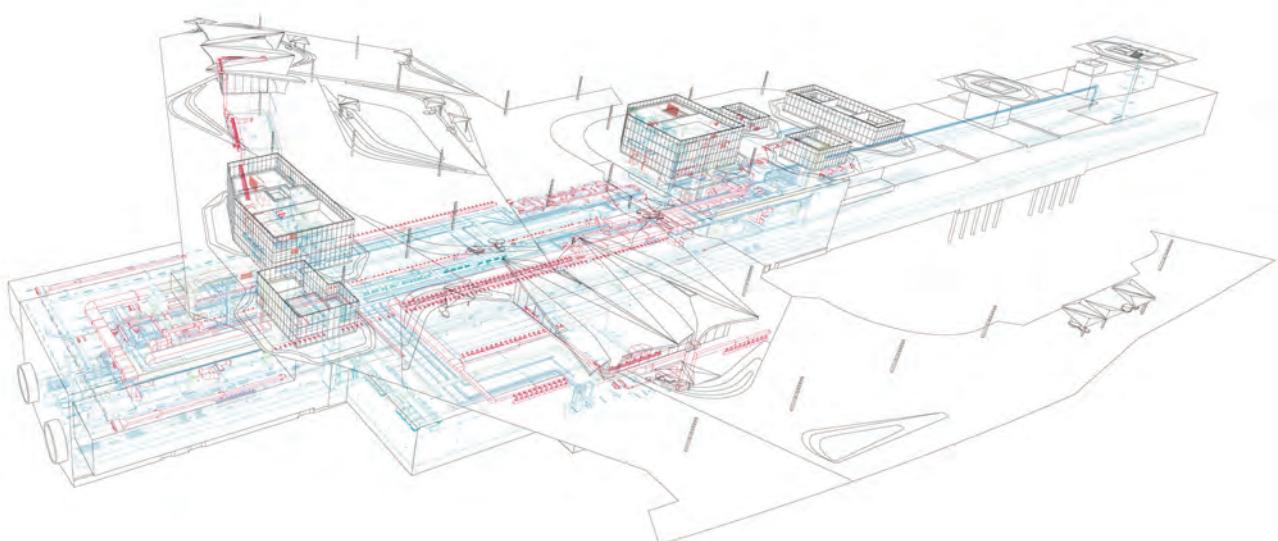
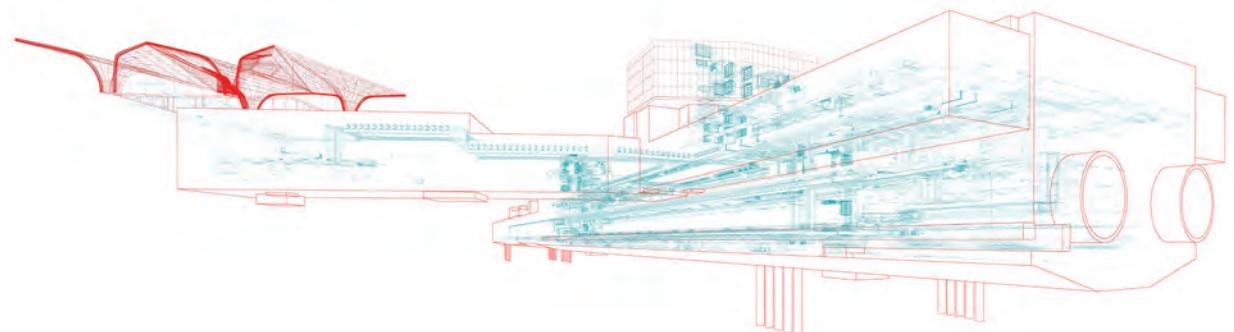
Bim Coordination
3D modeling
Bill of quantities,
Clash detection
Training

Chronology

2016 – in progress

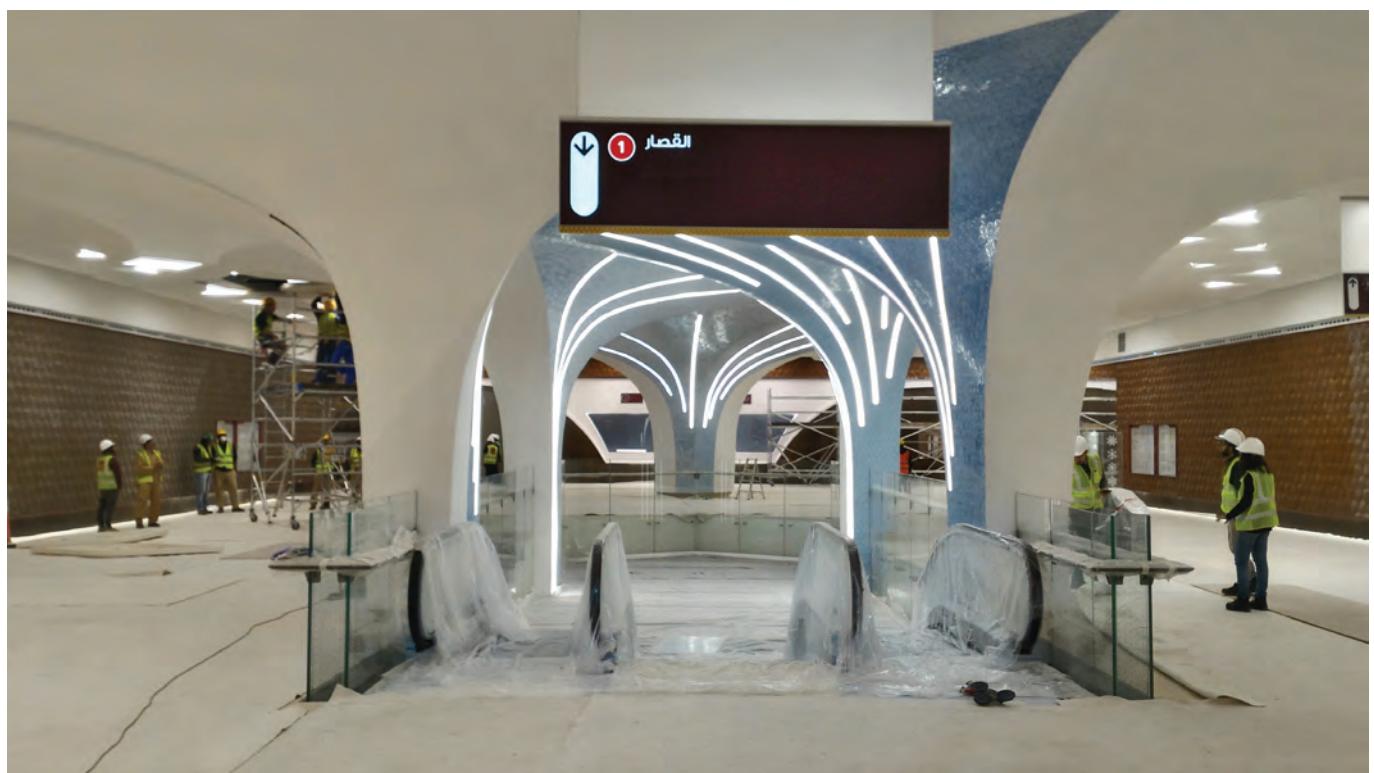
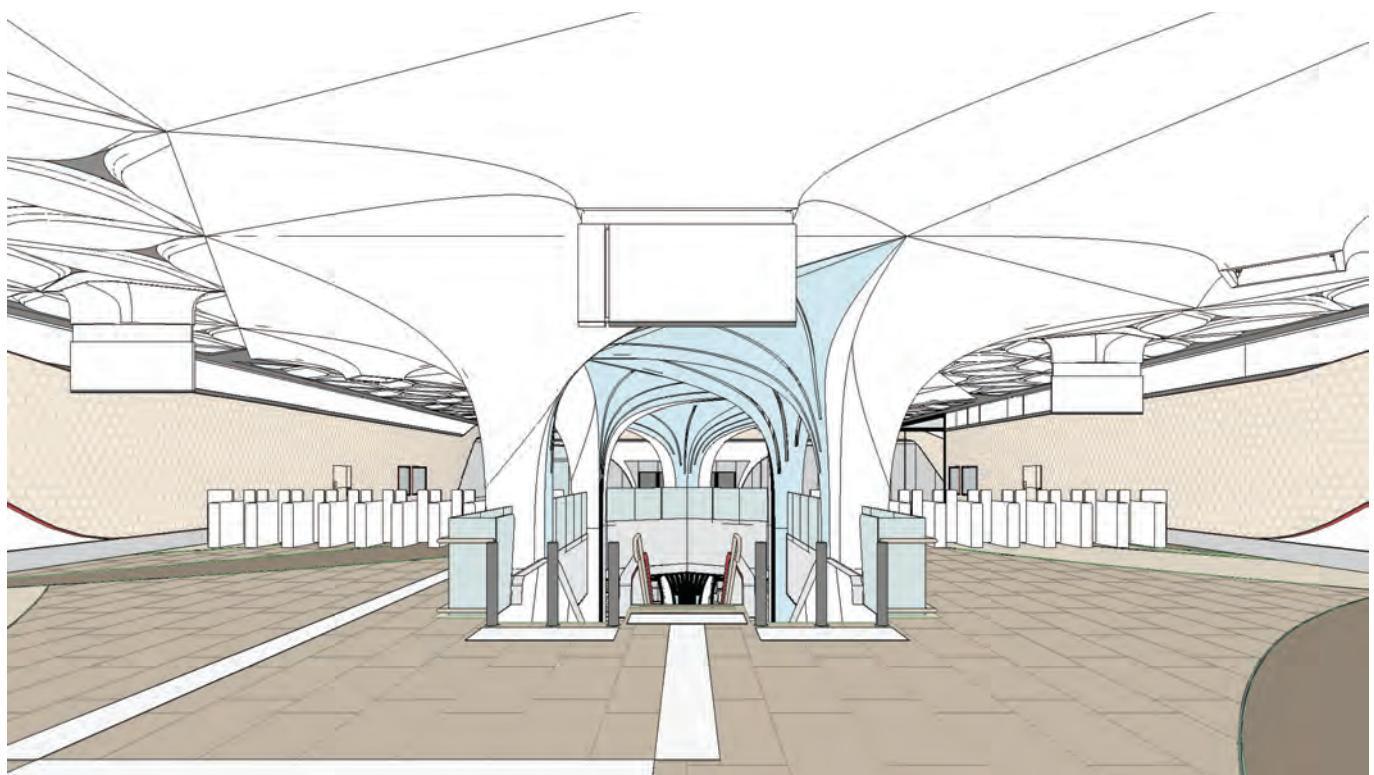
Project team

Architecture design: One Works
Architecture BIM coordination: Parallel Digital
MEP design: Italferr



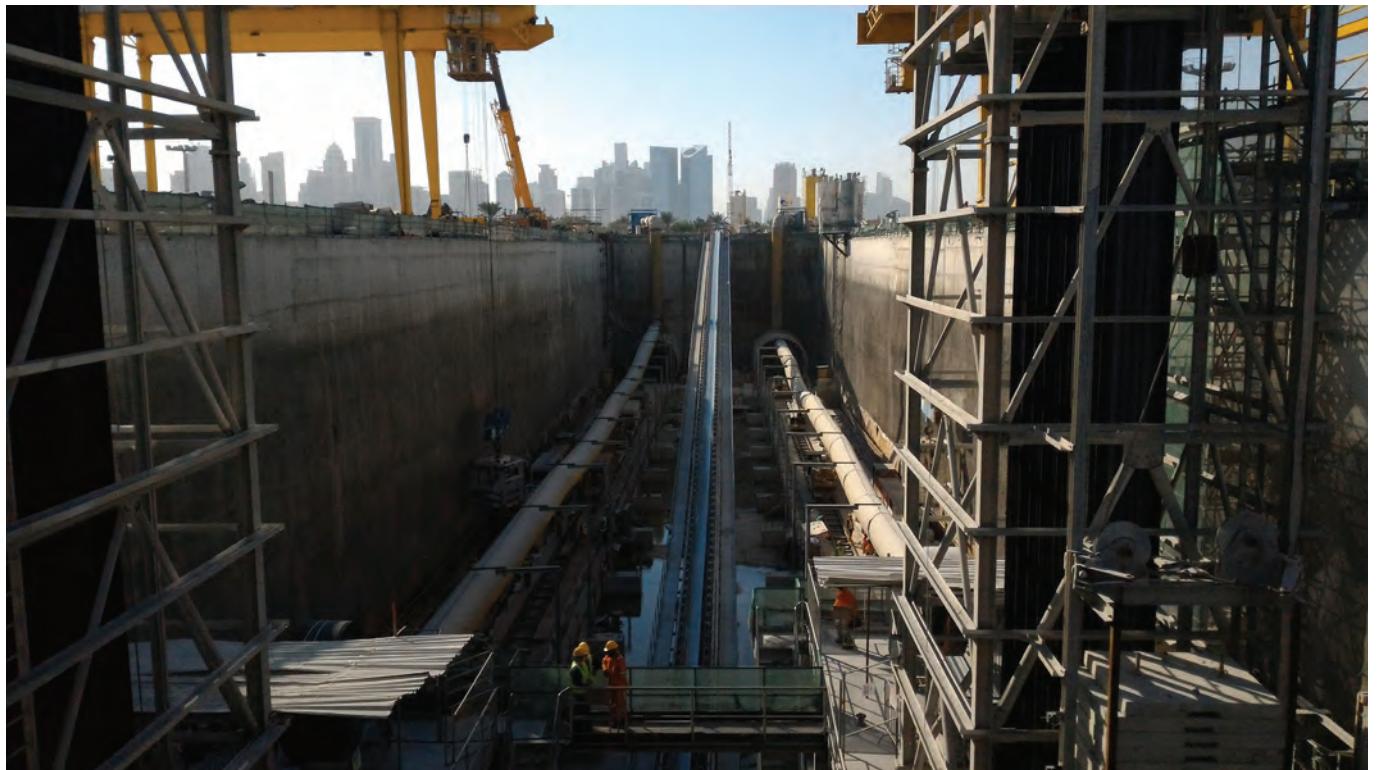
Red Line North





Red Line North



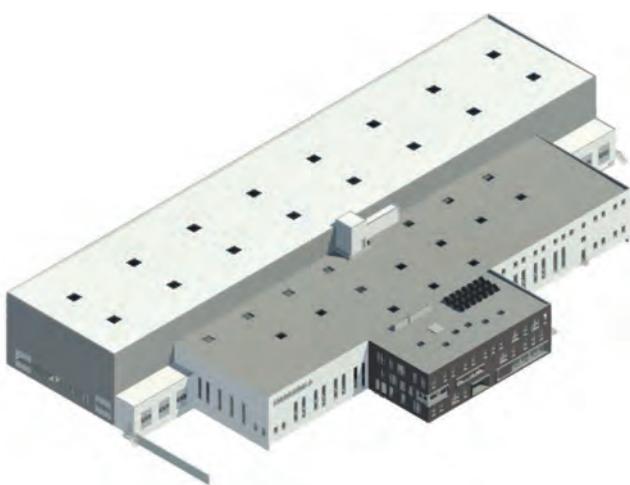


Red Line North





Halle Marchon, Rossens, Switzerland



Project Description

Administration, offices, showroom and storage of the MARCHON brand.

Location

Route de Montena 67, 1728 Rossens, Fribourg canton, Switzerland (CH)

Client

Grisoni-Zaugg SA

Task/Activities

Reproduction with the BIM methodology of the Architectural,

Structural and MEP models. Bill of quantities of the materials and of the elements used in the project.

Take off of the project surfaces and volumes and verification of their respect of the Switzerland law. Estimation of the construction site timing.

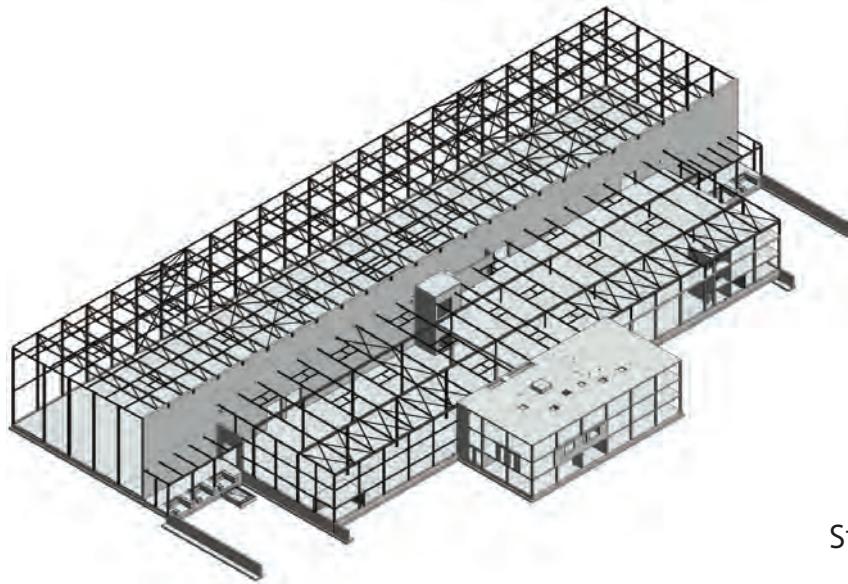
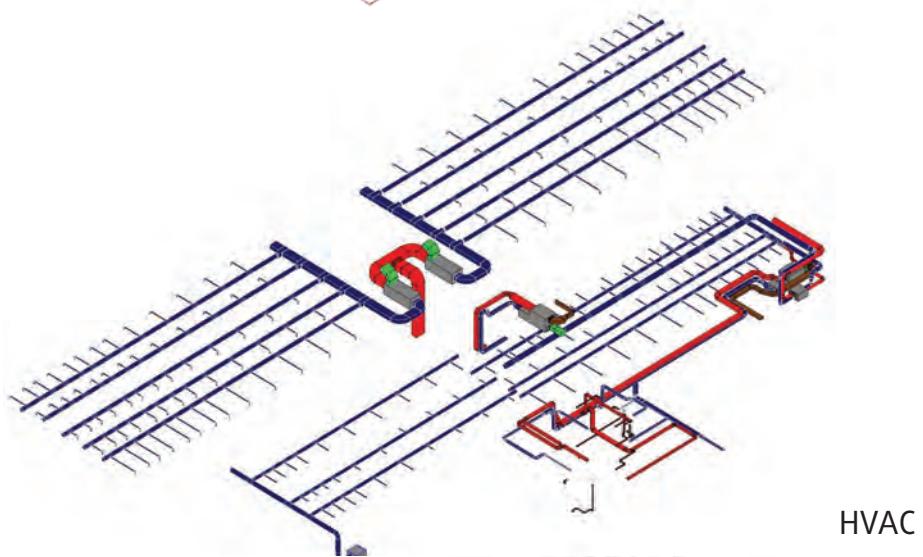
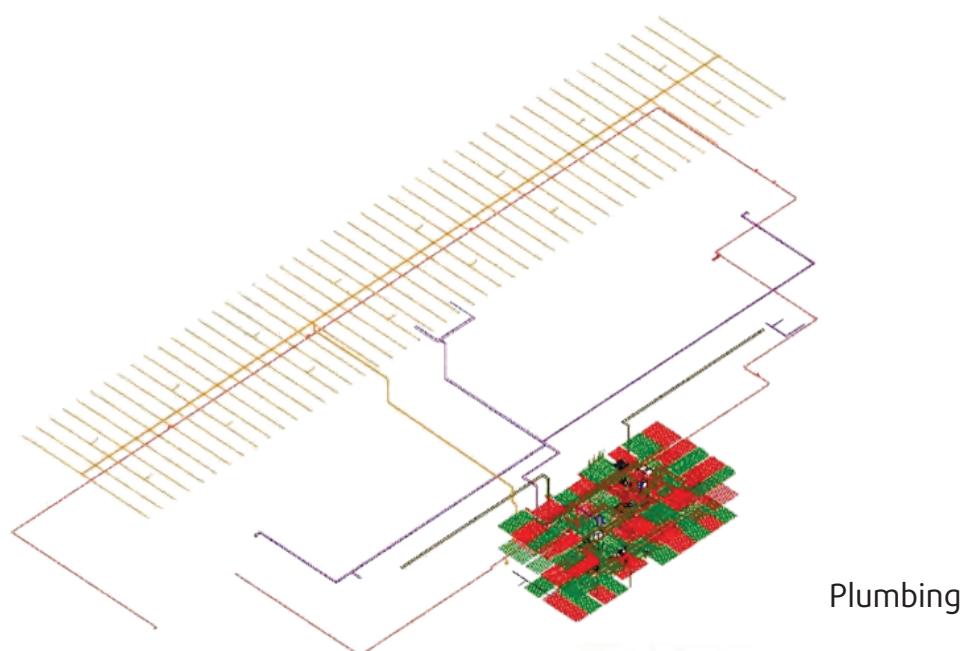
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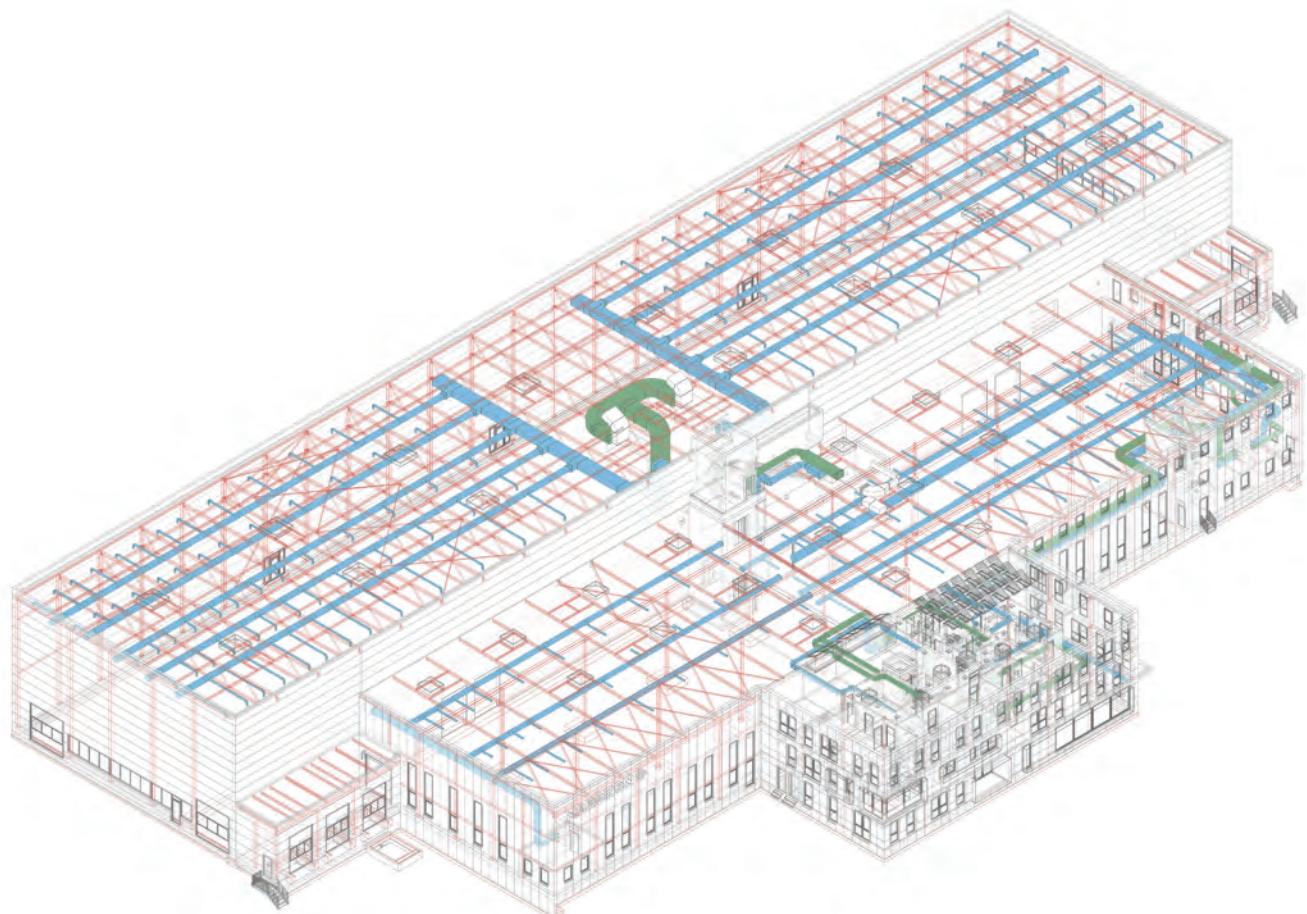
2015-2016

Gross area

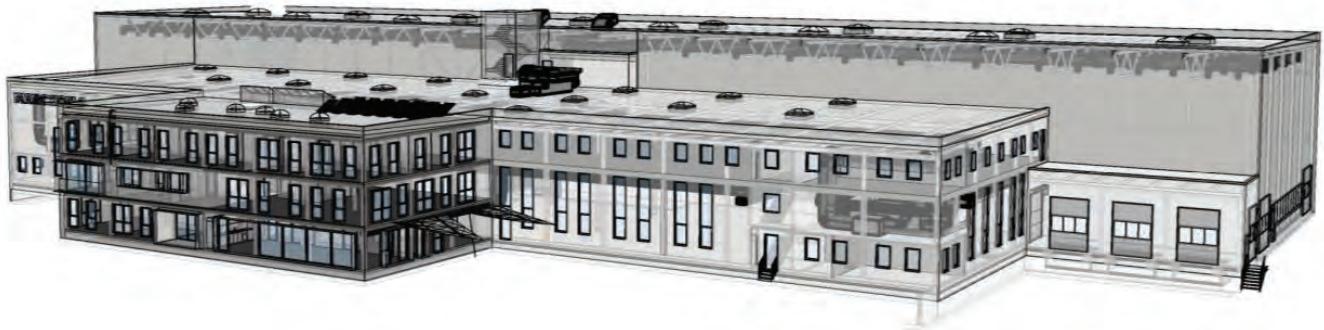
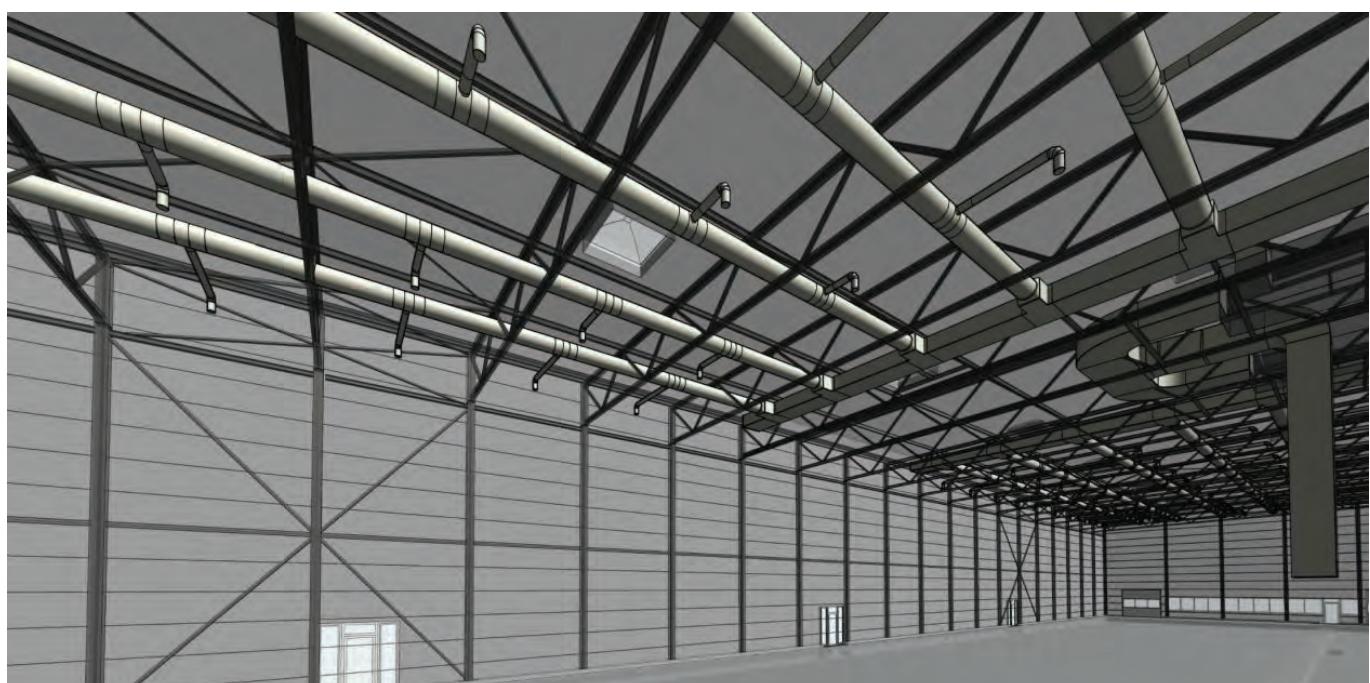
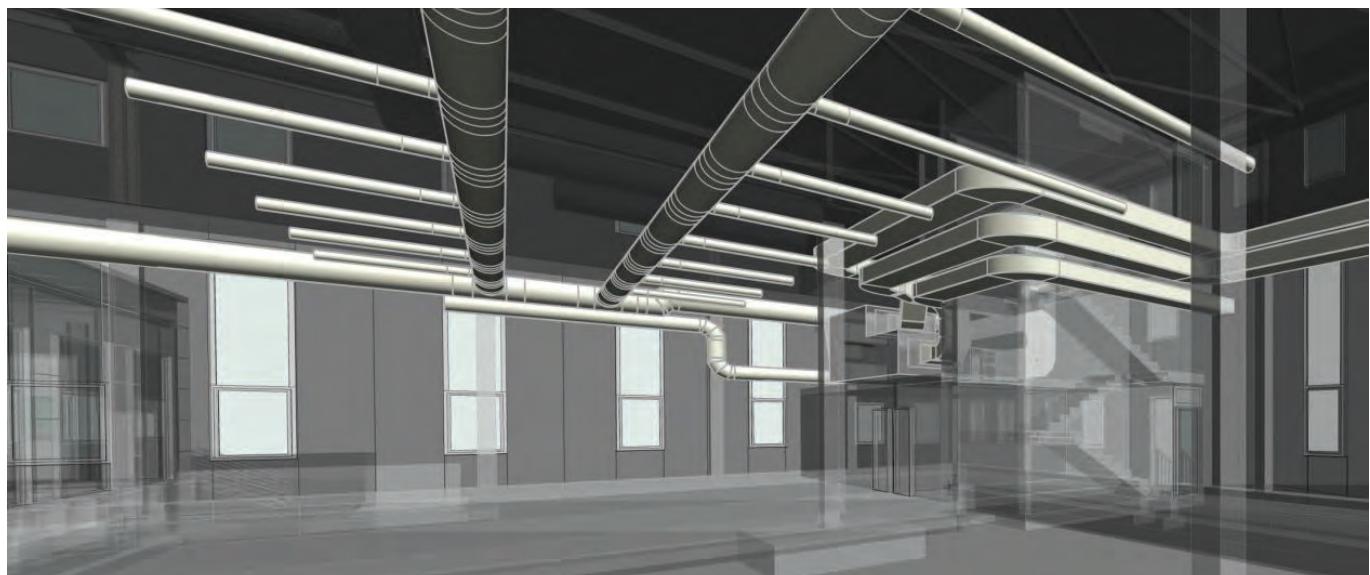
8.144 sq m







Halle Marchon, Rossens, Switzerland



Halle Marchon, Rossens, Switzerland



CHRONOLOGY

2017

RESTRUCTURATION OF AN HISTORIC BUILDING IN OFFICES

Location: Via Torino, 153 - Rome (Italy)
Client: Confcooper Società Cooperativa
Schedule: in progress
Gross area: 3.530 sqm

THREE BUILDINGS FOR THE SETTLEMENT OF INDUSTRIAL AND ARTISAN ACTIVITIES AND UNDERGROUND PARKING

Location: Rt. De la Galaise, 1228, Plan-les-Ouates, Genève canton, (Switzerland)
Client: Implenia Suisse SA
Schedule: in progress
Gross area: 85.740 sq m

NEW LOGISTICS SITE AMAZON – VERCCELLI

Location: Larizzate, Vercelli - (Italy)
Client: Jacobs Italia S.p.A., Enetec
Gross area: 110.000 sqm

2016

NEW WAREHOUSE FOR AMAZON

Location: Passo Corese, Rome (Italy)
Client: Jacobs Italia S.p.A., Enetec
Schedule: in progress
Gross area: 120.000 sqm

IT'S HUB - CONSTRUCTION OF NEW OFFICES FOR IT'S AND PARALLEL DIGITAL

Location: Via Ignazio Pettinengo, 72 - Rome (Italy)
Client: Ital Elettronica s.r.l.
Schedule: in progress
Gross area: 469,76 sqm
Budget: 490.560,00 €

DOHA - RED LINE NORTH

Location: Doha (Qatar)
Client: One Works S.p.A for ISG (Impregilo – SK E&C – Galfar Al Misnad JV)
Schedule: in progress

2015

ADMINISTRATION, OFFICES, SHOWROOM AND STORAGE OF THE MARCHON BRAND

Location: Route de Montena 67, 1728 Rossens, Fribourg canton (Switzerland)
Client: Grisoni-Zaugg SA
Gross area: 8144 sq m



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