

MILANOSESTO

PRESS RELEASE

MILANOSESTO AT THE 2021 MEETING IN RIMINI

Italy's biggest urban regeneration project will be presented at the 2021 Meeting in Rimini in a stand representing the key values in the process of urban transformation currently underway at the former Falck site in Sesto San Giovanni

Milan, 19 August 2021 – MilanoSesto, the biggest urban regeneration project in Italy and one of the biggest in Europe, intended to transform a 1.5 million square metre area in Sesto San Giovanni, will be at this year's Meeting, scheduled for August 20 through 25 in Rimini, focusing on the theme of "The courage to say 'I'".

The project will be the focus of two events in the Meeting 2021 programme: on the opening day, **Giuseppe Bonomi**, CEO of MilanoSesto S.p.A., the company that owns the former Falck site, which is both the contracting authority and the party implementing the project, will take part in a round table on "Liveability and accessibility: the inclusive city", featuring Antonio Decaro, Chairman of ANCI and Mayor of Bari.

On the closing day, **Mario Abbadessa**, Senior Managing Director and Country Head of Hines Italy, strategic advisor and development manager as well as investor in development of the first private lot, Unione 0, will participate in the conference on "The new infrastructure and the pillar of sustainability" with Enrico Giovannini, Italy's Minister of Sustainable Infrastructure and Mobility.

The Prelios Group is a project partner, along with MilanoSesto S.p.A. and Hines, in charge of project management, as well as acting as asset manager for the first private lot, Unione 0.

For the entire duration of the Meeting, visitors will have an opportunity to **find out about the MilanoSesto project at a stand representing its five key values**. The first is **urban photosynthesis**, linked with the process of transformation that MilanoSesto will be a part of: just as photosynthesis is triggered by light, the project will cast light on an area that has been dark for decades and make it into a lively, sociable, sustainable place. The process of photosynthesis represents the heart of an evolving laboratory of values that aims to come up with **a new model of accessible, inclusive living**. Urban photosynthesis is linked with the values of:

- **Versatility**, interpreting the "plural vocation" of MilanoSesto, a place offering a thousand opportunities, designed to promote human well-being with a focus on the needs of target groups of different ages, with different needs;
- **Imagination**, the drive to build future horizons, in a contemporary yet long-term project inspired by the most innovative urban imagery and intended to inspire the imagination of individuals and communities alike;
- **Transformation**, from a "steel factory" to a "dream factory", but also from rust to greenery, from darkness to light, from industrial archaeology to a new way of living and dwelling;
- **Marvel**, a capacity that lies within us all and will be reawakened at MilanoSesto thanks to experiential proposals and a range of content making ordinary everyday life truly "extraordinary".

The stand is intended to **encourage individuals and communities to re-imagine their model of the city** as a social and relational core, conceptually drawing on the key theme of the Meeting, "from I to We".

Visitors will be asked to interact in two ways: experientially, exploring a series of five cocoons (artistic installations symbolising transformation) and evocative representations of the five values inspiring the project; and through narrative, thanks to a story told in images, words and three-

MILANOSESTO

dimensional elements forming a “storytelling wall” representing the imagery of inspiration and aspiration at MilanoSesto.

MILANOSESTO

MilanoSesto, the largest urban regeneration project in Italy and one of the most ambitious in Europe, will transform an area of more than 1.5 million square meters, where the Falck Steelworks of Sesto San Giovanni once stood, into an efficient, sustainable and inclusive urban center. The masterplan designed by international architecture studio Foster + Partners foresees progressive development over the next few years with landscaping, residential areas, new squares, retail and office spaces and, above all, places designed to connect people. Located in a strategic position north-east of Milan, the area is well connected to the surrounding communities thanks to the new Sesto San Giovanni railway station (which work started in July 2021 and will take two years to complete), the subway station and the major trunk roads providing rapid access to the city center, the tollways and the rest of Lombardy.

The development project comprises a unique mix of functions, including innovative housing based on accessibility criteria, special services for the individual and an intergenerational scheme of student housing, multifamily residences for professionals and young families, and senior housing. The area will also include a 45 hectare park, an extensive green “lung” for the entire Milanese metropolitan area, integrated with the historic industrial buildings.

As a result, MilanoSesto will be a new urban center able to accommodate more than 50,000 residents, city users and visitors on a daily basis. It will also be the site of the Health & Research District, a major public complex of clinical and scientific excellence comprising the new sites of the Besta neurological institute and the National Tumor Institute, as well as the new university campus and hospital under the name Università Vita - Salute San Raffaele.

MilanoSesto S.p.A., the owner of the areas, and the implementing body and the contract awarder, works in partnership with Hines and Prelios, two leading real estate players recognized for their experience, reliability and transparency in relations with all stakeholders.

Hines is the strategic advisor and development manager for the whole project, as well as the investor for the development of the first private lot Unione 0. Prelios Group is handling project management of MilanoSesto, as well as is acting as asset manager for Unione 0.

Visit www.milanosesto.it for more information.

Media contacts

MilanoSesto

Image Building

Cristina Fossati, Anna Pirtali, Valentina Corsi

Tel. 02 89011300 – milanosesto@imagebuilding.it