

The new gateway to CityLife

Air, light, greenery and open spaces: a project designed for people and the city

The global studio **BIG-BJARKE INGELS GROUP** has designed the new project

Milan, 15 November 2019 - CityLife today presented the new project that marks the start of the district completion phase and that will create a new gateway to CityLife and the city. Selected following an international competition between major design and architectural studios, the project was created by the studio **BIG - Bjarke Ingels Group**.

The project envisages the creation of two buildings joined by a roof with an urban-scale portico that, framing the three existing towers without reaching their height, will create a **new gateway to CityLife** from Largo Domodossola through an extensive green area that will further enrich the liveability of the district and constitute a new aspect of restoration for the City of Milan.

A project designed for people that creates a **bridge between private and public spaces**. The roof will not only be an element forming a structural connection between the two buildings, but will also create a shaded public realm activated by street furniture and green spaces that can be used year-round.

The architectural intervention was designed **to open up and fully integrate the district**, starting from the existing space and context. The new CityLife gateway will be integrated with the urban areas, the streets and the existing road network, creating a **continuum between the district and the city**.

The new building will stand on an area of around 53,000 square metres (GFA) more than 200 metres long, with a characteristic portico structure that will be 18 metres wide at its narrowest point. Each floor of the building has 3m high ceilings, enabling natural light to enter thanks to a continuous, transparent and luminous façade that will look out onto both the city and two large private courtyards. At the highest part, the buildings will have cascading terraces for use as multifunctional spaces with breath-taking panoramic views. The building is intended for use as offices: following the completion of the working drawings, specifications and bills of quantities, work is expected to begin in 2021, with completion due in 2023.



In parallel with the construction of the new residential lot on Via Spinola, the new project represents the completion of CityLife, which will become one of Europe's major business districts, with a multifaceted and balanced complex of public and private functions including residences, offices, shops and green areas. From its inception until today, CityLife has taken its place as one of the main "new urban centres" of Milan, a district characterised by sustainability, quality of life and services, one of the major examples of urban renewal and regeneration in Italy.

The design by the Danish studio **BIG-Bjarke Ingels Group** was presented during a press conference given by **Armando Borghi**, CityLife's Chief Executive Officer, **Aldo Mazzocco**, Chief Executive Officer of Generali Real Estate SpA and Chairman of CityLife, and **Bjarke Ingels**, Founding Partner of BIG-Bjarke Ingels Group. **Gabriele Galateri di Genola**, Chairman of Assicurazioni Generali, also took part during the morning.

Armando Borghi, CityLife's Chief Executive Office, said: *"With CityLife, we set ourselves an ambitious goal that we believe we have achieved, that of regenerating and upgrading the area of the Milan Trade Fair, which we have fully restored to the city in a completely renewed form that can be used by everyone. The project of the BIG studio completes the area with a solution that is in line with our values and objectives, a project that we embraced right from the start. The building will add a new element to CityLife, a project designed for people and the city of Milan that is now an area at the cutting edge, featuring high standards of sustainability, which has become an Italian example that can compete with the major European regeneration projects."*

Aldo Mazzocco, Chief Executive Officer of Generali Real Estate and Chairman of CityLife, said: *"It was very difficult to decide between six beautiful project proposals, but we think we have chosen a nice project, balanced, modern and complementary to the rest of the CityLife compendium. We now have the opportunity to build another building of great real estate quality to be included in our European and global portfolio of highly sustainable core assets, which already sees us present in the most important cities of the world."*

CityLife

CityLife is a project to upgrade the historic urban hub of the Milan Trade Fair. With an overall area of 366,000 square metres, it is one of the largest urban intervention areas in Europe and has seen the involvement of prestigious architects of the calibre of Zaha Hadid, Arata Isozaki and Daniel Libeskind. CityLife is a balanced mix of private and public services, including apartments, offices, a shopping area and the third largest public park in the centre of Milan. The heart of the area is the innovative Business and Shopping District, made up of three towers and the Tre Torri square with quality shops, services, restaurants and entertainment venues overlooking the Park. The entire area is marked by close attention to sustainability and respect for the environment: the Residences are Class A certified and mainly envisage the use of renewable energy sources, while the three towers have already obtained the prestigious LEED™ pre-certification, with classification at the Gold level. Moreover, it is the largest pedestrianised area in Milan, thanks to the decision to move the road network and parking underground. CityLife is a 100% subsidiary company of the Generali Group. www.city-life.it

Generali Real Estate

Generali Real Estate S.p.A. is one of the main property asset management companies in the world with around €30 billion of assets under management at the end of 2018. Managing a portfolio made up of a unique mix of historic and modern properties, Generali Real Estate possesses exceptional expertise in the field of technological innovation, sustainability and urban development projects. Generali Real Estate is part of the Generali Group, an independent Italian insurance Group with an extensive international presence. Established in 1831, it is one of the major global players and is present in 50 countries with an overall income from premiums of more than €66 billion in 2018. With nearly 71,000 employees in the world and 61 million customers, the Group occupies a leadership position in the countries of Western Europe and an increasingly significant presence on the markets of central and eastern Europe and on Asian markets.

For further details: www.generalirealestate.com ; www.generali.com.

BIG-BJARKE INGELS GROUP

BIG is a Copenhagen, New York, London and Barcelona based group of architects, designers, urbanists, landscape professionals, interior and product designers, researchers and inventors. The office is currently involved in a large number of projects throughout Europe, North America, Asia and the Middle East. BIG's architecture emerges out of a careful analysis of how contemporary life constantly evolves and changes. Like a form of programmatic alchemy, we create architecture by mixing conventional ingredients such as living, leisure, working, parking and shopping. By hitting the fertile overlap between pragmatic and utopia, we architects once again find the freedom to change the surface of our planet, to better fit contemporary life forms. <https://big.dk/>

CityLife Press Contacts

Weber Shandwick | Advisory

Tel. 02/006411.1

Giorgio Catalano

gcatalano@advisorywebershandwick.it

Cell. 334/69.69.275

Angela Convertini

aconvertini@advisorywebershandwick.it

Cell. 345/59.20.278

Francesca Visioni

fvisioni@advisorywebershandwick.it

Cell. 342/97.37.950

Generali Real Estate Press Contacts

Elena Scovazzi

elena.scovazzi@generali-invest.com

Tel. 02/43.53.11.02

Cell. 366/66.44.707

BIG – Bjarke Ingels Group

Tel. +1 347.549.4141

Jesslyn Guntur

press@big.dk