



Press release

FINAL SHORTLIST OF LEADING GLOBAL ARCHITECTS SELECTED FOR PIRELLI 39 IN MILAN'S PORTA NUOVA

- **Award-winning Heatherwick Studio, 3XN and David Chipperfield Architects included in final shortlist**

Milan, 10 February 2020 – **COIMA SGR**, announces the shortlist of six architecture practices shortlisted for the regeneration of a 60,000 sq m office building at Via Pirelli 39, Milan. This latest international architecture competition is a key part of the masterplan for the new Porta Nuova Gioia district, which includes the buildings at Via Melchiorre Gioia 20, Melchiorre Gioia 22, Pirelli 35.

Pirelli 39 and the chosen design will play a key role in COIMA's ambitions for a long-term sustainable built environment that engages with and activates the local community, utilizing COIMA Roots¹.

The six selected architects are:

- 3xn - Denmark
- David Chipperfield - England
- Diller Scofidio + Renfro/ Boeri - USA/Italy
- Heatherwick - England
- Vittorio Grassi - Italy
- Wilmotte - France

The next stage will see the selected design studios prepare a project for the architecture and public areas, based on the guidelines of the Porta Nuova Gioia masterplan and according to the development brief prepared by COIMA SGR. This includes:

- Extension of BAM's pedestrian areas to include a larger area of spaces accessible to the public, helping to regenerate the axis of Via Melchiorre Gioia, the intersection with Via Pirelli, Via Clelia and Via Bordino, the axis towards the Central Station
- Connection between the two sides of BAM, today divided by Via Melchiorre Gioia
- Activation of the north quarter of Porta Nuova through mixed destinations with the presence of activities of general interest for the neighborhood, neighborhood shops, entertainment and cultural functions
- Urban composition allowing a transition of urban quality also towards the north
- Evaluation of the possible reuse, even partial, of the existing complex, virtuously integrating 1960s architecture and contemporary architecture.

The shortlist was chosen from 70 groups, with 359 architectural, landscape/urban design and engineering firms representing 15 countries (Italy, Austria, Belgium, Denmark, France, Germany,

¹ COIMA Roots is a holistic approach to real estate development that aims to generate, measure, supervise and provide long-term sustainable, economical and social performance through precise key indicators according to ESG (Environmental, Social & Governance) parameters such as reductions in energy consumption, increase of energy from renewable sources, revegetation and reduction of water consumption.



England, Norway, Netherlands, Switzerland, Spain, China, Colombia, Japan, USA) participating in the initial stage.

The jury comprised Gregg Jones, partner of the Pelli Clarke Pelli architectural firm and head of the Porta Nuova Gioia masterplan; Alberto Artioli, former Superintendent of Archaeology, Belle Arti and Landscape of the city of Milan; Nicolò Di Blasi, former responsible for the Operations at Bocconi university, as well as four members of COIMA SGR. The second stage of the competition will take place between February 11 and April 6, 2020, with the final award expected by May 2020.

Formerly owner-occupied by the administrative offices of the Municipality of Milan, COIMA acquired Pirelli 39 in 2019 as a part of its COIMA Opportunity Fund II ("COFII"), the largest discretionary real estate fund ever dedicated to Italy.

Following this competition for Pirelli 39, COIMA has now welcomed entries from more than 500 architectural studios for its architectural competitions over the last 24 months.

With the strategic objective of completing and expanding the Porta Nuova district and composing an innovative project together with the Municipality of Milan, COIMA started the preparation of a **unitary masterplan for the Porta Nuova Gioia area** in May 2019. This is coordinated by Gregg Jones of Pelli Clarke Pelli Architects together with a qualified team composed of Patricia Viel of Antonio Citterio Patricia Viel, Chris Choa of AECOM - who was responsible for the masterplan of the London Olympics -, Ibrahim Ibrahim of Portland -specialized in public space entertainment-, Jim Burnett of OJB and Andreas Kipar of Land as landscape architects.

The **masterplan**, including the proposed interventions on public areas, was registered in July with the Municipality of Milan and was noted by the Landscape Commission for the quality of the proposed interventions.

The area - for which COIMA SGR has provided **total investments of more than 1 billion euros, 350 million euros in tenders, 40 million euros in architecture, 120,000 square meters of public areas and 3,600 meters of cycle and pedestrian paths** - represents the completion of Porta Nuova and could be a fundamental step in the creation of a green and sustainable urban regeneration passageway from Central Station to Scalo Farini, to the Expo areas crossing Bovisa.

COIMA SGR was authorised by the Bank of Italy in 2007 and is an independent company and lead provider of real estate asset management and investment services for Italian and international institutional investors. Today COIMA SGR manages 22 real estate investment funds, with more than €5 billion of investments at full capacity, including management mandates, and has in its portfolio more than 150 properties, including more than 40 LEED certified or pre-certified properties.

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