



Press release

INSPIRING CITIES: a book exploring the future of urban development

- **Previewed today, the book commemorating COIMA's 50th anniversary delves into the theme of future cities. Published by Skira and edited by Fulvio Irace, it features images by renowned photographers Gabriele Basilico and Iwan Baan, along with 30 interviews with leading international architects. They shared their Milan projects and provided deep insights into the future of urban development.**
- **The heart of the work is the Unwritten Chapter, a collection of contributions from university students who participated in the "University Hackathon for Inspiring Cities." It includes insights gathered during the event and the findings from an COIMA online questionnaire on the future of cities.**

Milan, 10 October 2024 - **COIMA SGR ("COIMA")**, a leading firm in the investment, development, and management of real estate assets for institutional investors, has produced ***Inspiring Cities***, a book edited by Fulvio Irace, **exploring the theme of the city of tomorrow**. Over its first 50 years, COIMA has traced the evolution of Lombardy's capital, Milan, to reflect on future urban development models. The book contains remarkable photographs by Gabriele Basilico, capturing Milan in the late 20th century, alongside contemporary images by international photographer Iwan Baan. Through this visual and literary journey, COIMA encourages readers to envision new possibilities for urban growth, considering how cities can evolve to meet macro trends and future needs while balancing development and sustainability.

Inspiring Cities embarks on a journey beginning with Zingonia, a visionary city project backed by Riccardo Catella. It then moves through the Milanese hinterland, arriving in the capital with districts like Porta Nuova, Porta Romana, Farini Valtellina, and the Falck areas in Sesto San Giovanni. These episodes are compiled not to celebrate the past, but to reinterpret history with a forward-looking perspective. The aim is to spark a generative dialogue about the meaning and future of modern metropolises, particularly engaging young people - the future's first inhabitants.

Published by Skira, *Inspiring Cities* explores the future of urban development through the narratives of 30 architects and various professionals with transverse skills. It highlights the efforts that have revitalised Italy in recent decades, including Riccardo Catella Foundation's work. For years, this foundation has supported civic projects aimed at positively impacting communities through four key pillars - nature, culture, education, and inclusion.

The most significant section is the future-oriented chapter titled ***The Unwritten Chapter: Next 50 Years***. It will feature the results of an upcoming online questionnaire on the cities of the future, conducted by COIMA through digital channels. This includes the visions of university students who participated in the "University Hackathon for Inspiring Cities," and contributions gathered during the event on 10 October.

The book was **previewed today at the event marking the Group's 50th anniversary**. Editor **Fulvio Irace** engaged in a dialogue with **Alida Forte Catella, Kelly Russell Catella, and Manfredi Catella**, reflecting on the experiences, projects, and individuals that have shaped a tangible vision of the city which is dedicated to future generations.

COIMA Founder and CEO Manfredi Catella, said: *“This book marks the start of a journey, symbolically spanning the next 50 years. We embark on this with energy and the firm belief that Italy, especially when united, can harness its unique resources. Throughout history, we have developed these resources in extraordinary ways, creating cities that serve as reference models. These cities form the foundation for our future competitiveness and sustainability. We dedicate this work to all young professionals at the beginning of their careers, and encourage them to use their talents to drive excellence and innovation.”*

COIMA Sustainability & Communications Head Kelly Russell Catella said: *“Throughout these first 50 years, sincere dialogue with people has been one of the most significant aspects of building inclusive neighbourhoods and projects. In these exchanges, we have consistently found moments of inspiration that have guided our work. Recognising that constructive interactions can yield valuable contributions, we will continue this dialogue, while prioritising the voices of the community.”*

COIMA Image CEO Alida Forte Catella, said: *“Riccardo’s visionary dream of Zingonia, despite being hindered by administrative fragmentation, planted the seed for the redevelopment of the Porta Nuova district. This once urban void has now become the heart of Milanese life. The past has helped shape an urban vision defined by the importance of constructive collaboration between public and private sectors and a genuine commitment to creating spaces for people. These values remain central to COIMA’s work.”*

Architect and professor **Fulvio Irace** said: *“The lengthy process of developing Porta Nuova helped to address and mitigate dissent, as public approval made Piazza Gae Aulenti one of Milan’s most beloved and frequented locations. The Porta Nuova model served as a training ground for younger generations, who were involved in various aspects of the project’s completion. In many ways, it has prompted Italian architecture to modernise, challenge old prejudices, and adopt new approaches that are more responsive to contemporary social needs.”*

SUMMARY SHEET

- Title: Inspiring Cities
- Edited by: Fulvio Irace
- Photographs by Gabriele Basilico and Iwan Baan
- Publisher: Skira
- Format: 27x35 cm
- Pages: 300, in colour
- Images: 200
- Available in bookshops: end of October

COIMA

COIMA specialises in investment, development and management of Italian real estate assets on behalf of institutional investors, adopting an integrated ESG impact approach. COIMA Holding controls companies, including COIMA SGR, an investment and asset manager that handles more than 30 real estate funds with more than €10 billion of investments.



COIMA REM is a development and property management company, which developed and managed more than five million square metres of properties for more than 50 years. COIMA HT operates in the technological field supporting the digital transformation of physical spaces.

Among its key projects, the platform co-invested in, co-developed, and still manages the Porta Nuova project in Milan, the first neighbourhood in the world to achieve LEED® and WELL® for Community sustainability certifications.

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