



Feltrinelli per *Porta Volta*

FELTRINELLI PORTA VOLTA PROJECT

This project was developed by Feltrinelli Group and managed by COIMA.

It welcomes the new headquarters of the Giangiacomo Feltrinelli Foundation and Microsoft Italy

Milan, 22 September 2016 - A preview of Feltrinelli Porta Volta was held today. It is the first Italian public building designed by Herzog & de Meuron, and it will host the new headquarters of the Giangiacomo Feltrinelli Foundation and Microsoft Italy offices. The presentation, which was attended by the Deputy Mayor of the Municipality of Milan for Public Works, Cristina Tajani, saw everyone involved gathered today: Carlo Feltrinelli (Feltrinelli Group Chairman) and Dario Giambelli (CEO Finaval); Manfredi Catella (CEO COIMA SGR); Jacques Herzog and Andreas Fries (Studio Herzog & de Meuron); Carlo Purassanta (CEO Microsoft Italy) and Massimiliano Tarantino (Director of Communication of Feltrinelli Group).

The laying of the foundation stone, which took place in November 2014, was merely a fragment of the huge redevelopment project for the Porta Volta area in Milan, but also the basis for a massive architectural and civic project in Milan's heart, which has become a hub for cultural and social innovation. This entire area has been the focus of significant urbanisation projects that have changed the city's face over recent years. Indeed, today the area has an international soul: from the redevelopment of Piazza XXV Aprile, to the rebirth of the entire Porta Nuova area with the largest development project in Europe.

The project, created and designed by Feltrinelli Group that commissioned COIMA SGR for property management through the establishment of the Real Estate Fund: Feltrinelli Porta Volta Fund. The area involved lies between Viale Pasubio and Viale Crispi, along the path of the ancient Mura Spagnole (Spanish Walls), which date back to the fifteenth century, the last of a series of fortifications that have marked the city boundaries since Roman times. COIMA Ltd oversaw the intervention's development management that will be LEED certified with Gold target.

Giangiacomo Feltrinelli Foundation will make Feltrinelli Porta Volta its new headquarters, starting from December 2016. This new home will be the beating heart of innovative research activities aimed at investigating and understanding the most pressing issues of modern society: a space for citizenship, a place of open participation for everyone capable of hybridising languages and processes, and who can develop a multidisciplinary outlook on social transformations in progress.

The new headquarters of Microsoft Italy, located in the second building of the Feltrinelli Porta Volta Project, shall become a reference point for citizens and technology enthusiasts. They will, in fact, create dedicated spaces such as: digital classrooms where professors and students can approach new technologies; the Microsoft Technology Centre will be for creating digital transformation projects and showcase areas. Here, consumers can discover and experience the latest technological solutions in the field of SmartBuilding with sensors, virtual assistants, multimedia screens and applications that will make interaction between people more dynamic, giving space for information, having fun and communicating. Lastly, it will also feature a workshop for developers, startups and IT professionals for training and consulting on Microsoft solutions.

The new buildings are inspired by the simplicity and generous scale of historic Milanese architecture as Ospedale Maggiore, Rotonda della Besana, Lazaretto and Castello Forzesco. They are also inspired by the long, linear Cascina buildings of traditional rural architecture in Lombardy, which already were an important reference in Aldo Rossi's work, for instance his residential building in Gallarate.

This is why we propose an elongated and narrow architecture which in a vaguely figurative way introduces a roof which melts into the facades. The structure expresses the geometrical conditions of the site in a rotation of its members and balances between transparency and spatial definition. Façade, structure and space form an integrated whole.

The redefinition of Porta Volta will intrinsically be a Milanese Project, taking up themes of Milanese urbanism and architecture, which through the course of history have led to a series of emblematic buildings for which the City of Milan is renowned.

Feltrinelli Group

The Feltrinelli Group is an affirmed leader in research culture and entertainment, with innovative, multidimensional and accessible offerings that promote autonomy and freedom of thought. It operates on the entire supply chain of books, from publishing, with Giangiacomo Feltrinelli Editore and others, to intermediate distribution, and promotion via PDE, and even retailing. Feltrinelli bookshops, located throughout Italy, are melting-pots of a lively culture with a rich programme of literary and musical events. Feltrinelli's TV programme, laeffe, is broadcast on Sky. Via web, the Group operates through its e-commerce site www.lafeltrinelli.it, in addition to multiple social media accounts. The Giangiacomo Feltrinelli Foundation is one of Europe's finest documentation and research centres in the field of historical, political, economic and social sciences. The Group is also active in the catering industry through Antica Focacceria San Francesco, with the aim of opening coffee shops and quality restaurants within its stores, as well as in other locations both in Italy and abroad.

For Feltrinelli Group

Barabino & Partners

Francesca Manco f.manco@barabino.it Tel. 3285339884

COIMA, founded by the Catella family with Domo Media in 1974, specialises in property development and management on behalf of institutional investors. COIMA collaborates with leading Italian and international investors, such as sovereign wealth funds, pension funds, banks, insurance companies, developers, real estate and private equity funds. In over 40 years of activity, COIMA has developed and managed property for over 5 million square meters, including Porta Nuova in Milan, one of the most prestigious urban redevelopment projects in Europe.

COIMA SGR, authorised by the Bank of Italy in 2007, is a leading independent asset management of real estate investment funds on behalf of Italian and international institutional investors. Today COIMA SGR manages 17 real estate funds, with over 5 billion euro of investments, including management mandates

For COIMA

SEC Public Relations +39 02 624.999.1

Silvia Gentile - gentile@segrp.it +39 335 5833558

Microsoft

Founded in 1975, Microsoft offers people and organisations the best experiences to get more from their activities on a global scale. It provides a full range of solutions, devices and cloud services to enable everyone to improve the results of their professional and personal activities.

Microsoft Italy

Chiara Mizzi chiararam@microsoft.com Tel. 335 7603766
Tiziana Pollio tiziana.pollio@microsoft.com Tel. 348 2315143
Chiara Ronchetti chiararo@microsoft.com Tel. 335 1262049

Burson-Marsteller

Teresa Munaò teresa.munao@bm.com - Tel. 02/72143527
Cristina Gobbo cristina.gobbo@bm.com - Tel 02/72143543
Francesca Cappello francesca.cappello@bm.com - Tel 02/72143503
