



A platform of digital services at the service of the community: Portanuova Activation

The Porta Nuova district is an integrated area of buildings and spaces for a variety of uses, which bring together people with different needs and expectations such as residents, office workers, visitors shoppers and tourists.

These considerations are the starting-point of the “Portanuova Activation” project, a coordinated programme involving the retail areas, public spaces and a digital services platform, intended to create a specific recognisable identity for the district, making Portanuova an identifiable “brand” that residents can identify with and share in its values. The project focuses on social and cultural inclusiveness, and its sustainability, in terms not only of environmental impact but also the selection of tenants prepared to take these values on board.

The platform enables Portanuova’s users to interact with the physical space more easily and obtain benefits in terms of time or access to specific Portanuova events, and on the other it consolidates the feeling of belonging to a Community, built around shared values.

Moreover, the platform allows the quality standard of the premises to be kept as high as possible through real-time monitoring of the facilities and the introduction of smart analysis systems which respect privacy, providing people with protection and safeguards. Through digital services, the physical level of spaces and experiences, whether in a retail store, the park or a restaurant, is extended with a digital level, which allows these experiences to be adapted to individual needs and expectations.

Portanuova is therefore trialling a new concept, in which physical spaces, cultural events, values and digital services merge to create a holistic experience designed around the human being, an innovative way of restoring a personal dimension to large urban centres.



WiredScore certification

The COIMA headquarters, Corso Como Place and Gioia 20 will be amongst the first buildings in Italy to certify their digital connectivity in accordance with the WiredScore protocol. The protocol on which this certification is based, already widely adopted in some of the world’s biggest property markets, allows for the objective classification and assessment of buildings’ technological features, ensuring that the property is technologically state of the art and ready to accommodate new-generation businesses. The assessment is made on the basis of four performance levels: Certificate, Silver, Gold and Platinum.