



Press Release

THE PARK AND SNOHETTA ARCHITECTURE FIRMS WIN PIRELLI 35 REDEVELOPMENT COMPETITION

New development will combine sustainability and the environment with urban transformation

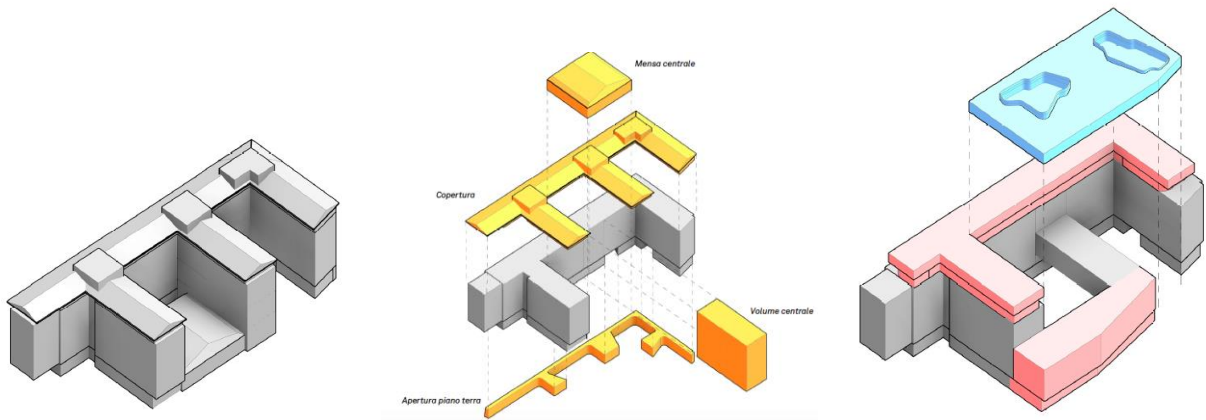
Milan, 18 September 2020 - **COIMA SGR**, the leading asset management of investment funds on behalf of institutional investors, has named the Norwegian **Snohetta** and the Italian **Park Associati** as the architect selected to design the redevelopment of **the Via Pirelli 35 building** in the Porta Nuova Gioia area of Milan.

The collaboration between Snohetta, **participating in its first project in Italy**, and Park Associati will combine their respective expertise, delivering a partnership that will be based on a strong alignment with our sustainability principles, especially around environmental aspects of the project and the area's urban transformation, to prioritise the impact goals of the development. The two firms were chosen from a list of 15 that were prequalified for the competition, which helped to increase **to more than 500 the number of firms taking part in competitions organised by COIMA in the last 24 months**.

The development will focus on the **relationship between the building and its integration within the block**, creating a connection between the public areas of BAM – Biblioteca degli Alberi – and Via Bordoni which are currently isolated at the back of the building's single block. The area between Piazza Luigi Einaudi, Via Melchiorre Gioia, Via Pirelli and Via Bordoni will be made permeable and viable by the new project, with open facades on both sides of the building, key element in the architectural and urban relaunch process put in place by COIMA for the quadrant.

Pirelli 35 was among the symbols of Milan's "business centre" in the 1960s, originally designed by Melchiorre Bega: this location hosted the headquarters of Sipel, merged into SIP which later became Telecom Italia and occupied the property until 2018.

The architectural project, 40,000 square metres on two levels, respectively of ten and five floors, will see the harmonious enhancement of the existing features throughout the complete **redevelopment of the building**, which, from being a closed environment, will transform into an open space characterised by two glazed patios and an internal square. In order to expand the feed-through area of the court in a single element, the project has seen the demolition of the original 'E' plant's main body, replaced with a shorter bridge-like building, with no supports on the courtyard, characterized by a big perimeter porch, creating pedestrian pathways on each front of the area and two frontal facades on both access sides.



existing

parts to remove

new project

The building will retain its commercial use, but will be completely redesigned to achieve **maximum efficiency, sustainability and flexibility**. With a minimised environmental impact, avoiding the energy expenditure of a complete demolition and the consumption of raw materials required for a complete reconstruction, Pirelli 35 is qualified to obtain LEED Platinum, WELL and Cradle To Cradle certifications. The work is expected to be completed by 2023.

COIMA SGR Founder and CEO **Manfredi Catella** said: *"Rethinking our future cities will necessarily involve the renovation of obsolete buildings or the reuse of abandoned spaces, as part of sustainable regional redevelopment. Pirelli 35 is moving in this direction, after a global search by COIMA for the best partners with the most suitable approach to each project's strategic directions, including those social and natural aspects that Park and Snohetta can enhance."*

Kjetil Trædal Thorsen, Founding Partner, Snohetta: "Pirelli 35 has been redesigned with the specific aim of fulfilling the project's social and environmental ambition. Every element or new solution are in a symbiotic relationship which is functional to the scope. We are proud and grateful for being able to take part in this international collaboration and for having the chance to contribute to Milan's renewal."

Michele Rossi, Founder Architect/Partner, Park Associati: "We believe that the most sustainable building is the already existing one. P35 will become a key example to demonstrate how an obsolete building, through a high quality projectual process, can be transformed into an architecture capable of interpreting the future and its demands for sustainability."

The property is located in the **Porta Nuova Gioia** area, which is undergoing an extensive urban redevelopment project by COIMA. In partnership with the Municipal Administration, COIMA is preparing a **unitary master plan** to be presented in 2021. The area, which includes two plots of land between Via Gioia and Via Pirelli, as well as the buildings in Via Melchiorre Gioia 22, Via Pirelli 35 and Via Pirelli 39, is a **model sustainability district and a community activator** thanks to its integration with BAM - Biblioteca degli Alberi Milano, which constitutes an urban and social hub.

The building and surrounding area are undergoing a **sustainable development** project which follows the **COIMA Roots** holistic approach. This will generate, measure, monitor and deliver sustainable, long-term environmental, social and economic performances.



Throughout specific indicators and the **COIMA Charter** measurement matrix (created by contribution of the **COIMA City Lab** members), the environmental protection, social inclusion and economic development objectives are defined to achieve challenging goals as

- the LEED and WELL certification of the building
- the achievement of the LEED and WELL Community certification of the Porta Nuova district (first district worldwide);
- **limiting CO₂ emissions already aligned with the 2050 EU goals;**
- **renovation** of >60% of the existing building to contain construction emissions
- integration of a **photovoltaic plant** covering >10% of the annual energy demand
- creation of an internal 3.000 sqm square
- **business spaces** for the reactivation of the area
- more than **4,000 new workers**
- ,more than 1,500 jobs annually through the design and construction development

Porta Nuova Gioia - for which COIMA SGR plans **more than €1 billion worth of total investments, €350 million of contracts, €40 million of investments in architecture, 120,000 sqm of public areas and 3,600 sqm of cycle-pedestrian routes** - represents the completion of the Porta Nuova project for which COIMA has started the LEED and WELL for Community certification process. It will be the first district urban redevelopment project to obtain a double certification, ranking Milan and Italy among the most advanced countries in ESG initiatives with a measurable and transparent impact.

COIMA is a leading platform for the investment, development and management of real estate assets on behalf of institutional investors. COIMA SGR, an Investment & Asset management company, manages 24 real estate investment funds with over Euro 6 billion in investments and counts in its portfolio over 150 properties, including 40 LEED certified properties. COIMA Srl, a development and property management company, in over 40 years has developed and managed real estate properties totaling over 5 million square meters. Among the most important projects in which the platform has co-invested, co-developed and still manages today is the Porta Nuova project in Milan, one of the most prestigious urban requalification plans in Europe.

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