

## GOOD PRACTICES

**PROJECT NAME:** LAND - LAND RESEARCH LAB

**PROJECT IMPLEMENTER:** LAND ITALIA SRL

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### PROJECT OBJECTIVES:

THE PORTA NUOVA PROJECT STEMS FROM A DESIRE TO REDEVELOP A LARGE AREA OF MILAN TO IMPROVE AND REUNITE THREE ADJACENT NEIGHBORHOODS: GARIBALDI, VARESINE AND ISOLA.

THE CREATION OF NEW VIBRANT GREEN AREAS, THE HUMAN DIMENSION OF OPEN SPACES AND THE INSTITUTIONAL AND SOCIAL IMPORTANCE OF THE SITE ARE ALL FACTORS BEHIND THE MAJOR AIM TO DEVELOP INTEGRATED SUSTAINABILITY: URBAN, INFRASTRUCTURAL AND ENVIRONMENTAL.

### PROJECT RECIPIENTS:

CITIZENS OF THE AREA,  
TOURISTS, VISITORS.

### PROJECT RESULTS:

THIS IMPRESSIVE PROJECT CONSISTS OF THE CONSTRUCTION OF TWO BUILDINGS IN THE STRATEGIC LOCATION AT THE CENTER OF THE DEVELOPMENT OF THE PORTA NUOVA GIOIA AREA AND THE REDEVELOPMENT OF THE SURROUNDING AREA.

THERE ARE TWO BUILDINGS: THE WEST TOWER AND THE EAST TOWER. 957 PHOTOVOLTAIC PANELS HAVE BEEN INSTALLED IN THE WEST TOWER, 2,174 IN THE EAST TOWER AND THE USE OF DELEGATED GROUNDWATER FOR COOLING AND HEATING, SO THAT 65% OF THE ENERGY NEEDS IN BOTH BUILDINGS WILL BE COVERED BY RENEWABLE SOURCES.

THE TOWERS ARE ALSO SMART BUILDINGS, THANKS TO A NETWORK OF ELECTRONIC REMOTE CONTROL DEVICES THAT WILL MAKE THE BUILDING SMART THROUGH IOT - INTERNET OF THINGS - TECHNOLOGIES.

## CALENDAR/ACTIVITIES

WEEKLY AND MONTHLY CULTURAL EVENTS AT THE BAM (LIBRARY OF THE AREA)

## DETERMINE FACTORS

A PROJECT OF SUCH AMBITIOUS SCOPE COULD ONLY BE REALIZED BY POOLING THE STRENGTHS OF MANY DIFFERENT PARTIES, MORE THAN 20 PROFESSIONAL FIRMS WERE INVOLVED. PRIVATE INVESTORS WERE DUE TO REALIZE AND MAINTAIN PUBLIC SPACES FOR THE FIRST 10 YEARS AFTER COMPLETION, WHILST THE MAIN PARK WAS IN CHARGE OF THE CITY. MOREOVER, ENVIRONMENTAL SUSTAINABILITY IS AN ESSENTIAL INGREDIENT FOR QUALITY OF LIFE, AND THEREFORE A KEY FACTOR IN ASSESSING ANY REDEVELOPMENT PROCESS. THE SITE REPRESENTS THE STRATEGIC HUB OF MILAN'S SOCIAL AND ECONOMIC DEVELOPMENT. KEY INFRASTRUCTURE HAS BEEN BURIED, UNITING EFFICIENT MOBILITY WITH PORTA NUOVA'S PEDESTRIAN VOCATION.



## BUSINESS MODELS

PORTA NUOVA IS AN EXPERIMENTAL LABORATORY ON SUSTAINABLE URBAN REGENERATION. THE DEVELOPMENT OF THE DISTRICT HAS BEEN SUPPORTED SINCE 2012 BY THE QATAR INVESTMENT AUTHORITY (QIA), THE SOVEREIGN WEALTH FUND OF THE STATE OF QATAR. COIMA'S COMMITMENT TO SUSTAINABILITY IN REAL ESTATE DEVELOPMENT IS CONFIRMED BY THE HIGHEST SCORES IN THE WORLD ASSIGNED BY GRESB ("GLOBAL ESG BENCHMARK FOR REAL ASSETS") TO THREE REAL ESTATE FUNDS, RATED AMONG THE MOST SUSTAINABLE IN EUROPE AND FIRST IN ITALY TO BE AMONG THE "GLOBAL SECTOR LEADERS". ACCORDING TO A RESEARCH BY THE POLITECNICO DI MILANO AND THE EUROPEAN HOUSE – AMBROSETTI ON THE MULTIDIMENSIONAL IMPACT OF PORTA NUOVA, THE ACTIVITIES ESTABLISHED IN THE DISTRICT ENABLE INVESTMENTS IN THE REAL ECONOMY OF MORE THAN 870 MILLION EUROS EACH YEAR, SUPPORTING OVER 4,500 JOBS.

## BUSINESS PERSPECTIVE

THE DEVELOPMENT OF PORTA NUOVA HAS ALLOWED THE REDEVELOPMENT OF AN ECOSYSTEM PREVIOUSLY COMPROMISED BY THE PRESENCE OF THE DISUSED RAILWAY YARD OF GARIBALDI-REPUBBLICA AND THE URBAN RECONNECTION OF HISTORIC DISTRICTS DIVIDED FOR MORE THAN A CENTURY.

THE NEXT STEP WAS THE ACTIVATION OF PUBLIC SPACES AND THE CREATION OF A NEIGHBORHOOD COMMUNITY, ALSO THROUGH AN INNOVATIVE PUBLIC-PRIVATE PARTNERSHIP BETWEEN THE MUNICIPALITY OF MILAN, COIMA AND THE FONDAZIONE RICCARDO CATELLA FOR THE MANAGEMENT OF SAFETY, MAINTENANCE AND OF THE CULTURAL PROGRAM OF THE BAM PARK – BIBLIOTECA DEGLI ALBERI MILANO, WHICH HOSTS A DIVERSIFIED PROGRAM OF OVER 200 CULTURAL EVENTS AND ACTIVITIES EVERY YEAR WITH THE AIM OF BUILDING AND PROMOTING CIVIC ENGAGEMENT WITH A SUSTAINABLE BUSINESS MODEL THAT CAN BE REPLICATED IN OTHER CITIES OF THE WORLD.



## SUSTAINABILITY PERSPECTIVE

1) SUSTAINABILITY & RESILIENCE. PORTA NUOVA IS NOT ONLY FOCUSED ON THE BUILDINGS' OWN PERFORMANCES BUT HAS WIDER GOALS, REPRESENTING A MODEL OF EXCELLENCE FOR SUSTAINABLE URBAN REDEVELOPMENT FOR ITALY AND EUROPE.

2) CONNECTIVITY & ACCESSIBILITY. KEY INFRASTRUCTURE HAS BEEN BURIED, UNITING EFFICIENT MOBILITY WITH PORTA NUOVA'S PEDESTRIAN VOCATION. THE SITE WILL ALSO INCLUDE A LARGE 85,000 SQM PARK, "THE PORTA NUOVA GARDENS", WITHIN A 160,000 SQM PEDESTRIAN PRECINCT (CONTAINING 2 KM OF CYCLE PATHS), COMPRISING LANDSCAPED AREAS, PIAZZAS AND BRIDGES OFFERING SAFE AND EASY CONNECTIONS BETWEEN ADJACENT NEIGHBORHOODS.

3) URBAN QUALITY. GREEN AREAS AND QUALITY SPACES OF MILANO PORTA NUOVA CAN PLAY A FUNDAMENTAL ROLE WITHIN THE FRAMEWORK OF SUSTAINABLE URBAN DEVELOPMENT BY ENHANCING THE ENVIRONMENTAL, SOCIAL, AND ECONOMIC ASPECTS OF THE CITY

## CULTURAL VALUE

BAM PARK – BIBLIOTECA DEGLI ALBERI MILANO (LIBRARY) IN THE AREA OF PORTA NUOVA, HOSTS A DIVERSIFIED PROGRAM OF OVER 200 CULTURAL EVENTS AND ACTIVITIES EVERY YEAR WITH THE AIM OF BUILDING AND PROMOTING CIVIC ENGAGEMENT WITH A SUSTAINABLE BUSINESS MODEL THAT CAN BE REPLICATED IN OTHER CITIES OF THE WORLD.