



COVER STORY. A CITY WITHIN A CITY ABOUT TO SPRING UP ON THE EX-EXHIBITION CENTRE AREA

CityLife: Milan's Flagship Enterprise

At the very centre are the three towers that will redefine the Lombardy capital's skyline. Furthermore a large public park, a commercial area, buildings for public use and five residential areas are planned

Milan's future, everyone is quite sure, depends on improving the city living quality of life. For exactly this reason, every single action in the area must include as a project criteria, research of new urban, environmental and energy solutions. CityLife, the project that is governing the redevelopment of the area that used to hold the exhibition centre of Milan, is moving in just this direction.

Across an area of over 300,000 m², that to date has remained isolated from the rest of the city, a completely new district will be developed which will be integrated with the surrounding city area, bringing the entire district previously non-existent services. CityLife is the company (in which Generali Properties, Gruppo Allianz, Immobiliare Milano Assicurazioni - Gruppo Fondiaria SAI and Lamaro Appalti are all shareholders) which is developing the project, on the basis of a masterplan designed by Zaha Hadid, Arata Isozaki and Daniel Libeskind, a team of architects of international fame and experience, united by a remarkable shared knowledge of Milan.

For Claudio Artusi, MD for CityLife srl "CityLife is a unique opportunity for Milan, starting from its location in one of the most valuable real estate areas, the project is remarkably different for being a real city within a city, thanks to the multitude of public and private services that it will offer. Residential areas, offices, cultural events, commercial and freetime activities. The whole linked by a public park, open and accessible to all, and (for the first time ever) the district will be a totally pedestrian area. The other key driver is «excellence», a principle which has always guided us regards every choice made and which will make the future neighbourhood a prestigious business card for the city, including for the Expo event. We expect to finish work by 2015".

An innovative district

Many innovations regards Milanese daily life will be brought about by this project. In the first place, the entire area will be totally pedestrianised, and considering the dimensions, this will be one of the largest carfree areas within Italy, and a major one in Europe. Furthermore this city concept foresees a well-balanced



Torre Hadid