

# MILAN FAIR'S MAKEOVER TWO BIG PROJECTS FOR THE AREA



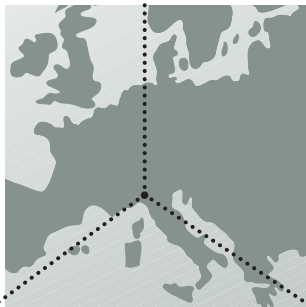
Fondazione  
Fiera  
Milano



Sviluppo  
Sistema  
Fiera



# The new Milan exhibition system 2002-2005



The Milan Fair transformation project will redesign borders, territory and infrastructures of the northwest area of Milan. Once completed in 2005, the **new exhibition system** will revolve around **two different but complementary venues**: the New Complex at Rho-Pero (out-of-town but just a few kilometers from the actual site, on the Milan/Malpensa airport route) and a site in Milan, the City Complex, i.e. the part resulting from the selling of two third of the current site that will host exhibitions and congresses.

At the helm of the project is **Fondazione Fiera Milano**, a private entity and the controlling shareholder in Fiera Milano Spa - which in turn leads fifteen companies - and in **Sviluppo Sistema Fiera**, an engineering and contracting company for large-scale projects. Fondazione Fiera Milano is the owner of both the present-day exhibition grounds in Milan and the Rho-Pero area where the New Complex is being constructed.

The entire project was designed to achieve the following **three objectives**:

- Boost business in the Lombardy Region and in Italy. Today, Milan Fair's activities generate a business volume in excess of € 2 billion annually for the Region, which is set to double once the transformation project is completed\*.
- Enhance the livability of the area of Milan where the Fair has traditionally been headquartered.
- Strengthen the leadership of the Milan Fair in the international fair market.

\* Source: Development & Study Bureau - Fondazione Fiera Milano in concert with CERTeT - Bocconi University

The first step in this redevelopment process is the construction of **Milan Fair's New Complex** in the reclaimed area that formerly hosted Agip refinery at Rho-Pero. The site was chosen because of the proximity to the current fairgrounds and for its strategic position on the road network. Work started on 6 October 2002 and the **inauguration date** is slated for **2 April 2005**. A short period, less than thirty months, to realize such a grand building, innovative in its architecture and framework, with a gross floorspace of 530,000 square meters on a land of 2 million square meters.

The € 750 million cost for the New Complex, which includes the area purchased, was **entirely self-funded** by Fondazione

Fiera Milano. While approx. € 800 million is the investment met by the national authorities for the infrastructure links necessary to the New Complex (subway, roads and highways, railways). The New Complex will host almost all the main events of Fiera Milano: organizers, expositors, and visitors will be welcomed in an environment that is **multifunctional and pleasant to visit**

**beyond the fair event itself.**

The site of Fiera, that will remain in Milan, i.e. the **City Complex**, will cover an area of some 125,000 sq. m gross exhibition space. By 2006 the big part of the current site will be hand over to the winner of a tender, that saw the participation of major engineering and architectural groups of international renown. A large area, that will become a new "center" of Milan by 2014, with three high towers surrounded by landscaped areas, water and centers of excellence.

**The two exhibition centers, New Complex and City Complex, will work together, on a gross floorspace of 710,000 sq. m, making Milan exhibition system one of the world's largest.**



# The New Complex Construction

## A combined effort and a development model

### The New Complex construction

The construction site opened on 6 October 2002. The designer and the group of companies responsible for the construction were selected through an international call for tender using a **General Contractor** format, a new contract model in Italy at the time. The General Contractor who signed the agreement is the group of companies led by **Astaldi, Impresa Pizzarotti & C and Vianini Lavori**. They are fully responsible for the construction of the facility, from final design to project management, construction and maintenance for five years. This will provide continuity and consistency to the various stages of design, management and execution of works, resulting in **shorter and reliable construction times and more definite costs**.



### Reclamation

The New Complex construction site was formerly an Agip refinery. The reclamation of land and water, after dismantling the refinery, was set by Fondazione Fiera Milano as an essential condition for the purchase of this area. The agreement signed by Fondazione Fiera Milano and Agip covered **two separate reclamation stages**, in order to start building work. This approach contributed to shortening construction times. The first stage was completed on December 2001 and the second, certified by the Milan Provincial Government, on December 2003.



### A team effort

A big transformation, as the one of Milan exhibition system, has its repercussions on the life of the citizens and on the territory in general. Therefore the relationship between Fondazione Fiera Milan and the local institutions has been considered a very important aspect of the project. A cooperation grounded on hearing the needs of the City and on sharing goals and responsibilities in first place with **Lombardy Regional Government, Provincial Government and Milan City Council** then with **Rho and Pero Town Councils**, locations of the New Complex, and other local entities. The works for the New Complex are going ahead on time and so are those for the infrastructures that link the New Complex with Milan and the other international and national destinations.





## Milestones in the history of the New Complex

### 2001

- 29 June** Start of the construction project for the New Complex with the establishment of **Sviluppo Sistema Fiera Spa**
- 15 October** Agip and Fondazione Fiera Milano sign the agreement for the **purchase of the Rho-Pero area**
- 15 November** Publication of the **call for tenders** for the New Complex. The **road show** for the project presentation takes off
- 31 December** **The south-east sector of the area is reclaimed**

### 2002

- 2 August** Agreement signed by Sviluppo Sistema Fiera and the **general contractor Astaldi, Impresa Pizzarotti & C e Vianini Lavori**
- 6 October** **Laying of the first stone** of the New Complex
- 30 October** Publication of the **call for tenders** for **parking facilities**

### 2003

- 15 January** Milan Fair's Supervisory Committee approves the revised **master plan**
- 20 January** Construction work begins for the **extension of the Milan subway** up to the entrances to the New Complex
- 31 January** **The final project for the road infrastructures** is approved at the Conferenza dei Servizi meeting
- 6 May** **Visit by the President of the Republic, Carlo Azeglio Ciampi**. The first supporting columns are erected
- 1 August** The contract for the construction of **parking places** is signed
- 19 December** Completion of the **first pavilion**. Milan's provincial authority **certifies** the reclamation of the Rho-Pero site

### 2004

- 26 April** Opening of the **construction sites for the access roads** to the New Complex
- 4 June** **Expressions of interest** for the construction of **hotels**

## The next milestones

- 6 December** Completion of the **first pavilions**

### 2005

- 2 April** **Inauguration** of the New Complex
- 30 September** Completion of **access road construction**

# The New Fiera Milano Complex

## Functional, innovative, aesthetically pleasing

*This is one of the largest infrastructure projects currently under construction in Europe. It will stand out as a center for the economic and business development for the Lombardy Region and the rest of Italy, as well as for overseas players wishing to boost their business.*

In 2005 Milan Fair will have one of the **world's leading exhibition** systems, designed to meet the growing demands for **efficiency** and **functionality** by all those who work in a fair environment. The facility was designed to **simultaneously accommodate multiple shows** and to streamline the huge traffic flow of people and goods.

The New Complex consists of **eight large pavilions**, two of these will be two-level buildings, divided into 20 exhibition modules and **linked via a central passageway** suspended approximately 6 m above the ground.

The facility will comprise all the services:

- 80 conference rooms,
- 14 restaurants of various, types (self-service, free-flow, sit-down),
- 7 banqueting areas,
- 10 large snack bars,
- 50 bars.







## Project financing scheme for the construction of parkplaces



The General Contractor, that is building and will manage the car park in the New Complex for the next thirty years, is a consortium comprising **Codelfa**

(consortium representative), **Grassetto Lavori, Marcora Costruzioni, and Apcoa Parking Italia**. The project is signed by the Italian architect **Mario Bellini**. Construction works will be conducted under a project financing scheme and will be completed in two parts in 2005, on schedule for the opening of exhibition activities. The car park project includes **7,000 parking spaces on ground level** and **3,000 in two multi-level buildings**.



## A creative idea by Massimiliano Fuksas

The project selected for the New Complex is the brainchild of **Massimiliano Fuksas**. A resident of Rome, but of Lithuanian descent, he is one of the most pre-eminent architects internationally, particularly in the regeneration of large metropolitan areas. Fuksas designed a **futuristic fair**, with leading-edge architectural solutions applied to civil engineering that shall provide, first and foremost, a **people-friendly meeting place and a forum for the exchange of ideas**. This will foster business, relationships, exchanges and information and will make the Fair an enjoyable venue for business meetings.



## Life in Europe's largest construction site

A construction site such as the New Complex goes beyond the technical aspect, because it re-echoes with the stories of its workers. This construction site is a veritable township, where more than 1,700 people work - and where some live. Of these, approx. **1,500** are the construction crew and **200** are technicians, architects, engineers, land surveyors, and industrial experts. Its **canteen** seats **450** people and can serve approx. **2,500,000** meals over a 30-month period.

There are more than **900 beds** in prefabricated buildings with all the necessary amenities, TV, air conditioning and heating, a **24-hour first aid clinic**, rooms for recreational activities, a bar, a poolroom, a videogames and TV room, a football field and a bowling area, as well as a minibus service with stops around the construction site.



# The New Fiera Milano Complex

## The new exhibition facility

*Landscaped areas, hotels, shopping arcades, parking areas, bars and restaurants and leisure time facilities will complement the offering of services over and above normal fair activities.*



The New Fiera Milano Complex project provides for an extensive **parking system, landscaped areas**, and a wide range of **compatible functions**, such as hotels, shopping arcades, bars and restaurants, and leisure time facilities. It will therefore offer all the complementary services, enhancing the surrounding area and offering business visitors a pleasant stay.

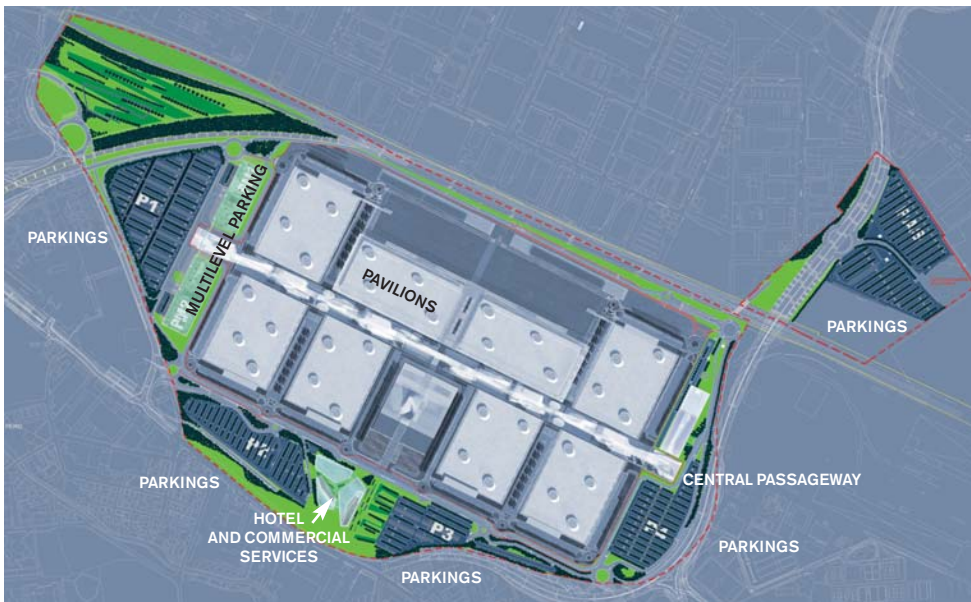
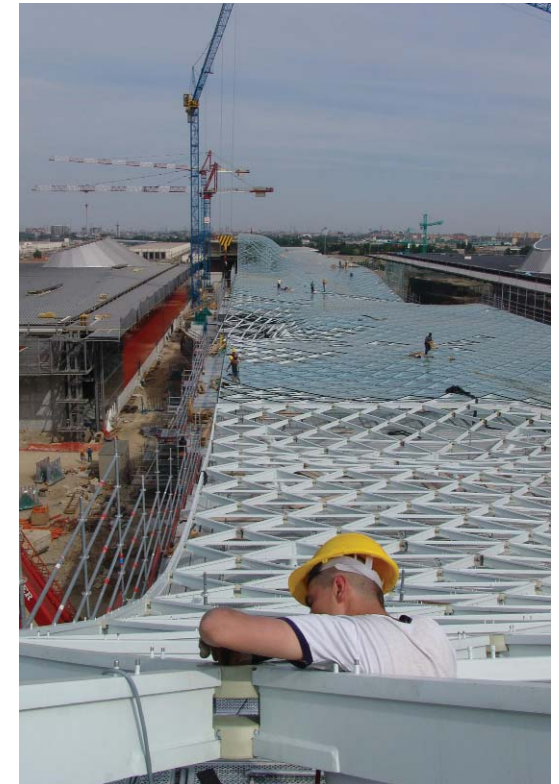
The parking facilities have been organized in two lots: the first will accommodate **10,000 cars**, while the second lot with 10,000 parking spaces will be built in another area also owned by Fondazione Fiera Milano, about 1.5 km from the exhibition center.

**A 9-hectare park** north-west of the Complex and a **landscaped walkway** will surround the exhibition pavilions, for a total of approx.

**180,000 sq. m of green spaces.**

**Compatible services**, which means trade fair-related activities, that help to improve its services, will occupy a total area of **60,000 square meters.**

This area will be divided into 37,500 sq. m of 3- and 4-star hotels in the southern area, 9,000 sq. m of bars and restaurants etc., fitness centers and multifunctional buildings, and 13,500 sq. m for an arcade with retail outlets selling typical, top-quality products from Lombardy.





## Facts and figures...

Investment for the construction of the New Complex including purchase of the areas	<b>approx. € 750,000,000</b>
Total land area	<b>2,000,000 square meters</b>
Length of central axis	<b>1,3 kilometers</b>
Gross floorspace	<b>530,000 square meters</b>
Gross exhibition area	<b>more than 345,000 square meters</b>
External exhibition area	<b>60,000 square meters for outdoor exhibitions</b>
Conference rooms	<b>80</b>
Restaurants	<b>14</b>
Banqueting areas	<b>7</b>
Large snack-bars	<b>10</b>
Bars	<b>50</b>
Glazed areas	<b>200,000 square meters</b>
Car parks	<b>approx. 20,000 parking spaces</b>
Public green spaces	<b>180,000 square meters</b>

## ...and items of interest about the New Fiera Milano Complex

Total surface area equal to **more than 50 San Siro stadiums** or **100 Duomo squares**



Cubic meters of land reclaimed equal to a **100-floor building**

Concrete demolished **500,000 tons**

Tons of steel **7 times** the Eiffel Tower



More than **2,500 trees** planted





# The New Fiera Milano Complex

## Links

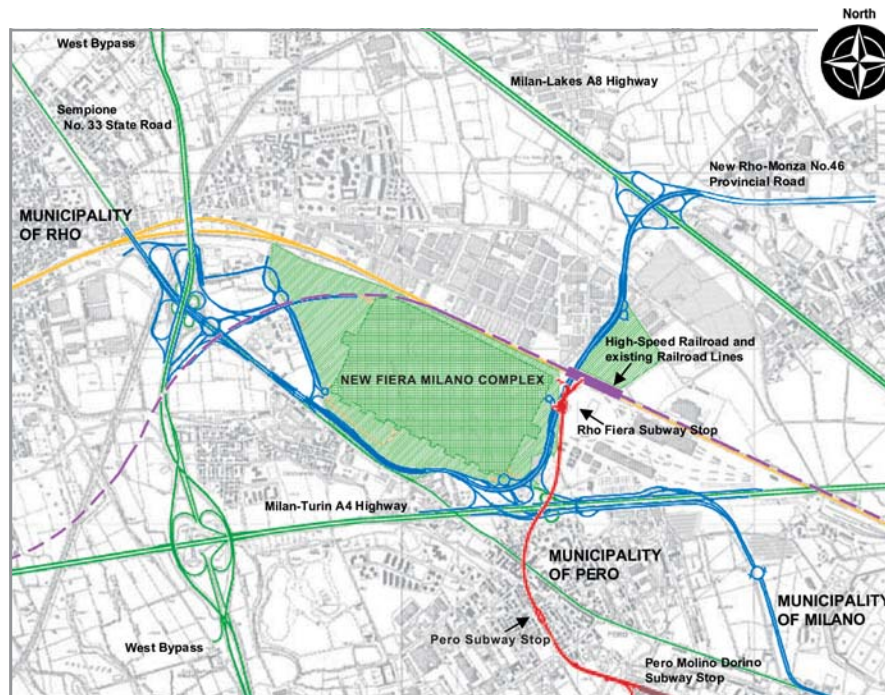
*An exhibition system with a strategic location, at the crossroads of Europe's thoroughfares, for major international events.*

In order to link the New Fiera Milano Complex to the city of Milan, to Malpensa International Airport and to key European transport routes, existing road infrastructures are being further developed and new ones created.

As for connections to the city of Milan, work to extend Line 1 of the **Milan Subway** to reach the Rho-Pero area is well underway.

The **road and highway** network is being rapidly expanded in terms of capacity and access with a view to improving the efficiency of links between Milan and the rest of Italy and to connect the facility to major international transport routes towards Northern Europe and Malpensa airport.

As regards railroad links, new **train stops** will be created on **high-capacity railway lines** between Turin and Milan and on regional lines.



- EXISTING ROADS
- EXTENSION OF SUBWAY LINE 1
- EXISTING RAILROAD LINES
- NEW ACCESS INFRASTRUCTURES TO THE NEW COMPLEX
- HIGH-SPEED LINES



## Milestones in the redevelopment of the historic fairgrounds

2003	
15 January	The Supervisory Committee <b>approves the redevelopment project of the existing exhibition grounds</b>
4 April	<b>Publication of the call for prequalification</b> for the fairgrounds
15 April	<b>Submittal of the zoning variance</b> to the Town Planning Scheme
6 May	Inauguration of the renovated <b>Palazzina degli Orafi</b> , the headquarters of Fondazione Fiera Milano
25 July	<b>Eight consortia</b> are invited to the <b>call for tenders</b> for the redevelopment of the historic fairgrounds
30 September	The Supervisory Committee approves <b>the zoning variance to the Town Planning Scheme</b> published by the Milan City Council along with the guidelines and minimum purchase price for the area
1 October	<b>The call for tenders</b> for redevelopment of Milan Fair's historic exhibition takes off
2004	
31 March	<b>Deadline for the submission of projects</b> by the consortia
28 June	Three projects are <b>short-listed</b>
2 July	<b>CityLife's project</b> is selected as the <b>winner</b> based on its best price
29 July	<b>The preliminary sales contract</b> for the area is signed

## The next milestones

### First quarter of 2006

Delivery of the area to the buyer following approval of the Integrated Project Plan

### First quarter of 2014

Completion of CityLife's construction project

# The City Complex

## The makeover of the existing fairgrounds

*In 1923 the fair area was considered the suburbs of Milan. Today, the fair complex occupies a central location, albeit congested with buildings and traffic. By the end of the transformation it will be partly reintegrated with the city and partly used by Milan Fair.*

**The present-day fairgrounds take up an area of some 440,000 sq. m.** Once the New Fiera Milano Complex is completed, the exhibition area currently owned by Fondazione Fiera Milano **will be downsized to 185,000 sq. m of land to form the City Complex, thus freeing up as many as 255,000 square meters.**

The decision to dispose of two third of the fairgrounds allows Fondazione Fiera Milano to finance part of the construction of the New Complex in Rho-Pero. However, the move goes well beyond the sale of high-value property, as the area freed up will become again part of the city following an **international call for tenders** that is already concluded.

The **City Complex** will continue to host "light" fairs and congresses. This area includes the recent-built Portello pavilions and the new Congress Center.



## Fiera Milano figures

In 2002/2003 year, Fiera Milano hosted **70 exhibitions** and sold **1,6 million net square meters** of exhibition space. **Exhibitors** were **30,320** (20% from other countries). More than **4,5 million people** visited the exhibitions (figure based on the organizers statements). Direct exhibition expenses (exhibit areas, fittings, communications, etc.) and the **purchase of services** (transport, accommodation, entertainment) by exhibitors and visitors amounted to approx. **2,1 billion Euros in 2000.**



# Milan Fair's historic exhibition venue

## The winning project: CityLife's three towers

*Five projects made it to the final stages in the call for tenders.*

*Three high-caliber projects were short-listed.*

*The winner among the best projects was the best price bid.*

The first phase of the tender procedure resulted in the preliminary selection of the groups that met the requirements needed to face the transformation of an urban area.

Eight consortia were chosen. They involved a total of **40 groups** comprising financial institutions, developers, promoters, construction companies, global service and project management companies as well as design practices and a series of high-caliber consultants representing several countries, including **Italy, Great Britain, The Netherlands, United States, Japan and France.**

Five of the eight consortia have reached the final stage of the tender. The projects were assessed by an evaluation commission formed by the **Board of Directors of Sviluppo Sistema Fiera**, assisted by representatives from the **Milan City Council** and the **Lombardy Regional Government** and aided by the multidisciplinary consultancy of an internationally-noted **panel of experts**. Three projects were short-listed as a result of their compliance with the project guidelines given to the participants upon admission to the call for tenders. The guidelines set forth **strict requirements for safeguarding the quality of life and interests of the citizens**. While leaving free rein to the creativity of the designers, the guidelines prescribe that half of this area had to be transformed into greenery and the remaining part into residential areas, offices, and institutional and cultural centers.

**CityLife consortium** was the one that among the short-listed projects, submitted the best price bid and therefore it was successful bidder in the **international call for tenders for the redevelopment of the existing Milan Fair's exhibition grounds.**

**CityLife:** Generali Properties Spa, head representative, RAS Spa, Progestim Spa, Lamaro Appalti Spa, Grupo Lar Desarrollos Residenciales

**Designers:** Arata Isozaki, Daniel Libeskind, Zaha Hadid, Pier Paolo Maggiora.





# The look of the new exhibition grounds

## The project for a new center in Milan

The winning project submitted by CityLife is scheduled to start in 2006 and it is to be completed by 2014.

It superbly meets the requirement for an emblematic work as stated in the call for tenders.

The three central towers are an innovation in Italy and put Milan in the forefront of contemporary architecture.

The project recognizes Milan's focus on modernity and innovation by highlighting one of the strengths of the Made-in-Italy system: design. The decision to suggest the Design Museum as a center of excellence maximizes Milan's international visibility and appeal, by focusing on one of the very features that have put this city on the world map.

The overall redevelopment of the area occupied by Milan Fair, which is unique in terms of its size, closeness to downtown Milan, links with the other city areas and the highway network along the historic Sempione thoroughfare, is a unique opportunity to help the city of Milan measure up to the competition of other European capitals.







**Fondazione  
Fiera  
Milano**

#### **Fondazione Fiera Milano**

Fondazione Fiera Milano is a private company with a controlling interest in Fiera Milano Spa, which in turn manages a group of 15 companies, as well as in Sviluppo Sistema Fiera Spa. Fondazione Fiera Milano also has a relative majority shareholding in Villa Erba. It owns the present-day exhibition grounds in Milan and in the Rho-Però area, where the New Fiera Milano Complex is being constructed. Fondazione Fiera Milano was set up on 7 February 2000, when Ente Autonomo Fiera Internazionale di Milano was transformed into a Private Law Foundation pursuant to national and regional legislation. Fondazione Fiera Milano is currently managing the makeover of the Milan exhibition system: the construction of the New Complex and the redevelopment of the existing fairgrounds with the creation of the City Complex. Innovation, managerial competence and tradition are the guiding principles behind all Fondazione Fiera Milano's projects. In addition to the major works being implemented in the Milan area, Fondazione Fiera Milano has established the International Academy of Trade Fair Management and is in the process of creating a Historical Fair Archive. Fondazione Fiera Milano also contributes to the dissemination of the cultural aspects and values intrinsic to international exchanges in Italy through studies, research activities, conferences and publications.

#### **Largo Domodossola 1**

**20145 Milano - Italia**

**tel. +39 02 4997.1**

**e-mail [fondazione@fondazionefieramilano.it](mailto:fondazione@fondazionefieramilano.it)**

**[www.fondazionefieramilano.it](http://www.fondazionefieramilano.it)**



**Sviluppo  
Sistema  
Fiera**

#### **SVILUPPO SISTEMA FIERA Spa**

Sviluppo Sistema Fiera Spa is the engineering and contracting company for large-scale projects set up to oversee the transformation of Milan's entire exhibition system, i.e. construction of the New Complex and call for tenders for redevelopment of the present-day exhibition grounds with the creation of the City Complex. Founded on 29 June 2001 following a resolution passed by the General Council of Fondazione Fiera Milano, the company is currently managing work in the former Agip Petroli refinery area at Rho-Però, where construction work on the New Complex is now underway. Moreover, Sviluppo Sistema Fiera, in accordance with the Authorities, has drafted the guidelines for the international call for tenders for the redevelopment and upgrading of part of Milan's existing fairgrounds and has selected the project on time that will start taking concrete shape in this area in 2006.

#### **Legislative Offices:**

**Largo Domodossola 1 - 20145 Milano - Italia**

#### **Operations:**

**20017 Rho (MI) - SS. 33 del Sempione 28**

**tel. +39 02 4997.1**

**e-mail [ssf@svilupposistemafiera.it](mailto:ssf@svilupposistemafiera.it)**

**[www.nuovosistemafieramilano.it](http://www.nuovosistemafieramilano.it)**