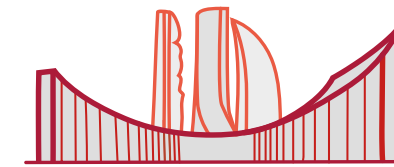




# CITYLIFE

*Milan's smart district: innovation, sustainability, and community*





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## INTRODUCTION

The district of excellence

CityLife is Milan's new urban area, created through the redevelopment of the historic Trade Fair district. Sustainability, quality of life, and top-tier services define this innovative neighbourhood, which harmoniously blends public and private spaces, including residences, offices, shops, green areas, and pedestrian zones. At the heart of CityLife lies a vast 178,000-square-metre park with over 2,000 trees, offering a natural retreat where visitors can walk, relax, and enjoy a wide range of sports, cultural, artistic, and social events throughout the year. Following an international competition, CityLife S.p.A. won the redevelopment project with a visionary design by world-renowned architects: Zaha Hadid, Arata Isozaki, and Daniel Libeskind. The Residences, designed by Hadid (via Senofonte) and Libeskind (via Spinola), introduce a new way of living, combining tradition, innovation, and sustainability. Overlooking both the prestigious Piazza Giulio Cesare and the expansive park, these residential areas stand out for their architectural uniqueness yet share key features: premium-quality living spaces, advanced environmental efficiency,

and top-tier security. All residences are designed with renewable energy sources, ensuring a sustainable lifestyle. At the core of CityLife is the Business & Shopping District, featuring the Three Towers and a vibrant commercial area with high-end shops, services, and dining options, all conveniently connected by Milan's Metro Line 5. The Allianz Tower, designed by Arata Isozaki in collaboration with Andrea Maffei, is Italy's tallest building, reaching 202 metres with 50 floors, covering approximately 50,000 square metres of office space. The Generali Tower, designed by Zaha Hadid, stands 185 metres tall with 44 floors and serves as the headquarters of the Generali Group. The PwC Tower, designed by Daniel Libeskind, rises 175 metres with 34 floors and has been home to PwC Italy's Milan offices since October 2020. Completing the Business District is CityWave, a groundbreaking project by the international architectural firm BIG – Bjarke Ingels Group. Featuring office and retail buildings, CityWave will be connected by a striking arched structure, which will frame an extensive green space and serve as the main entrance from Largo Domodossola. CityLife is now a global

benchmark for urban transformation and excellence, making history as the first district in the world to achieve Platinum-level certification in three prestigious international sustainability standards: LEED for Cities and Communities, WELL for Community, and SITES for Existing Landscape. These certifications highlight CityLife's commitment to sustainable urban regeneration and the creation of a resilient and inclusive community. In addition to the park, the certifications also apply to several key landmarks within CityLife: the Isozaki Tower, certified LEED Platinum; the Hadid Tower, certified LEED Platinum; the Libeskind Tower, certified LEED Gold; the CityLife Shopping District, certified BREEAM In-Use Good Level; the former Palazzo delle Scintille, a historic pavilion of the old trade fair district, now renamed CityOval Milano; the Hadid Residences; the Libeskind Residences; the BabyLife Nursery, certified LEED Platinum; and CityWave, the new building currently under construction, which has already received WiredScore Platinum certification and is pre-certified for LEED and WELL Platinum. CityLife is a company 100% owned by the Generali Group.





# CHAPTER I

*The new district that makes Milan a European capital*



## CHAPTER 1.1

### THE OLD TRADE FAIR

*The first international showcase of Made in Italy*

From 1923 to 2005, Milan's economic and commercial heart was centred around the Fiera Campionaria, which expanded over time to cover a vast 455,000-square-metre area. Starting in the 1950s, the Fiera di Milano became one of the world's most important trade events, showcasing groundbreaking discoveries and advancements in electronics, mechanics, chemistry, and telecommunications. The relocation of the Fiera Campionaria to the new Rho-Pero exhibition centre in 2005 freed up an immense area near Milan's city centre, unlocking a significant new asset for the Lombard capital. The desire to make it a district of the future that would include the city in the gotha of European capitals was evident from the definition phase of the competition. The redevelopment aimed to create a "new centre of Milan", where architectural beauty and quality of life would be top priorities.

Foto di Archivio Fiera Milano



*The "Italian Industrial and Agricultural Trade Fair" took place in Milan every year*





## CHAPTER 1.2

### **CITYLIFE: THE WINNING TEAM**

*A project with a global vision*

In 2005, CityLife - a company formed by the merger of three major Italian insurance groups, Generali Properties, RAS S.p.A., and Fondiaria-Sai—won the international competition with a masterplan designed by three world-renowned architects: Zaha Hadid, Arata Isozaki, and Daniel Libeskind. Together, these “starchitects” developed the overall design of the area, defining its functions and its relationship with the existing cityscape. Their collaborative process brought together diverse architectural visions and cultural influences from different countries, resulting in a forward-thinking, global approach. At the heart of the project are two key elements: the Three Towers, symbolising transformation and progress, and the vast 178,000-square-metre public park, which acts as a green link between northwest Milan’s natural areas and Parco Sempione. The goal is to redefine the former Trade Fair district into a modern urban hub, featuring one of Europe’s largest pedestrian zones and a carefully balanced mix of residential spaces, offices, retail, and services, offering a new way of living in Milan. The full vision of the district will be realised by 2026, when CityWave, the final project designed by the Danish architectural firm BIG, will be completed.



## CHAPTER 1.3

# ISOZAKI TOWER

*The endless skyscraper*

The first skyscraper in CityLife to break into Milan's skyline is the one designed by ARATA ISOZAKI (23 July 1931 – 29 December 2022), the Japanese architect who won the Pritzker Prize, the Nobel of architecture, in 2019, together with Italian architect Andrea Maffei. The construction began in 2012, even before a final occupant had been identified, and was completed in 2015, just in time for Expo Milano. The modular structure was inspired by the famous Endless Column by Romanian artist Constantin Brâncuși, who aimed to recreate an upward thrust towards infinity—an eternal, ideal tension towards an unreachable elsewhere. Each module consists of six rec-

tangular floors, designed as open-plan spaces entirely illuminated by natural light. One of the building's most distinctive features is its four gold-coloured braces, measuring 40 to 60 metres - two per side - which, besides being an aesthetic design element, play a crucial role in dissipating the wind-induced energy affecting the skyscraper. This ensures optimal living and working comfort, even on the upper floors, which are more susceptible to oscillations. For installation, a sophisticated launching system was used, positioning each structural element vertically in its final location. To complete the construction quickly, an industrialisation system was developed, featuring self-climbing formwork,

protective shields for workers, and a meticulously planned workflow that involved approximately 200 companies, with an average of 300 workers per day, peaking at 450 during the busiest production phases. Fourteen elevators are located at the sides of the tower: seven high-rise lifts go directly to the upper floors, while the other seven low-rise lifts serve the lower levels. On 22 November 2015, following Milanese tradition, a replica of the Madonnina was placed at the top of the tower, which had by then become the highest rooftop in the city.

### TOWER FACTS & FIGURES

With 50 floors and a height of 202 metres, the Isozaki Tower, headquarters of the Allianz Group, is the tallest building in Italy. 62 piles, each 31 metres deep, support the foundation slab, which consists of 5,300 cubic metres of reinforced concrete. The reinforced concrete cores of the building, together with composite steel-core columns, are connected by belt trusses, positioned on the 24th floor and at the top of the structure. The facades cover a total area of 39,000 square metres, with 24,000 square metres of glazing. The braces, each 20 metres long, are made of circular steel casings weighing 30 tonnes each, later filled with concrete. Manufactured in a workshop, the braces were then assembled on-site.

*The Isozaki Tower has been awarded the LEED for Core & Shell Development certification at GOLD level.*







#### CHAPTER 1.4

### HADID TOWER

*From urban fabric to swirling design*

#### TOWER FACTS & FIGURES

The majesty of the Hadid Tower is evident not only in its appearance but also in the impressive numbers behind its construction. 8,800 tonnes of reinforcing steel bars and 4,300 concrete mixers of concrete were required for its construction. The facades cover a total area of 40,550 square metres. Around 250 kilometres of electrical cables were installed, in addition to 420 kilometres of LAN network cables. While the construction phase involved staggering figures, the design process was equally demanding, requiring approximately 12,700 hours of work. 10 elevators travel at a speed of 7 metres per second, reaching the top floor in under 30 seconds.

It is not the 170-metre height (185 metres including the signage) of the Hadid Tower, the new Generali Assicurazioni headquarters in Milan, that captivates the eye, but rather its twist, which has earned it the nickname “Lo Storto” (The Twisted One). As Zaha Hadid, the visionary architect who passed away in 2016 and won the Pritzker Prize in 2004, explained: “The tower, located at the convergence of major urban axes, represents the focal point of significant perspectives and pathways. These routes, crossing the park, spiral upwards, generating a vortex. This dynamic image of the surrounding urban fabric became the subject of our formal investigations

and inspired the geometry of the project.” The tower’s twisting movement was made possible by an advanced structural system consisting of 18 columns with a variable inclination - each column changes its angle at every floor. These were constructed using custom-made metal formwork and bracing systems anchored to each slab, following a sophisticated topographic tracking system. The twisting effect is also reflected in the exterior facades, which feature a double-skin envelope: an inner curtain wall with rectangular cells, and an outer layer that follows the tower’s inclination. The intermediate space between the two layers enhances the building’s energy efficiency. The entire

project is driven by the ambition to combine occupant comfort with the most innovative and modern form of sustainability, minimising energy consumption both during construction and in daily operations. As a result, the Hadid Tower has received LEED™ Gold certification and is a candidate for Platinum certification. In autumn 2019, the Hadid Tower won the High-Rise Buildings Award from the American Concrete Institute, the world’s leading authority and reference point on concrete design and innovation. This was yet another recognition of the creativity and technological ingenuity that brought Lo Storto to life.



## CHAPTER 1.5

# LIBESKIND TOWER

Milan's "crown"

Completed in 2020, Libeskind Tower, also known as "Milan's crown", is the fourth tallest building in Milan and serves as the headquarters for PricewaterhouseCoopers. "The Crown", a steel structure supporting photovoltaic panels, sits atop the tower, completing its curvature. This bold architectural form, which earned it the nickname Il Curvo, posed a true engineering challenge. The foundations consist of a reinforced concrete slab resting on a grid of bored piles with a diameter of 1.5 metres. The tower's curved shape is achieved through columns that change their inclination on every floor, whereas structural stability is ensured by a central

reinforced concrete core, which houses 8 elevators, 2 service lifts, stairwells and mechanical and electrical shafts. Libeskind himself described Il Curvo (the Curved) as: "An arching body that evokes a sense of protection, bringing the skyscraper into dialogue with the other two towers; a tower bending as if bowing to kiss the neighbouring skyscraper, Zaha Hadid's tower." Daniel Libeskind and Milan form a duo that finds its maximum expression in CityLife. After all, having lived in Milan for many years with his family, Libeskind has openly expressed his love for the city. In a recent interview, the Polish-born, American-naturalized architect revealed that the inspiration for

the Libeskind Tower came from two iconic Milanese artworks: Michelangelo's Pietà Rondanini, housed in the Castello Sforzesco Museum, and Leonardo da Vinci's design for the Duomo's dome. Thus, the unconventional form of CityLife's third tower is not merely an aesthetic experiment but a deeply rooted concept, connecting this futuristic district to Milan's historical and artistic heritage. The search for memory, which has always characterised Daniel Libeskind's thinking and work, has found its new expression in the city of Milan.

## TOWER FACTS & FIGURES

The tower consists of 34 levels, including 28 habitable floors, reaching a height of 175 metres. Its construction required 37,000 cubic metres of concrete. The facade surface spans 27,000 square metres. If you take the elevator from the ground floor to the top, you'll reach your destination in less than 29 seconds, travelling at a speed of approximately 6 metres per second. Once at the top, above you will be the glass dome, whose main steel structure weighs 470,000 kilograms. Like the other two CityLife towers, Il Curvo features glass facades, designed to maximise natural light and reduce energy consumption. The Libeskind Tower was designed to achieve LEED™ Gold certification.

The Libeskind Tower was handed over to PwC on 15 October 2020.







CHAPTER 1.6

**CITYWAVE**

*The new gateway to Milan*

**BUILDING FIGURES**

The structure consists of two buildings, named East and West, connected by a dynamic wave-like structure - hence the name CityWave - stretching over 200 metres, intersected by a large green area. It will add a Gross Leasable Area (GLA) of approximately 63,000 square metres to the existing 130,000 square metres of the CityLife Business District, bringing the total to nearly 200,000 square metres for office and retail space. The entire canopy connecting the two new buildings will be fully covered with photovoltaic panels, making the structure almost entirely energy self-sufficient. This will become Milan's largest urban photovoltaic park and one of the largest in Europe, covering approximately 11,000 square metres and generating an estimated 1,200 MWh of electricity per year.

The project designed by BIG (Bjarke Ingels Group) will mark the completion of the redevelopment of the former Fiera Campionaria area, a transformation that began in 2005. This ambitious plan serves a dual purpose: expanding commercial spaces for business, hospitality, and dining activities, and creating a spectacular gateway to Milan's iconic new district and its vast park. The original brief called for the construction of two separate buildings on the designated plots, with different heights and volumes. However, the Danish firm took the concept one step further: "... Rather than competing with the existing surroundings, we aimed to complete them," states the project's

presentation. This led to the vision of a new entrance to the district - a structure that frames the Three Towers designed by renowned architects, the expansive park, and public spaces, while adding a large portico, a new gathering space for the community. The total length of the new complex will surpass the height of the tallest tower. The available site was originally intersected by the Asse Domodossola, which provided both pedestrian and service vehicle access to Piazza Tre Torri. This constraint was turned into an opportunity to create what is described in the project as "the missing piece of the puzzle": a large single roof that embraces both buildings, creating a large portico, an original structure

that will serve the function of dissolving the boundary between public and private, between inside and outside. Additionally, the Asse Domodossola will be redesigned as a pedestrian-only connection to Piazza Tre Torri, while a new drop-off point will accommodate service vehicles. From the outside, the two buildings will present a bold, striking design. From the inside, they will offer a serene and intimate work environment. In addition, two private courtyards will provide office users with a tranquil retreat during the workday. Workspaces will enjoy abundant natural light and dual views—overlooking both the city and the lush internal courtyards.



## CHAPTER I.7

# CITYOVAL MILAN

*A century of events*

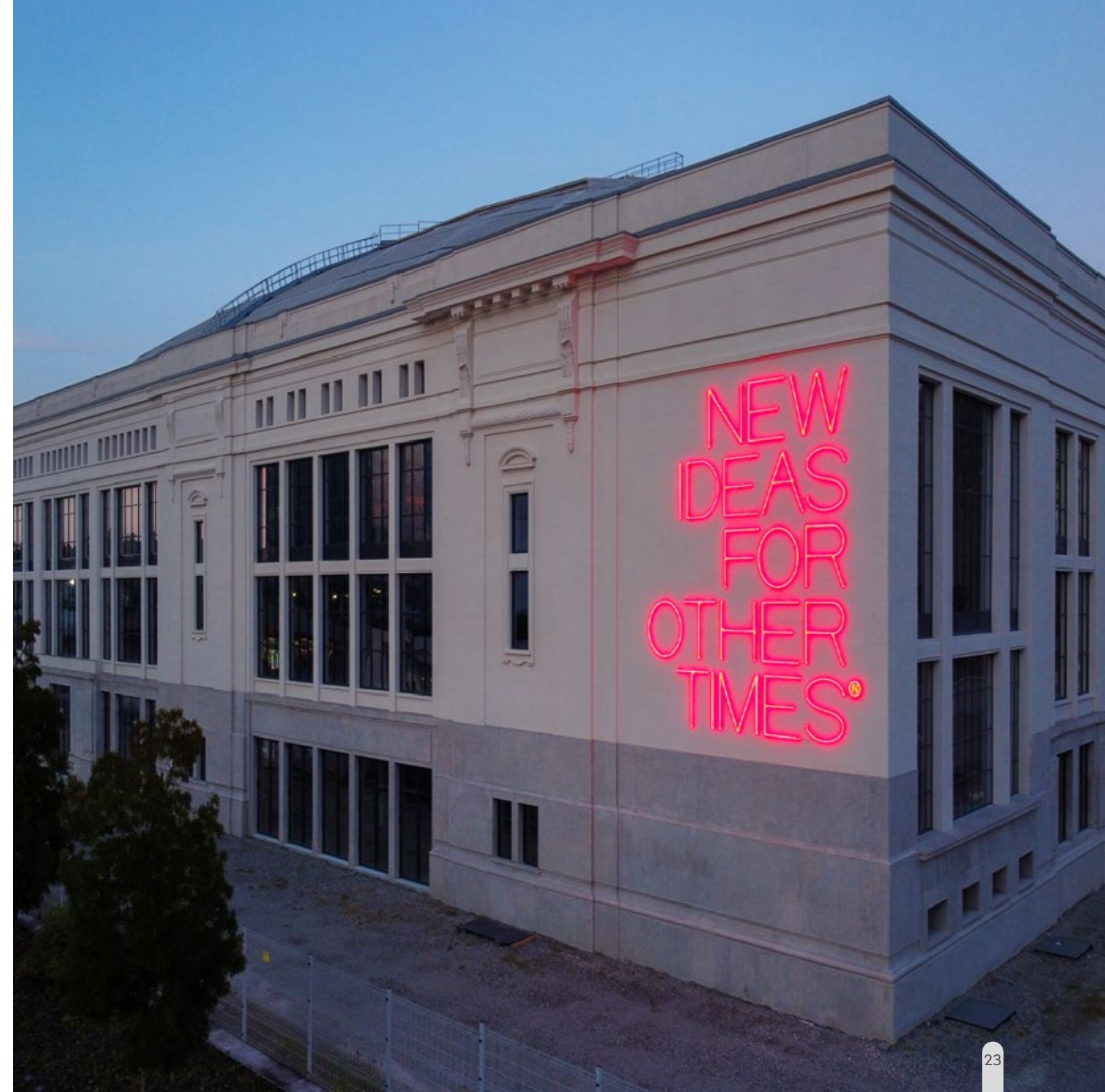
Inaugurated in 1923 as the Palazgetto dello Sport, Pavilion 3 was the first piece of Milan's western sports district, soon followed by Ippodromo del Trotto (1924), San Siro Stadium (1926), Lido (1930) and Vigorelli Velodrome (1935). Designed by Paolo Vietti Violi, an architect born in Switzerland to Italian parents and a graduate of the École des Beaux-Arts in Paris (1905), the structure served as a link between the old urban fabric and the Fiera Campionaria exhibition district. Conceived as a versatile space, Pavilion 3 was initially intended to host cycling races (though the track was removed in 1935, the year Vigorelli was inaugurated), boxing matches, but also motor-

cycle and automobile exhibitions, including the 1923 Motor Show, which marked its official opening. Over the years, Pavillion 3 also became a venue for sporting competitions, commercial activities linked to the Fiera (hence its name), classical music concerts, particularly during World War II, when La Scala was closed due to bomb damage. This iconic late Art Nouveau masterpiece, with its iron dome, a mixed concrete-and-glass structure, and decorative elements embedded within a strict structural grid, was restored by CityLife Spa in 2017. Nicknamed "Palazzo delle Scintille" (Palace of Sparks), the building was auctioned by the City of Milan in December 2019. Generali Real Estate acquired it

for €30.1 million, surpassing Allianz after 52 bidding rounds. Renamed "CityOval Milano" by its new owners, the space is set to continue Vietti Violi's original vision in a contemporary way - as a versatile, multi-purpose venue. The imposing central arena will host major Milanese activities and events while also serving as a covered public square when not in use. Currently under renovation, the building is expected to be completed by 2025.

### CITYOVAL MILAN: KEY FIGURES

CityOval Milano covers a total area of approximately 15,000 square metres, with a volume of about 160,000 cubic metres. The building's footprint is a 104 by 81-metre rectangle, capable of accommodating up to 8,500 people. The iconic dome, spanning around 4,000 square metres, rises above the elliptical central space, reaching a maximum height of 32 metres.







## CHAPTER 1.8

# CITYLIFE SHOPPING DISTRICT

*A new shopping and lifestyle destination*

CityLife Shopping District is the largest urban shopping district in Italy. Inaugurated in November 2017, the mall welcomed nearly 10 million visitors in its first year of operation, creating around 1,000 new jobs. With a “food, fashion, and entertainment” offering that includes around 100 brands and a multiplex cinema, the district seamlessly integrates into the architectural landscape of CityLife, maintaining continuity with the stylistic features of the residential buildings and skyscrapers. The shopping area extends across three interconnected zones, linked by a pedestrian pathway: the covered shopping gallery designed by Zaha Hadid, Piazza Tre Torri by One Works, and the Anna Castelli Ferrieri Gallery, an open-air promenade conceived by Galantino Associati Studio. The shopping gallery and Generali Tower are part of a single creative vision by Zaha Hadid Architects: the commercial zone echoes the vortex-like form of the tow-

er, reconnecting the structure with the ground level. At the entrance, visitors are immediately drawn to the bamboo slats covering the ceiling, columns, and floor - a natural, sound-absorbing material that adds warmth to the space. Inside the gallery, spanning three levels, visitors will find fashion boutiques, restaurants, and, on the upper floor, a cinema that can accommodate 1,200 spectators. The floors are not strictly separated - a large opening in the slab connects the levels, allowing for visual continuity and interaction through natural light that enters from above via a transparent EFTE roof. The food court has been designed to maintain a connection with the park, featuring large glass windows opening onto outdoor seating areas and indoor spaces for socialising, coworking, and events. The external entrance is also seamlessly linked to the surrounding area, thanks to a corridor leading directly to Piazza Tre Torri and the M5 metro station of the same name. The third section of

CityLife Shopping District is the Anna Castelli Ferrieri Gallery, named after the renowned Milanese architect, designer, and urban planner. This pedestrian walkway connects CityLife Shopping District with Piazza VI Febbraio. The CityLife Shopping District has been designed according to high sustainability standards. The shopping gallery is heated and cooled by a climate control system powered by water from a hydronic loop, while its roof hosts two photovoltaic systems, with a third one installed atop Mauro Galantino’s promenade. Additionally, the cement used for the promenade has self-cleaning properties, capable of capturing fine dust, nitrogen oxides, and other air pollutants - a valuable environmental benefit for the entire district.





*Detail of the pavement of Piazza Tre Torri  
seen from above.*



## CHAPTER 1.9

# THE RESIDENCES

*A new way to live Milan*

Completing the re-development of the former Fiera site, alongside the Three Towers, the Shopping District, and the park, are the CityLife Residences. Designed by Zaha Hadid and Daniel Libeskind, these buildings bring the core values of the CityLife project into the residential sphere, emphasising sustainability and introducing a new life-style concept for Milan. At first glance, their bold architectural personalities stand out: on one side, Hadid's fluid, curving lines, and on the other, Libeskind's sculptural volumes. Two distinct architectural languages, both imbued with a strong visual identity - and much more. With stunning views over CityLife Park and Piazzale Giulio Cesare, each Hadid-designed building captures attention with curved, stag-

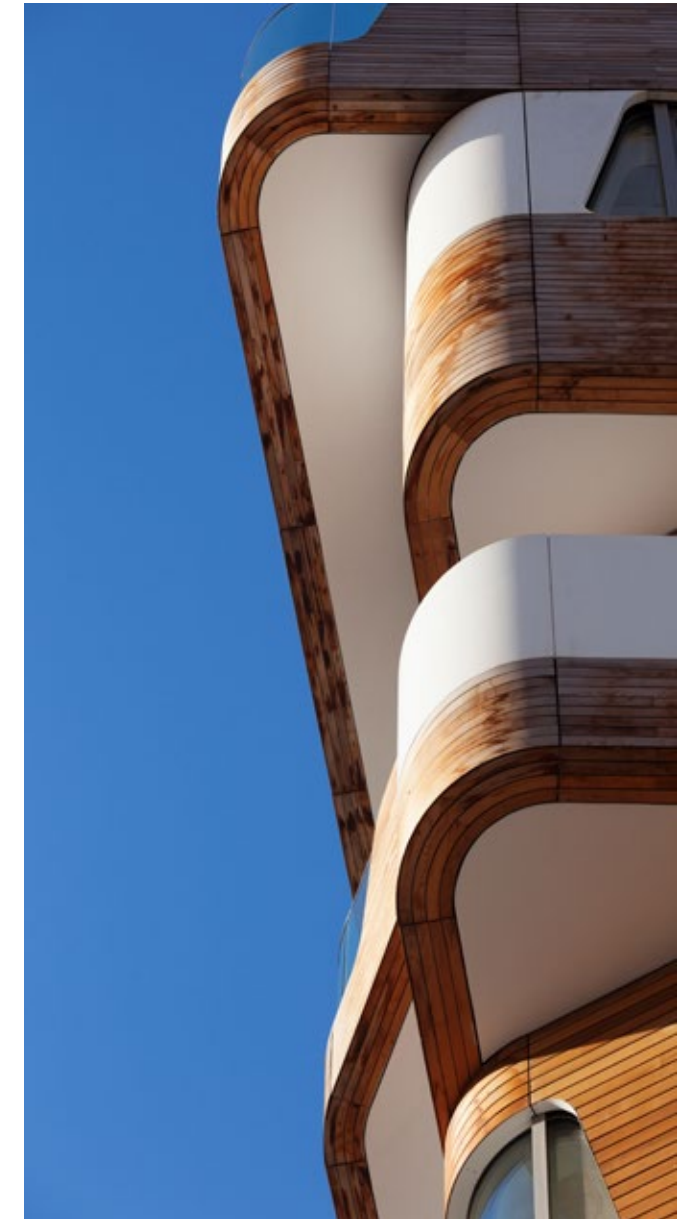
gered balconies, creating a play of solids and voids, and inclined roofs that give the skyline a sense of constant motion, further enhanced by varying heights. The final effect is that of a residential complex defined by elegant, dynamic forms, resembling a sculpture that changes with every angle. This effect is further enriched by the movement of the facades, created using fibre cement panels and natural wood elements. Libeskind's residences feature simple, curved volumes juxtaposed with faceted forms, generating a sculptural aesthetic that makes each building one of a kind. Another defining element is the reinterpretation of the courtyard-style residential model. Instead of closed courtyards, the buildings create an open, interconnected layout, fostering a dialogue with both

each other and their surroundings. A large communal garden is a central feature of both Libeskind residential clusters, interwoven with pedestrian pathways that provide direct access to each building from a central square. The balcony design ensures that each apartment enjoys unique views and exceptional natural light. Every CityLife Residence is distinguished by attention to detail, refined design, and elegant living spaces. Large, covered terraces serve as true extensions of the indoor areas, while floor-to-ceiling windows and internal gardens enhance the connection with the surrounding environment. Living here means experiencing a new way of city living - greener, more comfortable thanks also to the extraordinary liveability and functionality of the

flats, which allow to enjoy large outdoor spaces. All residential buildings offer an ideal location to live, directly overlooking the new public park, situated within one of the largest pedestrian zones in Europe, as well as Piazzale Giulio Cesare, a historically prestigious residential area. Great attention has been given to safety and convenience. Underground roads allow residents to drive directly beneath each building, ensuring secure, seamless access to their homes. A 24/7 Control Room monitors all entrances and access points, providing constant surveillance. The refined entrance lobbies, exclusive fitness spaces for residents, and proximity to the Shopping District further add to the prestige and appeal of the CityLife Residences.



*Libeskind Residences*



*Hadid Residences*



## CHAPTER 1.10

### BABYLIFE

*A special nest in the heart of the park*

#### A GREEN KINDERGARTEN

BabyLife is the first nursery school in the City of Milan to achieve LEED™ Platinum certification, meaning that every aspect - from construction site management to material selection - has been carefully controlled with a sustainability-first approach. Everything has been designed to maximise energy efficiency, from the use of laminated wood to enhance thermal insulation, to the orientation of the building, the rainwater collection system stored in an underground cistern, and the use of induction cooktops in the kitchen. More than 75% of BabyLife's spaces benefit from natural light.

In 2014, CityLife launched a design competition in collaboration with Federazione Lombardia, Confcooperative, and AAA architetticercasi™, with the goal of integrating a nursery school within the park. The winning project, created by 02Arch, was inspired by the way a child would draw a house - a continuous line tracing its outline. Today, that vision has become a reality, and that house has been transformed into a warm and intimate space, where children can feel safe and at home. Composed of multiple small units, or tiny houses, the nursery is surrounded by a 3,000-square-metre garden, entirely dedicated to the children, which itself sits within the larger CityLife Park. The architects

at 02Arch aimed to make the nursery garden a miniature version of the park, carefully selecting plants and shrubs that align with the landscape design of CityLife. Inside, the interior layout has been conceived with children's needs in mind. Spaces are adaptable and multifunctional: the anteroom transforms into a "water play" area, and the nap room becomes a flexible space, thanks to easily stackable beds. Even key emotional moments, such as arrival and home time, have been carefully considered to create a comfortable and functional environment. Children staying late have access to a soft, cosy area, positioned near the entrance - allowing them to watch for their parents' ar-

rival and anticipate the joy of reuniting with them. The nursery entrance features a covered area where parents can park strollers, leading into a rounded atrium that welcomes children into the space. At the heart of the atrium is the Butterfly Patio - a glass-enclosed courtyard, where children can observe nature growing and changing with the seasons, inspired by the historic Milanese tradition of courtyard architecture.



**PADEL PAVILION***CityLife's new sports hub*

As the final addition to one of Europe's most significant architectural developments—following the buildings designed by Zaha Hadid Architects, Studio Libeskind, Arata Isozaki & Associates, Galantino Associati Studio, Studio O2 ARCH, and Bjarke Ingels Group—SmartCityLife, after an invited competition, has chosen Fabio Novembre's studio to design the sports centre for the CityLife district, which will be located within the park. Designed by Novembre Studio, the new Padel Pavilion, named Atlante Arena, seamlessly integrates with the existing architectural landscape, particularly echoing the curves of the CityWave project. Together, they form a kind of gateway from the

northeast. The building features a striking cantilever with a 17-metre curved overhang, inviting park visitors towards the entrance. The pavilion's exterior consists of an upper section made of opalescent polycarbonate, rising above a transparent base of the same material. This design creates the impression of a solid mass floating above an empty space, a structure that astonishes with its lightness, elegance, and sensitivity to the precious surrounding environment. Standing 12 metres high and spanning 2,800 square metres, the facility will house seven padel courts. Inside, there will also be a refreshment area and a raised multifunctional space offering a privileged view of the sporting activities. The sports operations will be di-

rectly and entirely managed by City Padel Milano, one of the most important and recognised names in Italian padel. Founded in 2017 by Demetrio Albertini and Lorenzo Alfieri, City Padel Milano successfully ran the previous padel sports centre in CityLife, which quickly became a national benchmark. The goal is to continue along this successful path, ensuring that the Padel Pavilion plays a leading role in major international padel events. Set to become one of Milan's premier venues for this sport, the new Padel Pavilion is scheduled for completion in 2025.

**NOVEMBRE STUDIO**

For over twenty-five years, under the leadership of Fabio Novembre, Novembre Studio has been active in various design fields, including architecture, interiors, product, and graphic design. Its portfolio includes buildings for major private institutions, hotels, retail systems, and residential projects. With an expressive and cinematic approach, the studio develops each project with the firm intention of telling a new three-dimensional story every time. Thanks to the visionary approach and highly recognisable signature style of its founder, Novembre Studio's projects are published worldwide.







## CHAPTER II

*A better quality of life for urban living*





CHAPTER II.12

## PEDESTRIAN AREA & UNDERGROUND TRAFFIC

*Minimal environmental impact, maximum safety*

The sustainability revolution led by CityLife has radically transformed the face of Milan. Built on the site of the former trade fair, CityLife is the largest car-free area in the city and one of the biggest in Europe. This was made possible through the development of an underground road system and the promotion of vertical construction. This approach significantly enhances daily life for residents, workers, and visitors alike. The vast majority of people drawn to the district do so on foot, a testament to the accessibility and appeal of the area. The large park features calcestre pathways and dedicated routes for walkers and runners, allowing them to move freely without the disruption of

city traffic. A cycling and pedestrian path runs from east to west, connecting Parco Sempione to Monte Stella, while a fenced playground ensures that even the youngest visitors can enjoy themselves in total safety. All of these features make CityLife a human-centred district, designed to maximize quality of life. To preserve the car-free environment, two key strategies have been implemented: the creation of the Tre Torri metro station, connecting the district with the rest of the city and its metropolitan area, and the construction of an underground road network, allowing vehicles to reach two underground parking levels for office workers and visitors to the Shopping District without disrupting the pedes-

trian-friendly surface area. The safety of the residents and users of the district has been studied in detail. Pedestrians can walk freely and securely in the vast park, thanks to a 24/7 surveillance system covering walkways, the Shopping District, and residential areas. With these measures in place, CityLife has become a true oasis of tranquillity in the heart of Milan.

### NEW ACCESS POINTS

The CityWave project by BIG will also utilize an underground road network to reduce traffic impact and create a car-free environment. The car access system will be organized differently depending on the destination building. Parking spaces will be allocated in accordance with national regulations, providing a total of 359 car parking spaces and 303 motorcycle spaces. Security control devices will be installed at the top of each ramp.







## CHAPTER II.13

### ARTLINE

An open-air museum

ArtLine Milano is a public art initiative commissioned in 2014 by the Municipality of Milan and entrusted to Roberto Pinto (as senior curator) and Sara D. Agostini (co-curator until 2016). The project invited 30 international artists under 40 to participate in a competition, from which eight works were selected by an international jury. This major public art project for Milan was conceived to create an open-air art collection within the CityLife park. Of the 21 installations planned for the area, 13 are by renowned contemporary artists, while the remaining eight were selected through the competition for emerging artists under 40. For the selection of these emerging artists, a competition was held, attracting 30 participants - 15 Italian and 15 international artists. The process culminated in an exhibition at Palazzo Reale, after which an

international jury selected eight winning projects. The jury composed of Charles Esche, Mary Jane Jacob, James Lingwood, Gianfranco Maraniello, Iolanda Ratti, Lea Vergine and Angela Vettese decided on eight winners: Riccardo Benassi, Rossella Biscotti, Linda Fregni Nagler, Shilpa Gupta, Adelita Husni-Bey, Wilfredo Prieto, Matteo Rubbi and Serena Vestrucci. Additionally, the curators directly invited several renowned artists, including: Judith Hopf, Pascale Marthine Tayou, Adrian Paci, Kiki Smith, Liliana Moro, Elisabetta Benassi, Maurizio Nannucci, Mario Airò, Jeremy Deller and Alfredo Jaar. Since 2017, ArtLine Milano has been organizing guided walks through the Contemporary Art Park, and regularly publishes event programs on its website.

[artlinemilano.com](http://artlinemilano.com)

#### ESTABLISHED ARTISTS AND THEIR WORKS

01. ORNAGHI E PRESTINARI  
"Filemone e Bauci"

02. JUDITH HOPF  
"Hand and Foot for Milan"

03. PASCALE M. TAYOU  
"Coloris"

04. MAURIZIO NANNUCCI  
"New Times For Other Ideas  
New Ideas For Other Times"

05. ADRIAN PACI  
"Rudere"

06. MARIO AIRÒ  
"Atrio dello sguardo sul futuro"

07. ALFREDO JAAR  
"Padiglione Rosso"

08. KIKI SMITH  
"Guardiane"

09. JEREMY DELLER  
"Octospider"

10. LILIANA MORO  
"Sundown"

11. ELISABETTA BENASSI  
"CityLights"

12. OTOBONG NKANGA  
"Where Strata Gather"

#### UNDER 40 ARTISTS AND THEIR WORKS

13. SERENA VESTRUCCI  
"Vedovelle e Draghi Verdi"

14. MATTEO RUBBI  
"Cieli di Belloveso"

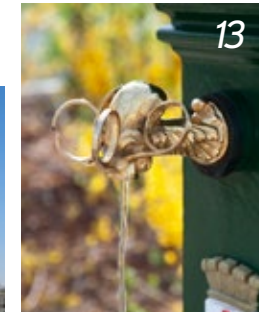
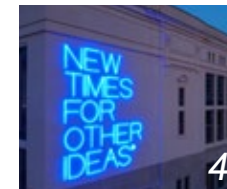
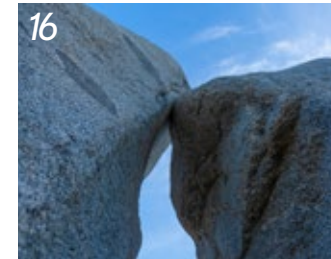
15. RICCARDO BENASSI  
"Daily Desiderio"

16. WILFREDO PRIETO  
"Beso"

17. ROSSELLA BISCOTTI  
"Come fare?"

18. ADELITA HUSNI BEY  
"Palco dell'estinzione"

19. SHILPA GUPTA  
"Untitled"







CHAPTER II.14

**THE PARK**

*The new SmartCityLife management*

**THE NEW MANAGEMENT  
OF SMARTCITYLIFE**

Since January 2024, Smart Citylife S.r.l., a special-purpose company owned by CityLife S.p.A., Allianz S.p.A., and Generali Real Estate SGR S.p.A., has signed a ten-year agreement with the Municipality of Milan for the management of public and private areas in the CityLife district. The agreement covers maintenance, security, surveillance, promotion, communication management, and the organisation of permanent advertising initiatives, including those related to the park. The goal of SmartCityLife is to transform the park and the entire district into an ever-growing hub for events, sports, and green spaces accessible to all citizens.

A flagship feature of the CityLife district is its vast green area, spanning 178,000 square metres of parkland. The winning consortium responsible for the redevelopment of the former trade fair site integrated the park as a key component of the project. This vast green space hosts one of Milan's eight "Green Rays", a core element of the city's environmental policy, connecting Parco Sempione with the Expo area, linking the woodlands in the north to the fertile plains in the south. In the 2008 international competition, landscape studios were invited to develop designs under the themes of a "sustainable park", a "symbolic park" and a "connecting park". The winning project, "A Park Be-

tween the Mountains and the Plains," was designed by the UK-based studio Gustafson Porter and further developed by Margherita Brianza, founder of the landscape architecture firm P'arcnouveau. The landscape design takes shape around the towers, which form the heart of the CityLife masterplan. To the north, the park extends into clearings and wooded areas. Beyond offering an open-air space for public enjoyment, the project also serves to protect certain plant species, effectively creating a genetic reserve for biodiversity. The selection of plants in CityLife's green spaces prioritises native species, ensuring

diversity in colour, size, and seasonal behaviour, creating a dynamic visual experience that changes throughout the year and at different times of the day. Even the irrigation system has been designed with sustainability in mind. Harnessing groundwater from storage tanks, the system is crafted with eco-consciousness, featuring a sprinkler setup for lawns, a dripline arrangement for shrub and perennial zones, and a drip loop scheme for newly-planted trees.







**SMARTCITYLIFE APP***Experience a smart district*

With the creation of SmartCityLife S.r.L., a company dedicated to maintaining and managing the park and public areas of the CityLife district in collaboration with the Municipality of Milan, the project's scope has expanded beyond just green space maintenance. The ambition is to transform CityLife into a laboratory for innovation and smart cities, aiming to build a leading European community. This vision involves implementing new technologies, integrated with a digital platform, to enhance the user experience and bring tangible benefits to citizens in terms of quality of life, environmental sustainability, and social well-being. To promote smart living within the dis-

trict, the SmartCityLife App has been developed, offering users a comprehensive guide to the area while keeping them updated on events and activities. The free app includes several sections dedicated to the description of the district, such as: architectural features of the buildings and towers, the park, highlighting its natural trails, art trails, with details on the urban artworks of ArtLine Public squares, including Piazza Tre Torri, which connects the three towers across two levels, and Piazza Elsa Morante, known for its fountain and breathtaking views. Within the App, the user can also find information on the shops within the Shopping District, the various restaurants, the sports areas located in

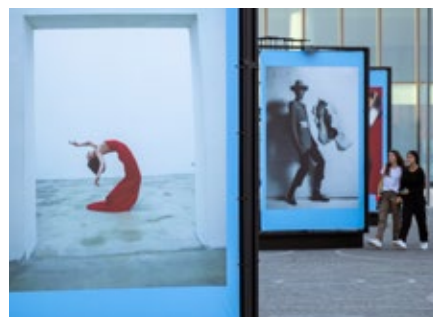
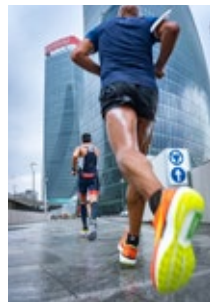
the park with the possibility of reserving the various courts present from tennis, padel to the new pickleball court, and find out about the schedule of events taking place throughout the year. Additionally, the app features an SOS system, allowing anyone within the park to quickly contact the internal security service in case of emergencies or safety concerns.

**INTERACTION BETWEEN THE APP AND DIGITAL TOTEMS**

The park is equipped with digital totems, used for both commercial communications and information displays about the park, events, and district life. Again with a view to enhancing synergies, the app allows users to connect with the totems to plan personalised fitness routes.







## CHAPTER II.16

### EVENTS

*The Park: a crossroads of sports and cultural events*

CityLife is not only a green and sustainable district but also a vibrant venue for major cultural, sporting, and entertainment events open to the public. The CityLife Park, spanning over 178,000 square metres, serves as a natural stage, with pedestrian paths and public squares acting as central gathering points. Over the years, the district has hosted numerous prestigious events. One of the most remarkable cultural events took place in July 2021, when Fondazione LaFil – Filarmonica di Milano held the opening concert of its Italian tour in the futuristic and innovative setting of CityLife Park. On a warm summer evening, an audience of 1,500 people gathered to listen to young mu-

sicians, conducted by Marco Seco, performing pieces by Mendelssohn and Beethoven. CityLife has also been the venue for some of Milan's most important sporting events. Among the most relevant ones are the Generali Milano Marathon; the DJ100, Gran Fondo di biciclette; the Night Run, a night race created in partnership with CityLife Shopping District in 2019 and which has become a regular event; Wanderlust 108, the day dedicated to mindful movement that has been held for several editions in the large park and the Salomon Running Milano, of which CityLife is the main sponsor for the 2020 edition. Since 2023, CityLife Park has also been home to the Pizza Village, a must-attend event celebrating one

of Italy's most iconic culinary traditions in the world. Crowned "Best Food Festival in the World" in Las Vegas, Pizza Village showcases the heritage and craftsmanship behind pizza-making, featuring renowned artisans and producers while spreading the culture and traditions of this globally beloved dish. CityLife Park has been the chosen venue for Flora et Decora, a major event for gardening and craftsmanship enthusiasts, as well as the setting for numerous art exhibitions. Among the most notable was "Prospettiva Archivi – Italian Fashion in Archival Photography," an exhibition promoted by Fondazione Fiera Milano and displayed in Piazza Tre Torri.

#### SMARTCITYLIFE FOR CULTURE

Since 2023 SmartCityLife has implemented a series of collaborations with the Scuola Rinnovata Pizzigoni and the Liceo Artistico Boccioni, both in Milan, for projects promoting the culture of greenery, biodiversity and art. In fact, the two institutes were involved in the workshops of Green Week, a week dedicated to greenery and sustainability held annually in September, and in an art design competition linked to the ArtLine Urban Art route in the CityLife Park.



## CITYLIFE MASTERPLAN





***Photo:** Alberto Fanelli, Robert Bean, Archivio Fiera Milano  
**Rendering:** Novembre Studio e Studio BIG*





CITYLIFE