



Sviluppo  
Sistema  
Fiera



Fondazione  
Fiera  
Milano

# The Milan Fair City Complex 2002-05

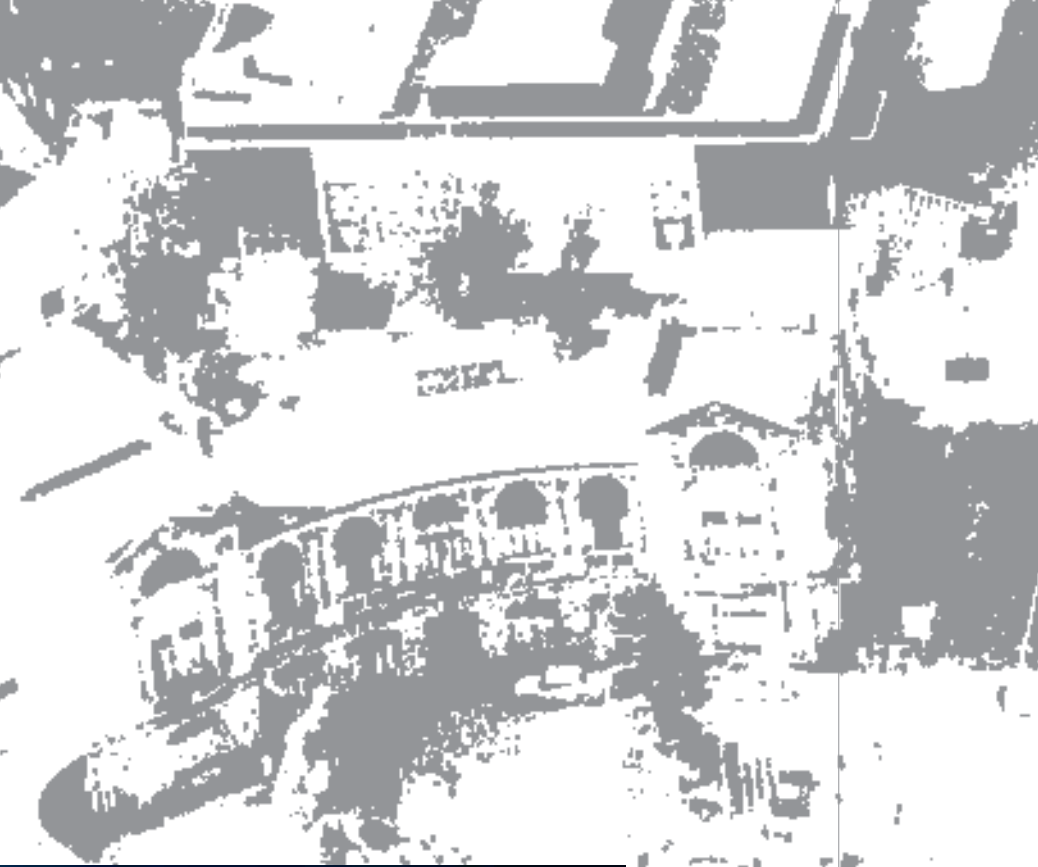
## Ideas and actions

The transformation of the Milanese fair system has given rise to two great projects: the creation of the New Milan Fair Complex and the redevelopment of the historical fair district. These projects are intensively changing the geography of the north-west area of Milan, intervening in the territory with great reverence and attributing it with value, whilst respecting the established times and costs. The transfer of the traditional Fair meets two strong necessities: the first regards the market, because the Milan Fair needed a more ample and functional area to be able to compete with other European fair systems; the second concerns its liveability, the Fair had been congested by traffic caused by fair manifestations for far too long.

The construction project for the new exhibition system underwent great acceleration in 2000, when Ente Autonomo Fiera Internazionale di Milano became the private entity Fondazione Fiera Milano. In fact it is Fondazione Fiera Milano that has guided this complex project in collaboration with the institutions – the Lombardy Region, the Province of Milan, the City of Milan and the Towns of Rho and Pero – with whom strong synergies concerning aims and objectives were immediately established.

The necessity to sell part of the area of the Milan historical fair district turned out to be a great occasion to carry out an international urban redevelopment tender. The tender was able to attract in Milan the interest of companies, financial backers and big names from international architecture.

Fondazione Fiera Milano and Sviluppo Sistema Fiera carried out this project with a new method based on transparency, listening to the territory's requirements and strong alliances with the institutions.



### The tender: method and principles

The international tender for the redevelopment of the historical Milan Fair district was not a traditional design competition, auction or contract, but a mixed operation, a new model for the national panorama because it united the design, planning, construction and financial sustainability aspects in one single procedure.

The tender was founded on two elements:

- the technical planning proposal based on a set of guidelines that indicated the subject and the objectives expected from the transformation project respecting the PRG variant (General Regulatory Plan);
- the financial offer for the acquisition of the area.

The intervention's guidelines were drafted after listening to the city's expectations and a series of interviews with exponents from the academic world, businesses, services, citizens' associations and the media.

The results of the research recognised three essential necessities to be considered when adjudicating the tender:

- the symbolism of the intervention;
- the liveability of the area;
- architectural and environmental quality.



# 2003

At the beginning of the year the Collegio di Vigilanza (Surveillance Board) approved the redevelopment of the fair district and just a few months later the pre-qualification announcement was published, followed by the presentation of the variant to the city's general regulatory plan. Eight groups of companies participated in the international competition, in turn they had involved a total of forty groups in the project including financial institutions, developers, promoters, construction companies, global service and project management companies, plus world famous architects and a series of consultants representative of numerous countries. The tender began on the first of October.



# 2002

The redevelopment project for the historical fair district begins. Built in the 1920's after the old Fiera Campionaria (Trade Fair) relocated from the Bastioni di Porta Venezia, today occupies an area of approximately 440,000 metres squared. The creation of the New Complex means that the exhibition area owned by Fiera will be re-dimensioned and the remaining 185,000 squared metres will be utilised for conferences and "light" exhibitions. The other 255,000 metres squared on the other hand, will be redeveloped. The choice to give up two thirds of the fair district has allowed Fondazione Fiera Milano to obtain part of the necessary funding for the construction of the New Complex. Giving up the area, however, was not just a simple act of sale to an interested party for Fondazione Fiera Milano, instead it was a negotiation process based on a scrupulous and innovative international tender method.

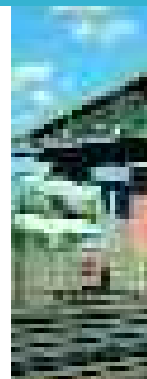
# 2004

The deadline for the presentation of the projects was on the 31<sup>st</sup> of March: five groups of companies reached the final phase of the tender. After attentive examination, the Assessment Commission – made up of the Board of Directors of Sviluppo Sistema Fiera Spa, representatives from the City of Milan and the Lombardy Region and a group of eleven international experts, in collaboration with Lazard & Co Real Estate whose role was advisor – announced the shortlist of the three proposals that fully interpreted the guidelines. On the 2<sup>nd</sup> of July the envelopes containing the financial offers were opened, these had remained secret up until this moment to allow an exclusively qualitative analysis of the projects. The CityLife network, made up of Generali Properties Spa, RAS Spa., Progestim Spa, Lamaro Appalti Spa, Grupo Lar Desarrollos Residenciales and the architects Arata Isozaki, Daniel Libeskind, Zaha Hadid and Pierpaolo Maggiora, were awarded the contract. The area's preliminary sale contract was signed by Fondazione Fiera Milano and CityLife on the 29<sup>th</sup> of July.



The most important and largest scale redevelopment process that Milan has ever seen has therefore begun. The transformation of the historical Fiera Milan district is an occasion to re-launch the city and, together with other great projects in progress, is a symbol of the revival that Milan is currently living. The winning project completely interprets the symbolic requirement requested in the call for tenders: the three towers in the centre are a unique design for Italy and significant with regards to the international panorama as they put Milan at the forefront of contemporary architectural expression. By the first quarter of 2006 the approval of the intervention's Integrated Programme and the definitive consignment of the area to CityLife will take place. In 2014, a new district will be handed over to Milan and its citizens.

# 2005 and beyond...





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