

Fiera Milan Milan, Italy



Client

CityLife srl
(a consortium of 5 developers: Generali Properties, RAS Properties, Progestim, Lamaro Appalti, Grupo Lar)

Value

€ 1.5 billion / £1 billion

Area

254,000 m² (site area)
440,000 m² (construction area)

Schedule

Demolition starts April 2006
Project completion due March 2014

Assignment

Project Management

Architects

Zaha Hadid, Arata Isozaki, Daniel Libeskind and Pier Paolo Maggiora

Park Designer

Vittorio Ingegnoli



The relocation of the original exhibition complex to Rho-Pero, gave the opportunity to redevelop the historic Fiera Milano site into a landscaped mix of commercial, residential, retail and cultural space. The international tender was launched in 2003 and in May 2004 CityLife was the winner.

Set in the heart of Milan, the project will involve constructing:

- 5 residential blocks (up to 23 storeys – with 2 storey underground parking)
- 3 office towers
 - Tower A (designed by Arata Isozaki):
49 storeys above ground (210 m) and 3 underground for parking
 - Tower B (designed by Zaha Hadid):
33 storeys above ground (170 m) and 3 underground for parking
 - Tower C (designed by Daniel Libeskind):
32 storeys above ground (150 m) and 3 underground for parking
- A Design Centre, with commercial and cultural space
- A "Museo del Bambino" (MuBa) – *Children Museum*
- A "Museum of Design" (MuDe)
- Entertainment complex, with shopping galleries and multisala movie theatre

Delivery strategy allows for a phased completion in order to make available to the community the areas as soon as they are completed.

There will also be four storeys of underground parking and a underground roadway within the 25 hectare site.

Great care will be given to the environment during the site works (noise impact, traffic impact, air impact, etc) and demolition material will be recycled for landscaping.

New technologies and materials will be used for maximum energy saving and minimum environment impact.

