



Milan, 5 December 2019

LIGHT THE FUTURE: UNIPOL GROUP IS PART OF CHRISTMAS IN MILAN WITH URBAN UP

Urban Up has chosen to celebrate the Christmas festivities with the city of Milan in view of the increasingly strong links forged between them in recent years. Unipol - through its property renovation brand Urban Up - will make its presence felt in the urban district of Isola - Porta Nuova, where certain important Group projects are taking shape: **The Galfa Tower, De Castillia 23 and the new Unipol Tower.**

“We are proud of our role in lighting up the city for Christmas for the third year in a row - said **Giuseppe Lobalsamo**, Head of the Real Estate Department of the Unipol Group. **Ebi Grassi**, Head of UnipolSai Real Estate Event Promotions said that “**Light the Future**” will conceptually unite 3 Group property initiatives with the aim of creating value through a vision that helps towards the development and growth of the city”.

A vivid Light Show will illuminate the evening and create a luminous connection between the three worksites which will be visible from all over the city. Three **laser floodlights** set atop **De Castillia, the Galfa Tower** and the **worksite cranes at the Unipol Tower** will conceptually connect the three buildings, creating a luminous triangle in the sky. The sides of the crane employed at the worksite of the new Tower will be covered **with luminous strips that can light up gradually** and dynamically in sync with **luminous blue beams**. These “**contemporary Christmas trees**” will stay **lit until 6 January to show how quickly an urban vacuum can be filled with a project with high architectural value that symbolises environmental sustainability**. Complementing the existing light system, a number of lamps will be installed to cover the property in via De Castillia (32 Robe Mega lamps on the long side and 18 on the short side) to create the **light show. Every evening from today until 6 January - at a set time - the building will seem to come to life** using a special programme to activate the lighting system in sync with the luminous rays in position at the edge of the top floor. **This will result in a spectacular Christmas light show with roving lights to symbolically return a completely renovated property, which had been a blot on the city’s landscape for years, to both the neighbourhood and the whole city of Milan.**

Unipol Gruppo S.p.A.

Unipol is one of the main insurance groups in Europe and the leading company in Italy in the non-life insurance sector, (especially in vehicle liability insurance), with total premiums of approximately €12.4bn, of which €8.0bn in Non-Life and €4.4bn in Life (2018 figures). Unipol adopts an integrated offer strategy and covers the entire range of insurance and financial products, operating primarily through the subsidiary UnipolSai Assicurazioni S.p.A., founded at the start of 2014. The Group is also active in direct MV insurance (Linear Assicurazioni), transport and aviation insurance (Siat), health insurance (UniSalute) and supplementary pensions, and maintains a presence in the bancassurance channel (Arca Vita and Incontra). It also manages significant diversified assets in the real estate, hotel (Gruppo UNA) and agricultural (Tenute del Cerro) sectors. Unipol Gruppo S.p.A. is listed on the Italian Stock Exchange.

Urban Up - Unipol Projects Cities

Dedicated to the redevelopment of buildings owned by the Unipol Group and aimed at enhancing the value of some of the most important properties in Italian architectural heritage, the Urban Up project was established in Milan in order to renovate a number of symbolic local buildings in terms of historic significance and position. Urban Up is a project that combines innovation and tradition with the goal of enhancing the beauty and importance of true icons of the Italian urban landscape. Through modernisation and renovation, skyscrapers, houses, historic buildings will once again take on a prominent role in the urban fabric.

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