



URBAN UP | UNIPOL: WITH *WAITING FOR MAGIC*, THE CHRISTMAS TREE LIGHTS UP IN PIAZZA DUOMO

Milan, 5 December 2018

The highly anticipated **Piazza Duomo Christmas Tree by Urban Up Unipol** branded *Waiting for Magic*, whose lights, with about 40 thousand LED spots, will continue to shine every day for 24 hours a day until Epiphany, was lit up in Piazza del Duomo today, in the presence of Mayor Beppe Sala, Roberta Guaineri, City Councillor for Tourism, Sport and Quality of Life, and Giuseppe Lobalsamo, UnipolSai Head of Real Estate.

A 25-meter tall fir tree, of the species *Abies Excelsa* (spruce), has arrived from Trentino - Val di Sole - to decorate the most famous square in Milan during all the Christmas holidays, giving a strong contribution to the enhancement of the city of Milan both in promotional and in international terms: the traditional Christmas tree, an ancient custom uniting different cultures, exalts the value of life because the evergreen spruce, even in winter, represents the awakening to life.

At the end of the holidays, the proceeds from the sale of the tree wood as raw material (about 8 tons) will be part of a contribution that will be donated to the Association *Bianca Garavaglia Onlus* in support of research projects and treatment of paediatric tumours.

“After the Advent Calendar - said Giuseppe Lobalsamo, UnipolSai Head of Real Estate - we are pleased to be in Piazza del Duomo again to light up the Christmas Tree, another important Christmas symbol”. “Two Urban Up Unipol initiatives strongly linked to each other that, creating an atmosphere of magic - continued Lobalsamo - illuminate and enliven the most important square in the city confirming the international vocation of Milan, increasingly projected towards the future”.

Unipol Gruppo S.p.A.

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Urban Up - Unipol Projects Cities

Dedicated to the real estate redevelopment of buildings owned by the Unipol Group and aimed at enhancing some of the most important properties of the Italian architectural heritage, the project Urban Up started in the city of Milan with the redevelopment of some buildings that symbolise the Lombard capital for their historical significance and position. Urban Up is a project that combines innovation and tradition with the aim 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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