



## URBAN UP - UNIPOL GROUP – CHRISTMAS IN MILAN LIGHTS UP WITH WAITING FOR MAGIC



Milan, 22 November 2018

Urban Up - Unipol Group has chosen to celebrate the Christmas holidays together with the city of Milan, with which it has significantly strengthened its ties in recent years.

Under its brand *Urban Up* - which indicates the Group's real estate activities - Unipol will be a significant presence in the schedule of events promoted by the Municipality of Milan in two important Milan venues: *Piazza del Duomo* and *Torre GalFa*, the iconic tower owned by the Group, today undergoing redevelopment.

The presence of Urban Up Unipol will be a presence combining innovation and tradition in terms of sharing, growth, and closeness to people, which has always set apart the Group's mission. The expectations and the "magic" permeating the holiday season will thus become the guiding thread of the Group's presence from late November up to 6 January 2019.

"Under the brand *Waiting for Magic*, Unipol will take the field with three important initiatives" - said Alberto Federici, Unipol Director of Corporate Communication and Media Relations - "which will further consolidate the Group's strong link with the city". "A link - continued Ebi Grassi - UnipolSai Head of Real Estate Initiatives - also created thanks to new real estate projects and redevelopment projects that Urban Up is completing in Milan and which have been accompanying the evolution of a city that is becoming an increasingly important player in the international scenario".

The first appointment under the brand *Waiting for Magic* will be the installation of the **Torre GalFa Christmas Tree**. To promote the Tower, which is now entering the final phase of its redevelopment, a luminous installation in the shape of a Christmas tree will be placed on the tower facade from 29 November to 6 January 2019, making it the tallest Christmas tree in Milan. At the top of the tree, adorned with 13 rows of about 80 meters each, there will be a star of 4 meters in diameter, made up of 2,000 LEDs. The city streets Via Fara and Via Galvani adjacent to *GalFa* and the new coating of the

tower's construction site hoarding will shine with additional lights. In total, more than two kilometres of illuminations will make this corner of Milan shine.

Another important initiative will be the lighting up of the **Piazza Duomo Christmas Tree**. This year Urban Up Unipol will give Milan the now traditional *Piazza Duomo* Christmas tree. It will be a spruce about 25 metres tall, which will be transported from Val di Sole in Trentino directly to the square. The tree, decorated with blue ornaments and illuminated by a total of about 35,000 LED spotlights, will be lit up on 5 December at 6.15pm.

But the true novelty, always branded *Waiting for Magic*, will be the innovative **Christmas Calendar** in Piazza Duomo. From 1 to 24 December, the building *Palazzo dei Portici Meridionali* will become a huge screen (60 meters wide by 20 meters high, for a total of 1,200 sqm), hosting a video projection that will consist in the contemporary reinterpretation of the traditional advent calendar. The video will last 6 minutes and will be projected 3 times a day every day from 6.30pm. It tells the story of a reindeer, a symbol in the Christmas tradition, which is born in Milan and as it grows up it walks through the city passing by some of its most iconic sites, *Duomo*, *Castello Sforzesco*, *Arco della Pace*, *Darsena*, *Torre Velasca*, and *Torre GalFa*, the latter two of which Unipol Group real estate assets.

The reindeer's growth metaphorically represents the growth of Milan to which Urban Up Unipol today is contributing significantly through the redevelopment of some of the most representative buildings in the city and the construction of a new tower at Porta Nuova, which will enrich the Milan skyline. The song "*Baby, Please Come Home*" rearranged by the orchestra *Musici Estensi* will be the soundtrack of the event. On each of the 24 days before Christmas, the video will be focusing on a different musician.

Music, lights, and innovation. To make the magic of waiting truly special.

## Unipol Gruppo S.p.A.

Unipol is one of the main insurance groups in Europe with total premiums of approximately €12.3bn, of which €7.9bn in Non-Life and €4.4bn in Life (2017 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 and a leader in Italy in the Non-Life Business, particularly MV TPL. 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. Lastly, it also operates in the banking realm through the network of Unipol Banca branches, and manages significant diversified assets in the real estate, hotel 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 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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