

*Milan, 11 April 2016*

*Velasca Tower the star of Milan Design Week for the first time*

## VELASCA TOWER THE NEW PLACE TO BE DURING FUORISALONE

**The contest “Velasca Progetto Design – Idee sotto la Torre”  
for young designers launched**

In the context of Milan Design Week, the Velasca Tower will, for the first time, be one of the key locations of *FuoriSalone*, together with the Statale University and Botanic Gardens, returning to the centre of international cultural debate.

In fact, from 11 to 17 April the Velasca Tower will host *Audi City Lab*, the exclusive space dedicated to design, the future and innovation. In the striking spaces of the building, reinvented by the designer Piero Lissoni, exclusive events will be held with renowned guests (including Carlo Freccero, Daniel Libeskind, Franca Sozzani, Stefano Boeri, Piergiorgio Odifreddi and Eleonora Abbagnato). A small auditorium will host discussions on the common theme of Untaggable: sometimes reality is not simple enough to be labelled. Conversations and meetings will give rise to new visions because innovating in design today means overcoming the distances between disciplines. These invitation only events will be available to everyone via streaming (on Audi, Interni, Publitalia, Condè Nast and Il Sole 24 Ore platforms).

Outside the Tower an installation by Piero Lissoni will come to life, representing the four Audi rings at different heights, and next to it a green space will make Piazza Velasca a pleasant place to relax. Also on the ground floor, external terraces furnished with the Outdoor collection by *Living Divani* will be open.

Going to the upper floors of the Tower it will be possible to access the 25<sup>th</sup> floor penthouse revamped for Oikos by Giulio Cappellini, a great designer whose work is inspired by innovation. Oikos, a company that has always believed in experimentation and innovation as drivers for change, perfectly in line with the principles at the basis of the birth of the Tower, specifically chose Velasca for *FuoriSalone*. The Tower will host its prestigious Open Talks: a week of meetings for imagining a new future together with the protagonists of design, architecture and Italian and international culture.

Finally, in the evenings everyone will be able to admire the Velasca Tower façade animated by the Audi installation by the internationally renowned light designer Ingo Maurer.

Milan Design Week is also the perfect occasion to launch **Velasca Progetto Design – Idee sotto la Torre (Velasca Project Design – Ideas under the Tower)**, the contest organised

by UnipolSai Assicurazioni, within the Urban Up project and in cooperation with Studio Lissoni, with the aim of enhancing and promoting the creativity of young designers in line with what the Velasca Tower represents, for over 50 years a symbol of innovation. Young talents from the best design schools in Milan have been invited to participate. Projects will be assessed taking into account the ability to define and anticipate innovative and contemporary scenarios of use following and/or breaking with the historical tradition of Italian design. UnipolSai will create a 1:1 scale prototype of the projects submitted by each school and will exhibit the same at the awards ceremony in the Velasca Tower on **30 June 2016**.

Restoring the central role of the Velasca Tower for the Unipol Group, owner of the property since 2012, represents another step of the redevelopment process. A process that began with Opening Velasca during the Expo period, which from the outset aimed at placing it back at the centre of cultural debate, making the Velasca Tower stand out not only in Milan, but also on a national and international level, just as will happen during Milan Design Week.

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Tel. +39/02/51815268 [claudia.galassi@unipolsai.it](mailto:claudia.galassi@unipolsai.it)**Urban Up**

Dedicated to the redevelopment of real estate owned by the Unipol Group and aimed at enhancing some of the most important buildings on the Italian architectural scene, the Urban Up project started from the city of Milan, with the redevelopment of certain symbolic buildings of the Lombardy capital due to their history and position - including the Velasca Tower, an unmistakable architectural landmark of the Milan skyline, as well as Torre Galfa, Romana 19, De Castilla 23 and Ca' Litta. It will be extended to other Italian cities.

Urban Up is a project that combines innovation and tradition with the aim of enhancing the beauty and importance of true icons in the Italian urban landscape. Through modernisation and renovation works, skyscrapers and historical buildings will once again assume a prominent role in the urban fabric.

[www.urbanupunipol.it](http://www.urbanupunipol.it)

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Unipol adopts an integrated offer strategy and covers a complete range of insurance and financial products, operating primarily through its subsidiary UnipolSai Assicurazioni S.p.A., founded at the beginning of 2014, Italian leader in Non-Life Business, in particular in vehicle liability insurance.

The Group is also active in direct vehicle insurance (Linear Assicurazioni), health protection (UniSalute), supplementary pensions and has a strong presence in the bancassurance channel (Arca Vita Group and Popolare Vita Group).

Finally, Unipol operates in the banking business through the network of Unipol Banca branches and manages significant diversified businesses in the real estate, hotel (Atahotels) and agricultural (Tenute del Cerro) sectors. Unipol Gruppo Finanziario S.p.A. is listed on the Italian Stock Exchange.

