



Comune di
Milano



URBAN UP | UNIPOL GROUP: TALLEST CHRISTMAS TREE IN MILAN LIGHTS UP ON TORRE GALFA

Milan, 29 November 2018

Today, the GalFa Tower Christmas Tree will light up in the presence of Roberta Guaineri, City Councilor for Tourism, Sport, and Quality of Life, Gabriel Meghnagi, Councilor of Confcommercio Milan (association network, streets, and coordination of urban trade districts), and Giuseppe Lobalsamo, UnipolSai Head of Real Estate. It is the tallest in Milan thanks to the lighting installation in the shape of a Christmas tree of about 70 meters, on the tower façade until the Epiphany. 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.

In addition to Torre GalFa, the streets Via Fara and Via Galvani adjacent to GalFa (from which the tower itself takes its name) will also be lit up. In total, more than two kilometers of illuminations will make this corner of the city sparkle, also in line with the objectives of the City of Milan and the Association *Centrale District* aimed at redeveloping the entire Central Station area.

The *Torre GalFa Christmas Tree* aims to promote the iconic GalFa Tower, which is now entering the final phase of its total redevelopment. The project by Studio bg&k associati will be concluded in 2019. By preserving the image of the tower, it will enhance its peculiarities, such as the elegant continuous glass façade.

The rebirth of this Milanese icon begins symbolically with this lighting installation: designed by architect Melchiorre Bega, Torre GalFa was built from 1956 to 1959 to house the Milan offices of the oil company Sarom. The building, which immediately attracted the appreciation of important designers, is 103 meters high and includes 31 floors, with 2 underground floors. In 1980, Torre GalFa was sold to Banca Popolare di Milano, which abandoned it in 2001, when the tower was left completely empty and then sold to Fondiaria-Sai in 2006. As soon as it held possession of the building, the Unipol Group, together with the City of Milan, started to draft a redevelopment and enhancement project of the tower and surrounding urban area. A project of great innovation: from a disused office tower to a multifunctional and completely redeveloped tower. The new functions will be integrated and become ancillary to one other, giving a prestigious icon back the city and breathing new life into the surrounding urban fabric. *"The tower - underlined Giuseppe Lobalsamo, UnipolSai Head of Real Estate - will be returned to the city of Milan with a new purpose, a*

Unipol Gruppo

Media Relations
Fernando Vacarini
T. +39 051 5077705
pressooffice@unipol.it

Investor Relations
Adriano Donati
T. +39 051 5077933
investor.relations@unipol.it

Barabino & Partners

Massimiliano Parboni	Giovanni Vantaggi
T. +39 335 8304078	T. +39 328 8317379
m.parboni@barabino.it	g.vantaggi@barabino.it

multifunctional building with a business hotel, gym, residential apartments, and temporary offices, in addition to a rooftop terrace where to enjoy the skyline of an increasingly international city”.

“Thanks to the collaboration between the City, Confcommercio, and Urban Up Unipol Group, some of the city’s symbolic places, from the southern Piazza Duomo porticoes to the GalFa Tower and the streets bordering the Central Station, will be lit up for the Christmas holidays” says Cristina Tajani, Councilor for Labor Policies, Production Activities, and Trade. *“A public-private synergy that allows citizens and tourists to walk around and admire the visual and musical magic of the Advent Calendar in Piazza Duomo and of the tallest tree of light in the city, on the façade of the renewed GalFa Tower, the emblem of the rebirth and redevelopment that the entire Central Station area is experiencing”.*

Maurizio Naro, president of Apam-Association of hoteliers Confcommercio Milan, and Camilla Doni, one of the founding members of the association *Centrale District* (and head of external relations), thanked the Unipol Group *“for this important event that fully responds to the committee’s mission, that is, the commitment of entrepreneurs and managers who live and work in this neighbourhood to improving the area by making citizens and tourists discover a part of Milan that is becoming increasingly lively and attractive and perhaps the main protagonist of the city’s urban changes”.*

Urban Up Unipol has chosen to celebrate the Christmas holidays together with the city of Milan, with which it has significantly strengthened its ties in recent years. Urban Up Unipol will be a presence combining innovation and tradition with a view to sharing, growth, and closeness to people, which has always set apart the Group’s mission.

Torre GalFa Christmas Tree will be in addition to two other important initiatives of the Group: under its Urban Up brand - which marks the Group’s real estate activities - Unipol will also be present with the *Christmas Calendar* and the *Piazza Duomo Christmas Tree*, always branded *Waiting for Magic*.

From 1 to 24 December, the *Christmas Calendar* will transform the southern porticoes in Piazza del Duomo into a huge screen (60 meters wide by 20 meters high, a total of 1,200 m²), hosting a video projection that will consist in a contemporary reinterpretation of the traditional advent calendar.

Unipol Gruppo

Media Relations
Fernando Vacarini
T. +39 051 5077705
pressoffice@unipol.it

Investor Relations
Adriano Donati
T. +39 051 5077933
investor.relations@unipol.it

Barabino & Partners

Massimiliano Parboni	Giovanni Vantaggi
T. +39 335 8304078	T. +39 328 8317379
m.parboni@barabino.it	g.vantaggi@barabino.it

The *Piazza Duomo Christmas Tree* will be lit up on 5 December at 6.15 pm and its lights will continue to sparkle every day, for 24 hours a day, until the day of the Epiphany. A 25-meter tall severed spruce, of the species *Abies Excelsa*, from Val di Sole in Trentino will be transported directly to the square. The spruce will be adorned with blue decorations and illuminated by a total of about 40 thousand LED spotlights.

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.

www.urbanupunipol.com

Unipol Gruppo

Media Relations
Fernando Vacarini
T. +39 051 5077705
pressooffice@unipol.it

Investor Relations
Adriano Donati
T. +39 051 5077933
investor.relations@unipol.it

Barabino & Partners

Massimiliano Parboni	Giovanni Vantaggi
T. +39 335 8304078	T. +39 328 8317379
m.parboni@barabino.it	g.vantaggi@barabino.it