



URBAN UP | UNIPOL GROUP: WITH WAITING FOR MAGIC CHRISTMAS CALENDAR LIGHTS UP IN PIAZZA DUOMO

Milan, 1 December 2018

The Christmas Calendar of Urban Up Unipol branded *Waiting for Magic* was lit up in Piazza Duomo today with the video greeting of Mayor Beppe Sala and in the presence of Anna Scavuzzo, Deputy Mayor of Milan, Cristina Tajani, City Councilor for Labor Policies, Production, and Trade, and Massimiliano Morrone, Unipol Group.

Starting today, *Palazzo dei Portici Meridionali*, the southern porticoes on Piazza Duomo, will become a huge screen (60 meters wide by 20 meters high, a total of 1,200 m²) until 24 December, hosting a video projection consisting in the contemporary reinterpretation of the traditional advent calendar. The video will last approximately 6 minutes and will be projected 3 times a day every day from 6.30 pm. It tells the story of a reindeer, a symbol in the Christmas tradition, which is born in Milan and walks through the city as it grows up passing by some of its most iconic sites, Duomo, Castello Sforzesco, Arco della Pace, Darsena, Torre Velasca, and Torre GalFa, the latter of which are part of the Unipol Group's real estate assets. The reindeer's growth metaphorically represents the growth of Milan, to which Urban Up Unipol today is contributing significantly through the renovation of some of the city's most representative buildings 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. Then, 10 violins, 3 violas, 4 cellos, 1 double bass, 1 flute, 1 oboe, 1 horn, 1 sax, 1 trumpet, and 1 percussion will follow in the days of the advent. Music, lights, and innovation. To make the magic of waiting really special, conveying a very important message: Growing Together.

"We are proud to have illuminated Piazza Duomo with an innovative reinterpretation of one

of the most iconic symbols of Christmas - said Massimiliano Morrone of the Unipol Group. - This demonstrates the strong link between Milan and Unipol, also created thanks to the new real estate construction and renovation projects that Urban Up is carrying out in Milan and that are accompanying the evolution of a city that is an increasingly leading player in the international scene."

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
pressoffice@unipol.it

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

Barabino & Partners

Massimiliano Parboni
T. +39 335 8304078
m.parboni@barabino.it

Giovanni Vantaggi
T. +39 328 8317379
g.vantaggi@barabino.it

Seguici su



[Unipol Gruppo](#)



[@UnipolGroup_PR](#)



<http://changes.unipol.it>

www.unipol.it