

# **BIG SPACES**

WE MAKE DESTINATION



# PORTANUOVA

## THE DISTRICT

**Portanuova** is a renowned neighborhood located in the center of Milan known for significantly contributing to the **transformation of the city's image**. The **urban redevelopment project** of the district, co-developed and managed by **Coima**, has transformed a vast area, previously occupied by industrial and railway buildings, into a modern residential, commercial, and office district. It is the **first neighborhood** in the world to have obtained **LEED®** and **WELL®** for **Community sustainability certifications** and, thanks to its architectural design and activation of public spaces with initiatives and **events, attracts thousands of visitors** every day, with annual foot traffic of over **10 million people**. The green heart of the neighborhood is the **BAM - Biblioteca degli Alberi Milano** park, a fundamental piece connecting the surrounding urban fabric which, through the **Riccardo Catella Foundation**, produces a cultural program with **over 250 events** every year that are always open and free for the community, aiming to build and promote civic engagement. The district is home to iconic skyscrapers like the **Bosco Verticale** and **UniCredit Tower**, as well as a wide range of selected shops, restaurants, and cultural spaces managed according to specific sustainability criteria, contributing to creating a **dynamic** and **cosmopolitan atmosphere**. Today, the district is also considered a **location neighborhood**, thanks to the multiple venues scattered between **Isola, Garibaldi, and Varesine**, hosting over 100 productions a year among the **indoor** (multifunctional) and **outdoor** spaces of Gae Aulenti square and BAM - Biblioteca degli Alberi Milano, created by **brands** that choose Portanuova as a **destination** for their events and communication activities.



**+ 10M FOOTFALL**



**+ 1M TOURISTS**



**+ 50K WORKERS**



**+ 35K RESIDENTS**



**+ 350 YEARLY EVENTS**



**+ 50 COMMERCIAL ACTIVITIES**

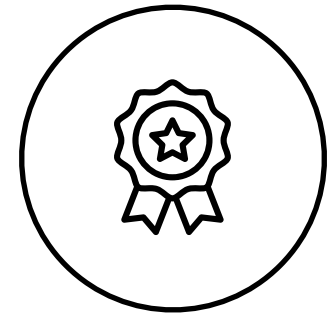
# BE NET ZERO CARBON AND ENERGY EFFICIENT

RESULTS ACHIEVED SO FAR

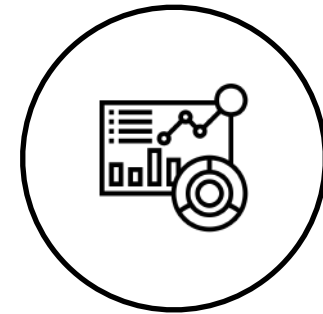
GOAL

POWERING RE WITH RENEWABLE ENERGY,  
MINIMIZE ENERGY CONSUMPTION AND OFFSET  
ALL RESIDUAL EMISSIONS

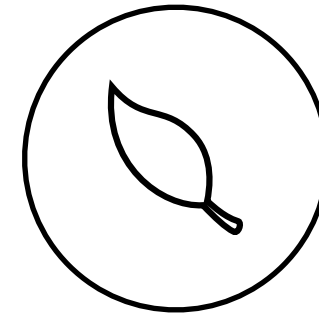
HOW



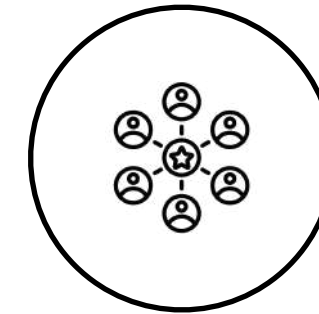
TOWARDS  
**ENERGY EFFICIENCY**  
(PARIS PROOF TARGETS)



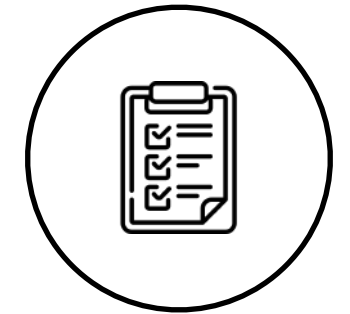
DISTRICT  
**SUSTAINABILITY REPORT**



ZERO CARBON  
**RENEWABLE ENERGY**  
ONLY



OFFICE OCCUPIERS  
AND RETAILERS  
**ENGAGEMENT**  
ABOUT SUSTAINABILITY

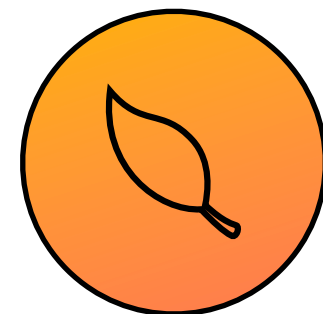


SUSTAINABILITY  
**PERFORMANCE SURVEYS**

ACHIEVEMENT



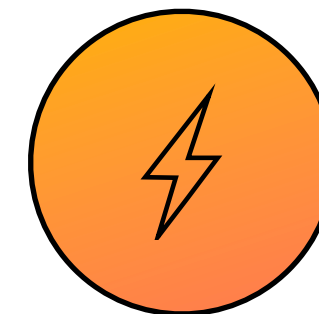
ALMOST  
**ZERO**  
FOSSIL FUELS  
NEIGHBORHOOD



OPERATIONAL  
**CARBON NEUTRAL**  
NEIGHBORHOOD



**-16,8% WATER**  
CONSUMPTION REDUCTION  
FROM 2018 TO 2021



**-8,8% ENERGY**  
CONSUMPTION REDUCTION  
FROM 2018 TO 2021



DEDICATED  
**SUSTAINABILITY TEAM**  
AVAILABLE

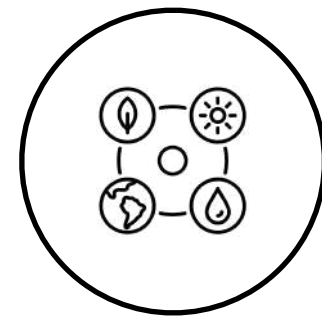
# MAXIMISE CONNECTION TO NATURE AND CULTURE

RESULTS ACHIEVED SO FAR

GOAL

SUSTAIN BAM TO INCREASE BIODIVERSE HABITATS  
AND SUPPORT PARK CULTURAL PROGRAM

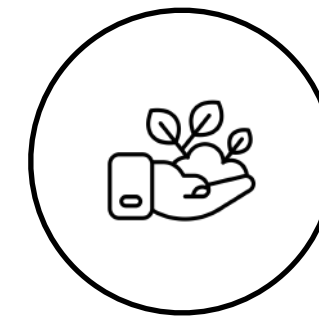
HOW



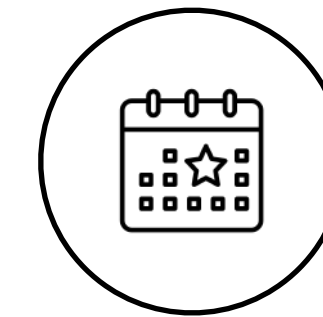
**BIODIVERSITY**  
ENRICHMENT



DAILY MAINTENANCE  
OF PUBLIC PARK

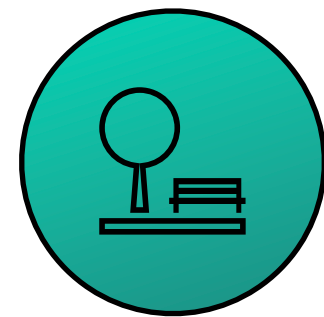


SUPPORT BAM PROJECTS  
TO ENGAGE  
**PEOPLE WITH  
NATURE**

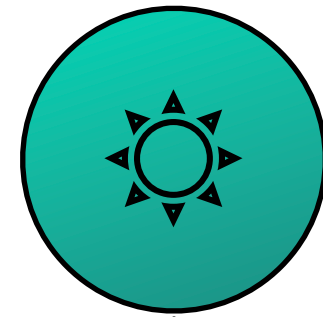


SPONSOR  
**BAM CULTURAL  
PROGRAM**  
(MORE THAN 250 EVENTS  
EVERY YEAR)

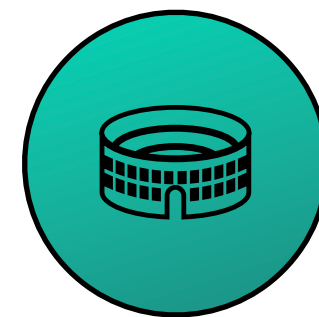
ACHIEVEMENT



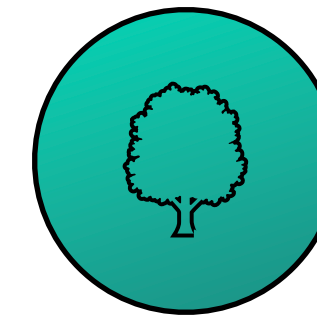
**+ 150%**  
GREEN AREAS  
FROM 2018 TO 2021



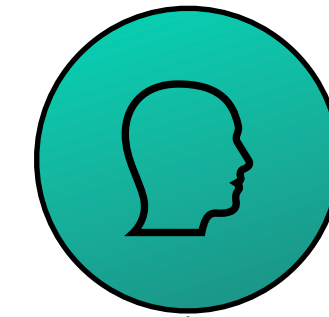
HEAT ISLAND EFFECT  
**MITIGATION**



**1620**  
FREE BAM EVENTS



COIMA, MILAN MUNICIPALITY  
AND FRC PARTNERSHIP FOR MANAGING  
**BIBLIOTECA DEGLI ALBERI**  
SINCE 2019



**240K**  
PEOPLE INVOLVED

Portanuova

**BIG SPACES**  
WE MAKE DESTINATION

# PROMOTE PREMIUM SPACES, SECURITY, HEALTH & WELLBEING

RESULTS ACHIEVED SO FAR

GOAL

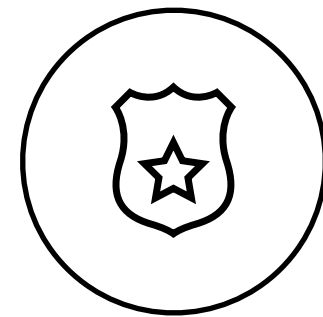
PROMOTE PHYSICAL AND MENTAL WELLBEING,  
SECURITY AND SPACES QUALITY FOR PEOPLE WHO  
LIVE AND WORK IN PORTANUOVA

HOW

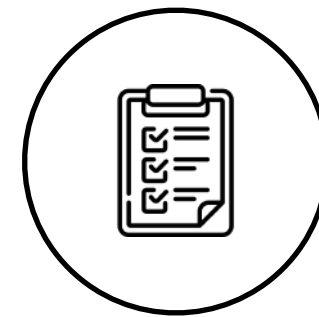


**1ST**

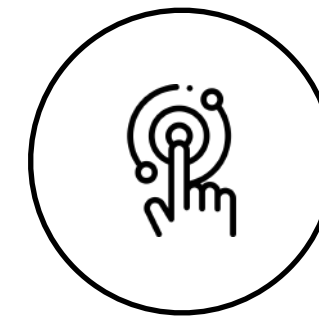
DISTRICT LEED® AND  
WELL® FOR COMMUNITY  
CERTIFICATION COMPLIANCE



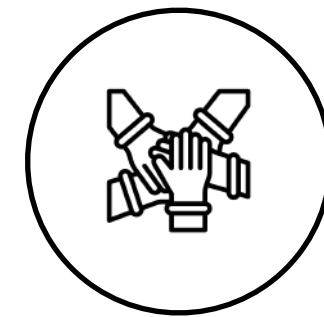
**SECURITY  
COORDINATION**  
WITH OCCUPIERS



WELLBEING AND PROPERTY  
MANAGEMENT  
**SURVEYS**

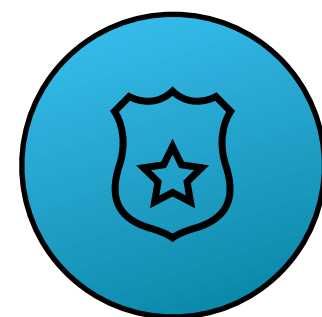


DIGITAL SERVICES TO  
**SIMPLIFY DAILY  
LIFE**

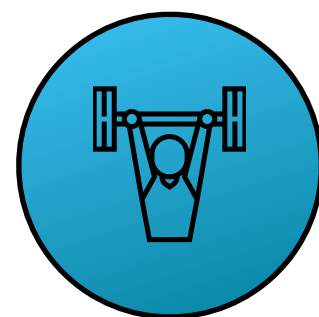


**NO PROFIT**  
FOOD PROGRAMS  
AND VOLUNTEERING  
OPPORTUNITIES

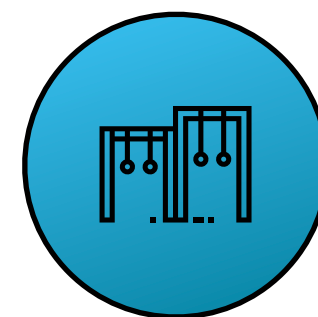
ACHIEVEMENT



COORDINATED  
**CLEANING AND  
SECURITY**  
IN THE WHOLE DISTRICT



A FREE PROGRAM OF  
**WELLNESS  
AND WELLBEING**  
ACTIVITIES CREATED AND PRODUCED BY BAM



A PUBLIC  
**FITNESS AREA**  
IN BAM



**1ST**

NEIGHBORHOOD IN THE  
WORLD CERTIFIED LEED®  
AND WELL® FOR COMMUNITY

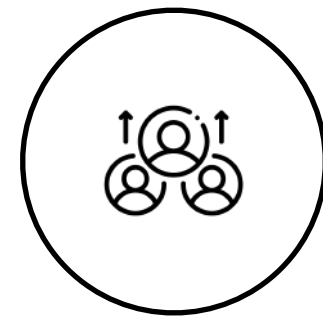
# GENERATE SOCIAL IMPACT

RESULTS ACHIEVED SO FAR

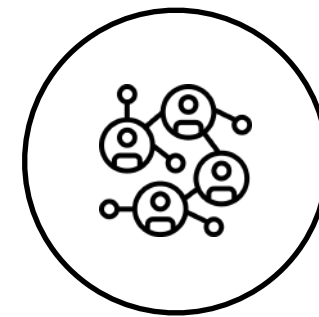
GOAL

EMPOWER SOCIAL MOBILITY, PROMOTE AND SUPPORT NO-PROFIT AND CHARITY ORGANIZATIONS

HOW



SUPPORT FOR  
**EMPLOYABILITY PROGRAMS**  
FOR FRAGILE PEOPLE

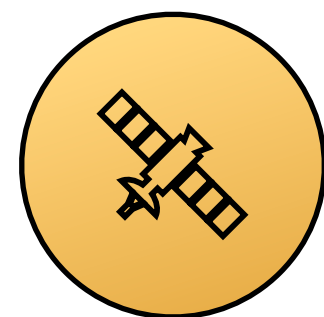


ENGAGING LOCAL  
COMMUNITY PARTNERS AND  
OCCUPIERS FOR  
**SOCIAL INITIATIVES**

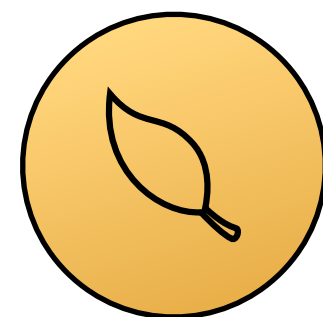


RETAILERS SELECTION  
BASED ON  
**SUSTAINABILITY STANDARDS**  
(PORTANUOVA'S ESG SCORECARD)

ACHIEVEMENT



**SATELLITE EMPLOYMENT**  
FOR EVERY EMPLOYEE IN  
PORTANUOVA



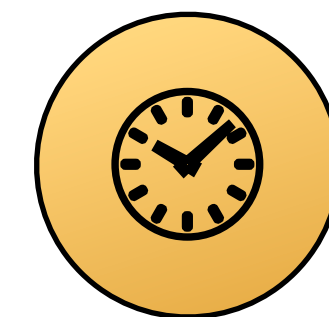
**+ 1,1**  
INVOLVED IN  
THE ECONOMY



**90%**  
OF SUPPLIERS INVOLVED  
IN COSTRUCTION FROM  
LOCAL FIRMS



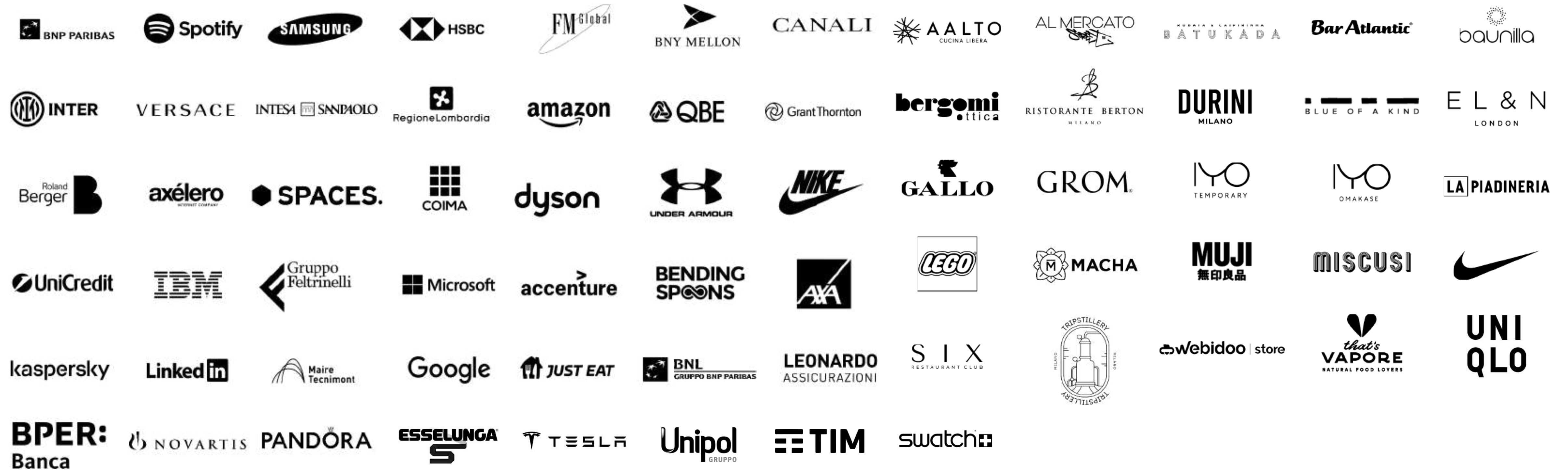
**33**  
COMPLIANT RETAILERS  
WITH PORTANUOVA  
ESG SCORECARD



**+ 4.500 FTE**  
OPERATIONAL ACTIVITIES  
GENERATED IN 2022

# BRANDS IN PORTANUOVA

WHO LIVES HERE



AND MANY OTHERS...

Portanuova

**BIG SPACES**  
WE MAKE DESTINATION

# CITY VENUE MANAGEMENT

## OUR BUSINESS

Big Spaces is the first Venue Management company in Italy to have implemented an international and virtuous model based on the **promotion, marketing** and **management** of spaces available within a city district for the realization of events, installations and shooting by third parties.

From **open air** areas to **studios** for production of content, through **multifunctional locations, residential apartments** and **temporary retails**, Big Spaces is able to offer solutions for the realization of each project.

The fixed targets are not only economic but also aimed at ensuring **recognizability** and **positioning** of spaces, professionalism in the management and efficiency of the services provided, resulting in a qualitative output both for the agencies and companies that use it and for the district itself. All this helps to increase interest, **aspiration** and footfall, **also** to benefit residents, citizens and tourists who visit and enjoy a lively neighborhood, full of activities and stimuli.

With the continuous growth of cities and territory, the role of **City Venue Management** has become cardinal, especially during the design and development of *masterplans* concerning the districts of the future. The current importance of this role, increasingly demanded by urban development companies, allows to create added value in the neighborhood, increasing the growth opportunities of an area that aims to become a **destination** also through the *Leisure and Entertainment* sectors. Following this trend, Big Spaces was chosen by the market as a **strategic and functional consultant**, in order to set and implement the objectives of a neighborhood and its spaces.

# ACTUAL FIELD OF PLAY

PORTANUOVA DISTRICT

**THE ATTICO**

**THE PARK**  
BAM PARK

**THE SQUARE**  
GAE AULENTI SQUARE

**CORSO COMO POP-UP**  
C. COMO 10

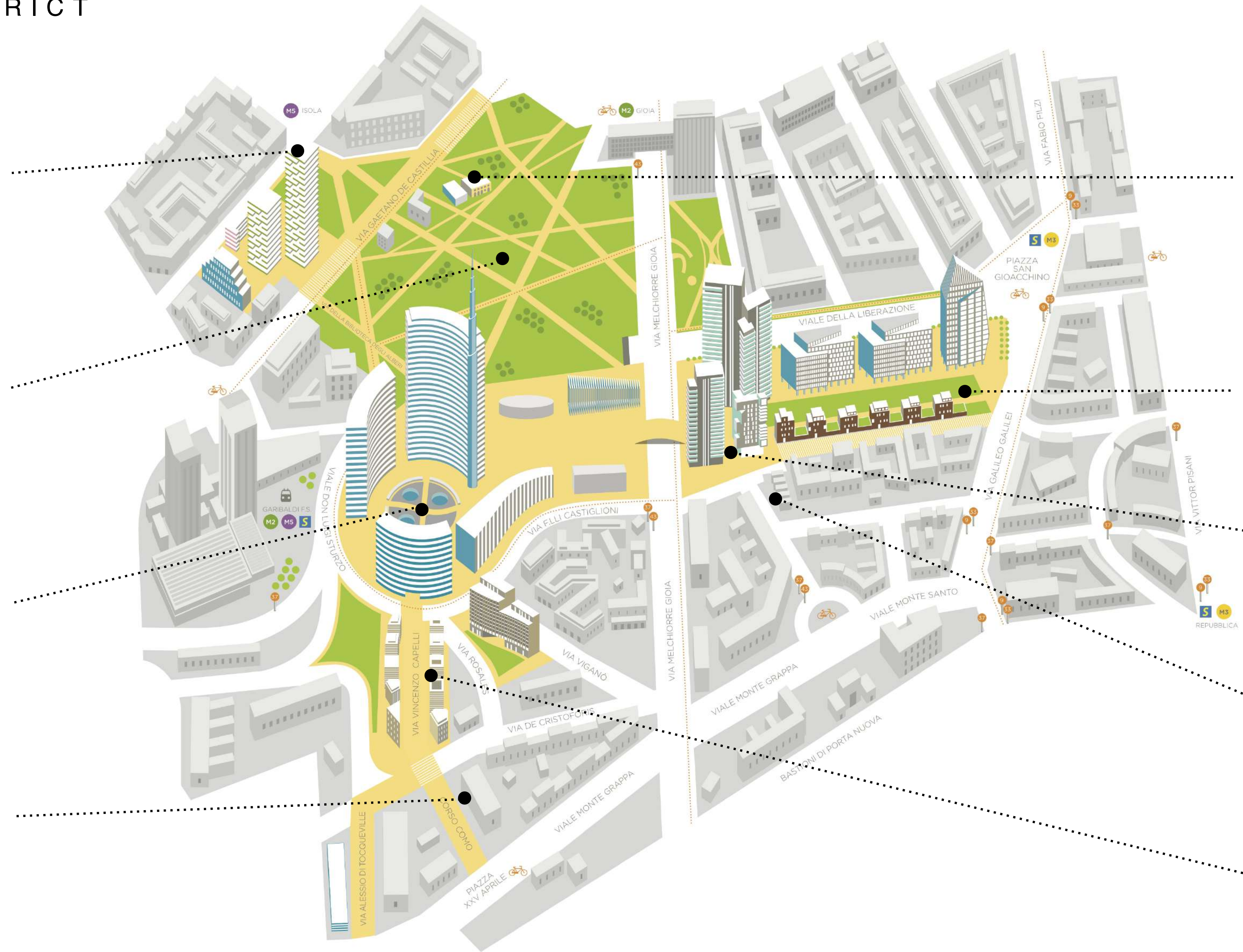
**R. CAPELLA  
FOUNDATION**

**THE MALL**

**THE SQUARE**  
ALVAR AALTO SQUARE

**THE LOFT**  
VESPUCCI 8 STREET

**THE STEP**  
VIA V. CAPELLI 4 STREET





# THE STEP

VINCENZO CAPELLI 4 STREET

RETAIL SPACE OF 95SQM

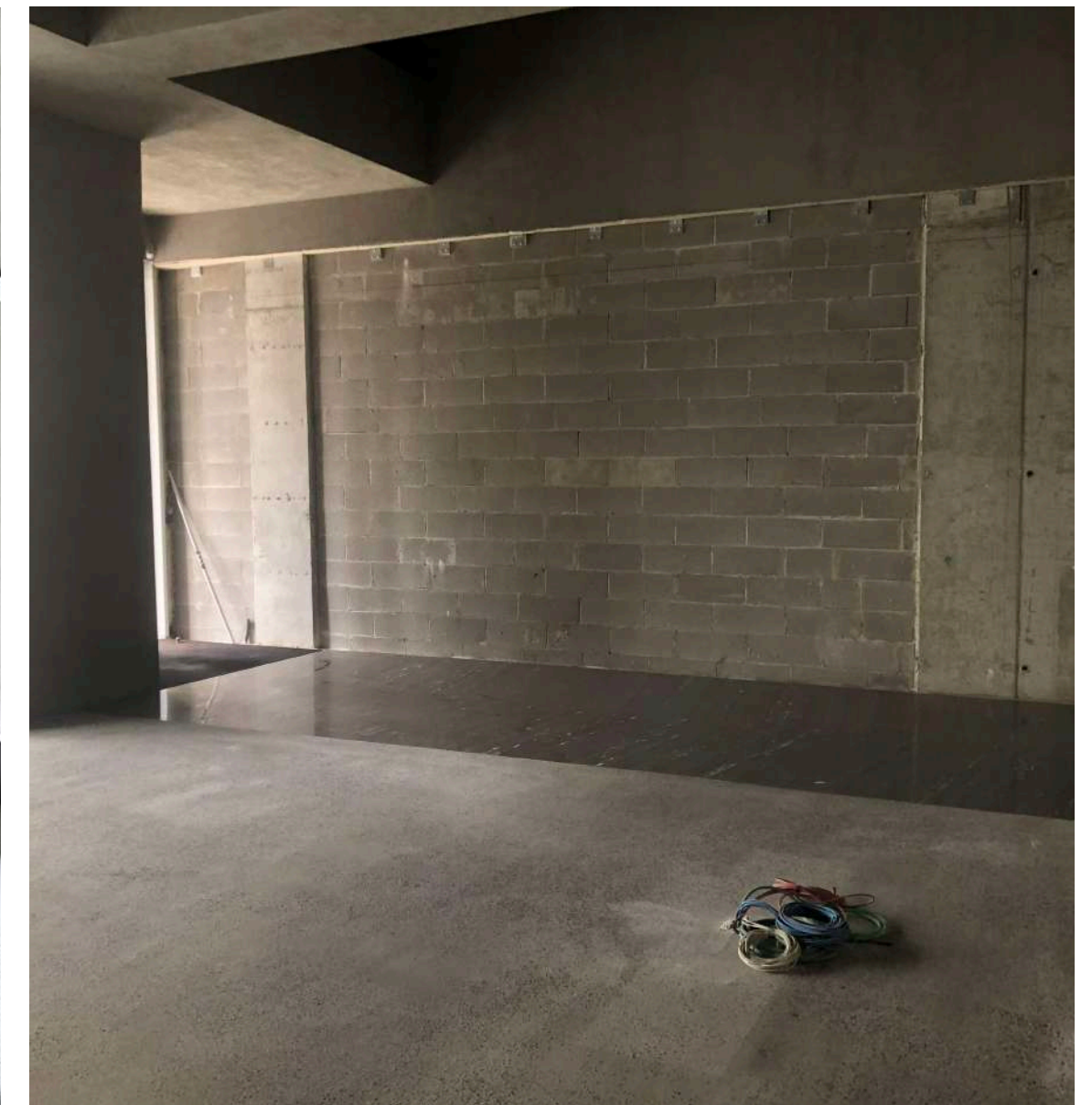
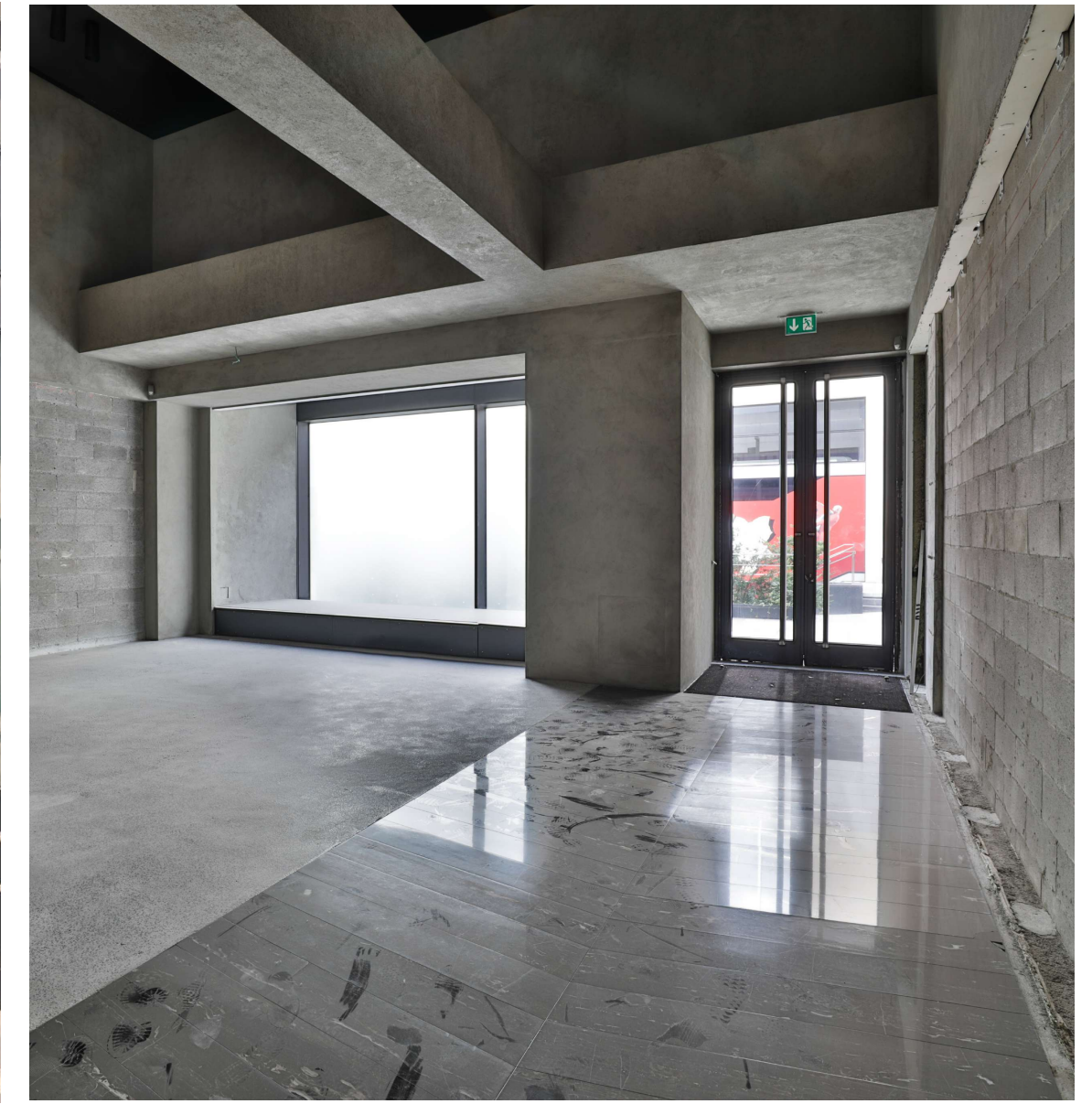
STORAGE AREA OF 70SQM

N° 1 ENTRANCE

Free retail space with entrance and windows in areas of great footfall that is well suited to activities such as **Pop Up store, Temporary Shop, installations, product launches, shooting, film and television production.**

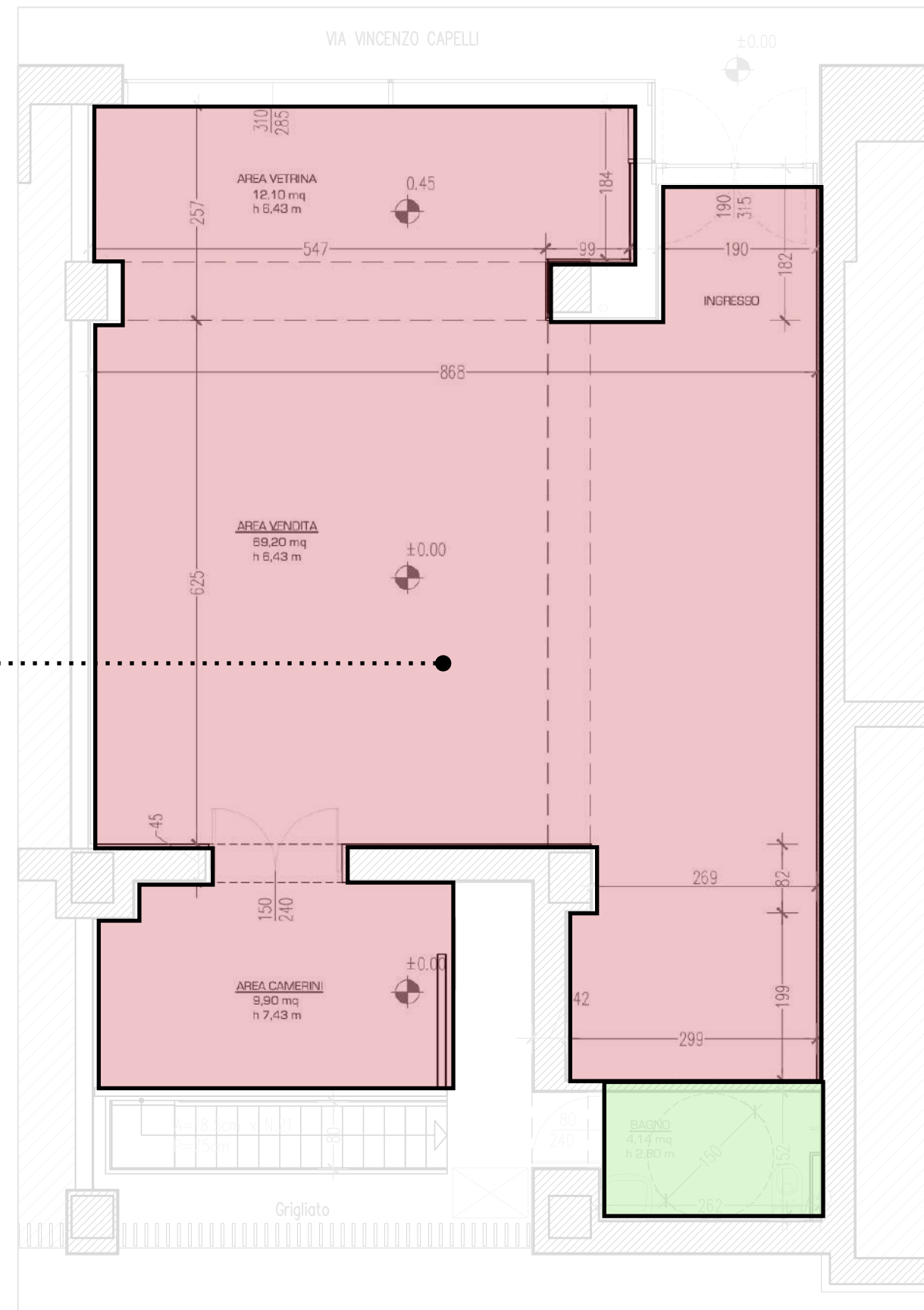
Retail plug & play located a step from the shopping district of Gae Aulenti Square and Corso Como.

It has a rustic environment, characterized by a large window and a direct access to the warehouse area. The location faces directly on the ramp of Vincenzo Capelli Street, crossroads of the major pedestrian flows in Portanuova.

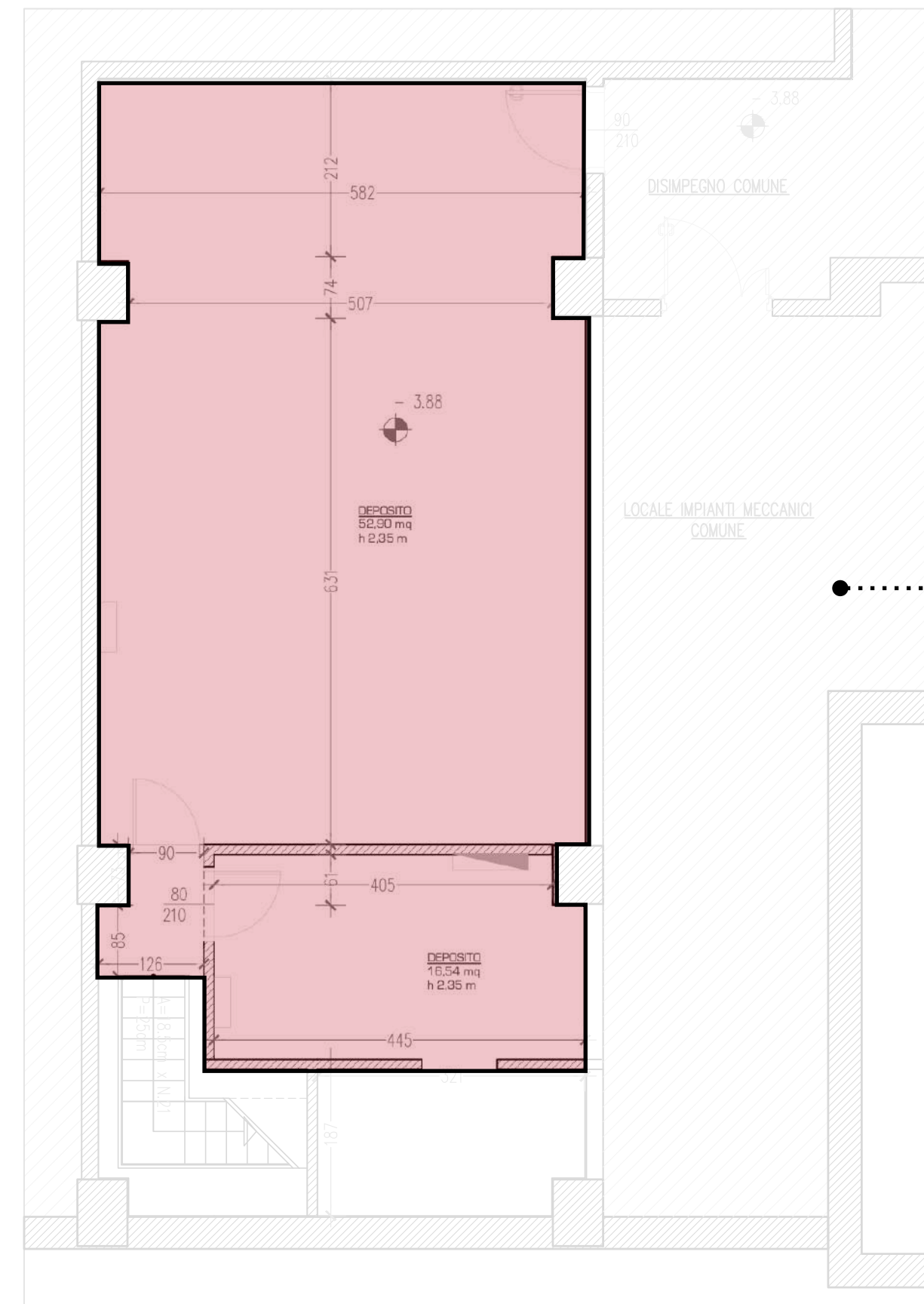


# THE STEP

## RETAIL AREA



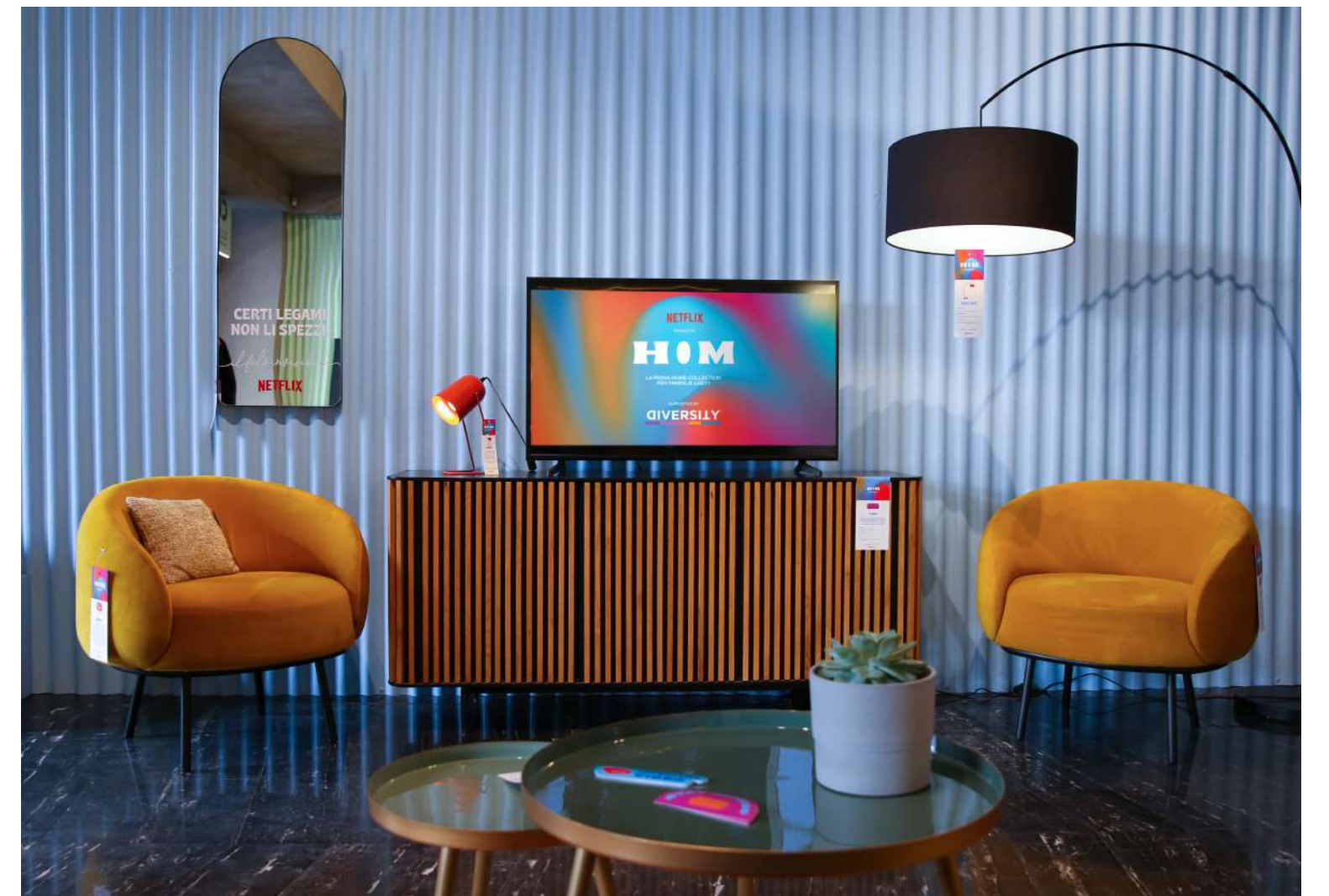
## WAREHOUSE AREA



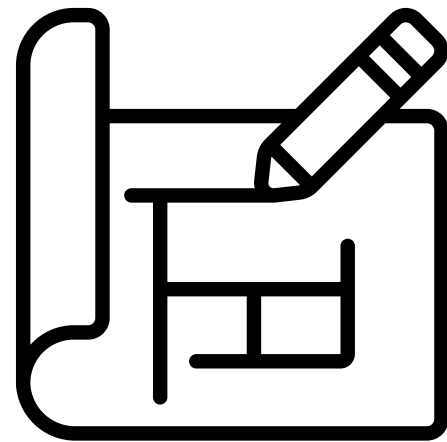
GROUND FLOOR  
95SQM

-1 FLOOR  
70SQM

# THE STEP

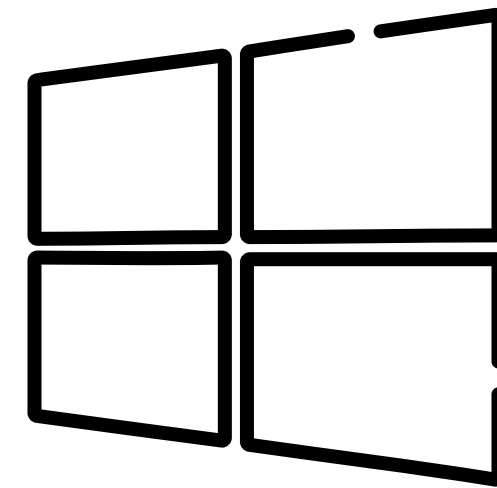


INFO AND TECHNICAL EQUIPMENT



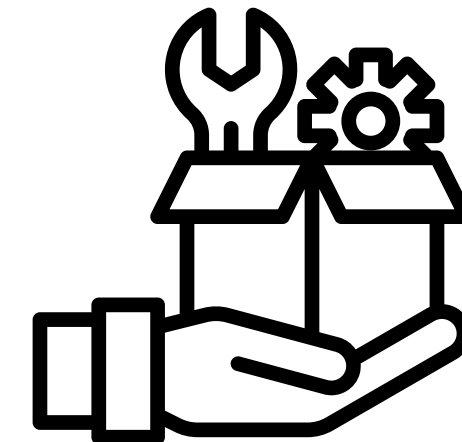
**SPACES**

Space of 95sqm  
Warehouse area at level -1  
Minimum usability  
L: 8,6 m - H: 3,5 m - P: 9 m



**TECHNICAL EQUIPMENT**

Basic lighting



**SERVICES**

Cooling/heating system  
Electric power up to 25kw  
Ticketing public parking up to 150 cars

## FOLLOW US



#makeitgreat

#makeitright

#makeityours

## CONTACT US

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**BIG SPACES**  
WE MAKE DESTINATION

THANKS