Pietro Perelli-Rocco
Porta Nuova Case Study

credits Hines / Coima

strictly private and confidential

Porta Nuova

- Large scale mix development in the center of Milan
- 29 buildings
- Grade A offices
- High end residential units
- Exclusive retail & Cultural buildings



Credits Hines and Coima

strictly private and confidential

Mixed development



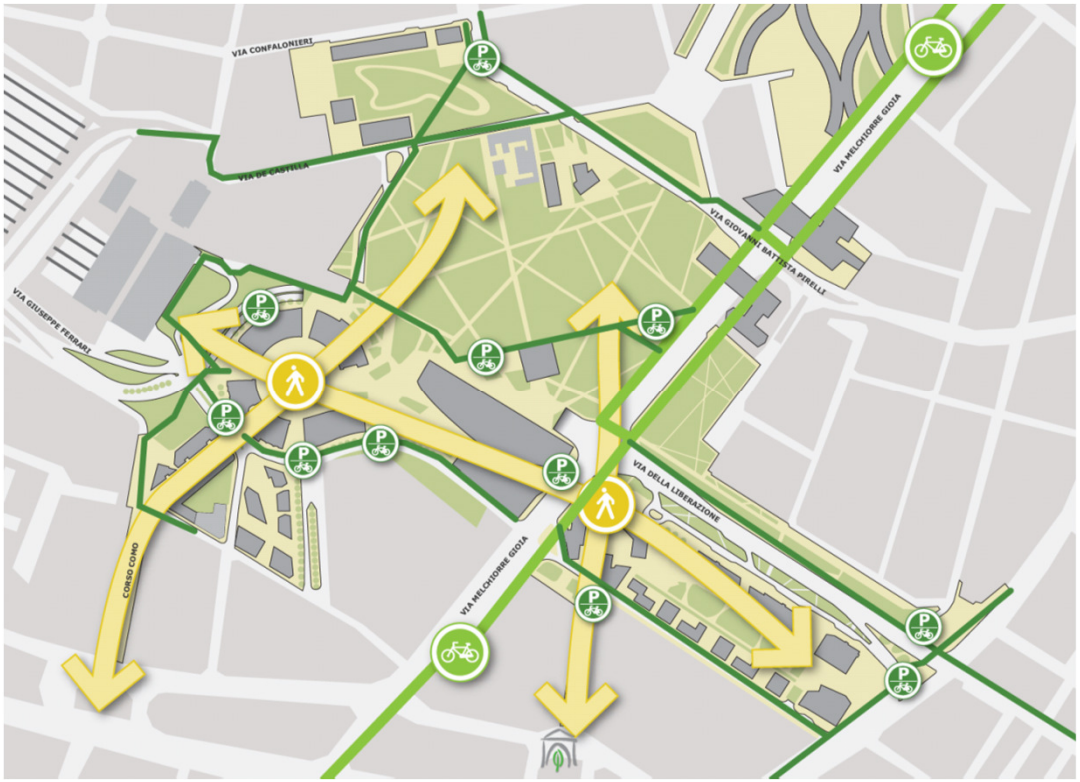
- 30 hectares of land
- Undeveloped for more than 40 years
- 1.5 km from the Duomo
- On Garibaldi Station
- 500 m from Central Station
- Less than 15 minute walk from
  San Babila, Castello Sforzesco
  Porta Venezia

Credits Hines and Coima

strictly private and confidential

Public and green spaces

- 30 hectares of land
- 160.000 sqm of pedestrian areas
- 70.000 sqm of Public Park
- 800 meters in the N-S direction
- 900 meters in the E-W direction
- Over 12M visitors in Year 1









Credits Hines and Coima

strictly private and confidential

Offices





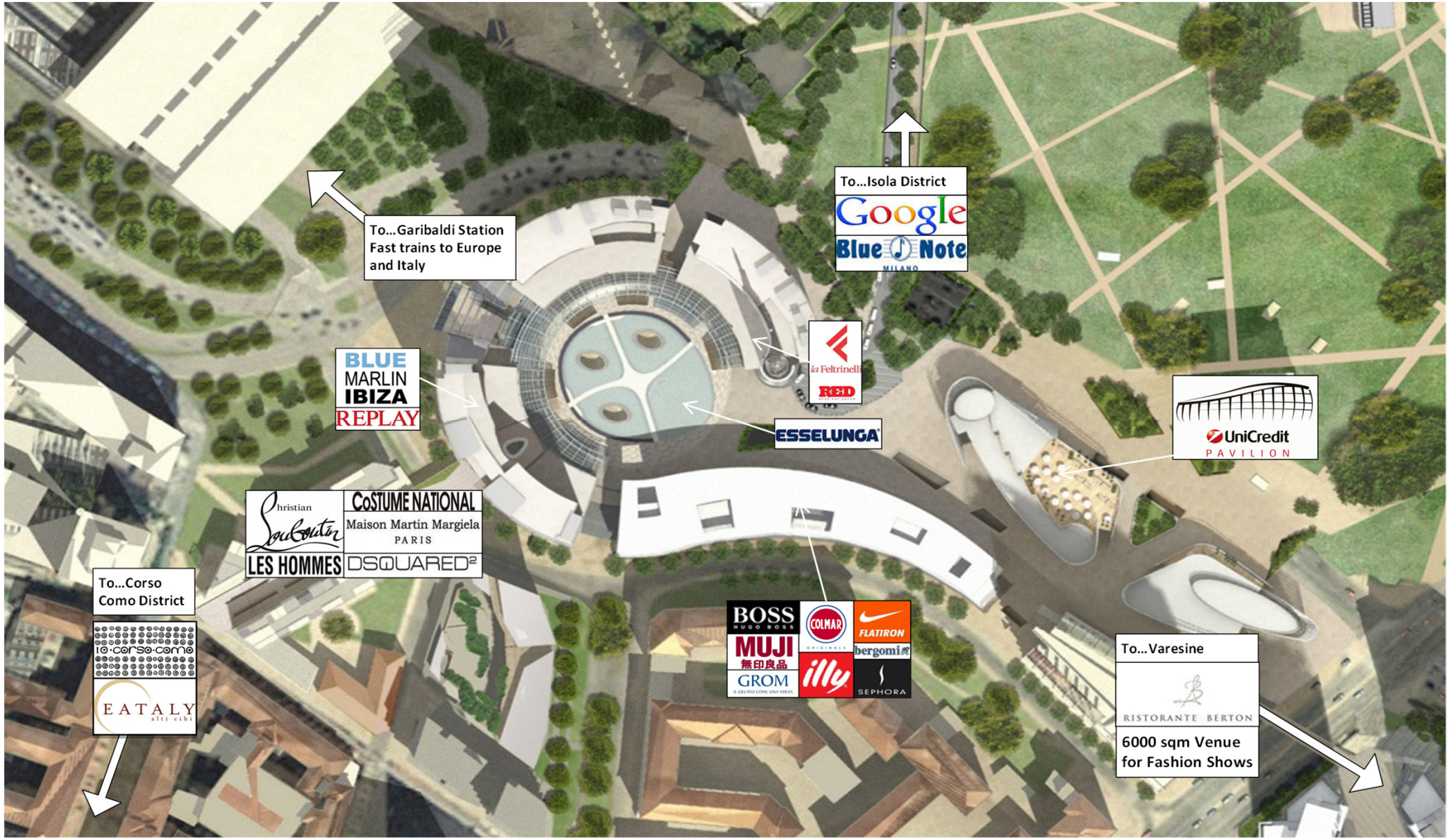


Google NIKE UniCredit Shire CANALI 1934 HSBC PANDORA FM Global SAMSUNG ALEXANDER MCQUEEN 中国建设银行 China Construction Bank Celgene BNP PARIBAS

Credits Hines and Coima

strictly private and confidential

Retail


To...Garibaldi Station
Fast trains to Europe
and Italy
To...Isola District
Google
Blue Note
MILANO
BLUE
MARLIN
IBIZA
REPLAY
la Feltrinelli
RED
ESSELUNGA
UniCredit
PAVILION
Christian Louboutin
LES HOMMES
COSTUME NATIONAL
Maison Martin Margiela
PARIS
DSQUARED²
To...Corso
Como District
10 corso como
EATALY
alti cibi
BOSS
HUGO BOSS
COLMAR
ORIGINALS
FLATIRON
MUJI
無印良品
bergomi
GROM
IL GELATO COME UNA VOLTA
illy
SEPHORA
To...Varesine
RISTORANTE BERTON
6000 sqm Venue
for Fashion Shows

Residential





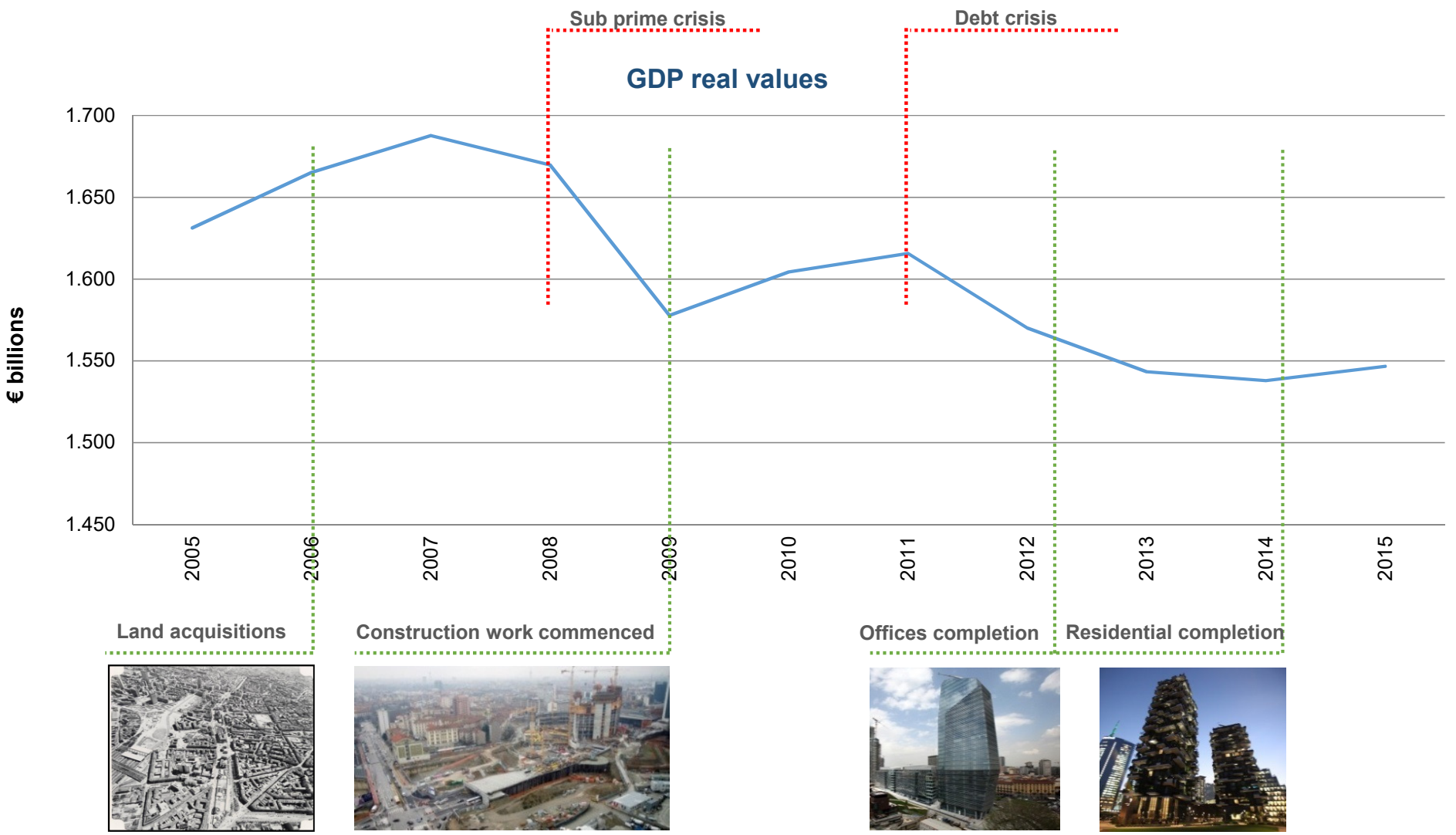








GDP

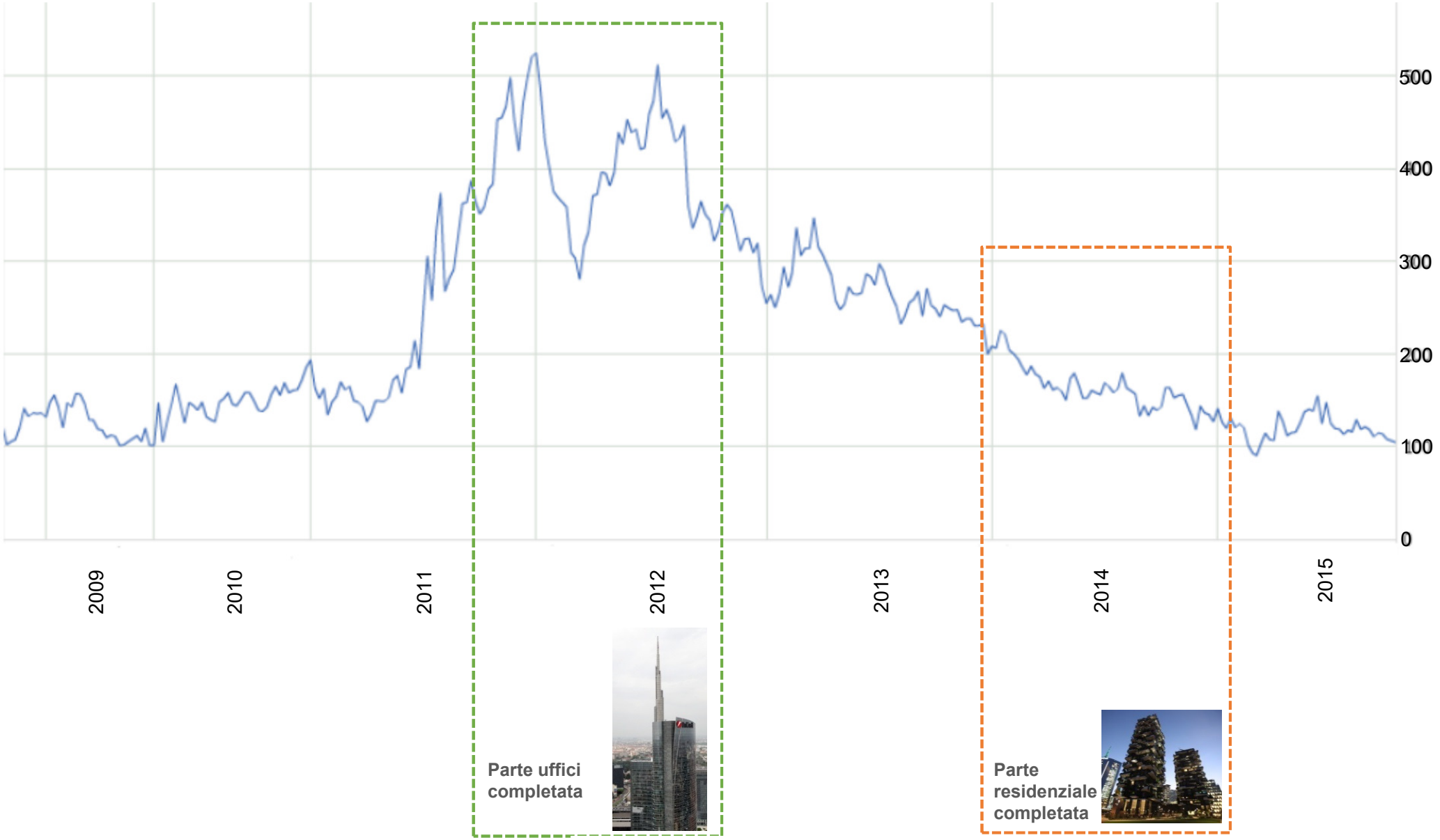


Istat Data

Credits Hines and Coima

strictly private and confidential

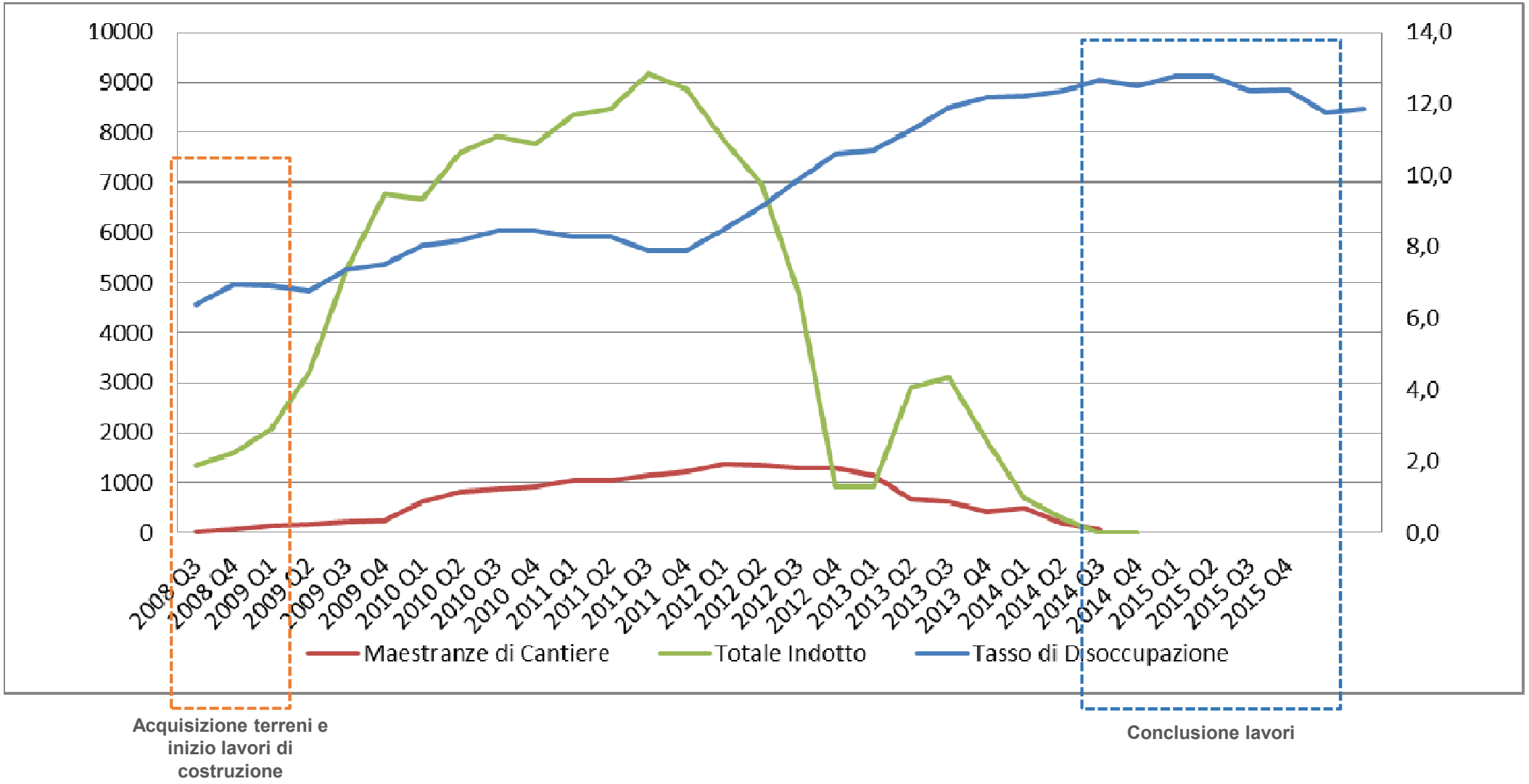
Btp – Bund Yield Spread



Credits Hines and Coima

strictly private and confidential

Unemployment Rate vs Porta Nuova



People: the real measure of success



Maratona Nike



X Factor - SKY TV



Armani, D&G at Vogue Night in Diamond Tower



Milan Federazione Calcio – campagna pubblicitaria



Moschino – campagna pubblicitaria



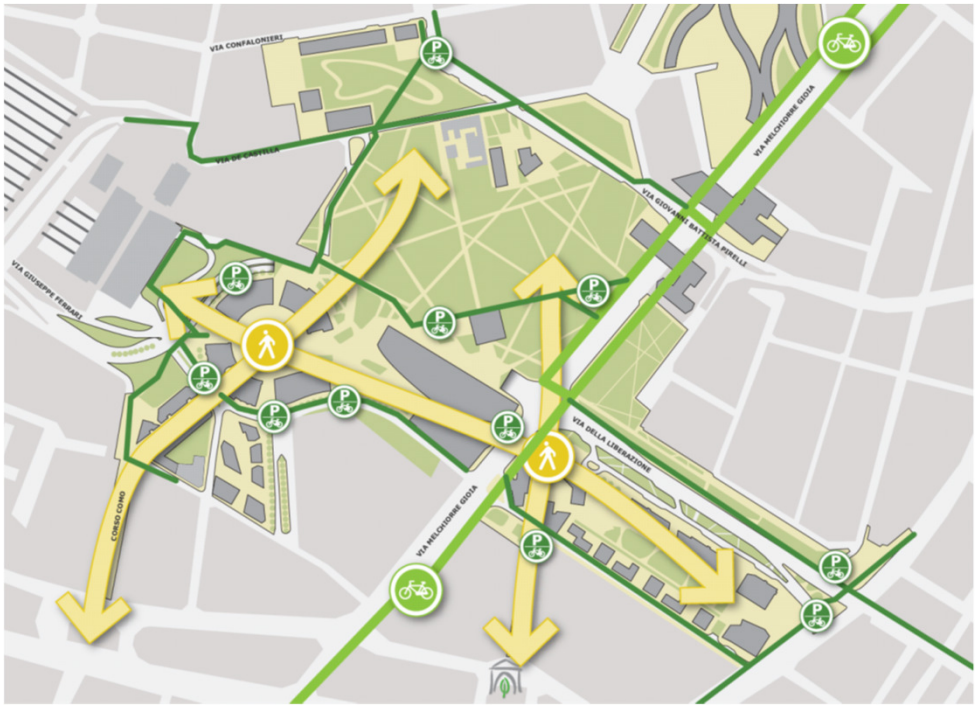
Boggi – campagna pubblicitaria

Credits Hines and Coima

strictly private and confidential



One Vision





strictly private and confidential

One Vision

- Reconnecting a difficult puzzle of abandoned land



Private Property

Municipal Property



Private Property

Municipal Property

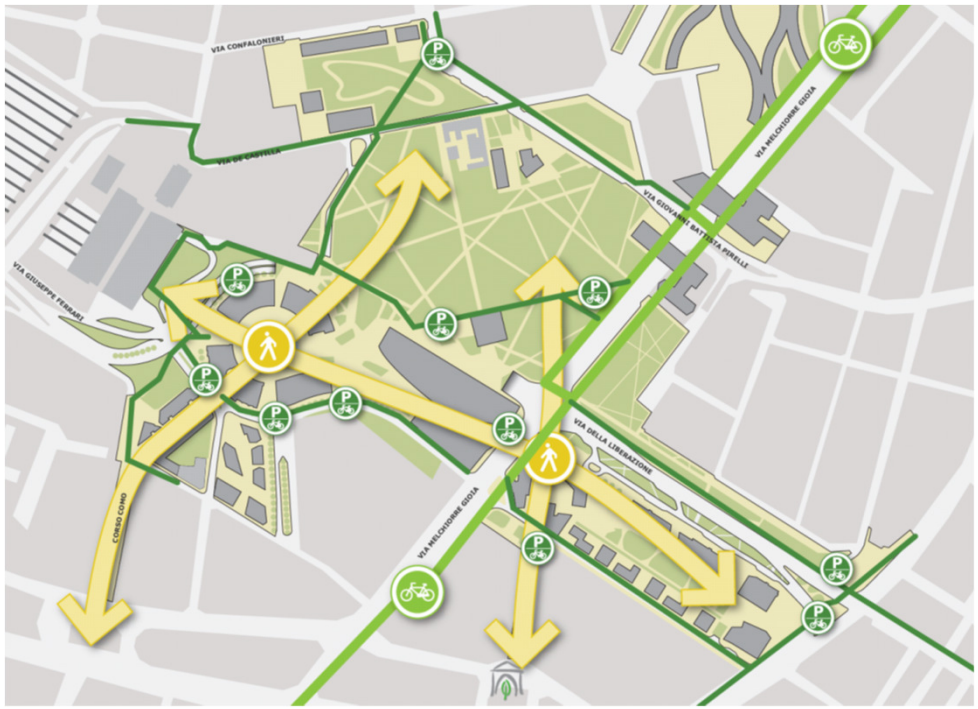
strictly private and confidential

One Vision: pulling together many stakeholders

- Pulling together many stakeholders

Land Owners

Equity Investors



Financing Banks

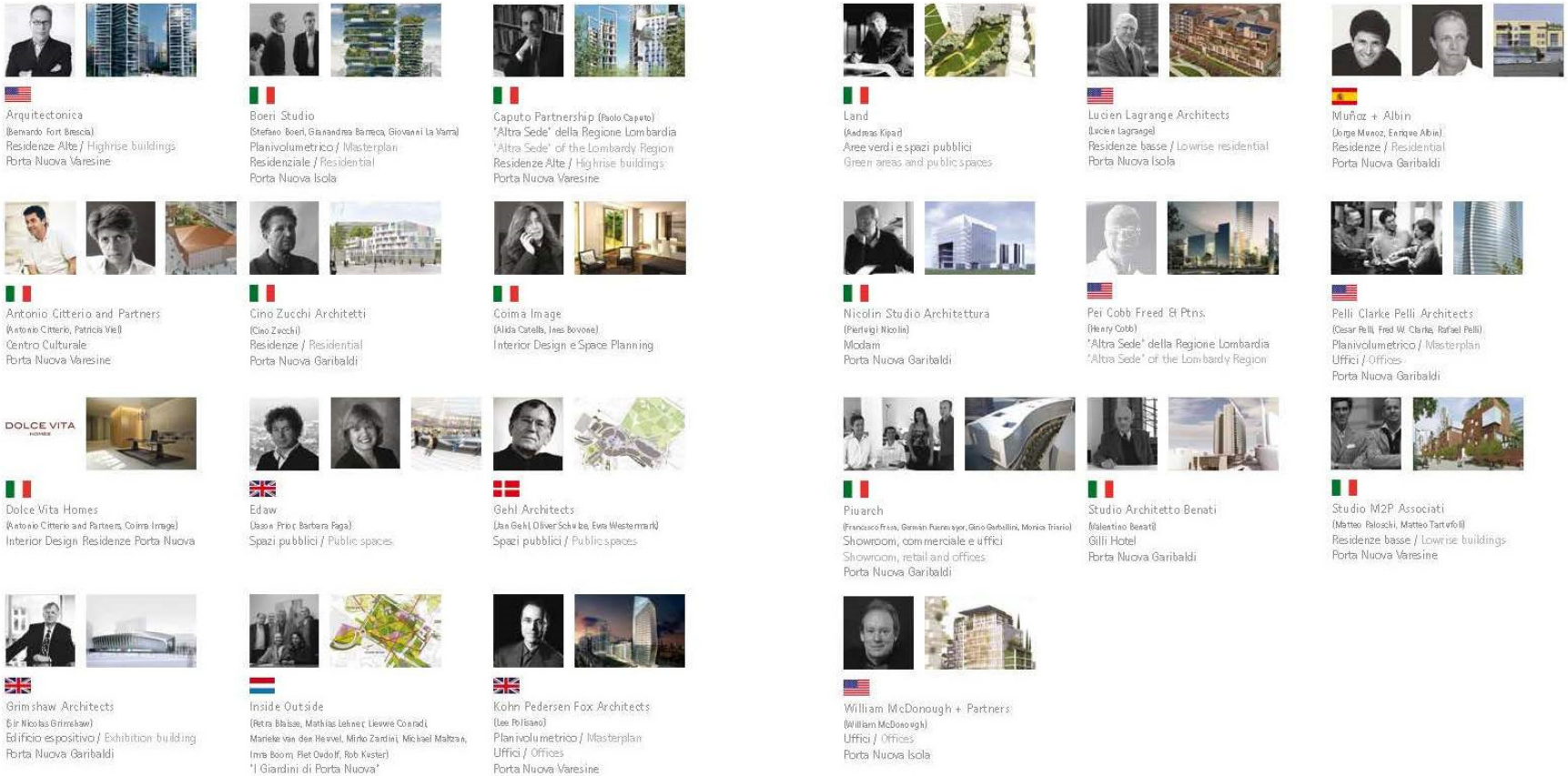
City / Region Government

Credits Hines and Coima

strictly private and confidential

One vision vs variety

- One vision vs Mixitè
- Three masterplanners
- 0ver 20 architects from 8 nations specialized in different product types



Credits Hines and Coima

strictly private and confidential

Public & Private – horizontal & vertical





Credits Hines and Coima

strictly private and confidential

Public & Private







Public & Private

- Executed public and private works (including parts of Line 5 tunnels)





Credits Hines and Coima

strictly private and confidential

Infastructure – high speed trains

1h 30’ from
Milan and **Rome**





London

Credits Hines and Coima

strictly private and confidential

Infastructure – high speed trains

Aree Metropolitane	Popolazione
1. Tokio	62.676.000
2. Shanghai	51.300.000
3. Seul	43.700.000
4. Pechino	39.600.000
5. Osaka	36.400.000
6. Mumbai	30.900.000
7. Manila	26.400.000
8. Giacarta	23.900.000
9. Città del Messico	19.100.000
10. Mosca	18.700.000
29. Milano	**11.100.000**
66. Roma	**5.600.000**

Aree Metropolitane	Popolazione
1. Tokio	62.676.000
2. Shanghai	51.300.000
3. Seul	43.700.000
4. Pechino	39.600.000
5. Osaka	36.400.000
6. Mumbai	30.900.000
7. Manila	26.400.000
8. Giacarta	23.900.000
9. Città del Messico	19.100.000
10. Mosca	18.700.000
13. Macro Area Milano	**Ca. 18.000.000**
22. Macro Area Roma	**Ca. 14.000.000**

strictly private and confidential

Infastructure – high speed trains

Aree Metropolitane	Popolazione
1. Tokio	62.676.000
2. Shanghai	51.300.000
3. Seul	43.700.000
4. Pechino	39.600.000
5. Osaka	36.400.000
6. Mumbai	30.900.000
7. Manila	26.400.000
8. Giacarta	23.900.000
9. Città del Messico	19.100.000
10. Mosca	18.700.000
29. Milano	**11.100.000**
66. Roma	**5.600.000**

Aree Metropolitane	Popolazione
1. Tokio	62.676.000
2. Shanghai	51.300.000
3. Seul	43.700.000
4. Pechino	39.600.000
5. Osaka	36.400.000
6. Mumbai	30.900.000
7. Manila	26.400.000
8. Giacarta	23.900.000
9. Città del Messico	19.100.000
10. Mosca	18.700.000
13. Macro Area Milano	**Ca. 18.000.000**
22. Macro Area Roma	**Ca. 14.000.000**

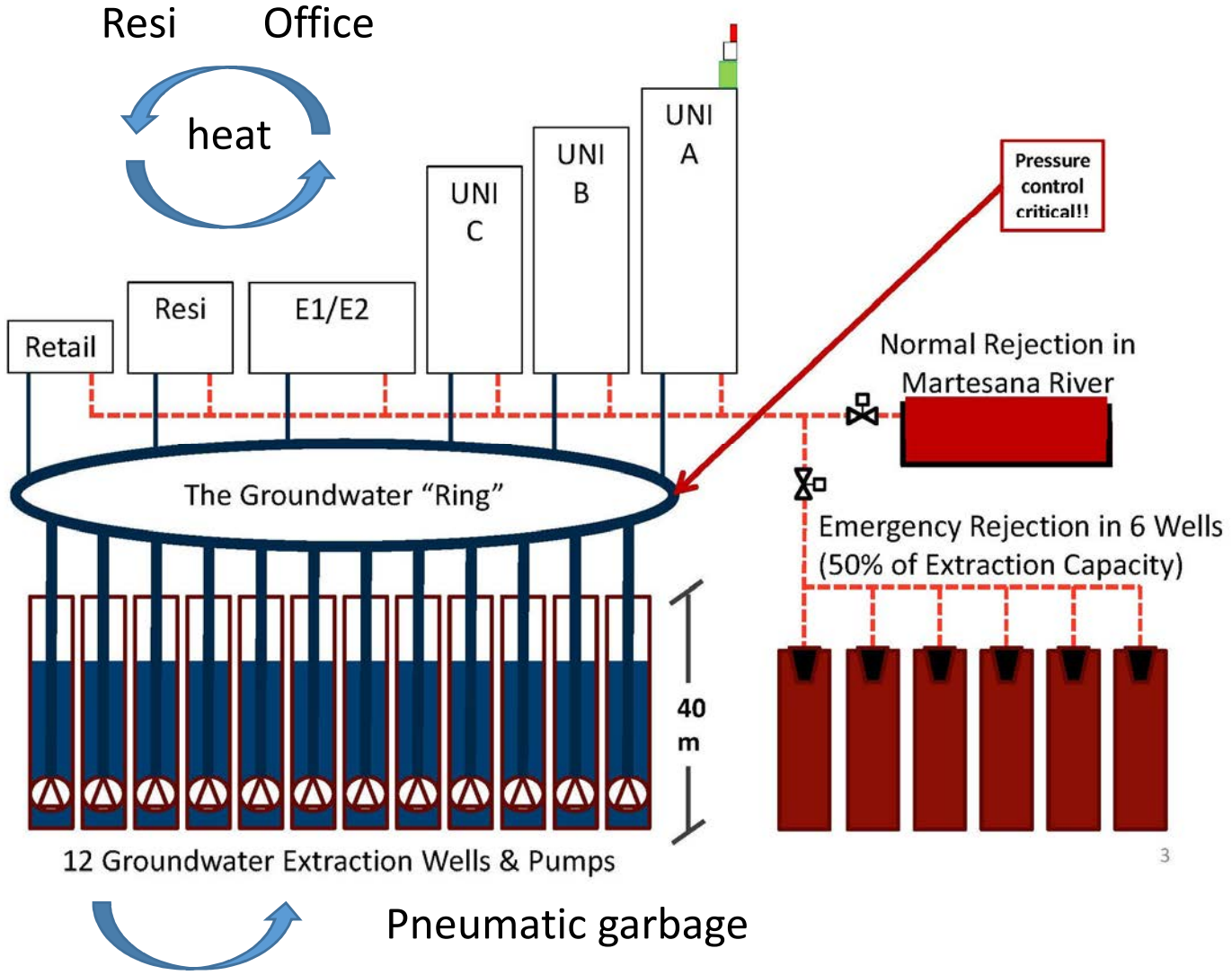


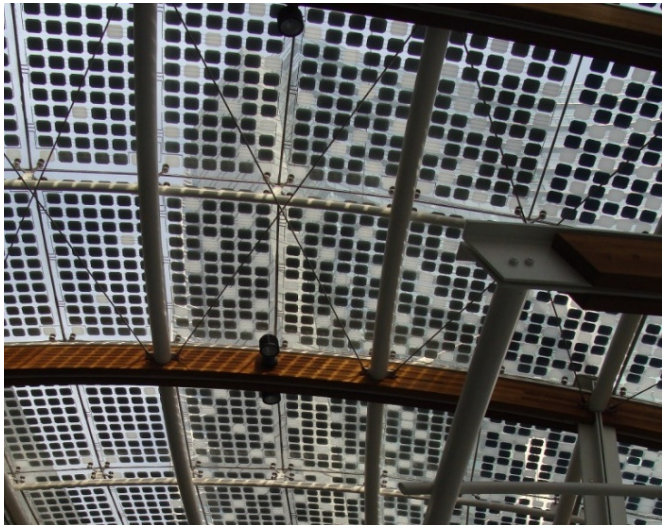


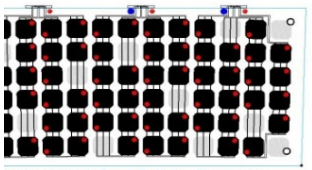
Credits Hines and Coima

strictly private and confidential

Sustainability



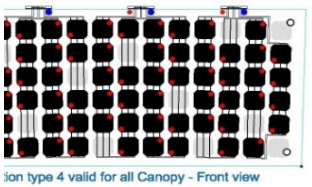




ion type 1 valid for all Canopy - Front view

PHISICAL CHARACTERISTICS OF LAMINATED PV GLASS G1.XXX.X.06.00.X1/X4.xx TYPE

Front glass	dim. 2170 x 1039,5 mm, th 10mm, Low Iron, Ground edge, Tempered + HST
Rear glass	dim. 2170 x 1039,5 mm, th 10mm, Low Iron, Ground edge, Head Strengthened
PVB	Solar, th 1,52mm
Total weight	117 kg
thickness	21,52 mm ± 5%



ion type 4 valid for all Canopy - Front view

ELECTRICAL CHARACTERISTICS OF GLASS G1.XXX.C.06 TYPE

toll 5%

Cell type	n° 65 SunPower, cell efficiency22,1%	Dati
Electrical Characteristics	Pmax (maximum power) Voc (open circuit voltage) Isc (short circuit current) Vmpp (voltage maximum power) Impp (current maximum power) FF	176 W 43,33 V 5,27 A 36,00 V 4,89 A 0,7697
By-Pass Diodes	Diode SB1240 SCHOTTKY	12 A 40V
Temperature coefficients	Power Circuit voltage Short circuit current	-0,38 %/K -0,25 %/K +0.06%/K

strictly private and confidential

All sails on deck





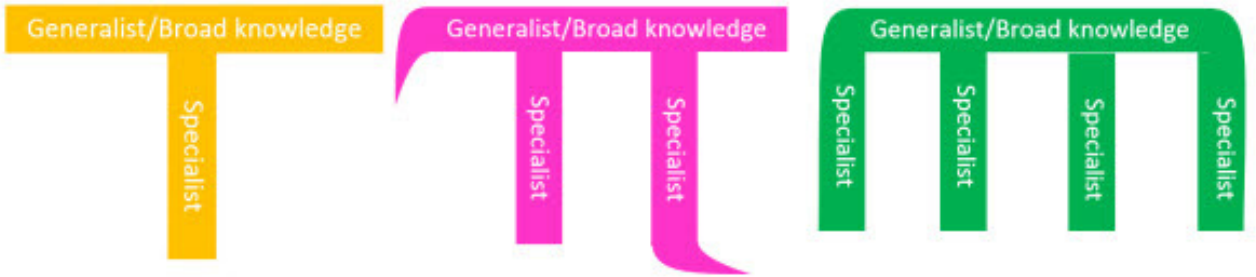


Credits Hines and Coima

strictly private and confidential

Project Management Team

SGR PM/CM INGRE RPN



T-shaped **Pi-shaped** **Comb-shaped**

Fund Management
Asset Management
Real Estate Finance
Time Control
Cost Control
Architecture
Structural Engineering
Mechanical Engineering
Agencies / Markets
Legal
...

Credits Hines and Coima

strictly private and confidential