



Press Release

## **SCALO MILANO: AT THE FUORISALONE 2015, PROMOS PROPOSES A VIRTUAL LOOK AT THE NEW "CITY STYLE"**

*Tortona Design Week 2015, from 13 to 19 April, at via Savona 43*

*Milan, 26 March 2015* – Promos will participate this year in Tortona Design Week with a **futuristic representation of its Scalo Milano project**, the innovative "City Style" that will open in the municipality of Locate Triulzi, at the gates of the Lombard capital.

Destined to become a reference for shopping in Milano, Scalo Milano will offer the best of the three business worlds most representative of "Made in Italy": **fashion, design and fine food**.

During the Fuorisalone event, **the location at via Savona 43 will feature the installation "Future Scalo", created to present the project in its architectural setting, in a highly interactive mode, guiding the visitors on a virtual tour of the innovative atmosphere of the project.**

"Future Scalo" is a view of the future Scalo Milano City Style, a virtual projection not only of glimpses and views of the architectural elements that characterize it, but a projection like a look into the future, an environment where architecture, lighting and technology mix to give life to a social place of congregation, capable of exciting and involving the spectator actively.

The visual, integrated with the architecture, will accompany the visitors on a tour of Scalo Milano thanks to a **magic box, a stage where the public is the star, catapulted into a kaleidoscope of image, lights and transparency**. Mirrors as a synonym of beauty but also as the reflecting surfaces of the architectural choices, where the gestures and volumes multiply to infinity, recreating the idea of multimedia social space.

"Future Scalo" **responds to the spectator's movements, using motion capture technology, thanks to the creativity of Andrew Quinn**, and gives the visitor a visual "experience", not merely passive observation but active participation in the space, according to the philosophy of Scalo Milano.

In terms of presentation, it is alternative, virtual and technological, under the **artistic direction of Metrogramma Milano**, with the **visuals by Andrew Quinn** skillfully amalgamated by the **lighting of Alessandro Chiodo**, accompanied by the **sound design and sound track of Piernicola Di Muro**.

In line with its strong geographical and cultural integration with the city of Milan, for the 2015 edition of the Fuorisalone event, Scalo Milano also wanted to offer an original charitable initiative, in collaboration with the non-profit organization **Dottor Sorriso**, to collect funds for the support of **projects of clown therapy in the pediatric wards of Milan's hospitals**. During the Fuorisalone event, at the via Savona location, visitors can purchase lovely objects on the Scalo Milano theme produced in collaboration with the students of the **Foundation for "Made in Italy" ITS Machina Lonati** professional training center, which will open a branch of the school at Scalo Milano. On the afternoons of Saturday April 18 and Sunday April 19 two Dottor Sorriso clowns will entertain the younger visitors with their fun and games.



The complete schedule of activities will be officially published soon, along with the presentation of the food partners of Scalo Milano involved in the event.

**Filippo Maffioli, CEO of Promos comments:** *“We have chosen to bring Scalo Milano to Tortona Design Week for the third consecutive year because the event reflects the elements of style, excellence and innovation that are at the basis of the project. The Fuorisalone event is also one of the key events of the city of Milan and its vicinity to the area is one of the fundamental elements of Scalo Milano, which means to become nothing less than a new district of the city. Particular attention will also be devoted to the environmental impact, with over 120,000 sq.mt. of area turned into a park, with bike paths and new areas that can be used by the public in general. We are working intensely to finish the project, motivated by the excellent response of the market”.*

When operating at capacity, Scalo Milano will have 300 stores and shops on a gross business area of 60,000 sq.mt., with parking for 4,000 cars, but it will also be the permanent home of an advanced professional training school and art center, with exhibitions of contemporary art.

With a catchment of **6.3 million inhabitant within 60 minutes** and over 13 million annual tourists on which to count, it will be accessible from Milan with the **metropolitan transport network** (Locate Triulzi stop on the S13 link less than 20 minutes from Piazza Duomo), with the **rail network** or by **car**, from via Ripamonti or exit no. 8 on the West Ring Road (15 minutes from Linate airport).

Works should be completed with the opening of Stage 1 by spring 2016.

## **PROMOS**

Promos Srl is a company specialized in development, marketing and management of large business real estate projects such as factory outlet villages, shopping centers and retail parks.

Founded by the Brescia-based entrepreneur Carlo Maffioli – who now presides over the company and guides it with his sons Filippo and Tomaso - Promos has over twenty years' experience in the field: with over 350,000 square meters of sales area built and tenanted, 150,000 square meters managed and projects in progress and for future realization involving another 150,000 square meters.

Among these last, an outstanding example is Scalo Milano, City Style under construction south of the Lombard capital, which will host an unusual combination of excellences in the world of Fashion, Food and Design, and will be directly accessible from the metropolitan transport network, making it one of the most important and innovative initiative now in existence in Europe.

Attentive to the changing dynamics of the sector, Promos has always operated with the goal of identifying strategic sites, acquiring them and turning them into income properties, offering itself also as a direct investor in the initiatives developed. The management division has grown significantly in the last decade, becoming the real second soul of the company, with the vocation of valorizing the company's own properties as well as those of particularly interesting third parties.

**For more information – Press Office Promos Srl**

### **iCorporate**

Greta Bonsignore - 348 3113185

Rita Arcuri - 3332608159

greta.bonsignore@icorporate.it - rita.arcuri@icorporate.it