

BAM, BIBLIOTECA DEGLI ALBERI - "The library of trees": A NEW CIVIC AND CULTURAL VOICE FOR ITALY

- **Signing of the first ever public-private partnership agreement for the management of a public park in Milan.**
- **The Riccardo Catella Foundation assumes full cultural and technical management of the Biblioteca degli Alberi di Porta Nuova (*Porta Nuova "Library of Trees"*), under its new name "BAM".**
- **A civic and cultural network with a program involving the non-profit sector, open to all citizens.**
- **Launch of the cultural programme on Sunday 8 September with a concert by the Filarmonica della Scala, for the first time ever performing in a public park.**
- **Major companies join BAM's innovative model through a series of partnerships (Volvo - the Park Ambassador, BNP Paribas, Nike and UniCredit).**

Milan, 25 July 2019 - Biblioteca degli Alberi, "The Library of Trees", today unveils a new identity under an agreement signed by the City of Milan, COIMA Sgr, and the Riccardo Catella Foundation. From this moment, the third largest public park in Milan takes the new name of BAM, Biblioteca degli Alberi Milano: Milan's Library of Trees (BAM). The agreement also defines the responsibilities of the Riccardo Catella Foundation for the park's technical and cultural management.

The announcement was made today in the presence of Filippo Del Corno, Councillor for Culture of the City of Milan, Manfredi Catella, Founder and CEO of COIMA and President of the Riccardo Catella Foundation, Kelly Russell Catella, General Manager of the Riccardo Catella Foundation, and Francesca Colombo, BAM Cultural Manager.

BAM is Milan's third largest green space and the only park not closed by fences, connecting it seamlessly with the urban fabric. BAM purpose is to provide a space designed for the city: leading a pilot project aimed at creating a place of excellence, the nerve centre of a network open to collaborations with organisations and companies, and promoting heightened civic and cultural awareness among all citizens.

BAM is the core element of the entire urban regeneration project for Porta Nuova, providing pedestrian-friendly spaces in the area and Milan as a whole. Including the 90,000 square meters of BAM, over 160,000 square meters of pedestrian spaces have been developed between Corso Como, Piazza della Repubblica and the offices of the Region of Lombardy. With this, the district becomes the driving force for urban reconnection, under the "green rays" concept laid out in the Lombardy Regional Plan.

The project to develop more public green spaces began in 2007, when the Riccardo Catella Foundation - in collaboration with the Municipality of Milan - created the first "green building block" of the Porta Nuova project: the public garden in Via de Castillia 28. Starting from these roots, the Porta Nuova urban design has become a role model for all of Milan.

The Riccardo Catella cultural and technical team developed the BAM management concept following in-depth analysis of national and international best practices, including the New York High Line, Bryant Park in Manhattan, and the Klyde Warren Park in Dallas.

The objective was to implement an Italian project at par with worldwide standards of excellence in the management of public spaces, serving as a cultural engine of urban regeneration, and involving the community on issues of global relevance, including matters of climate change, public education, social diversity and inclusion.

The programme, inspired by the United Nations 17 objectives of sustainable development, is divided into four pillars: #openairculture (music, site-specific performances, literary readings, "theatre in landscape"), #nature (discovery walks, the park's botanical and wildlife variety, respect for nature, nature workshops and readings), #wellness (outdoor well-being, physical activities) and #education (public lectures on innovation and sustainability themes, urban gardening, educational and creative workshops - for children, adults,

families). Recognising the highly innovative model, BAM has been joined by a series of major companies in specified partnerships. Among these are Nike, BNP Paribas, UniCredit and Volvo, with the latter being reconfirmed under the new agreement in the role of Park Ambassador, in a strengthened relationship with COIMA, the Riccardo Catella Foundation and the City of Milan.

A program of "BAMoments" will present cultural experiences based on sustainability, innovation, inclusion and internationality, continually advancing the dynamic role of BAM. The aim is to position BAM as an authoritative civic and cultural voice on green public spaces in Italy, through active and inclusive involvement of the community: an aim completely aligned with the previous actions of the Riccardo Catella Foundation. Since the beginning of the construction phase of BAM, the Foundation has continuously promoted a series of initiatives and cultural experiences that involve the people of Porta Nuova and Milan in the park's creation, making the community an integral and active part of the project.

The 2020 cultural program provides a full calendar of events with an international line up of free initiatives fostering innovative exploration of the nature-culture pairing. The emphasis is on experimentation of new "open air" formats, placing the community at the centre of each initiative: a strategy that capitalises on the soul and strong identity of BAM as a scene of culture and direct personal experience.

Volvo, the Park Ambassador, will kick off with the first events in the month of September, starting with an outdoor concert by Filharmonica della Scala, "picnics and music", and the BAM Street Art dates.

At the same time, Nike will initiate its collaboration in the wellness program "NTC VIBES in the Park" providing daily training sessions, free and open to the public, offering everyone free access to sport and making the park a new destination for urban athletes.

Today we are presenting a preview of the BAM cultural program: the first major event dedicated to the community, coinciding with the return of Milanese to the city after their summer holidays: the first ever performance by the Filharmonica della Scala in a public park.

On Sunday 8 September, a forty-piece orchestra conducted by Maestro Alessandro Bonato will offer a Back to the City concert, with music by Rossini, Verdi, Mascagni and Mendelssohn.

The management strategy also launched the program "BAMfriends" enabling individuals and companies to support BAM through a membership structure. Through this program, private individuals (at a membership fee of 25 euros/year) and corporate memberships (through bespoke financial sponsorships) will be able to contribute to the maintenance of BAM, participate as individuals, as part of their corporate social responsibility, and in voluntary activities and employee programs. The community of BAMfriends will also include retail offerings on goods and services.

The close relations and interaction between BAM and the public are reflected in the park's new visual identity. Interbrand, the global brand consultancy has created a logo telling the story of the soul and inclusive vocation of the park, starting from the lettering I AM, composed in books, developing into trees with intertwining branches that embrace the community. The whole composes the name and logo, communicating the specificities and differences of BAM compared to other Milan parks.

BAM is the urban "botanical library" designed by Inside Outside/Petra Blaisse of Amsterdam. In June 2015 COIMA Sgr, on behalf of the City of Milan, assumed implementation of the works as a public contribution within the financing of the Porta Nuova urban project.

On 27 October 2018, COIMA opened BAM to the public as a temporary manager, awaiting the outcome of tenders and finalisation of the public-private partnership agreement.

Marta Spainì, a lawyer with Studio Ammlex, was instrumental in developing the details of the public-private agreement, on behalf of COIMA Sgr and the Riccardo Catella Foundation.

COMMENTS

Filippo Del Corno, Councillor for Culture, City of Milan

"Today we witness the launch of an extraordinarily innovative project, uniting high design and the natural qualities of this park with a rich cultural program. BAM has only been open a few months, but has already become a place "of the heart" for all Milanese and for our visitors. The park is now ready to take on a bigger role, becoming the ideal open-air stage for initiatives and activities for all. This new phase will be inaugurated by the Filarmonica della Scala: the first time ever that this prestigious orchestra has performed in a park. This exceptional event strengthens the bond between the Teatro alla Scala and Milanese of all ages".

Manfredi Catella, COIMA CEO and President, Riccardo Catella Foundation

"The vision of the Porta Nuova area has always included the re-weaving of the urban fabric with its green and pedestrian areas. BAM consolidates a pedestrian area of over 160,000 square meters, extending seamlessly into the surrounding neighbourhoods, becoming a new paradigm of urban design. BAM generates spaces of meeting, inclusion, gathering and exchange. In the digital age, these physical places are increasingly important to achieve truly responsible development, designed in consideration of the needs of real people."

Kelly Russell Catella, General Manager, Riccardo Catella Foundation

"The Riccardo Catella Foundation aims to apply the experience gained through over 10 years of projects involving our community, creating increasingly liveable urban places centred on BAM. We accept the challenge of constructing a model of excellence to be replicated in public spaces throughout Italy. BAM will be a place of inclusion, respect, sustainability and innovation, but also fun for global citizens, engaged in a place of nature and biodiversity within the city of Milan."

Francesca Colombo, BAM Cultural Manager, Riccardo Catella Foundation

"We will continue to develop BAM as a unique place, a park with a strong identity and voice. Our cultural, educational and wellness programs will be inspired by nature, the true protagonist of this context. We are committed to continuous and open dialogue with the citizens of Milan and our surrounding community of people and companies, just as the park itself is physically open to all. Together we will bring forth new and concrete initiatives for the city, in the name of culture and of harmonious, sustainable development."

Since 2007, FONDAZIONE RICCARDO CATELLA has pursued the mission of spreading a culture of sustainability in regional territorial development, and of active contribution to improving the quality of urban life through projects enhancing our public spaces. The Foundation is committed to the promotion of research and awareness programs dedicated to sustainable and responsible real estate investment (SRPI) and principles of social responsibility in land management, with particular attention to the reduction and management of risks associated with climate change. A second core commitment of the Foundation is to the implementation of civic and cultural projects within the region, for enhancement of urban green spaces and animation of public areas. Over the last 10 years, the Riccardo Catella Foundation has developed a series of civic programs dedicated to the regeneration of pedestrian areas, with over 2 million euros in non-profit investments, and based on active citizen involvement. In particular, the Riccardo Catella Foundation has promoted the cultural programme "I Progetti della Gente" (People's Projects): initiatives for the redevelopment of public spaces created by listening to neighbourhood communities, and "Mi Coltivo, Orto a Scuola" (Our Crops: School Garden), a project for creation of children's gardens in Milan public schools, and "Porta Nuova Smart Camp", an inclusive and innovative project uniting children with disabilities or serious illnesses, and healthy children, all in common experiences.



Silvia Rocchi - rochi@secrp.com 333 3013039; Karen Carminati - carminati@secrp.com 338 6662603