

# Hines

## Press Release

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**MUNICIPIO 7**



For more information, contact:

Cristina Fossati, Image Building

Laura Filosi, Image Building

+39 0289011300

[trotto@imagebuilding.it](mailto:trotto@imagebuilding.it)

**“UNA COMUNITÀ ANIMATA” IS LAUNCHED, PROJECT PROMOTED BY ZONE 7 IN COLLABORATION WITH HINES: THE EQUA COOPERATIVA SOCIALE’S LUDOBUS WILL ENLIVEN SUMMER DAYS IN THE SAN SIRO AND BAGGIO NEIGHBOURHOODS FOR ALL FAMILIES REMAINING IN THE CITY**

*Ten dates spanning July to September with educational events and workshops to be held in the public areas in Piazza Segesta and the tech square in Via Quarti, in Milan*

**Milan**, 6 July 2022 – Being launched today in the tech square in Via Quarti is the first event of the public social initiative “Una comunità animata” [“A Dynamic Community”], a project promoted by Zone 7 in collaboration with Hines, the global real estate player, and with the support of the city of Milan. The project is the brainchild of Equa Cooperativa Sociale, a non-profit organization which for over thirty years has been planning educational, social assistance and welcoming services in the city of Milan and surrounding areas.

The “Una comunità animata” project involves ten days of events to be held from July through September, during which educators specialised in community entertainment from SPLuF (Spazio Pedagogico Ludico Formativo), the educational arm of the Equa Cooperativa Sociale, will offer play-centred events and workshops in public areas through activities focussed on respect for the environment and hands-on experience in the use of renewable energy sources.

The “Una comunità animata” project is the natural continuation of the activities Hines has organised over the last year in collaboration with Zone 7, the city of Milan and a number of Zone 7 schools, through the “Progetto Scuole” [“Project Schools”] initiative whose goal is to promote themes connected with social and environmental sustainability among young people. The project

is part of a broader programme of local community activities in which Hines is committed to promoting the development of a more aware civic sense in the younger generation, starting with primary school students, through the formulation of experimental educational projects also designed to stimulate the children's creativity.

The programme of activities that Equa Cooperativa Social educators will be offering is divided into three initiatives:

- **The Ludobus** [Playbus] – a special bus which will carry the games—partially self-built and partially bought—to be set up in the surrounding urban space. The games include wooden brain-teasers and toys for young children, to action games and games from different cultures;
- **Strampaludici Kit building workshops** – in conjunction with Ludobus activities, SPLuF educators will set up open air workshops for all ages to build the “Strampaludici Kits”. These are games taken from a range of traditions and created in workshops by children utilising natural and recycled materials, as well as reinventing uses for everyday objects;
- **Workshops that introduce the use of renewable energy sources: the Solar Control Panel** – all workshop participants can help to assemble a Solar Control Panel, a real “stand alone” photovoltaic installation that can power a range of devices (tablets, smartphones, speakers). This will teach them about utilising small solar panels to design energy supply systems to play music outdoors without the need for electrical connections, and using solar energy.

This is the event schedule:

- **Wednesday, 6 July 2022** / 9am to 1pm Via Quarti
- **Wednesday, 6 July 2022** / 3.30pm to 7.30pm Piazza Segesta
- **Monday, 11 July 2022**/ 3.30pm to 7.30pm Via Quarti
- **Wednesday, 13 July 2022**/ 9am to 1pm Via Quarti
- **Wednesday, 13 July 2022**/ 3.30pm to 7.30pm Piazza Segesta
- **Wednesday, 20 July 2022**/ 3.30pm to 7.30pm Piazza Segesta
- **Friday, 2 September 2022**/ 9am to 1pm Piazza Segesta
- **Friday, 9 September 2022**/ 9am to 1pm Piazza Segesta
- **Wednesday, 14 September**/ 9am to 1pm Via Quarti
- **Friday, 16 September 2022**/ 9pm to 1pm Piazza Segesta

SPLuF is a member and on the board of ALI per Giocare, the Italian Ludobus and Ludoteche Association. It is also a member of the working group of the Convention on the Rights of Children and Adolescents which, since 1998, brings together educational and social organisations with the goal of promoting the culture of play through sharing practices and methods focussed on play as a necessary human attribute, source of well-being and positive relationships.

**Silvia Fossati, President of Zone 7**, said:

“Animating local neighbourhoods is fundamental for the social relations and growth of the younger generation in our Zone. For us, offering residents of the future all the means they require to become civically-aware citizens is a priority. The “Una comunità animata” project aims to teach the importance of caring for and sharing public spaces, values which we strongly share with Hines.” “In many neighbourhoods in our Zone, girls and boys find themselves in difficult situations where, often, they do not have the same opportunities as their peers. This was the idea behind the development of this project that will allow them to spend days not only playing and having fun, but also strengthening the sense of community,” added **Roberta Lamberto, Councilwoman of Zone 7**.

**Mario Abbadessa, Senior Managing Director & Country Head of Hines Italy**, commented:

“Creating social value in the local area and promoting inclusion is one of our urban development goals, especially in contexts such as that of the Ex-Trotto where we are involved in a major renewal project in an area in the north-west of the city of Milan that has been in disuse for a decade. Involving the younger generation in an educational project comprised of themes tied to sustainable urban development is a priority for us, and because of this, we have collaborated enthusiastically with the project promoted with Zone 7 and Equa Cooperative Sociale that allows us to continue our activities for young people in the local area during the summer, and provide support to families that remain in the city during the summer months.”

## **Hines**

Hines is a private global real estate investment company founded in 1957 and now active in 285 cities in 28 countries. Hines has a \$90.3 billion<sup>1</sup> asset under management portfolio. Hines also provides third-party property management for more than 373 properties with total assets of over 10 million square metres.

In the past, Hines has developed, renewed or acquired approximately 1,530 properties with a total area of 47 million square metres. Currently, the company has over 198 development projects in progress throughout the world. Thanks to its vast experience in investments in all risk classes and all types of properties, and its pioneering commitment to ESG criteria, Hines is one of the largest and most-esteemed real estate companies in the world.

Since its entry into Europe in 1991, Hines has extended its European platform to include offices in 17 cities and a presence in 60 cities in 14 countries. Hines is the investment manager for a total of €24.5 billion assets under management. It also provides property management services to third parties, with a total of over 4.3 million square metres of assets in Austria, the Czech Republic, Denmark, Finland, France, Germany, Greece, Ireland, Italy, The Netherlands, Poland, Spain and the United Kingdom.

For additional information, please visit [www.hines.com](http://www.hines.com).

<sup>1</sup>AUM includes both AUM of the Hines organisation globally, as well as AUM RIA as of 31 December 2021