

# Hines

MUNICIPIO 7



## Press Release

28 June 2023

For more information, contact:  
Cristina Fossati, Image Building  
Laura Filosi, Image Building  
+39 0289011300  
[trotto@imagebuilding.it](mailto:trotto@imagebuilding.it)

**“UNA COMUNITÀ ANIMATA” RETURNS FOR A SECOND YEAR, THE PROJECT PROMOTED BY ZONE 7 IN COLLABORATION WITH HINES TO ENLIVEN THE SUMMER DAYS OF FAMILIES IN THE SAN SIRO-SELINUNTE AND BAGGIO NEIGHBOURHOODS**

*The programme of neighbourhood activities offered by Equa Cooperativa Sociale has been broadened and will consist of twelve dates from June to mid-September: educational events, workshops focussed on care of public spaces, street theatre performances, free medical visits and psychological support for parents*

**Milan** – Now underway in the San Siro-Selinunte public housing estates, is the second edition of the public social initiative “Una comunità animata” [“A Dynamic Community”]. The project is being promoted by Zone 7 in collaboration with **Hines** (a global real estate investment, development and management company) and 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, with a long history of activity in Zone 7. The programme consists of twelve dates, the first of which took place Monday, 26 June in the courtyard in Via Abbiati 6, and was open to all families in the neighbourhood who had already taken part in the opening event where circus and musical performances brought local streets to life, and was also attended by Silvia Fossati, President of Zone 7.

For its second year of activity, “Una comunità animata” has broadened its educational-play activities for children and families who live in the San Siro-Selinunte and Baggio area public housing estates, thanks to the support of new partners that will work alongside the Equa Cooperativa Sociale’s educators specialised in community entertainment: **Duetti e ½** –

inauguration partner, a cultural association founded in 2005 to promote cultural activities in street theatre, circus and theatre; **CO.Esa** – a social cooperative founded in Milan in 1997 involved in planning and managing psychological, educational and assistance services for children, adolescents, families, the elderly and the disabled.

Thanks to its collaborative initiatives, each year Co.Esa is also involved in creating projects in the schools and local area to combat inequality and improve the overall quality of life of the people who live there; and **ABC del Quartiere** – a multipurpose educational centre to prevent and fight early school leaving, the brainchild of the Università degli Studi di Milano-Bicocca. Developed by an all-women team, “l’ABC del Quartiere” offers a non-conventional after-school programme for children and young teens aged 5 to 14, and their families, with workshops guided by educational specialists, that include after-school activities, help with homework, family support and counseling, and development of good practices and tools for strengthening and spreading the identity of the neighbourhood.

Starting this year, in addition to recreational events and workshops on caring for public spaces designed for young people, “Una comunità animata” will also offer the opportunity for free medical visits and participation in psychological support groups for parents.

Below is the calendar of events, which will continue to mid-September:

- 3 July at 5pm in the inner courtyard of Via Abbiati 6 (San Siro-Selinunte)
- 5 July at 4pm in Via Quarti (Baggio)
- 6 July at 11am in the inner courtyard of Via Maratta 3 (San Siro-Selinunte)
- 7 July at 11am in the inner courtyard of Via Tracia 3 (San Siro-Selinunte)
- 12 July at 4pm in Via Quarti (Baggio)
- 13 July at 11am in the inner courtyard of Via Maratta 3 (San Siro-Selinunte)
- 13 July at 4pm at the Parco della Biblioteca (Baggio)
- 14 July at 11am in the inner courtyard of Via Tracia 3 (San Siro-Selinunte)
- 19 July at 4pm in Via Quarti (Baggio)
- 26 July at 4pm in Via Quarti (Baggio)
- 15 September at 4pm at the San G. Bosco playing fields in Via Mar Nero (Baggio)

“Again this year,” declared the **Councilman for Health and Welfare of the city of Milan Lamberto Bertolè**, “we have consolidated an alliance between the public and private sectors, both social and other areas, to build a network of support and aid for those who are alone and require assistance, or even just someone to talk to. Initiatives which are particularly important,

especially when they take place in working-class neighbourhoods like San Siro and Baggio whose residents are very vulnerable. This is why the “Una comunità animata” project is very special to us and we are convinced that it can capture the desire for social interaction and entertainment of the families, the elderly and the children of Zone 7.

**Silvia Fossati, President of Zone 7**, added: “Today marks the beginning of the ‘Una comunità animata’ calendar. Fun, social events designed to involve neighbourhood residents of public housing in Zone 7. For us, lively events in working-class areas is a means of communicating—especially to young people—the importance of caring for and sharing public spaces. The second year of this project, which is treasured and much-loved by participants, comes after a year of collaboration with Hines, including through the *Ecolimpiadi* and *Pianeta 30* projects, and continues with the aim of strengthening the civic awareness in synergy with the activities of educational and social bodies active in our area. These initiatives offer boys and girls many days of healthy fun and development of a sense of community by stimulating their creativity through play within their own neighbourhoods. Huge thanks go to the educators for their work and to Hines for its support.”

**Mario Abbadessa, Senior Managing Director & Country Head at Hines Italy**, commented: “*Una comunità animata* is a social innovation project that is a positive example of collaboration, not only between the public and private sectors, but also among the various groups active in the area, with the shared goal of providing concrete answers to the needs of the most vulnerable segments of the community. The very positive response we received after the first year of the initiative encouraged and stimulated us to broaden, from a multi-generational perspective, the programme’s activities, to be part of the daily lives of the many families who remain in the city during the summer. Supporting this initiative allows us to provide continuity with the activities we promote with local schools during the school year and offers us an opportunity to listen to the community to create social value in the local area.”

Among the activities that will be offered by the various associations involved are:

- **Performances of street artists** – during event days, the Duetti e ½ association will provide theatre and circus performances through neighbourhood streets;
- **The Ludobus [Playbus]**– returning again this year is the Equa bus with its range of toys, including those for physical activity, those that stimulate creativity and those inspired by different cultures and made using recycled materials to educate about re-using everyday objects;

- **Guided tours of the Parco delle Cave** – children will be taken to explore the Parco delle Cave, the third-largest park in Milan, located between Baggio and Quinto Romano, with its four artificial basins, woods, waterways and urban gardens, so that they can get to know and care for one of the most important green areas in their neighbourhood;
- **Live radio with Shareradio** – during the twelve scheduled days, Shareradio will be present to document the project through its metropolitan web radio and to involve adults and children in their broadcasts through the use of eco-friendly cargo bikes.

**For more information about the associations:**

[Equa Cooperativa Sociale](#)

[Coesa](#)

[Duetti e ½](#)

[L'ABC del Quartiere](#)

**Hines**

Hines is a global real estate investment, development and management company founded in 1957 by Gerald D. Hines and now active in thirty countries. Hines has a portfolio of approximately \$93.9<sup>1</sup> billion in high-yield assets in residential, logistics, office, retail and mixed-use sectors. Local Hines teams provide management services to 685 properties totalling over 20.1 million square metres. Hines is committed to attaining zero carbon emissions by 2040 without the use of offsetting. To know more about Hines, visit its website [www.hines.com](http://www.hines.com) and follow @Hines on social media.

<sup>1</sup>AUM includes both AUM of the Hines organisation globally, but also AUM RIA as of 31 December 2022