

# Hines



Press Release

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## **HINES AND PORTOFRANCO JOIN FORCES AT THE 2024 RIMINI MEETING TO PRESENT THE “EX TROTTO MILANO” URBAN AND SOCIAL REGENERATION MODEL**

*The Meeting programme will include the “Costruire Andature” initiative, inspired by the core principles of the Ex Trotto Milano project promoted by Hines, which will revitalise a space left unused since 2012, transforming it into an inclusive and sustainable new neighbourhood.*

**Milan – Hines**, a global real estate investment, development, and management company, returns to the Rimini Meeting together with **Portofranco**, a volunteer organisation focused on after-school. Portofranco will be setting up a new educational assistance centre in the San Siro district, within the renovated area of the “Ex Trotto Milano,” an urban regeneration project promoted by Hines as both investor and developer. The photographic exhibition *Andature—sguardi a passo d’uomo* will showcase the faces and stories of the community actively involved in the social transformation of the new Ex Trotto Milano neighbourhood. The exhibition will be held in a space open to all visitors at the Meeting. Through his lens, the photographer **Marco Garofalo** captures the expressions of key figures involved in the Ex Trotto Milano project, set against the backdrop of San Siro’s streets and squares. His subjects include **Giancarlo Tancredi**, councillor for Urban Regeneration for the City of Milan, Don Claudio Burgio, chaplain of the Istituto Minorile Beccaria and founder of the Kayròs community, **Basmala**, a Portofranco student, and **Trifone Papagna**, founder of the Floriana ice cream shop, which was recognised as a historic establishment by the City of Milan in 2022.

The encounter with Portofranco enables Hines to uphold the principle of social circularity, a core value of the Ex Trotto Milano project. This neighbourhood initiative fosters cooperation between different generations to enhance collective well-being. The new study centre, which will be housed in one of the

listed former barns buildings on the historic Trotto site, will be restored and given a new life.

The Association will be able to assist the education of over 1,000 young people, offering approximately 15,000 hours of academic assistance, with senior residents of the new neighbourhood contributing their time on a voluntary basis. These senior citizens will play a vital role in fighting school dropout, helping younger generations regain and sustain interest in their studies, and fostering a sense of responsibility. The new premises will also be used to promote intergenerational dialogue, highlighting the invaluable experience of older residents in the educational and personal development of young people.

**Mario Abbadessa, senior managing director & country head of Hines in Italy**, remarked: “Combining social value with urban development is a challenge that highlights the importance of promoting synergy between the for-profit and the non-profit sectors to maximise the social impact of urban regeneration projects. From this point of view, the collaboration with Portofranco marks a significant first step in the Ex Trotto Milano regeneration model. The aim is to create a virtuous model that can be replicated in other urban areas where educational poverty, a shortage of public spaces, and limited community services expand the social divide.”

**Alberto Bonfanti, president of Portofranco** added: “We are delighted to partner with Hines on the Ex Trotto Milano project and to tell its story at the prestigious Rimini Meeting. School dropout rates, a challenge that our association has been tackling for over twenty years, is the root of many vulnerabilities that can escalate into deviant behaviours that are hard to reverse. We believe that Hines’s urban regeneration model, which is based on dialogue and the active involvement of the community, can bring meaningful change to many challenging areas in our cities.”

In addition to the photography exhibition, the dedicated space will host a series of four theatrical performances entitled *Costruire*, curated by the actor and director **Andrea Maria Carabelli**. These performances are inspired by the values and aspirations that guided Hines in the conception and design of the Ex Trotto Milano project.

On 20, 21, 23, and 24 August, at the Ex Trotto Milano stand (Hall C1) there will be a series of performances celebrating the lives of four iconic Italian personalities:

- 11.00-11.30 **Costruire con Cura. Francesca Cabrini and female emancipation**, (Ex Trotto Milano means social sustainability);
- 12.00-12.30 **Costruire per Sport. Walter Bonatti and the last heroes**, (Ex Trotto Milano means sport and green spaces);
- 14.00-14.30 **Costruire in Armonia. L’Arch. Paolo Vietti Violi and his racecourse**, (Ex Trotto Milano means historical memory);

- 15.00-15.30 **Costruire di Gusto. Maestro Gualtiero Marchesi on the side of food**, (Ex Trotto Milano means street market).

### **Speeches by Mario Abbadessa at the 2024 Rimini Meeting**

- Thursday, 22 August 17.00: “**Vivere di più, vivere meglio. Il welfare al bivio**”, organised by Fondazione per la Sussidiarietà.
- Friday, 23 August 18.00: “**Vivere di più, vivere meglio. Il welfare al bivio**”, organised by Filiera Edilizia.

### **Hines**

Hines is a global real estate investment, development, and property manager. The firm was founded by Gerald D. Hines in 1957 and now operates in 30 countries. We manage an \$86 billion<sup>1</sup> portfolio of high-performing residential, logistics, retail, office, and mixed-use assets. Our local teams serve 857 properties totalling over 270 million square feet globally. We are committed to a net zero carbon target by 2040 without buying offsets.

To learn more about Hines, visit [www.hines.com](http://www.hines.com) and follow @Hines Italy on LinkedIn

<sup>1</sup> Includes both the global Hines organization as well as RIA AUM as of December 31, 2023.

### **Portofranco**

Portofranco Milano has been combating school dropout for over twenty years by offering free one-to-one lessons to high school students in Milan. Each year, more than 1,500 students, including around 300 from abroad, and over 350 volunteers come to Portofranco Milano classrooms.

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### **Note for the Press**

#### Ex Trotto Milano

The Ex Trotto Milano project, which extends across 130,000 m<sup>2</sup> of land abandoned since 2012 and owned by the Invictus and Bistrot funds (managed by Prelios SGR and Natissa SGR, respectively), is designed to accommodate over 3,000 people and generate social value by means of a mix of intergenerational functions. The project includes 700 new furnished homes available for rent at subsidised rates, for families and seniors, who will also benefit from an experimental programme aimed at fostering socialisation and intergenerational exchange. In addition, the development will have new public services for education and sports, green spaces open to the community, and an urban market. In collaboration with the City of Milan, the market will promote the *Buon Lavoro* best practices policy, promoting social reintegration at the local level and encouraging the creation of new jobs in the neighbourhood. To achieve this, Hines has been engaged in an ongoing dialogue and interaction with the local

community for the past three years through the “A Scuola di Comunità” programme. Developed in collaboration with 10 cultural partners, the programme has reached over 2,000 students from schools in the Municipio 7 area, with more than 700 hours of workshop activities in the classroom.

Marco Garofalo

Marco Garofalo is a press photographer specialising mainly in social and cultural themes, using reportage and architectural photography as his primary forms of expression.

He was the still photographer for the documentary *Io sto con la sposa*, which was screened at the 71st Venice International Film Festival. Since 2017, he has been working on *Energy Portraits*, a project focused on global energy access (UN SDG 7), which has been showcased at prestigious events such as COP26, the United Nations Climate Change Conference. His photo shoot entitled *The Last Chance*, in suburban areas where Trap music resonates, was invited to the 10th edition of the World Democracy Forum in Strasbourg, organised by the Council of Europe in 2022.