

Press Release

29 March 2023

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EX-TROTTO SITE: THE “PIANETA 30 – IL MONDO TRA LE TUE MANI” JOURNEY CONTINUES, THE EDUCATIONAL PROJECT PROMOTED BY HINES IN COLLABORATION WITH MUBA

With an initiative sponsored by the city of Milan, “Pianeta 30” brings its narrative of Agenda 2030’s 17 goals to Zone 7 with an open-air exhibit and animated readings at the Mare Culturale Urbano

Hines

Milan – Sharing, accessibility and widespread awareness, these are the key values of “Pianeta 30 – Il Mondo tra le tue mani”, [“Planet 30 – The World in Your Hands”] educational project promoted by Hines in collaboration with MUBA – Museo dei Bambini Milano [Milan’s Children Museum], which, from today, is opening to the city an open-air exhibit along the fencing of the Ex-Trotto construction site in Zone 7.

The seventeen drawings, one for each of the UN’s Agenda 2030 sustainable development goals, were created for the occasion by paper artist Isadora Bucciarelli, the illustrator for the “Pianeta 30” interactive book that was the protagonist of an earlier free-of-charge exhibit playground open to schools and families at MUBA headquarters. The project was created to acquaint the younger generation with the theme of sustainable development using accessible language and the symbolic significance of the images. Now, the open-air exhibit makes it even more accessible and available, together with a programme of free animated readings in Zone 7 where Hines is involved in the urban renewal project of the Ex-Trotto site. It is a development project designed to return to the city an area that has been abandoned since 2012. In it, an eco-friendly, mainly pedestrian-use neighbourhood will be created, designed primarily for families and in-line with the highest standards of the “Pianeta 30” project launched in November 2022. It is the fruit of the synergy between MUBA’s experience in creating innovative projects for children, and the

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commitment Hines has given for over a year to activating educational workshops and after-school activities through “Progetto Scuole” [“Project Schools”], an initiative which, to-date, has already involved over 300 students in Milan’s Zone 7.

With “Pianeta 30”, students of 50 primary school classes in Milan are led by MUBA educators in a series of educational workshops made possible by the support of Hines as an official partner.

For the inauguration of the open-air exhibit along the fencing of the Ex-Trotto construction site, about 100 students of the district’s Istituto Comprensivo Giuseppe Calasanzio, together with MUBA educators, took part in an outdoor educational workshop organized specifically for the event. Using large-size company waste materials, the children created together a map of their neighbourhood to-scale as a way of raising their awareness of urban environment in which they live. With the perspective of enhancing the link between schools and the local area, the educational activity promoted by the “Pianeta 30” open-air exhibit will also continue in the schools involved in the workshop. Donated by Hines, large-scale panels were hung in the schools that summarise the 17 goals of the UN’s Agenda 2030. It is an exhibit that looks to the future of our planet and leaves a green footprint on the urban area thanks to the use of depolluting photocatalytic coatings produced by REair, the project’s technological partner, which will be applied on the fencing and jerseys. The application of this innovative photocatalytic coating patented by REair to the 400m² surface area of the exhibit will mean a 100 kg reduction in nitrogen oxide (NOx) produced in a year by vehicle traffic—an effect comparable to planting about 160 trees.

Mario Abbadessa, Senior Managing Director & Country Head at Hines Italy, commented: “Today marks the start of a new phase in the “Pianeta 30” project which sees us alongside MUBA in a long-term collaboration process aimed at creating cultural initiatives to promote the education of a sense of civic responsibility. The foundation of this project dedicated to the Agenda 2030 goals is the belief that sustainable development, key to the survival of our planet, is only possible through the involvement of each and every individual, especially the younger generation, in the process of change to which we are all being called upon to make our contribution. This is why we are committed to making this initiative increasingly broad-based and accessible within the city.”

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The “Pianeta 30” journey, now also available as an audio book to further increase its accessibility, continues and will be present at “Mare Culturale Urbano” [“Urban Cultural Sea”] which will host a free programme of animated readings for children and their parents for four Saturdays through 27 May. The free exhibit-playground will continue to the end of June at MUBA at the Rotonda della Besana, where a number of illustrations from the book that have been transformed into interactive play installations available to schools during the week and also families on weekends.

For further information about “Pianeta 30” and for the link to the audio

book: <https://www.muba.it/it/attivita/pianeta-30>

<https://www.muba.it/pianeta-30-audiolibro>

To take part in Mare Culturale Urbano, go to

https://unpostoatavola.byebite.it/mare_prenota.php to select one of the available dates: 15

April, 22 April, 13 May, 27 May.

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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 \$96¹ billion in high-yield assets in residential, logistics, office, retail and mixed-use sectors. Local Hines teams provide management services to 480 properties totalling over 241 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 and follow @Hines on social media.

¹AUM includes both AUM of the Hines organisation globally, as well as AUM RIA as of 31 December 2022

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