

## Press Release

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### **HINES AND MUBA-MUSEO DEI BAMBINI MILANO TOGETHER TO PROMOTE CULTURAL AND EDUCATIONAL PROGRAMMES TO RAISE YOUNG PEOPLE'S AWARENESS ABOUT SUSTAINABILITY, HUMAN RIGHTS AND ACTIVE CITIZENSHIP**

Presented today “Pianeta 30”, an initiative sponsored by the City of Milan, created to tell boys and girls about the 17 Sustainable Development Goals in the UN’s Agenda 2030 through a new illustrated book which will be given to approximately 1000 primary school students in Milan

Also inaugurated today the “Pianeta 30” exhibit-playground open to the public free-of-charge at MUBA headquarters at the Rotonda della Besana

**Milan** – “Pianeta 30” [“Planet 30”] was presented today, the first project developed as part of the collaboration between Hines and MUBA-Museo dei Bambini Milano [Milan Children’s Museum] to promote cultural and educational projects focused on the theme of sustainable development. It is a highly-innovative initiative in which Hines (a global real estate investment, development and management company) and MUBA (nationally-acclaimed centre for the development and diffusion of cultural projects for children) have joined forces to acquaint the younger generation about the themes in the UN’s Agenda 2030, as a way of raising consciousness and knowledge about its 17 goals. This is the concept behind “Pianeta 30”, a project developed by MUBA thanks to support from Hines as its official partner and backing from Prelios SGR, the Invictus fund manager. The project is the result of the synergy between MUBA’s experience in conceiving and creating innovative projects for children, and Hines’ commitment for over a year to launching educational workshops and after-school activities through “Progetto Scuole” [“Schools Project”], an initiative which, to-date, has involved over 300 students in Milan’s Zone 7. “Pianeta 30” is a project that involves three areas: the publication of an illustrated interactive book in both Italian and English; an exhibit-playground open free-of-charge at MUBA’s headquarters (12 Via Enrico Besana, Milan); and a series of educational workshops involving 50 classes in Milan during academic year 2022-2023.

Telling young *Pianeta 30* readers about the 17 Agenda 2030 goals are the illustrations by paper artist Isadora Bucciarelli, accompanied by the narrative text of author Massimiliano Tappari. His flowing, poetic style provides young readers immediate access in comprehending the message and symbolic significance of the images created to stimulate their imagination. In fact, the interactive paper games make reading the book a veritable voyage in discovering a planet that has already met all the Agenda 2030 goals, thanks to the contribution of the entire community. A world that is possible which children can also explore through the exhibit-playground opened at the MUBA museum headquarters. The exhibit, which will be open to the public free-of-charge until May 2023, reproduces 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.

The book was also conceived as an educational tool to be distributed to all students in the fifty classes involved in the project, thanks to the support of the Milan Department of Education. The goal is to make a contribution with a medium- to long-term initiative in reducing factors of exclusion and marginalization in access to culture, with special attention towards those educational institutions in the local area requiring greater support. This will bring “Pianeta 30” into the classrooms of approximately 1000 primary school pupils in Milan and will be used by MUBA educators during the workshops held throughout the 2022-2023 academic year.

“Boys and girls today increasingly-aware of the beauty of caring for the environment can become the more-responsible adults of tomorrow. Projects such as ‘Pianeta 30’ help us to work on the SDGs and Agenda 2030 goals not only through words and theories, but also through concrete facts, activities and actions which become educational and teaching projects that instill the respect, care and attention each of us can have even as young children,” stressed **Vice President and Education Councilwoman Anna Scavuzzo**. “All this thanks to the partners who, today, are promoting together a programme in which to play, discover and have fun. The wonders of MUBA will become even more present in schools and the city will once again play a leading role. I am certain that this is a beautiful partnership that will also surely continue with success into the future.”

**Cinzia Cattoni, President di MUBA, said:** “Taking on a complex theme such as that contained in the Agenda 2030 Sustainable Development Goals for girls and boys is a challenge we wanted to seize because we believe stimulating their curiosity and opening their eyes to the role and the opportunities they have to know and build a more sustainable future is very important.

As we always do, to help us, we called on two artists, Isadora Bucciarelli and Massimiliano Tappari, who worked with us to translate this complex task using language that stimulates play, discovery and sharing. The partnership with Hines allowed us to sow the first seeds in its dissemination through the creation of the interactive book and exhibit-playground which was specifically set in an open-access area of the museum so that it could be visited and enjoyed by as many people as possible. We are pleased to have found an ally in promoting cultural projects.”

**Mario Abbadessa, Senior Managing Director & Country Head at Hines Italy**, commented: “The UN’s Agenda 2030 for sustainable development goes beyond the concept that sustainability is merely an environmental question, and highlights the need to act according to an integrated view of the reality around us. It is a goal that Hines pursues by incorporating ESG principles within its development strategy, specifically in its approach to urban renewal activity which we see as social regeneration and a response to the needs of the community. The recovery of unused or blighted areas is, in fact, a goal that can only be attained through the active involvement of the people living there today, but even more, of those who should protect and preserve them tomorrow. This is the philosophy that guides us in supporting the development of a civic consciousness in young people. It is a commitment which, thanks to the collaboration with MUBA, we have the opportunity to broaden throughout the city of Milan. Let me take this opportunity to thank, once again, the City of Milan for the support it has given the project and for the opportunity to involve Milan primary schools where ‘Pianeta 30’ will soon develop the roots for a sustainable world.”

## **Hines**

Hines is a global real estate investment, development and management 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

## **MUBA**

MUBA – Museo dei Bambini Milano [Milan Children’s Museum] is a centre for the development and diffusion of cultural projects for children. Through its ongoing commitment to research and quality, it offers initiatives and activities that promote in girls and boys an open perspective on the world. MUBA is open to everyone. It encourages creative thinking and accompanies children towards a society that promotes diversity and sustainability.

[www.muba.it](http://www.muba.it)