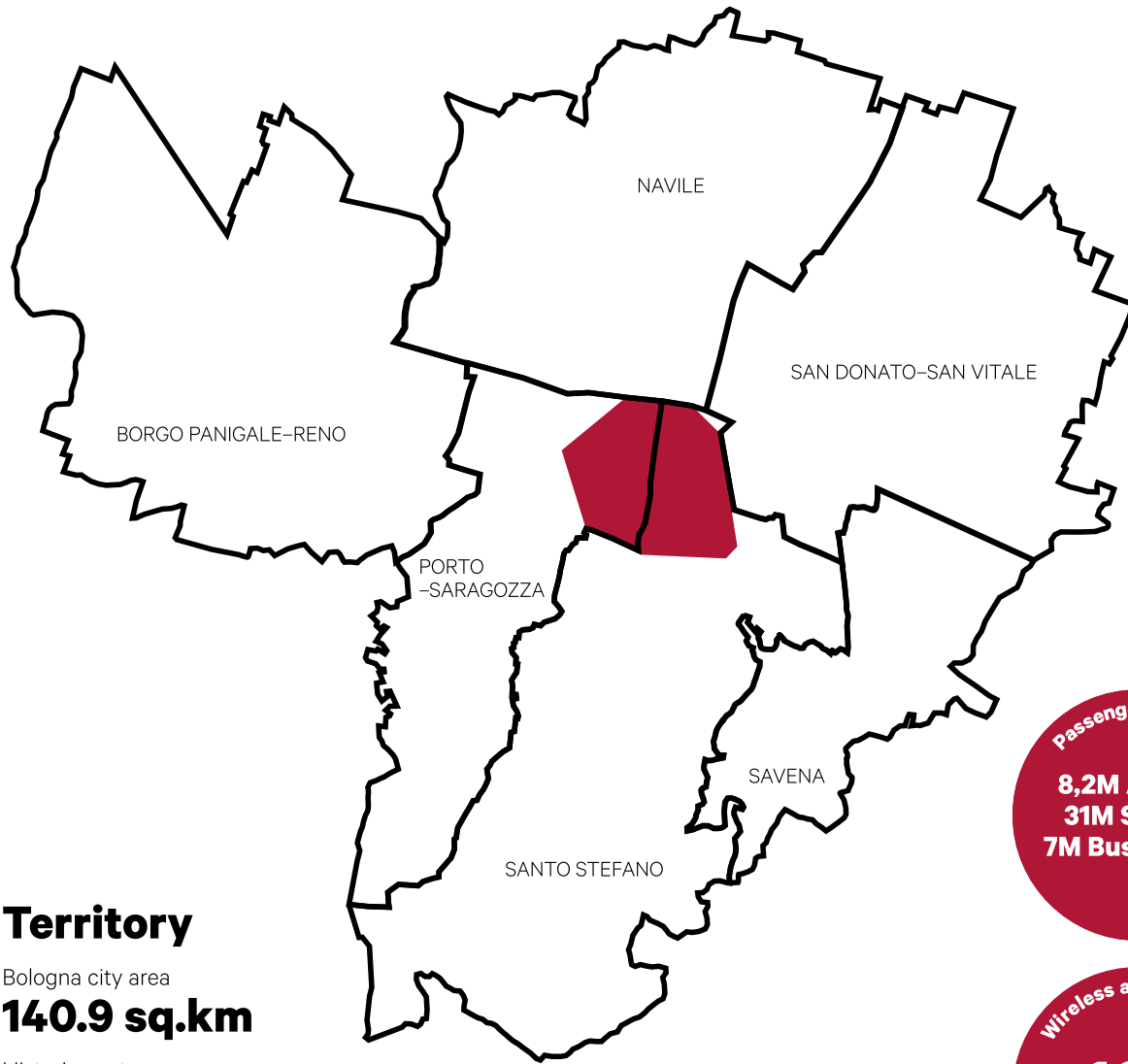




**Your investment
is Bologna**

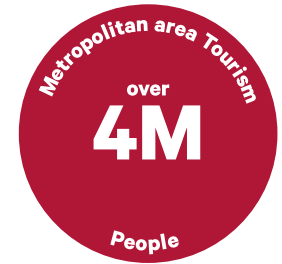
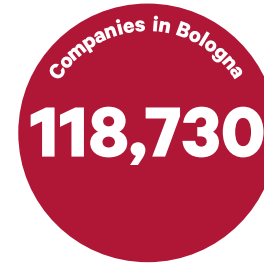
Population

Bologna City **over 386,000** Metropolitan Area **1 million**



Territory

Bologna city area **140.9 sq.km**
Historic centre **4.37 sq.km**
Surrounding hills **39 sq.km**



Your investment is Bologna

The City of Bologna is taking part in MIPIM to present its sustainable and inclusive development projects for its urban fabric and infrastructure. Bologna's planning policy focuses on the regeneration of disused sites of various sizes, both in the centre and on the outskirts, and offers a great opportunity to transform and update strategic parts of the city. Many of these areas are former military sites, and form part of the Municipal Operational Plan for the regeneration of public assets.

The city's local development projects benefit from both public and private funding. A total of almost 1.5 billion Euros of investment is involved in the various schemes: the National Operative Programme for Metropolitan Cities, the Plan for the Suburbs, the Motorway Bypass project, the People Mover project, the Technopole and the European Centre for Medium-Range Weather Forecasts (ECMWF). Bologna's economy is largely based on its dynamic industrial sector (agri-food, automotive, logistics and fashion) and on

its many-faceted service sector. Bologna is also the recognised hub of the so-called "packaging valley", an area known for its high concentration of companies manufacturing automated packaging equipment.

The city is home to the oldest University in the Western world and to research centres such as ENEA and CNR, and is well known for its lively labour market: one of the most dynamic in Italy, with high levels of participation and overall employment. These competitive factors have attracted many multinational groups such as Philip Morris - which chose Bologna to expand its business - and Volkswagen - which acquired Ducati and Lamborghini. We will continue along this path, promoting and supporting all the excellent aspects of our territory, both locally and internationally. The Metropolitan City of Bologna can count on a team of professionals who work to promote its attractions and help investors to "find their way to Bologna".

Virginio Merola
Mayor of the City of Bologna



Tourism, Culture, International exchanges



Bologna Welcome

Bologna is a constantly changing city with a contemporary outlook, and has long been a centre of attraction for visitors, students and businesses. Indeed, it can be seen as standing at the crossroads of Europe and Italy, not only in terms of its location but also for its prominent role in the world of culture and creativity. Bologna is home to the oldest university in the western world, but it still has the open, innovative approach required of a modern European city. It boasts a vibrant cultural life, a famous culinary tradition and a welcoming atmosphere: characteristics that make it particularly attractive for both businesses and visitors. Bologna Welcome promotes the city as a destination, catering for every aspect of both business and leisure. Bologna is particularly attractive for businesses: the wealth of innovative ideas, transformations at the local

level and new planning schemes are a clear indication of how the city is becoming increasingly popular with national and international investors. The city also benefits from its strategic position and its mix of culture, innovation and a sustainable lifestyle. Bologna is a perfect location for staging events and congresses. The city has always been a famous centre of hospitality and provides organisers with spacious and stylish facilities, as well as many attractive options for participants' leisure time. Bologna is also attractive for tourists, offering a warm welcome and genuine experience to visitors of all kinds. The city's popularity with tourists is confirmed by the figures, which show a steady growth in the numbers of visitors over the last 6 years.

→ www.bolognawelcome.com

Bologna Airport

Bologna's Marconi Airport is described as a "strategic airport" for Central-Northern Italy in the National Airport Plan. In 2017, it transported around 8.2 million passengers, of which 76% were on international flights. The airport is located right in the heart of Emilia-Romagna's food valley and close to the industrial zones for the automotive and packaging sectors. About 11 million inhabitants live in its catchment area, together with about 47,000 companies with a drive towards export and internationalisation. In 2017, around 100 destinations were served directly from Bologna airport. The presence of major European flag carrier airlines, along with some of the main low cost companies, made the Marconi Airport an international hub and the fourth global airport in terms of international connectivity. The recent "Airport Development Plan 2016 -2030 Update" envisages the redesign of the current air terminal with a more compact layout, maximising the use of the existing infrastructure but expanding its capacity with a series of targeted interventions. The aim of the company is to make Bologna Airport one of the most modern and functional airports in Italy, an important gateway for both the city and the region.

→ www.bologna-airport.it

Top sciences and research centers

The Opificio Golinelli and Golinelli Centre for Arts and Sciences

The Golinelli Foundation was established in Bologna in 1988 by the entrepreneur and philanthropist Marino Golinelli. It represents a unique Italian example of a fully operational private foundation. The Foundation focuses on education, training, research, business and culture, to promote the development of young people. Opificio Golinelli was founded in October 2015, and it is one of the most innovative educational and cultural centres in Italy. Two years later, the Foundation took another step into the future by opening the Golinelli Centre for Arts and Sciences. The creation of this new space is linked to the Foundation's long-standing development plan, Opus 2065. This supports younger generations during their course of studies, on the premise that education is the engine of economic and social development. At the end of 2018, Opificio Golinelli will be further expanded, with new areas for the Golinelli Incubator. This will make the Centre unique of its kind, with its integrated approach to training, research, technology transfer and business.

→ www.fondazionegolinelli.it



European centre for medium range weather forecast

Bologna is to host the new data centre for the European Centre for Medium-Range Weather Forecasts (ECMWF). The centre will be based at Tecnopolo; the complex is currently undergoing renovation, and has been designated a hub for innovation and research by the Municipality of Bologna. The ECMWF data centre will be allocated an area of 9000 m², which includes a special zone for supercomputers and offices. The area could be extended by an additional 6000 m² to host other related research activities. Bologna is already Italy's main hub for research and knowledge in the field of Weather and Climate Change. The most important European Community for climate research and innovation, the "European Institute of Innovation & Technology – Climate-Kic", recently opened a branch in Bologna.



A regional hub: the metropolitan area public mobility



Bus Station

Bologna Bus Station serves over 7 million passengers annually, a number that is growing year on year. As the only bus terminal in the city, it acts as an important hub for local public transport, regional bus lines and national and international tourist coaches, with a total of 210,000 vehicles passing through it every year. The terminal is one of the main road traffic interchange hubs in Italy, handling 83,000 national connections and 12,000

international connections every year. The terminal is open 24 hours a day, with about 20 international connections daily. The Bus Station is at the centre of an area of the city with a concentration of transport facilities, including the railway station, the Bike Park and many bus stops. It is just one kilometre from the heart of the city. The Bus Station is facing a new challenge in terms of its redevelopment. There are plans to enhance the

public spaces adjacent to the building and to rationalise the main function of this area, an integral part of the city's road and rail transport systems. There is also a plan to make better use of the underground parking. A feasibility study is currently underway, examining possible strategies for redeveloping the Bologna Bus Station area as a new energy zone with low environmental impact. The aim is to transform the bus station

site into a renewable energy hub, both for its own purposes and for the benefit of public utilities in the locality. This would be done in an innovative way, exploiting both the geothermal potential of the area and electricity derived from the transformation of kinetic energy.

→ www.autostazionebo.it

Tper

TPER is the territorial mobility company and it manages the urban and suburban public transport, regional rail transport and other activities related to mobility, such as car sharing, bike sharing and a Park Service. TPER also has the role of managing and implementing the most important mobility development measures in the metropolitan area of Bologna, such as the guide-assisted transport system and the completion of the bus and rail Intermodal service. For this purpose the Company carries out planning and contracting. Covering different segments of the transportation industry, such as automotive, trolleybus and rail services, TPER is one of the few big Italian companies that handle transport by both road and rail, a service also offered in partnership with other public and private bodies.

The transport services

TPER manages the local public transport by road in the provincial areas of Bologna and Ferrara in partnership with other private companies, and regional passenger transport in the railway sector in partnership with Trenitalia.

The company was founded in 2012 with the merger of the road transport branch (ATC, the public transport company of Bologna and Ferrara) and the rail branch (FER, the regional

railway company), with the aim of creating an integrated transport management system of an adequate size compared to the rest of the market in Italy and Europe. The company is set up as an operating holding company and its services meet the general needs of the public, combining sustainable management both from an economic and financial point of view and in social and environmental terms. TPER ranks among the top passenger transport operators in Italy and is the largest company in the public transport sector in Emilia-Romagna. The annual revenue of the company is over 250 million €. TPER employs more than 2,500 people. The company transports passengers every year over 50 million kilometres (over 44 million with local public transport by road and about 6 million by train). Every day, there are 380,000 trips on buses and trolleybuses and 15,000 on regional trains. All the activity involves specific service contracts and tendering procedures, with the aim of improving the intermodal approach to local public transport.

Investments

Main projects in the Bologna metropolitan area are: TPGV, Trolleybus line. The project has the goal of completing the development of a new generation trolleybus line Investment: 182M€-2017 → www.tper.it



PUMS, the Bologna Sustainable Urban Mobility Plan

The PUMS, or Sustainable Mobility Plan for the metropolitan area of Bologna, has been conceived to design the future of transport systems in the city. It is a plan that aims to put people centre stage, by guaranteeing them two basic rights: the right to travel and the right to health. This strategic plan will involve making decisive choices about transport in the metropolitan area, and will include the PGTU (General Urban

Traffic Plan) for Bologna, the PULS (Urban Plan of Sustainable Logistics) and the Biciplan (a plan for cycling). The aim of the Plan is to reduce private vehicle transport and promote non-polluting means such as cycling or walking. To achieve this, it will be vital to ensure a greater range of public transport systems. There will be a particular focus on the Metropolitan Railway Service-SFM, a surface metro system with a unique network of

8 branches and 82 stations, and on the tramway, the only system that can significantly increase the range of urban public transport. In addition, tenders are underway for developing new forms of shared transport, especially schemes such as Bike Sharing and Car Sharing. There will be a focus on the use of electric vehicles, and this good practice will also be encouraged in private vehicle owners. → www.pumsbologna.it

Motorway Bypass and People Mover

Two major infrastructure projects for transport systems in Bologna are currently underway: the Bologna Motorway Bypass and the People Mover. The Bologna Motorway Bypass project, backed by Autostrade per l'Italia SpA, enlarges the section of motorway-bypass from the Casalecchio junction to San Lazzaro, a distance of 13 kilometres. The motorway section will be widened to include three lanes plus an emergency lane in both directions. The bypass, on the other hand, will consist of three lanes plus an emergency lane, increasing to four in the busiest section. There are also plans to improve the interchanges on the bypass and to upgrade the main arterial roads in the Bologna area, as well as enhancing the landscape in the surrounding urban areas. Construction work will start in about one year. Building work is already underway on the People Mover project, involving a suspended monorail shuttle that will travel between the Central Railway Station (close to the city center) and "Guglielmo Marconi" Airport in about seven and a half minutes. There will be a single intermediate stop at Lazzaretto, a large residential and university zone currently under construction. The People Mover is scheduled to finish in October 2018, with the "Marconi Express" shuttle service due to come into operation in March 2019. The infrastructure is being built by Marconi Express SpA, a special purpose company due to close in 2049 and consisting of Consorzio Integra spa and TPER- Trasporto Passeggeri Emilia-Romagna. General design is by STS and architectural design is by Iosa Ghini Associati.

→ www.marconiexpress.it → www.passantedibologna.it

Urban regeneration and social innovation

The urban regeneration plan brings together the main urban planning strategies that have accompanied the growth of Bologna.

It depends largely on the regeneration and renewal of brownfields and existing buildings, mostly located outside the city centre, adapting them to new purposes and so avoiding the use of greenfields.



The Bologna Urban Innovation Plan

The Bologna Urban Innovation Plan was issued at the end of 2016, and it aims to bring together the plans and proposals of local government with the sense of inclusion and commitment produced by the direct involvement of the local population. The Plan therefore presents an overall vision of the city's main planning policies, their relative funding programmes and the methods for implementing them, intending this to be an inclusive and collaborative venture. The ongoing development of the Plan is therefore by its very nature open to adaptation and improvement, and is based on a range of objectives, both tangible and intangible, to be achieved by 2021. The aim is to exploit opportunities, tools, resources, spaces and skills, to stimulate collaboration for the common good, and to encourage regeneration, reuse and "mending" rather than consumption and a waste of resources. The projects outlined in the first version of the Plan (which will be regularly updated) relate to various sources of financing, and involve a total investment of € 77,270,000.

→ www.comune.bologna.it/pianoinnovazioneurbana

The Urban Innovative Action "Villa Salus"

The "S.A.L.U.S. W Space" project (Villa SALUS as a new Sustainable Accessible Liveable Usable Social space for intercultural Wellbeing, Welfare and Welcoming in the Metropolitan City of Bologna) aims to establish a local centre of hospitality, work, and intercultural welfare and well-being in its broadest sense. The plan is to restore and reuse an existing building, the former private clinic known as "Villa Salus", which has been in a state of neglect and degradation for many years.

The project aims to combine support for enterprise and entrepreneurship among disadvantaged sections of the population, with the use of an innovative process (co-design) and a strong element of generative and intercultural welfare.

→ www.saluspace.eu



The H2020 "Rock" Project

The university district around Via Zamboni contains 8 university buildings, 6 museums, 3 libraries and the city's main theatre, but is also a centre of illegal activities and urban degradation. From 2017-2020, the area will receive some major investments, thanks to European funding obtained by the city of Bologna to implement the Rock project (Regeneration and Optimisation of Cultural Heritage in Creative and Knowledge Cities). The project aims to regenerate the area using various new environmental, social, financial and sustainable processes.

→ www.rockproject.eu → www.bologna.rockproject.eu



Bertalia Lazzaretto

The extensive new Bertalia-Lazzaretto zone, currently under construction in the north-west part of the city, will incorporate on completion 2,000 new homes, as well as new buildings for the University, offices, shops and public spaces. The University project involves an area of about 25,000 square metres to be used for a new teaching and resource hub, student housing and student services, and will supplement the other university facilities already present in the district.

Surface area: 730,000 m²
Usable area: 215,000 m²

Navile Market

The Navile Market area, currently under construction, covers more than 30 hectares in a strategic location north of the railway station. The redevelopment project's primary aim is the improvement of the district in terms of urban life and services. The regeneration project includes the construction of housing, the creation of public services and huge green spaces that will be incorporated into the housing developments in a fluid system of open and usable space, in line with the traditional layout of the historic Bolognina district. The project also includes the development of restaurant, businesses, offices, and commercial premises.

Land area: around 300,000 m²
Area of public spaces included in the plan: about 100,000 m²



Pilastro-Roveri

A Local Development Agency established in Bologna. The "Pilastro-North East Onlus Development" agency aims to improve the quality of life and promote the economic development of that part of the Municipality of Bologna that extends from the historic centre of Pilastro into the surrounding area. This Development Agency brings together public and private bodies and the Community, and has a flexible sphere of activity which can also involve neighbouring municipalities. The area is becoming a centre of experimentation and innovation. In the "Roveri" production zone, a process of transformation is continuing to take place, with manufacturing sites being turned into new businesses offering services. Among these is the new "Fashion Research Italy" building, providing services to fashion companies in the fields of training, culture and of research.

Logistic Hub

Prologis

Prologis, Inc. is the global leader in logistics real estate. The company invests, develops, leases and manages an international network of logistics platforms on a long-term basis to a diverse base of approximately 5,000 customers across two major categories: business-to-business and retail/online fulfillment. The facilities are flexible, modern, well-integrated

into their surroundings and located along strategic routes of the world's major distribution markets.

The leasing and property solutions are combined in order to provide a comprehensive offering of facilities and services.

All the buildings are maintained within our portfolio. This strategy enables us to be responsive and flexible in meeting our customers' expectations. → www.prologis.com



CAAB Bologna Wholesale Market

The wholesale market of Bologna, the Agricultural Faculty of the University of Bologna, the commodity exchange of Bologna Chamber of Commerce and the great thematic park FICO Eataly World are located in the North part of the city, in an area of about 1 mln sqm. CAAB is a large public complex established in a spirit of innovation, and continuing Bologna's historic tradition as a centre of trade. CAAB hosts the Fruit and Vegetable Market –one of the major distribution facilities in Italy– as well as warehouses for refrigerated and frozen goods, covered logistic platforms, offices and support facilities. CAAB was designed not only as a modern commercial hub and logistics platform, but also as a centre for advanced food industry services. With its strategic location and excellent facilities, the presence of the major businesses and the high quality of its market services and products, CAAB the Agri-Food Centre of Bologna – has become one of the top wholesale venues in Italy and Europe for the fruit and vegetable sector. The CAAB Scpa management company has

been activating its new strategy since 2012, setting up the FICO World Eataly project as well as constructing the NAM - Nuova Area Mercatale/New Market Area - home to the Wholesale Fruit and Vegetable Market. NAM occupies 45,000 square metres and is served by a centralised loading area of about 4,000 square metres. CAAB also operates 27,000 square metres of facilities for logistics, warehousing and services, as well as 5,000 square metres of office space and a large drop-off point. In 2012, CAAB installed the largest photovoltaic rooftop system in Europe, with a surface area of 100,000 square metres and a production capacity of 11 million kWh. CAAB Scpa holds UNI EN ISO 9001 certification for all the services provided by NAM, as well as product certification for all the goods sold by the Wholesale Fruit and Vegetable Market. In 2017 CAAB achieved OHSAS 18001 certification for management systems of safety at work.

→ www.caab.it/en

The world's largest agri-food park



Fico Eataly World

FICO Eataly World is the world's largest agri-food park, covering an area of 100,000 square metres. FICO stands for Fabbrica Italiana Contadina, or Italian Farming Factory. It is the only place where you can see every stage of the main food production chains, from field to fork. FICO has 2 hectares of open fields with 2000 cultivars, and stables housing 200 animals. Another 8 hectares are occupied by 40 Italian food production units, demonstrating how traditional Italian food products are processed. There are also over 45 traditional Italian restaurants and eating points, offering iconic dishes from all over Italy. The options include everything from Michelin-starred restaurants to trattorias, bistros,



and street-food kiosks. But that's not all. FICO offers daily educational and hands-on activities, tours, courses, areas dedicated to sports and children, 6 large multimedia carousels, theatre and cinema facilities, a bookshop, a congress centre, and a 9000 m² market place plus traditional craft shops. In addition to learning about the history of Italian food and traditions, visitors can also obtain interesting information from the FICO Foundation

for Food Education and Sustainability. Three-wheeled shopping bikes are available free for all those visitors who want to enjoy shopping at FICO in a fun and active way. The new seat of Mwrci stock of Bologna Chamber of Commerce will be operational, by spring 2018, inside FICO Eataly World. It will be the most important structure for the commerce of cereals, grains and fodder in Italy. → www.eatalyworld.it/en

Hotel inside the FICO Park

A Hotel is to be opened inside the Fico Park; it will stand opposite Fico Eataly World, the world famous food theme park located in Bologna's "CAAB" Agri-Food Centre and opened in November 2017. Designed by Iosa Ghini Associati, this comfortable 4-star hotel will offer 200 rooms and a selection of small apartments, providing an ideal solution for visitors to Fico, or to other parts of the city. An existing structure is being redeveloped for the purpose. The previous complex is to be renovated and upgraded; creating a new hotel facility that will still retain the atmosphere of the original building. The hotel will cover an area of about 12,000 m², on a site occupied by the City's Garden Centre until 2012. The previous structure will be renovated rather than demolished, in line with the values promoted by CAAB and Fico, such as sustainability, zero land consumption and green development. The hotel will also offer excellent facilities, such as a pool and lush hidden-away outdoor garden, as well as an indoor swimming pool, spa and gym. There will also be a conference area and a special children's play area. All this will incorporate the "green touch" which characterises the whole area: the Hotel, Fico, Nam, the University of Agriculture, and other upcoming projects. The hotel complex will be funded by PAI, the same agency that financed the park. → iosaghini.it/en



International Trade Fair

BolognaFiere

Gruppo BolognaFiere is one of the world's leading players in the exhibition sector, staging a range of events which focuses mainly on the b2b market and serve as an important platform for the major Italian industrial districts. The Group provides a total of over 302,000 square metres of covered area to operators from all parts of the world, and organises more than 100 events both in Italy and abroad, involving over 2,223,000 visitors and more than 25,300 international exhibitors.

The Company also works alongside businesses with specific expertise in some of the most prominent service sectors. These include a parking management company, whose Industrial Plan involves major improvements to the multi-storey building, including the provision of about 5,000 parking spaces, and the possibility of constructing a 10,000 m² hotel.

The whole complex is sited on a short distance from the historic city centre and from some major hubs, including FICO (the Italian Farming Factory), a new focus for the agri-food sector, and Tecnopolo, an area for research centres and hi-tech companies.

→ www.bolognafiere.it/en



Sustainable social housing

ACER

"Managing public housing requires an ethical and supportive approach"

The Azienda Casa Emilia Romagna (ACER) of the Province of Bologna is an Agency with legal status and administrative autonomy which manages public real estate assets: mainly of a residential nature and designed to meet the housing needs of the poorest families.

Some ACER figures

2: special purpose companies:

ACER Servizi S.r.l. and ACER PRO.M.O.S. S.p.A.

30,000: the real estate units under its

management (housing, shops, parking spaces,

various premises), 40,000: the people living in

public housing, 50,000: annual contacts with

users to enable housing and maintenance

services, 500: average number of new housing

units assigned each year to families meeting the

requirements, € 15 million: the average annual cost of routine and emergency maintenance services

ACER's mission

ACER provides public and private entities with all the services associated with property management, and offers the added value of specialist design and technical management services in relation to complex building operations in the City of Bologna area. ACER carries out its facility management role with a strong focus on innovative design, also aimed at enhancing the properties in terms of energy efficiency and living comfort. In fulfilling its duties as an institution, ACER also pays constant attention to maintaining the right balance between economic and financial factors and the needs of social and ethical sustainability. ACER provides a reliable and accredited partner for both public and private bodies in the creation of innovative housing and urban regeneration policies.

ACER means:

the provision of new housing to those entitled to a home; innovative housing services to meet the needs of occupants; maintenance services to ensure safety and quality of life; respect for the rules in caring for homes and common areas; active citizenship and mediation projects to encourage social cohesion.

→ www.acerbologna.it



Regeneration of disused areas

Total surface area: 100 hectares

Surface building area: 490.000 m²

Realisable housing: 2.100

New parks surface: 30 hectares

New schools: 5

Bologna has about 100 hectares of disused railway areas and military sites, which could be transformed by urban regeneration plans of a high environmental standard.

These brownfields in public ownership would therefore add value to the city as a whole by being used for housing, public services, offices and commercial premises, hotels and restaurant, businesses, etc. This transformation will occupy the city of Bologna for the next twenty years, and will be accompanied by the creation of parks, public amenities, social housing districts and additional public transport links.

The Sani Barracks

One of the areas in which a major transformation is already under way is that of the former Sani Barracks, owned by the Cassa Depositi e Prestiti, which occupies more than 10 hectares of land between Via Ferrarese and Via Stalingrado. New homes are being built here, as well as offices, shops, a new city park and a school. In 2017, the project designer was chosen through an international architectural competition.





Open Project

Open Project is an Engineering and Architectural firm, established in 1984 by experts in various fields of design and consulting, with the aim of managing the many facets of the building process more efficiently. The business is now a multidisciplinary organisation, designed to handle every aspect of an architectural project, from original concept to construction management. It has recently signed agreements and established partnerships with companies operating in the areas of mechanical and electrical engineering, specialist structural planning, infrastructure provision and work safety management. Open Project is based in Bologna, Italy. We also have a branch in Baghdad, Iraq, and are currently opening a new office in Abu Dhabi, capital of the UAE. Among the realizations by Open Project, we selected Poggipolini, Worklife Innovation Hub and The Student Hotel.

→ www.openproject.it

Poggipolini

Poggipolini srl is a leader in the field of high precision mechanical engineering, processing special alloys (principally titanium, but also steel and aluminium) for the production of components for the aeronautical and automotive sectors. The company's new production complex is located in the northern part of San Lazzaro di Savena, on the edge of the Cicogna artisan district. The area is bounded to the north by the railway line and to the west by the road system linking the town of San Lazzaro to the northern road network - the Adriatic motorway and by-pass - and to the slip road and Stradelli Guelfi.

The entire area had been the subject of a detailed development plan since 2008, drawn up in a piecemeal manner and now obsolete in its approach, and so unsuited to the needs of a modern and dynamic production company. The master plan for the "Poggipolini Village" has been developed with the aim of making the whole area of about 16,000 square metres into a single, unified complex. The organic design incorporates production and logistics areas as well as administrative offices and R&D facilities and so complements and enhances the existing Cicogna industrial zone.



Worklife Innovation Hub

The Worklife Innovation Hub complex, property of Fondo Scarlatti and managed by Generali Real Estate S.p.A SGR, is located in the industrial area of Casalecchio di Reno. Thanks to its close access to the A1 motorway and a strong presence of public transports, it is excellently connected with the International Airport and the high-speed railway station of Bologna.

The refurbishment process conducted in 2017 involved the whole covering, modernizing the modular structure of the building according to the tenants' needs. New green areas have been created, to ensure the maximum working environment comfort, safeguarding at the same time the most relevant architectural aspects. Great attention was paid to the energetic sustainability, by upgrading the existing systems for the whole complex and installing new temperature control devices.

Today, the Worklife Innovation Hub hosts a community of high-tech companies which have selected it as their headquarter, ready to host their steady growth while enjoying common supporting services such as cafeteria, canteen, auditorium, archiving spaces, green areas and parking. The complex covers an area of about 23.000 square meters almost fully let.



The Student Hotel

Opening in autumn 2018, The Student Hotel Bologna, located in the ex-Telecom office building in Quartiere Navile, will mirror the successful concept established in the Netherlands. Contemporary architecture will frame the hotel, its rooms and studios, with a library, study areas, meeting and Board rooms, an incubator for start-ups, a games room, gym and bicycle fleet. A large restaurant that will cater to this up and coming neighbourhood. Students and Guests alike will be able to relax in the hotel, in the spacious lobby, extensive internal courtyard boasting a pool and terrace.

The project will be realized with emphasis on the environmental sustainability of the building. The Student Hotel co-living model, with learning and co-working facilities, provides a home-away-from-home for a fast growing international community of talent. It offers a unique, ready-made social scene and network among the company of like-minded young people. The first property opened in Rotterdam in 2012 and there are now more than 3,000 rooms in the Netherlands, Germany, Spain and France. The Student Hotel Florence will open in the summer of 2018.



Camplus

Camplus is an international turn-key developer and operational management provider with over 30 years of experience in housing for students and young professionals. With over 160 members of staff, a €170 million real estate portfolio and a €32 million turnover, Camplus is Italy's PBSA market leader with accommodation for 6,000 people throughout the country and in Pamplona. Camplus has shaped the Italian student housing sector since the 1980s, providing high quality, student-centered housing solutions in

15 cities nationwide. As well as having accommodation for 3,000 more people in the pipeline in Italy, Camplus has recently expanded in to Spain and plans to further export its unique model of hybrid hospitality abroad. Its performance, superior student & guest experience and operational expertise make Camplus the preferred contact for local and international investment funds, universities, public bodies, religious institutions, businesses and local communities.



Paolo Castelli

PAOLO CASTELLI S.p.A. was founded upon the historic tradition of the Castelli family, the roots of whose activity in the field of fine woodworking first and office furniture later date back to the beginning of the last century. Paolo Castelli S.p.A. operates in the Contract sector with a team of architects, engineers, technicians and graphic designers capable of working on both small and large scales in both private and public contexts, providing restructuring and renovation services and custom furnishings for libraries, airports, hotels, museums, private homes,

auditoriums, offices and ships. The long history and consolidated experience of the firm, whose roots run deep in the finest traditions of Italian craftsmanship, along with its attention to client needs ensure that every project and product is characterized by maximum esthetic and technical quality. Paolo Castelli S.p.A. is capable of managing all aspects of the production process, from the initial concept to its complete realization, in strict adherence to the demands of both architect and client. The company provides 'Made in

Italy' products and services of the highest quality through technical and operational coordination, intelligent use of materials and finishes, and rigorous control over every aspect of industrial production as well as the workmanship of the master craftsmen with whom the company has collaborated for many years.

→ www.paolocastelli.com/en

Promoters



Partners



Credits

Editor: Cristiano Zecchi, Municipality of Bologna
with the support of Fabrizia Petrei, Urban Center Bologna
With the collaboration of: Bees Communication
Graphic Design: Michele Pastore – mercoledi.com
Publication realised on the occasion of MIPIM 2018

