

NEW MILAN FAIR COMPLEX WINS THE 2006 AWARDS FOR EXCELLENCE

Milan, 23 May 2006 - New Milan Fair Complex wins the 2006 awards for excellence

Milan, May the 25th - The New Milan Fair complex project was selected from a shortlist of 9 projects as winner of the **2006 Awards for Excellence: Europe competition** (prize for Architectural excellence). The announcement was made on **23 May** at **Milan Spring Trends Conference**, ULI's European annual conference, held in Milan for the first time. This year's conference is on **"Place Making Developing Thriving, Liveable Cities"**.

This is the 27th year for the Awards for Excellence (the third for the Europe program), which are worldwide recognized as the land use industry's **most prestigious recognition program**.

ULI's Awards for Excellence recognize the full development process of a project, not just its architecture or design. The criteria for the awards include contribution to the community, innovations, public/private partnership, environmental protection and enhancement, response to societal needs, and financial success.

The 9 finalists are from 8 European countries: two from Italy; and one each from the United Kingdom, Turkey, Portugal, The Netherlands, Germany, France, and Spain. They have been selected from a list of 27 from 12 countries.

The project of Fiera Milano's New Complex is therefore entitled to compete for the **Global Awards For Excellence 2006** which will be held next November in Denver, Colorado.

The Urban Land Institute, established in 1936 in the Usa, is a nonprofit education and research institute supported by its members. Its mission is to provide responsible leadership in the use of land in order to enhance the total environment. Today the Institute has more than 30,000 members from 50 countries.

The 2006 Awards for Excellence: Europe winners (developers in parentheses) are:

- **Muziekgebouw aan 't IJ, Amsterdam, The Netherlands** (City of Amsterdam) This 1,000-seat concert hall introduces a cultural element to the ongoing development of the former active harbor

of the IJ River, transforming the obsolete area from an industrial zone to a civic space.

- **New Milan Fair Complex, Milan, Italy** (Fondazione Fiera Milano) The transformation of a brownfield site between Malpensa airport and downtown Milan into a 200-hectare (494-acre) modern exhibition grounds expanded the city's exhibition space, relieving center-city congestion and providing the ability to compete globally.
- **Potsdamer Platz Arkaden, Berlin, Germany** (DaimlerChrysler Immobilien GmbH; ECE Projektmanagement GmbH. & Co. KG) This revitalized symbolic crossroads transforms a former wasteland into a 40,000-square-meter (430,556-square-foot) shopping boulevard and adds 4,000 parking spaces and a new tram station.
- **Tour CBX, Paris la Défense, France** (Tishman Speyer) Built on speculation, this 34-story, 44,000-square-meter (473,612-square-foot) office tower projects an iconic image and provides a high-quality working environment. The building was sold to its primary tenant.
- **Agbar Tower, Barcelona, Spain** (Layetana Developments) This 35-story office tower stands as a lighthouse for the [22@district](#). It contains 33,210 square meters (357,469 square feet) above ground on a 4,567-square meter (1.1-acre) site.

Per ulteriori informazioni:

Fondazione Fiera Milano - Comunicazione e Relazioni Esterne

Roberto De Giorgis 335.7243146

roberto.degiorgis@fondazionefieramilano.it

www.fondazionefieramilano.it