

**msg**  
MILANO  
SANTA  
GIULIA

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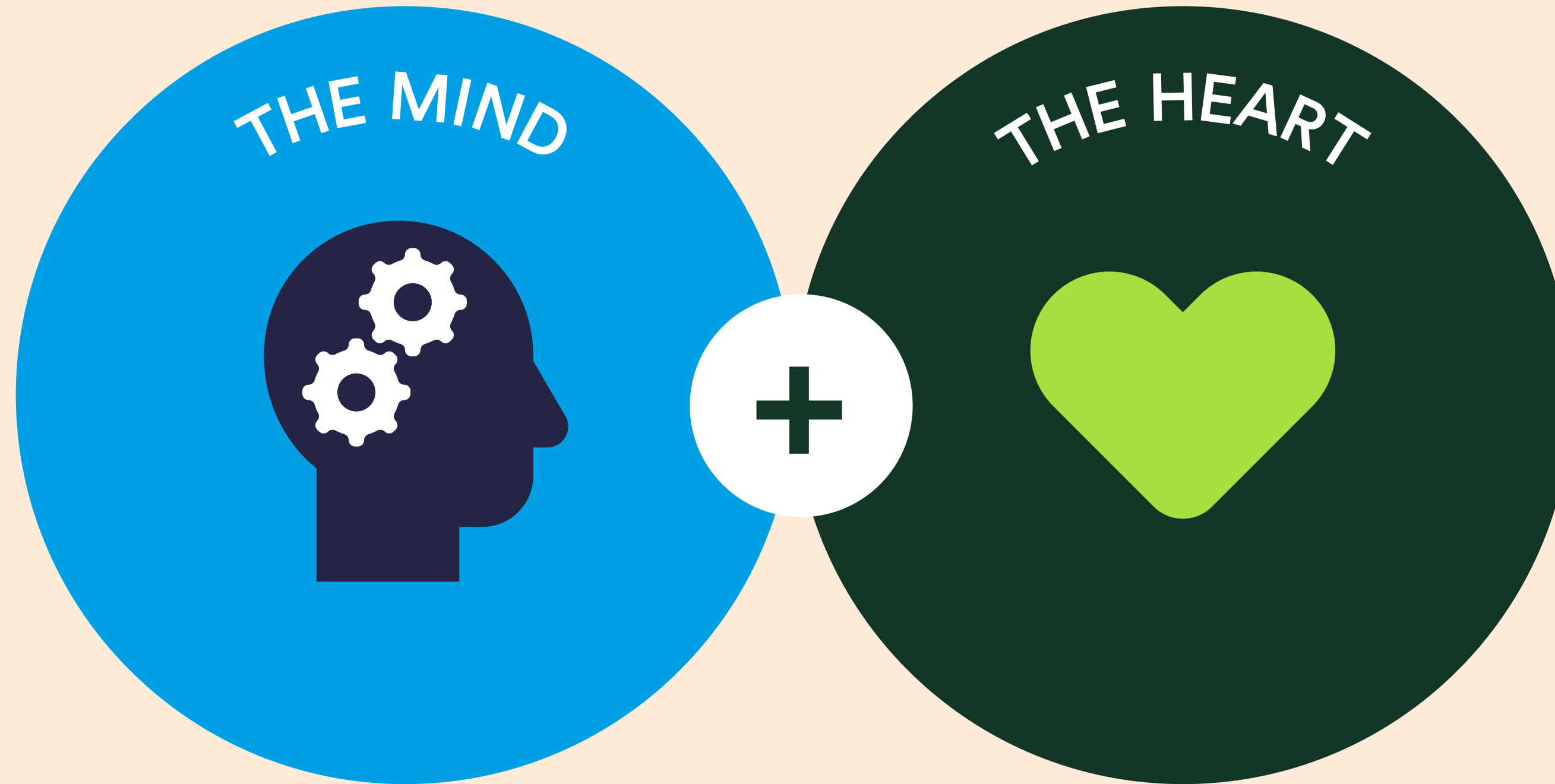


# The **new heartbeat** of Milan

Discover **Milano Santa Giulia**, a new way of living the city

# Projects where nature attracts people to a new way of living

With not one, but two hero Milan projects, **MIND** and **Milano Santa Giulia**, Lendlease is bringing the experience, credibility, and capability to Europe, creating and curating **places where communities thrive**.






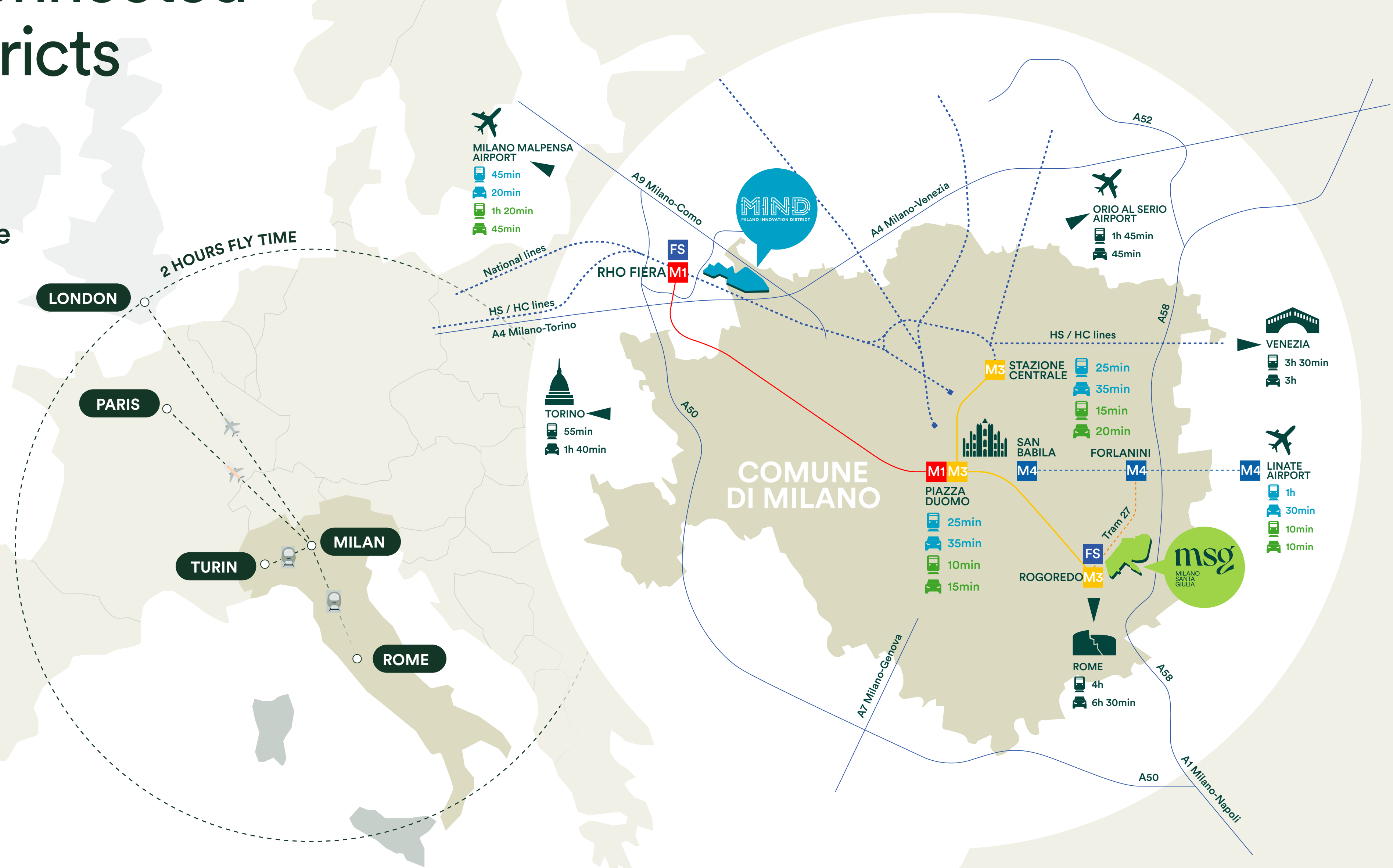
**MIND**  
MILANO INNOVATION DISTRICT

**msg**  
MILANO  
SANTA  
GIULIA

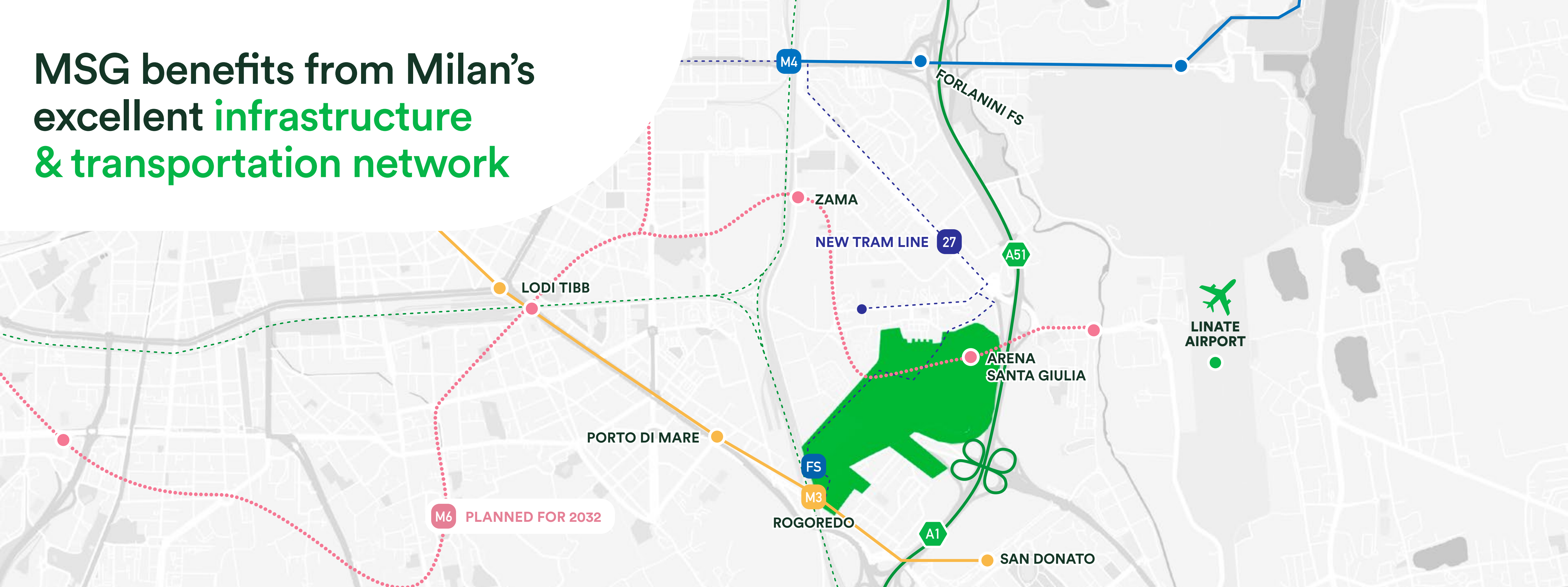
# Milan's best connected mixed-use districts

Lendlease has chosen Milan for the development of **2 urban regeneration projects** that share the same mission of defining a **new urban model** as well as a **strategic position** in the vibrant city outskirts.

-  **3 international airports**
-  **5 interconnected metro lines**
-  **a dense road network**
-  **urban, suburban and high-speed train lines**



# MSG benefits from Milan's excellent infrastructure & transportation network



## METRO DISTANCES

10min	M1 M3	Duomo
20min	M1 M2 + S	Cadorna
24min	M1	Rho Fiera MIND

## TRAIN DISTANCES

15min	Garibaldi station
10min	Centrale station
20min	Cadorna station

## LINES

S1	Varese-Treviglio	S12	Melegnano-Cormano
S2	Mariano C.se -Rogoredo	S13	Pavia-Bovisa
	High-Speed Rail		

## HIGH-SPEED RAIL DISTANCES

3h 20min	Roma Termini
3h 00min	Venezia Santa Lucia
1h 00min	Torino Porta Susa

## AIRPORT DISTANCES

8min	Linate
40min	Orio al Serio
50min	Malpensa

# The city of Milan is going **South-East!**

The **South-East city area** is in turmoil, scene of daring urban regeneration projects that involve different parties, searching value, building opportunities and **redefining the perimeter of the city.**



**Scalo P.ta Romana**  
Milano-Cortina 2026  
Olympic village headquarter



ARIA



Porta Vittoria



Ortomercato



Symbiosis



 **lendlease**

# Internal mobility



## MECENATE JUNCTION

The enhancement and partial renovation of the junction with the existing Milanese East ring road A51, main connection with A1, which is the most important highway in Italy

## GREEN WAYS

The Projects includes a unitary park which connects the already developed south plots to rest of the site. Other green areas and services for the Community are diffused on the site and interconnected.

## PAULLESE

The already existing Paullese road, which connects the eastern productive regional areas to the site, will be completed and connected to the urban road system.

## NEW TRAMWAY 27

The Tramway extension of the existing Line 27 tramway will connect the site to Rogoredo High Speed Train Station, and the main underground lines in Milan, both directed to Duomo and to Linate Airport

## ROGOREDO STATION

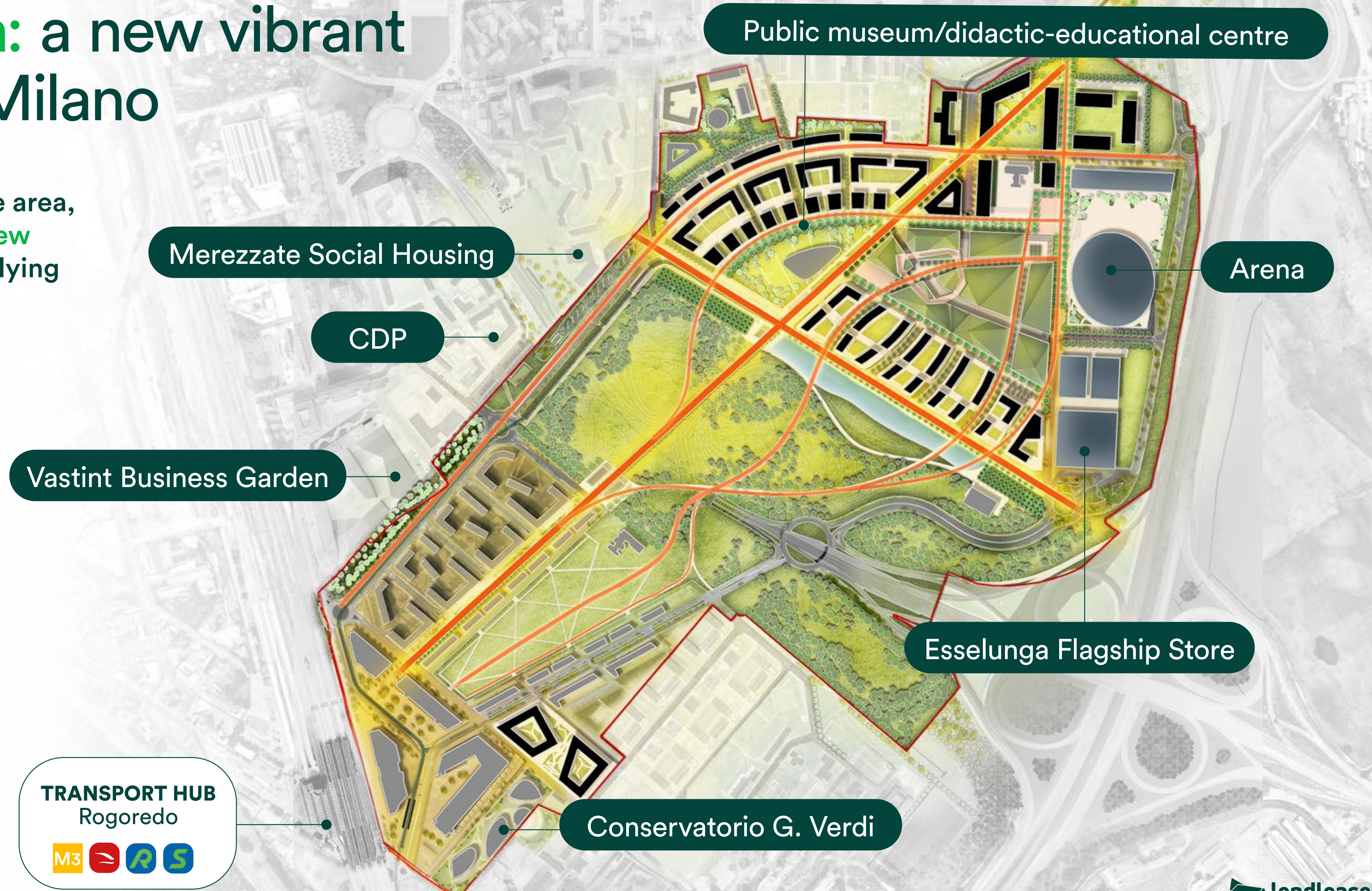
Intermodal Hub

- Paullese Extention
- Mecenate Junction
- New Tramway 27
- Tram Stops
- Bus Stops (Line 88)
- Primary Roads
- Secondary Roads
- Pedestrian Routes

# Santa Giulia: a new vibrant hotspot in Milano

Given the potential of the area, many other interesting new developments are multiplying right around Santa Giulia perimeter.

● Third parties developments



# Arena Santa Giulia will be a central stage for the Milano-Cortina 2026 Olympic Winter Games





From autumn 2026  
Arena Santa Giulia  
will host **16,000 seats**  
and more than **200 events**



MUSIC



SPORT



ENTERTAINMENT

# Bosco della Musica will be the new house for the historic National Music Academy Giuseppe Verdi

A project that means more than the simple expansion of the National Music Academy itself.

A campus with more than 200 beds places, defining a whole new idea of social housing and urban regeneration that aims to define a model for the city.

# A real mixed-use district defining a new urban model

- **Housing**
- **Office**
- **Hotel**
- **Retail**

GLA	270k sqm
Office	143k sqm
Hotel	17,5k sqm
Retail	55k sqm

## MUSEUM/EDUCATIONAL

Vibrant cultural hotspot

## SOUL

A new urban lifestyle retail destination

## LINFA

A premium residential complex to live surrounded by nature

## SPARK LIVING

A new residential space that celebrates the quality of life

## SPARK BUSINESS

Office and Retail Space

**TRANSPORT HUB**  
Rogoredo



## MECENATE JUNCTION

New site access

## TRAMWAY 27

Tram line extension

## EVENTIM ARENA

The largest arena in Milan

## ESSELUNGA

Flagship Hypermarket

## PAULLESE UNDERPASS

New underground roadway

## PARCO SANTA GIULIA

Third largest park in Milan with lake

## BOSCO DELLA MUSICA

National Music Academy Giuseppe Verdi

# Take a look at what is brewing in MSG

Museum/  
Educational

Linfa

Soul

eventim

ESSELUNGA

ARENA

HYPERMARKET

Parco Santa Giulia

Spark Living

Spark Business

Bosco della  
Musica

TRANSPORT HUB  
Rogoredo



# Milano Santa Giulia: the district in numbers

**3.500<sub>ca</sub>**  
apartments

**+6k**  
new residents

**+100**  
shops

**+3M**  
people connected  
by public transport

**185k**  
sqm offices

**600<sub>ca</sub>**  
hotel rooms

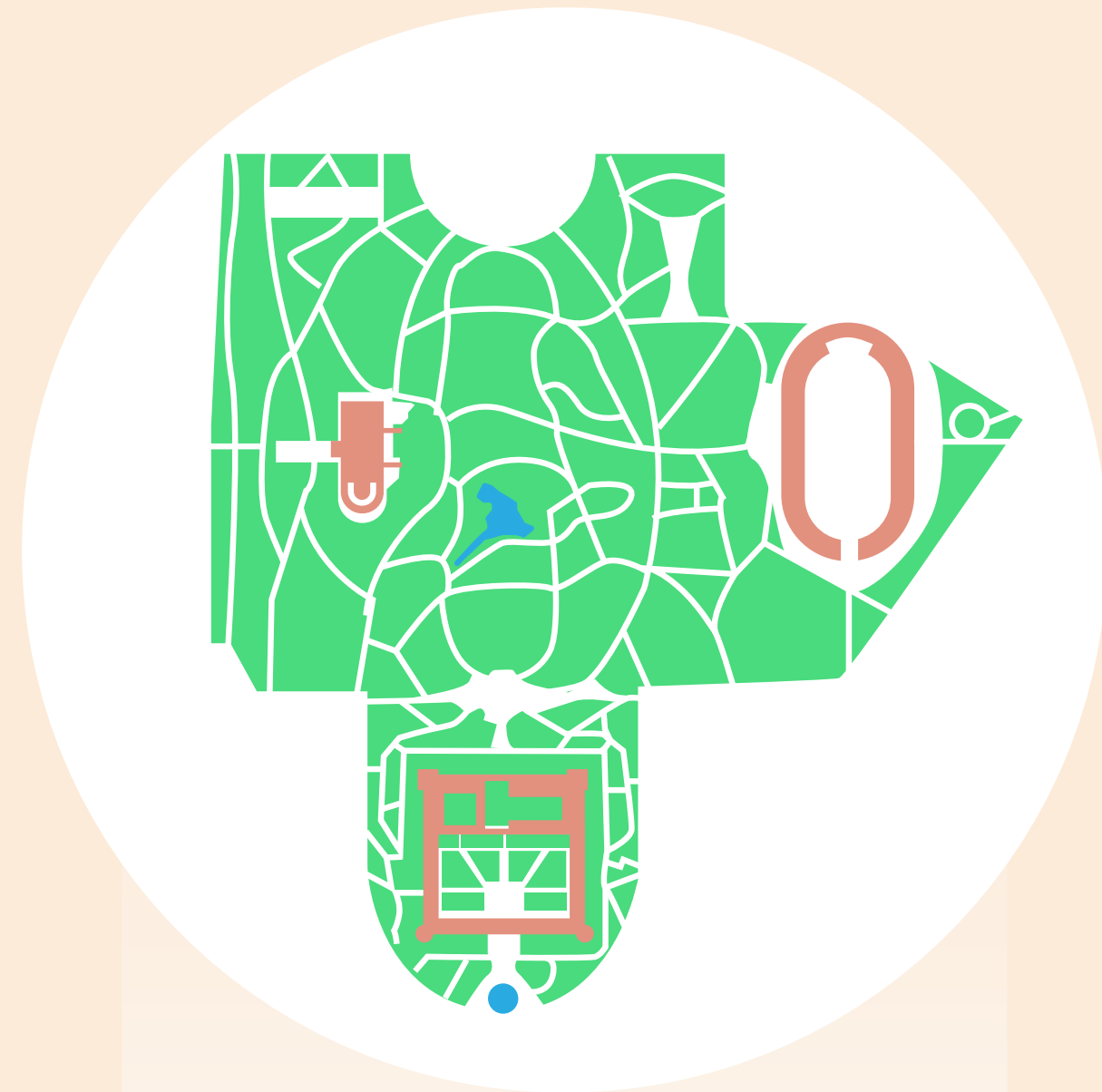
**16k**  
arena seats

**150k**  
people living  
or commuting in MSG

**260k**  
sqm Parco Santa Giulia

**1.3M**  
inhabitants within  
20min driving

# Parco Santa Giulia will be the 3<sup>RD</sup> largest green area in the city



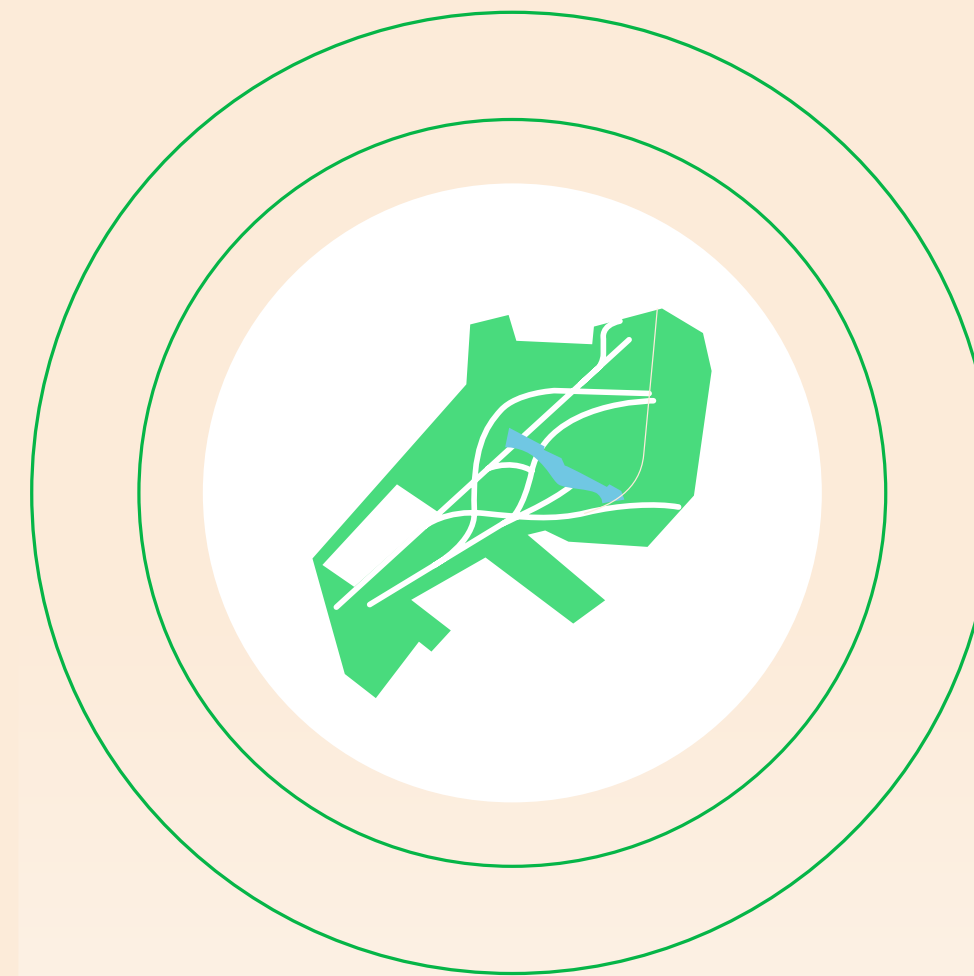
**Parco Sempione**

**386.000**  
sqm



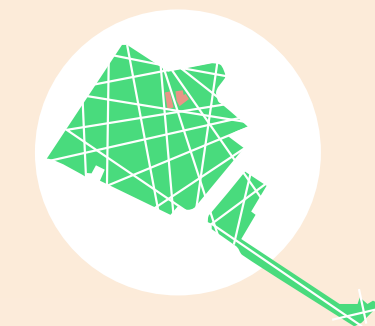
**Parco  
Monte Stella**

**311.160**  
sqm



**Parco  
Santa Giulia**

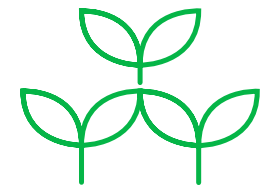
**ca 260.000**  
sqm



**Biblioteca  
degli Alberi**

**90.000**  
sqm

# Sustainability is at the heart of MSG



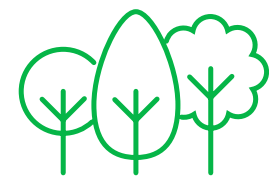
## Improve green cohesion

The existing and project green need to become a unique system



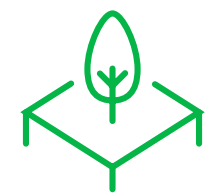
## Rebuilt urban relationship

Integrate external areas to create new urban relationships



## Increase deep green

The existing and project green need to become a unique system



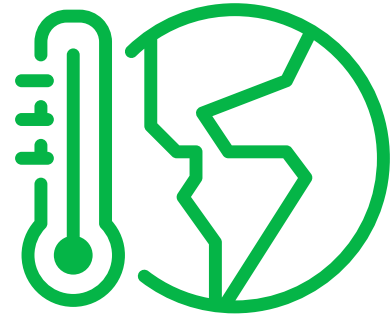
## Integrate green roof

Look for technical solutions to plant on underground buildings



# Sustainable transition: global commitment & values

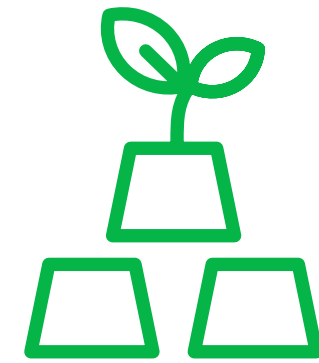
Not only the buildings, but also the entire neighborhood is designed to align with the highest sustainability standards, not only environmental but also economic and social.



## RESILIENCE

The design takes climate change into account, implementing technologies that make it possible to mitigate risks due to heat waves and water bombs such as:

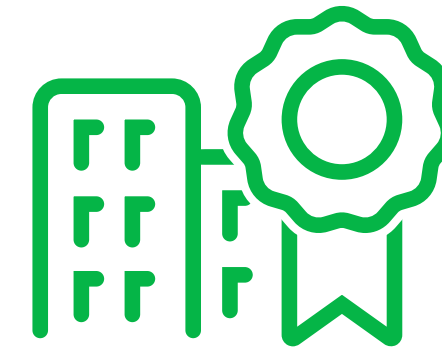
- solutions for effective rainwater harvesting
- shaded cycling and walking paths.



## CIRCULAR ECONOMY

Our ambitious goal is to innovate the processes and models of collaboration between the various players along the various stages of the construction chain, as well as change the way in which materials and their life cycle are conceived through:

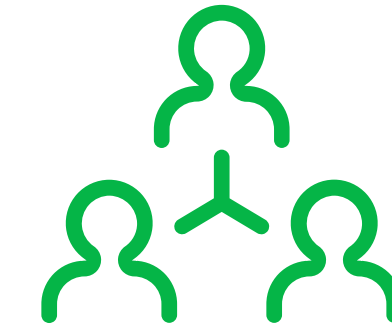
- space planning according to a Design for Manufacturing and Assembly approach.
- use for the construction of buildings of materials with a traced life cycle, which provides for their reuse and not their disposal.



## CERTIFICATIONS

The buildings and the district will be certified according to the most important international standards (e.g. LEED) in terms of sustainability and well-being of the inhabitants. Solutions that will make it possible to reduce consumption and related emissions through:

- use of rainwater for irrigation;
- use of materials with low embodied carbon emissions and which allow to mitigate the heat island effect.



## COMMUNITY ENGAGEMENT

Our goals are to create places where communities thrive and generate \$250 million in social value by 2025. This commitment is realized through the use of art and strategic alliances to create social value:

- **HERE:** A photographic project exhibited on the Spark 1 website. The portraits of the different inhabitants to tell the story of the territory;
- **FOM:** A distributed arts program created to raise community awareness of present and future environmental challenges;
- **15 minute walk community:** a taxonomy of social needs in the east area of Milan conducted in collaboration with the Politecnico di Milano and IULM;
- **Program 2121:** shared value partnership promoted by the Ministry of Justice of which Lendlease is a strategic partner, aimed at enhancing the social inclusion of prisoners through paid internships in unprotected environments.



Certified district:



# The beating heart of the **city** is in **Milano Santa Giulia**.

Discover **SPARK BUSINESS**, the new workplace district of Milan.

# The best connected workplace in Milan

Spark Business counts on more than **150,00 sqm GLA** of office space and circa 13,000 sqm of amenities, convenience and experimental F&B.

Around 100,000 sqm are already occupied since 2008 by Sky, Europe's largest media company. Saipem joined the district with the delivery of a new 50,000 sqm headquarter at Spark 1 and Spark 2 in 2022.

To complete the panorama, a new 50,000 sqm business district will be built adjacent to the Spark Business.





# A strategic position in Milano Santa Giulia

Milano Santa Giulia is perfectly placed for companies and individuals to thrive. Our vision is to create a place that people will want to work and visit because of its superb accessibility, unique vibrancy and high standards.

SPARK BUSINESS  
TOTAL GLA

**50.000** sqm

RETAIL AREAS  
GLA

**1.500** sqm

# Spark 1





# Spark 2



# Spark 3







The beating heart of the **city**  
is in **Milano Santa Giulia**

Discover **SPARK LIVING**, the new smart housing district of Milan

Take a look at what  
is brewing in MSG

Spark Living



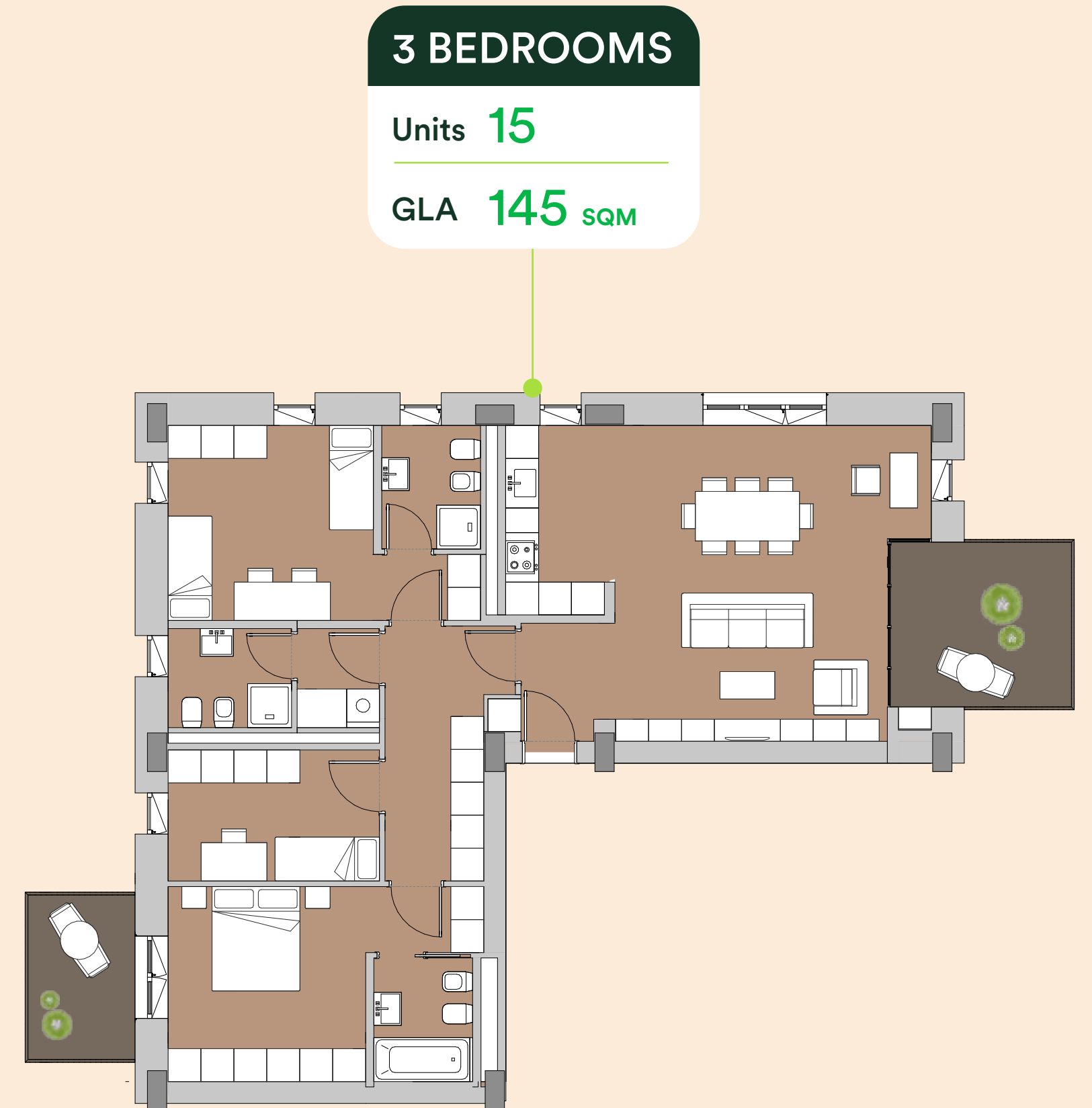
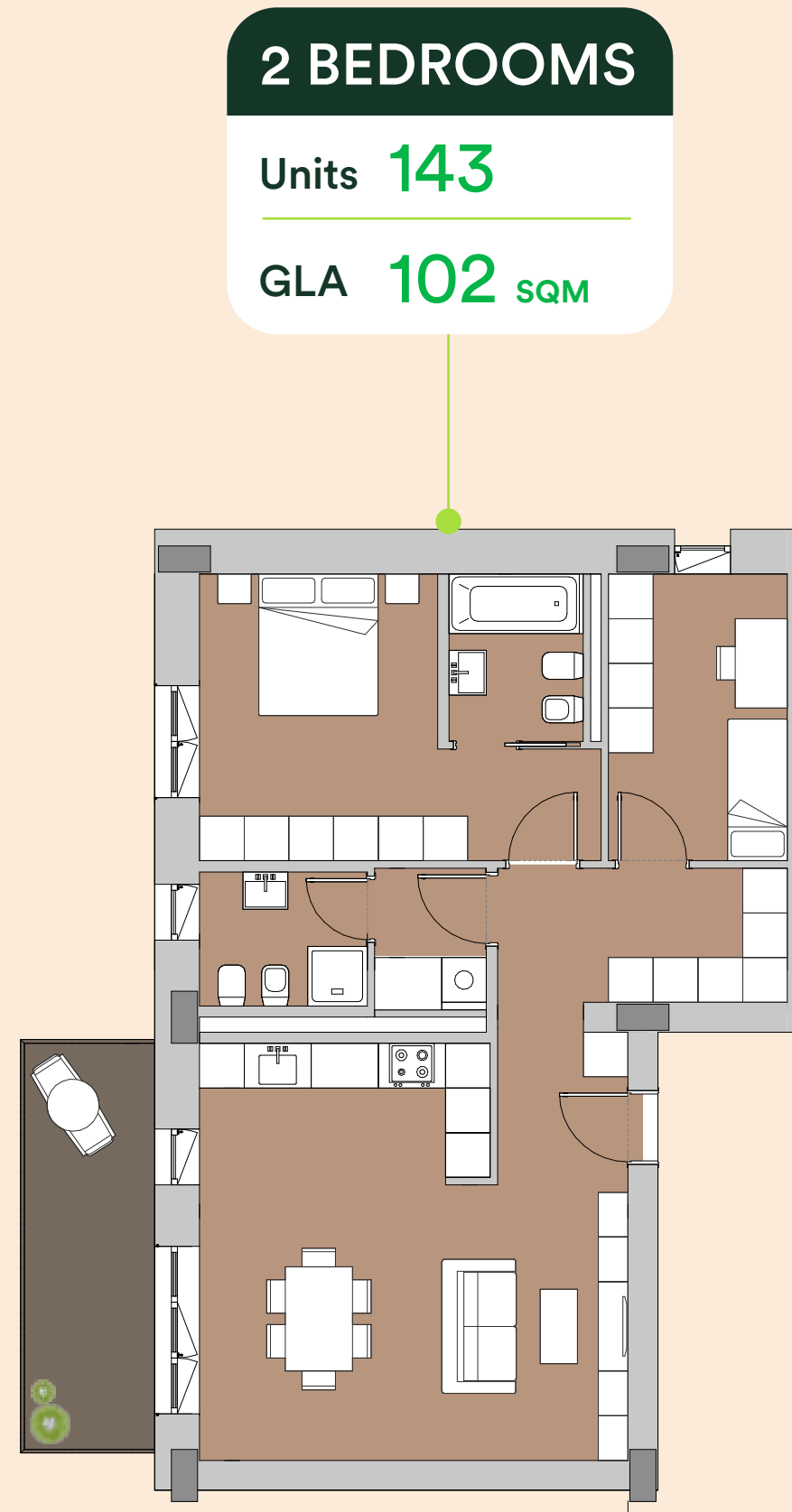
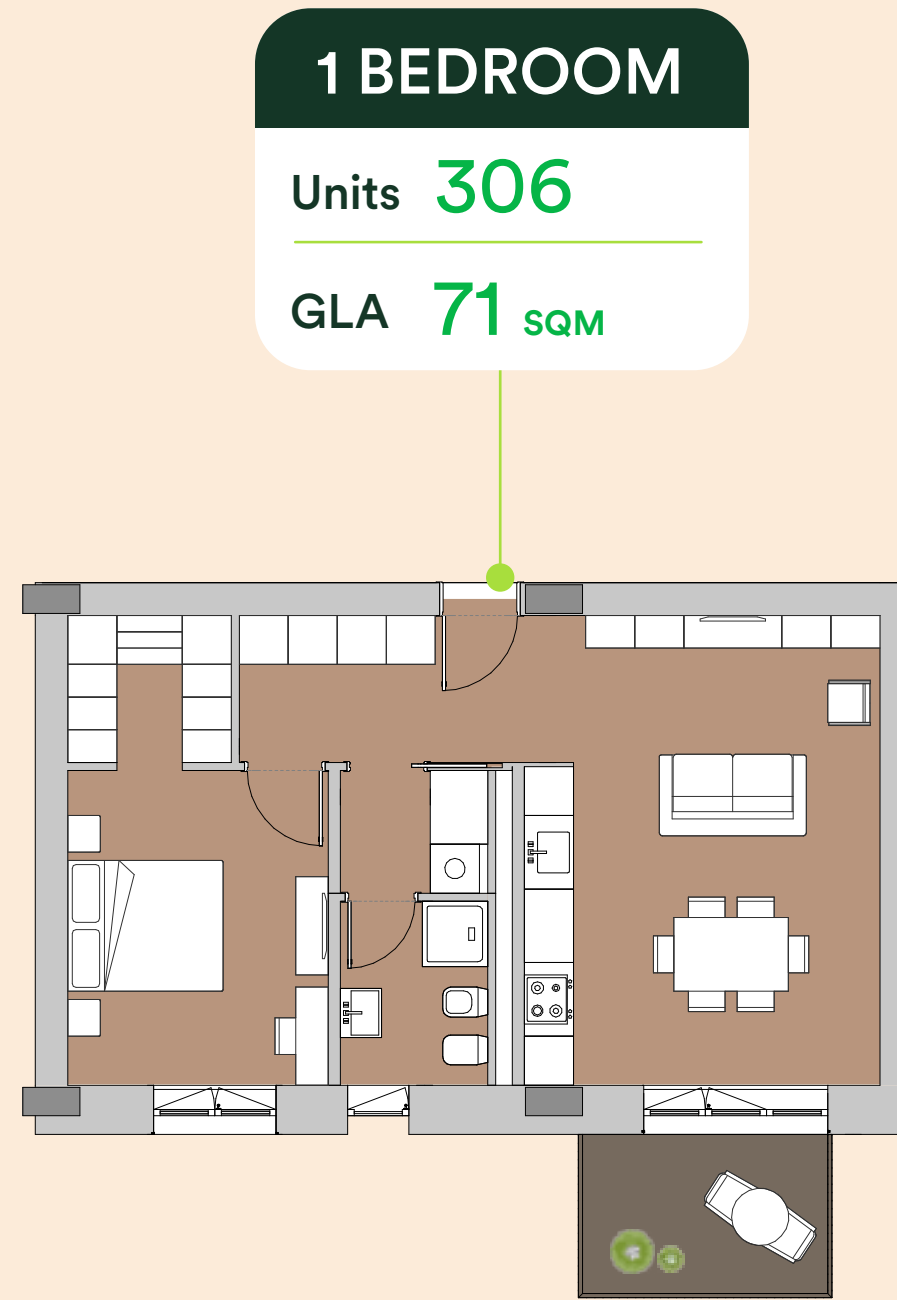
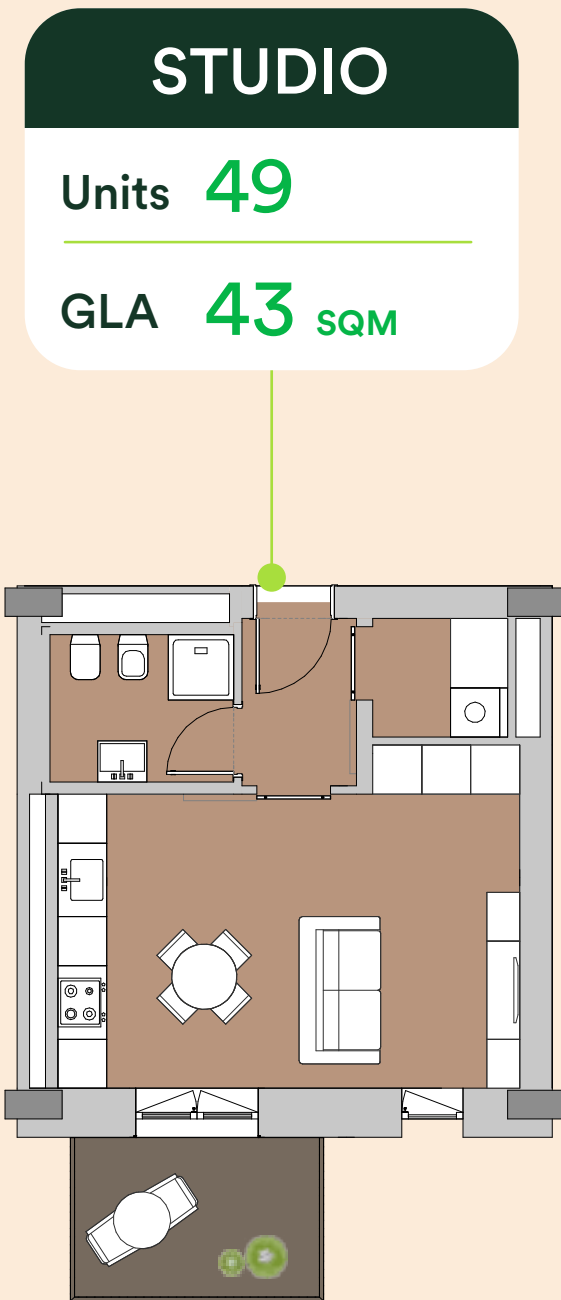
Main Entrance

Private Courtyard

Public Path



# Spark Living offers **513** units to match all the users' needs





The beating heart of the city  
is in **Milano Santa Giulia**.

Discover Linfa, the new lifestyle retail district of Milan.

# Lifestyle retail

EXIT/ENTRANCE  
VIA PAULLESE

Soul

100 units

2 entertainment areas

20 F&B

4 large sales areas

2.800 parkings

13 anchors

ESSELUNGA

HOTEL

GYM

CINEMA

FOOD COURT

ENTERTAINMENT

FOOD HALL

ARENA

PARKING ENTRANCE  
VIA MECENATE



# Food Court



Something to do,  
throughout the day  
and night



**8k sqm**  
Food & Beverage  
area

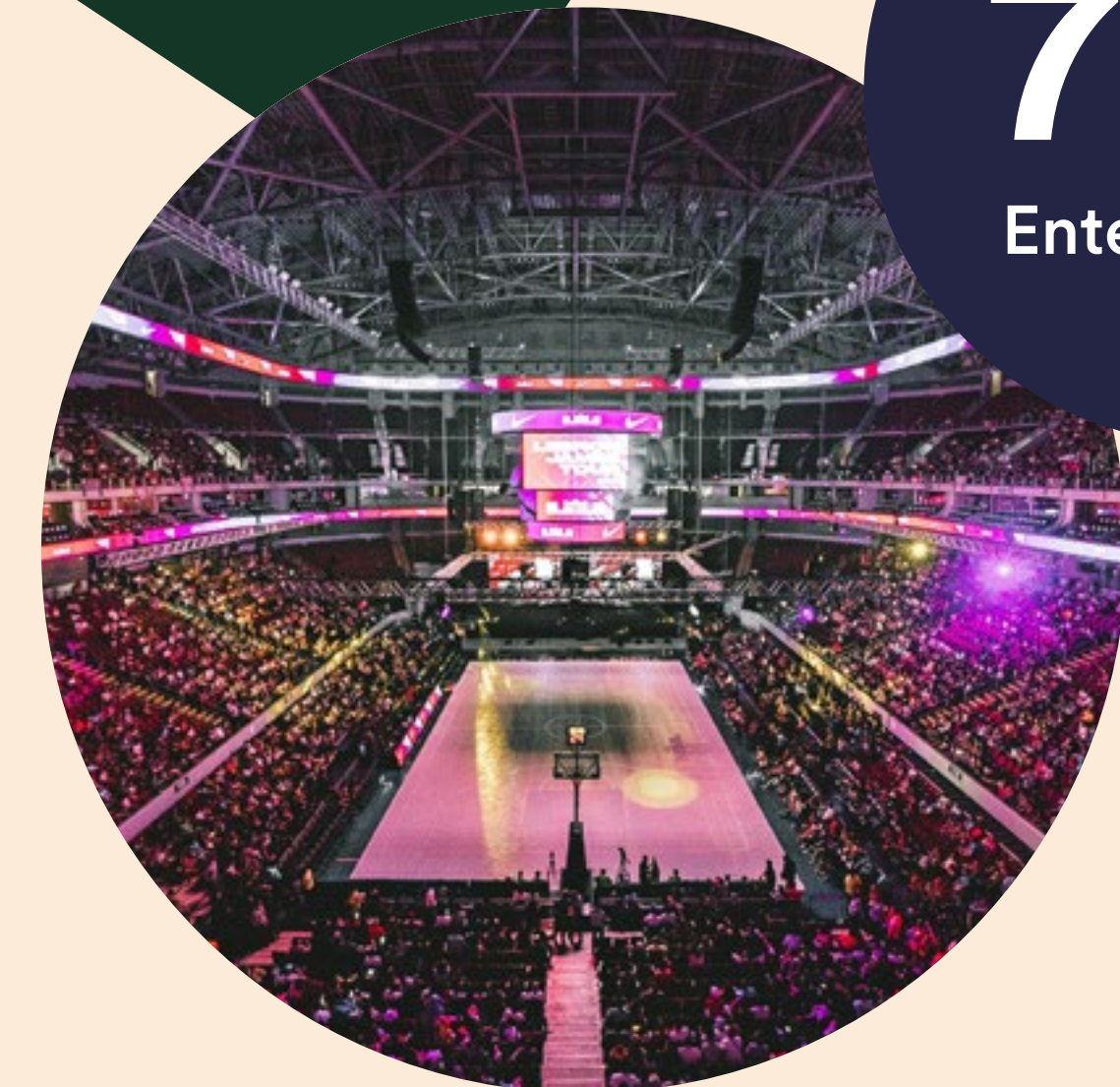


**1.3M**  
Inhabitants within  
20min driving



**+6k**  
New residents

**+40%**  
Consumption Index  
Power



**7k sqm**  
Entertainment  
area

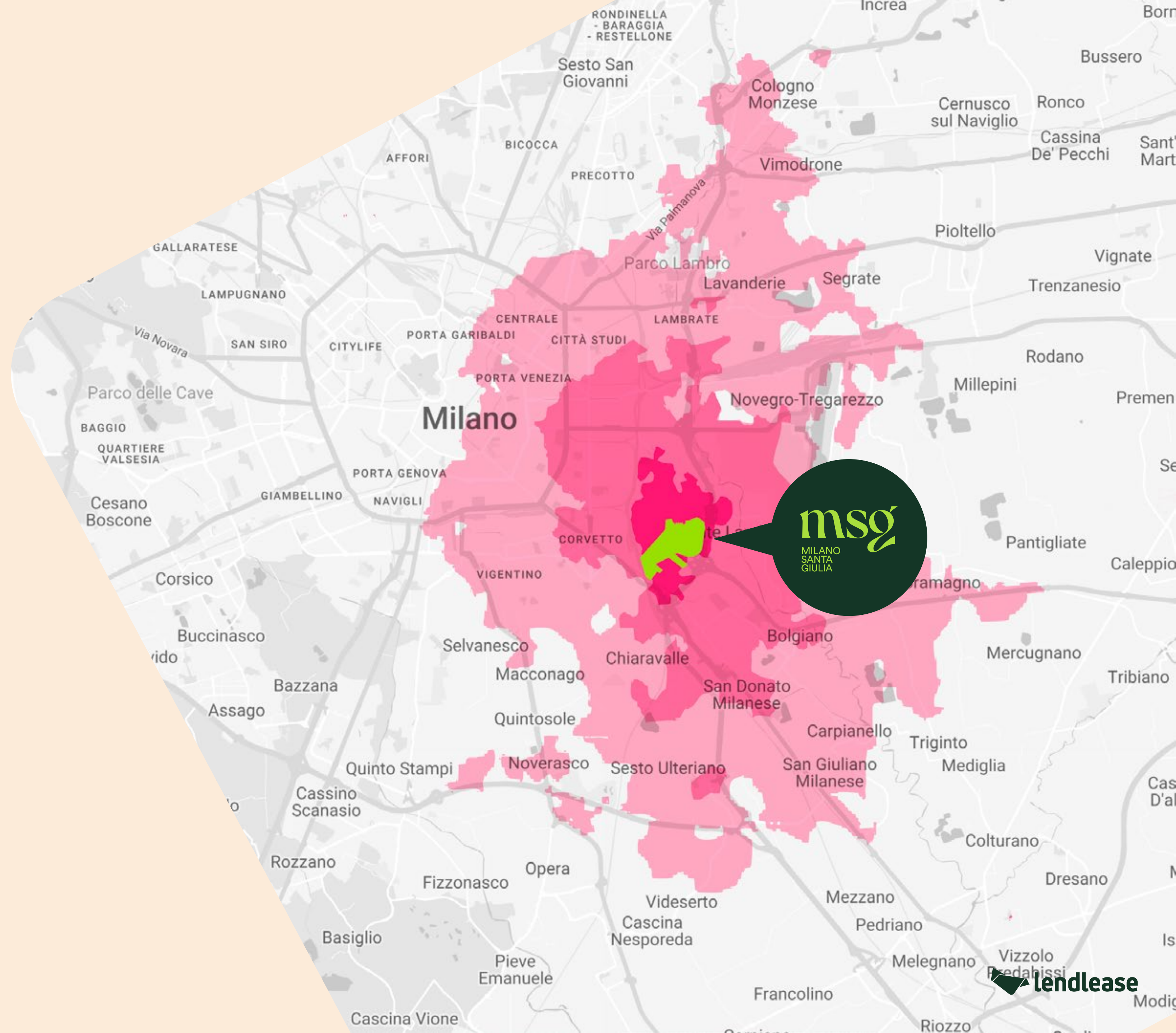
**+10M**  
Annual Audience

# Catchment area

The catchment area of the project includes a 20 minutes drive time with medium traffic and no highways, and counts a total of over **1.293.700 residents**, for a total amount of **671 families**.

The daily population of the catchment area is of over **1.746.000 people**, 1.000.000 of which work in the area.

CATCHMENT AREA (Isochrones)	RESIDENTS	
	(n)	(%)
00'-05'	19.361	1,5
05'-10'	159.072	12,3
10'-15'	409.791	31,68
15'-20'	705.497	54,53
<b>TOTALE</b>	<b>1.293.721</b>	<b>100</b>

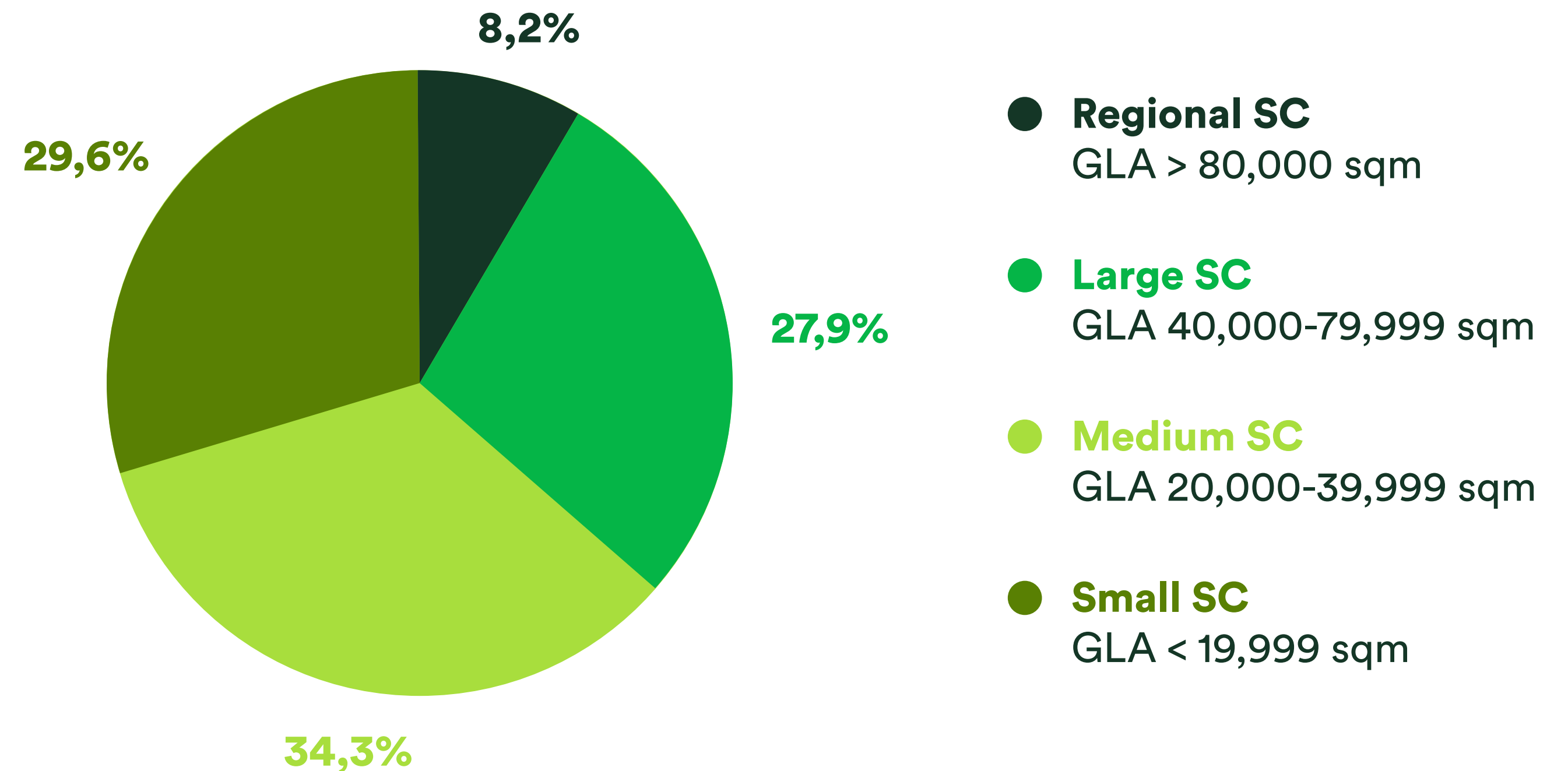


# Market supply

The supply density, in the Milan province, is equal to ca. 290 sqm of GLA per 1,000 inhabitants (considering exclusively shopping centres with a minimum GLA of 10,000 sqm). This is not particularly high especially when compared to the Italian marketplaces, where the retail market appears to be more mature.

What particularly characterizes the Milan retail market, compared to the main European capitals, is the presence of a sole regional shopping centre. Indeed, CBRE has identified that approximately 65% of all shopping centres in the Milan province are below 40,000 sqm of GLA. Therefore, there is a clear undersupply of large attractive shopping centres in the province.

## SHOPPING CENTRES STOCK IN THE MILAN PROVINCE



# Competitors

Overview of the MSG Soul competitors in the Milan province area

## Construction status

- Completed
- In progress

**ILCENTRO**

Finiper

GLA **77k sqm**

Footfall **17m**

**Milanord2 Cinisello**

Ceetrus

GLA **120k sqm**

Timeline **TBD**

**Merlata Bloom**

Ceetrus

GLA **65k sqm**

Timeline **Q4 23**

**Concordia Milano Sesto**

Hines

GLA **100k sqm**

Timeline **On Hold**

**carosello**

Finiper

GLA **53k sqm**

Footfall **8,3m**

**PiazzaPortello**

Finiper

GLA **26k sqm**

Footfall **5m**

**CityLife**

Generali RE (with Sonae Sierra)

GLA **30k sqm**

Footfall **9m**

**MILANOFIORI**

Klepierre

GLA **50k sqm**

Footfall **6m**

**FIORDALISO**  
Unico, come te

Eurocommercial Properties

GLA **85k sqm**

Footfall **9m**



20MIN CAR DISTANCE



The beating heart of the **city**  
is in **Milano Santa Giulia**

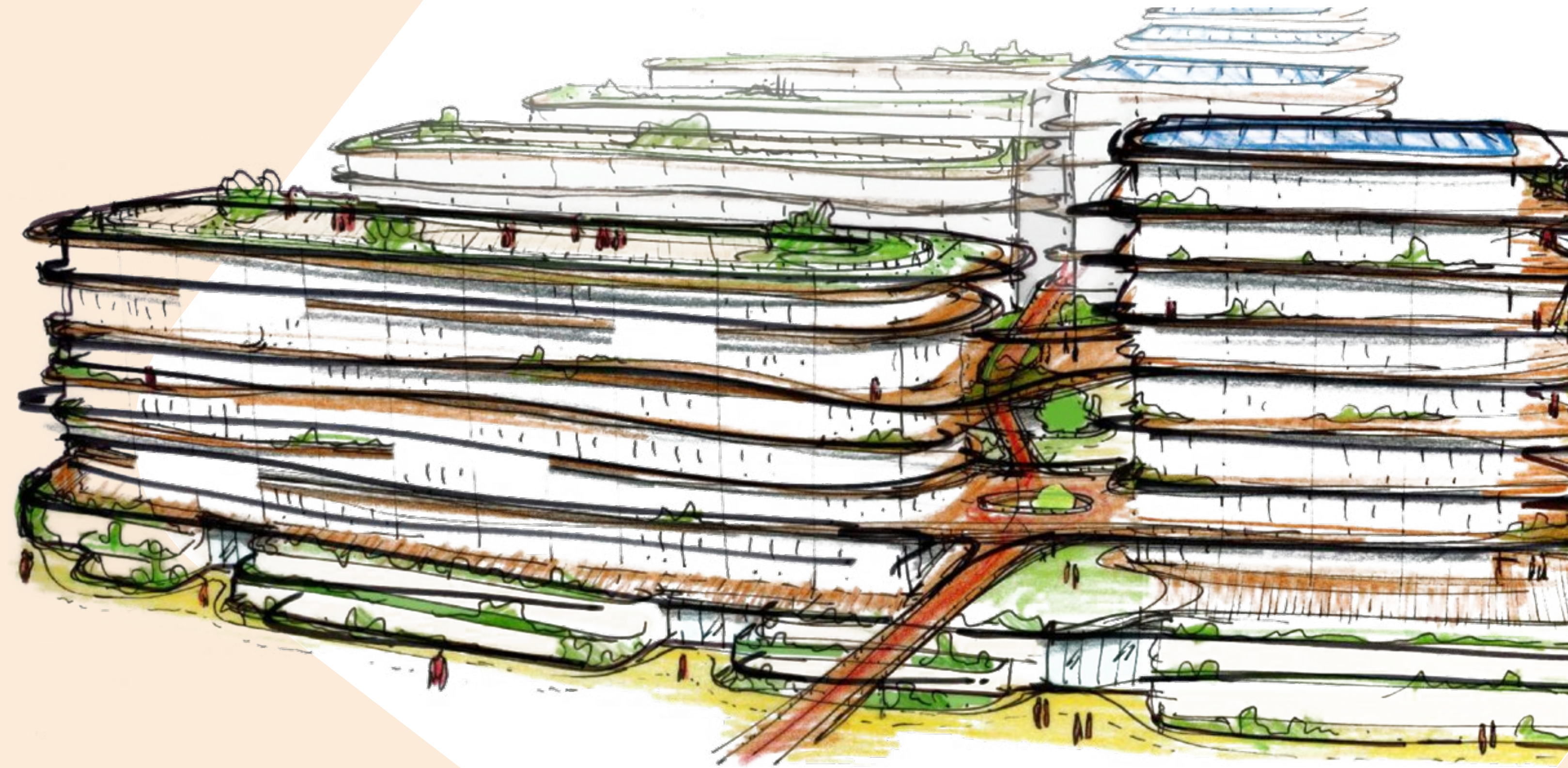
Discover Linfa, a more natural way of living in Milan

# The trends of the house of the future

Lendlease is keen to provide high life quality and flexible way of living, in well-connected locations, with green areas inside and outside the building that offer the opportunity to play sports or travel by bike.

The house of the future requires the right balance between comfort, reduced consumption and physical well-being.

Linfa represents the answer to all these needs.



Take a look at what  
is brewing in MSG

Linfa

# Landscape & Public Realm

The podium plays a crucial role in the functioning of Linfa **providing a safe and private access to the building**, which are raised one level above street level.

The community pocket forest hosts **stairways, paths, greenery, gates and ramps** that provide accessibility for different types of users.

The podium fronts host functions that are partly open to the public and integrate into the surrounding urban context.



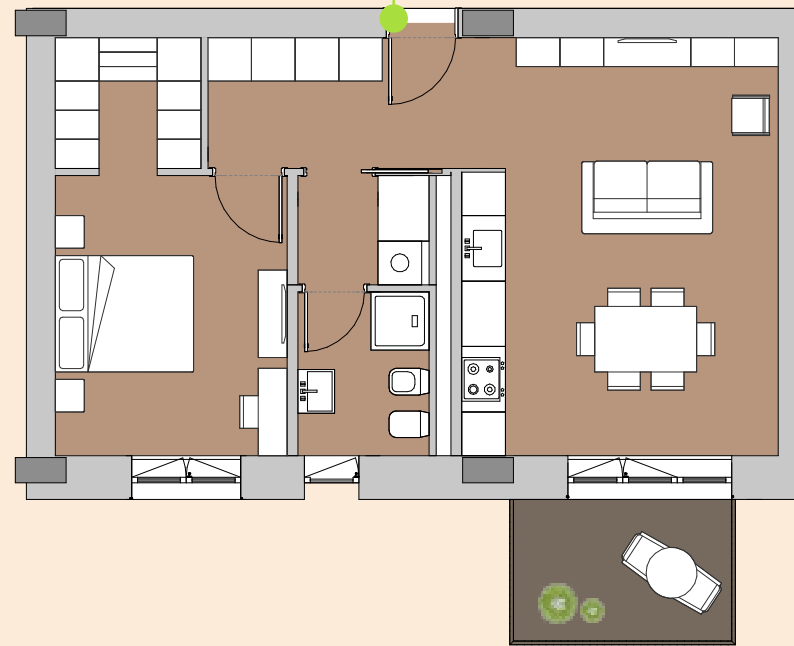


# Linfa offers **296** premium units to match all the users' needs

## 1 BEDROOM

Units **49**

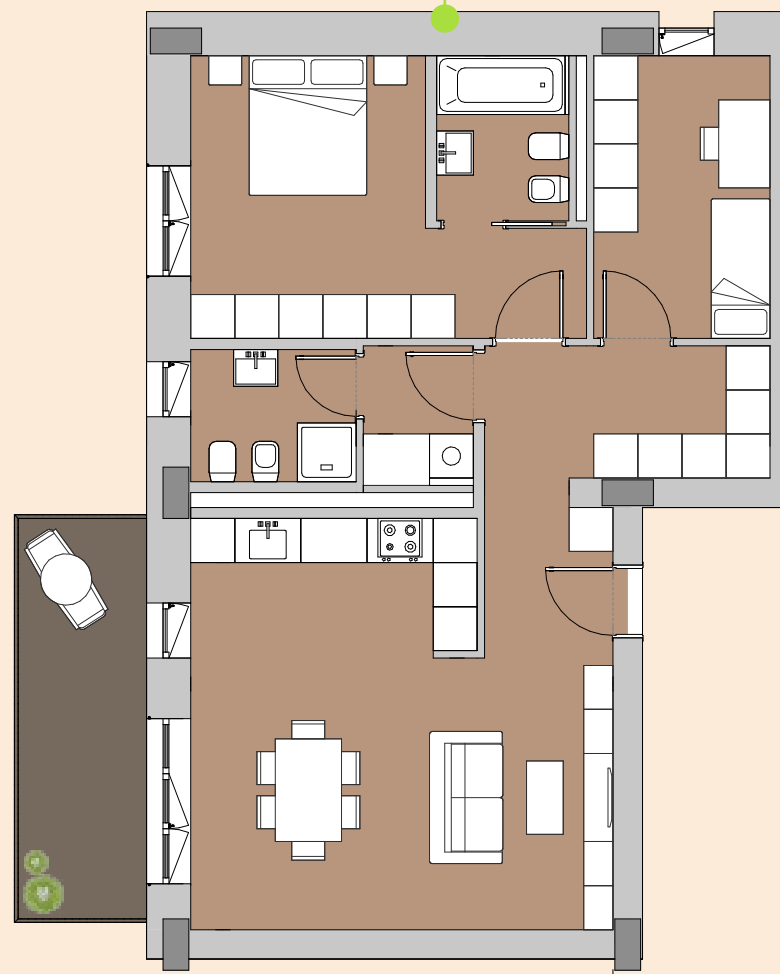
GLA **71** sqm



## 2 BEDROOMS

Units **99**

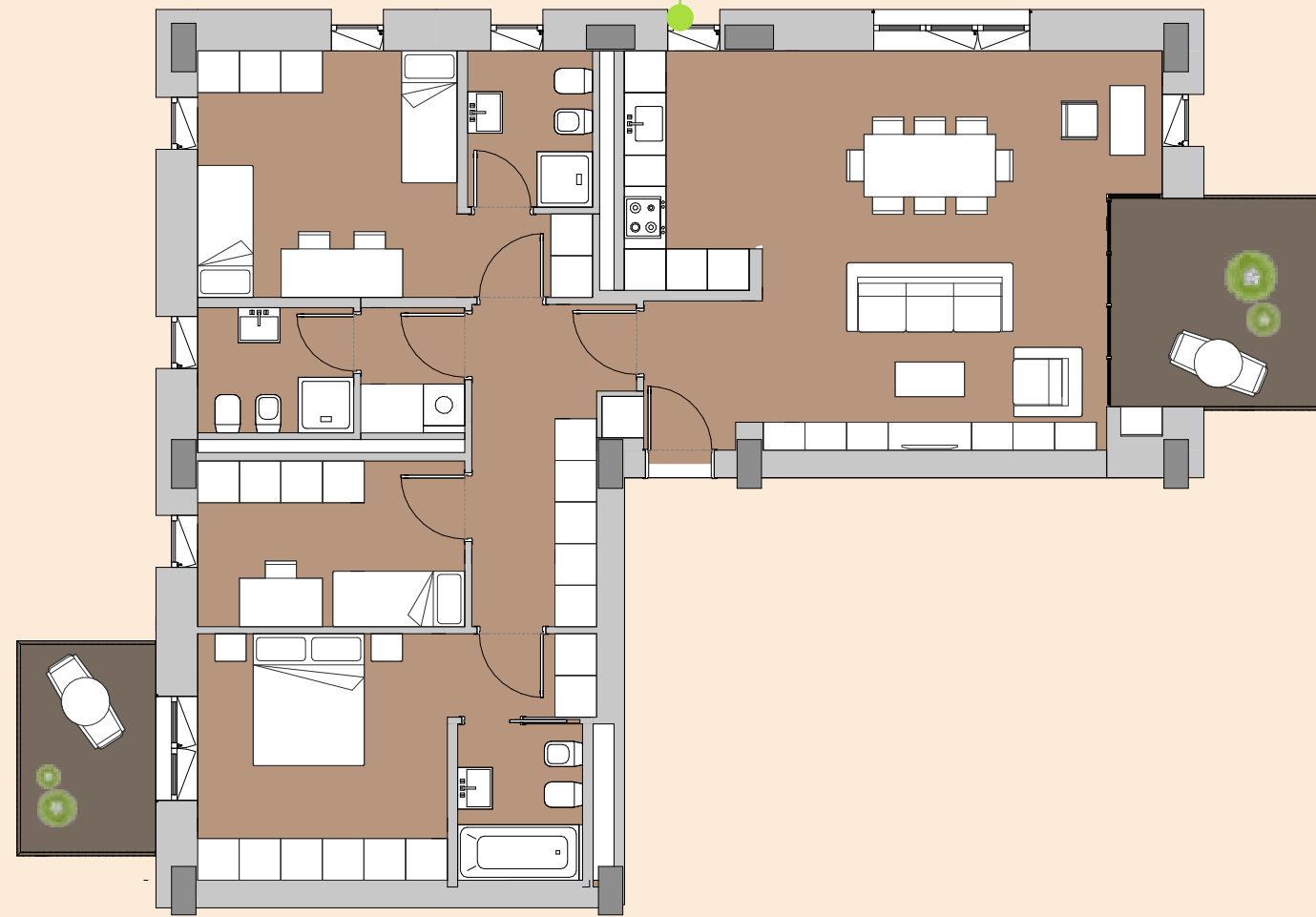
GLA **102** sqm



## 3 BEDROOMS

Units **62**

GLA **145** sqm



## 4 BEDROOMS

Units **15**

GLA **173** sqm





# Waterfront



# The lake



**Thank you**