



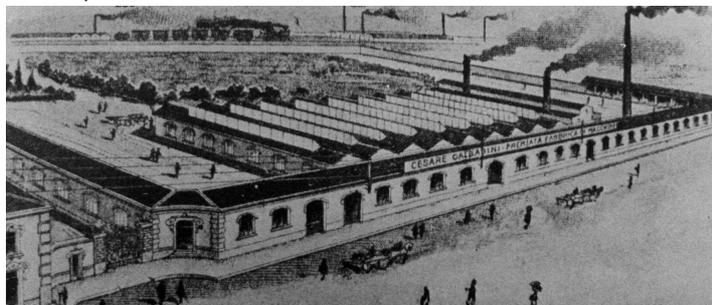
GALLARATE

Gallarate is placed on the line of the Sempione route, intersecting the road to Varese.

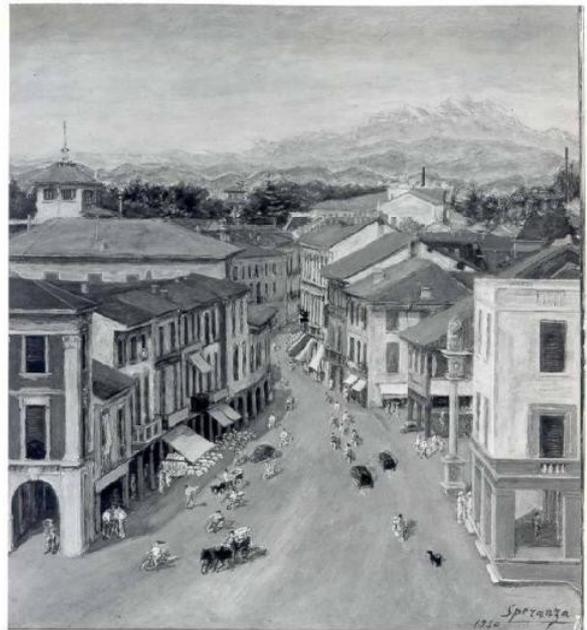
The meaning of this strategic position, once clearly identified and distinctive, changed quite a lot in the last years. As a matter of fact, due to the high settlements development - for housing, industrial, handcraft and commercial purposes - this feature has quite dampened. Actually Gallarate seems to build, together with Busto Arsizio, Castellanza, Legnano and the other townships close by, a unique big urban area. This brought remarkable advantages for the industrial development and consequently for the employment.



The industrial manufacturing system represented (and somehow still represents) a first market opportunity for the single companies that created satellite chains as well as real supply chains. Behind that, the creation of an industrial district allowed to create job opportunities for the inhabitants of the townships of the area, not only regarding quantity but also quality. As a matter of fact the skills and the productive culture, brought about and diffused in the District, produced a job qualification effect, putting the foundations for flourishing of handcraft and industrial activities as “spin off” of other companies.



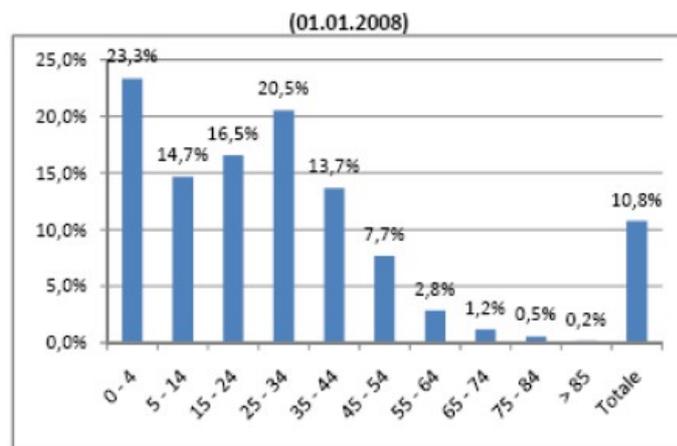
The building up of this enlarged urban area has anyway signified for the single townships, and especially for Gallarate, a risk of identity loss. This risk involves in great measure the historic center of the town and - consequently- the social and entrepreneurial activities here located. Retail activities and public business of the historic center, that play a role and are a qualifying part of the urban context, are heavily risking to loose competitiveness because of the loss of identity values in favour of new external offer hubs that have their own identities, actually created from scratch.



The evolution of the territorial context brought anyway some elements of potential benefit for Gallarate. The town is actually placed in a strategic position, even more than in the past, as it is situated on the cross point of railway and road arteries (the so called "corridor 5" (arterial thoroughfare that belongs to one of the main road and railway artery for people and goods transportation that the European Union promised to realize in order to connect Lisbon to Kiev), the motorway A8 - known as Lakes Motorway - that connects Milan to Varese, the lakes area and the Sempione road) and at the same time in focal position compared to hubs with concentration of request and offer opportunities of several kinds, such as housing, working, entrepreneurial and commercial services: the city of Milan, the Malpensa airport, the new International Fair Area of Rho Pero. From this point of view it's clear the synergic (but at the same time competitive) relationship with Busto Arsizio.

Gallarate, with 50.156 residents on January 1st 2008, is the third town for inhabitants number in the province after Varese (82.037 inhabitants) and Busto Arsizio (80.633 inhabitants) (figure 1).

During the last five years the population increased at an average rate of 1,5% (of 8% considering the whole period 2002/2007) showing a kind of vitality in the



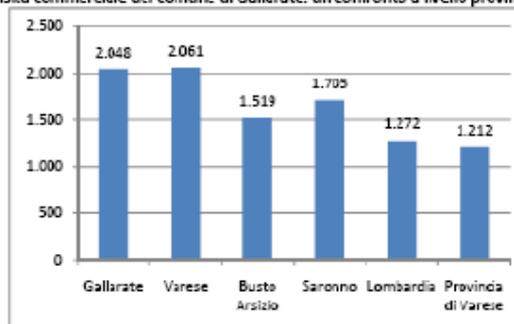
Fonte: elaborazione su dati ISTAT

regional demographic situation and also in the Northern Italy one (figure 2). As far as the population age is concerned, in the township of Gallarate the distribution is similar to the one of the Varese province (figure 3), differently from the foreign

constituent that, quite obvious, presents higher amounts of young people proportionally both in local and provincial rates (people in working age and very young, probably children of foreign residents). A contribution to this demographic development has been certainly given by the foreign people that today have an incidence of approx. 11% on the total residents in the township (figure 4), a percentage that goes up to more than 23% by calculating children (under 4 years of age) and more than 20% by calculating young people between 25 and 34 years of age.

Considering the sale surface, the commercial network of Gallarate presents a whole supply of 168.000 square meters. The share of modern commerce is obviously higher than the numerical one. The big structures are more than a fourth of the total, while the medium ones approx. for 35% (tables 3a and 3b).

Figura 5 – Densità commerciale del comune di Gallarate: un confronto a livello provinciale e regionale

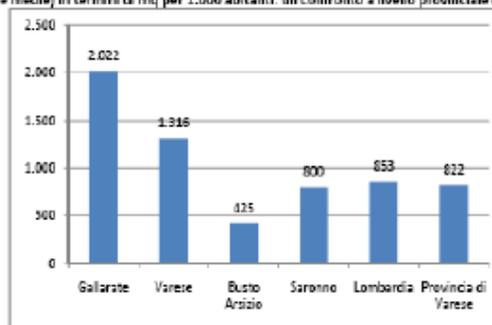


Fonte: elaborazione su dati Osservatorio del Commercio Regione Lombardia 2007

It's quite a relevant offer above all if compared with the one of the province and of the medium and big townships of the area and even more if compared with the request.

The commercial density (number of point of sales for 100.000 inhabitants) is just a bit lower than the one of Varese and definitely higher than the provincial and regional average, as well as higher than the one of Busto Arsizio and Saronno, the two townships that can be compared with Gallarate, due to dimension and geographic position (figure 5).

Figura 6 – Modernizzazione della rete complessiva (food e non food) - Dotazione di commercio moderno (grandi e medie) in termini di mq per 1.000 abitanti: un confronto a livello provinciale e regionale



Fonte: elaborazione su dati Osservatorio del Commercio Regione Lombardia 2007

The peculiarity of the commercial offer of Gallarate is anyway the modernization level. The supply of modern commerce (the supply of sale surface square meters) - that means the presence of medium and large commercial structures in Gallarate compared with the residents - is definitely higher than the provincial and regional average, but also higher than the one of other medium and big townships of the province, including the chief town. In Gallarate there are more than 2000 square meters of modern commerce every 1.000 inhabitants, against 1.300 of Varese and only 425 of Busto Arsizio.

Vision and guidelines of town development and commerce role

Gallarate is living a significant growth moment, that the town would like living more as a main actor than as a simple spectator. In the last five years the actions developed in the Territory Governance Plan opened a new growth period, following the manufacturing system downfall that had been the driving element for the town development since the 19th century. In this perspective the final goal is to give a clear identity to Gallarate in order to avoid that it becomes a “small center of the province” and to give it the possibility of recovering a key role in the provincial and regional system. All this through:



- promotion of the social, economic and cultural development of the community supporting the balanced use of the territory and preserving resources and environment;
- strengthening of the facilities system, recovering the existing ones, in order to sustain mobility;
- reutilization of the real estate already built, in order to preserve the free ground and facilitate localized choices coherent with the existing facilities system.

The final goal is to increase the life quality standard improving the satisfaction of people already living in the town (actually, of both people and activities) and of the ones who would like to stay here.

Gallarate would like to be, today and tomorrow, this kind of place:

- a town with high life quality standards for its citizens in several aspects (environmental quality, relationship among people, relationship among people and institutions, service and culture offer);
- a town that grows thanks to the fact that the above mentioned standards are attractive both for residents and economic activities;
- a point of reference as far as commercial and no commercial services are concerned for the surrounding territory;

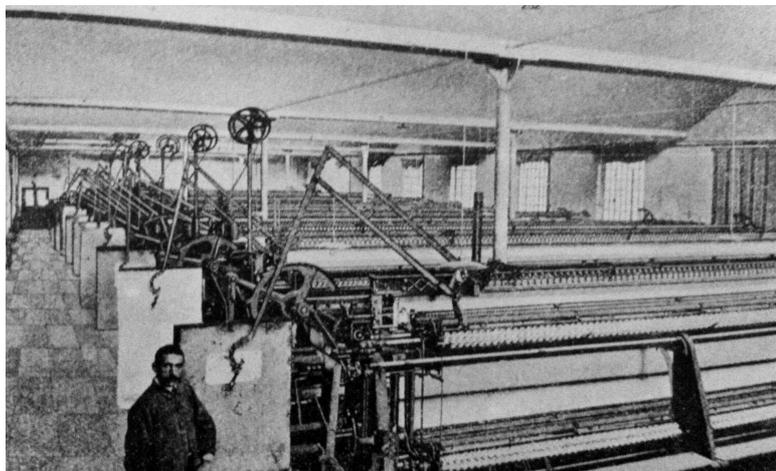
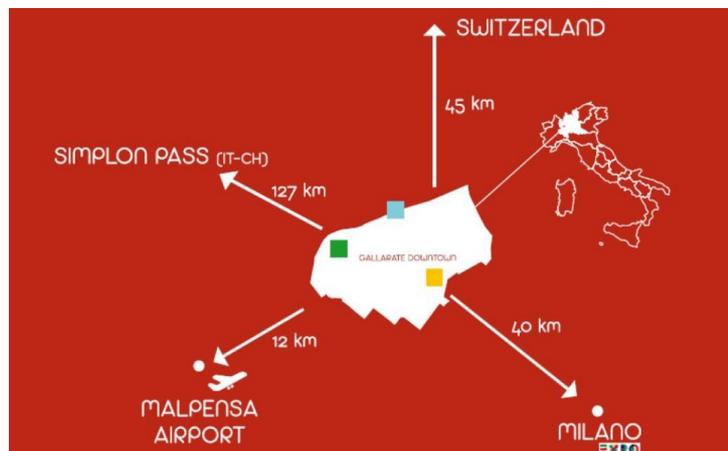


- a “commercial and cultural salon”.

The context where this vision should be inserted presents a series of elements, previously explained, that should be taken into consideration as they represent potential opportunities or threats that could influence the positive outcome of the vision development itself, above all referring to the goals on commercial level (table 4).

First of all it's necessary to mention the economic crisis that lasts since some years and that recently worsened because of the well-known events in the financial and credit area. This situation can strongly limit the purchasing power of people and therefore cause a decrease of consumptions. Actually, if now the crisis effects on the durables do not seem to be too heavy, it should be considered that they could affect the orders of the local manufacturing companies, causing employment or income loss to the working people.

A second point to consider is the change involving the population, both regarding the demographic aspect and the socio-cultural one. The residents are growing, what means a potential enlargement inside and close to the District and therefore an opportunity. Moreover, by growing of the average age of people, there are more and more “senior” people who, by requiring commercial services, look for “comfort” services, first of all the nearness (and on this matter the center and neighborhood shops stay in a strength position). Also the reduction of the average dimensions of families causes other changes in buying behaviors. As far as consumer goods are concerned there is a reduction in buying big quantities of goods, replaced by purchasing smaller quantities, more frequently.



Gallarate was called during the past century, the “Italian Manchester”

Gallarate Smart City

The project

The project aims to test NFC – Near Field Communication technology in the payment processes and local marketing, leveraging and evaluating the possibility of giving a new value to services and applications. NFC is used in two possible ways: through the use of contactless credit cards and thanks to NFC enabled mobile phones. In the first scenario, it is possible to take advantage of additional custom services through the interaction between the smartcard and information points installed in Gallarate's city center while, in the second one, it would be possible to access to interactive and personalized services, directly available on the phone's display; both modalities aim to help and facilitate the creation of relationships between customers and retail merchants.



The Chamber of Commerce and Industry of Varese supports the initiative by granting a special contribution to the RFID laboratory LAB#ID of University Carlo Cattaneo – LIUC.

How NFC works

Nfc wallet

NFC is a short range wireless communication technology, that allows two devices to exchange data at a close distance, typically contactless smartcards or NFC enabled device and an NFC reader linked the available service. The smartcard or NFC device can trigger and display useful information such as event schedules or public services. Through these systems, the city of Gallarate could become one of the first European NFC-enabled cities, able to help the companies in achieving a competitive advantage, strengthening the local marketing tools and creating new value for people.

The technology – that has different further uses in different application fields - will be well tested.

Among the above mentioned uses, we can mention:

- micro payments and electronic transactions;
- loyalty cards and discount vouchers for business;
- interactive tour guides;
- continuous update of events and schedules.

The advantages of NFC

Thanks to the characteristics of the initiative, companies, retailers and local administrations that should adopt this technology would gain a competitive

advantage and would be able to enhance the marketing tools within the Municipality of Gallarate. Citizens who wish to participate as testing users should take the opportunity of experimenting the newly available services. The experimentation aim is to verify the extent of the benefits that will come from the use of NFC systems.

As a matter of fact the technology allows to:

- speed up payments: transactions will become more easier, faster and safer both for consumers and for retailers;
- enhance the visibility of companies through special panels (smart posters) that would signal promotions and other valuable commercial information to NFC devices;
- improve citizens access to services;
- promote the area through a new communication channel that grants enhanced and easier access to cultural, events and touristic information;
- encourage the creation of a network of services linked to information and commercial initiatives.

Project supported By



Powered By



The Maga Art Museum



The history of the Province of Varese largest Museum of Contemporary Art (established in 1966 as the Gallarate Civic Gallery of Modern Art) coincides with that of his collection, which started with the acquisition obtained through the City of Gallarate of the National Visual Art Award, whose first edition was in 1950. Even if the museum was recently damaged by fire, his staff and several volunteers managed to save the entire collection, which includes more than five thousand works: paintings, sculptures, installations, artist's books, photographs, design objects and prints.



Visitors will enjoy a rich and varied panorama of the most important artistic expressions from the middle of the 20th century up to now, with specific sections dedicated to contemporary international research. The permanent collection includes works of artists like A Soldati, R Birolli, B. Munari, L Fontana, and F. Bodini. An important milestone in the history of the museum took place in December 2009, when the town of Gallarate created the “Silvio Zanella Gallery of Modern and Contemporary Art Foundation”, whose aim is to manage the museum's activities, as well as to preserve and increase the visibility of the collections. Following to the institutional turning point, in March 2010 the Museum changed its name into MAGA - Museo d'Arte Gallarate. In the same year the museum latest and most prestigious location was inaugurated in via De Magri where, thanks to wide open spaces, it is possible to promote a vast and wide-reaching assortment of cultural activities: the Maga Art Museum promotes the production and acquisition of works of young artists, realized specifically for the Museum in honour of the exhibitions dedicated to the artists themselves. Perhaps the Museum most significant goal has been – and still is - the ability of surviving during a time in which every cultural-oriented activity, above all related to contemporary art, had - and still has - to face significant challenges.

www.museomaga.it



A synthesis of the District goals

- territorial, economic, social and cultural promotion of the community, reached through a balanced use of territorial spaces, resources and environment
- to increase infrastructure, recovering the existing, to support mobility
- to recover the dismantle real estate patrimony, to preserve free ground
- to increase the quality of life, improving people and companies' satisfaction
- to bring the City to a high life standard
- to lead the City and resident people and economic operators to higher standard of life
- to make the Downtown as a lounge
- to become a point of reference for surrounding territory
- to support commerce taking census of Real Estate, people flow, mobility, statistic surveys
- to give economical support to entrepreneurs, in order to improve new way of commerce, through economical resources from Regione Lombardia and Chamber of Commerce
- to lead aggregation, improving commercial networking
- to support new settlements of Stores and economic activities. managing the commercial mix
- to manage communications and District marketing, promotions and Events
- to reach the Tocema Certification

District board

The Board is composed by the Municipality of Gallarate (represented by the Commerce Alderman), Confcommercio, Naga (dealers' association of downtown) and Confesercenti.

| | |
|------------------|--------------------------------|
| President | Angelo Bruno Protasoni |
| Member | Rosita Defino - Confesercenti |
| Member | Marco Introini - Confcommercio |
| Member | Rocco Longobardi - Naga |
| District Manager | Gianluca Tonellotto |



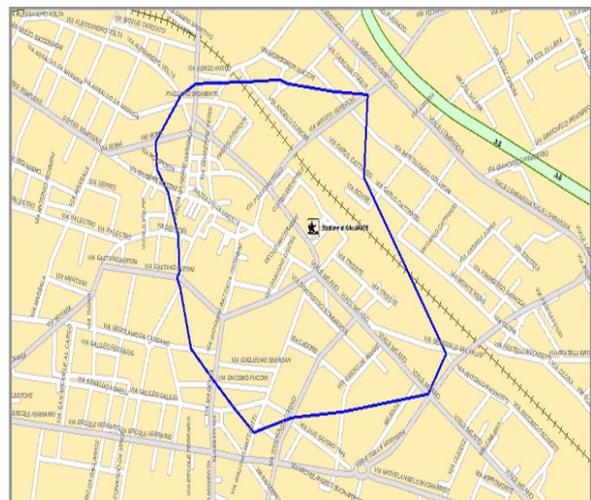
Malpensa airport

Another element that has double value is the Malpensa airport. The desirable recover of the air traffic transportation and even more the definition of a relevant role of the hub in the national and international overview is of course an opportunity for the township of Gallarate. The development of the airport traffic is actually a source of employment and of induced economies sustaining the local one, and therefore the potential purchase of actual residents, future ones, as well as employers coming from other areas and, last but not least, travellers.

No matter whether in town for tourism or business travellers could find in Gallarate a point of reference and attraction, bringing a positive contribution in visiting it and doing shopping there. On the other hand, inside the airport area itself there is a rich commercial offer, as well as along the road connections from the airport to the main cities. This offer represents a direct competition for the town commerce not only regarding the travellers request but also regarding the residents one.

Railway station

| | |
|------------------------|-------------|
| Gravitational basin | 3,000 p |
| Families | 1,500 |
| Total income | 73 mln/euro |
| Total consumptions | 57mln/euro |
| Individual income | 23,000 euro |
| Individual consumption | 18,000 euro |

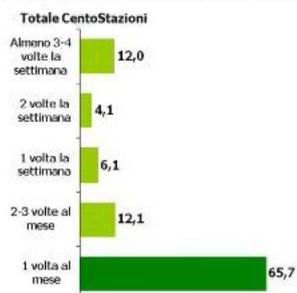


Eurisko analysis for Centostazioni

| | | |
|--|-----|-----------|
| Passengers in Trenitalia railway station (per day) | w/d | 30,248 |
| Daily trains | | 265 |
| Passengers(per year) | | 6,800,000 |
| Destinations: Domodossola, Geneve, Basel, Bellinzona, Alp Transit Gotthard, Luino , Varese, Milano , Venezia, Malpensa Airport, Rho FieraMilano/Expo Quarter | | |

Fequenza di transito nei 30 gg.

Base: transiti nelle stazioni frequentate negli ultimi 30 giorni



Tempi di stazionamento

Base: transiti nelle stazioni frequentate negli ultimi 30 giorni



Motivi del transito nelle stazioni

Base: transiti nelle singole stazioni frequentate negli ultimi 30 giorni



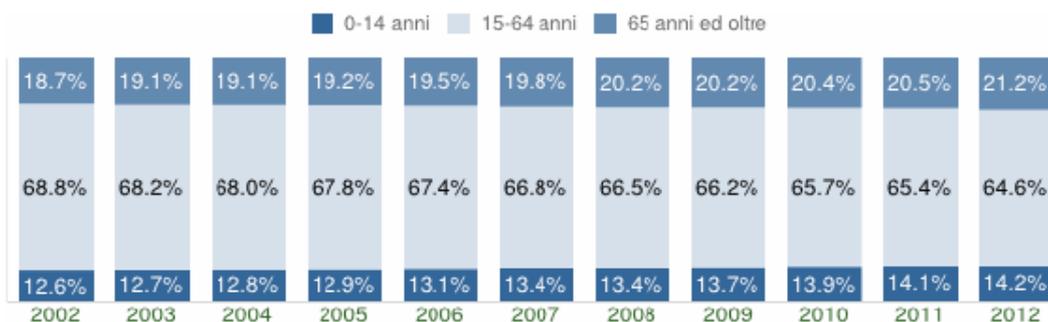
Rilevazione dati Eurisko 2009

Demographic data

Population 52.732

Families 23.226

Age distribution

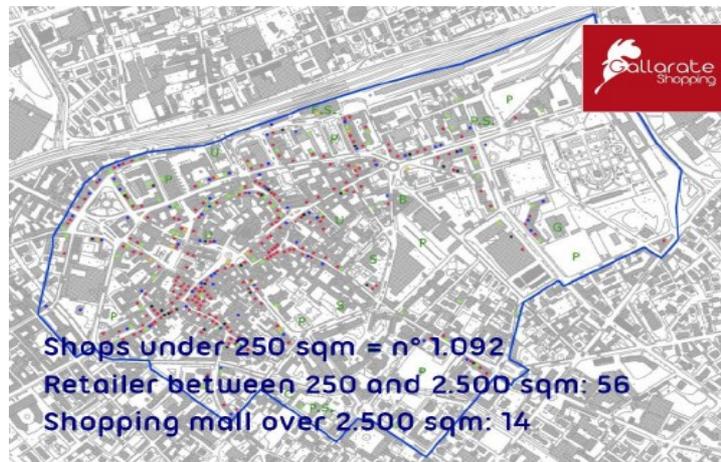
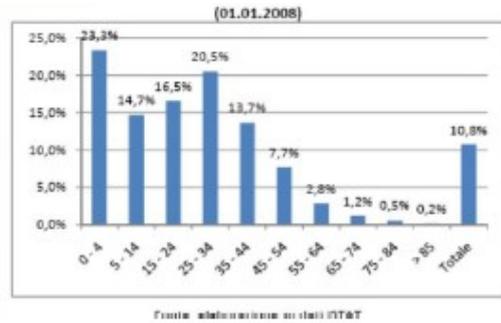


Struttura per età della popolazione

COMUNE DI GALLARATE (VA) - Dati ISTAT al 1° gennaio di ogni anno - Elaborazione TUTTITALIA.IT

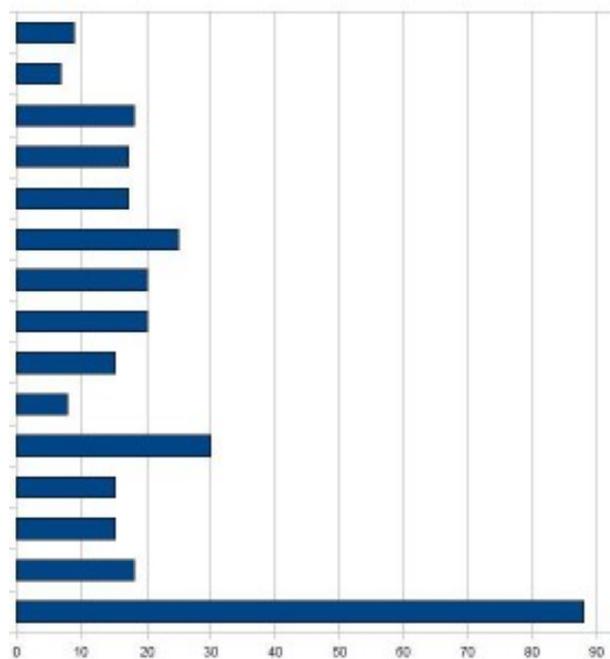
Economic stats

52.732 inhabitants
 1.092 shops
 56 medium retailer
 surface
 14 shopping malls
 27.684 sqm commercial



Commercial mix

Motorcycle & accessories
 Gifts & toys
 Electronics & consumer
 Optical & photo
 Books & carts
 Jewellery
 Newspapers
 Perfumes
 Plant & flowers
 Sports
 Home furniture
 Bricolage
 Cars
 Shoes
 Clothing & accessories



Quality of urban environment

| | Sqm/inhabitants | |
|-----------------------------------|-----------------|-----------------|
| Collective structures | 0,63 | |
| school services | 3,46 | |
| sporting structures | 5,34 | |
| Public Green & Parks | 6,65 | |
| Parking areas | 6,53 | |
| Services & Technological fittings | 1,93 | |
| Sanitary structures | 0,14 | |
| Cultural structures | 0,97 | |
| Churchs | 2,38 | |
| total | 28,02 | Sqm/Inhabitants |

Real estate values Gallarate downtown

| | | |
|------------------|------------------|-----------|
| New residences | 2,100 to 3,000 | euro/sqm |
| Commercial shops | 2,400 to 3,000 | euro/sqm |
| Offices | 1,400 to 2,800 | euro/sqm |
| Car box | 17,000 to 23,000 | euro/unit |

A place for young people

each day 10,538 students in town

| | |
|-------|------------|
| 3,209 | (3-10 yo) |
| 1,422 | (11-13 yo) |
| 5,907 | (14-18 yo) |

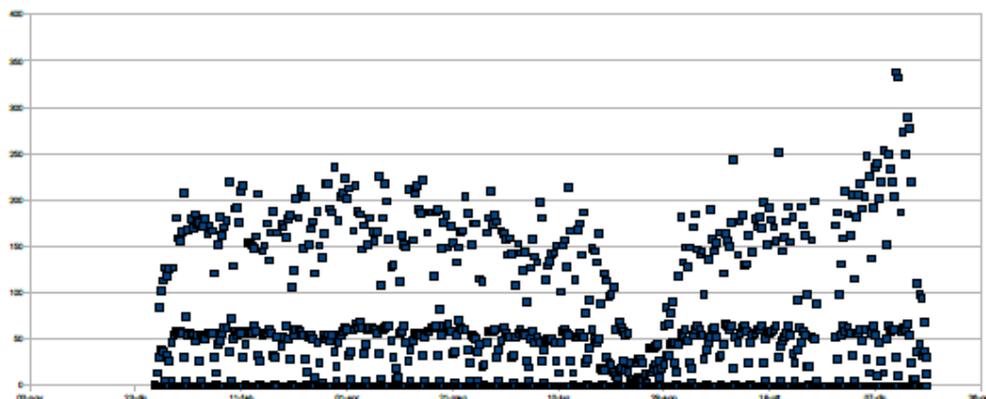


The municipality of Gallarate enjoys commerce!

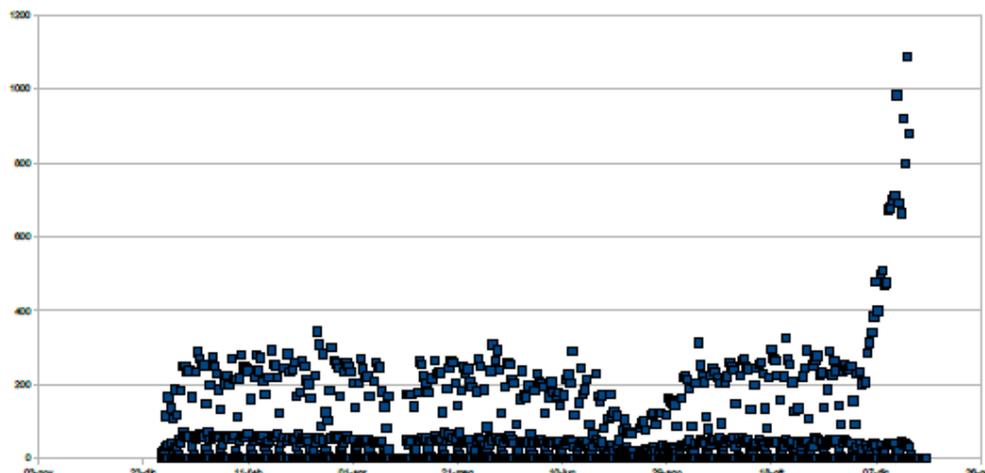
With deliberation n°50 27/09/2012 is possible to widen the shops area, until 10 % more, if the commercial area not exceed 500 sqm

Data report of public parking manage

by



car access to Park Cantoni 2011



car access to Park Bonomi 2011, during Xmas period, the Park was open for free (no data access)

Parking areas

| | |
|---------------------------|----------------|
| Seprio park | 350 p |
| Cantoni Park | 165 p |
| Station Park | 265 p |
| Silos Via Roma | 90 p |
| Silos P.le Europa | 390 p |
| Silos Via Marsala | 350 p |
| Park via 2 Giugno | 290 p |
| Park Via De Magri | 100 p |
| On street (in downtown) | 4310 p |
| Scratch Cards (on street) | 700 p |
| Total | 6,310 p |

| Ubicazione zona parcheggio | Numero stalli a raso |
|----------------------------|----------------------|
| Piazza Giovanni XXIII | 91 |
| Via Beccaria | 44 |
| Via XX Settembre | 10 |
| Via Simbardi | 80 |
| Piazza Risorgimento | 22 |
| Piazza Garibaldi | 73 |
| Via Posporta | 17 |
| Via Mzzini | 21 |
| Largo Camussi | 10 |
| Via Damiano Chiesa | 19 |
| Via Donatori Del Sangue | 7 |
| Via Poma | 19 |
| Piazza Ponti | 8 |
| Via Trombini | 21 |
| Viale Milano | 21 |
| Via Dubini | 26 |
| Via Palestro | 11 |
| Via Bottini | 27 |
| Via Cadolini | 22 |
| Via Don Minzoni | 14 |
| Via Oberdan | 14 |
| Via XXV Aprile | 20 |
| Via San Francesco | 15 |
| Via Postcastello | 14 |
| Via Cavour | 20 |
| Totale | 646 |

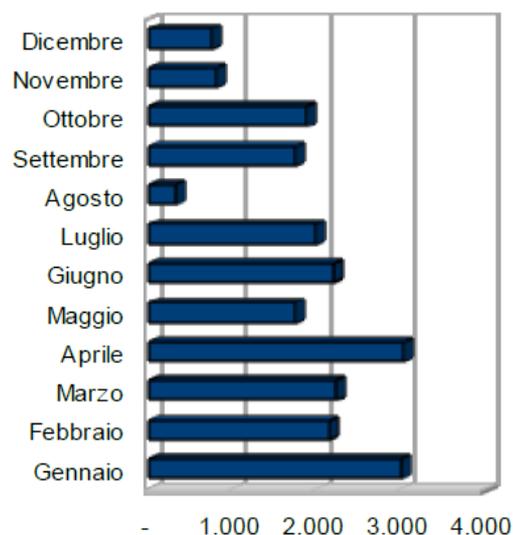
area of Payment parking managed by Amsc

On the total area of Gallarate, the parking areas are more than 100, and have a total surface of 333,543 Sqm, 106,319 public and 228,225 private bounded to public use.

| Quarters | parks | sqm |
|---------------------|-------|--------|
| Arnate | 16 | 25,870 |
| Cajello | 6 | 20,523 |
| Cascinetta | 6 | 32,355 |
| Cedrate | 4 | 2,658 |
| Downtown | 28 | 96,445 |
| Crenna | 6 | 13,782 |
| Madonna in Campagna | 24 | 84,454 |
| Moriggia | 5 | 14,774 |
| Sciarè | 11 | 39,118 |
| Ronchi | 1 | 2,266 |

Data from Territorial Governance Plan

sales of parking coupons 2011



Parkmeters stats 2012

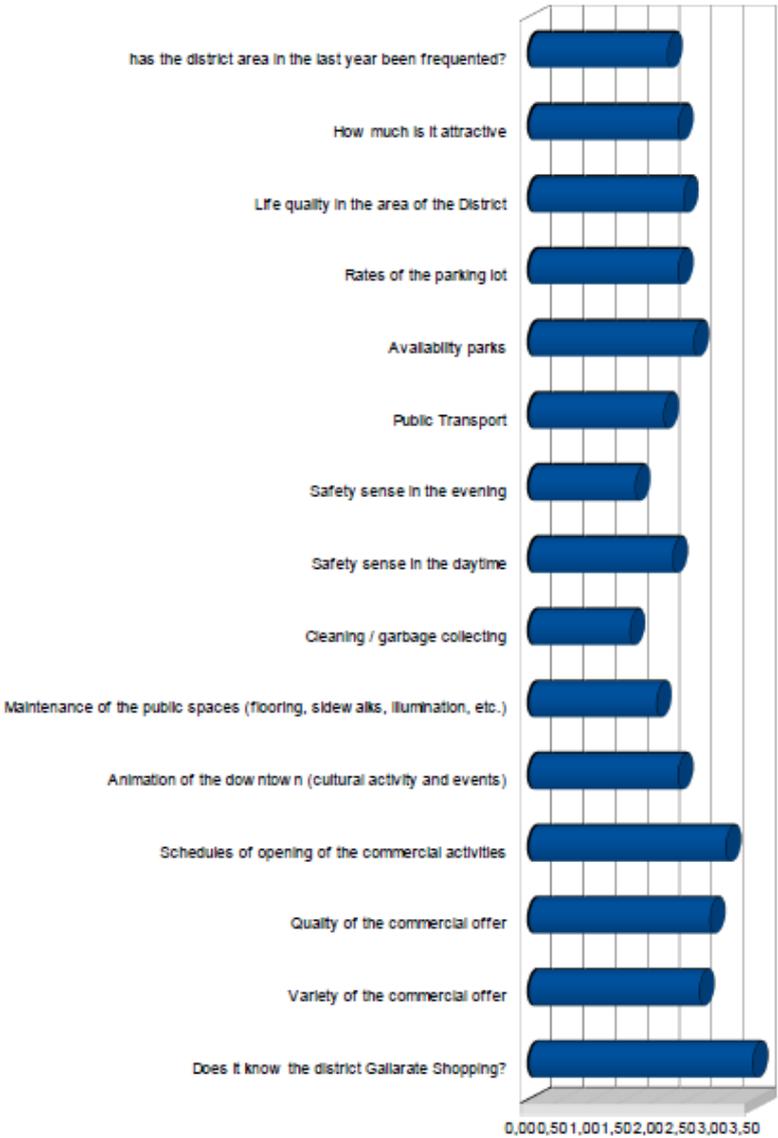
Parking areas Q.ty Car/Hour Total Car/hour

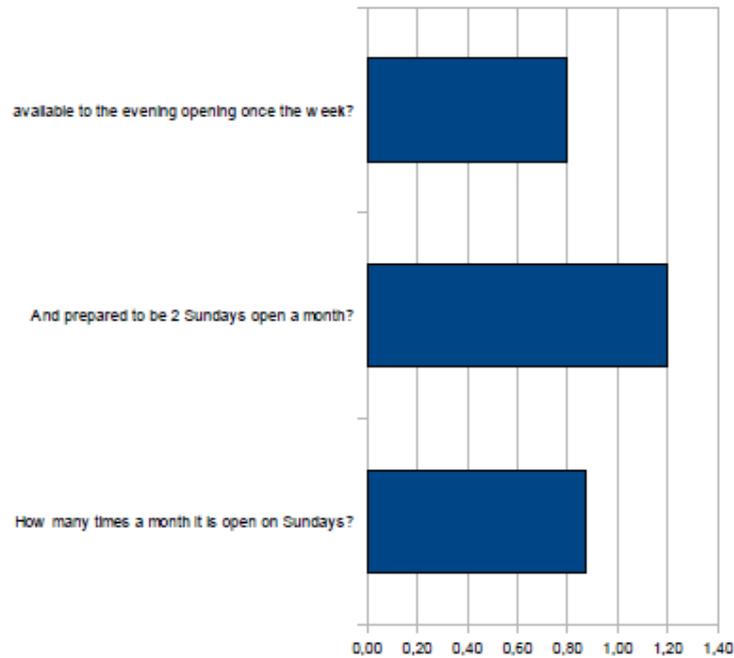
| Ubicazione zona parcheggio | Numero stalli a raso | Vetture ora stalli cintura ZTL | Vetture ora stalli extra cintura | Vetture ora totali da Parcometri |
|--------------------------------------|----------------------|--------------------------------|----------------------------------|----------------------------------|
| Piazza Giovanni XXIII | 95 | | 30,94 | 30,94 |
| Via Beccaria | 54 | | 12,79 | 12,79 |
| Via XX Settembre | 12 | 27,19 | | 27,19 |
| Via Simbardi | 79 | 30,95 | | 30,95 |
| Piazza Risorgimento | 22 | 10,42 | | 10,42 |
| Piazza Garibaldi Piazzatta S. Pietro | 88 | 51,46 | | 51,46 |
| Via Posporta | 17 | 7,36 | | 7,36 |
| Via Mzzini | 20 | 5,49 | | 5,49 |
| Largo Camussi | 24 | 14,92 | | 14,92 |
| Via Damiano Chiesa | 19 | 6,97 | | 6,97 |
| Via Donatori Del Sangue | 7 | 4,20 | | 4,20 |
| Via Poma | 19 | 8,10 | | 8,10 |
| Piazza Ponti Via SantiAntonio | 13 | 7,36 | | 7,36 |
| Via Trombini | 16 | 6,09 | | 6,09 |
| Viale Milano | 21 | | 6,93 | 6,93 |
| Via Dubini | 25 | | 14,38 | 14,38 |
| Via Palestro | 11 | | 5,54 | 5,54 |
| Via Bottini | 27 | 4,52 | | 4,52 |
| Via Cadolini | 23 | 11,84 | | 11,84 |
| Via Don Minzoni | 14 | 6,38 | | 6,38 |
| Via Oberdan | 8 | | 7,06 | 7,06 |
| Via Cavour | 20 | 10,88 | | 10,88 |
| Totale | 634 | 214,12 | 77,63 | 291,75 |

Yellow = downtown

White = other areas inside District

District statistic survey





If the shop is in leasing, can you tell us how much cost each sqm? A year?
 250,00 euro (mdv)

Medium data values on a sample of dealers, that have answered to the statistic survey made in october 2012

Mobility data

| | |
|--|---------|
| Passengers transported by public bus in 2011 | 989,962 |
| Passengers transported by public bus in 2012 | 942,222 |
| Passengers in Trenitalia railway station (per day) | 30,248 |
| trains per day | 265 |

Destinations: Domodossola, Geneve, Basel, Bellinzona, Alp Transit Gotthard, Luino , Varese, Milano , Venezia, Malpensa Airport

Indicators about the achievement of the District goals 2012



| STATO DI RAGGIUNGIMENTO DELL'OBIETTIVO | | | | | | | | | | | | | | | |
|--|---|-----------|---|---|---|---|---|---|---|---|----|----|----|-----------------|---|
| 3.02.01 | | | | | | | | | | | | | | | |
| Step "Confidi" | | ANNO 2012 | | | | | | | | | | | | consuntivo 2012 | |
| STEP | AZIONI / INTERVENTI | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | | |
| 1 | Definizione della "bozza di accordo" | | | | | | | | | | | | | si | 🟢 |
| 2 | Determinazione di impegno | | | | | | | | | | | | | si | 🟢 |
| 3 | Stipula accordo | | | | | | | | | | | | | si | 🟢 |
| 4 | Verifica possibilità applicazione misure di fiscalità agevolate | | | | | | | | | | | | | si | 🟢 |

| STATO DI RAGGIUNGIMENTO DELL'OBIETTIVO | | | | | | | | | | | | | | | |
|--|---|-----------|---|---|---|---|---|---|---|---|----|----|----|-----------------|---|
| 3.02.01 | | | | | | | | | | | | | | | |
| Step DUC | | ANNO 2012 | | | | | | | | | | | | consuntivo 2012 | |
| STEP | AZIONI / INTERVENTI | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | | |
| 1 | Definizione bozza atto costitutivo Associazione del DUC | | | | | | | | | | | | | si | 🟢 |
| 2 | Proposta di deliberazione di approvazione schema | | | | | | | | | | | | | si | 🟢 |
| 3 | Determinazione di impegno costi per atto | | | | | | | | | | | | | si | 🟢 |
| 4 | Convocazioni partecipazione attori DUC | | | | | | | | | | | | | si | 🟢 |
| 5 | Sottoscrizione Atto (ufficio contratti) | | | | | | | | | | | | | si | 🟢 |
| 6 | Prima convocazione del gruppo dei Soci Fondatori | | | | | | | | | | | | | si | 🟢 |
| 7 | Partecipazione bando Camera di Commercio 2012 | | | | | | | | | | | | | si | 🟢 |
| 8 | Predisposizione avviso selezione Manager di Distretto | | | | | | | | | | | | | si | 🟢 |
| 9 | Individuazione processo di lavoro per certificazione "TOCEMA" | | | | | | | | | | | | | parzialmente | 🟡 |
| 10 | Definizione indirizzi politici per certificazione "TOCEMA" | | | | | | | | | | | | | parzialmente | 🟡 |
| 11 | Lavoro del gruppo dei Soci Fondatori per definizione azioni e tempi | | | | | | | | | | | | | si | 🟢 |
| 12 | Determinazione di impegno risorse economiche | | | | | | | | | | | | | parzialmente | 🟡 |
| 13 | Supporto predisposizione materiale per MAPIC | | | | | | | | | | | | | si | 🟢 |

🟡 Punti 9 e 10, lavoro parzialmente eseguito in relazione ai dati necessari anche per la predisposizione materiale per MAPIC.

Hotel trends Malpensa area



CAMERA DI
COMMERCIO
DI VARESE

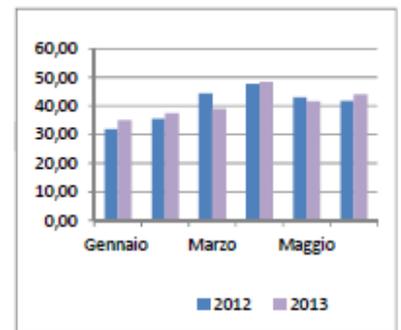
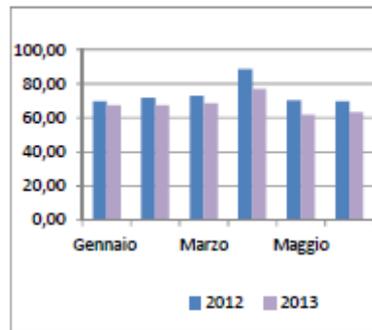
PERFORMANCE ALBERGHIERE PRIMO SEMESTRE 2013
AREA MALPENSA - Campione 1639 camere



| OCCUPAZIONE | | | |
|-------------|-------|-------|---------|
| Mese | 2012 | 2013 | Diff. % |
| Gennaio | 45,75 | 51,98 | 13,6 |
| Febbraio | 49,50 | 55,63 | 12,4 |
| Marzo | 60,83 | 57,10 | -6,1 |
| Aprile | 53,84 | 62,97 | 17,0 |
| Maggio | 61,19 | 67,20 | 9,8 |
| Giugno | 59,82 | 69,49 | 16,2 |
| Periodo | 55,16 | 60,73 | 10,1 |

| PREZZO MEDIO | | | |
|--------------|-------|-------|---------|
| Mese | 2012 | 2013 | Diff. % |
| Gennaio | 69,50 | 67,22 | -3,3 |
| Febbraio | 71,69 | 67,27 | -6,2 |
| Marzo | 72,88 | 68,47 | -6,0 |
| Aprile | 88,59 | 76,83 | -13,3 |
| Maggio | 70,23 | 61,81 | -12,0 |
| Giugno | 69,75 | 63,26 | -9,3 |
| Periodo | 73,77 | 67,48 | -8,5 |

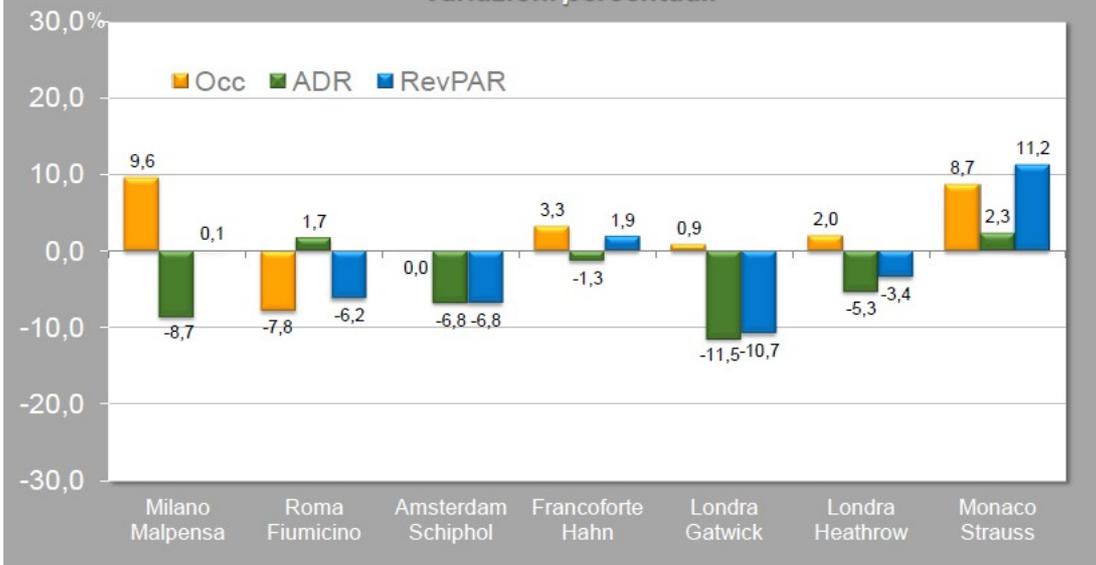
| REVPAR | | | |
|----------|-------|-------|---------|
| Mese | 2012 | 2013 | Diff. % |
| Gennaio | 31,79 | 34,94 | 9,9 |
| Febbraio | 35,49 | 37,42 | 5,4 |
| Marzo | 44,33 | 39,09 | -11,8 |
| Aprile | 47,69 | 48,38 | 1,4 |
| Maggio | 42,97 | 41,54 | -3,3 |
| Giugno | 41,73 | 43,96 | 5,3 |
| Periodo | 40,67 | 40,89 | 0,5 |

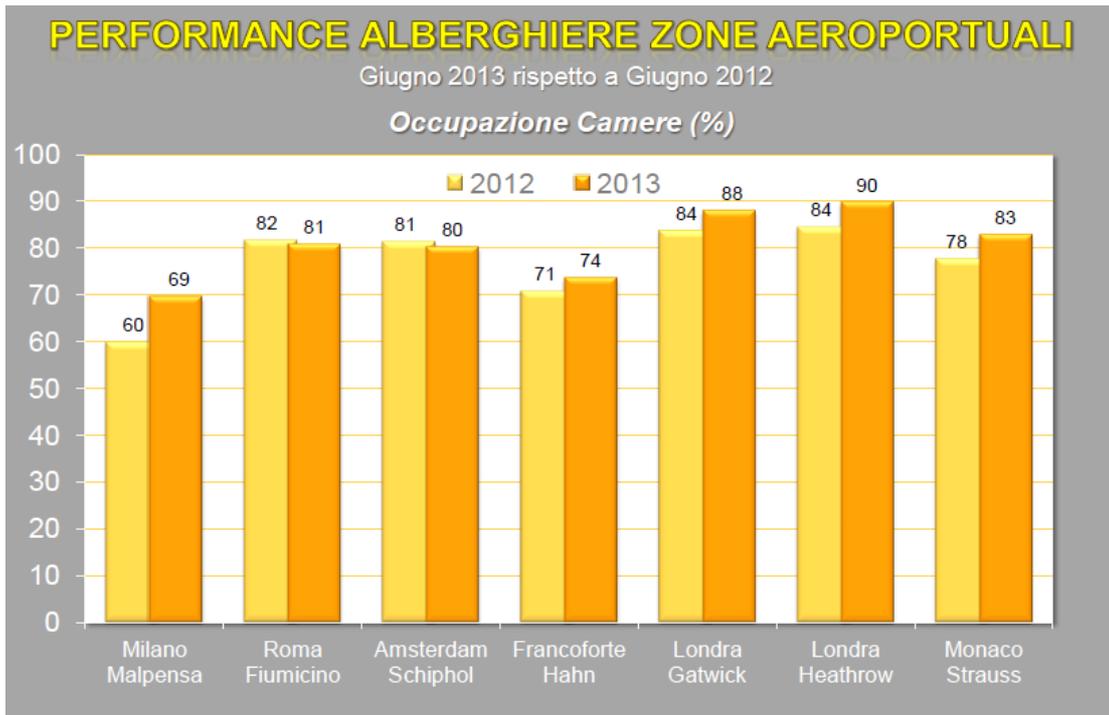


PERFORMANCE ALBERGHIERE ZONE AEROPORTUALI

Gennaio-Giugno 2013 rispetto a Gennaio-Giugno 2012

Variazioni percentuali





Overview of the District



Leading project

1 Palazzo Minoletti

Palazzo Minoletti, built in Gallarate in 1939/40 by the architects Giulio Minoletti and Giancarlo Palanti, is a strong example of rationalist architecture, an artistic, architectural and cultural movement born in the 30th years, direct consequence of the futurist and fascist movement that aimed to solve the problems of the house building for big number of people, using also part of the individual creativeness to answer to urbanistic needs.

The main entrance of the building is in Garibaldi Square, but there is also a second access from the side road that conducts in Saint Pietro square. The connections among the various floors are possible thanks to two staircases and an elevator that serves all the building floors.



Regarding the external aspect, the principal façade – as well as part of the east and west sides - is covered by tiles of dark green ceramics of 28 x 28 cms, while the rest of the surface is plastered; besides the façade a series of windows forming frieze has accented the monumental character of the building.

The main entrance doors - in aluminum and glass – reach the second floor (looking at the principal façade).

The external fixtures are realized in aluminum with insulating glass endowed with grilles and blinds in plastics.

Almost all areas of the building were turned to offices and their flooring is various (ceramics, grès or linoleum) apart from the great hall, with ceiling height of 6,60 meters, that has a floor in white marble; the east and west walls of the salon are dressed again with plates of dark marble, while the north wall is occupied by a glass door on which four columns are hacked in their height with to plots of marble. The south wall – that dates back to 1945 - is covered by a layer of plaster; before the fall of the fascism,

the wall was occupied by a fresco of the painter Alexander Pandolfi representing the Duce riding a horse, probably a symbol of the link existing between the function of the building and the past regime.

There is besides an ample balcony paved in marmettoni of cement with gravel drowned in the surface and endowed with parapet in masonry.

The architecture of the building is characterized by a scrupulous search of the least volume with



the purpose to contain the cost of the execution in the limits imposed by the government. For completeness it is correct to remember finally that the project was equipped by a study of rational furnishings.

From this brief building description it's possible to understand that it is an intense example of the above mentioned rationalist architecture that characterized every year astride the decade 1930-40.

The rationalism was born in Germany and the rationalist architecture is characterized by a strict connection between form and function, also thanks to the use of often prefabricated elements, of standard dimensions, reducing every aspect of decoration. Finally the functionalism and an ample use of lines, angles and clean volumes testify once more the features of the rationalist architecture.



2 Trenitalia station area

In relationship to the high accessibility to railway lines, and to its own centrality, this place has an important role for the entire urban area and is appointed to receive the typical mobility function, in relation to proximity with Fiera Milano, Expo, and Malpensa Airport.

Giovanni XXIII square represents the key point of the project, with the building completion of the northern side and the retraining of the main spaces, that have to be released from parking and traffic in favour of new green and pedestrian spaces.

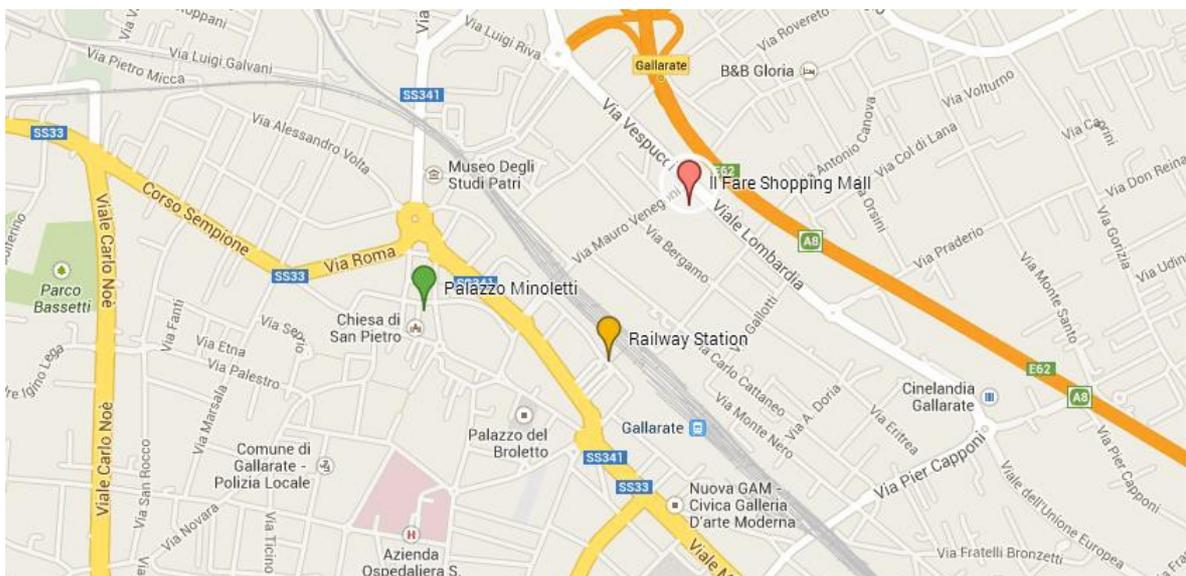
Ambito di trasformazione AT_08: "piazza Giovanni XXIII - Stazione Fs - via Galvanigi"



Connotazioni fondamentali dell'intervento

a) Indici e parametri edilizi

| | |
|--|------------|
| St - Superficie territoriale: | 79.530 mq |
| Ut pr - Indice territoriale proprio: | 0,50 mq/mq |
| Ut min - indice territoriale minimo: | 0,90 mq/mq |
| Ut Max - indice territoriale massimo: | 1,00 mq/mq |
| Superficie lorda di pavimento di progetto: | 79.530 mq |



3 Downtown shopping center “Il Fare”

The shopping mall called “Il Fare” was built close to the highway access (A8 Milano Laghi). The opening was authorized in 2003, with a global retailing area of 6,295 square meters (1,285 square meters of food areas and 5,010 square meters of no food areas).

The shopping mall covers an area of 16,200 sqm. completely urbanized with service areas, such as a pedestrian cross outside plus a parking area with three levels on the surface and two levels below ground.

The part purely addressed to the commercial gallery has a total surface of around 8.200 square meters to the buried plan (where is situated the food retailer area of 1.250 square meters), 5.800 square meters on the ground floor, and 3.300 square meters on the first floor.

At the moment the activity of the shopping mall is in stand-by.



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Mapic Delegation 2013



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