



## PRELIOS LAUNCHES WWW.MAGNETEMILANO.IT

*THE WEBSITE DEDICATED TO THE NEW PROJECT NOMINATED FOR THE RENOVATION OF THE PAVILIONS OF THE FORMER MILAN TRADE SHOW GROUNDS IN THE PORTELLO AREA*

Milan, 23 April 2015 – **Prelios**, one of the leading European groups in real estate asset management and in real estate finance projects, launched [www.magnetemilano.it](http://www.magnetemilano.it), the website dedicated to the new project nominated for the renovation of the pavilions of the Milan former Trade Show grounds in the **Portello** area.

**Magnete Milano** was conceived and designed by Prelios in collaboration with Hublab, a consulting firm specialized in innovative solutions, and Architects Atelier Traldi and Caruso Mainardi Architetti. The building site, with a limited and sustainable impact on the surrounding urban fabric, will last 30 months, employing about 250 workers on average per day. When the works are completed, a constant daily flow of visitors is envisioned, estimated in about 1.5 – 2 million people on an annual basis, with indirect employment of about 320 people per year.

The new website, accessible also by mobile devices, will allow to discover the project, the objectives and the main features related to a social and active dimension that involves visitors, by letting them experience a place which attracts and offers contemporary innovative technologies and, inspired by the best experiences at international level, proposes a new model of urban park for the cities of the future.

Through a simple and intuitive navigation and thanks to the presence of multimedia contents, users are accompanied in a virtual tour to discover the services and activities contemplated by the project: the interactive technology park, the music centre, the game room, the prevention healthcare facilities, the superior 4 star hotel, the digital store spaces and the natural connection, on the building second floor, to one of the city green rays, with a showroom of specialists and manufacturers of bicycles, even handicraft bikes, covering a space of over 100 m.

The website also envisions the possibility to share contents on social networks, includes a press section reporting all project news and a 'Contacts' section for the request of any information.

\*\*\*

**For further information:**

Prelios Press Office

Tel. +39/02/6281.41571 - Cell. +39/335/7357146

[pressoffice@prelios.com](mailto:pressoffice@prelios.com)

[www.prelios.com](http://www.prelios.com)