

PRESS RELEASE

**“PROFUMO DI NATALE” AT THE GALLERIA ALBERTO SORDI: A NEW EXHIBITION FOR THE REDEVELOPMENT OF THE ASSET OF THE MEGAS FUND MANAGED BY PRELIOS SGR**

**One of the symbolic buildings in Rome, the gallery is being restyled as an ideal location for cultural and entertainment events**

*Rome, December 20, 2022* – The program of events and cultural activities continues at the Galleria Alberto Sordi, Rome's historic “drawing room” owned by the Megas Fund (an Italian real estate alternative investment fund for professional investors, owned by Prelios SGR, one of Italy's leading asset managers and part of the Prelios Group), which is currently undergoing a major redevelopment.

Following the exhibition on Roman street art held from September to November, until January 7, 2023, the Galleria Alberto Sordi will now host **“Scent of Christmas”**: a sensory exhibition devoted to the sense of smell open free of charge to residents, visitors and tourists over the festive season. Of all our senses, smell, perhaps, is the most immediate memory trigger and here it will help visitors recall Italian and international traditions. The Christmas exhibition is a sensory journey down the gallery's two naves: the nave accessed from Via dei Sabini offers the smells of a series of “atmospheres” linked to the places and events of Christmas, including fir trees, moss and mistletoe, used in festive decorations and yuletide scenes. The nave accessed from Largo Chigi features culinary aromas: panettone, pandoro, nougat, vin brûlé and cinnamon.

To enjoy the fragrances, each one accompanied by anecdotes and odd facts associated with the moments to which it refers, all visitors will have to do is go up to the box containing the atomizer and spray the fragrance on a Christmas-ball shaped *mouillette*: the *mouillette* will be a gift, an idea for a Christmas tree decoration to bring the smell of the festivities into the home.

“Scent of Christmas” was designed and produced by Arkage (Artattack Group S.r.l.) and is one of the initiatives planned for the launch of the restyled Galleria Alberto Sordi to restore the building to its original vocation, not just as an attractive modern retail location specified to the highest sustainability standards, but also as an elegant venue for the city, where residents can organize and take part in cultural and arts events.

The modernization project has been conceived as a redevelopment of an urban location, whose objective is to highlight the Galleria's architectural and historic value and return it to the city as a newly styled and re-functionalized meeting place.

Promotion and marketing activities with prospective tenants are being handled by:

Dils, a leading real estate player in Italy, with a team of more than 170 professionals in Milan and Rome, which is currently implementing an international expansion, and Savills, one of the world's top real estate advisors, listed on the London Stock Exchange (LSE: SVS).

**For more information:**

**PRELIOS SGR**

**Prelios Group Press Office**  
+39 02 6281.4176/4826  
[pressoffice@prelios.com](mailto:pressoffice@prelios.com)

**Image Building**  
Tel. +39 02 89 011 300  
[prelios@imagebuilding.it](mailto:prelios@imagebuilding.it)

**GALLERIA ALBERTO SORDI**

<https://galleriaalbertosordi.com/index.html>