

**Turin, 31 August 2016**

**On 2 September the exhibition *MICKEY MOUSE AND ITALY* will arrive in Turin at Galleria San Federico, which has been subject to a major real estate redevelopment plan by the Unipol Group: Mickey Mouse also on display with the creativity of UnipolSai.**

From 2 to 18 September it will be possible to admire, at **Galleria San Federico in Turin**, the twenty-six statues, almost two metres tall, customised by the creativity of excellent Italian brands – including one by **UnipolSai** – in the initiative **MICKEY MOUSE AND ITALY**. Since its debut on 22 April 2016, in the prestigious setting of the Triennale di Milano gardens, the free open-air exhibition has toured Italy, stopping in Arese, Bologna, Naples and Rome before reaching Turin. The initiative will conclude in November in Milan with a charity event for ABIO Italia non-profit organization.

**The project, promoted by Disney Italia**, celebrates the rich history of Mickey Mouse, which has always been intertwined with that of Italy. An initiative that **UnipolSai** has focused on, building upon the strong bond the Group has with the Italian territory and its active synergy with The Walt Disney Company. The **UnipolSai** statue is based on the concept of **simplicity**, to show families how an insurance company can be close to people with solutions that are customised and easy to understand. The original drawings and images featured on the statue refer to UnipolSai's offer for its customers at every moment of their lives (driving, at work, during spare time or when thinking of savings or future investments).

**Galleria San Federico** is a city symbol returned to its citizens thanks to major restoration works and significant intervention by Unipol in the context of its real estate redevelopment program carried out under the **"Urban Up"** brand in major main Italian cities.



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## HISTORY OF GALLERIA SAN FEDERICO

Galleria San Federico was built in the nineteen-thirties as the third large indoor shopping arcade in Turin. In 1931, it was proposed to renovate the former Galleria Natta present in the San Federico block, creating a new indoor shopping area in addition to the already existing Galleria Subalpina and Galleria Umberto I. The project was included in the context of the major redevelopment of Via Roma and the surrounding blocks, which took place between 1931 and 1937; in 1931 the construction site opened for the project by architect Federico Canova and engineer Vittorio Bonadè Bottino, who also oversaw the simultaneous construction of the nearby Hotel Principi di Piemonte.

The project immediately stood out compared to the previous structure with its modern connotations and prestige, and provided ample space for stores, warehouses as well as the construction of underground garages, a number of offices and a new cinema, in place of the old Cinema Meridiana.

The Gallery was not only designed to be a transit route for the public, easy and convenient in size, but also a meeting place where luxury and local artisanal stores, restaurants, bars and any other businesses able to attract the public and inspire longer stays found their natural habitat.

In order to achieve this objective, the wing of the Galleria towards Via Roma was preserved, channelling transit from this street, and it was decided to precede the three entrances of the gallery with vestibules adorned with rich decorative motifs.

The work was given an elegant and luxurious appearance through the extensive use of coloured marble and by equipping shops with carefully studied and uniform windows throughout the entire building. The choice of decorating materials and finishes played a key role in the project: a dark cornice, made of marble dominated by green shades, was used to frame and emphasize the large windows with brass profiles.

From a technical standpoint, the most interesting element remains the high arched ceiling in glass block. This was formed by a series of arches in traditional reinforced concrete, cast on site, which defined a barrel vault ceiling, topped by domes at the three entrance halls to the stairs and the cinema. Light is abundant thanks to the large glass block panels present between the arches.

The construction of Galleria San Federico was characterised by its fast pace and was, in fact, concluded in 1933, just one year after the start of works.

The first offices were occupied by the historical headquarters of the newspaper La Stampa, and in 1934 the great Cinema Lux was inaugurated (after first being called Rex and, with the Italian Social Republic, Dux), designed to increase the number of visitors to the Gallery.

At the end of the nineties, Cinema Lux was the only remaining testimony of the precious historical movie theatres still in service in Turin and, at the beginning of the new millennium, the entire facility appeared to have perfectly preserved the original design of the thirties. The size of the theatre, in any case excessive (1,573 seats), was however the main cause for the progressive economic failure of management, unable to compete with the more flexible and attractive multiplex theatres.

In 2003 came the idea for the significant redevelopment of the property, based essentially on the transformation of the cinema space into a multiplex located within a shopping mall on the ground floor. The main objective was to transform the large movie theatre, mono-functional in nature, into a more varied complex, focusing on three main functions: one still related to entertainment, however divided into different spaces (multiplex); one related to food and other ancillary services that characterise modern movie theatres; and finally a commercial function.

While not altering the original volume of the theatre at all and, above all, not changing its relationship with Galleria San Federico, the subdivision and coexistence of the three functions immediately seemed easy, almost a must: three small theatres could take the place of the original stalls of Cinema Lux; commercial activities could be placed above these and in the significant remaining space of the cinema; the entrance to the cinema with its vertical distribution could still serve as a hub for these functions, with a new food court taking the place of the grand foyer of the original gallery.

This layout was designed to increase the attractiveness of Galleria San Federico thanks to the presence of strong polarisation, as in the case of the multiplex located within the new shopping mall.

Galleria San Federico has always been a prestigious location for stores on the ground floor and professional offices on the upper floors.

Therefore, in 2005 the important redevelopment project involving the complete renovation of Cinema Lux and the construction of the new mall wing began, with the creation of new and modern commercial spaces and a large food court, concluding in 2011.

Over the past two years, with the arrival of the Unipol Group, the gallery has begun to regain its role as an attraction in the centre of Turin, boosting the marketing of new spaces and those left vacant in recent years.

**UnipolSai Assicurazioni S.p.A.**

UnipolSai Assicurazioni S.p.A. is the insurance company of the Unipol Group, Italian leader in Non-Life Business, in particular in vehicle liability insurance.

Also active in Life Business, UnipolSai has a portfolio of over 10 million customers and holds a leading position in the national ranking of insurance groups with a direct income amounting to approximately €14bn, of which €7.3bn in Non-Life Business and €6.7bn in Life Business (2015 figures).

The company currently operates through 5 divisions (Unipol, La Fondiaria, Sai, Nuova MAA and La Previdente) and has the largest agency network in Italy, with more than 3,500 agencies and 6,000 sub-agencies spread across the country.

UnipolSai Assicurazioni is a subsidiary of Unipol Gruppo Finanziario S.p.A. and, like the latter, is listed on the Italian Stock Exchange, being one of the most highly capitalized securities.